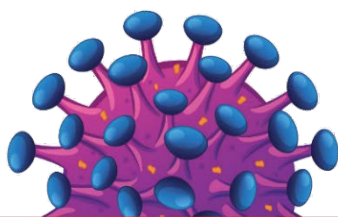


CLASSIC® NEWSLETTER

Newsletter brought to you by CLASSIC® International Trading

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APRIL 2020



**Covid-19
Business Survival**

In this Issue **CLASSIC®** offers its clients and partners just **CLICK** the topic of your interest:

1. **Financial Business Services to Deal with Cash Flow Issue**
2. **Business Consulting for Growth & Revival**
3. **Health, Safety & Environment Compliance for Reopening**
4. **COVID-19 Business Best Practices for Reopening**
5. **Economic Outlook till December 2020**

Covid 19 – CLASSIC Support Desk

Classic International Trading (CIT) has stepped up help to our clients and business partners in this crisis. We have set-up special support desk to help our existing and prospective clients through a portfolio of business services that focus on financial support, liquidity issues and the health and safety measure that will allow us to open up sooner. Our *Financial Services Desk* will support our clients in cash flow management, and financial management including seeking support and relief from banks. For the purpose, Classic International trading rely on its Covid-19 Financial Relief Package Matrix, that combines all products and services announced by SBP, Government of Pakistan and banks.

CLASSIC Financial Support Desk

More specifically, our financial services make use of SBP's covid-19 relief package and helps our clients in analyzing cash flow shortages, financing needs, drafting, preparing proposals and soliciting approvals.

Financial Business Services: Our financial team is led by our CEO, Mr. Sajjad Moghal, who is a financial expert with over 10 years of banking experience and a master's degree in business administration and public policy, and several professional certificates from renowned international universities. With over 25 years of diverse experience in business development and private sector growth. Mr. Moghal has already successfully negotiated packages for two of its clients hence, **We Are All Set to Help You just CLICK.**

Business Consulting for Growth: With the announcement of Construction Sector Package, we believe that Paints & Coating industry will be a net beneficiary yet the full impact of the package will be felt after the removal of restriction and 3 to 4 months after the resumption of business activity. We foresee that the demand for the antibacterial, stain free paints and epoxy or protective coatings will soar in the short term. Classic International Trading is the only business partner that can help you with the transition to take advantage of the emerging opportunities and ward off the downside of Covid-19 impact. We are there to help you with product portfolio adjustment, product development and the supplies of raw material with result-oriented objectives. We can help you with repositioning in the markets, entering new market segments, launching new products or services,

Key to Success

Businesses that quickly realize that it is no longer business as usual will SUCCEED. They will redefine their business approach, products, roles of their staff and market strategy while keeping in mind the emerging opportunities and realities.

diversifying your business, restructuring your financial position, negotiating with banks and corporate rebranding. If you are struggling with any imminent management problem or your profitable is declining...call us. **We can indeed help just CLICK.**

Health, Safety & Environment Compliance: We can help our partners not only to suggest what Health & Safety measures required in this situation but can also help to arrange required equipment and solutions. In post-Covid-19 world markets are squeezing for those manufacturers and suppliers who are not

considering integrating buyer's health, safety and environment compliance demands. It is CIT's promise that we can help you with the planning and can even take you to the next step where innovation becomes your everyday work style. We have busted the myth with our many clients that compliance is expensive. We have proved that caring for environment is a smart business approach and in fact save cost.

Working Life during Corona Pandemic – Business Best Practices

While responding to a complex challenge like the Covid-19, we can take simple steps to protect our employees and our clients from this contagious disease.

CLASSIC International Trading has invested in online solutions to allow our employees to work from home, we encourage you to bring about these simple changes to your approach in the business management. We have and can adopt SOPs that *allows safety of staff and contamination free dispatches to our clients.*

**If you need help in
producing sterilization liquid
in-house please call at our
Helpline +92 331 4811439**

Please create a roster of essential-skeleton staff at your office, production and warehouse, this will allow to maintain physical distancing (*socially still connected*), ensure adequate availability of masks and sanitizers, please talk to us *we can arrange for you at no profit*. Please avoid all unnecessary visits. All your employees and visitors must wear masks and sanitize hands during entry and exit from the premises, during work they must wash hands. Please religiously sanitize your desks, laptops, table tops, hand rails and telephones periodically. At entry point, if any symptoms of fever, flue or cough found are noticed that person or employee must be sent back home and advised complete isolation. We are ensuring that all the guidelines from the World Health Organization (WHO) and Governments are followed in our office and warehouse, we recommend you to do the same.

The Best Practices for Preventing Covid-19 Spread

Industrial workers are also exposed to hazards that put them at risk of infection with an outbreak pathogen, in this case COVID-19. Hazards can include psychological distress and fatigue. Following protocols have been designed to minimize the potential for contracting COVID-19 and subsequently reducing its spread at industrial level, to protect occupational safety and health. Employees working in industries should strictly follow the preventive measures as listed below:

1. discontinue biometric attendance, use alcohol-based sanitizer at entry and exit points.
2. Disinfect all employees at the entry point, send home sick workers.
3. Mandatory and diligent handwashing at least for 20 seconds after every 2 hours.
4. Establish alternating days or extra shifts to reduce the total number of employees in a facility
5. Use virtual communications to minimizing contact.
6. Physical distancing (not social) preferably 2 meters.
7. Cleaning and disinfect high traffic areas or shared surfaces.
8. Safety Standards must be displayed in the premises in local language with pictorial illustrations.
9. Drivers must wear masks, head gear and gloves while traveling.
10. Disinfect transport vehicles before loading and boarding.



CLASSIC vs Covid-19: A Challenge that Redefined the Business

New Reality: Covid-19 pandemic has changed the business landscape and will continue to dictate the rules of business in every walk of life. Those who quickly come to the realization that it is no longer business as usual will forge a way forward and will become the new business leader. Majority of economists agree that Covid-19 economic impact will be unprecedented. The GDP growth in Pakistan will be negative 1.5% till the end of 2020, and international trade (imports and exports) will squeeze up to 30%. Faced with this new reality, we have only one choice; Roll up our sleeves, fight back, form new strategies, and pivot our business for growth so we not only survive but thrive.

Economic Outlook in Brief: The large-scale manufacturing sector is exhibiting negative growth so are the major crops, especially cotton with significant output decline expected. This will be combined with decline in the demand for various service such as tourism, travel which will in turn affect domestic trade and transport.

Macroeconomic Model of the Beaconhouse Centre for Policy Research (BCPR) suggests that there will be some shortages in supplies of domestic goods due to transport and other administrative bottlenecks. Second, the restrictions and delays on imports by the countries like EU, USA, UK and China or cancellation or postponement of export orders for Pakistani goods are expected to lead to a decline in the volume of exports up to 30 percent. Likewise, there is likely decline in the physical inflow of imports into Pakistan up to 15 percent. Finally, given the impaired liquidity position of potential investors and heightened risk perceptions, there is likely to be a big fall in private investment in coming months and the likely growth of non-performing loans. In sum, we expect that the GDP could fall by 7% by December 2020. The rate of inflation is likely to remain relatively low around 9 percent thanks to low crude oil prices. The temporary unemployment resulting from a lockdown / curfew could be of as much as 10.5 million workers, including daily wage and contract/casual workers in establishments.



Three factors that will overturn some of the losses will be the speed of Rs.100 billion GST refunds to exporters, 5% reduction in the interest rate on bank financing, and *speed at which banks provide liquidity to businesses that have reliance of import or exports* (so far there is no clear policy guideline).

Classic International Trading Making Difference

Classic International Trading takes a moment to recognize the efforts of our CEO, Sajjad Moghal in eliminating poverty from Pakistan. His work has been recognized internationally and a pride for Pakistan. Please follow the link to learn more about his efforts [GRIPS SDGs Award CLICK to learn more.](#)

Mohammad Sajjad Moghal becomes the First GRIPS SDGs Award Winner

In 2015, 193 countries adopted the framework for Sustainable Development Goals (SDGs) at the UN summit in New York, to achieve a better and more sustainable future for all. At the National Graduate Institute for Policy Studies (GRIPS) all our educational, research and management activities are strongly linked to the SDGs. GRIPS is committed to promote innovative efforts in solving the most pressing environmental, social and economic challenges of our times.



GRIPS SDGs Awards launched in 2019, to recognize and showcase any extra-ordinary activities.

Mohammad Sajjad Moghal from Pakistan is the first winner of the GRIPS SDGs Award owing to his efforts that brought over 40,000 poor farmers and their families out of poverty, and created 9,000 new jobs for poor unemployed rural youth (boys & girls). He is invited to speak at GRIPS Forum in Tokyo, to share his experiences with the rest of the World.