

ARE YOU LOSING CUSTOMERS

BECAUSE OF

COVID-19?

TOO BUSY FOR THIS? JUST SEND US AN EMAIL!

DO PEOPLE STILL NEED THE PRODUCT OR SERVICE YOU ARE PROVIDING?

See [Needs](#) worksheet

YES

NO

See [Finding your customers](#) worksheet

See [Adapting](#) worksheet

CAN YOU FIND YOUR CUSTOMERS IN DIFFERENT PLACES?

CAN YOU ADAPT YOUR PRODUCT OR SERVICE TO SOMETHING WHICH IS NEEDED NOW?

NO

NO

YES

YES

GREAT! DO IT NOW!

If you can, reach out to a digital marketing agency to help you find more potential customers.

CAN YOU USE THE SKILLS IN YOUR BUSINESS FOR SOMETHING ELSE?

See [Skills](#) worksheet

YES

NO

See [Assets](#) worksheet

CAN YOU USE THE ASSETS YOU'VE BUILT IN YOUR BUSINESS FOR SOMETHING ELSE?

YES

NO

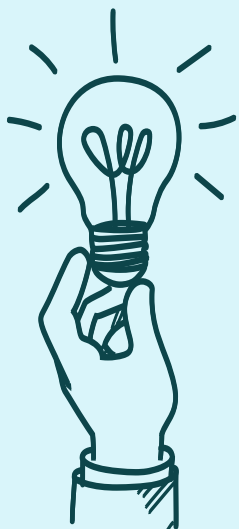
DON'T PANIC!

Problem solving is what we do. Get in touch with us and we will work together!

If you'd like help completing these worksheets or thinking through these questions, please don't hesitate to get in touch with us. We are here to help. Contact ellie@focuscreative.com.au

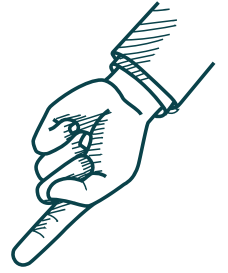


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QUESTION

EXAMPLE

YOUR ANSWER

What does your business do?

Serves coffee and a range of healthy snacks and lunches to busy workers in Sydney CBD.

What is the core customer need your business serves?

Provide high quality coffee and healthy food on-the-go for those that don't have the time, inclination, skill or ingredients to make it themselves.

Do customers for your core need still exist?

Yes, office workers are working from home and still want to eat healthy pre-prepared food and drink good coffee.

Which potential customers are likely to have money to spend?
[See this report](#) on which industries will be less affected by Covid-19

White collar workers in industries not hugely affected by Covid-19 (ie. government, superannuation, defence etc) working from home have spare disposable income at the moment.



FINDING YOUR CUSTOMERS WORKSHEET

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QUESTION

EXAMPLE

YOUR ANSWER

Who are your customers?

Busy workers who normally work in the CBD and are currently working from home

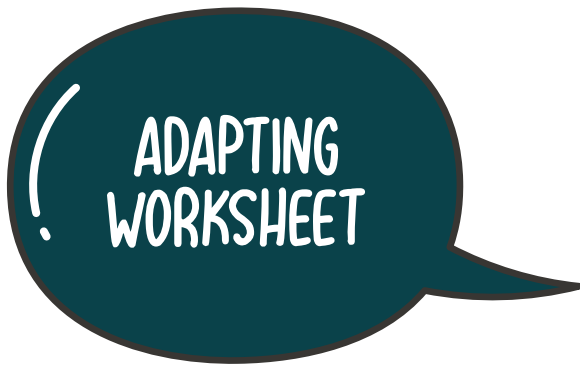
Can you get your product or service to them in their new location?

Yes we can deliver our food and coffee to their homes through UberEats and similar platforms

How can you tell your current and potential customers they can still get your product or service?

Get listed on UberEats, push advertising on social media, do a leaflet mail drop in the area, email your database.





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QUESTION

EXAMPLE

YOUR ANSWER

What product or services does your business do?

Preparing delicious healthy food
Creating top quality coffee

Who else needs this right now?

People stuck at home self-isolating
People avoiding going to the supermarket due to the panic buying and social distancing

How can you adapt your offering to serve these new people?

Prepare healthy, wholesome meals which can be delivered, stored in the freezer and microwaved when needed Offer groceries/supplies to people

What do you need to change operationally now to adapt?

Change to recipes which freeze well
Source takeaway containers Find delivery solution

What do you need to do to find customers for your adapted product or service?

Local advertising on social media
Local area mail drop Tell friends and family to get the message out.
Offer a promotion





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QUESTION

EXAMPLE

YOUR ANSWER

What skills do you have in your business?

Cooking large quantities of healthy food
Preparing barista quality coffee

Are there other businesses and organisations who need these skills right now? How can you reach out to these organisations?

Not really.

Are there other people who need these skills now?

Yes, busy parents suddenly having to cook for large families all stuck at home

How can you turn your skills into a product?

Create video tutorials on how to cook our best recipes

What do you need to do to find customers for your skill-based product or service?

Social media advertising
AdWords advertising





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QUESTION

EXAMPLE

YOUR ANSWER

What assets does your business have? Think of physical equipment, spaces and environments.

Newly fitted-out, stylish cafe space in the CBD. Industrial kitchen. Sourcing wholesale food supplies.

Are there other businesses and organisations who need these assets now? How can you reach out to these organisations?

Organisations wanting to produce food on an industrial scale. Are there any small 'Mom and Pop' microwave meal producers looking to ramp up their production and needing extra space?

Can you use your assets in a different way?

Use wholesale food supply network to provide local people with hard-to-find groceries out of the cafe and deliver to isolated people. If/when the government guidelines allow, we could turn the cafe into an exclusive dining experience for one household at a time.

What do you need to do to find customers for your new use of your assets?

Contact Concrete Playground and similar listings sites. Local advertising on social media. Local area mail drop. Tell friends and family to get the message out. Offer a promotion.

