

#### 4. INCREASE ONLINE SALES & CHANGE YOUR BUSINESS MODEL

Possible action	Comments
<p>Consider increasing in online sales and changing your business model.</p>	<ul style="list-style-type: none"> <li>• It is certain that consumers will change their buying behaviour during a lockdown and spend more online.</li> <li>• There are online trainings to help you sell online.</li> <li>• Consider how your products and services could be delivered during the MCO.</li> <li>• Suppliers of services should investigate digital solutions to the delivery of services to reduce the need for face to face contact.</li> </ul>
<p>Talk to your key customers about your ability to deliver reliably to them during the crisis.</p>	<ul style="list-style-type: none"> <li>• This would be particularly valuable if you are a key supplier to your customer.</li> <li>• Consider regularly engaging with your customers (via SMS, WhatsApp, email, social media, etc.) to provide an update on:               <ul style="list-style-type: none"> <li>○ changes in business operations such as trading hours and the services you can provide</li> <li>○ what stock you have available</li> <li>○ what stock will be replenished soon.</li> </ul> </li> <li>• Regular engagement will also become a feedback channel that encourages customers to share with you what they need, and how they want to access that product or service</li> </ul>
	<ul style="list-style-type: none"> <li>• Can you foresee any possible emerging opportunities (and threats) for your business following the crisis? Use SWOT and Pestle analysis to help you.</li> <li>• Will your business be in a position to take advantage of these opportunities?</li> <li>• You need to think out of the box – consider the entire ecosystem and supply chain in your business. How would this crisis affect the behavior of your suppliers and customers and the way they do business?</li> </ul>