

Coronavirus Advisory

The Centers for Disease Control and Prevention have labeled COVID-19 (the coronavirus) as a pandemic. The outbreak may cause plunging foot traffic in factories, shops, hotels, and restaurants which can transform retail landscapes into ghost towns. As the COVID-19 outbreak continues to spread across the globe NATA is closely monitoring developments concerning the coronavirus pandemic and is taking all necessary steps to ensure the wellbeing of Trade Association employees and provide support in potential business impact. As we are all in uncharted territory, and we must remain calm, show solidarity and stand by each other in this difficult time.

To protect you and your families, our business, and the communities we live and work in, we will live up to our social responsibility to prevent the virus spreading further while ensuring the business continuity that supports and enables our customers and the economies we operate in. We would like to offer the following recommendations as you prepare your crisis plans. If we take these precautions I am confident that we will manage this situation together.

- **Supporting our employees:**
 - Need for employees to practice frequent handwashing, directing coughs or sneezes into one's elbow
 - Urging sick workers to stay at home; send workers with respiratory illnesses home
 - Create a temporary time-off guideline to give employees flexibility and if possible pay them for the time they need to stay home and get well.
 - Plan for how stores could maintain the security and operation at this reduced staffing level.
 - Cross-train personnel to perform essential functions so that the workplace can operate even if key staff members are absent.
- **Keeping stores clean and safe**
 - Routinely disinfecting surfaces. We recommend cleaning every 30 minutes.
 - Routinely clean all frequently touched surfaces in the workplace, such as workstations, countertops, POS, cooler doors, food and coffee stations, and doorknobs.
 - Use the cleaning agents that are usually used in these areas and follow the directions on the label.
 - Provide disposable wipes so that commonly used surfaces (for example, doorknobs, freezer doors, coffee bars, desks, etc.) can be wiped down by employees before each use.
 - After every transaction, employees should sanitize their hands
- **Manage your supply chain**
 - Contact your vendors and inquire about their levels of inventory and if their delivery schedule is impacted or will be impacted.

National Alliance of Trade Associations



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- Look for alternative suppliers but only buy from reputable companies
- Plan to stock inventory in the event supply chain is disrupted
- Do not engage in price gouging
- Do not sell or manufacture counterfeit products
- **In the case of store closure**
 - Plan to close some of your locations if mandated by your local government. Think through security and equipment maintenance issues ahead of time.
 - Review your insurance policy to see if the business operation costs or loss of income can be recovered. Make a list of all the supporting documents that the insurance company may require.
- **Exploring new opportunities**
 - Explore if your business can provide order pickup or drive-up services.

The disruption caused by the coronavirus comes at a time of intense change for the retail industry. Please note that retail markets typically dip during a crisis, but eventually stabilize. We recommend that you follow the CDC guidelines and prepare your individualized crisis management plan to mitigate the effects of any business disruptions. NATA and our TAs are committed to helping you operate your business at its maximum potential, and we are here for you during the good times and tough times. Thank you once again for all your hard work. Let us help one another and look out for one another. NATA Executive and Management Committee will do everything in their power to support you in this.

Best regards,

Mehdi Ali
Chairman
NATA, LLC

For additional information please refer to the following sites:

<https://www.cdc.gov/coronavirus/2019-ncov/specific-groups/guidance-business-response.html>

<https://www.who.int/>