HANDBOOK FOR

ENTREPRENEURS

IN TIMES OF CRISIS

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During the corona virus pandemic, being an entrepreneur is even more challenging. We all know that the priorities and interests of clients are on urgent issues, but it does not mean that there is no way out for the entrepreneurs.
The light at the end of the tunnel might bright when the entrepreneur understands it is required to try new strategies to tackle the moment and keep in mind that adaptability needs to be a trait of those who leads a business.

Challenges will always play a role in entrepreneurs' life; thinking about strategies must be an ongoing task.

This handbook was developed in order to give some support to entrepreneurs, helping them think of crisis management strategies as a way to tackle the current corona virus scenario.

The most important thing is: Don't stop!
We want to help you go through it.

Let's fight for it together!

1 DON’T WASTE YOUR ENERGY THINKING ABOUT THE PROBLEMS, FOCUS ON THE SOLUTIONS.

As experts say, planning is the most powerful tool at this moment. The entrepreneur has to analyze every possible scenario, study consumer behavior and plan financial and operational strategies to be used.

Besides, think of adjusting your business practices to online sales platforms that best fit your necessity, as well as, the use of delivery apps, especially, food and services businesses.

2

REINVENT YOURSELF!

Study the social and marketing context and think of possible ways your business can contribute with new solutions for your clients.

Think of launching new products and services besides keeping an eye on innovation opportunities.

3

USING RELIABLE SOURCES, SEARCH FOR INFORMATION ABOUT EVERYTHING THAT CAN CONTRIBUTE TO YOUR BUSINESS.

We are surrounded by a bunch of information; therefore, it is important to filter the ones that are relevant to you and your business. Use specialized or official sites or means of communication, such as specialized institutions and mass communication vehicles. Watch out for Fake News.

4

TAKE THE SOCIAL ISOLATION TIME TO LEARN NEW THINGS.

Read and take online courses and meetings that can help you gain more skills to manage your business.

5

FIND EXAMPLES OF STRATEGIES OTHERS ENTREPRENEURS ARE USING AND BE INSPIRED BY THEM.

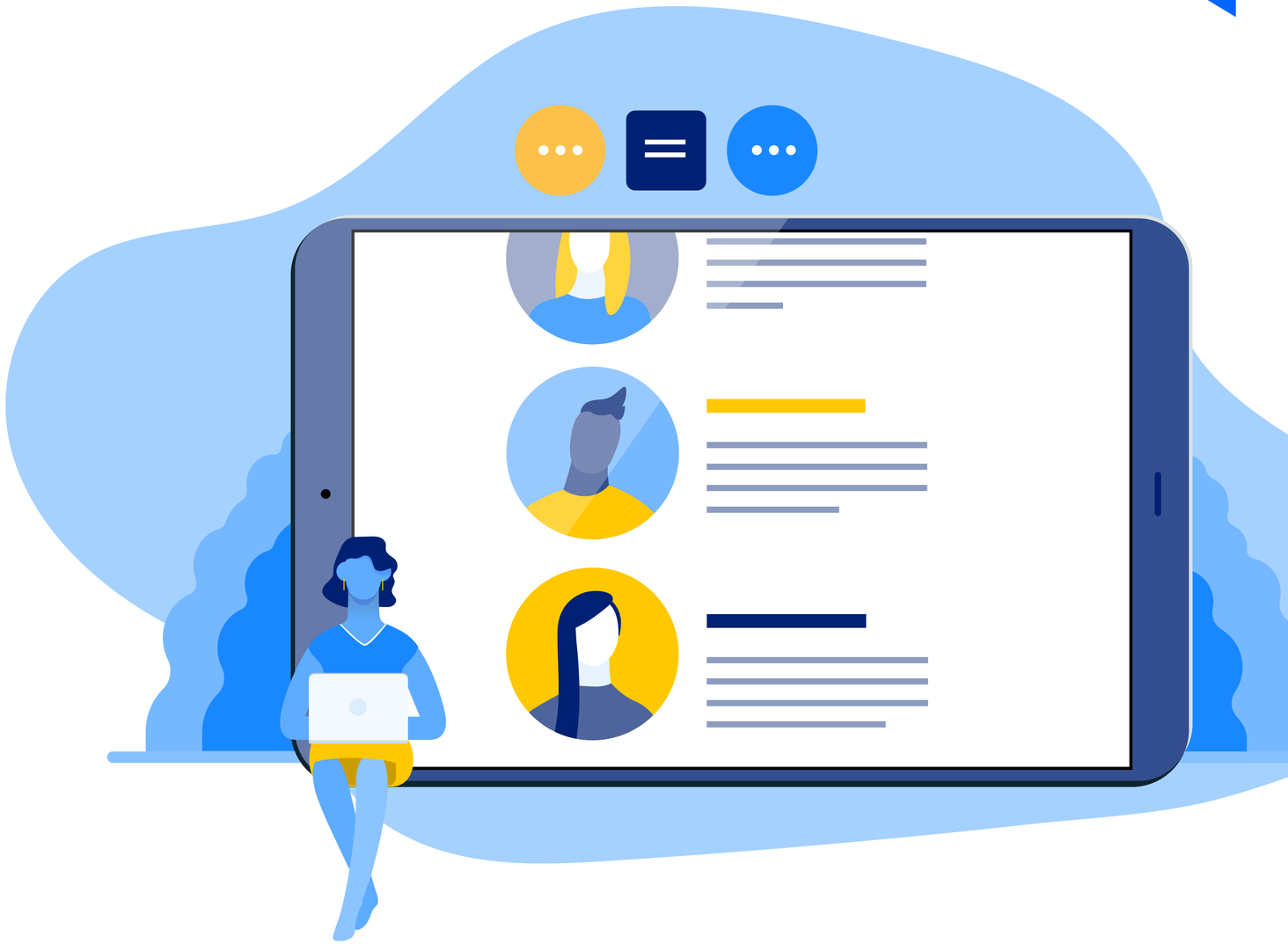
https://www.sebrae.com.br/sites/PortalSebrae/artigos/guia-de-gestao-financeira-para-pequenos-negocios,c080fad29efe0710VgnVCM1000004c00210aRCRD

6

TAKE THE OPPORTUNITIES SOCIAL MEDIA CAN OFFER.

During quarantine, digital tools are important allies to reach customers. Making use and upgrading social media profiles is fundamental, for instance Facebook, Instagram and LinkedIn.

Take some time to improve your channels and communication, create attractive videos and content to strengthen your brand.



7

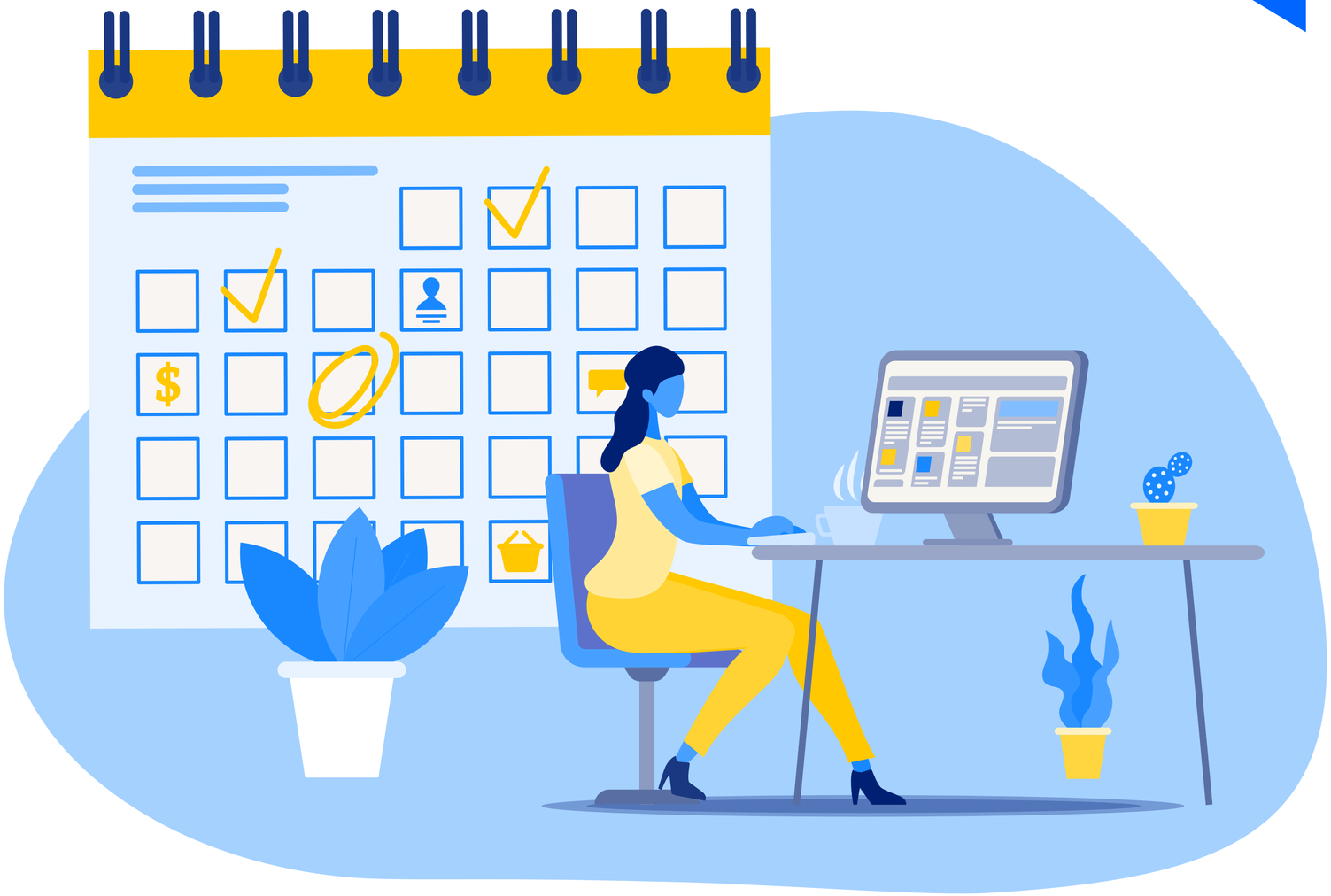
TAKE THE ISOLATION TIME TO ACQUIRE KNOWLEDGE ABOUT YOUR CUSTOMERS.

It is important to acquire knowledge and study your customers. Think of strategies to get more clients through social media, talk to your main customers in order to get some feedback concerning your business.

8

SET REACHABLE GOALS.

Make a list of your priorities and goals, set a deadline for your chores to be reached and done. If it is the case, make a daily to-do-list and by the end of the week analyze the daily unexpected chores.



Moreover:

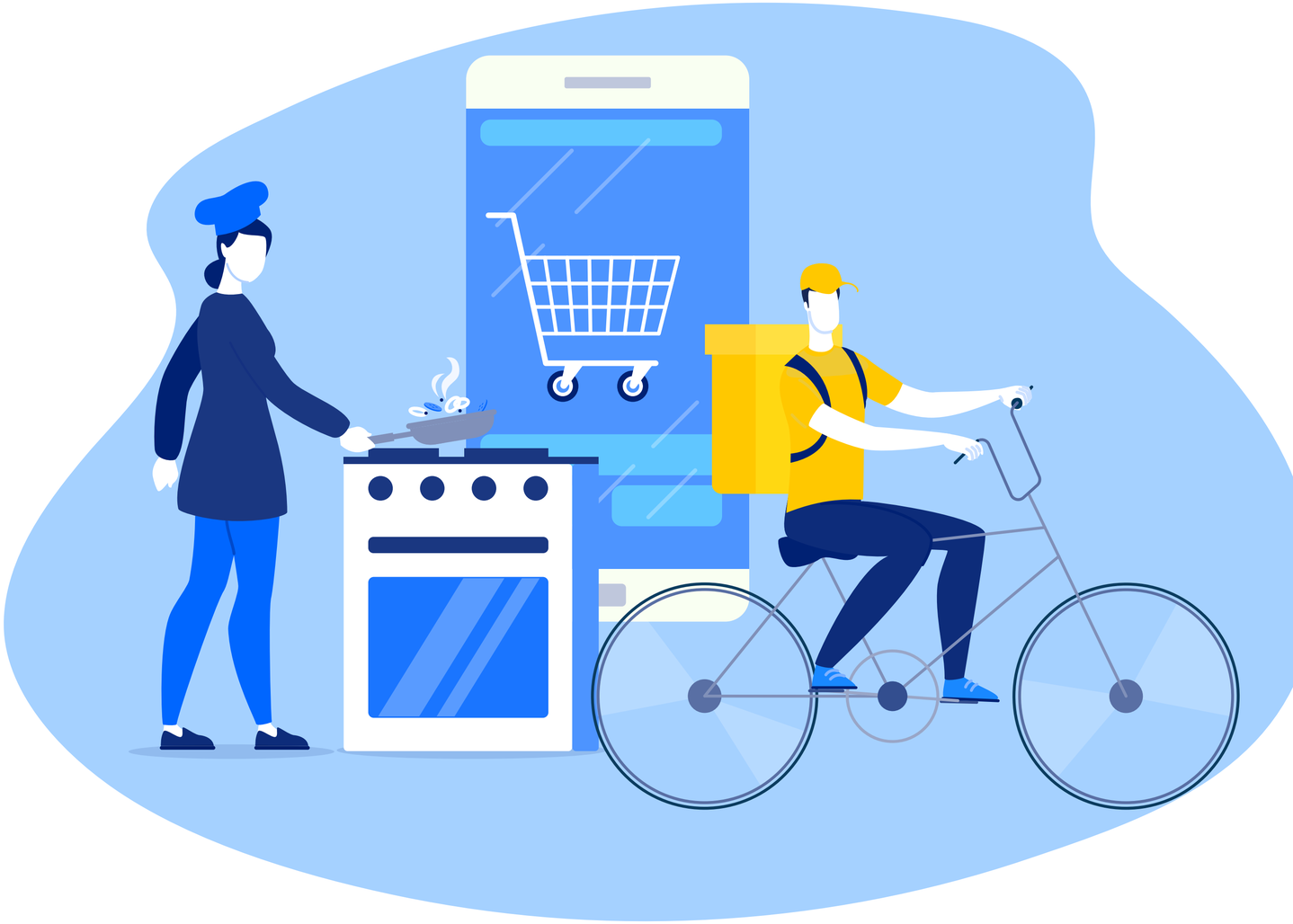
The entrepreneur must keep an eye on changes and study them, such as:

- Find alternative suppliers;
- Prioritize customers or suspend, temporarily, some of your services;
- Run a sale as a strategy to reduce stock and strengthen relationship with costumers.

Commerce Daily News gave some tips on how to tackle COVID-19 according to specific sectors:

FOOD SERVICE

- Reinforce the importance of following hygiene procedures in the kitchen, in the dining area and the office;
- Reduce 1/3 of tables available and establish 2 meters distance among them;
- Increase delivery service or encourage clients to grab and go;
- Negotiate with delivery apps the reduction of taxes;
- Search for alternative supply sources with a variety of local suppliers, preferably;
- Analyze the kind of transportation used in order to reduce stock replenishment interval;
- Watch long delivery deadline in order to evaluate the performance according to suppliers' commitment and the delivery to customer.



Commerce Daily News gave some tips on how to tackle COVID-19 according to specific sectors:

BEAUTY SERVICES

- Intensify the cleaning routine. Clean all the surfaces with hand sanitizer 70%: doorknobs, counters, front desk, workbenches, chairs (including the armrest) and the wash basins;
- Offer hand sanitizer 70% to all your clients, suppliers and employees as they get in the facility;
- Reinforce the importance of having different towels and covers for each client;
- Reinforce the compulsory practice of autoclaving sharp and cutting objects, besides opening the pack in the presence of the client;
- Increase the distance among chair and wash basins to, at least, 1,5m;
- Announce on social media that your facility follows all the measures to curb the spread of COVID-19;
- Do not dismiss people at this moment since it means losing an employee who has already been prepared for the job and also to avoid paying the costs of a dismissal. In case it is necessary, anticipating the holidays might be a good alternative;
- Try a delivery sale for home care cosmetics, create products kits that match your clients need. It can be even better if the kits are personalized according to beauty treatments your clients are used to doing.

Commerce Daily News gave some tips on how to tackle COVID-19 according to specific sectors:

STREET MARKET

- Have an emergency plan which enables you to make deliveries as a temporary strategy;
- Plan alternative supply arrangements with your suppliers , in case there is a stoppage in the supply center activities;
- Implement a direct customer service policy through telephone or Whatsapp.

Commerce Daily News gave some tips on how to tackle COVID-19 according to specific sectors:

LOGISTICS AND TRANSPORTATION

- Clean and sanitize your vehicle. Have special attention with the surfaces you and the users get in touch with frequently (especially important for transportation drivers);
- Keep the vehicle windows open in order to circulate the air.

Commerce Daily News gave some tips on how to tackle COVID-19 according to specific sectors:

FASHION – INDUSTRY AND RETAIL

- Improve natural ventilation in the production area. If you have to use the air conditioner, make sure the filters are clean.
- Prioritize local suppliers in order to avoid delayed or failed delivery.

Commerce Daily News gave some tips on how to tackle COVID-19 according to specific sectors:

TOURISM

- Take this time to make infrastructure renovations;
- Define postponement and cancellation policies on booking services;
- Set and improve communication with clients and suppliers;
- Communicate the client to postpone or cancel the trip.

Commerce Daily News gave some tips on how to tackle COVID-19 according to specific sectors:

CREATIVE ECONOMY

- Distribute content through streaming services;
- Change presential events into online broadcasted events, aligned with MOOCS (Massive Open Online Courses).

Source:

https://diariodocomercio.com.br/coronavirus/dicas-para-pequenos-negocios-amenizarem-os-impactos-do-coronavirus/

COURSES SUGGESTIONS:

Perestroika

The creative approach school provided free online course CLIP, on collaborative economics.

https://bit.ly/3a74Cgx.

Digital Results

RD Summit organizer prepared and made available a kit with tips to create synergy between marketing and sales.

https://bit.ly/kitalinhamentofb.

Harvard University

One of the best known universities around the world made more than 100 online courses available. There are certificates.

https://bit.ly/2vGAIX6.

SEBRAE

The reference institution to support micro entrepreneurs offers several online business guidance courses.

https://www.sebrae.com.br/sites/PortalSebrae/cursosonline

Besides courses, SEBRAE has launched a financial management guidebook for small businesses recently.

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