



*Friends, the business climate is changing rapidly right now. Navigating through unfamiliar times can be scary and confusing, but it can also be an opportunity to learn, refine and become better and stronger. The team at [JPG Resources](#) has worked with **Start-up and Early Stage businesses** for over 11 years. We want to provide you with strategies to survive and become stronger during this uncertain time.*

- 1) **Knowledge is Power:** It may not be a fun exercise, but as a business owner you need to understand as thoroughly as possible the potential implications of the current changes on your business.
 - a. **Project the impact this is going to have on your business- financial/ inventory/ ingredients/customer base.**
 - b. **Be aware of supply changes for ingredients/ packaging. Have multiple supplier and manufacturing relationships if possible. Adjust inventory as necessary.**
 - c. **Forecast out various scenarios –best and worst case and in between.**

- 2) **Resources are Available:** You are not in this alone. Look for the resources around you that can help you weather the storm.
 - a. **[State](#) and [federal](#) grants available to small businesses.**
 - b. **[Seed](#) and investment money available from local seed funds**
 - c. **Connect with other small businesses/ peer groups to strategize together.**
 - d. **Utilize friends, family and your network for help.**
 - e. **Reach out to experts in your field for advice and help.**

- 3) **Adjust:** You are going to have to change the way you do business. That’s alright, you are an entrepreneur and are used to thinking creatively and outside of the box. As a small company your ability to adjust quickly is an advantage.
 - a. **Adjust your product offering. Is there a way to service people better through different products during this time?**
 - b. **Adjust your customer focus. Where can you find the customers who are buying? Where is business increasing and can you capture that?**
 - c. **Perfect and expand your online presence. Social media channels and ecommerce are huge opportunities in this environment.**
 - d. **Implement or expand delivery services.**
 - e. **Buy in bulk. Are there discounts that you can take advantage of?**

- 4) **Relationship Building:** These are uncertain times for everyone. Communicate honestly and openly with your customers, suppliers, employees and others in your network, and listen too.
 - a. **Be vulnerable. People relate to what you are experiencing and are drawn to honesty.**
 - b. **Be a helper. Use your business to help others (and create positive press) through donation, creating a giving page on social media or other acts of charity.**