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Restaurant Coronavirus Action PlanHow to be ingenious and how to show leadership in uncertain times.. This is by no means going to take away all the risks, but in fact, this is a surefire way to help maintain control at the highest possible level and weather the storm.. While others are freaking out and hiding.. You come in and take initiative. I decided to write this action plan because of the fact that there is a lot of confusion, uncertainty about what are the next steps to follow from here. This action plan is by no means undermining the situation or ignoring it as it is like a fairytale story, we know it's out there and we know that the public health system would struggle if people would continue to go through their daily lives normally as there is nothing out there to be cautious. That is why it is based on research and work in close collaboration with our partners and our clients. I wrote this coronavirus restaurant action plan and wanted to make it public for the benefit of everyone. 20 steps on how to help you manage this situation with what is available to you and what you can do about it right now. Let's start with ... 1- Health and SafetyForce all the safety and health recommendations and requirements of your local state to your site. Make sure all the details are well connected to your team from top to bottom in the hierarchy. Check the things that are being done as indicated in person... Expand access to hand sanitizers to your customers and employees and consider the option of the ATM with gloves... 2- LeadershipAdd your commitment to your community and your employees and the steps your brand is taking and have already been taken right now to ensure your people and public safety and well-being... Whether advertising on social networks, website, email and press releases.. Make sure the language used and the tone within the ad feels like your brand so it resonates with your people. In this way you are taking initiative and communicating leadership to your people and your customers that you have things under control and you care about people who work for you and care about the health and safety of your customers. 3- The importance of advertising Although you can still have in the customers that want to make sure that you continue to announce that you are open for business and that you make reservations, do not hide from the public eyes, keep your brand in front. 4- Tune in and adaptPense in other ways to serve your customers, tune in to what's happening right now and pay attention to how human behavior is adjusting and adapting then adjusting and tailoring your brand's communications, services and advertising. 5- Free delivery or delivery: I read, listen and know a ton of reports that delivery services right now are emerging to new records .. If you are not Delivery start looking into it if you are on a delivery platform look to be on all platforms, if you charge for delivery, offer free delivery. Make sure each dish has its own photo on delivery will result in more salesThe commitment and responsibility of delivery platforms with their partners: We also ask delivery platforms to drastically reduce their commissions or withdraw them completely temporarily for independent restaurants, delivery platforms that are part of our daily lives today and can also play an important role in alleviating the impact and proving that they are real partners in those restaurants that entrusted them with their business. I ask all restaurant owners to reach out to their delivery partners and start negotiating rates as soon as possible. Including sending press releases to the media that urge delivery platforms to eliminate their fees or reduce it dramatically. 6- Special menus, discounts and special offers.. Expand your new special dishes on the delivery platforms and announce their availability on social networks and other distribution channels. Enter offers, family offers, individual packages, maximize the use of each feature, from a first customer discount to ongoing offers and packs.. You can also look at promoting carrying out, collecting offers for those are local and willing to pick up. 7- Ghost kitchensLaunch your ghost kitchens on delivery platforms and make sure it's treated like a real business, each dish should have its own photo, activate the first customer offers such a free delivery or special promotions, don't just launch any ghost kitchen do your research and see what you can do without having to buy new ingredients or expand your inventory 8- Smaller menus , best-selling items And dinner-in is affected in a big way or struggling with keeping your inventory levels under control with difficult to get products, perhaps run on smaller menus, including the most popular dishes. 9- Contactless delivery or zero contact delivery Announces to your customers that they can now get contactless delivery to relieve their concerns and that they can now leave notes with their delivery order as if you prefer, you can leave a note in the UberEats app to ask your delivery person to leave your food at the door. 10- Social distancing, limited places... Depending on the impact of state or country advertising, how you manage social distancing by offering limited places in your restaurant or spacing tables and seats will send a positive message to your customers. 11- Mobile order only scenario or table orders without menuPlatformes like Mr. Yum have recently joined the conversation and are currently offering their Mr. Yum QR Code stickers for restaurants to be placed at each table where customers can load the menu directly from their mobile without the need to touch any physical menu. 12- Drive-thru If it is feasible and practical, start at drive-thru where people can place an order in advance, then they can drive it through to pick it up.13- Staff controlManage and optimize their staffing levels, keep in mind who stays at home and who keeps their jobs. Look at the big picture and social responsibility, however, don't break for the sake of all your staff on board specifically if you are a 14- Cashless independent restaurant Depends on how a lot is cash transactions to your business and if you are not going to disturb many customers, consider accepting cashless payments only and be sure to announce that to your audience 15- Completion of self-service optionsRemove all self-sizing utensils and condiments in your dining room to reduce the risk of community spread. 16- Kerbside pick upFine restaurants may consider offering Kerbside collect pre-orders at certain times. 17- Pre-sales gift cards If people are turning off for dinner more often, then advertise your gift cards as part of your advertising campaigns. You can also offer them more value, for example, buy a \$100 gift card worth totaling \$125 for a limited time only.18- Remote ZoomOffer cooking classes, Zoom cooking classes where you can still do your cooking classes, but done virtually, a lot of live events around the world has been canceled with virtual event options through live streaming. This is another way to keep people trained at home while introducing more money into your business.19- Regular rental bargaining whether your rent is ready to review or not, reach out to your landlord and explain the situation and ask them if they are willing to contribute some temporary rental discount until things settle down. If you don't wonder you don't get it. 20- Government grants Maintain close communication with your accountant and ask for more information about new government business subsidies, such as the coronavirus stimulus package, expanding the instant asset and how your business can maximize the use of the new subsidy. More information can be found here And above all keep you safe, Staying away from fear-driven media your only goal is to get more qualifications, honest journalism with morales is a fairy tale, stay away from political talk and stick to getting transparent and accurate information from the world health organization website I hope this action plan will give you a decent direction on where to go from here, get resources, do nothing is not a solution. COVID-19 is changing the way people live their lives unprecedentedly. Restaurants around the world are adapting their business, brand and marketing models to maintain revenue at a time when people are transforming the way they eat, where they eat, what they eat and with whom they eat. It is our belief that restaurants can support business continuity and boost customer participation in Three Key Principles: Answer: Understand people in your ecosystem to stay human in your approach. Communicate the current circumstances of customers from a secure and capable team. Reframe and Pivot: Develop plans, tactics and tools to participate in a coherent and reflective way in a moment of disruption. Repositioning: Testing, learning and evolving solutions based on response from its customers. Monitor your reactions to marketing and communications. In this report you will find ideas, considerations and frameworks to help guide your marketing and communication strategy in the world of social distancing and quarantine. Kelton Strativity LRW LRWGreenberg Killer Visual Strategies Strategies

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