

The Small Business Sector

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The Existential Reality

Post-disaster, the world has changed
irrevocably in unimaginable ways

Survival: What Counts

- The extent to which customers are adversely affected by the event
- The extent to which the customers can defer, substitute, or acquire your product or service elsewhere without significant increases in transaction costs
- The extent to which the business loses critical production, inventory, or capital assets.
- The extent to which the owner or operator recognizes and adapts to changes in the post-disaster market

Owners: Key Traits

- Being able to manage uncertainty
- Being able to manage stress
- Being able to formulate alternative futures
- Having a realistic understanding of options
- Being adaptable