



Free Business Management Program

A Tool for Businesses in the Philadelphia Region to Plan Effective Operational Changes During Virus Pandemic COVID-19

The harsh and largely unforeseen reality of the Coronavirus has changed everyone's daily lives, and will continue to cause major disruption to the world for months to come. The virus is not only affecting the common health; it is affecting the foundations of our society and the global economy. Every business is affected by the pandemic virus in one way or another, and it forces companies to make difficult decisions and changes in order to keep their business operations going.

The Swedish-American Chamber of Commerce in Philadelphia has developed a program to assist businesses in the Greater Philadelphia region with navigation and support.

The **Free Business Management Program Phase 1** includes a variety of strategic questions. These questions can help businesses structure and analyze the key elements of their business and allow them to effectively use the downtime of COVID-19 to keep their business going.

Business Development

- What is proprietary about what you provide your customers?
- What is the lead time for gaining new customers from initial contact?
- What is your process for retaining new customers?
- What is the most successful new customer development process?
- What is your philosophy/ethics on disputes with customers?
- What are your commitments to customers and do they know that?

Competitive Advantages of Business

- What do your customers think are your competitive advantages?
- What, in your mind, differentiates your products and customer services from your competition?



SACC Philadelphia 2020 Phase 1

- How do you maintain your competitive advantage?
- What are you planning to do in the next 3 years to exceed current competitive advantage?

Competitive Weaknesses of Business

- How do you and your staff identify and analyze weaknesses in the business?
- How often do you examine the business for its weaknesses?
- What do you and your staff members think are the weaknesses that need correcting?
- What is your process for correcting weaknesses that prevent success in the business and that you are implementing now?
- What are the barriers to implementation now?
- How can you overcome those barriers?

Business Growth Opportunities

- What are the trends in your business sector that are the best opportunities for your business?
- Do you include adding new talent to your business to increase your new opportunities or optimize current opportunities?
- Are there untapped opportunities that could be addressed but are not?
- What are the reasons for not addressing them?
- What could your business do to extract a higher premium and margin for products and services that includes advantages to your customer?

Greatest External and Internal Threats

- What are the three greatest internal and external threats to your business?

Financials

- What is your current revenue and profit?
- What has been your revenue and profit record for the past 5 years?
- What would be the ideal growth of your business for the next 3 years?



SACC Philadelphia 2020

Phase 1

1608 WALNUT STREET
PHILADELPHIA, PA 19103
USA

PHONE: +1-267-360-2128
INFO@SACC-PHILADELPHIA.ORG
WWW.SACC-PHILADELPHIA.ORG