

The small business owner's reopening checklist



We'll guide you through our recommendations for reopening your business - from key communication channels to physical distancing solutions and signage

Signage

Ask yourself

Do you need to communicate with your staff/ clients/patients/ customers before they enter your location?

Do you require signage for handwashing, physical distancing, and one-way areas?

Have you made it clear you're open to the public - via entrances and sidewalks?

Do you have offers to share?

Will your store, washrooms, or meeting rooms have a maximum capacity?

Internal policies & communications

Ask yourself

Will you be limiting the number of people allowed in your location at one time?

Will you be asking staff or customers not to enter if they are feeling unwell or have any symptoms?

Are you changing the way your customers attend, browse or shop at your location?

Are you altering to cash-only payments?

Will you require teams to clean their workspaces more frequently?

External communications

Ask yourself

Did you change your hours of operation?

Have you maintained regular contact with your customers?

Are there updates needed to your website (promotions, remote options, COVID-19 response letters)?

If customers visit your social media - will they be confused if you're open, operating remotely or closed?

Have you checked automated emails and ads for accuracy?

Physical distancing measures

Ask yourself

Do you need to install any physical or distance barriers between staff and/or clients/patients/customers?

Do you need to move staff stations and furniture to accommodate social distancing?

Will you be changing any of your shipping and receiving practices?

What you'll need to take action



Signage

Take action

Communicate physical distancing and cleaning protocols with floor signs, posters, and one-way arrows.

Welcome customers back with A-frames, flags, posters, and window signage.

Use posters and point-of-sale stickers to communicate 'cash only'.

Communicate hygiene protocols to teams and customers.

Add 'open'/'closed' signage to your washrooms, meeting rooms, and more.

Add 'maximum capacity' signs for stores, meeting rooms, and washrooms.

Internal policies & communications

Take action

Create consistent cleaning schedules for shared spaces - boardrooms, kitchens, handles.

Ensure staff is clear on any new work from home policies and schedules.

Update your sickness and leave policies - and email to staff.

Implement a clean desk policy.

External communications

Take action

Update your website, social media bios, and Google properties to communicate new store hours.

Email your customers to welcome them back. Give back to them with thought leadership content, downloadable templates, or offers.

Post relevant updates about your company, team, or products on social media. Give back with social contesting!

Consider customer thank-you cards and stickers.

Physical distancing measures

Take action

Add physical barriers between office desks, aisles, or cashier checkouts.

Disable touch screens.

Space out staff's workspaces 6 ft apart.

Have maximum people capacities for boardrooms - eliminating overcrowding.

Move big meetings to large, open areas.

Have staff alternate between working from home and coming into the office.

Visit Market.tph.ca for physical distancing solutions or contact your [local TPH Manager](#) for custom signage or solutions.



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