



TIPS FOR FOOD BUSINESSES IMPACTED BY COVID-19

WE ARE HERE TO HELP

Businesses that are currently facing the economic downturn due to the novel coronavirus disease (COVID-19) must be prepared to innovate while remaining fiscally fit. Working with the Alaska SBDC now more than ever can prepare businesses to ask the “what if” questions when looking at the strategies and their impact before taking action.

Restaurants, for example, who are transitioning to take-out or delivery only options should consider reaching out to insurance companies to get coverage for delivery drivers. They should also make sure that their Point of Sale system is capable of handling delivery payments. If you are thinking of signing up for a third party delivery service such as DoorDash, there may be an application period so signing up as soon as possible will get your business up and running faster. Lastly, make sure that you document all of the impacts that this situation is having on your business. The federal and state governments are in the process of developing and releasing financial aid and relief programs. To best position your business to take advantage of these resources you need to be able to show the exact size and scope of the impact on your business. For more personalized assistance and financial modeling, register to work with an Alaska SBDC Business Advisor today.

QUICK TIPS

- Document everything happening with your business as a result of COVID-19
- Track and record all financial changes for future aid and relief program applications
- Consider creating “family sized” meals rather than individual portions
- Reach out to insurance companies ASAP to get coverage for delivery drivers
- Consider connecting with a food delivery service (DoorDash, etc.)
- Include a delivery fee in the total price
- Utilize social media to promote your products and services

HOW WE CAN HELP

Register for advising: aksbdc.org/business-counseling/

Sign-up for online workshops: aksbdc.org/small-business-workshops/

Email your questions: info@aksbdc.org

