

# 15 Questions to Formulate Your Crisis Business Plan

*This is an extra resource to go along with the original article:  
[Crisis-Proof Your Subscription Business With These Tips](#)*

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Here are a few questions to help you formulate your crisis business plan.

1. Has your company shifted direction? If so, how?
2. What products and services will your company offer to align with current post-COVID-19 needs?
3. Who is your target customer?
4. How does/ will your company help your customers?
5. Who is needed to run your business?
6. How much money will you need to run your business?
7. How much money will you need to grow your business?
8. What vendors will you use to meet your business objectives?
9. How will you market your product/ business?
10. Who are your competitors?
11. What are your competitors doing currently to promote themselves?
12. What is the tone of your competitors' marketing message?
13. What is the life cycle of your product/ service?
14. How will you create your product/ service?
15. How will you deliver your product/ service to your customers?