

# Hello Summer

Summer is here and can bring different challenges to businesses, such as increased demand, weather-related issues, and potential staffing challenges. Here are some tips to keep your business running smoothly this summer:

- ✓ **Plan for increased demand:** During summer, many businesses experience increased demand. It's important to anticipate this and ensure you have enough inventory, staff, and resources to meet the demand.
- ✓ **Build resilience in your supply chain:** Depending on your location, summer can bring unpredictable weather patterns such as heat waves, storms, and power outages, causing transportation disruptions and other unforeseen events that can disrupt your supply chain. To mitigate these risks, consider building resilience in your supply chain by diversifying your suppliers, establishing backup plans, and increasing inventory levels. Also, create contingency plans for these issues, such as backup generators, alternative locations, or remote work options.
- ✓ **Ensure proper staffing:** Summer can be challenging to find and retain staff, especially if you operate in an industry that experiences seasonal fluctuations. Start planning early and consider offering incentives or flexible schedules to attract and retain staff. For big businesses with complex staffing needs, consider using workforce management tools to optimize your staffing and scheduling and to ensure that you have the right people in the right place at the right time.
- ✓ **Stay connected with your customers:** Customers may have different expectations and preferences during the summer. Use social media and other marketing channels to stay connected with your customers during the summer. Share information about your seasonal offerings, promotions, and any business hours or operations.
- ✓ **Take care of yourself and your team:** Summer can be a busy and stressful time for business owners and employees. Take care of yourself and your team by encouraging breaks, offering flexible schedules, and promoting a healthy work-life balance. Prepare for emergencies: All businesses may need to prepare for emergencies on a larger scale. This may include developing emergency response plans, conducting regular training and drills, and establishing communication protocols to ensure all employees and stakeholders are informed and safe in an emergency.

By taking these steps, businesses can ensure their operations are prepared for the unique challenges and opportunities that come with the summer season. To support your business through all seasons of the year, consider a subscription to Providence Business News to keep you up to date on business trends in Providence and SE Massachusetts.

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