



7 Tips to help your business survive COVID-19

brought to you by

iK iKhokha

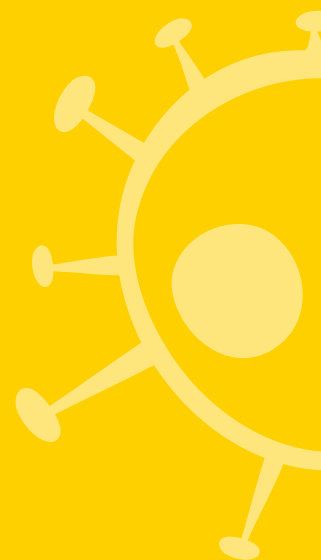


COVID-19 is a reality, and it must seem really scary right now. You're worried about your loved ones and their safety.

AND,

you're equally worried about your business which is your bread and butter.

We want you to know that we are in this with YOU.



Welcome to our survival guide.



Let's be proactive.

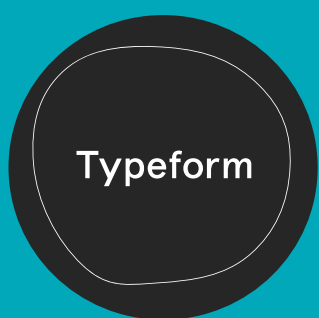
This means having strategic goals, plans and a solid focus, in order to find opportunities, survive and thrive.

We've put together 7 tips and tricks to help your business during the Covid-19 pandemic.

1. Working from home.



Typeform is an easy online tool with an array of survey and conversational form templates that you can use to quickly collect information from clients, and Xero is a cloud-based accounting software that you can use for your billing purposes.



2. Online team catchups.



Catching up with team members is far easier, thanks to the software world. Trello is great for task management, and Microsoft Teams can be your central point for team chats, meetings, files and apps.





“The way to get started is to quit talking and begin doing.”

Walt Disney

3. Diversify to create opportunities.



Get in touch with your clients and find out about their current needs during this tough time. Investigate whether you can offer a new product that will meet those needs.

4. Offer discounts.



Offer your products and services at a discounted rate on the premise that it be bought and paid for now, and delivered after the lockdown. You can also offer settlement discounts to customers for early payments.

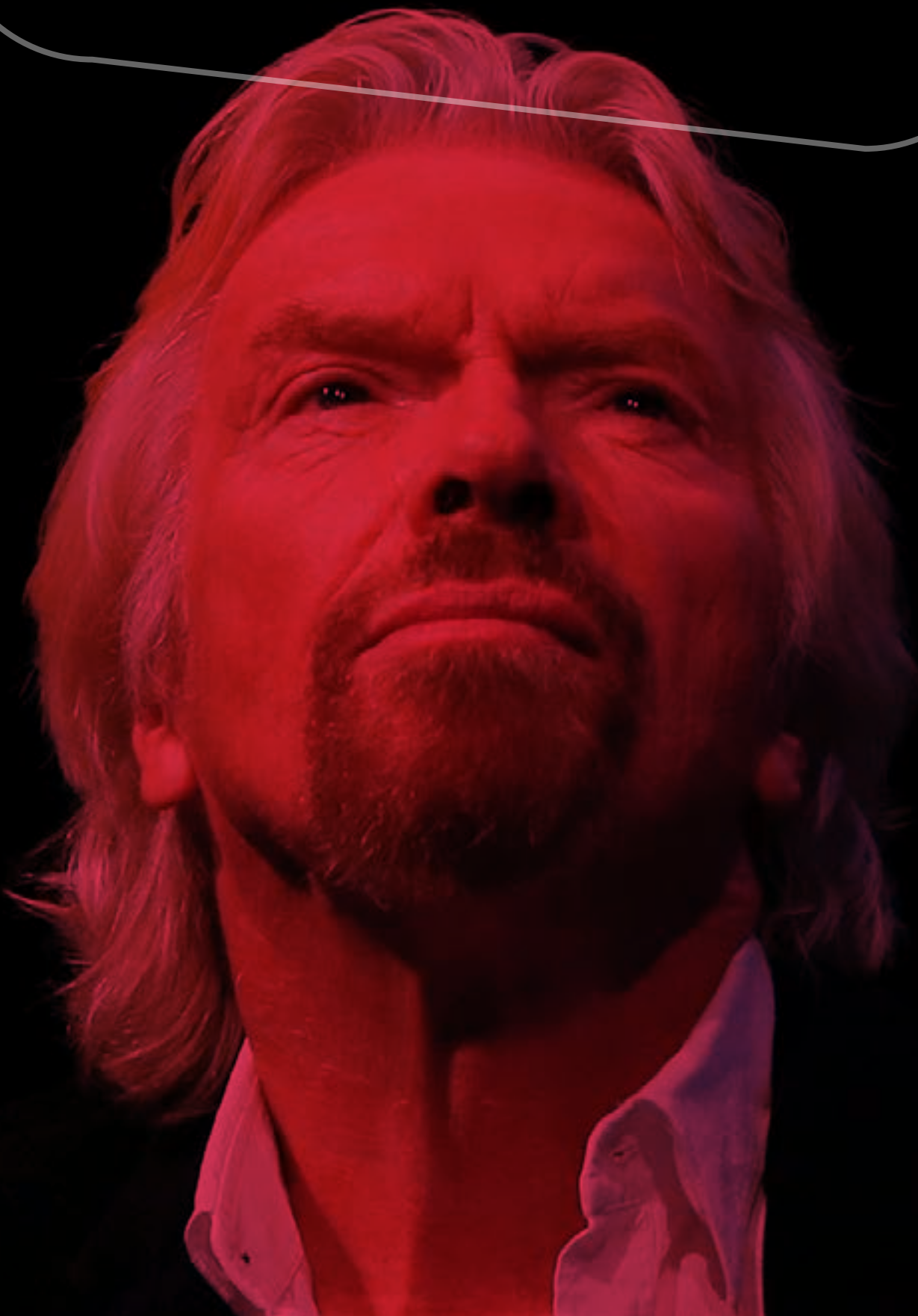
5. Advertise online with free delivery.



People are now spending more time on social media and e-commerce sites. Therefore, advertising using these platforms will find potential customers quicker. Also offer the option of **free delivery to boost online sales** – rather lose the delivery cost than a customer.

“Business opportunities are like buses, there's always another one coming.”

Richard Branson



6. Safety first: Protect and sanitise.



Follow the advice given to us by our NICD and the WHO. Make sure that ample hand sanitisers are available, and that they are in areas that are clearly visible and easily accessible .



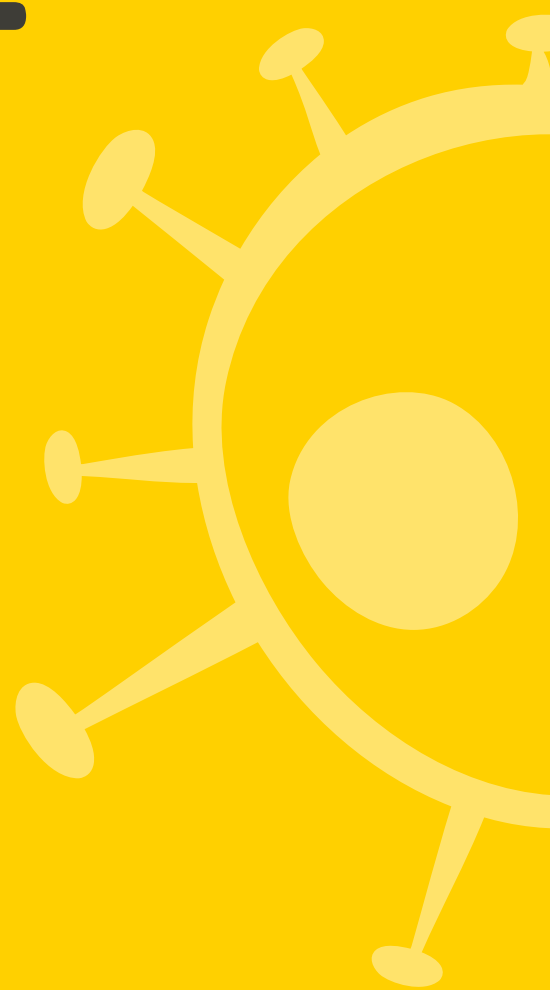
7. A mindset for success.



Often, more than what you do, what you *think* matters. Stick to your culture and values. Don't forget who you are when the seas get rough. It is something your customers will remember.

We hope that these tips are of great assistance to you and your business during the weeks to come. We understand that these times are turbulent, but we also know that it will pass.

We are with you, every step of the way.



The End.



Stay safe and work smart. Together, we can overcome anything.

brought to you by

iK iKhokha