

Re-Launching Your Business

If you are going to reopen your business after you return from deployment, it is important that you have a plan for the re-launch built into your overall deployment plan. Doing so ahead of time will reduce your anxiety while you are away, prepare you to reopen as soon after your return as you want, and will allow you to bring on someone who can begin implementing your re-launch plan before you even return home, if you choose.

Your re-launch plan should include, at a minimum, the following elements:

- ◆ **Timeline:** This should be similar to your deployment timeline but in reverse order.
- ◆ **Employees:** If or when to bring on employees to begin re-establishing your business and getting the re-launch procedures in place. How soon you will do that prior to your expected return home.
- ◆ **Key Stakeholders:** When you will notify employees, investors, clients, and other key stakeholders of your return and your intent to re-open your business.
- ◆ **Marketing:** When and where you will market the re-opening of your business. Include a budget, customers, methods to reach your customers, key messages, and other items in your original marketing plan that have been updated.
- ◆ **Services:** The advanced notice required to renew or reapply for things such as subscriptions and insurance.
- ◆ **Inventory:** When you will begin accepting inventory and supplies and how long it will take until you have enough inventory to resume business.
- ◆ **Phases:** Whether you will launch your business in phases, and how soon after returning you will re-open your business full time.

Cash reserves: In order to re-open your business, you will need to have a cash reserve stored before you deploy. How much cash you need depends on a lot of factors, but you should estimate anywhere from two to six months of costs.