



Beating COVID-19

ACTION

**for USA Bookkeeping
and Accounting firms**

**Special focus on Small
Businesses**

CA Prakhar Dave
Founder, eCloudacc

ABOUT Our Thought Paper



The economies around the globe are undergoing through an extremely rough patch. Unprecedented changes are taking place at an exponential rate with complete halt to business operations, escalating loss of human-life and transition of working into remote digital instead of physical environment. While on one hand, small businesses in USA are facing heavy wrath of COVID-19 with many businesses on the verge of shutting down and laying-off employees, CPA firms and bookkeeping practices have been equally hit due to economic activity slowdown.

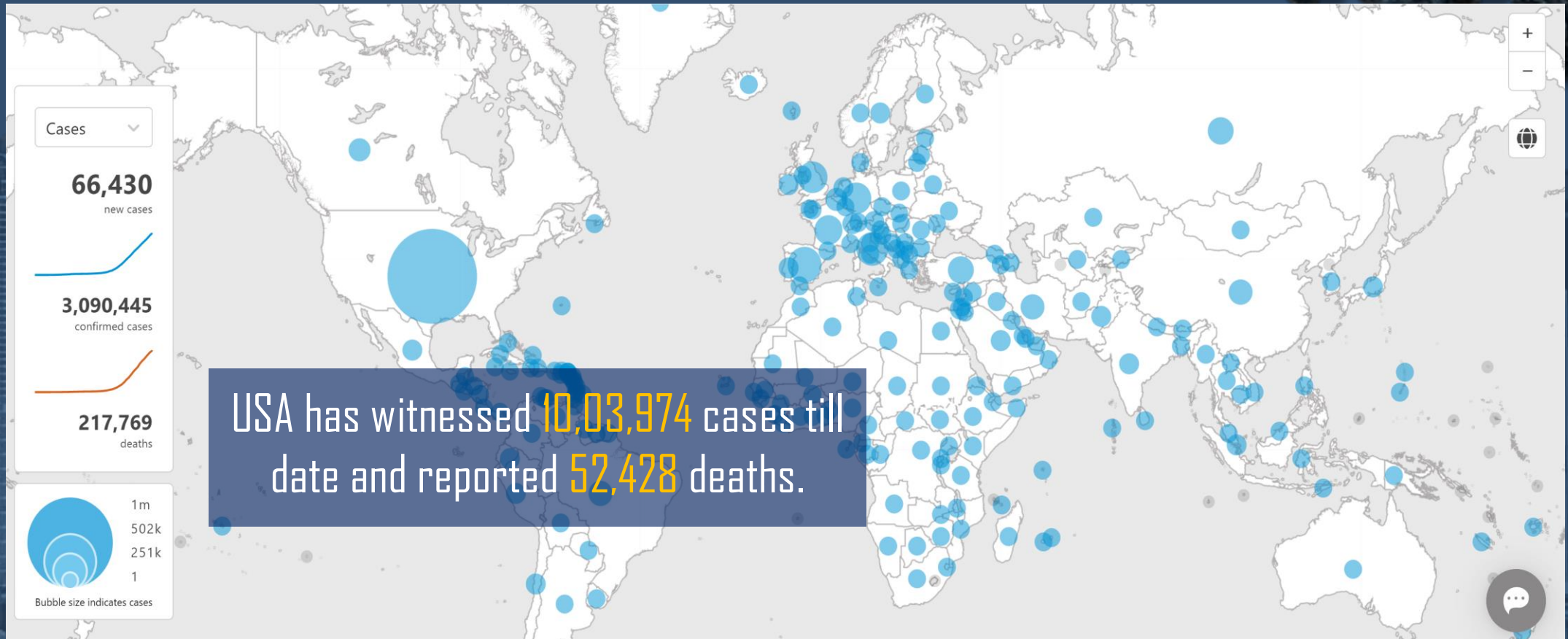
We at **eCloudacc**, your trusted offshore partner firm, firmly believe that CPA firms and Bookkeeping/Accounting practices have a big role to play during these times and times coming ahead. This thought paper throws light on our opinion on what **ACTION** can be taken to not only support suffering industries, building goodwill and fulfilling social responsibility but also build up business at the same time, to source in more work, to expand operations further and to survive and succeed in the "New Normal"!

Worldwide Economies Hit



The unfortunate Scenario:

As of April 29, 2020 (WHO), World witnesses number of confirmed COVID-19 cases risen to 3,090,445 with total deaths reported at 2,17,769



ACTION Approach for CPA firms/ Accounting Practices



A	ANALYZE "Now"	Analyze the current scenario. The hit to economy, businesses need, potential gaining sectors, government policies and plans
C	CARE	Measures to safeguard human resources, clients, community and those small businesses suffering
T	TARGET	Target the performing/ stable sectors. Sectors performing/ gaining during COVID-19, implies their need for financial services in days ahead
I	INSPECT within	This is the time to go through the firm's operations, performance, bottlenecks, strategies and interventions required
O	OPPORTUNITIES	Unprecedented changes and economic suffering create the need for additional services --> Business opportunities to grab, for firms
N	NEXT & BEYOND	Preparing strategies for after-pandemic operations, gearing up staff to work in new-normal and fuel the growth

ANALYZE NOW: USA industries infected



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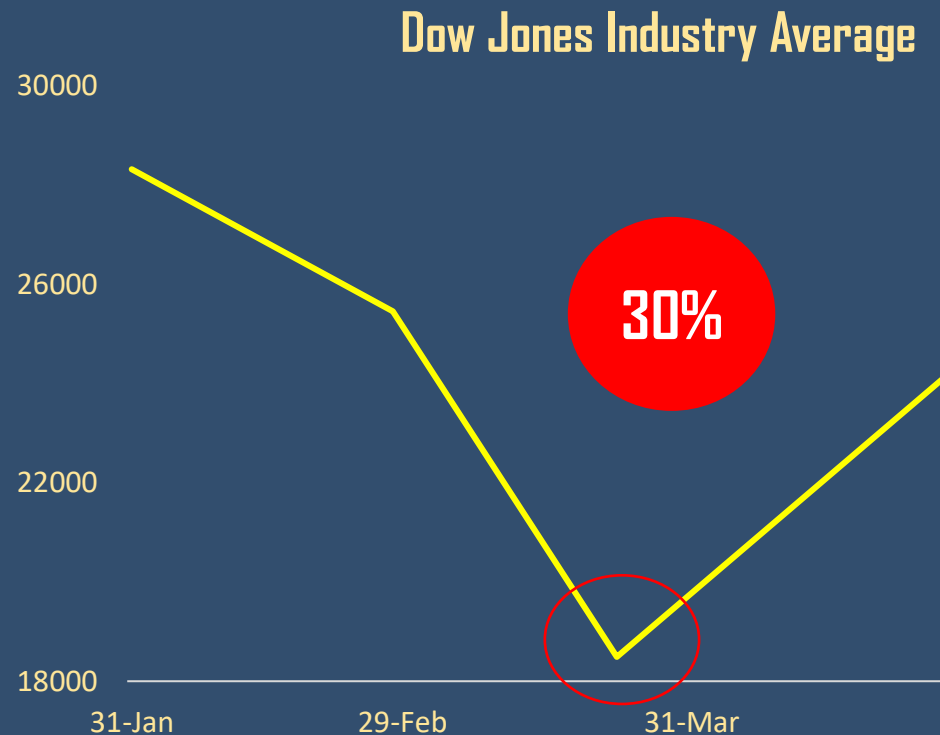
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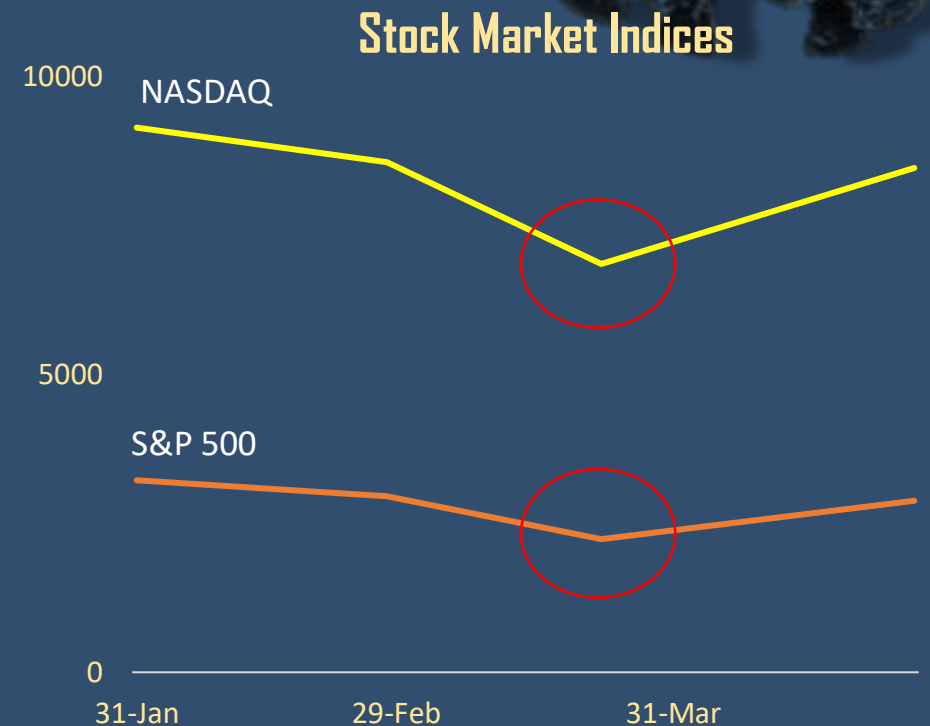
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Coughing Industries, Breathless Indexes

Stock markets have seen rise in volatility and unprecedented dip over the short period. DOW Jones Industrial Average lost 1/3rd of value between February 2020 to March 2020.



Source: FT



Source: Bloomberg

ANALYZE NOW: Small Business: Your Major Clientele



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Small Businesses are the major job creators in the USA. Unfortunately, COVID-19 has left the small businesses and the low-income workers most vulnerable.

Why Small Businesses Matter ?

Small businesses account for over **30 million** businesses in America, comprise **99%** of all employer firms, and employ **58.9 million** people, nearly half of America's private workforce

Job Vulnerability as basis of Small business position study ?

- 1 **Unavailability** of publicly available financial data of small businesses
- 2 **Non-listed** shares
- 3 **Non-comparability** of small business performance to listed companies (stock markets)

Our Approach and Methodology

We have identified businesses basis:

- Job Vulnerability ([McKinsey Report](#))
- Professional Judgement

Research regarding problems faced by small businesses including surveys conducted ([Main Street America](#))

Businesses Hard Hit

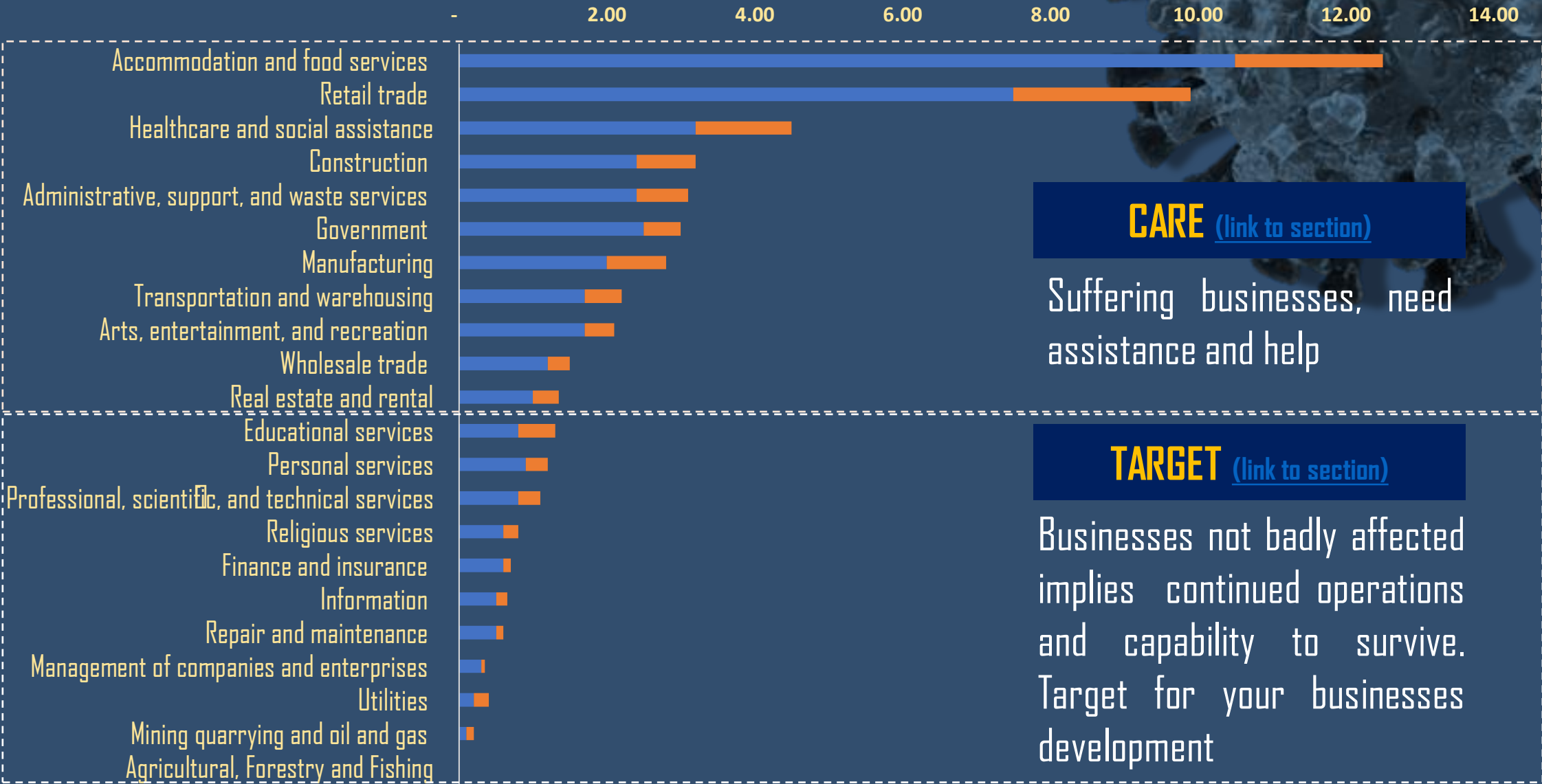
Stable/ Growing Businesses

Assistance needed

ANALYZE NOW: Job Vulnerability



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CARE [\(link to section\)](#)

Suffering businesses, need assistance and help

TARGET [\(link to section\)](#)

Businesses not badly affected implies continued operations and capability to survive. Target for your businesses development

[Reference Link](#)

■ Lower Range ■ Upper Range

Graph depicts vulnerable jobs (in Mn)

CARE: for self, employee, clients and community



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Communicate with Stakeholders:

- Disruptions in services
- Virtual Operations
- Advise clients on government assistance/loans available

Safety First

Plan for employee and self-safety

- Shift to virtual operations
- Avoid physical meetings
- Sanitize workspace and provide protective gears to on-site workers

Keep Informed

Help

Help small firms, client and communities by donations, complementary financial services, community services, survival advisory, BCP assistance and business operations planning

CARE: Businesses Hard Hit



On the face of it, small businesses across industries have been hit hard. You as a CPA firm, have big role to CARE and help these in surviving, strategizing and start full fledged operations back

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Gambling

Brokers, Chit funds, Lottery ticket providers etc.

Nations \$261 Bn industry struggling hard. Casinos closed and employees laid-off

Airlines, Shipping

Courier Services, Agents, Travel Agencies, Export/ Import Business.

USA has witnessed closure in shipping and airline related businesses.

Manufacturers and Retailers

Non-essential goods, malls and shops, Local vendors.

Small goods manufacturers and retailers are out of operations, stores closed and revenue dipping

Construction

Architects, Designers, Builders, Real Estate.

It is unlikely and new demand for construction and development arises in near future, with devastated economy

Media and Entertainment

Entertainment houses, parks, amusement parks, TV channels, Media related businesses

Hospitality

Guest houses, Hotels, Rental spaces.

Stay-at-home orders and no tourism led to big revenue dip and operations halt in hotel industry

Restaurants

Cafes, Bars, Pubs, Fine Dining, Restaurants, Food Trucks.

Revenue dropped and jobs gone due to heavy restrictions and drop in footfall (~60%)

Transportation

Local Taxis, Delivery businesses, Support Services

Working from home and stay inside orders has led to ridership dissipate. Social Distancing further hits the business

CARE: How to “Care”?

CPA firms and bookkeeping practices can play an important role by helping small businesses in various manners possible to the extent feasible for them. Also refer **Annexure A and B**, Study conducted by “[Main Street America](#)” also highlights few of the major areas where small businesses have been affected and assistance needed by them.

Areas where assistance can be provided:

- Free Tax consultations, advisory towards benefits and deductions available
- Full assistance with establishing remote accounting operations
- Consultancy towards Government reliefs available, PPP (SBA loan) etc.
- Discounted mainstream services such as bookkeeping and accounting
- Business continuity planning, advisory towards developing survival and growth strategies



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TARGET: Stable/ Growing sectors



Targeted Business development efforts would save on time, save on cost and help the firm to build up their business.

As per our study and drawing implications from various researches, eCloudacc firmly believes that CPA firms/ practices need to target following industries for business development

Pharmaceutical and Chemists	Repairs and Maintenance
Clinics and Hospitals	Grocery and Essentials Retail Stores and Manufacturers
Education sector (schools/ EdTech)	Insurance Sector
eCommerce Businesses	BFSI/ REITs

Lead Generation

Old Books Cleaning

Bookkeeping

Tax Returns

Tax consultancy

Advisory & Consultancy

Services
to offer
by You



INSPECT WITHIN: Develop & Strengthen Immunity



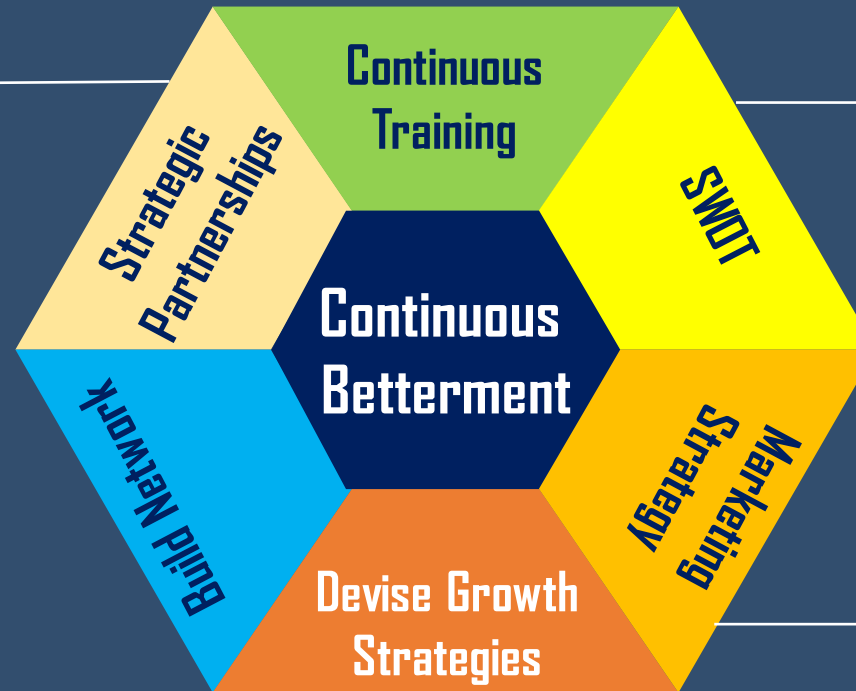
This is the time to step back and ask relevant questions to yourself. Inspecting within the firm the bottlenecks, expansion opportunities, devising strategies, updating strategies and other activities

Strategic Partnerships

- Enable global reach
- Higher Revenue
- Higher Margins
- Reduced Costs
- Enhanced working capacity



As being already leveraged by CPA firms across USA, **eCloudacc** would be the perfect offshoring partner to assist you with all financial, accounting and non-core tasks



Values, Vision, Mission, Target
Clients, KPIs, SOPs



Marketing Strategy

- Social Media Marketing
- Targeted Leads
- Referrals and Testimonials
- Brand Development
- Value Pricing
- Host webinars/ training

OPPORTUNITIES: Diversify your practice



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Going beyond accounting and Bookkeeping

- **Funding:** Arranging low cost funds for small businesses. Once PPP exhausts, small businesses would be in dire need of loans and funding to continue operations.
- **Merger and Acquisitions:** Many small businesses, who aren't able to continue their operations would need assistance in selling off business or merge with bigger groups. This is true for buying side as well.
- **Tax advisory:** Assistance with tax planning, Return preparations, Government funding applications, tax savings and consultancy with respect to benefits available
- **Client Business Development:** Lead generation for small businesses, preparing growth strategies, consultancy towards business restructuring, Business expansion assistance and assisting in target markets and customers identification



NEXT & BEYOND: Joining the dots



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1 Bring necessary **enhancement** in the practice, devise **growth strategies**, set up **remote working office** and establish **fruitful partnerships**, to prepare for future.

2 Explore **new opportunities** and **expand practice**.

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3 Assist the industries badly hit. Launch **targeted business development** towards growing sectors. **Focus on firm growth and smooth operations**, we will take care of else

4 Build **employee resilience and prepare for new-normal**. Partner with eCloudacc for exceptional assistance with growth of your firm

eCloudacc is there to support you!



eCloudacc is your trusted offshoring partner firm. We bring in the expertise of Accountants as well as Consultants to your firm.

While preparing this thought paper, we are well aware of not only the challenges ahead but also plethora of opportunities and expansion possibilities. We as a support services firm are there with you in all of the solution offerings!

Team comprising of	Expertise
<ul style="list-style-type: none">Chartered Accountants (CPA Equivalent)Accounts/ Commerce GraduatesMBA Consultants	<ul style="list-style-type: none">BookkeepingAccountingTaxationInsuranceLead GenerationBusiness DevelopmentDatabase management



As your support/
sub-contracted
partner

Touching every aspect, You can A/c-count on us!

Solution/ Assistance to you	ACTION
Core Bookkeeping	ACTION
Mergers & Acquisition	ACTION
Business valuation	ACTION
Insurance Consultancy	ACTION
Lead Identification/ Generation	ACTION
Target Markets/ Clients	ACTION
Growth strategy and BCP	ACTION

Contact Us



Your most responsive and exceptional Bookkeeping and other support services, offshoring firm – eCloudacc Support Services is just a mail/ call away.

How you can reach out?

Name: CA Prakhar Dave (Founder)

Mail Id: prakhar.dave@ecloudacc.com

Contact no.: +91-9811155241 (WhatsApp also)

Website: www.ecloudacc.com

Software Expertise

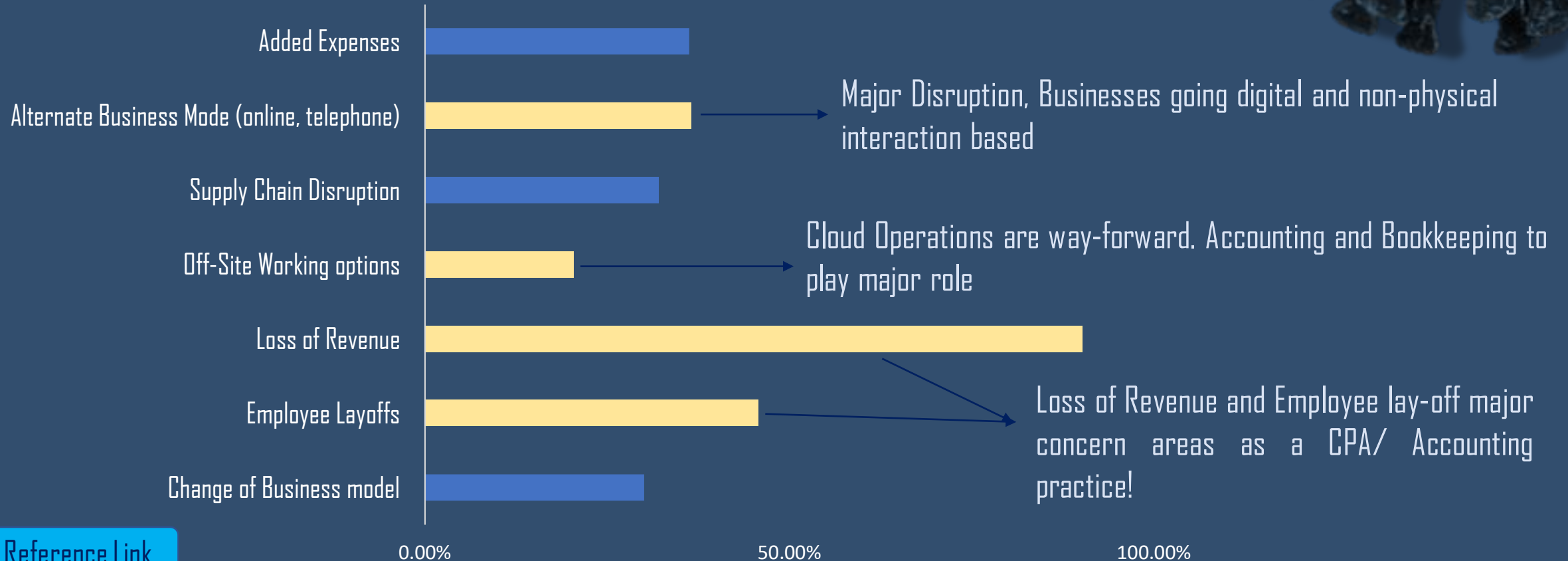


ANNEXURE A: Occurrences among Small Business



Survey Conducted by ["Main Street America"](#) to assess impact of COVID-19 on small business. Interesting and intriguing inputs can be derived.

Out of the surveyed businesses, **90.21%** were affected by Loss of revenue. Other major occurrences:



ANNEXURE B: Small Business assistance needed



As a CPA firm/ Accounting practice – potential lies in extending other services that are linked to immediate demands created by small businesses owing to COVID-19

What type of assistance most helpful for small businesses ?

