

4 Unique Ways Small Businesses Have Pivoted



Small businesses have put up quite a fight over these past few months. While the pandemic acted as a major disruptor for every industry, small and local retail businesses took an especially hard hit.

The pandemic threatened all things ‘business as usual’, making it imperative for small businesses to rethink their operational strategies from top to bottom.

In the midst of these ‘new normals’ for small businesses, the retail industry has seen some truly ingenious survival tactics take form. Here are some of the most unique ways that we’ve seen businesses stay open during COVID:

From Dining Rooms to Pantry Sales and Take Out

As indoor dining rooms and lounges closed, many local eateries and bars quickly transitioned their business approach by selling goods in bulk or offering take out for the first time.

One great example is 4 Rivers Smokehouse, the perennial BBQ favorite in Orlando, which created Groceries 4R You, a pop-up grocery store stocking limited items, including food staples and paper products. Customers can pick up the essentials while also picking up dinner.

Arthur’s Catering, a well-known event planning staple, began offering take out and delivery family-style heat at home meals. The new venture was a way to keep both the business and employees going.

Farmer’s Markets Delivered to Your Door

Farmer’s markets are known for their bustling crowds - making them a prime concern during the pandemic. While some markets stayed open by adopting stringent social-distancing measures, others played it safe and went digital.

Farmer’s markets all around the country are offering at-home delivery services. By creating an interface that lists every vendor and all of their goods, shoppers can safely fill their carts online and have them dropped off to their doors.

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Drive-Up Dining

As indoor dining spaces were shut down, restaurants all around the country made do with the new standards by adopting an omnichannel model to serve their customers.

Whether it's small cafes, pastry shops, or five-star restaurants, ordering online and picking up curbside is the solution for staying strong during the pandemic.

In cases like this, social media plays a huge role in keeping patrons updated on all of the latest operational protocols. Menu changes, specials, and deals are all being broadcasted on IG and FB.

By combining online order systems and physical pick-ups, restaurants took a truly contemporary approach to doing business during the pandemic.

Video Chat or Private Shopping

A toy store in Connecticut has managed to offer a safe shopping experience even during these unpredictable times by using tech in a brilliant way.

Necker's Toyland shoppers can schedule a Facetime browsing session to check out the store via live video chat as they're assisted by a sales associate. This strategy is personalized, exclusive, and modern at it's finest.

Casper Sleep Shops allow customers who want to try out the products to book a private appointment where they can shop with the entire store to themselves (along with Casper's Sleep Specialists).

Small businesses are doing all they can to stay open, and it's pushing the boundaries in some very unexpected ways. What's next to come out of COVID-inspired small business strategies?

