SBDC PENNSYLVANIA

Small Business Development Center
Wilkes University

Helping businesses start, grow, and prosper.

https://www.wilkes.edu/sbdc
Quality training and confidential consulting provided at no charge

✅ COVID-19: Tips as You Reopen Your Luzerne County Business

1. Thoroughly Review the most current Pennsylvania Governor's Office Orders

All businesses conducting in-person operations must review this guidance and commit to ensuring the health and safety of their employees and the public. Go straight to the source:

https://www.governor.pa.gov/process-to-reopen-pennsylvania/ **and**

https://www.governor.pa.gov/wp-content/uploads/2020/05/20200504-COVID-19-Business-Guidance.pdf

for information such as:

- 6 feet social distancing
- Limiting number of people to 50% capacity
- Requiring masks and posting signage
- Cleaning and disinfecting building, workspaces, and common areas
- Communicating procedures and requirements to employees and the public
- Utilizing barriers, shields, registers, carts
- Modifying business hours
- Designating shopping time(s) for high-risk individuals

- Determining alternative customer service plans - appointment, curbside pick-up, online, delivery
- Managing employee roles, shifts, breaks, space, numbers and workflow for safety
- Continuing telework to prevent the spreading of COVID-19
- Using virtual/remote meeting options with employees
- Providing safety supplies to employees
- Planning for probable/confirmed case exposure
- Handling non-essential visitors

2. Keep Current on Quality Information

Be careful to use only reputable sources for information pertaining to your business. Avoid looking to random sources on social media to find answers. Examples of reputable sources include:

- Daily Updates from Pennsylvania Governor's office: **www.governor.pa.gov/live**
- Your County: **https://www.luzernecounty.org/**
- US Center for Disease Control & CDC's Prepare your Small Business and Employees for the Effects of COVID-19: **www.cdc.gov/coronavirus/2019-ncov/community/organizations/businesses-employers.html**
- US Occupational Safety & Health Administration & OSHA's Guidance on Preparing Workplaces for COVID-19: **www.osha.gov/Publications/OSHA3990.pdf**
- PA Department of Community and Economic Development: **www.dced.pa.gov**
- PA Department of Health: **www.health.pa.gov**
- Your specific industry association and/or state/federal office affiliated with your industry

3. Focus on Your Customers

Now's the time to pivot your business to meet changing customer needs and expectations.

- Reach out to your customers to find out what they want/need from you and how they want to buy it
- Think about products or services offered, delivery method, personal shopping option
- Set simple and clear customer purchase options such as curbside pick up, online payment option
- Make your business safety plans visible to your customers
- Integrate a few new marketing strategies geared to attracting new customers
- Collaborate with other local businesses for most impact and reach
- Plan your grand re-opening, announce on social media, Facebook Live or boost a post
- Remain consistent with social media messaging

4. Do a Weekly Review

In a constantly changing environment, it's critical that you know where you stand at all times.

- Review your revenues and expenses, and bottom line
- Monitor customer purchases and utilize this information to carefully order future inventory
- Continue to limit expenses, where possible
- Re-evaluate your business hours based on revenues, customer demand, and ability to meet governmental guidance
- Track use of any impact loan funds received carefully
- Communicate regularly with your employees, thank them, gain their input
- Try out a remote work tool for your team like Zoom, Microsoft Teams, Google Hangout, Slack
- Stay in communication and ask for help from your local small business service providers, such as the partner resources below, your accountant, attorney, insurance company, etc.
- Develop a business disruption plan for the future

Additional Resources

Wilkes University SBDC: **http://www.wilkes.edu/sbdc**

CAN BE: **https://www.canbe.biz/**

NEPA Alliance: **https://www.nepa-alliance.org/**

Your Chamber of Commerce:

Back Mountain Chamber of Commerce: **https://www.backmountainchamber.org/**

Greater Hazleton Chamber of Commerce: **https://www.hazletonchamber.org/**

Greater Pittston Chamber of Commerce: **http://www.pittstonchamber.org/**

Greater Wilkes-Barre Chamber of Commerce: **https://www.wilkes-barre.org/**

Notes