



Navigating Restaurant Ownership in Troubled Times

DEAR RESTAURANT OWNER:

THE [Southern Oregon University Small Business Development Center](#) provides support to small businesses affected by COVID-19 through:

- Funding options
- Education to include webinars
- One-on-one advising
- Informative newsletters

Business Advisors at the [SOU SBDC](#) are in touch with the Small Business Administration, Regional Economic Development funds, and private funding sources on a regular basis. We are here to assist you.

[Register for our services at sbdc.sou.edu](#). Following your registration, someone from our office will contact you to set up a time for an adviser to call you. If you are already registered for our services, or for immediate assistance, call 541-552-8300 or email us at sbdc@sou.edu.

The SBDC Advisors are here to help in any way that makes sense for your business. Contact us today to get started.

THE SOU SBDC CAN HELP YOU PLAN AROUND SOCIAL DISTANCING CHALLENGES - HERE ARE SOME IDEAS

Review & Revise Your Menu:

Emphasize offerings that are going to have the most appeal, where supplies are available; items easily reheated that will survive delivery. Avoid focusing on things that people can already make at home easily such as breakfast items like eggs, sausage, waffles, etc. and evaluate a more streamlined menu that could be simpler to execute with a smaller staff. Consider what sweet spot of demand your business can best fulfill and move in that direction quickly.

Financial Model:

Project the daily revenue levels needed to justify being open. Keep the business running lean and focus on defraying fixed costs, like deferred lease payments, if available. The usual focus on "running overall in the black" may be less of a priority than running "less in the red" as compared to fully shutting down. It is easier to build on a business rolling a bit than one that has come to full stop.

Delivery Service:

Evaluate setting up Door Dash or GrubHub or possibly both. People are looking for options, and you may get ignored if you're not easily assessible with on-line ordering. These door delivery services are also turnkey so no employees or processes have to be uniquely built. It's a cut of profits today, but getting some type of revenue stream is important.

Show Community Involvement:

Consider discounts to seniors, veterans, first responders, chamber members, etc. Show that you're supporting your local people and they'll show support to you. Go with a "We're in this Together" attitude.

Marketing:

Communities want to support their local restaurants and keep them around. To do so they have to know who is open, how to reach them, find it easy to order and receive a quality product. Focus on marketing to the community and the community leaders. Check with the Chamber and local news outlets for opportunities to promote your business via Facebook or whatever format your clients use. Team up with 3-5 other local restaurants to create an alliance to share each other's menus/options for every delivery in a flyer. Consider some little memento that goes with the delivery. Even a handwritten note saying "Thanks" can go a long way. Marketing in this way doesn't take a lot of dollars, but it does take effort, networking, and creativity.

Hang In There:

A new strategy is hard for a business owner when you have had a formula that has worked in the past. And to stay in business, a new strategy is needed so you can greet your guests when this emergency is all past us.

FOR HELP, REGISTER, CALL OR EMAIL TODAY

sbdc.sou.edu

sbdc@sou.edu

541-552-8300