

# Surviving a Corona Summer



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# Keep Your Cash

- Protect your cash
- Work with vendors to delay/eliminate payments
- Put off unnecessary purchases
- Take advantage of all loans and grants available to you.

# Use Up Inventory

- Now is the time to clear away that old inventory of containers.
- Talk to your wholesalers and discuss availability of products and buy what you need as you need it.

# Delay Equipment Purchases

- If possible don't purchase big assets until things have settled down.
- If you do have to buy a large asset, take advantage of financing or payment terms.

# Manage Payables

- Keep your payables and credit cards as current as possible, but don't spend your cash to pay them down too quickly.

# Limit Sales Offerings

- Consumers are more flexible right now!
- Limit the offerings on your website.
- Push designer choice arrangements
- Talk about flower availability, and prepare the consumer for substitutions.
- Sell from your cooler!

# Minimize Employees

- In the last few months most florist have operated with the lowest level of employees that I've ever seen.
- Don't rush to hire everyone back, especially as we go into the summer months.



# Build Your A-team

- Bring back only your best people.
- Attitude! Attitude! Attitude!
- A, B, C, D employees, you want all A's.

# The End



# Thank you!!