



Credit & Collections Combatting Covid-19

MACM Guidelines and Practical Tips – Issue 6

We will fight the Covid-19 crisis and we will win together!

Certain businesses are completely shut down. Others are struggling, having their employees working away from their normal place of work or observing quarantine imposed by the health authorities, and those organisations which are undercapitalised, have a poor balance sheet and lack a healthy cash flow are going bust or will be filing bankruptcy soon.

The ‘feel good’ factor in the economy does not exist. The consumer sentiment is low. Some people are working on reduced hours and others are being laid off. Economists are predicting a deep global recession with several industries facing a completely different commercial scenario, leaving businesses struggling to adapt or become irrelevant or obsolete. But the worst of it all is that no one knows when and how this crisis will end!

Is there a silver lining?No doubt, there is. Only if we come together!

By exploring and analysing the current situation; identifying market changes and the new industry norms; sharing our ideas, experiences and market information which are pertinent; discussing the current changing market realities; supporting each other; developing new strategies and tactics that work for today’s industry needs, businesses can fight this unprecedented crisis and win this battle.

For this reason, MACM will be organising a series of **Industry Credit Group Online Meetings**. These online meetings should serve as an effective platform for businesses to discuss how to collect their pending dues from their customers, how to manage their debtors during crisis and how to protect their cash flow. Businesses will also discuss the financial incentives that are made available to them by the government.

MACM is committed to assist you. For more information, please call us on **2142 3638**.

MACM provides updated information that helps you
analyse the credit worthiness of your customers.

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