

Strategy Checklist

Strategy Items	Action List
What do you believe will be the main factors/reasons for success in the Post CV world for your industry and business?	
<p>Get back to first principals</p> <p>What is it that you do really well (List)</p> <p>Who is this relevant to? (target market)</p> <p>What changes are required to service them better/ meet their needs?</p> <p>How can you tell the world about this so we start with a bang when things reopen?</p>	
<p>Is your current service offering still relevant to your customers?</p> <p>What services/products are/ will be in high demand in this period? – Don't discount these</p> <p>Package low demand items with high demand items to move them.</p>	
<p>Hours of operation:</p> <p>Will there be changes as we progress through the phases?</p> <p>What will this mean to staffing needs and processes?</p>	
Do you/will you have enough customers?	
<p>Pricing strategy</p> <p>Will you need to review pricing levels of certain products/ services to suit the market based on expected pricing or demand?</p> <p>Do you have a list of new service offerings?</p>	
<p>What are the New market opportunities?</p> <p>Need to hunt the opportunities in the market – there will be gaps appearing everywhere</p>	
<p>Capacity – will you have too much or not enough?</p> <p>If too much – how can you fill it?</p> <p>If not enough – can you scale quickly if demand requires?</p>	

Should you have any questions or require any assistance, contact our Walsh Business & Entrepreneurial Support Division today:

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<p>Sales – Set sales targets for target profit level broken into Months/Weeks/Day</p>	
<p>What changes should you make to the business now?</p> <p>You can now start fresh! Let's paint the picture of what you want the future to look like</p> <p>In what you perceive to be the new business environment what would you like business look like in terms of:</p> <ol style="list-style-type: none"> Revenue \$ Required effort/time from yourself Number of people in the business Profitability levels 	
<p>Competitor Analysis – who are your main competitors? What are they likely to be doing during this time?</p> <p>What are your advantages over your competitors right now? Look for strength in your brand</p>	
<p>Marketing strategy on relaunch - Do you need one?</p> <p>Will you be emailing existing customers/clients regarding your timing for relaunch? How can you attract new customers in the changed environment –</p>	
<p>Website review and update - How would you rate your website your of 10?</p> <p>People are spending more time online now than ever before What are the positives of your website and how would you like to change it</p> <p>Consider working through and developing a Digital Strategy. We highly recommend working through a digital strategy relief package with FivebyFive – more information www.fivebyfive.com.au/digital-strategy-relief-package/</p>	
<p>Review of your business structure for tax and asset protection – this might be more relevant than it was pre event.</p>	

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