

Small Business Storefront Reopening Checklist



Business & Service Model Changes

- Communicate changes to your service model with your customers to make them feel comfortable.**
 - Use your email newsletter and/or texting platforms and subscriber lists.
 - If you don't have a customer database, this is a great time to start collecting information – keeping it current is crucial to monitoring success.
- Identify essential services you can provide.**
 - Ask yourself: How can you pivot to providing additional value to your customers?
- Determine who is essential.**
 - Make a schedule that fits your needs. Determine if you want to bring everyone back all at once with reduced shifts or keep a small staff group.
- Open when you're ready, don't rush because state mandates are lifted – be strategic.**
 - Don't expect things to return to normal immediately.
 - Start small and continue to build as demand does.
- Stock up on supplies that are needed to reopen.**
 - Inventory your cleaning supplies, PPE, packaging, flyers, etc.
- Talk to your neighbors and suppliers about how you can keep your partnerships going for additional opportunities/income.**
 - Offer a promotion to get people shopping/eating again.

Capacity

- In adherence with state and federal governments, determine a percentage to operate at that makes sense for your business and enforce it.**
 - Ask yourself: Can you make a profit at that level of capacity?
- Expand your offerings to make up for lost volume.**
 - Ask yourself: Can you implement or continuing offering curbside carry-out and/or delivery service to make up for lost capacity? Can you add high demand products to your menu?

Financials

- Be prepared to keep track of all revenue and expenses.**
 - This is essential for any loans or support you receive and to track profit for comparison to business before the pandemic.
 - Check out this [easy 12 week cash flow template](#) from SCORE.

- Understand how your business should run to break even at the minimum.
 - [Check out this break-even template](#) from SCORE.
- Track your “new normal” week over week to determine what is typical in your new business model.
- Review your recurring monthly expenses often.
 - The more you do it, the easier it gets.
- If you don't have an accountant, this may be the time to get one.
 - Meet with them on a regular basis.

Marketing / Customers

- Use all of your tools: website, social media, email, physical signs, phone call, email newsletter, etc. and communicate regularly.
 - Once you develop a cadence, people will expect to hear from you.
- Actively monitor messages on all platforms (social media, Google, email, contact us forms on your website) to answer questions in a timely manner.
- Know your customer demographics and their buying behavior.
 - Adapt to fit their needs and use this time to build loyalty.

Employees

- Ensure payroll is properly set up.
 - Depending on the size of your company consider using a payroll company or service.
- Be flexible and provide PPE.
 - Check out these [OSHA guidelines](#) to ensure you are up to code.
- Make sure employees know who to call if issues arise – keep vendor contact info on hand.
- Create a plan for if an employee falls ill or contracts the virus.
- Be mindful of employee morale and take steps to make them feel valued.
- Help them navigate getting off unemployment and back on payroll.

The Storefront

- Go in phases – reduced hours, reduced capacity.
- Continue low contact encounters.
 - Alter your space to meet social distancing requirements of 6 feet.
- Guide customers through your new altered buying experience.
 - Put markings on the ground where lines form and in large gathering spaces to guide people with where to stand.
 - Put credit card runners near the customer to create touchless payments.
 - Post a sign on your door with your general guidelines.
- Make sure utilities including WiFi, water and electricity are running properly.

- Reduce exposure risks and ensure sanitization and PPE is widely available.
- Maintain a spotless environment and be visible about cleanliness.
 - Consider having an employee on each shift dedicated to cleaning high traffic areas and all surfaces every half hour to hour.

Resources

- [Startup Space App](#) provides information about all funding available under one convenient app.
- Leverage a SCORE mentor to help with uncertainty – [find one today!](#)
- Do your research for local funding/resources available in your area.
- Many loans will be forgiven if you follow the mandated guidelines.
 - Keep very good records of how you're using the money as a precaution.

Preparing for the Next Crisis

- Establish a relationship with your bank and/or bookkeeper.
- Establish a good relationship with your mortgage broker or landlord.
- Create partnerships with other businesses or community members.
- Document lessons learned and update your plan accordingly.
- Create a plan for closing/reopening due to various circumstances.