



HELPING YOU GET.... BACK TO BUSINESS

Helping you get back to business
and reopening your doors

What we're doing to support you

We've put in place a proactive and practical approach to help you get back to business in the coming weeks and months.

This includes:

- ✓ Your countdown checklist
- ✓ 'Helping you back to business' promotions
- ✓ The highest hygiene standards.
- ✓ Our 10 point planning tool.

Helping you back to business promotions:

Cash flow will be a major challenge for every business that has seen months of closure or limited trading.

We have taken the time to identify opportunities for a wide range of promotions as you re-open your doors.

Look out for these offers through our usual channels of communication, or ask your account manager.

As we look forward to returning to a new 'normal' in our sector in the coming months, we've been planning how to help you open your doors once again.

In this guide we share our best advice and ideas about:

- How to plan for a seamless mobilisation.
- Reopening your sites and rebuilding your business.
- What we're doing to support you.
- Our highest hygiene standards to give you peace of mind.

Your countdown checklist

Your account manager will work with you step by step on a checklist that will help us support you with a seamless mobilisation when you're getting back on your feet. We'll ask you about:

Timings for:

- Cleaning and restocking
- Placing your first order
- Opening to customers

Your deliveries:

- Sites that will open
- Closures or new sites
- Phasing
- Delivery frequency and times
- Contactless or standard delivery

Your key requirements:

- Expected trading levels (vs last year)
- New or restricted menus
- Requirement for shorter life lines whilst our stocks rebuild.

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How Direct Seafoods can help you reopen your doors

10 point plan to opening your doors

Review

1 Timescales

Let us know your proposed timescales and we will work with you to manage your restock.

2 Plan your space

Consider what impact social distancing will have on your business and how you will put it into practice front and back of house.

3 Review your menu

Do you need a refresh or a simplified menu adapted to reduced staff and skill levels that delivers the margin you need? Let us know what you need in good time so we can plan your order.

Reset

4 Your team

It might not be possible for all of your team to come back in one go, so you may need to train your team to work across different roles.

5 Your customers

It may take a while for customer confidence to return, so reassure them about the measures you've put in place to help them stay safe, and consider how their needs may have changed.

6 Hygiene factors

Put in place robust hygiene processes, train your staff and make switches that will reassure customers. For example, individual sachet sauces, wrapped straws etc.

7 Finance

There are various ways to help your finances—from VAT deferral, to rates relief, the Coronavirus Business Interruption Scheme and grants and loans. Make sure you get fully clued up on what funding schemes are available, how to access them, as well as the pros and cons, then monitor your cash flow as closely as your turnover and profit.

Relaunch

8 Advertising

Build your marketing communications on the most compelling messages or occasions to encourage new or existing customers to visit, and advertise where they will be seen most.

9 Building loyalty

Consumers will be wary, so consider which loyalty incentives will work best for them to reward and generate repeat business. For example, gift vouchers, loyalty apps or cards.

10 Here to support you

Future proof your business and build resilience plans now in case of another lock-down. No one knows your business like you do but we are here to help you plan for the future.

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Highest levels of hygiene

Safeguarding your safety and that of your customers is of paramount importance to us, and will be crucial when lockdown ends. We've put in place stringent protocols to ensure this:

- ◆ **Our drivers, warehouse staff and all customer-facing employees are provided with PPE i.e. hand sanitisers and gloves, and we're going beyond government guidelines in sourcing further supplies of facemasks for all our drivers and warehouse staff, in preparation for the end of lockdown.**
- ◆ **All our employees are required to practice social distancing.**
- ◆ **Our vehicles and cabs are cleaned twice a day.**
- ◆ **Our sites follow strict cleaning regimes which involve cleaning every four hours.**
- ◆ **We are happy to provide contactless delivery at your request.**
- ◆ **There are some excellent training resources available to familiarise your teams with the new hygiene standards following lockdown. HIT training offer courses on 'Opening up after Lockdown' at www.hittraining.co.uk.**



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