



## **Build Business Resilience**

Get ready for the festive season in 3

### Manage and forecast cash flow

1. Forecast for the season	
2. Secure funding to build your business	
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3. Offer financing to customers	

#### **Broaden payment options and expand customers**

1. Expand your sales channels	
2. Boost your marketing outreach	
3. Offer more payment options	

# Increase trust and deliver a seamless customer experience

<b>1.</b> Update your technology to mitigate risk	
2. Deliver top-tier customer service	
3. Motivate your team	

## **Track business performance and sales with useful metrics**

1. Wrap up the season	
2. Evaluate performance and sales	
3. Identify opportunities for next year	



