



SIMPLE STEPS TO PREPARE BUSINESSES FOR REOPENING THEIR DOORS WITH COVID-19 GUIDELINES IN PLACE

It's time to get back to business, better than ever.

1 BUILD A COVID-19 PLAN

Prepare a plan of action. This plan will later be used in marketing efforts to show your customers that you care. Call it your COVID-19 Safety Plan. Include cleaning and sanitizing schedules, new protocols, safety procedures, social distancing and options that include both indoor shopping and curbside. Be sure to continue reaching consumers virtually with Facebook Live videos, webinars, photo updates, and more.

2 SOCIAL DISTANCING

By now, you've been to a store that has stickers on the floor showing you where to stand, saw the signs that limit the number of entrants, noticed some doors are marked entry and some exit, workers are using gloves and have on face masks, and you've even seen plastic shields in front of the counters. You need to consider similar procedures. Start gathering necessary supplies and signage to accommodate your COVID-19 plan.

3 CLEANING SCHEDULE

Consumers will notice if your store is clean, organized, and safe to enter. Make sure you are rebuilding your cleaning plan and have all the necessary items needed to do so. Build a new schedule and add it to your daily calendar. Make sure your staff is fully aware of the new procedures - have staff meetings before re-opening to go over your plan. Build in inspection times and checklists for quality control.

4 MARKET YOUR PLAN

As businesses begin to re-open, consumers will look for those locations who clearly marketing their COVID-19 Safety Plan. Big franchises, as well as other small businesses who have already remained open, have executed this very well and for some it has even increased their business. When you begin to market that you're back open, follow it up with your new plan. Consumers will notice and make sure they are entering a safe environment.

5 RESPECT THE PROCESS

This process of re-opening will constantly adjust as our leaders evaluate the current environment. Just as many people who are ready for business to be open as usual, there are others who will remain overly cautious for quite some time. If you cater your plan to the cautious, consumers will be more open and respect those procedures. The lack of a COVID-19 Safety Plan will undoubtedly lose some consumers. The faster you adhere to the safety protocols, the faster you will get back to business as usual.

6 CONTACT THE CHAMBER

The Aliso Viejo Chamber of Commerce is here to help. Let us know if you are open, and if you have any special promotions, so that we can help get the word out for you.

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