

# *Are Unreliable Customers Throwing Your Business Into Financial Ruin?*

*By: Matthew Debbage, CEO of the Americas and Asia, Creditsafe*

*As originally published in the Credit Research Foundation 1Q 2023 Credit & Financial Management Review*

## **Abstract**

*With the economy in shambles, both large and small companies are under tremendous pressure to generate revenue. If large, well-known customers are struggling and preparing to file for bankruptcy, imagine how small businesses may fare. Learn about steps you can take to better manage your customers and help protect your business from the effects of a recession by taking an analytical approach.*

## Introduction

Just when businesses thought things might be getting back to normal post-pandemic, the economy has taken a turn for the worse with record-high inflation rates, skyrocketing energy costs, increased materials costs, supply chain disruptions and labor shortages. It's like playing a game of Jenga and seeing how much more you can pile onto the top before it all comes crashing down.

With the economy in shambles right now, businesses (big and small) are under enormous pressure to close sales deals and generate revenue. Not to be dramatic, but it could mean the difference between surviving the impending recession or going out of business. If big companies like Bed Bath & Beyond, VICE Media and Party City are struggling and preparing to file for bankruptcy, just imagine how much worse it will be for small businesses.

*This article is only available to members of the Credit Research Foundation (CRF).*

*Interested in reading more? Join CRF to gain access to this and hundreds of other resources! [CLICK HERE](#) for membership information.*

*Members should [LOGIN](#) to view the full article.*