

Recommending a Strategy to Combat the Economic impact of COVID-19

An Idea for Today and Tomorrow

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Business Directory & Customer Loyalty App

The Recommended Strategy contained herein is based on the utilization of two technological platforms:

- [FacilityAXS.net Online Business Directory](https://www.FacilityAXS.net) lists local businesses
- [axs2Deal Customer Loyalty App](#) enables businesses to create and post coupons that consumers download and redeemed at point-of-sale (POS)

These platforms have been in development in 2017 for the sole purpose of connecting consumers directly with businesses offering the goods and services they need, which can be shipped or redeemed in person

- Now, with more than 14,000 businesses globally now listed in our directory, these platforms are now available for deployment by any organization desiring to rebrand/customize them to fit their specific goals and objectives.

<https://www.FacilityAXS.net>

Vision Statement

- The recommended strategy defined herein was conceived by S. C. Harrell Consulting Services (SCHCS) out of concern for the health and economic impacts created by the Coronavirus (COVID-19)
- With this strategy, we believe we can *contribute* to lessening the economic impacts of COVID-19 on local communities by:
 - Connecting local businesses directly with local consumers via our technology, which can be customized to their specific needs
 - Helping local small businesses generate needed revenues
 - Contributing to the need to maintain isolation while helping businesses engaging safely with citizens receiving what they need
 - Providing a small number of private citizens opportunities to earn an income during the period of the COVID-19 while serving their neighbors, and, thereby
 - Create tax revenues for city, states and Federal governments
 - Helping citizens who are homebound because of COVID-19 to order the much needed goods & supplies, without their leaving homes

Goal and Objective

- Our desired goal is to establish some level of normalcy on a local-community-by-local-community basis during these critical times
- Our desired objective is to become a reliable and safe force for good in local communities where our program is deployed,
 - While providing opportunities for continuing employment after COVID-19 has passed
- Enable local businesses with digital tools that can help them sustain themselves now and in the future,
 - Without any cost to them or consumers beyond the cost of the goods and services provided, **during these critical times**

Today's Situation

As COVID-19 continues to impact people's lives, businesses, and countries around the world, the health and economic stability of the entire world is in question.

People are asking:

- How will I take care of my family?
- How can I protect members of my family from COVID-19?
- How can I afford my medications without a sufficient income?
- What about my mortgage and car payments?
- How long will COVID-19 last?
- Once it's over, how long will it take to get back to normal?
- What is normal, anymore?

How Did We Get Here?

No one could accurately predict a Global Pandemic ...

- More people than not lack the financial security to ward off the economic impacts of a global pandemic that does not distinguish between the rich and the poor
- Even if they did, the facts are:
 - They couldn't fight it off until it's too late
 - Our government systems aren't really setup to hold off such a disease and then, they can only react to its threatening presence
 - We must help each other the best way we can, without becoming infected ourselves,
 - We must pray and rely on God's mercy and, if we have the ability,
 - Try to create solutions that might help as many people as possible to endure these times, while not adding to the problem

Available Options

- As one of many strategies being considered, we offer our proven technological platforms with their abilities to connect consumers and businesses in an effort to at least maintain some commerce
- The advantages include:
 - There is no cost to either the businesses or consumers during the period
 - Direct and immediate transactional access to goods and services, without direct and unnecessary exposure to COVID-19
 - Training hired citizens for a future employment in a new field
 - Hired staff will provide businesses online marketing and other assistance
- The disadvantages include:
 - Someone or an organization will have to cover the costs associated with the technology and its operations, as well as the project's administration
 - Working with the funding source, we must architect an operational structure that hires, manages, trains and compensates staff
 - Beyond supporting businesses' using of our technology, additional rolls the staff will perform for the businesses they support must be defined

Relative Costs per Business Group

This program funds 500 businesses in each Business Group (BG) at \$100 / month each.

Budget - \$50,000 per BG

- Funds 20 employees (\$36,000)
 - Each supporting 25 businesses,
 - Earning \$1,800 gross monthly

Use of Funds

- Staff budget allocation = \$2,000 /mth ea.
 - Hired on 1099, paying their own taxes
- As in any operation, there will be direct costs associated with supporting staff
 - Direct Costs includes computers and marketing tools subscriptions, etc.
- Overhead (24%) include
 - Business & System administration
 - Staff training and support, etc.


Relative Budget		\$50,000	
Budget Allocation			
Number of Businesses		500	
Funding each		\$100	Per business
	Total =	\$50,000	Total Funds
Use of Funds			
Staffing (\$1,800 gross ea.)		\$36,000	20 Persons
Direct Costs (\$100 ea.) *		\$2,000	20 Persons
Overhead (24%)		\$12,000	GM & Admin.
	Total =	\$50,000	Total Usage

Needless to say, as the number of Business Groups increase the relative overhead cost will decrease to some degree, enabling us to hire additional staff.

- For example: \$1 million will support 20 Business Groups, serving 10,000 businesses and additional staff

Recommendation

- We recommend that one or more Non-Government Organizations (NGO)
 - Deploy our platform in their name, contracting with SCHCS to administer its operations on their behalf
- In summary, if things go as proposed
 - The participating NGO will be credited with providing a solution that helped thousands in their community to achieve a higher level of economic stability now and in the future, while
 - Providing assistance to those isolated in the homes
- What to do next? **Fund the project.**
- Identifying action items:
 - Principals meet to create and commit to a budget
 - Enter into a contract based on the recommended strategy
 - Implement the plan, which includes funding the project



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