

5

Ways to Prepare to Reopen Your Business

Simple steps to assure when your doors are once again back open, you will be prepared & ready!



1

Build Your COVID-19 Plan

Take a few moments and write down your COVID-19 Safety plan of action. Identify a workplace coordinator responsible for the COVID-19 plan and issues. This plan will be used in marketing to show you are serious about customer and staff safety. Update and review, as necessary, when new information is available. Include materials needed: checklists for new protocols, safety procedures, social distancing and marketing.



2

Respect Social Distancing

You need to consider special stickers on the floor to instruct people where to stand (6ft apart), signage for customers on how many are allowed in your store at one time, if you can, mark certain doors for entry and exit and potentially plastic shields in front of the counters. It's time to start gathering necessary supplies and signage to accommodate your COVID-19 plan.



3

Create A Cleaning Schedule

Rebuilding your cleaning plan and have all the necessary items needed to do so. Consumers will notice if your store is clean, clearly organized on where to stand and safe to enter. Build a new schedule and add it to your daily calendar and make sure your staff is fully aware of the new procedures. Build in inspection times and checklists for quality control.



4

Market Your COVID-19 Plan

Consumers will look for locations that have clearly marketed their COVID-19 safety plan and practices. Big franchises, as well as other small businesses that have remained open, have demonstrated how effective marketing their safety plan is. When you begin to market you are open for business, follow it up with your plan and protocols which you have in place. Consumers will notice and that will let them know they are entering a safe environment.



5

Respect The Process

There are just as many people who are ready for business as usual, as there are who will remain cautious for quite some time. If you cater your plan to the cautious the more open consumers will respect your procedures. The process of reopening will constantly be updated based on the most recent data our leaders have at their fingertips. There are links below to important sources of the most current information.



Info Links:



CDC

www.cdc.gov/coronavirus/2019-ncov/index.html



WHO

www.who.int



US Chamber State By State Business Reopening Guide

www.uschamber.com/article/state-by-state-business-reopening-guidance



Michigan.gov

www.michigan.gov/coronavirus



Fenton & Linden Regional Chamber

www.fentonlindenchamber.com



City of Fenton

www.cityoffenton.org



City of Linden

www.lindenmi.us



Genesee County Health Department

www.gchd.us