

5 HELPFUL TIPS ON KICKSTARTING

# YOUR RESTAURANT DURING & AFTER COVID-19

## MAKE THE MOST OUT OF TAKEOUT AND DELIVERY!

Guests are going to start adapting to this new lifestyle, and after this is all over some habits will still remain. Don't ditch the new takeout and/or delivery system you've put in place the second you're allowed to fully reopen – people may still be looking for it. Keep in mind according to Donald Burns, The Restaurant Coach, "It takes 30 days to create a habit. In the post-Coronavirus economy, takeout could be a lot bigger than it was." Consider continuing family meal specials. From what we can see, these have been a big hit with families and could save your restaurant on packaging fees, etc.<sup>1</sup> If you haven't already, consider adding your restaurant to DoorDash or GrubHub.

*This information was compiled by the Wood County Economic Development office from various sources. Check out our sources for more info: 1. <https://upserve.com/restaurant-insider/reopening-restaurant-after-coronavirus/> | 2. <https://www.heraldtribune.com/business/20200330/business-life-after-covid-19> | 3. <https://www.entrepreneur.com/article/347913> | 4. <https://thriveagency.com/news/10-digital-marketing-ideas-to-consider-during-the-coronavirus/> | 5. <https://www.dexcomm.com/blog/4-ways-to-help-your-business-recover-from-covid-19>*

# 2

## MAINTAIN COMMUNICATION WITH YOUR CUSTOMERS

Make sure to communicate clearly and consistently with your customers.<sup>3</sup> Even if your restaurant is currently in the worst-case scenario and is shut down due to the coronavirus, keeping your restaurant top-of-mind for guests is crucial to winning back their business when it's time to reopen.<sup>1</sup>

**Utilize social media and Google platforms.** Continue to update your days and hours of operation as well as any upcoming specials to rebuild awareness, then interest. Share photos of your food on social media. Someone may have temporarily forgotten how much they like an item on your menu- remind them! <sup>4</sup>



## STAY IN TOUCH WITH EMPLOYEES & VENDORS

**EMPLOYEES** You want to retain the key people who drive your business! Utilize email, phone calls and virtual meetings to keep them posted.<sup>2</sup>

**VENDORS** Prepare for supply chain contingencies. Vendors whom you normally buy from may not reopen at the same time you do. <sup>2</sup>

# 4

## PREPARE TO REOPEN

Update your menu and evaluate your profit and loss (P&L) statement While business is slow and you have less inventory coming in, to learn how to better manage food costs, revamp your menu, and widen your margins.<sup>1</sup>

Don't plan too far out and remember things are changing often. Make a plan for the next few weeks, then the next month. Don't get too attached to any plan, plans will change. Be willing to adapt but always have a plan.<sup>3</sup>

# 5

## TAKE BABY STEPS WHEN IT'S TIME TO REOPEN

After this is over, things won't immediately go back to the way they were. Be prepared to evolve and adapt.

Check in with the Health Department and to be on the lookout for the Governor's announcement and requirements!

Maintain a strict cleaning regime, but also keep some social distancing protocols in place to help employees and customers feel more comfortable. Be prepared to train your employees in these protocols.

Share your cleaning protocol with customers in a public place that may help them feel more at ease (i.e. at your counter, on the front door, etc.).<sup>1</sup>

## COMMUNICATE, PREPARE, ADAPT.