



Free Business Management Program

A tool for Businesses in the Philadelphia Region on how to effectively accelerate after the Virus Pandemic COVID-19

What does the future hold for businesses and organizations around the world, and how can we make sure that we have access to the different resources and strategies to rebuild our enterprises after COVID-19? The Swedish-American Chamber of Commerce in Philadelphia has created a post-pandemic guide with a set of useful questions for businesses, as a part of our Free Business Management Program. The questions are intended to function as a toolset to effectively analyze your business, in order to increase the chances of quickly accelerating into the post-pandemic marketplace as soon as the worst parts of the crisis have passed.

Business Development

- What are the best new tools (tools should not be interpreted to be just software or technology) for increasing and retaining new customers?
- What does it take to adopt the new customers development tools?
- How can we do this now?
- What specifically do we need to do to retain customers and make them advocates for us?
- What will it take to do this now?
- What new products are our customers asking for?
- How do we find out what new products our customers are asking for?
- What does it take to implement finding this out now?
- What does it take to make sure we can provide customer's needs and interests?
- What do we need to do to play a larger role in our community?
- What does it take to do this now?
- Execute a 3 year plan on execution of business development with details, including a budget and expected benefits in increasing revenue and customers.

Competitive Advantages of Business

- How can we evaluate our advantages vs competitors?
- What can we do to improve that?
- What would it take to improve competitive advantages evaluation consistently?
- What does it take to do this now?
- How can we maintain a competitive advantage?
- What does it take to do this now?
- What are the disadvantages and advantages of undertaking this now?
- Execute a 3 year plan on execution of competitive advantages development and maintaining.



Competitive Weaknesses of Business

- How are we going to identify and analyze weaknesses in the business?
- What plans and capabilities do we need to have for making these changes?
- What training do staff and employees need to have ongoing, consistent recognition and measure of operational, employee, supplier, accounting, customer relationship, marketing weaknesses?
- What are the measurable benefits of this training?
- What are the advantages or disadvantages of undertaking this now?
- How are we going to measure our advantages and disadvantages over competitors?
- What does it take to implement this process now?
- What are the advantages and disadvantages of implementing it now?
- How are we going to ascertain what customers (new and old) can benefit from what new products and services that would be a benefit to them and increase our position as their preferred source?
- What does it take to implement this now?
- What are the advantages and disadvantages of undertaking this now?

Business Growth Opportunities

- How are we going to effectively and proactively analyze new growth opportunities?
- What does it take to implement this critical support?
- What are the advantages and disadvantages of undertaking this now?

Greatest External and Internal Threats

- How are we going to analyse and measure our top internal and external threats?
- How are we going to analyse and measure our strategy to avoid threats of any kind?
- What does it take to implement that now?
- What are the advantages and disadvantages of undertaking this now?

Valuable Articles

The Swedish-American Chamber of Commerce in Philadelphia has also compiled valuable articles that address the subject of adapting your business to the current situation and rebuilding your business after COVID-19.

(Forbes, April 2020. “Ways to Rebuild Your Small Business After Covid-19”).

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<https://www.nytimes.com/2020/04/23/business/coronavirus-small-businesses-adapt.html> (retrieved May 20th, 2020).

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https://www.ilo.org/wcmsp5/groups/public/---ed_dialogue/---act_emp/documents/publication/wcms_740375.pdf (retrieved May 21st, 2020).

(The Jakarta Post, May 2020). “How Businesses Can Survive the COVID-19 Pandemic”. Access:

<https://www.thejakartapost.com/academia/2020/05/12/how-businesses-can-survive-the-covid-19-pandemic.html> (retrieved May 21st, 2020).

(McKinsey, May 2020). “Lessons from the Military for COVID-Time Leadership”. Access:

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(Forbes, April 2020). “Customer Experience Mindset In A Post COVID-19 World: An Infograph”

<https://www.forbes.com/sites/blakemorgan/2020/04/27/customer-experience-mindset-in-a-post-covid-19-world-an-infograph/#526209bf3d0e> (retrieved May 21st, 2020).