



HOSPITALITY BUSINESSES & COVID-19 RECOVERY EBOOK

4 simple & do-able actions to ensure your business thrives in a post lockdown environment

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Introduction

This pandemic has been difficult for businesses in all industries.

Due to the rise of technology, efficient trade, and quicker supply chain processes, businesses have become more dependent on one another for resources, services, and money. Consequently, when one party is affected, it creates a snowball effect that impacts all related parties.

With the current pandemic not stopping anytime soon, everyone is trying to adjust to living with COVID-19. As a hospitality business, customers come to your establishment for recreational and entertainment purposes, so it is important to know how to operate successfully while maintaining a safe and hygienic establishment, which is what this eBook aims to help your business achieve.

Comfort Your Customers

The pandemic has brought a lot of anxiety into everyone's minds and has gotten people worried about what they can enjoy safely. One of the key messages to communicate is that customers can **dine/drink/stay** at your establishment without risk to their health.



As a business, you should highlight that you practice a high standard of safety, such as mandatory **face masks** for staff and encouraging customers to wear their own, **Personal Protective Equipment (PPE)** for staff, **having hand sanitisers** at every corner of your establishment, **extensive cleaning**, and **social distancing** between customers.

These practices not only highlight your business's safety standards but also encourages your staff and customers to be mindful of themselves and others when visiting your establishment. Moreover, it is recommended to explore opportunities to share certain excess supplies, stocks, or equipment with the community to ensure that everyone in need is taken care of, such as donating leftover food to people in need or offering your premises for a charitable event. You may also need to evaluate and change certain aspects of your menu to accommodate the changes in the availability of supplies and/or production speeds.

Another key factor to keep in mind if you manage a food and beverage establishment is the availability of delivery and takeaway options. Between 2015 and 2020, the food delivery and takeaway market value doubled to [£11.4 billion](#), with

Deliveroo and Uber Eats being the most used apps for these services. It is believed that the best recovery will be by restaurants and cafes with attractive delivery and takeaway options.

Meanwhile, for hotels, staycation promotions or targeted discounts would spark interest in local customers. Loyalty programs and regular communication will also keep customers updated and engaged.

Support & Strategise Your Talent

The pandemic has caused a chaotic business environment for the hospitality industry and the way a **business treats its employees leaves a lasting impression**, especially in the minds of customers.

An effective way to establish a good employer/employee relationship is to **create a two-way dialogue** where your employees have a platform to express new business or recruitment ideas and emphasise safety

standards within your business premises

to ensure the business does not close

down. It is also important to **offer flexible**

work options such as multiple shift

options to prevent the establishment from

being overcrowded when infections

spread easily. **Test and secure PPE**

material for employees directly involved

with sanitation, such as cleaning tables,

rooms, cutleries and crockery, and other equipment. Lastly, it is also important to

allow remote working where applicable to increase flexibility, as it allows

SUPPORT & STRATEGISE TALENT



Create a
two-way dialogue



Give flexible work options



Test and
secure PPE



Allow remote working

employees to remain safe and utilise technology effectively during these unpredictable times.

COVID-19 will change the way you work with and manage your employees, which is why it is necessary to evaluate and strategise your team's talent to obtain the essential skills for a successful business.

Increase Your Digital Presence

The COVID-19 pandemic made it clear to everyone that safety is of the utmost importance. This is a lot more difficult for hospitality businesses with in-person experience services, however, through the use of technology, businesses can **connect and engage with customers digitally**.

Firstly, it is important in this day and age to **be digitally accessible**, such as being visible on Google & Google Maps, having track & trace, QR code menus, online booking, and online delivery and takeaway options. Secondly, you should **gather data** and **customer feedback** to assess your customer's experience with

consideration to COVID-19, as their opinions about your business is vital.

INCREASE DIGITAL PRESENCE



Be digitally accessible



Gather data & customer feedback



Respond quickly to customers



Invest in digital innovation

Being **responsive to customers** is crucial as well, as quick responses show that you care about customers and are likely to influence consumers to come to you for business, return, and recommend your business to their peers. Lastly, as business strategies and practices evolve quicker

now than before, it is necessary for your business to **invest in digital innovation** to better attract potential customers and enhance their experience. For instance, virtual tours of hotel rooms or restaurants are good examples of digital innovation as it personalises the customer experience and influences purchase decisions. Moreover, remote check-in and check-out for hotels and mobile ordering for food and beverage establishments are also good examples.

The pandemic has encouraged businesses to utilise and digitise operations of businesses to ensure the business provides the best service while following current government safety guidelines. In an industry that revolves around speed and convenience, technology and digitisation are your allies. If adopted and utilised properly, not only will you be more visible or popular, but it will simplify your hospitality business operations and help you connect and communicate with consumers quicker.

Maintain Your Finances

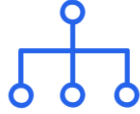
The hospitality industry is a very lucrative yet volatile market, hence **proper management of finances is paramount** as it can drastically affect your business positively or negatively. The pandemic clearly stipulated that **cash stability and liquidity are a company's main goals** as they determine how well your business responds to unexpected business disruptions.

As a business, it is important to **discover quick ways to save or earn more revenue**, such as rent decreases or professional concessions. This practice ensures that your business remains profitable for the time being, while long-term solution(s) are being compiled. Secondly, **recognise any restructuring going on in your industry or location**, as these activities can be a sign or warning that might also

MAINTAIN FINANCES



Discover quick cost-saving practices



Identify relevant restructuring activities



Pay attention to tax relief



Monitor/manage daily cash flow

affect your business, such as long-term construction projects. Also, as a hospitality business, it is important to **pay close attention to short-term tax reliefs**, as the government has been giving out grants to companies to help recover from the pandemic. Lastly, you should **monitor and manage daily cash flow**, such as minimising late payments and disputes, as it can help you identify and remove certain unnecessary expenses.

Improving and maintaining finances are every company's key objectives as the post-pandemic recovery is still fragile. It will take a substantial amount of time before cash flow stabilises for most hospitality establishments, which is why proper maintenance strategies are crucial. The pandemic has taught everyone that uncertainty is possible, hence a strong financial position and contingency plan is essential for your business.

Summary

The UK has adopted some sense of normality, but numerous hospitality companies are still struggling to get back to normal and recover from the difficulties they have experienced over the past 2 years. Having a simple yet efficient list of tips and instructions would help your business get back on its feet.

It is challenging to **engage customers** and thrill them in a condition where safety hinders the experience, but this guide helps you find the sweet spot between safety and a memorable experience. Another crucial element is your **employees and talent**. You need to think carefully about current staff and strategise accordingly to ensure that your employees provide the best experience while feeling valued for their hard work and dedication.

Since the pandemic normalised online and virtual interactions, it is a no-brainer to **implement or improve your digital presence** to simplify the customer's decision, connect with them, and innovate. Lastly, the **proper management of finances** is vital to the operation of the business, with quick cost-saving methods, as well as keeping track of any major industry-related activities and monitoring business cash flow to ensure your business does not fall behind in any way.