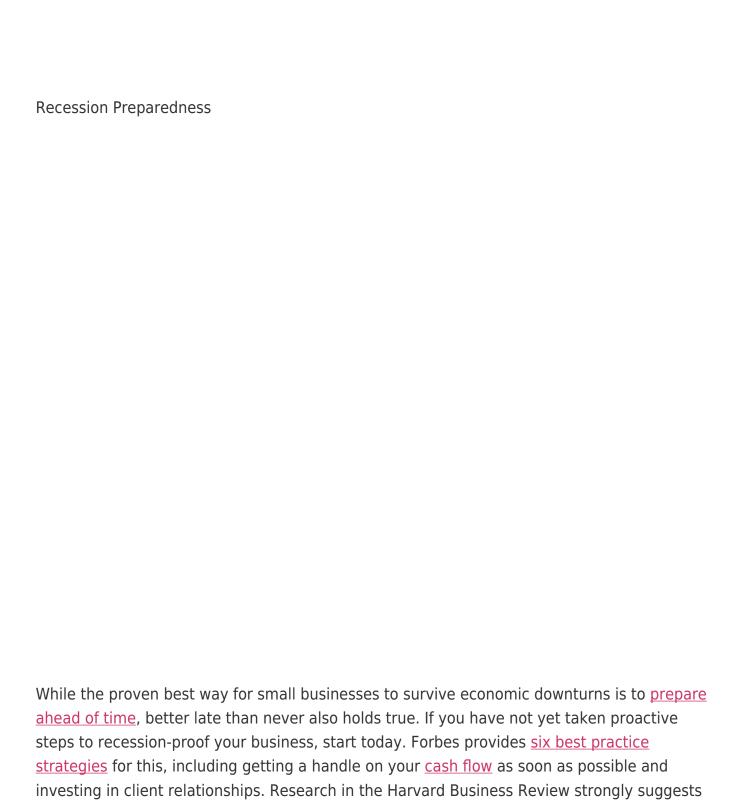
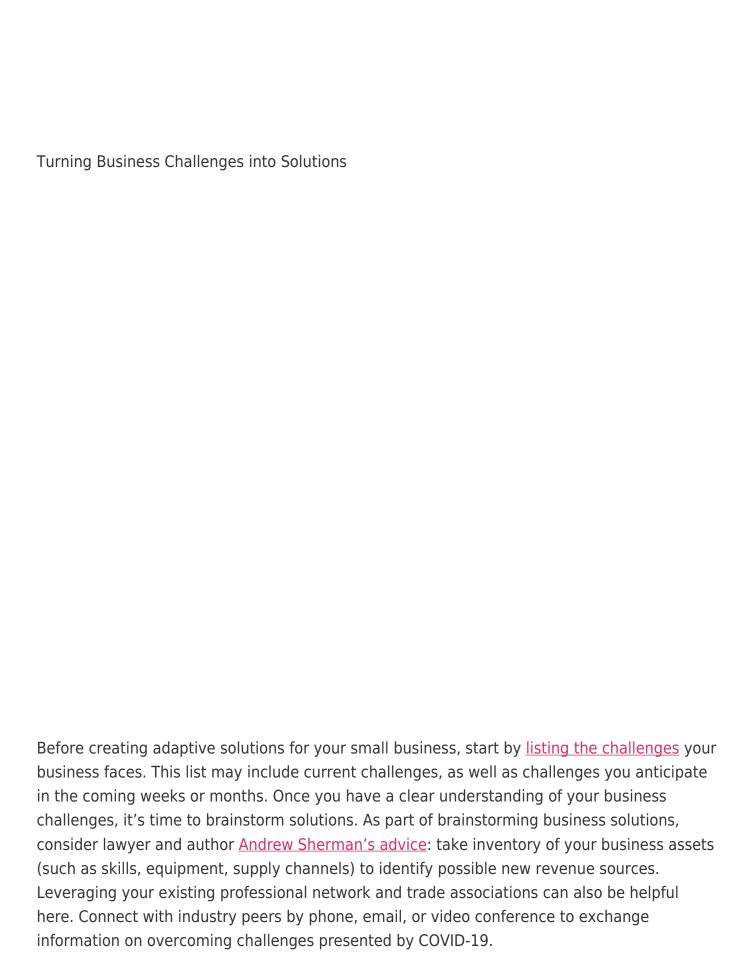
Adapting your small business for COVID-19 will be critical to weathering the novel coronavirus pandemic. By now you've likely heard the terminology of social-distancing, isolation, and quarantine. Depending on where you live, you may still be under a local or state-wide stay-at-home or shelter-in-place order. These new guidelines and orders are causing ripple effects across the United States economy, and small businesses must adapt the way they conduct business in order to survive the COVID-19 pandemic. While some small businesses are uniquely positioned to boom during the pandemic, not all are so fortunate. So how can your small business shift towards new revenue streams and persist through the COVID-19 pandemic? Read on for resources and tips.

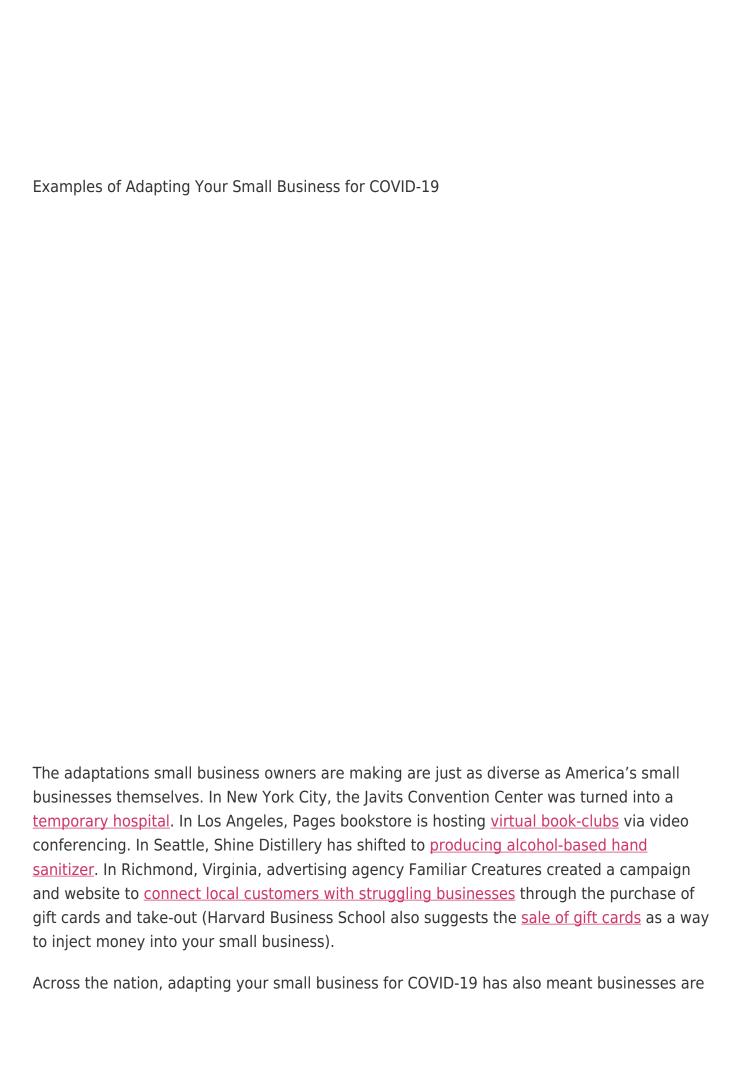


that <u>looking beyond layoffs</u> to cut costs - and instead focusing on operational improvements,

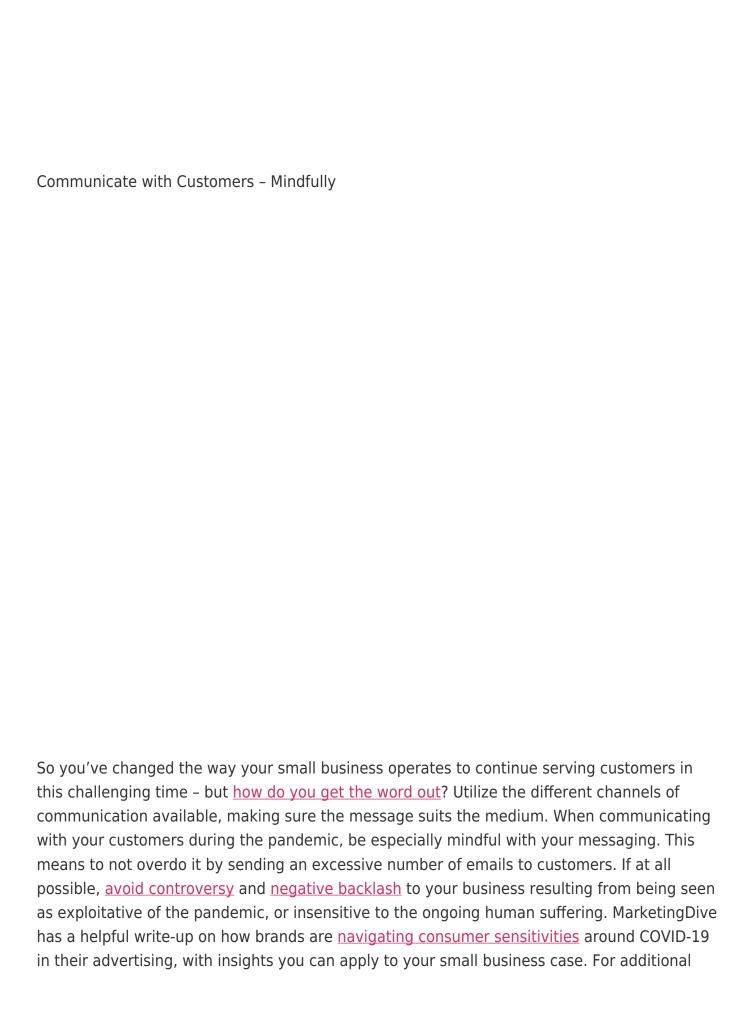
hour reductions, and furloughs - improves survival odds of businesses in a recession.

Additional <u>recession preparation tips</u> are available from the U.S. Chamber of Commerce.





embracing <u>remote work</u>, <u>e-commerce</u> and <u>delivery</u>. When implementing delivery for your small business, be sure you understand your options of <u>in-house delivery versus third-party delivery</u>, so you can <u>pick the right delivery model</u> for you. Challenge yourself to give the <u>off-premises customer experience</u> the attention it deserves, knowing that <u>focusing on customer experience now</u> positions you favorably for the eventual transition out of the pandemic. And as always, ensure you are <u>in compliance</u> with federal, state, and local regulations that may apply when adapting your small business.



marketing and communications tips, check out <u>this playbook</u> by Forrester Research.

With a combination of <u>preparedness</u>, creativity, and resilience, small businesses can adapt to the challenges presented by COVID-19.

| Additional Small Business Resources |
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| Already in business or thinking about starting your own small business? Check out our various small business resources that will help with adapting your small business for COVID-19 and beyond: |
| View our COVID-19 Resources here: <u>COVID-19 Small Business Resources</u> and <u>COVID-19 Industry Resources</u> View small business help topics here: <u>Small Business Information Center</u> View business reports here: <u>Small Business Snapshots</u> View industry-specific research here: <u>Market Research Links</u> |

| nember, you can also receive free professional business advice and free or low ness training from your <u>local Small Business Development Center</u> ! | -cost |
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| If you have a small business resource or SBDC story you think would make a great feature, please $\underline{\text{Contact Us}}$. |
| Photo by <u>Erik Mclean</u> on <u>Unsplash</u> |
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