

COVID-19 Business Checklist

Our checklist to help prepare your small business to manage business disruptions and changing market conditions.

Kafa Buna Coffee

Keep up to date with CDC business response page and your local and state authorities

- Cancel events in accordance with authority orders
- Set up alerts to follow funding and resources as they're released

Establish a business continuity plan - Identify your critical operations

- Think about your supply chain and plan ahead – identify key vendors and potential bottlenecks
- Consider creating Standard Operating Procedures and cross-training employees in case critical team members have to take time off
- Revise or establish your work from home or leave policies
- Share your response plan or continuity strategy with employees
- Communicate with your stakeholders – Remote communication is important, especially now**
- Reach out to your customers to update them on operations
- Think about what will happen if you or an employee are exposed to COVID-19 and how you will communicate exposure

- Communicate with funders, investors, financiers about how you're responding and what your plans are to stay on top of operations

Grow your online presence and find ways to diversify your revenue streams

- Create an online presence for your business
- Maintain regular contact with your customers through email and social media to update them on operations and to push online sales offerings
- Increase your digital footprint and think about what products and services can be sold online
- Sign-up for e-gift card services (gift cards are like interest-free loans for your business)
- Plan for promotions and marketing for re-opening, post-crisis sales growth

Stay on top of your finances and financial risk

- Project your cash flow under different scenarios – what if things don't get back to normal for 3 months, or 6 months?
- Understand what expenses can be reduced or eliminated while sales are declining
- Call your lender – some investors are willing to defer payments during the COVID-19 crisis
- Check your insurance policies – you may have business interruption coverage

- Contact your local SBA office to see what resources may be available to you

Take time to learn and build business resiliency for the future

- Sharpen your communications skills – try new and different ways to contact customers through email and social media
- Review your financial statements with your accountant to identify potential weaknesses and opportunities
- Seek out online resources – many organizations are offering free business development calls and webinars during the crisis
- Build your professional network – reach out to potential mentors, service providers, and other business owners who may be going through the same thing you are



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