



JP Centre/South Main Streets Small Business Toolkit

Holiday Business During COVID

Service-Oriented Businesses

We are in unprecedented times as we prepare for an uncertain holiday season. In order to preserve holiday business and revenue, business owners should anticipate that reopening remains uncertain and can roll back at any time.

With an advance strategy to research, innovate, and adapt, you can preserve your holiday revenue stream, and maybe even surpass expectations.

The holiday gift-giving season has always been vital to retail businesses. Some obstacles this year may include:

- Resurgence of COVID and another shutdown of businesses;
- Supply chain shutdowns and changes, including lack of inventory;
- Staffing changes or loss due to COVID;
- Customer concerns about safety and social distancing in-store.

What is your best source of revenue and how can you preserve it?

Do you rely on gift giving or holiday parties for business?

- Gift giving will likely increase.
- Holiday parties will likely decrease.

Change your business model accordingly for the holidays.

Location

Is it safe to come to you?

1. Do you rely on foot traffic and have you experienced a decrease? This will continue into the holiday season. To provide safe in-store experiences, you can consider:
 - a. Increasing hours; or
 - b. Booking appointments or private events for select customers.
2. Are your customers concerned about safety?

- a. Reassure your customers. Utilize your email blasts and social media to highlight your safety measures and options for customers.
 - b. Give a video tour online to show your customers how moving around in your business will work.
 - c. Post signage in your windows or entrances to highlight safety measures.
3. Can you go to them?
- a. Consider investing in tools or equipment that will make this safe for you and them. This will be a long-term investment.
 - i. Personal Protection Equipment; and
 - ii. Contactless Payment Options too.

Pivot to Online

1. Not every service can pivot to online, but that doesn't mean you can't offer something! Have customers asked about online options? Often they'll give you the seed of an idea. After all, businesses are about meeting your customers' needs.
 - a. Listen to your customers and find out their needs. Give yourself permission to do something you have never done before. Go a step further and REACH OUT to customers too.
 - b. Online ideas may need some evolution, so research industry colleagues and find out what's been working for them.
 - c. Social media - are you online? If not, get on board. Facebook, Twitter, Instagram, TikTok, and more.
 - d. Customers are craving CONNECTION. How can your business offer that online? Demonstrate what you do, introduce yourself, and provide a personal connection for your customers.
2. If your business relies on holiday parties, consider that this can move online too. Encourage your customers to continue their holiday traditions and celebrations online, and help them find ways to do so.
 - a. Consider partnering with another business who could benefit with this approach in order to offer a package deal for your customer.

Pivot to Products

Online interaction is great, but it needs to create revenue.

Have you ever offered a product? Have you ever wanted to?

Now may be the time to give more attention to tangible product sales to help carry you through the holidays and augment your revenue stream. There is still time to develop and implement ideas before the gift-giving season begins.

JP Centre/South Main Streets would welcome your suggestions to our toolkit!