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## **STRATEGY FOR TAKING THE BUSINESS FORWARD AFTER LOCKDOWN**

The world is facing humanity's biggest crisis since World War II. Almost every Country has been affected by the devastating Coronavirus disease (COVID-19). The COVID 19 virus has hit populations around the world and has resulted in many restrictions, including imposing lockdown, thereby hampering businesses and day to day functioning of Companies. It has been declared a 'pandemic' by the World Health Organization (WHO) on March 11, 2020. Undoubtedly, this Coronavirus has put the world economy at a major risk.

There are huge efforts being made across the world to combat with COVID-19. To combat the effect of COVID-19, Indian Government has also imposed full lockdown across country. This lockdown presents specific potential business challenges around people and commercial operations. We should now plan for the circumstances happens after the lockdown. In this article, we will discuss about the challenges will be faced by corporate sector after lockdown and how the Company plan to take their business forward.

### **First, we discuss about the Challenges to be faced by the Company after lockdown:**

1. **Drastically decrease in demand of products or services:** After the lockdown is over, there will be drastically decrease in demand of products or services as consumers cut spending throughout the year and it will be result in declining of Companies revenue.
2. **Workers not easily available:** Due to lockdown, many workers have shifted their hometown for fulfilling their daily needs. It may be happened that they do not want to continue work in the companies where they were employed before lockdown,



therefore, many Companies will face problem in getting suitable employees for their business on urgent basis.

3. **Financial crisis:** All the business and industries are shut down across the country in lockdown period. Therefore, it would be difficult for the Company to receive its earlier pending payment from its debtors immediately after lockdown ends. So, the Company will have to face challenges in timely payment of its creditors.
4. **Disruption in supply chain:** Supply Chain will also be affected due to lockdown. Company can face challenges in timely procurement of raw materials for the production activity and also in timely delivering of products to its customers.

**In our view, the following six actions can help businesses of all kinds to face the challenges after lockdown and to take their business forward:**

1. Workforce Protection
2. Keep Communication Lines Open
3. Control all Cash Outflows
4. Consider Business Interruption Insurance
5. Evaluate the Supply Chain
6. Marketing and Sales

➤ **WORKFORCE PROTECTION**

The COVID-19 crisis has been emotionally challenging for many employees, changing day to day life in unprecedented ways. The COVID-19 crisis and the lockdown has left employees feeling anxious and worried about their future. Therefore, the Company should take these action to protect their workforce from coming out of depression and anxiety:

- a) executing a policy which supports employees financially and emotionally.
- b) establishing two-way communications that provide a safe space for employees to express if they are feeling unsafe for any reason, as well as monitoring adherence to updated policies.
- c) take necessary steps to safeguard the employees career progression so that the employees do not leave the Company after lockdown.

➤ **KEEP COMMUNICATION LINES OPEN**

Crisis communication with your internal and external stakeholders is critical.

- a) Communicate regularly with customers to reaffirm continued service.
- b) Inform suppliers of real-time changes, and stay in touch with vendors to avoid disruptions.
- c) Update lenders on cash-preservation actions and discuss concessions you may need in the future.



- d) Connect with other key stakeholders supporting the business through this exceptional period.

➤ **CONTROL ALL CASH OUTFLOWS**

Initiate daily spending review sessions to challenge all purchase requests and instill a ruthless cash-preservation mindset across the organization. Focus on these questions.

- a) **What can we deny:** Which outlays are not vital to operations and not yet committed.
- b) **What can we delay:** Where do we have flexibility in timing or credit terms for required spending.
- c) **Should we invest:** When is the best time for investment justified to enable continued operations.

➤ **CONSIDER BUSINESS INTERRUPTION INSURANCE**

Business interruption insurance may be an option for Company if it have significant business losses as a result of shutting down from the pandemic. “Ask your insurance broker about business interruption insurance to cover unexpected major events and see what qualifies for coverage. It may not cover this emergency, but Company will be better prepared for the next time if its business suffers similar economic losses,”

➤ **EVALUATE THE SUPPLY CHAIN**

Company should try to understand its supply chain process to identify the potential vulnerabilities in it. It includes evaluating every step, right from the final product to the supplier of the raw material. For example, if the Company depends on raw material from a country that was severally affected, then it can opt for the secondary supply without wasting any time.

➤ **MARKETING AND SALES**

Company can take following steps to increase its sales after lockdown period ends:

- a) Implement a sales strategy with pricing changes and lockdown.
- b) Focus on increasing customers loyalty by introducing loyalty packages and premium discounts.
- c) Consider investing in digital and introducing online products,

In last, I would like to say that response window for a crisis is measured in months, while recovery is measured in years. Those companies that are well-prepared will always recover more quickly.