

# How to Reopen Your Small Business After the Coronavirus Shutdown...and Stay Open

*If you closed your brick-and-mortar business location, the following steps will help you plan the best way to reopen—and remain open—while promoting the safety of customers and employees.*

✓	<b>ASSESS YOUR FINANCES</b>
	Estimate increased costs for retrofitting space, deep cleaning and ongoing sanitation.
	Negotiate payments with landlords, creditors, vendors and lenders.
	Look for ways to cut expenses and add new revenue streams.
	Ensure you have enough inventory, supplies and equipment, as well as backup sources in case of supply chains are interrupted.
	Ask your insurance agent about appropriate coverage to protect against lawsuits from clients or employees after reopening.
✓	<b>REVIEW YOUR BUSINESS MODEL</b>
	If your business pivoted during closure (for example, adding tele-appointments, ecommerce, delivery service, curbside pickup, new products or services, working remotely), decide which elements to continue, discontinue or expand.
	Decide if you will reopen in stages or all at once.
	Decide in what situations you would temporarily close again, such as a change in local health guidance or a case of COVID-19 at your business.
	Determine if you need to adjust business hours to allow for limited numbers of employees customers or provide extra time for cleaning.
	If you have multiple locations, be aware of COVID-19 related laws in each locale.
✓	<b>PLAN YOUR STAFFING</b>
	Limit number of employees by staggering shifts.
	Consider assigning employees in two to three teams with different schedules so teams never overlap their hours.
	Train employees on new procedures including cleaning, social distancing and health screenings as recommended by the Centers for Disease Control.
	Educate employees about COVID-19 symptoms and the need to stay home when sick.
	Cross-train employees so you have backup in place if some workers are absent.
	Develop a policy for screening employees before coming to work.
	Keep updated on the latest <a href="#">coronavirus-related employment laws</a> .

✓	<b>KEEP THE WORKPLACE CLEAN</b>
	Develop procedures for cleaning and disinfecting workspaces, frequently touched surfaces and shared equipment regularly <a href="#">as recommended by the CDC</a> . Assign one or more employees to this task and develop daily checklists to ensure completion.
	Adjust ventilation systems to ensure sufficient flow of fresh air throughout the space. Set ventilation filtration systems to levels recommended to reduce virus transmission. Do not use fans; they can circulate germs.
✓	<b>ENTRANCE/RECEPTION/DELIVERY AREAS</b>
	Post signage at entrance explaining your safety policies, including wearing masks. Provide hand sanitizer and disposable masks for customers and visitors.
	Consider installing acrylic barriers at reception desk.
	Remove amenities such as coffee, water and magazines from the reception area.
	Ensure people stay 6 feet apart or more by marking floors or a similar technique.
	Create a plan for handling visitors who refuse to comply with social distancing.
✓	<b>OFFICES/MAIN WORKSPACE</b>
	Move employee workstations at least 6 feet apart. Consider installing acrylic barriers or using cubicle walls to further limit contact.
	Provide hand sanitizer, masks, disinfecting wipes, tissues and trash cans throughout your workplace.
	Post signage promoting healthy habits such as covering coughs and washing hands frequently.
	Avoid sharing equipment and tools, such as computers, phones, pens and staplers, whenever possible. If items must be shared, disinfect them before and after each use.
✓	<b>CONFERENCE/MEETING ROOMS</b>
	Use videoconferencing to reduce the need for in-person meetings with clients, customers and partners.
	Limit the number of people in conference and meeting rooms to allow for social distancing.
	Disinfect surfaces and shared equipment in meeting rooms, such as phones or display screens, before and after each meeting.
✓	<b>RESTROOMS</b>
	Post signage encouraging proper handwashing before and after using the restroom.
	Provide paper towels for use when touching handles and trash cans for disposal.
	Keep restrooms well stocked with soap, paper towels and disposable disinfecting wipes for surfaces.
✓	<b>KITCHEN/BREAK ROOM</b>
	Remove any shared dishware and linens. Use disposable items instead.
	Provide disposable wipes for sanitizing frequently touched surfaces, such as microwaves, vending machines and refrigerators.
	Discourage employees from gathering or eating in kitchen or break room unless social distancing can be maintained.
	If providing food for employees, make sure items are individually packaged.

✓	<b>IN DELIVERY AREAS</b>
	Set up designated areas for supply delivery. Whenever possible, handle deliveries and pickups outside rather than letting visitors into the building.
	Post signage asking delivery drivers and vendors to comply with state and local health guidelines such as wearing PPE and maintaining social distancing.
	Reduce in-person contact during deliveries by using contactless signatures.
✓	<b>MARKET YOUR BUSINESS</b>
	Keep your website, Google My Business and other local search listings updated with current information and hours of operation.
	Develop a <a href="#">marketing plan</a> for your grand reopening and ongoing marketing via emails, social media, chats, etc.
	Create messaging to explain how you are keeping visitors and employees safe, including messaging you can use if a customer or employee is diagnosed with COVID-19.
✓	<b>MONITOR YOUR FINANCES</b>
	Create <a href="#">financial projections</a> including sales projections, a break-even analysis, payroll costs and cash flow statements. Use these to estimate future income, expenses and profitability in different scenarios, such as increased restrictions due to COVID-19 or full opening of the economy.
	Figure out the minimum level of sales or number of clients you need to stay open.
	Based on your financial projections, estimate whether you will need additional financing at some point. If so, investigate your options at <a href="#">SCORE's Small Business Resilience Resource Portal</a> or talk to a <a href="#">SCORE mentor</a> to explore different possibilities.
	To prepare for financial ups and downs, create a <a href="#">cash flow forecast</a> and use it to monitor cash flow on a weekly or even daily basis.
	Regularly assess your staffing levels and be prepared to adjust as needed to meet demand.
✓	<b>STAY INFORMED</b>
	Keep updated on the latest COVID-19 guidelines for businesses, including industry-specific recommendations. Check for updates from the <a href="#">Centers for Disease Control</a> , <a href="#">OSHA</a> , the <a href="#">SBA</a> , <a href="#">state and local health departments</a> , and visit the <a href="#">SCORE Small Business Resilience Hub</a> .

<b>NOTES</b>
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