Better Business Briefing

Biggest challenges facing businesses over the next 60-days

**CHALLENGES Ahead**

- **CASH FLOW**
  - 50%
  - Cash flow, pay bills, stay in business

- **CUSTOMER DEMAND**
  - 25%
  - People spending, new customers

- **EMPLOYEES**
  - 15%
  - Keep employees, pay employees

- **HEALTH/ SAFETY**
  - 4%
  - Maintaining health and safety

Source: IABBB Research, Mar 23-27, 2020

For a complete guide on how your business can better respond to the COVID-19 pandemic visit: BBB.org/smallbusiness