

## Tough Times Business Management - Immediate Action Plan

Use the checklist below to help identify areas for immediate action for your business.

***Simpkins Edwards can advise clients on a number of areas that will help ensure your business is operating as efficiently and cost-effectively as possible, including cash flow planning, budgeting, management information systems, payroll and tax planning.***

**Contact us to discuss how best to prepare your business for testing times.**

No	Action Item	Completed
1.	Review your Budgets and set targets for 2009.	
2.	Get rid of can't pay/won't pay customers.	
3.	Review debtors list and chase up overdue bills on a weekly basis.	
4.	Make sure your terms and conditions contain explicit payment terms.	
5.	Assign responsibility to one individual for billing and collections.	
6.	Put extra effort into making sure your relationships with your better customers are solid.	
7.	Review your list of products or services and <b>eliminate</b> those that are unprofitable or not core products or services.	
8.	Agree payment terms and service levels with all suppliers in advance.	
9.	If appropriate, review banking facilities and discuss future needs.	
10.	Keep your management and financial records up to date so that performance and cashflow can be monitored.	
11.	Review and flow chart the main processes in your office (e.g. purchase ledger and sales orders) and challenge the need for each step.	
12.	Encourage team members to suggest ways to streamline and simplify processes (e.g. sit down and brainstorm about efficiencies and cost reduction).	
13.	Use 'bottom up' budgeting where everyone in the office gives input on areas over which they have control – target a 10% cost saving.	
14.	Review your staffing needs over the next 12 months and make weak or unnecessary individuals redundant now.	
15.	Get your members of staff involved in a discussion of likely trading conditions and get their input on reducing costs and maintaining revenues.	
16.	Review efficiency of office processes and consider alternatives such as outsourcing certain activities, such as payroll or marketing / public relations.	
17.	Pull everyone together and explain business's strategy and get their buy-in.	
18.	Explore where you can add value for your customers. Talk to them on a regular basis so you are better placed to get their business.	
19.	Review your marketing budget and identify the most successful activities.	
20.	Face any issues that arise and develop strategies to cope. Putting off decisions generally reduces the number of options available to you.	