

How can your business thrive in the face of disaster risks?

Focus on the essentials.

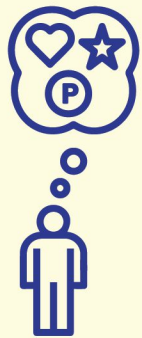
During the pandemic, the most pressing challenges for MSMEs are the lack of resources and the difficulty accessing technology and information that help improve business operations. Enterprises in the Philippines also face more risks as they are located in areas that are highly exposed to both natural and human-induced hazards.

For business owners like you, these can be difficult, but here's how planning and preparedness can help.



People

Protect your employees before, during, and after disasters.



Build an inclusive culture wherein employees feel comfortable getting involved in planning business operations and preparing for possible disruptions. Put your employees' needs at the center when it comes to work arrangements, schedules, and output delivery. Think of possible scenarios that would make it difficult for employees to come to work or perform their duties.



Offer simple but effective solutions such as free transportation, expanded paid sick leaves, and alternative work arrangements.



Do regular preparedness exercises with your employees. Fire drills and earthquake drills, for example, can both be done in an hour or two. You can also reach out to organizations that offer training or post preparedness tips on the office bulletin board.



Provide personal protective equipment and supplies like face masks, face shields, and disinfectants.

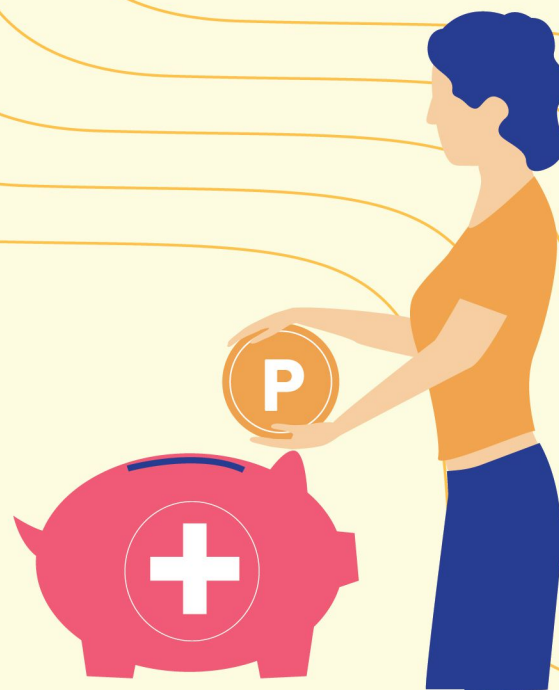


Check on your employees regularly. Think of activities that can help them relax and bond with others while practicing quarantine restrictions and health safety protocols.



Finance

Use your resources effectively.



Keep your cash flow intact to anticipate long-term disruptions.



Look for available recovery packages and economic support from government agencies and private sector service providers.



Switch to e-commerce and online banking solutions.



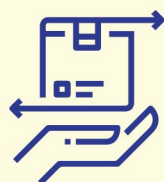
Cashless transactions are more encouraged nowadays. They reduce opportunities for theft, make transactions faster (ex. 5-15% more transactions per hour), and decrease business costs.



Start a cash reserve or an emergency fund for your business that can be good for three to six months of expenses, if possible.

Business Partners

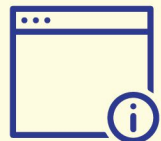
Take partnerships to the next level!



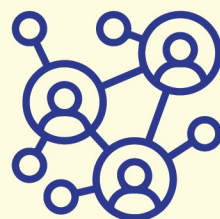
Establish pre-agreements with your suppliers and ensure that they are able to deliver when you need them.



Respond to your customers and suppliers if they have questions or concerns.



Inform your customers about your current business plans and update them regularly on your products and/or services through your social media pages.

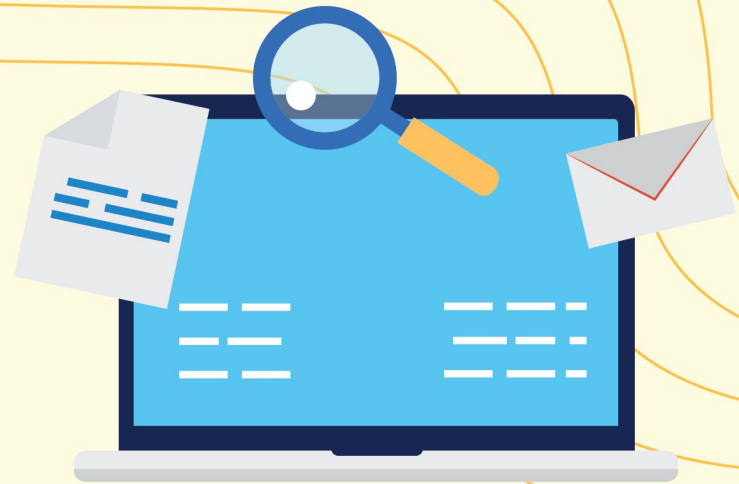


Expand your network by joining business associations and even reaching out to your local government unit and other civil society organizations focusing on MSME development and promotion. Attend online webinars or activities that give you an opportunity to meet new people and enterprise owners to explore how to support one another and build a larger community.



Data and Technology

Protect your business, even online



Ensure that everyone's data is safe and secured in the workplace by installing antivirus software, encrypting enterprise data, and backing up important files.



Participate in webinars, online programs, mentoring, and other online learning opportunities that help improve your online entrepreneurial skills.



Explore the use of Virtual Private Networks (VPN) for remote network access.



Maximize your online presence through social media.

