

# SMALL BUSINESS COVID-19 SURVIVALIST CHECKLIST

Cape Town Tourism recognises that tourism businesses are facing a serious decrease in revenue and that many are facing closure due to the impact of Covid-19.

We have put together a list of simple practical actions to assist you during this period of volatility and transition. These actions will guide the development of your resilience and recovery plans to ensure that you are ready when the crisis subsides.



# FINANCE AND BUSINESS ADMINISTRATION

## TAKE CONTROL OF YOUR FINANCES

Speak to your Business Banker to assess relevant payment relief options and lower banking fees and understand the T's & C's.



01

Familiarise yourself with the relevant Small Business Relief Funds and other government relief offerings (<https://members.capetown.travel/members-news/>)



02

Review your Insurance Cover and assess any opportunities for paying holidays. Don't cancel!



03

Confirm with your bank whether you have Credit Life Cover.



04



Renegotiate financial commitments.

05



Investigate and take advantage of lower data prices.

06



Re-evaluate your medium and long-term financial plan using different scenarios.

07

Revise your cashflow to take into account:

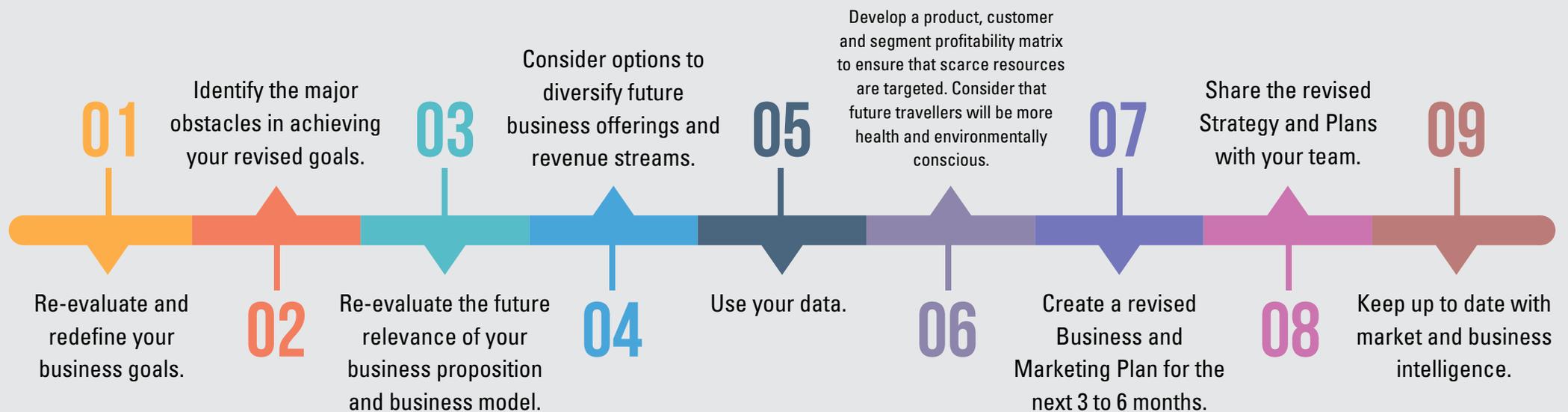
- Loss of customers
- Extended payment periods from your creditors
- Defaults or extended payments from your customers



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# STRATEGY

REACT QUICKLY, SEE THE OPPORTUNITIES & MAP IT OUT



Should you have any queries please contact us on [membership@capetown.travel](mailto:membership@capetown.travel)

# LEGALITIES

## REMAIN FULLY COMPLIANT

Seek advice from SARS should your PAYE, UIF and SDL payments not be up to date  
<https://www.sars.gov.za/>



Assess whether you are able to reduce or defer PAYE and Provisional Tax payments without incurring interest.



Familiarise yourself with the UIF Covid-19 TERS (Temporary Employee-Employer Relief Scheme) opportunities for your employees.  
Contact: [Covid19ters@labour.gov.za](mailto:Covid19ters@labour.gov.za)



Refer to additional explanatory notes on SARS Covid-19 Tax Measures.  
[https://www.gov.za/sites/default/files/gcis\\_documents/20200329%20Explanatory%20Notes%20on%20COVID%2019%20Tax%20measures%20-%202029%20March%202020.pdf](https://www.gov.za/sites/default/files/gcis_documents/20200329%20Explanatory%20Notes%20on%20COVID%2019%20Tax%20measures%20-%202029%20March%202020.pdf)



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# SKILLS DEVELOPMENT

## SKILL SETS TO SUPPORT A DISTRESSED BUSINESS

01

Assess which business skills **MUST** be upgraded to support your business's sustainability.

02

Tune in to webinars that are relevant to your business.

03

Reach out to your mentors. Ask for guidance and direction or test your ideas.

04

Communicate with your employees frequently. Ensure that communication is honest. Use Zoom or Microsoft Office Teams.

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# MARKETING AND COMMUNICATION

## STAY CONNECTED & KEEP YOUR BRAND ALIVE

### STEP 01

Develop an aggressive marketing and communication plan for Post Covid-19.



Remain in contact and connect with your relevant business ecosystem.

### STEP 02



Remain close to your customers to understand how they are being impacted. Maintain honest communication. Let them know that you are still around.

### STEP 03

Ensure that your website is updated with relevant information.



### STEP 04



### STEP 05

Ensure that your clients and networks are able to contact you via email and telephone.



Use social media consistently and effectively.

### STEP 06



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