

BETHANY BARNES | PRIOR BUSINESS CONSULTING

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# RECESSION PROOF

# BETHANY BARNES

- ▶ Native Floridian
- ▶ FSU Biology
- ▶ In business since 2014
- ▶ Business plan expert (100+)
- ▶ Small business finance
- ▶ Rescue dogs
- ▶ Books







STATISTICALLY



# TYPICAL RECESSION





BASIC STRATEGY

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ELEMENT

DON'T PANIC

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# HOLISTIC APPROACH

- ▶ Cash flow
- ▶ Banking plan
- ▶ Acquisitions
- ▶ Enhance staff
- ▶ Inferior goods







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# CASH FLOW



# CASH FLOW KEY ELEMENTS

- ▶ Margins
- ▶ Benchmarks
- ▶ Bid out fixed expense
- ▶ Supplier negotiations
- ▶ Get lean
- ▶ More and better marketing





# BANKING STRATEGY

- ▶ Reduce debt
- ▶ Line of credit
- ▶ Reduce cost of banking







DEBT



# LINE OF CREDIT



# REDUCE BANKING COSTS

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ACQUISITI  
ONS





REAL ESTATE





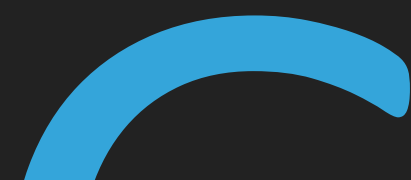
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# STAFFIN





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# INFERIOR GOODS



# KEY STRATEGIC RECESSION ALLIANCES

- ▶ Business broker
- ▶ Business banker
- ▶ Recruiter
- ▶ Marketing rep
- ▶ Trade association administrator







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# INTO ACTION

**PRIOR**

**Business Consulting**

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**THANK YOU!**