



COVID-19 SURVIVAL TIPS FOR RETAILERS

- **Add or Expand Digital Sales Channels** including e-commerce for shipment or pick-up in store.
- **Offer Contactless "Leave At My Door" Delivery** with prepaid orders online, by phone, fax or email.
- **Make sure you have a Google My Business profile** and keep your store hours up-to-date.
- **Encourage Visible Hygiene Management** in store by having all staff use gloves or wear masks. Have hand sanitizers readily available at the checkout area, near doors with handles, etc.
- **Encourage Social Distance In Store** by increasing the space in the checkout area between cashiers and where shoppers are waiting to pay. Stop offering samples unless they are pre-packaged.
- **Encourage "Contactless" Payments** (e.g. tap or Apple Pay) and discourage the use of cash to protect your staff wherever possible. You may want to increase your "contactless" limit with your merchant processor but remember that you are liable for any potential chargebacks on "contactless" payments.
- **Minimize Any Processes that Require Touch** such as loyalty programs that require a tablet. Print out a QR code or signage for your web site and encourage users to sign up on their own phones.
- **Sell In Store Gift Cards with an Incentive** (e.g. extra \$15 for every \$100 gift card) to encourage shoppers to come back to the store when things are back to normal.
- **Offer Free Pens** to shoppers who don't have their own. It's a cost-effective gift that discourages the use of public pens and helps customers remember you. Remember to minimize touch when offering them.
- **Join Local Social Media Support Groups** to stay engaged with the community. These are not commercial spaces so don't sell unless it's appropriate but find out what your community needs. [Here is a great example of a small business that found a way to give back.](#)
- **Proper Treatment Procedures** when staff are sick. Make sure all managers and staff know what to do when they are sick. There is a lot of information out there - be sure to refer to the most credible medical sources in your country. In Canada, that will mean the [public health authorities](#) for your province or territory. In the US, the [CDC](#) is a reliable authority for guidance. For further details, you can also review the [steps to prepare workplaces for COVID-19](#) published by the WHO.
- **Limit Stock Quantities** for any essential household and medical products to avoid stock outs.
#WeAreAllInThisTogether

Government Assistance for Small Businesses

- [Resources for Canadian Businesses](#)
- [Resources for US Businesses](#)

For more tips on what you can do to prepare your retail business for a crisis, visit <http://bit.ly/retailcrisismgmt>

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