

Short practical guide for entrepreneurs in La Côte-de-Gaspé

A few suggestions to help you find
and implement solutions

Step 1

Secure the premises and
your employees.

Have you taken all health measures to protect your employees, customers and yourself? If your business is currently closed, you should know that the sanitary measures will apply when your business reopens. Take advantage of the time ahead to prepare.

- [Health measures – Government of Québec](#)
- [CNESST questions and answers](#)

Step 2

Limit cash outflows.

Do you have any loans?

If so, contact your creditors, many of whom have put in place financial relief measures. Reducing the outflow of money will allow you to maintain the margins needed to foster recovery.

- [Desjardins](#)
- [TD](#)
- [National](#)
- [BDC](#)
- [Investissement Québec](#)
- [MRC de La Côte-de-Gaspé](#) 418 368-7000
(in French only)
- [SADC de Gaspé](#) 418 368-2906

Step 3

Implement a business continuity plan
(for essential enterprises).

1. Set up a crisis cell.
2. Determine the roles and responsibilities of key players.
3. Designate essential functions and services.
4. Establish a communication strategy and tools.
5. Manage receivables and payables.

- [Outil pratique sur les mesures et action RH à mettre en place](#) (in French only)

If your business is open, buy what you need locally whenever possible.

- [Le Panier Bleu](#) (in French only)
- [Gaspésie Gourmande](#) (in French only)
- [Croquez la Gaspésie](#) (in French only)



Step 4

Prepare an action plan for the next three months.

1. Take stock of the situation.
2. Reflect on and set objectives.
3. Draw up an action plan and calculate your human and financial resource requirements.
4. Switch to action mode.
5. Adjust regularly.

 • [Outil pratique « Gérer en période de crise »](#)
(in French only)

Step 5

Calculate your losses and your financial needs to get through the crisis and contact the organisations to discuss funding options.

1. Establish one or more financial projection scenarios
2. Do the exercise internally or ask your accountant (SADC financial assistance for accounting fees)
3. Choose the best funding option for your needs.
See all available programs in:

 • [Tableau de la MRC](#) (in French only)

Step 6

Retain employees or not.

Quite a question! Given the labour shortage context that existed before the crisis, many will not want to lose their employees. To help with this, the federal government has put in place several subsidy programs for companies wishing to keep their employees.

 • [List of federal government COVID-19 response programs](#)

If you keep your workers employed and there is a shortage of work, you should know that the Quebec government's training program offers the opportunity of up to an additional 25% subsidy on top of the 75% federal subsidy.

In addition, the Chamber of Commerce and the sectoral committees work on behalf of a variety of groups. You can go through these organisations if you have specific training needs.

 • [Programme action concertée pour le maintien à l'emploi \(PACME\)](#) (in French only)

 • [Répertoire des formations reconnues par la Commission des partenaires du marché du travail](#) (in French only)

On the other hand, if you have had or will have to lay off or reduce your employees' working hours, be a good steward and make sure everyone will be able to survive the crisis. The following table covers different scenarios.

 • [Tableau Info Covid-19](#) (in French only)



Step 7

Stay informed about the situation.

Keep an eye on government measures at least once a week.

- [Provincial government](#)
- [Federal government](#)
- [Tableau de la MRC](#) (in French only)

Step 8

Make yourself useful.

If your business is closed, consider whether it can contribute to the crisis, particularly by producing material. If possible, contact:

- jecontribue@economie.gouv.qc.ca

You and your teams can also provide volunteer assistance to local community organisations. Sign up at:

- www.Jebenevole.ca

Step 9

Prepare for the resumption of business.

While waiting for business to resume, prepare a post-Covid-19 business development plan:

- Reevaluate your target customer base;
- Rework the service offer available to your clientele, their situation is probably different.
- And most importantly: Prepare prospect lists.

Other useful links.

What you need to know and what you need to do to protect your health and the health of others.

- [Self-care Guide COVID-19](#)

If you believe that your business should be considered an essential service because it offers “priority” products or services and is not on the official list, you can ask for clarification by contacting the Government of Québec using this form:

- [Information for businesses and essential services](#)

During this time of crisis, it is important to keep in mind this simple advice from Steve Jobs, Apple co-founder, in both your personal and professional spheres.

“Deciding what not to do is as important as deciding what to do!”

