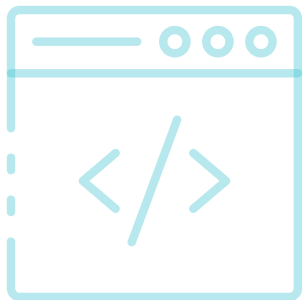


STAYING IN BUSINESS: 14 ESSENTIAL STEPS FOR COMPANIES TO THRIVE POST-COVID

INTRODUCTION

What is This Guide? This guide is for anyone who is interested in learning proven strategies to flourish your business. It covers everything you need to know and the steps you need to take. We'll cover everything from the important questions you should consider and tips for getting the most out of your business.

EVERY BUSINESS HAS FOUR COMPONENTS



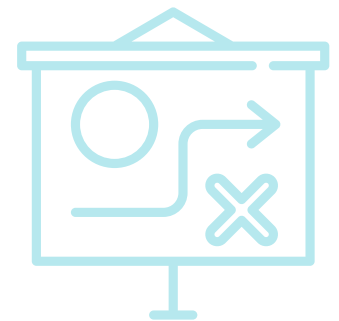
1. Software



2. Hardware



3. Content



4. Strategy

WHAT IS POPSHAP

Popshap specializes in one of the hottest technological devices: Digital Interactive Touchscreen Kiosks! Using our kiosks opens a whole world of possibilities for you and your business. We don't just specialize in Touch Kiosks, we also provide Touch Tables, Digital Signage, Outdoor Kiosks, and much more!

One of the unique features about Popshap is that we don't just rent out the physical kiosks, but we also create the back-end development as well. Our team takes the time to personalize your project based on your specific requests. We test our products and code as we develop them to ensure an optimal customer experience for you.

I don't think most people in America understand the razor-thin margins of small businesses and, as such, the calamity of even a brief decrease in sales. The temporary reality we find ourselves with is seeing the attentions and appetites of customers shift — large companies are concerned with how to get remote working right, while customers are more concerned with essential goods like food and public safety.

In times of stress, it is very important to not beat yourself up about the things beyond your control. You need to do what you can and be tough, and you have to exercise discipline in ignoring what you cannot control. Every company has a set of assets — people, intellectual property, technology, capital — that it leverages to create value and generate income. How you choose to understand this is fundamental for the growth of your business. No one can provide all the answers for what life will look like after such a devastating pandemic, but there are a few action steps you can take to help.

STEP ONE

Get back to the basics--starting with magical customer service

Business is about competition, and you have to outwork the competition on customer service. Most of us claim to be good at customer service, but the truth is, all businesses can do better. And customer service is something you can definitely control.

One way to guarantee a good customer experience is to add interactive kiosk to your establishment. This allows for real-time, accurate information, promotions, deals, and other offerings to be right at your customer's finger tips.



STEP TWO

Cut costs wisely

While businesses in a cash crunch often start making cuts to reduce costs, doing so can be detrimental in the long term. Before you make cuts, run it through your financial projections. Companies ultimately need to think about growing their way out of this crisis. Every cut that you make is going to cut your ability to generate revenue or keep your business going, which is not something you want to be doing right now.

One way to be cost effective is with self-service technology, which was designed to help you cut cost while maintaining your best employees.



STEP THREE

Revisit your business model

Switching up your business model may be the last thing you want to do when you reopen, but it could be what keeps you in business. Ask yourself the following questions:

1. What should your business model be when you come out of this?
2. Is your current business model viable? If so, how can you hang on until it's viable again?
3. Are there ways you can pivot all of your expertise into a better revenue stream?

Diversifying revenue comes down to changing one or more of the three following aspects of your business model:

- What you sell
- Whom you sell it to
- How you deliver it



STEP FOUR

Consider new vendors

Even if your business is open, the vendors in your supply chain may not be. That could require finding new vendors altogether, including companies that might require cash-on-delivery. That's a whole new cash need. Another issue is having to ship your products to customers who may not be able to come to you. You may have to incur costs for shipping or warehouse fulfillment if you want to continue to keep those customers.



STEP FIVE

Develop your policies

It won't be like a switch flips and we return to pre-Coronavirus life. When restrictions ease the risk won't be eliminated. Will you be taking temperatures? What do you do if someone has a fever? What if that person is the executive vice president? What if it's the lead salesperson? High levels of employment don't change your risk factors. You need to make sure you have the proper “new normal” protocols in place.

Interesting enough, we've developed software and hardware to keep you CDC compliant!



STEP SIX

Pivot your product or service

Though every business will be affected differently because of the virus it's important to always be thinking what the next move might be. What would a laundromat owner do? How could that pivot?

Reverse engineering always works well. A laundromat for example might have pivoted to a drop-off and delivery service during this time. A move like that would not have made up for the current economic climate, but at least we would have been bringing in some revenue and keeping some employees on board. Look for pivots you can make within your own strategy--even if they are small--to stay afloat until you find more answers.



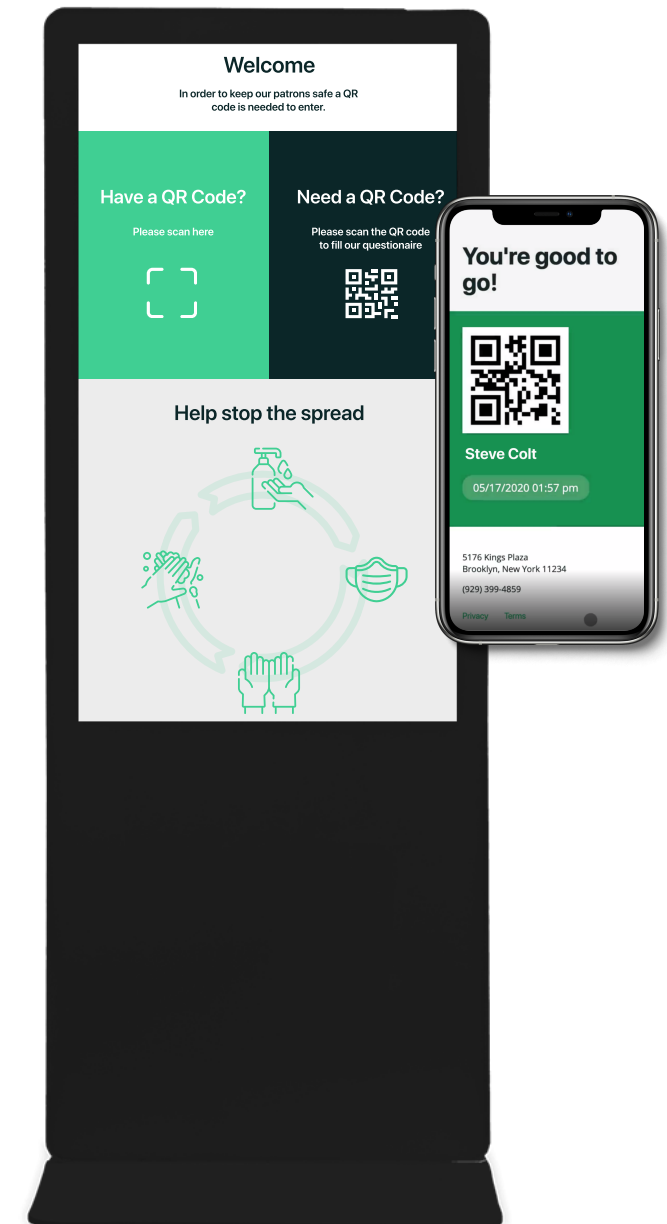
STEP SEVEN

Prepare your worksite

If you're running a hotel, will you change how far apart your guests stand at the check-in counter? What about the line for your staff to check-in? If you run an engineering lab, are workstations far enough apart? Are your handwashing stations sufficient?

Many worksites will need to be reworked to allow for proper social distancing. Start planning now so that you're prepared when your local leaders give the go-ahead.

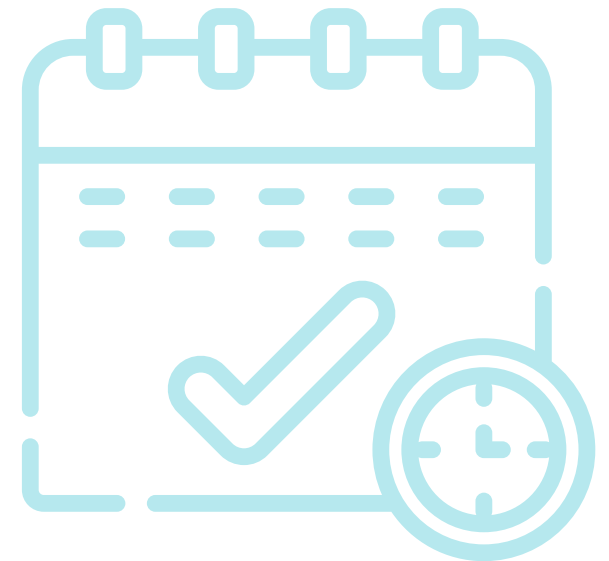
A few things to consider are hand sanitizer displays, self-service check-ins, and a CDC approved survey for all guest and employees to use upon arrival.



STEP EIGHT

Think about scheduling

Many jobs that must be done on-site do not need to have everyone there at the same time. Can you stagger schedules so that fewer people are there at a time? How can you make it fair? How will you handle cleaning?



STEP NINE

Guard employee morale

It's important to be honest with employees about your current conditions, but you need to lead people in such a way that they have confidence that you are capable of turning things around.

Try radical honesty mixed with a plan that employees can buy into. Even if you only have three or four employees, you are a general of your army, so you have to have a sense of control. There is a lot of panic right now, and you don't have the luxury to be one of the people panicking.



STEP TEN

Create a new company culture

Whether your employees are coming back to a physical location or working remotely, companies should increase their efforts to communicate with workers about their lives outside of work. If a president or CEO isn't reaching out, managers or supervisors should be making these calls.

This is really a test for small businesses, and those that are going to pass the test are going to create better cultures and more loyal employees. These are the kinds of things that are going to do it.



STEP ELEVEN

Develop a safety protocol

Retail businesses that are open need to train their staff on new cleaning practices and other protocols, including taking customer temperatures, while offices will need to rethink where workers sit in relation to one another. Companies that don't outline these new protocols clearly could face official complaints and reputational damage.

We've seen the immediate impact that social media can have in ruining a business and its reputation. The more that you can have a dialogue and communicate with your employees about what you're doing--and get their input-- the less risk there is, both to the individuals and the company as a whole.



STEP TWELVE

Make employees feel safe

Documenting how your business has taken steps to protect the safety of workers can be just as important as implementing those measures.

They really would like to see a real protocol in place such as body temperature kiosk or COVID surveys. How many people have been tested? What have you done? Is there a third-party public health organization or laboratory that can provide that? Those are things that are really important.



STEP THIRTEEN

Create a Contingency Plan for the Next Crisis

While the coronavirus pandemic may seem like a once-in-a-lifetime event, the reality is that an emergency can come along to disrupt your business at any time. Using what you've learned during the current pandemic to prepare for the next crisis can help you insulate your business from future shocks.

The pandemic also may have taught you a thing or two about how important it is to be able to adapt and keep your business fluid so you can reasonably weather storms. For example, if didn't have an automated option to check-in customers and employees before, that's something you may want to incorporate in your business model going forward.

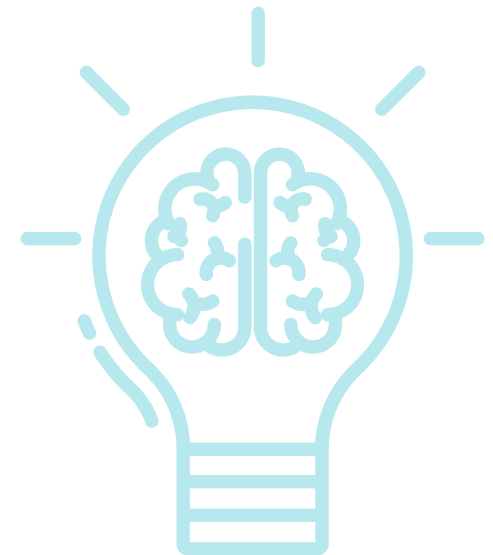
The more outside-the-box thinking you can do to prepare for a worst-case scenario, the better. Having a Plan B (and even a Plan C, D, E and F) can help improve your business's odds of surviving—and eventually thriving again—during tough financial times.



STEP FOURTEEN

Brainstorm Survival Strategies

Call a virtual huddle with your team to brainstorm products, services or strategies your company might employ to get by that go beyond what's listed here. Once you've got a shortlist, find ways to quickly test market appetite for these ideas — such as an interactive hand display or a self-service kiosk — tools that provide resource and sells products.



BONUS: STEP FIFTEEN

Learn How to Use Popshap & Engage Your Audience

A 30-minute introductory presentation to the Popshap platform. You'll see how easy it is to get started!

START HERE

CONCLUSION

If you've made it this far, then that probably means that you're interested in growing your business!

If you take anything from this e-book, we hope you remember to treat these steps as a no-risk experiment. If you're happy with the results, you can always take things to the next level. We also hope you take some time to set a plan to make sure you're set up and have everything in place to maximize your success.

Here's to a new way of communicating with your audience!

- Popshap

ADDITIONAL RESOURCES

Don't get intimidated by the world of self-service and interactive solutions. Consider doing a 30-day experiment to see how well the steps work and tweak your plan from there. You have nothing to lose!

If you're looking to learn more, check out these articles



LEARN HOW TO USE POPSHAP & ENGAGE WITH YOUR AUDIENCE

A 30-minute introductory presentation to the Popshap platform. You'll see how easy it is to get started!

FIND OUT MORE