

SMALL BUSINESS CASE STUDY

Equity Technologies Corporation knows what it means to be prepared. Located in Mobile, Alabama, the company has long had plans and procedures in place to counter the threat posed by hurricanes and other severe weather. For instance, Equity Technologies promotes family and individual preparedness and has set up a means of communicating with employees when dangerous weather threatens. Employees carry laminated cards with contact information for supervisors and a voice recorded call-in number with updates about the company's status.

But it was the risk of Y2K related disturbances that motivated Equity Technologies to get serious about its disaster preparedness and business continuity plans. "We are a small company which does business around the world. To be competitive my clients must feel confident that we are ready for anything," said Equity Technologies Corporation's President and CEO Cathy Anderson-Giles. "It wasn't hard to put together a plan, you just have to make it a priority."

First the company identified workers to serve as key contacts for the 72-employee operation. These key contacts then established safety and security teams which analyzed Equity Technologies Corporation's entire emergency process.

The teams realized that communication between the company and the outside world was the single most important operational factor in an emergency. As a result, Equity Technologies purchased generators to power the phone system during utility outages and trained co-workers to set them up within seven minutes. Not only does the company have emergency plans and procedures in place, it has made a commitment to review the plans and tools each year at the start of the hurricane season. "We have the annual review on our corporate calendar," said Anderson-Giles. "Being prepared means being ready for any kind of emergency, be it hurricane, utility disruption or man-made disaster."

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Jianjun Gao



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Table of Contents Experience Print On Demand Business Case Study Examples For Small

1. Understanding the eBook Experience Print On Demand Business Case Study Examples For Small
 - The Rise of Digital Reading Experience Print On Demand Business Case Study Examples For Small
 - Advantages of eBooks Over Traditional Books
2. Identifying Experience Print On Demand Business Case Study Examples For Small
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Experience Print On Demand Business Case Study Examples For Small
 - User-Friendly Interface

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4. Exploring eBook Recommendations from Experience Print On Demand Business Case Study Examples For Small
 - Personalized Recommendations
 - Experience Print On Demand Business Case Study Examples For Small User Reviews and Ratings
 - Experience Print On Demand Business Case Study Examples For Small and Bestseller Lists
5. Accessing Experience Print On Demand Business Case Study Examples For Small Free and Paid eBooks
 - Experience Print On Demand Business Case Study Examples For Small Public Domain eBooks
 - Experience Print On Demand Business Case Study Examples For Small eBook Subscription Services
 - Experience Print On Demand Business Case Study Examples For Small Budget-Friendly Options
6. Navigating Experience Print On Demand Business Case Study Examples For Small eBook Formats
 - ePub, PDF, MOBI, and More
 - Experience Print On Demand Business Case Study Examples For Small Compatibility with Devices
 - Experience Print On Demand Business Case Study Examples For Small Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Experience Print On Demand Business Case Study Examples For Small
 - Highlighting and Note-Taking Experience Print On Demand Business Case Study Examples For Small
 - Interactive Elements Experience Print On Demand Business Case Study Examples For Small
8. Staying Engaged with Experience Print On Demand Business Case Study Examples For Small
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Experience Print On Demand Business Case Study Examples For Small
9. Balancing eBooks and Physical Books Experience Print On Demand Business Case Study Examples For Small
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Experience Print On Demand Business Case Study Examples For Small
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Experience Print On Demand Business Case Study Examples For Small
 - Setting Reading Goals Experience Print On Demand Business Case Study Examples For Small
 - Carving Out Dedicated Reading Time

12. Sourcing Reliable Information of Experience Print On Demand Business Case Study Examples For Small
 - Fact-Checking eBook Content of Experience Print On Demand Business Case Study Examples For Small
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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