



**SPRUCE  
BROTHERS**  
LANDSCAPING PROS

# Spruce Brothers Landscaping

## BUSINESS CONTINUITY PLAN

<b>Plan Approver</b>	Terry Cruz
<b>Plan Updater</b>	Stephanie Smith
<b>Last Review</b>	07/06/2020
<b>Next Review</b>	02/03/2021

Created by Gemma Smith on 12/28/2020

INTERNAL DOCUMENT - NOT FOR PUBLIC DISTRIBUTION

# ContinuityStrength

by SuccessionStrength

Your Business Continuity Plan may be the only source of information and instruction available to others during a disruption to the business. To remain effective, it must be updated regularly.

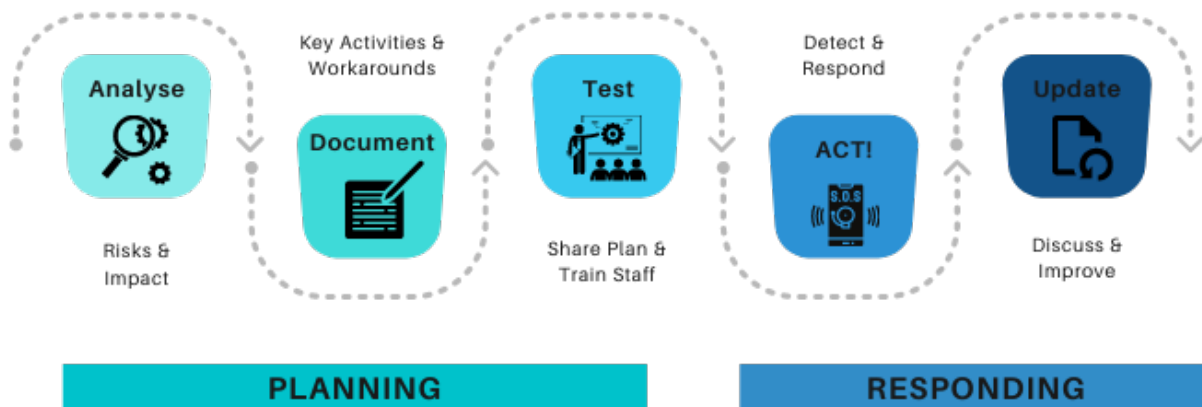
Ensure that it is usable and available whenever and wherever, by sharing the contents with relevant persons, including key employees and other individuals expected to help the business navigate a disruption.

Management may consider some of the contents of this Business Continuity Plan confidential. Confidential information should be handled according to Spruce Brothers Landscaping Pros's company policies while still ensuring that employees are aware and empowered to respond appropriately and in a timely manner to an incident.

## NEXT STEPS?

### BUSINESS CONTINUITY

5-Step Process



*ContinuityStrength* may help you get on your way to preparing for an unplanned disruption. The rest is up to Spruce Brothers Landscaping Pros leadership. Employees should be trained and the Business Continuity Plan should be activated during an incident. After the incident, the plan should be updated as needed.

## Section 1: OVERVIEW

### INTRODUCTION

#### Purpose, Scope and Objectives

Spruce Brothers Landscaping Pros developed this Business Continuity Plan to respond to events that could significantly disrupt our business.

As a company, Spruce Brothers Landscaping Pros plans to quickly recover and resume business operations after a significant business disruption. We plan to respond by safeguarding our employees and property, making a financial and operational assessment, protecting the firm's records, and allowing our customers to continue transacting business.

This Business Continuity Plan is designed to permit our firm to resume operations to acceptable levels as quickly as possible, given the scope and severity of the business disruption. Since the timing and impact of disruptions is unpredictable, we will have to be flexible in responding to actual events as they occur.

The objectives of this Business Continuity Plan are to:

1. Provide guidance and information to assist teams to respond to a disruption;
2. Provide an orderly process for responding to incidents;
3. Assist in prioritization of the recovery of critical functions;
4. Provide information on how to recover critical functions;
5. Provide contact details to assist in the management of an incident, and
6. Reduce confusion about what steps need to be taken by whom to prevent delays.

Our Business Continuity Plan addresses: operational backup and recovery; mission critical tasks; financial and operational assessments; relocation of employees; critical supplier, customer and stakeholder impact; protocol for alternative internal and external communications.

## Section 2: GOVERNANCE

This section helps Spruce Brothers Landscaping Pros avoid delays in the coordination of response activities, restart business operations in a timely manner and ensure that the right persons are trained and informed on what to do in the event of a crisis by ensuring that a well-identified crisis management team is in place.

### When will this plan be executed?

This plan will be executed if an unexpected and non-routine event occurs that could create a high level of uncertainty and disruption and which could have a negative impact on one or more stakeholder groups (employees, distributors, customers, etc.); the company's operations; and/or cause damage to our reputation.

### How is this plan activated?

The Owner identifies scenarios where the Business Continuity Plan should be activated. The CEO can give the stand-down order to return the business to normal operations.

#### 2a: Management Team

Spruce Brothers Landscaping Pros's Management Team is ultimately responsible for guiding the business through a crisis. Members of the Management Team identify triggering events that cause the Business Continuity Plan to be activated based on an analysis of risks. \*\*Management Team contact information is located in the Appendix.\*\*

#### 2b: Crisis Team

Some members of the Management Team may be on the Crisis Team along with employees from other functions, as needed. In the event of a disruption, members of the Crisis Team are expected to respond according to their pre-assigned Roles and Responsibilities. \*\*Crisis Team contact information is located in the Appendix.\*\*

#### 2c: Control Room

In the event of a disruption, the Crisis Team will be assembled by The Owner who will direct the team to one of the incident control rooms listed below. A virtual control room may also be identified for Crisis Team members to assemble remotely.

If additional employees are required, they will be contacted individually. The control room will be equipped with relevant resources as determined by management. These may include but are not limited to landline phone(s), site plans, fire protection and isolation points, staff contact lists, high visibility vests, torches, camera, etc.

Control Room location(s) for Spruce Brothers Landscaping Pros:

Location	Contact Name	Contact Information	Resources Available
Main Conference Room	Terry Cruz	TC@mail.com	landline, high visibility vests, projector

### Section 3: DOCUMENT MANAGEMENT

This section outlines how critical business documents are protected and available for use where and when they are needed.

Our company maintains hard copy records and electronic records at the following primary location main office filing cabinet. We maintain the following document types at our primary location: paper copies. Back-up copies of documents are maintained on the Sharepoint site.

In the event of a disruptive event that causes losses of physical records, we will recreate the documents from electronic versions. If electronic records are lost, we will contact the preparer to have the document recreated.

#### 3a: Critical Documents

Spruce Brothers Landscaping Pros maintains the following critical documents: Business Formation Documents, Lease, Financial Statements

Document	Responsible	Storage Format	Storage Location
Business Formation Docs	Susie Smith	Physical	cabinet in the accounting office
Lease	Terry Cruz	Physical	cabinet in the accounting office
Financial Statements	Bill Weathers	Electronic	online Sharepoint site

#### 3b: Third Party Document Recovery

Spruce Brothers Landscaping Pros has professional relationships with the following persons who should be able to provide the latest copies of documents they would have prepared:

Professional	Company	Contact	Phone	Email
Accountant	Centurian & Co	Stephanie Smith	376-9876	SS@mail.co
Lawyer	Legito	Michelle Butler	345-6789	MB@mail.com

## Section 4: FINANCIAL

This section ensures that Spruce Brothers Landscaping Pros is still able to make and receive payments during a disruption and that there is a plan to access additional funding if it is needed.

In the event of a disruption, we will determine the value and liquidity of our investments and other assets to evaluate our ability to continue to fund our operations. We will contact our bank and any investors to make them aware of our financial status.

If we determine that we may be unable to meet our obligations to our creditors or otherwise continue to fund our operations, we will request additional funding from our bank and other credit sources to fulfill our obligations to our customers and clients. If we cannot remedy a capital deficiency, we will we will discuss it at the time.

### 4a: Business Transactions

The following employees have been issued a business credit card that could be used to make payments in an emergency:

- Joanna Daniels
- Michael Tung

Peter Rolle is responsible for paying bills. Juan Paco has also been trained to pay bills for the business. Michael Tung is responsible for processing payroll and Stephanie Smith has also been trained on the payroll process.

Spruce Brothers Landscaping Pros maintains 2 business bank accounts. The following persons / signatories have access to the business bank account(s):

Bank	Contact Name	Phone	Email	Account Signatories
Centurian Bank	John Davis	234-3456	JD@mail.co m	Joanna Daniels, Emily Johnson, Terry Cruz
Eagle Bank	Rose Kaiser	234-7890	RK@mail.co m	Joanna Daniels, Emily Johnson, Terry Cruz

### 4b: Insurance

Spruce Brothers Landscaping Pros has insurance policies in place in adequate amounts based on our risk profile. Our insurance coverage includes the following policies:

Type	Company	Policy Number	Place Stored
Key Person Insurance	Secure Co	67879008	Finance office
BOP	Secure Co	6780987	Finance Office

#### **4c: Access to Additional Capital**

Terry Cruz will contact our banks and lenders to determine if they can continue to provide the financing that may be needed during a disruptive incident.

In the event of a disruption that impacts cash flow, the business may need to access additional sources of capital. Terry Cruz will perform a financial assessment considering both short and long term timelines.

If our banks and other lenders are unable to provide financing, we will seek alternative financing immediately from: Fidelity Loans Inc, Turnquest

Without access to additional funding, Spruce Brothers Landscaping Pros will discuss and evaluate at the time.

### **Section 5: OPERATIONAL**

This section ensures that adequate measures and contingency plans for sufficient support, alternate work location, alternate supply options, etc are in place to ensure full recovery of core processes. It also makes sure that a proper communications protocol is in place so that the right message is communicated via the right channel to the right audience and in a timely manner.

Our company is in the business of design and maintenance of residential and commercial lawns and gardens

In the event of a disruptive event, we will immediately determine how we might recover operations; and communicate with our customers, employees, critical business stakeholders, bank and other creditors.

Both the operational response and means of communication will be determined by the incident being faced. If they are needed, important documents will be retrieved as outlined in Section 3.

#### **5a: Risk Assessment and Impact Analysis**

Management has identified key risks to the business. To determine an appropriate Business Continuity response, the potential impact and likelihood of the identified potential risks to the business were also assessed.

At the time of an incident, the Business Continuity response will be flexible and based on an assessment of the prevailing circumstances. The key risks to the business along with an analysis of their impact, are outlined in the Appendix. Possible risks to the business include:

Priority #	Risk	More detail
1	Environmental	Hurricanes
2	Health Incident	Anything that prevents workers from performing manual work on the client site (e.g. flu)
3	Economic	Events that make clients reduce discretionary spending

This Business Continuity plan is a response to potential impacts to the business. During a disruption, we will assess whether our planned response is sufficient, and we will make adjustments as needed.

**5b: Key Business Functions**

At Spruce Brothers Landscaping Pros, we have a primary responsibility for establishing and maintaining our business relationships with our customers. We have sole responsibility for our critical functions which are:

- Landscape Design
- Lawn and Garden (L&G)
- Installation Lawn Maintenance

In the event of a disruption, critical functions will be restored in order of priority. The recovery plan for each of the critical functions is included in the Appendix.

**5c: Access Rights**

Some systems, applications and repositories require electronic access. Access rights to major systems and applications are managed either centrally or individually by application. Jose Paco is responsible for managing access rights with Mary Butler as the backup access rights manager.

The following processes at Spruce Brothers Landscaping Pros require electronic access:

- Landscape Design
- CRM
- Client Scheduling

**5d: Relocation Strategy**

Our primary business location is: 345 Main Street, Terrytown, USA

In the event of a disruptive incident that impacts this primary business location(s), we will move our staff from the affected location(s) to the following alternate location(s): 234 Church Street, Anytown, USA

Employees will be informed by Stephanie Smith of a change in location. Terrence Pinden will inform customers and external stakeholders.



## 5e: Key Business Relationships

During a disruption, we will contact our critical business stakeholders (businesses that support our operating activities, such as vendors providing us critical services), and determine the extent to which we can continue our business relationship with them in light of the disruption.

We will quickly establish alternative arrangements if a stakeholder can no longer provide the required goods or services because of the incident's impact on either their or our operations.

We may have entered into supplemental contracts with backup suppliers for goods or services and we may also need to rely on peers or partners to help us fulfill our obligations to our customers during a disruption. If we have entered into such understandings, these alternate suppliers and peers are disclosed in the Appendix

After exhausting all measures, if we reasonably determine that we are unable to fulfill our customer obligations, we will take action quickly including immediately notifying impacted customers.

Randy Butler has access to the list of customers including those with work in progress.

## 5f: Communication Strategy

In the event of an unplanned event, our Communication Strategy includes an approach to keep the following key stakeholders informed: Customers, Employees, Suppliers, Creditors.

### Internal Communication

In a disruption, all key staff who ensure the smooth operation of day-to-day work at Spruce Brothers Landscaping Pros will be updated to ensure that they maintain business operations to the best extent possible.

We now communicate with our employees using In-person meetings or conversations, Email, Phone. In the event of a disruptive incident, we will assess which means of communication are still available to us, and use the means closest in speed and form (written or oral) to the means that we have used in the past to communicate.

We may also employ a call tree so that senior management can reach all employees quickly. Terrence Pinden is responsible for initiating communication with employees.

Terry Cruz maintains a current list of employees and their contact information. Any member of the Crisis Team could be contacted in the event of an emergency.

### External Communication

In the event of a crisis, it can be important to have clear and immediate contact with select, external groups.

We now communicate with our customers and other external parties using In-person

meetings or conversations, Email, Phone, Website, Physical Mail. In the event of a disruptive incident, we will assess which means of communication are still available to us, and use the means closest in speed and form (written or oral) to the means that we have used in the past to communicate.

For example, if we communicated with via phone but the time to call each customer would be prohibitive, we will email them or consider using our website and social media channels.

Terry Cruz or a delegate will be the designated spokesperson to communicate with media and external stakeholders. To ensure that messages are communicated in a timely manner, contact lists for external stakeholders will be kept up to date.

**Key Customers:** The updated list of key customers is maintained by Terry Cruz.

**Key Suppliers:** The updated list of key suppliers to the business is maintained by Terry Cruz.

**Peer business partners/associates:** The updated list of peer businesses / associates who may assist in a disruption is maintained by Susie Cho.

**Other interest groups** (e.g. media): The updated list of special interest entities or persons is maintained by Terry Cruz.

## 5g: Training

To ensure that employees are prepared to respond to an incident, Spruce Brothers Landscaping Pros will train employees on the relevant content of this Plan. Training may include crisis simulations or 'fire drills' to test the effectiveness of our business continuity strategies.

Stephanie Smith is responsible for keeping this plan up to date and the Management Team, lead by Terry Cruz will approve changes to the Continuity Plan.

## 5h: Plan Maintenance

This Business Continuity Plan is a living document with flexibility to respond to changing internal or external conditions. We will update this plan whenever there is a material change to our operations, structure, business or location. Frequent reviews will also be conducted to reflect changes in our operating environment.

This Business Continuity Plan will be reviewed by management every **4 months**

## Plan Review and Approval

I have approved this Business Continuity Plan (including supporting attachments) as reasonably designed to enable our firm to meet its obligations to customers in the event of an unplanned disruption.

**Approver:**

**Signature:**

**Date:**

## APPENDIX

Where provided, uploaded information appears as file links.

### CONTACT INFORMATION

Terry Cruz maintains a current list of employee contact information.

#### MANAGEMENT TEAM / KEY DECISION MAKERS

Role	Name	Contact Info	Name of Backup	Backup's Contact Info
CEO	Susie Chung	345-6788	Jose Paco	JP@mail.com
CFO	Randy Kaiser	234-7890	Dexter Mar	DM@mail.com
HR	Nick Johnson	234-2345	Myles Cameron	MC@mail.com
CMO	Lorna Jack	234-7898	Steve Ho	SH@mail.com

#### CRISIS TEAM

Role	Name	Phone	Email
Coordinator	Terry Cruz	234-7890	TC@mail.com
Logistics	Bill Rogers	234-7000	BR@mail.com
Human Resources	Stephanie Smith	234-8780	SS@mail.com
Facilities	John Nichols	234-8779	JN@mail.com

#### KEY SUPPLIERS

Terry Cruz maintains a current list of supplier contact information.

#### Key Suppliers

Nature of Supply	Company	Contact Name	Contact Phone	Contact Email
Garden Supplies	Modernistic Garden Supplies	Susanna Moore	876-0987	SM@mail.com
Equipment	Ralph's Machinery	Ralph Baldwin	876-0987	RB@mail.com

## KEY CUSTOMERS

Terry Cruz maintains a list of customer contact information.

Company	Contact Name	Contact Phone	Contact Email
Kelly's Hotel Co	James Moroney	234-9876	Jm@mail.com
Springfield Homeowners Assn	Adam Singh	234-8907	AS@mail.com
SkyBreezes	Joanna Davis	234-9876	JD@mail.com
Sea Beach Estates	Giles Adams	344-9876	GA@mail.com

## BUSINESS PEERS / PARTNERS

Susie Cho maintains a current list of business peers/partners.

Nature of Support	Company	Contact Name	Contact Phone	Contact Email
Landscape Design	Pretty Places	Jemma McIntire	374-0987	JM@mail.com
Lawn Maintenance	A Cut Above	Kerry Smith	678-0987	KS@mail.com
Garden Installation	Roots & Shoots Inc	Barry Sinclair	678-0987	BS@mail.com

## RISK ASSESSMENT

### Risk Assessment and Business Impact Analysis

Due to the nature of this exercise, please click on the attached link to access the results of the assessment that was performed separately.

Link to Risk Assessment and Business Impact Analysis: [Risk Assessment.pdf](#)

## PROCEDURES

### **Crisis Team Procedure**

The Crisis Team has agreed to work together in the following way:

Link to Crisis Team Procedure: [Crisis Team Plan.docx](#)

### **Document Backup Process**

We follow the process below to backup our records:

Physical documents are scanned and stored in the company's cloud storage account. Electronic versions of documents are automatically stored to the cloud when they are saved.

SAMPLE

## Critical Function Recovery Process

Workarounds and recovery processes for critical functions are:

Function	Person Responsible	Procedures Documented	Workarounds Documented	Location of Documentation
Landscape Design	Stephanie Smith	Yes	No	Sharepoint site
L&G Installation	Terry Cruz	No	No	
Lawn Maintenance	Bill Rogers	Yes	Yes	main office filing cabinet

### IT Continuity Plan

Spruce Brothers Landscaping Pros will follow an IT Continuity plan to ensure that systems and applications are prepared to withstand a disruption.:

Link to IT Continuity Plan: [IT Continuity Plan.pdf](#)

### Relocation Plan

Spruce Brothers Landscaping Pros will use the following plan to relocate operations:

Link to Relocation Plan: [Relocation Plan.pdf](#)

### Employee Communication Plan

We will keep employees updated via the following plan:

Link to Employee Communication Plan: [Employee Communication Plan.docx](#)

### External Stakeholder Communication Plan

We will keep external stakeholders updated via the following plan:

Link to External Stakeholder Plan: [External Stakeholder Plan.pdf](#)