



GREENWAY FINANCIAL ADVISORS

# CORONAVIRUS BUSINESS SURVIVAL PLAN

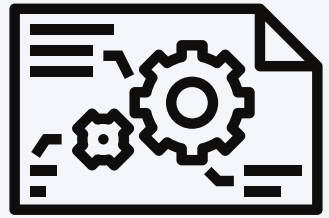
March 2020



# KEY POINTS

- WHO ARE GREENWAY
- MY EXPERIENCES
- 6 POINT PLAN OVERVIEW
- FAST REVIEW
- PERMANENT CHANGE
- CASH IS KING
- THE MONEY IS STILL THERE
- HELP – GETTING AND GIVING
- ACTION PLAN

# | WHO ARE GREENWAY



## BUSINESS

- Business advisory service
- Hands on management experience.
- Affordable cost to small business.
- From €250 per a month (1-2 empl)



## PERSONAL

- Financial advice to individuals.
  - Goal setting & planning.
  - Using financial tools.
  - Personal Plans €295
- 
- Mortgages & mortgage protection.
  - Life Insurance
  - Pensions

# ABOUT ADRIAN GALLAGHER

## MY EXPERIENCES

Oil Distribution (Texoil & Topaz),  
Media, Events (Business & Finance)  
Software Development (Wilde Tech)  
Specialised Construction (MIPS)

I have over 40 years of experience across a range of businesses.

I began my career in the oil recycling & distribution business.

With other shareholders we gradually built that business until it had over 500 people employed across Ireland, England and Scotland.

We then sold the company to a large PLC.

# RECESSIONS I'VE WORKED THROUGH

1973 Oil Crisis

1973 to 1990 Troubles in Northern Ireland

1979 Oil Crisis

1980's early years of depression in this  
decade

1983 Recession

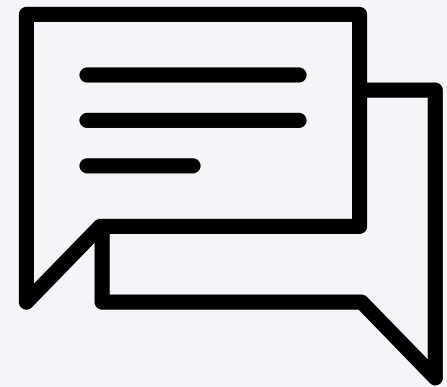
1990/91 Recession in UK

2007/08 Financial Crisis





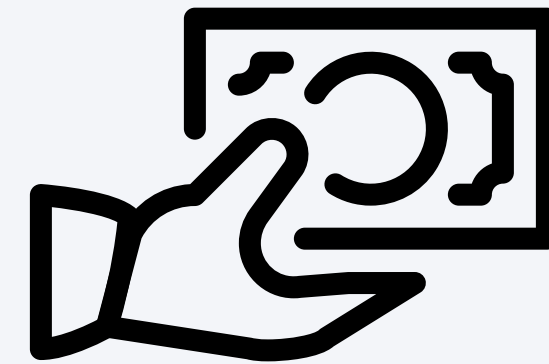
# 6 POINT CORONAVIRUS BUSINESS SURVIVAL PLAN



Fast review of your business, to confirm it will be viable after Covid-19. Plan how you will survive.



This shock will bring permanent changes to your markets. Never waste a good crisis

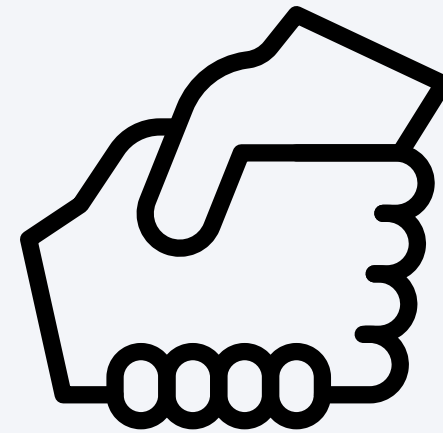


Cash is King – hang onto it or find new sources of finance.

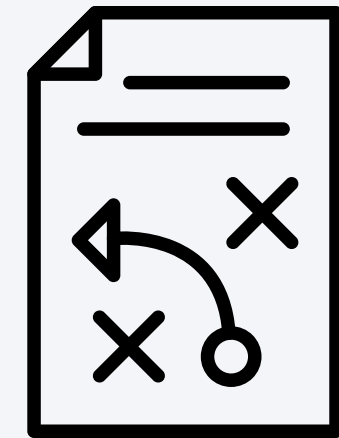
# 6 POINT CORONAVIRUS BUSINESS SURVIVAL PLAN



The money is Still There –  
how are you going to  
follow it?



Where can you get  
help – how can you  
help others?



Prepare an action  
plan based on your  
research.

# FAST REVIEW - WILL YOU BE VIABLE

## ARE YOU PROFITABLE

If the business is not profitable can it quickly be made profitable?

If not shut the business or try to sell it and recover as much of your cash as possible.

## ARE PARTS PROFITABLE

Are sections of your business profitable? If so, concentrate on them and close the unprofitable sections quickly.

Don't squander resources or cash on loss-making activities.



# PERMANENT CHANGES ARE HERE

IDENTIFY THE PERMANENT CHANGES TO THE MARKETS YOU WORK IN

- WHAT CHANGES & TRENDS WERE HAPPENING IN YOUR INDUSTRY ANYWAY?
- WHAT CHANGES WILL YOU SEE IN THE WAY YOU WORK?
- NEVER WASTE THE OPPORTUNITY OF CRISIS.
- CRISIS SHAKES PEOPLE OUT OF COMPLACENCY.
- GIVE US A CHANCE TO TAKE ON VESTED INTERESTS.
- ACHIEVE TRANSFORMATIONAL CHANGE.



**"YOU NEVER LET A SERIOUS  
CRISIS GO TO WASTE.**

**AND WHAT I MEAN BY THAT IT'S  
AN OPPORTUNITY TO DO  
THINGS YOU THINK YOU COULD  
NOT DO BEFORE."**

Rahm Emanuel, Barack Obama Chief of  
staff / mayor of chicago

# CASH IS KING

## KEEP CASH

Cut overheads and costs, quickly, intelligently and fast

## DEVELOP

Can you change the way you're business operates to cut costs and make it more profitable

## OTHER SOURCES

Debtors, Loans, banks, personal sources, leasing equipment.

## EXAMINE ALL THE COSTS

Strip back to the essential costs.



# THE MONEY IS STILL THERE

Remember the money has not been lost. It's still out there somewhere.

## HOW ARE YOU GOING TO FOLLOW IT?

Research has shown that companies that are proactive, flexible and prepared to adapt, do well after periods of economic shock.



# **WHERE CAN YOU GET HELP? HOW CAN YOU HELP OTHERS?**

- Look for help. – correct decision-making and speed of implementation will save you time and money.
- We all live in a connected world. – who can you help with sales
- Spend as much as you can afford to.
- Help the government is offering now. Don't be afraid to ask other institutions for help. Banks / Suppliers / Landlords

# ACTION PLAN

- Emergency Plan – Survive today!
- Put targets and time scales on all plans.
- Next 12 Months – Get through the year.
- Be prepared to adjust and alter.
- 5 year plan.
- Take advantage of the shifts economic shock has brought.
- Keep your courage.





## **CORONAVIRUS OFFER**

To help people with their finances we are offering personal financial reviews.

For the next 30 people we will do financial reviews for €50 instead of €295.

# **CONTACT US FOR INQUIRIES**

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