

Temporary Ceasefire is not Stability: Persistent Threats Remain — 10 Day Action Plan for Business Owners

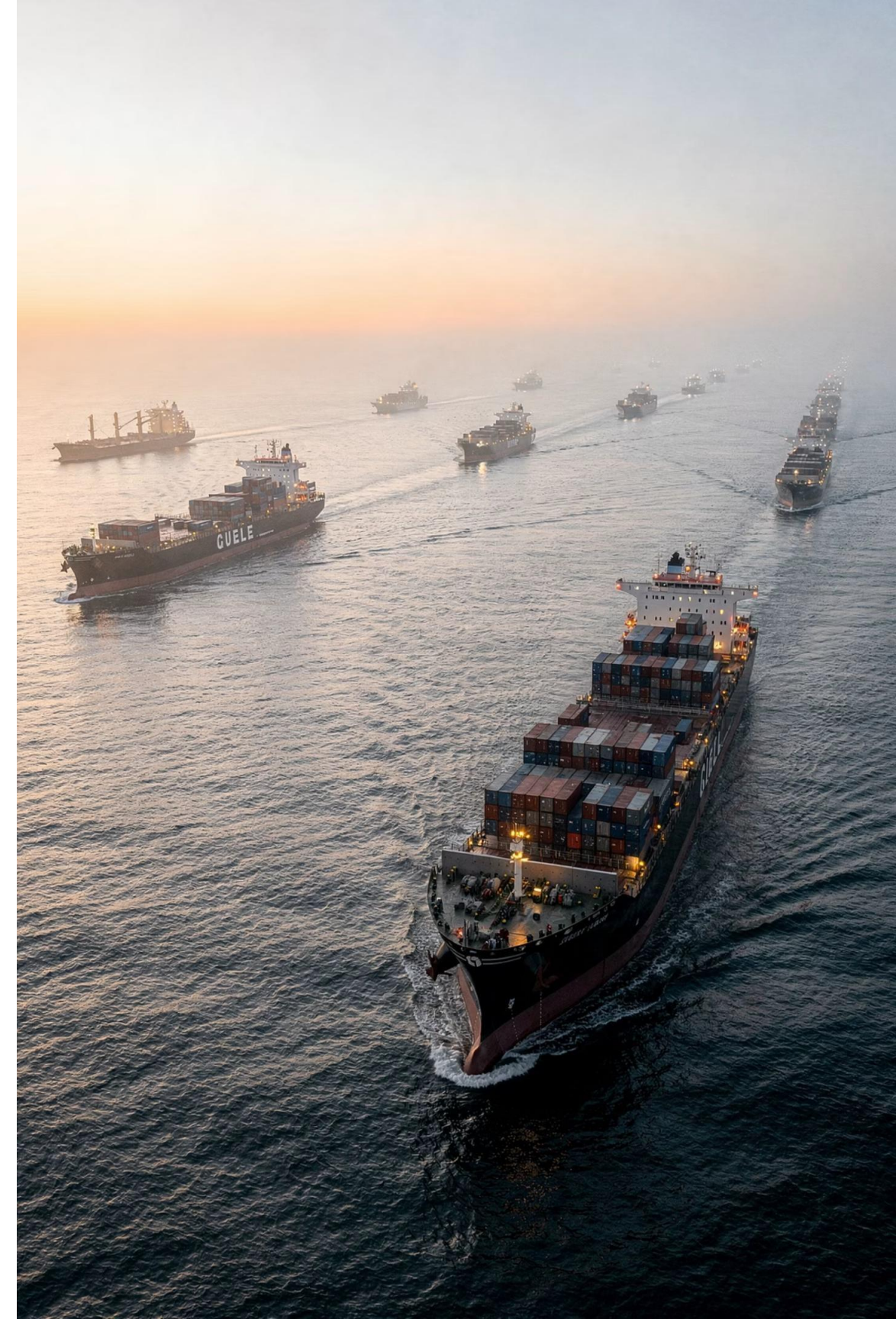
The 10-day ceasefire is a temporary breathing period, not a safe period. For UAE-based companies—especially in trading, manufacturing, logistics, construction materials, chemicals, and ceramics—the next 10–30 days are critical stabilization days. Below is a realistic, step-by-step business action plan based on current global conditions. Meaning: the war has paused—but business risks have not stopped.

STRATEGIC BRIEFING

BOARD-LEVEL RISK

by
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ABIA Management Consultancy, Mobile: 0 8 0 4 2 0 2 6



Current Reality: Energy, Shipping, and Market Uncertainty



Energy Markets in a Twilight Zone

Reports indicate the ceasefire pushes energy markets into a “twilight zone,” where prices dropped, yet structural uncertainty persists (Reuters).

[Reuters: Iran war ceasefire pushes energy markets into twilight zone](#)



Shipping Through Hormuz Not Fully Normal

Large-scale resumption of oil shipping isn’t guaranteed as shipowners remain cautious (Axios).

[Axios: Oil shipping impact and prices](#)



Temporary Cease-Fire Deal

Coverage highlights a temporary cease-fire and fragile conditions around Tehran (rferl.org).

[Axios: Oil shipping impact and prices](#)



Crude Down 17%; Relief Lag

Crude reportedly crashed 17% on the ceasefire, but retail fuel relief may take 7–10 days; India prices steady (The Sunday Guardian).

[Sunday Guardian: Fuel prices update](#)

Key facts affecting UAE businesses: The ceasefire is temporary and fragile; further attacks are possible. Oil shipping via the Strait of Hormuz is not fully normal as shipowners remain cautious. Oil prices dropped after the ceasefire but supply chains are still disrupted. Shipping, ports, and regional infrastructure were affected during the war period.

Risk Outlook: Next 10 Days

These are the most realistic business risks for UAE companies over the next 10 days. Logistics and shipping instability leads the risk stack, followed by supplier price fluctuation, cash flow pressure, demand volatility, higher insurance and risk costs, currency and banking risk, and often-ignored cybersecurity exposure tied to modern conflicts.



1) Logistics & Shipping Instability (Highest Risk)

What You May Face

- Shipment delays (10–30 days extra)
- War-risk surcharge on freight
- Limited vessel availability
- Insurance cost increases
- Port congestion

Why This Happens

- Many ships still avoid Gulf routes due to safety risk.
- Insurers raise premiums amid ceasefire uncertainty.

Business Impact

Very High. Especially for importers, exporters, construction material suppliers, chemical businesses, and manufacturing companies.



2) Supplier Price Fluctuation

What You May Face

- Sudden price increases (5%–15%)
- Temporary stock shortages
- Supplier surcharge continuation

Why This Happens

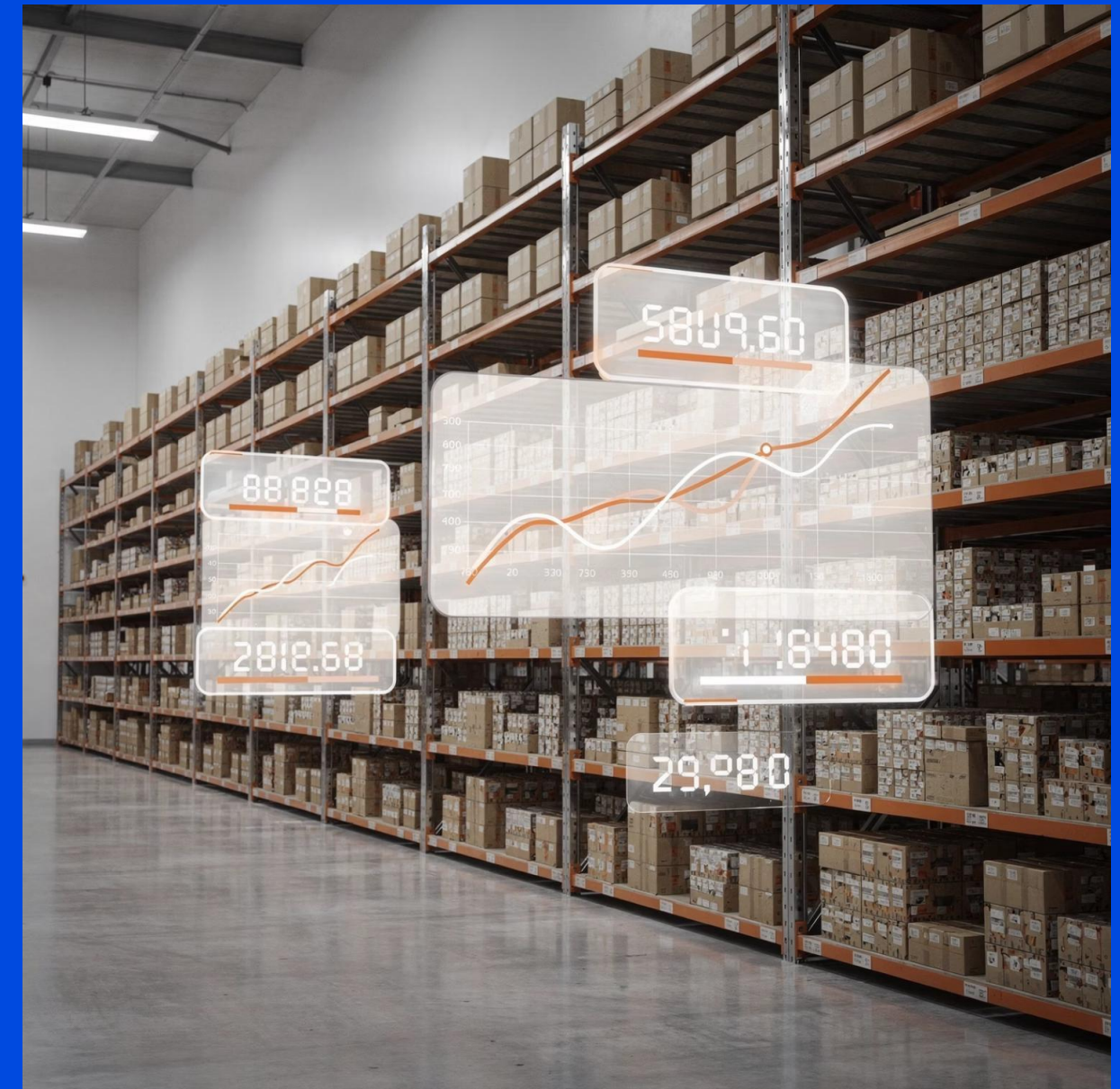
Oil supply and transport disruptions raise manufacturing and logistics costs.

Business Impact

High—especially risky if you have fixed-price project commitments.

Visual Signal

Expect uneven pricing for inputs tied to energy, shipping lanes, and high-demand repair/safety categories.



3) Cash Flow Pressure

What You May Face

- Customers delaying payments
- Project postponements
- Inventory stuck in transit
- Higher working capital requirement

Reality

Many construction and infrastructure projects slow during uncertain war conditions.



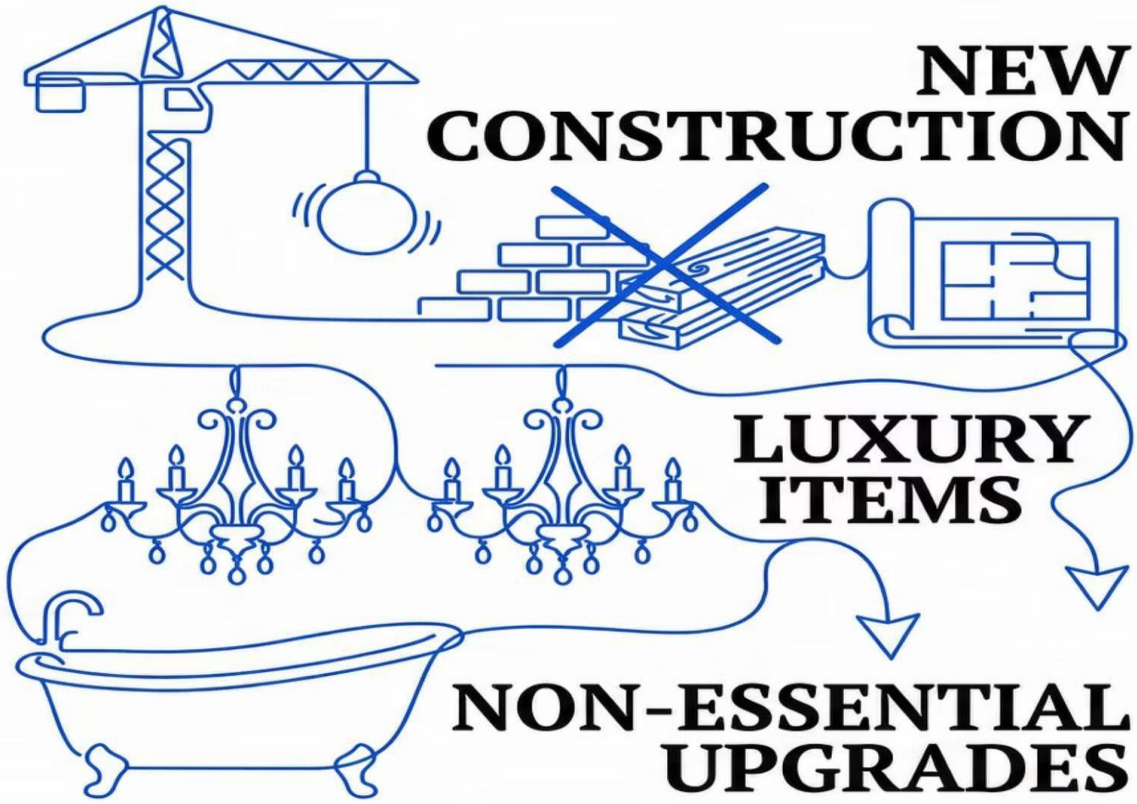
4) Demand Volatility

What you may face: some sectors stop purchasing while others suddenly demand stock. Demand increases for essential materials, repair materials, and safety materials. Demand decreases for new construction materials and luxury building items.

INCREASED DEMAND ↑



DECREASED DEMAND ↓



5) Insurance & Risk Cost Increase

What You May Face

- Higher cargo insurance
- War-risk premium
- Policy restrictions





6) Currency & Banking Risk

→ Possible Issues

- Delayed international payments
- Currency fluctuations
- Trade finance delays

7) Cybersecurity Risk (Often Ignored)



Cyberattacks

Modern wars include cyber offensives targeting businesses and infrastructure; harden endpoints and backups.



Infrastructure Targeting

OT/IT systems, logistics platforms, and supplier portals face elevated risk; segment networks.



Banking Disruptions

Payment rails and verification channels may see interruptions; establish redundancies.

Your First 10-Day Action Plan (Operational Survival)

Follow this practical sequence across Days 1–10 to stabilize operations. It prioritizes shipment visibility, inventory protection, supplier risk control, liquidity, transparent customer communication, control dashboards, and structured scenario planning.



Days 1–2: Situation Control

01

1) Review all shipments in transit

Map ETAs, routes, carriers, and bottlenecks.

02

2) Contact freight forwarders

Confirm diversions, surcharges, and contingency options.

03

3) Check delivery delays

Quantify slip: 10–30 days typical; log carrier notes.

04

4) Identify critical stock shortages

Flag essential SKUs impacting customer commitments.

05

5) Review customer commitments

List SLAs at risk; prepare alternatives.

Create This Report

- Shipment status
- Delay days
- Risk level

Days 3–4: Inventory Protection



Identify fast-moving items

Pinpoint SKUs with highest velocity and margin.



Build 45–60 days stock

For essentials only; avoid tying cash in slow movers.



Avoid slow-moving purchases

Reduce exposure to obsolescence and price risk.



Prioritize essential SKUs

Allocate capacity, cash, and freight to must-serve lines.

This is critical survival action.



Days 5–6: Supplier Risk Control

Contact All Major Suppliers

- Delivery timeline
- Price revision plan
- Production capacity status

Also: Identify alternate suppliers to mitigate disruption and price spikes.

Supplier Health Snapshot

Capture lead time shifts, surcharge windows, and allocation rules in one shared tracker.

Day 7: Cash Flow Protection



Freeze unnecessary spending



Accelerate receivables collection



Delay non-essential purchases



Build emergency liquidity



Minimum Recommended

Cash reserve = 3 months operating cost.

Day 8: Customer Communication

Contact Major Customers

- Delivery timelines
- Possible delays
- Price revisions (if needed)

Transparency builds trust.



Day 9: War-Time Control Dashboard

Stock Days
Daily inventory levels, thresholds

Cash Position
Available liquidity and runway



Shipment Delays
Delay days and escalation owners

Supplier Reliability
On-time %, risk flagged

Create a War-Time Business Control Dashboard and track daily: stock days, cash position, shipment delays, supplier reliability, and customer payment days. Use clear thresholds and owner assignments for each metric.

Day 10: Scenario Planning

A

Scenario A: Shipping improves, oil prices stabilize, demand recovers.

Action: Resume normal procurement.

B

B

Scenario B: Shipping disruption, oil spike, supply shortage.
Action: Maintain buffer stock, tight cash control.

C

Scenario C: Major economic slowdown, market contraction.
Action: Reduce inventory, focus on core profitable items.

Special Advice for UAE-Based Companies

Priority 1 — Protect Supply Chain

Alternative shipping routes, multi-supplier strategy, and local sourcing.

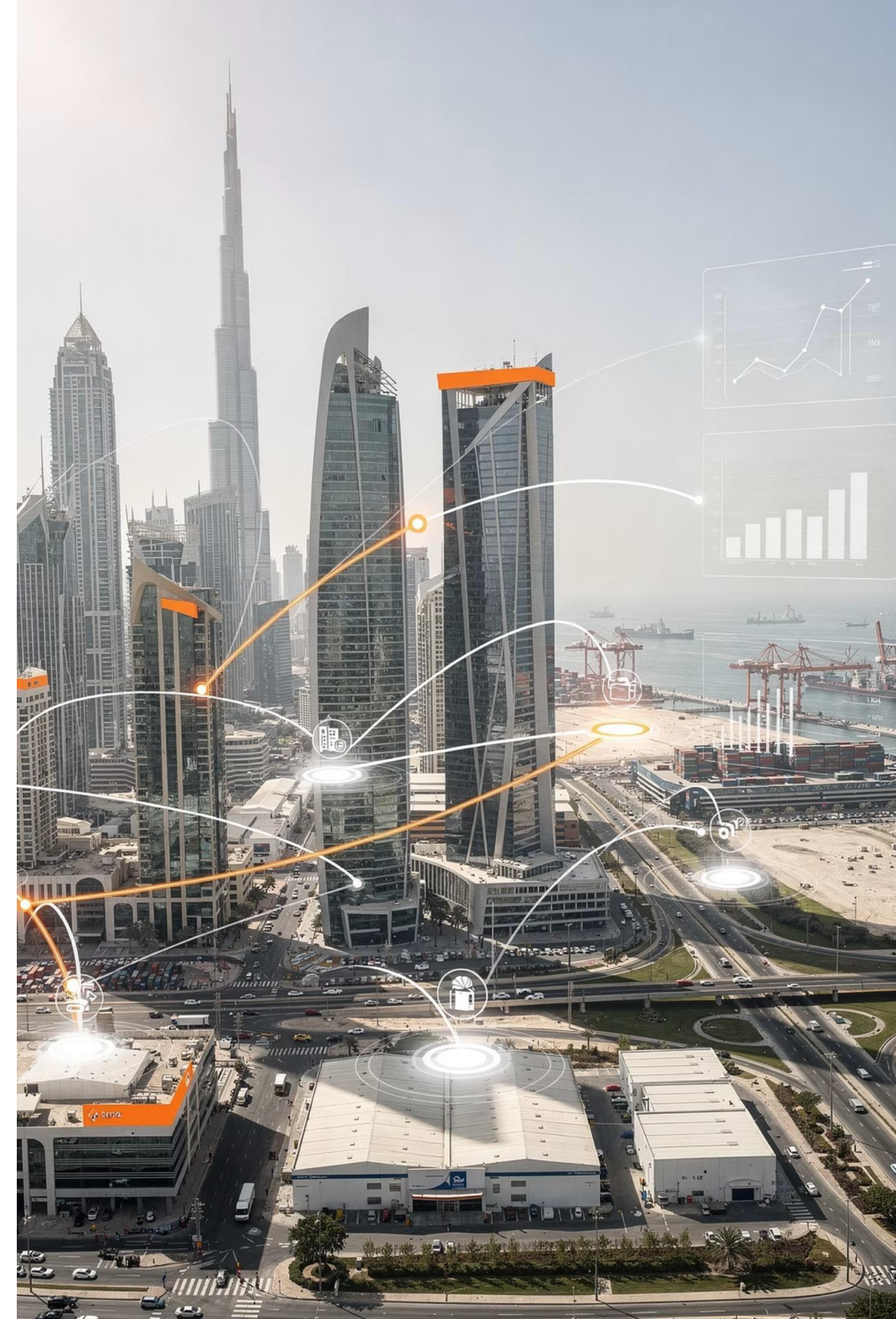


Priority 2 — Protect Liquidity

Cash is survival fuel. Not profit. Cash.

Priority 3 — Protect Customers

Win on clear communication, reliable delivery, and stability.



Most Dangerous Mistakes to Avoid

1

**Over-stocking
expensive items**

2

**Giving long credit
to customers**

3

Ignoring supplier risk

4

**Expanding during
uncertainty**

5

Assuming war has ended

Anchor on disciplined execution of the 10-day plan, continuous risk scanning, and liquidity-first decisions. The ceasefire is a window for stabilization, not a signal to relax controls.

A Message to Business Owners

"This situation is unexpected and not ideal, but we cannot choose the crises we face. When we look for the positive side, we find ways to adapt, grow, and move forward with confidence."

— **Dr. Shaik Ibrahim, ABIA Management Consultancy & Human Resources**

Our Purpose

To support business owners with additional insights and practical guidance — helping them become their best in all situations, no matter the challenge. This analysis is part of Dr. Ibrahim's ongoing work supporting business owners through global crises since 2002.

Our Philosophy

Every crisis brings its difficulties, but it also opens the door to new opportunities. As business owners, our strength lies in focusing on the opportunities ahead rather than the worries around us. When we look for the positive side, we find ways to adapt, grow, and move forward with confidence.



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About ABIA

ABIA Management Consultancy & Human Resources has been a trusted partner for business owners navigating complex and challenging environments since 2002 — providing actionable advisory support to help businesses not just survive, but thrive.

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