



RISKLOGIC  
FORWARD THINKING RISK MANAGEMENT



IS YOUR BUSINESS

VULNERABLE?

# BE PREPARED FOR THE UNEXPECTED

Did you know that one in five businesses will suffer a crisis of some kind each year? The reality is that most Small Businesses aren't prepared to handle the situation, whether it's a small incident or major event.

From fires, computer breakdown, power failures, theft, terrorism and health scares, the results can be costly, if not catastrophic. In fact, 80 per cent of businesses that face a major incident will close permanently within 12 months if not adequately prepared.

## No business is immune. Every business is vulnerable.

Think about your business. If disaster strikes, how long would it take you to recover - days, weeks or even months?

Your business stops, customers leave, income stops and expenses increase. Suppliers and employees must be paid, legal penalties maybe incurred, you have no facilities to work from and future business is lost.

With this in mind:

- How long before you lose customers to your competitors?
- How would this affect your reputation?
- Could you absorb the financial cost of such an event?
- How long can you afford to be out of business?

The end result could be dire for your business, not to mention your livelihood.

## You can't predict the unpredictable, but you can plan for it.

Insurance, albeit essential for every business, is simply not enough. It may not cover you for all possible risks, nor the costs associated with a business interruption. Furthermore, insurance claims will often take 4-6 weeks to process, assuming there are no complications. Whilst the losses are being assessed business **must** continue as usual.

## How to protect your business?

To minimise the consequences of an incident three key considerations must be addressed:

1. Prevention: You need to minimise the likelihood of an incident occurring
2. Preparation: You need to equip your business with tools and processes to withstand an incident
3. Response: You need an action plan to effectively recover from an incident

## A simple solution

**The Incident Response Kit;** a realistic and practical solution designed to protect your business before disaster strikes, then assist you to recover your business in the aftermath of a disaster.

The Incident Response Kit combines Emergency Response, Crisis Management, Occupational Health & Safety and Disaster Recovery planning to help you prepare against potential threats and effectively respond to any situation.

## Designed with you in mind

Professionally designed for Small Business, the Incident Response Kit is customised to your specific needs, containing easy to use checklists, tailored action plans, tools and processes to help your business.

Protecting your business is no longer an expensive or time consuming process.

With the Incident Response Kit, you get the protection and guidance you need to ensure peace of mind.



## For further information

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