

SERVICE B2B OR B2C

	Low Impact	Moderate Impact	Severe Impact	Comment	Opportunity pivots
CURRENT PIPELINE	X			Quotations are approved	Quick delivery
REGULAR CUSTOMERS			X	Cut there budgets	Consider heavy discounts for limited period
SUNCONTRACTORS	X			They can perform their task remotely and availability is hi due to lack of jobs	Low costs due to over capacity
FUTURE CUSTOMER AQUITION			X	Budgets on hold	Heavy discounts for limited period
CUSTOMER SERVICE		X		Disruptions due to social distancing	
DEMAND A	X			Lower activity customers pulling projects forward	
DEMAND B			X	Economic impact leading to preservation mentality and little oppourtunity to sell	Pivot is needed

Strategy...