

SURVIVING COVID-19



A BUSINESS GUIDE



Analyse

What is your current situation and how has your business been affected?

Seek assistance

Over the page you'll find a list of website link to a number of different government organisations

Who else can help

Griffith Business Chamber

Banks

Accountant

Talk to your landlord

Business Facebook groups

BEC

Business Australia

Marketing Consultants

Tutorials or Online Webinars



USEFUL LINKS

[COVID-19 help for small businesses](#)

[JobKeeper Payment for employers and employees](#)

[JobKeeper Payment for sole traders](#)

[Boosting cash flow for employers](#)

[Supporting apprentices and trainees](#)

[Temporary relief for financially distressed businesses](#)

[Increasing the Instant Asset Write-Off](#)

[Employer obligations](#)

[Be aware of coronavirus scams](#)

[Help with your energy bills](#)

[Payroll Tax Relief](#)

[Fee and licence relief](#)

[\\$10,000 Small Business Grant](#)

[Job Seeker Payments](#)

[Accessing your Super](#)

[Small and medium enterprise \(SME\) guarantee scheme](#)

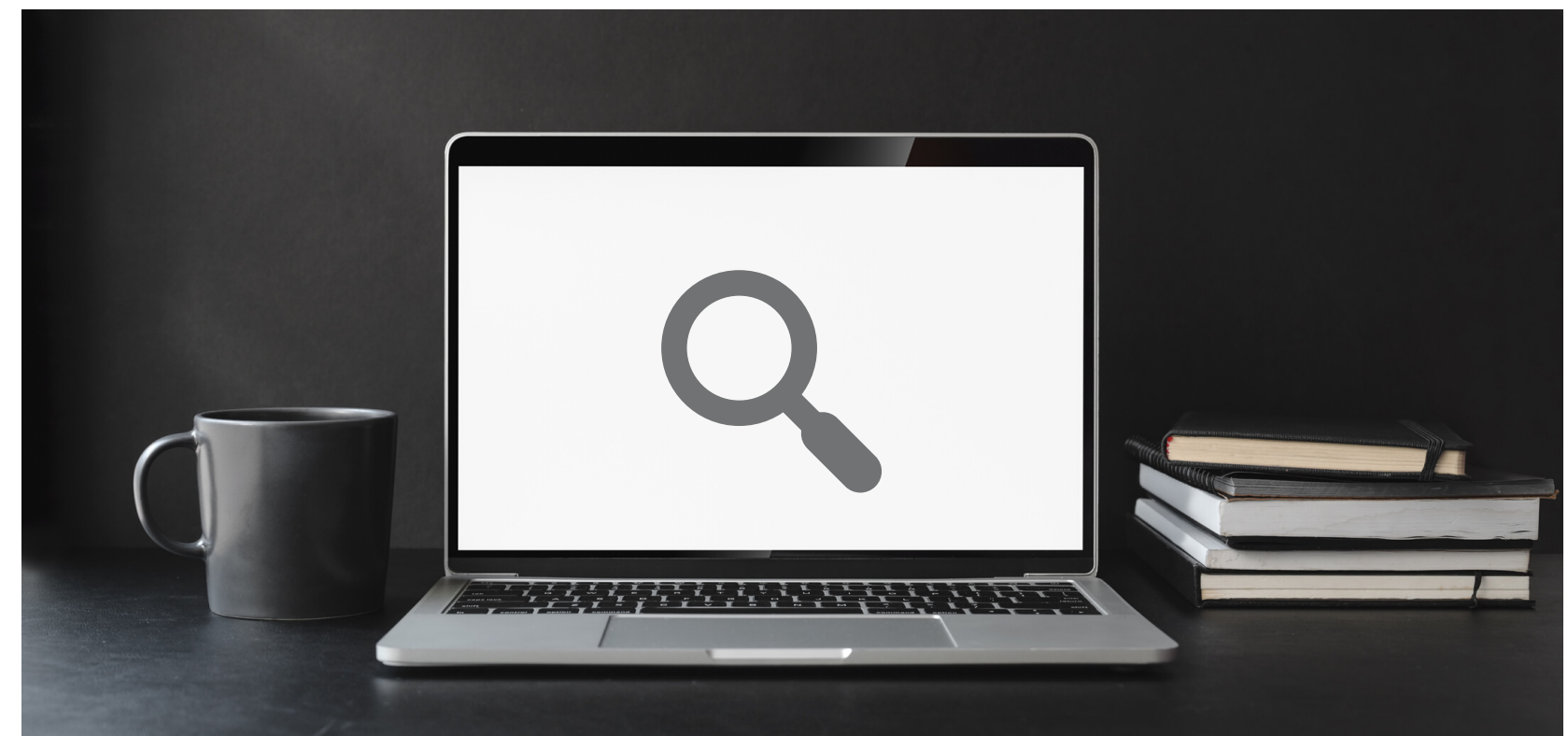
[Business Australia](#)

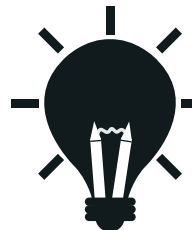
[BEC Business Advice](#)

[Australian Government Treasury](#)

[Service NSW](#)

[Information about increased thresholds](#)





Think outside the box

Look for opportunities and get creative. Can your business still operate but in a different way?

Brainstorm how you can bring your business to the customer now instead of the customer coming to you.... and offer the best local home-grown service you can! Make it so easy and convenient for customers.

- Start selling online if you aren't already
- Takeaways & contactless delivery of products or services
- Free postage
- Online webinars or tutorials
- Tailored packages
- Buy now, use later
- Start a e-newsletter
- E-gift cards
- Take advantage of seasonal events such as Mother's Day, end of financial year etc.
- Find local Facebook groups promoting local businesses who are still open
- Collaborate with other businesses
- Explain and show what health and safety measures are in place so customers feel comfortable if they need to visit your store.
- If you have the capacity- can your business manufacture a new product?





Get online

If you're not online via Facebook, Instagram or a website you risk being forgotten. Let your customers know you're still in business and this is the new way of buying from you or contacting you. Most people who are staying home, working remotely or self isolating are online!

People are craving human interaction so show the human side of your business and get involved in your socials!

- take photos of your products, post videos, use paid Facebook/Instagram advertising,
- get clever with insta stories to gain maximum reach
- showcase your staff
- remind customers what unique about your business
- get expert help to get your online



THE WORLD IS ONLINE AND YOU NEED TO AS WELL



If your business has no option to close and can no longer offer services, it's vital to stay relevant during the closure. Update your social media channels to show the changes that's occurred for you;

- what you're doing inside the business during the closure.
- remind customers why they shopped from you in the past
- showcase your products or services
- seek testimonials from satisfied customers
- create a competition
- share funny posts that are relevant to your industry-interview any key staff
- there's loads of webinars and blogs to help you gain the skills to be a social media expert....or ask a 'Millennial' who uses social media all the time!





Strategise

Use this time put a strategic business plan in place and it's the ideal time to work on your business.

- Get expert help
- Talk to suppliers
- Reach out to other businesses
- Review your finances
- Look ahead to the future and what your goals should be
- Consider upskilling with free courses through TAFE
- Keep up to date constantly and use the links provided for any new updates



**It doesn't make sense to hire smart people to TELL THEM what to do.
Instead hire smart people so they can TELL US what to do
-Steve Jobs**

Open for business

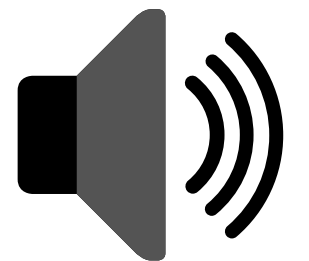
How will you re-open when restrictions are lifted?

- Grand reopening with a sale
- Launch a new product
- Incentives
- Staff requirements
- Stock levels

What else can you think of?



How will you tell your customers you've re-opened



Advertising: print, TV, radio, social media, email, text, signage, phone call, personal invitation.....

Have a plan ready to go!

Keep Calm & Smile

Mental health is probably the most important aspect.

We are all in this together and there are many organisations to assist if everything is feeling overwhelming.

Just know COVID-19 is temporary.

Have the confidence and determination that you can get through this challenge and if you need to ask for help!



RUOK?TM

A conversation could change a life.