



# Re-Open *Smartly* with Confidence

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# Operational Excellence

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# Operational Excellence

- The execution of business strategy more consistently and reliably than the competition.

- Wikipedia

# Re-Open **Smartly** with Confidence

**GOAL**  
→

Enable safe  
re-opening in small  
gatherings

\_\_\_\_\_  
Target Date

## Economy improves

- Then this: Businesses make money
- If this: Customers shop
- Then this: Customers come to shop
- Customers feel safe coming to shop
- If this: *and* Staff feel safe coming back to work
- Then this: Staff / Customer Safety expectations are met
- If this: New safety procedures are established

Source: *Strategic Project Management Made Simple*,  
by Terry Schmidt, founder of  
[ManagementPro.com](http://ManagementPro.com)

# Has your Business Strategy changed?

- Safety
- Marketing
- Financial
- Operations
- Risk Mitigation



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# Marketing

- Product/service review
- Pricing
- Target market review
- Utilizing social media and reviewing analytics

## THE MARKETING MIX



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# Operations

- HR – Employee Management
- Customer Service
- Communications
- Inventory and loss prevention
- Internal controls – ex. Cash handling



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# Financial



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- Reviewed expenses to cut costs
- Reviewed inventory and ordering practices
- Utilizing and tracking SBA loan proceeds
- Developing cash flow forecasts and monitoring cash flow

# Metrics

**GOAL**  
→

Enable safe re-opening in small gatherings

\_\_\_\_\_  
Target Date

**SUCCESS MEASURES**

Then this  
If this

Businesses make money  
Customers shop

Revenue increases \_\_\_\_% within 3 months of reopening  
Expenses are \_\_\_\_% lower than prior to reopening  
Net profit margin increases by \_\_\_\_%

Then this  
If this

Customers come to shop  
Customers feel safe coming to shop  
*and*  
Staff feel safe coming back to work

\_\_\_\_% of customers return within the first month  
\_\_\_\_% of customers continue to shop after three months  
\_\_\_\_% of customer satisfaction goals are met within 3 months of reopening as evidenced by customer survey

Then this  
If this

Staff / Customer Safety expectations are met  
New safety procedures are established

\_\_\_\_% of staff return to work immediately  
\_\_\_\_% of staff feel safe as evidenced by employee survey

100% of staff practice safety procedures daily  
100% of staff understand why the new procedures are in place

# Risk Mitigations

## Risk Mitigations for your business

	Are you prepared if there's a second wave?
	What have you learned about steps you need to take to be prepared?
	What if there is a different type of disaster – fire, flood, disruption from civil unrest?
	Do you intend to fund the reopening of your business from existing business sources, your own resources, other investors, banks, lenders or a mix?
	Do the forecasts and your financial statements show whether the business can afford to use internal or external sources of financing to fund the reopening? If not, can you adjust your recovery plan so that it is affordable?
	If you cannot afford your recovery plan, have you considered exiting the business?
	Have existing debt financing arrangements been reviewed to ensure the new needs of the business are adequately represented in the current finance facility and structure?

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