

The ultimate  
guide to  
successfully  
pivoting  
your business

**roubler.**



# How to pivot your business during a pandemic

Throughout the COVID-19 outbreak, many brands have been doing the most incredible work to adapt to emerging trends and constantly-changing consumer behaviours.

Restaurants have had to up their game to take their products and services to new levels, and take their business in directions they never imagined just three short months ago.

In this guide, Alison Berry, Operations Manager for the popular restaurant chain PS Cafe in Singapore shares her advice to sustain your business and secure its future post-pandemic.



## Open your mind and business to new possibilities

For Alison and the PS Cafe team, keeping an open mind throughout the COVID-19 pandemic has been key to their ongoing success.

Embracing new ideas and ways of working – rather than fighting against them – is a mindset that is crucial to successfully pivoting your business.

## Collaborate with your team

Your team is your biggest asset, particularly during a crisis, so make sure you collaborate for success. Chances are, the next big idea is already out there – you just have to work with your team to bring it to fruition.

Technology will play a significant role in this, as it has the power to bring people together and keep channels of communication open with your staff. So why not set a date for your next brainstorm session – it could result in your next innovation.

## Find new ways to surprise and delight

With social distancing and home deliveries making it harder for restaurants to impress guests with unforgettable customer service, PS Cafe added free cookies, stickers, and badges to make receiving meal deliveries in a box more enjoyable for their customers.

Look into clever ways to package or present your customers' orders. You can add a little surprise like a sweet treat, a handwritten note or even follow up on the order with a phone call.

## Expand your offering

PS Cafe has pushed the boundaries of their offering, opening up new possibilities for the business. They are baking fresh loaves of bread every morning as an add-on option for orders. They had never sold out of bread before and now they are selling out every day.

Think about what add-on items you can include in your menu to beef up orders. Introduce simple items that customers need and consume frequently, and you'll soon start to see a corresponding increase in revenue.

## Reconsider your audience and pricing

Alison and the PS Cafe team have changed their target audience slightly, pivoting to a more family-orientated dining experience, with options to add-on, at an attractive price.

Striking the right balance with their target audience and pricing, their offering is now proving irresistible and their customers will keep coming back for more. In your business, try offering customers more affordable meal options by serving smaller portions and simpler meals at a lower price.

## Care for your staff

PS Cafe has done everything they can to keep their staff employed and avoid retrenchments, even though they've had to close some of their outlets. They recognise that people are the lifeblood of a restaurant business.

---

***"What can we do to fulfil people's needs, while still offering the PS Cafe experience?"***

When labour costs are a concern, look at reducing the length of shifts or redeploying your staff to perform roles outside of their usual job scope. If you need to reduce your costs even further, consider putting your employees on unpaid leave or temporarily laying them off, rather than getting rid of them completely.

## Consider all things digital

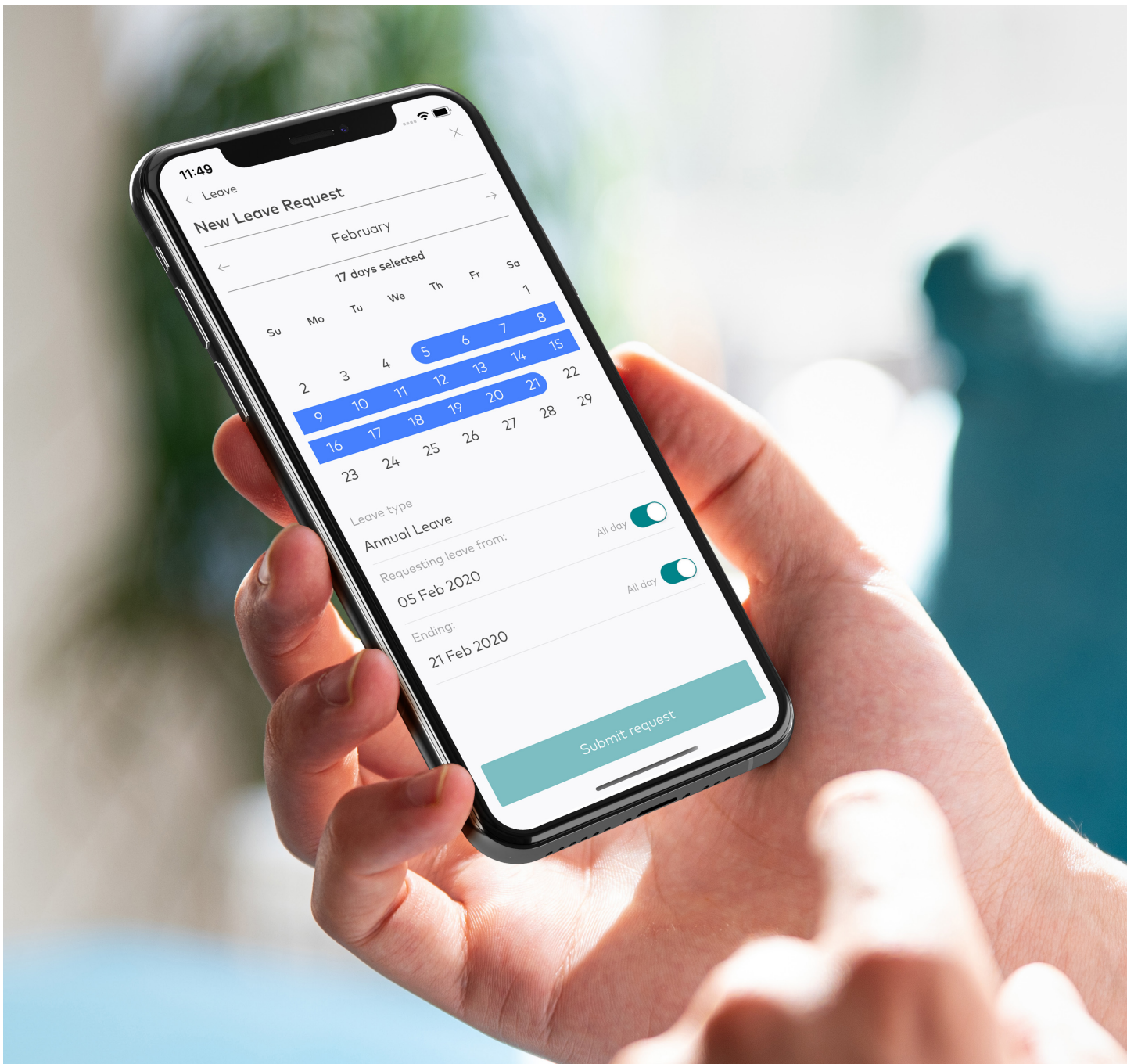
The pandemic has forced many tech-shy businesses to reshape their offering to fit into the new digitised world. From online ordering to revamped social media, any extra effort you can put into the digital realm right now will reap rewards.

Platforms like Shopify make it easy to set up an online store to sell existing or new product offerings, and embracing online delivery will help you reach your customers in a locked-down world.

## Give back to your community

Engaging with your community and finding ways to help one another will ultimately get everyone through these times.

Try to give back any way that you can – raise money as a team for a local charity, donate meals to families in need, or dedicate your employees' downtime towards a good cause.



# Find out more

Want to learn more about how to successfully pivot your business?

Call us on 1300 833 137  
or email [info@roubler.com](mailto:info@roubler.com)

**roubler.**  
[www.roubler.com](http://www.roubler.com)