

COVID-19 Small Business Preparedness Checklist

Be Prepared

- ✓ Understand what laws and regulations may apply to you and your business.
- ✓ Determine the suggested paths forward that relate to your business.
- ✓ Contact your local resource partners for clarification and assistance:
 - Institute for Entrepreneurial Excellence entrepreneur.pitt.edu
 - Small Business Administration www.sba.gov
 - State Department of Community & Economic Development (DCED)
 - County
 - Local Township or Municipality

Business Operations

- **Make a communication plan for customers**
 - Reroute calls
 - Establish a hotline
 - Post updates to website
 - Set up automated text messaging and emailing
 - Encourage communication through other channels (social media, etc.)
- **Perform a business analysis**
 - Do you know which staff, procedures and equipment are absolutely necessary to keep operating?
 - Do you know and understand each of your employee's responsibilities?
 - Do you have back-up plans/employees for those operations?
 - Do you know what you will do if your building or plant is not accessible?
- **Perform an assessment of key partners and vendors**
 - Determine whether your vendors will be impacted and what the impact might be.
 - Are there back up vendors available and in place where necessary?
 - Establish accounts with alternate suppliers of vital components.
- **Develop off site work strategies**
 - Identify alternative office space if allowed.
 - Identify resources for working remotely.
 - Develop a communication plan for employees if working off site.
 - Secure your facility and equipment. Have you secured all the ways people, products and supplies get into your building?
- **Review insurance coverage** to see what protection you have in the case of a disaster.

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Business Finances

- Identify the potential duration of the interruption. (Weeks? Months?)
- What are the operational impacts in the case of these interruptions?
 - Lost sales and income
 - Negative cash flow resulting from delayed sales or income
 - Increased expenses (e.g., overtime labor, outsourcing, expediting costs, etc.)
 - Regulatory fines
 - Contractual penalties or loss of contractual bonuses
 - Customer dissatisfaction or defection
 - Delays executing business plan or strategic initiatives
- Quantify operational impacts in financial terms.
- Check in with commercial banker or lender. Questions to ask include whether loan terms have changed or how they might be able to help your business.
- Determine whether you might be eligible for a disaster assistance loan or other economic injury loans.
- Be on alert for cybercriminals. Advise team to delete any unsolicited updates and to not open any unknown attachments.

Human Resources

- Make sure employees are informed
 - Changes to schedule
 - Communication chains
 - Work expectations
- Ensure you have an emergency communications plan in place
- Determine whether any employees have specific hardships during modified operations, closures, etc.
- Prepare information about unemployment assistance



Information from:



University of Pittsburgh Small Business Development Center

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- sbdc@innovation.pitt.edu
- 412-648-1542
- @PittSBDC



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