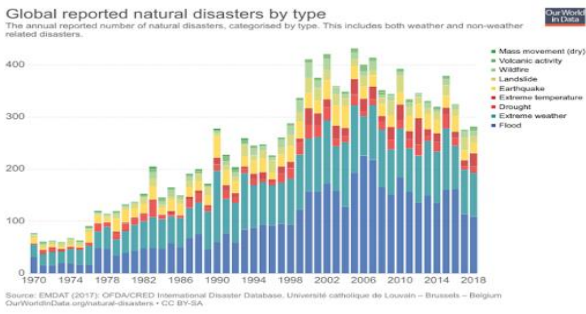


Sink or Swim: How Small & Middle Sized Enterprises Can Respond to Floods

Introduction

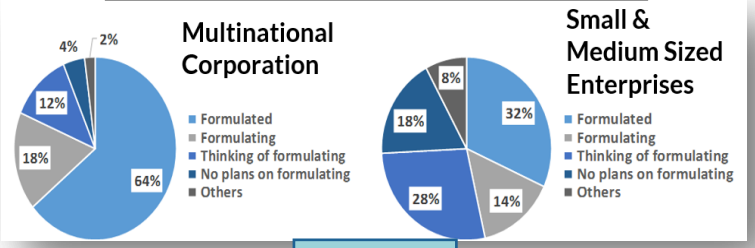
- As the occurrence of floods rise, **economic damage** has increased
→ nearly \$662 billion
- Small/Middle Sized enterprises lack BCPs → **vulnerable** to floods

BCP (Business Continuity Plan) System of recovery from natural disasters



Small/Middle Sized Enterprises

Percentage of Businesses with BCPs



Reasons why Small/Medium Sized Enterprises Lack BCPS

- ① Not enough **time** (41.2%)
- ② Not enough **knowledge** (25.6%)

Research and Conclusion

- Two **case studies** on enterprises before/after adopting BCPs
- **Analysis** of Multinational Corporations' BCPs
→ **Meeting with Honda's Risk-Management Team**



BCP for Small/Medium Sized Enterprises

- Insurance
- Human Resources
- Public Relations
- Data from the Aftermath
- Media Control

	Honda	Fujitsu	Tokyo Marine and Nichido Fire Insurance	Nikko Rica Corporation	Kokuyo Group	KDDI
Advice from Professionals	●	●	●	●	●	●
Communication Network	●	●	●	×	×	●
Education of Employees	●	●	×	×	●	×
Manual	●	●	●	●	●	×
Public Relations	●	×	×	●	×	●
Risk Analyzation	●	×	●	●	×	×

Sustainable business
Thriving economy

