



How to Reopen Your Retail Store After the Coronavirus Shutdown...and Stay Open

States around the nation are lifting their coronavirus-related restrictions. If your store closed its brick-and-mortar location temporarily, these steps will help you prepare to reopen—and stay open—while protecting customers and employees.

| ✓ | ASSESS YOUR FINANCES |
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| | 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. |
| | To prepare for financial ups and downs as local restrictions ease or tighten, create a cash flow forecast and use it to monitor cash flow on a weekly or even daily basis. |
| | Ensure you have adequate sources of inventory, supplies and equipment, including backup sources in case supply chains are interrupted. |
| | Ask your insurance agent about appropriate coverage to protect against lawsuits from clients or employees after reopening. |
| ✓ | ADJUST YOUR BUSINESS MODEL |
| | Decide which elements to continue, add, discontinue or expand: |
| | <ul style="list-style-type: none">• Selling products online via your website or other marketplace• Curbside contactless order pickup• Allowing customers to place phone orders for limited items• Providing delivery services• Selling gift cards |
| | Decide if you need to adjust business hours or limit the number of customers in-store to enable social distancing or provide extra time for cleaning. |
| | 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 store. |
| | Plan how to handle out-of-date merchandise (discount, liquidation, selling on eBay or other ecommerce site). |
| | Determine whether to limit quantities of items per customer to prevent hoarding. |
| | If you have multiple locations, be aware of COVID-19 related laws in each locale. |

| ✓ | PLAN YOUR STAFFING |
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| | 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. |
| | Provide plenty of masks, disposable gloves, hand sanitizer and soap. |
| | Educate employees about COVID-19 symptoms and the need to stay home when sick. |
| | Develop a policy for screening employees before coming to work. |
| | Cross-train employees so you have backup in place if some workers are absent. |
| | Discuss concerns with employees in high-risk categories. Consider reassigning them to low-contact roles. |
| | Keep updated on the latest coronavirus-related employment laws . |
| ✓ | STORE ENTRANCE |
| | Place signage at store entrance explaining safety guidelines, such as wearing masks and not entering the store if customers have symptoms of COVID-19. |
| | Establish store capacity limits and assign an employee to monitor the entrance. |
| | Set up hand sanitizer dispensers. Provide masks for customers who don't have them. |
| | Consider reserving special hours for at-risk customers such as seniors. |
| | Create a plan for handling customers who refuse to comply with social distancing. |
| ✓ | IN-STORE |
| | Adjust ventilation systems to ensure sufficient flow of fresh air. Set ventilation filtration systems to levels recommended to reduce virus transmission. Do not use fans; they can circulate germs. |
| | Establish cleaning process for cash registers, payment terminals, door handles, workstations, shopping baskets and carts, restrooms and shared equipment regularly. Assign one or more employees to this task and develop daily checklists to ensure completion. Review the latest CDC guidelines . |
| | Ensure restrooms are well supplied with soap, trash cans, tissue and paper towels. Consider restricting restrooms to employee use only. |
| | Consider adjusting your return policy. If you will accept returns and exchanges, create a system for handling and disinfecting the items. |
| | If you plan to keep fitting rooms open, develop a process for disinfecting them before and after each use and for setting aside or disinfecting items after customers try them on. |
| | Set up hand sanitizer dispensers throughout the store. |
| | Use in-store signage to promote the steps you're taking to keep employees and customers safe. |

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| | Make in-store announcements to remind customers of social distancing rules. |
| | Place acrylic barriers between customers and checkout clerks to further limit contact. |
| | Mark the floor at checkout counters to indicate proper social distancing for customers waiting in line. |
| | Move checkout counters at least six feet apart. |
| | Set up designated areas for in-store order pickup and curbside order pickup. |
| | Limit the need to touch cash, payment cards or payment devices, such as by adding touchless payment systems. |
| ✓ | BACKROOM/DELIVERY AREA |
| | Set up designated areas for deliveries. Whenever possible, take deliveries outside rather than letting visitors into the store. |
| | Post signage asking delivery drivers and visitors 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. |
| | Develop a plan for handling and disinfecting deliveries. |
| ✓ | MARKET YOUR BUSINESS |
| | Keep your website, Google My Business and other local search listings updated with current information, hours of operation, and new procedures such as curbside pickup options. |
| | Develop a marketing plan for your grand reopening and ongoing marketing via emails, social media, chats, etc. |
| | Create messaging to explain how you are keeping customers and employees safe, including messaging you can use if someone in your store is diagnosed with COVID-19. |
| ✓ | STAY INFORMED |
| | Keep updated on the latest COVID-19 guidelines for businesses, including industry-specific recommendations. Check for updates from the Centers for Disease Control , OSHA , the SBA , state and local health departments , and visit the SCORE Small Business Resilience Hub . |
| NOTES | |
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