

Back to Business Checklist

Steps to take before reopening your business after the COVID-19 pandemic



Planning

Now is the perfect time to take inventory of where your business is, and come up with a better, more thorough plan for your business's future, as there will be less room for error in the coming months.

- ▶ **Review** your business financials
- ▶ **Review, revise or develop** your business plan
- ▶ **Assess** your expenses and budget
- ▶ **Review, revise or develop** your marketing plan
- ▶ **Prepare in advance** for temporary closures

Resources: [GoSmallBiz Business Plan Software](#)

Competitive Review

As you prepare for reopening your business and finding a new normal, you should conduct a detailed competitive review to properly position your business for success.



Assess the way similar-sized businesses in your area are handling the reopening process



Small business owners should observe how larger competitors are responding



Compare to similar businesses in different regions (rural, suburban, urban)

Resources: [Buffer Guide to Competitive Analysis](#)



Health and Safety

No matter what your business is, it will be important to implement proper protocols to protect your employees and customers.

Check the latest CDC guidance and how it applies to your business

Implement appropriate policies such as social distancing, health checks, etc.

Regularly inspect the workplace closely to ensure it is safe and functional

Identify a go-to source for staying current on rules and guidelines

Resources: [Center for Disease Center's Guidance](#)

Human Resources

Many businesses have furloughed or laid off employees during the pandemic. To get your business back up and running, you'll need proper staffing.



Keep in touch with current and furloughed employees



Communicate your business's actions in response to COVID-19 to employees



Assess employees' willingness to return to work

Resources: [ADP COVID-19 Preparedness Center](#)



Customer Interest

Reopening your doors is one thing, but you'll need customers to really get your business up and running again. Are they ready to come back, and do they have new expectations?

Use existing communication channels to gauge customer interest

Assess how customers may have new preferences for engaging with your business

Resources: [HubSpot How to Create a Survey Guide](#)

Sales and Marketing

Once you make the decision to reopen your business, it's up to you to communicate that intention to customers and new audiences. It starts with getting your marketing in top shape.



Optimize your website and digital marketing strategy



Claim and/or optimize your Google My Business listing



Advertise your business's reopening strategy



Contact customers to share what you're doing to protect customers' health and safety

Resources: [GoSmallBiz Reevaluating Your Marketing After Covid-19](#)



Management

Once your employees return to work, it will be imperative to take active steps to protect your workforce and workspace, and stay alert and nimble to updated concerns and threats.

Identify workers who are at higher risk or have issues with family care

Determine if you can adopt a more flexible schedule, staggering shifts and rotating workers

Reconfigure your workspace to reduce touch points and create separation

Establish clear communication protocols and lines of responsibility

Resources: [ADP Return to Work Checklist](#)