
NAVIGATING A GLOBAL CRISIS: FOR YOUNG FOOD BUSINESSES

The logo for Mia & Me Catering features the words "MIA" and "ME" in a large, dark serif font. Between them is a stylized green ampersand with a grey bowtie. Below this, the word "CATERING" is written in a smaller, grey, spaced-out sans-serif font.

MIA & ME
CATERING

The Intro

Time after time the world has faced traumatic life-changing events across the globe, but ask yourself: Has that ever really stopped us? For the most part, it hasn't. This article will help those who would like to continue the life of having the business they had before a global crisis after it. Knowing that a global crisis is something no one is entirely prepared for is important, but there are ways to get you and your business ready. Remaining positive that the course of the event you're facing will pass and not losing the momentum that kept your business going before is vital. Of course, this article is only suggestions and is not limited to anything else out there on the world wide web.

In the above video is a personal account from Mia & Me Catering's very own Executive Chef and Owner, William R. Johnson Jr.

[WATCH HERE.](#)

Seeking Outside Assistance

“Always look for the silver lining,” many have always told me, and now I’m passing on the knowledge to you! Having a disaster plan is one thing the U.S. government is good for and for business owners, it’s somewhere to start especially now. During the COVID-19 outbreak the \$376 billion Coronavirus Aid, Relief, and Economic Security (CARES) Act was passed to make sure that COVID-19 didn’t leave an extended impact on the world.¹ Apply for possible financial relief like this, that the government has more often than not just recently made a bill. Another good idea would be to reach out to surrounding businesses to form certain partnerships. In any situation, keeping the public focused on something other (your product) than the dire world-ending crisis happening at the moment will serve a lot of people alleviation.

‘My Business Is Closed’

For those restaurants and storefront business owners, the impact may have hit hardest on you during the world’s new global crisis. Now that your place of business is closed, now the only reasonable thing to do is to give up until further notice, right?

Wrong! Now is the time to do one of a few things. The first is to take your business digital. We live in a time where technology only improves no matter what way you look at it, so take advantage of that. During the COVID-19 outbreak food businesses became very accompanied by apps like *DoorDash*, *Grubhub*, *Uber Eats*, *Postmates*, and more. Check your app store for any new partnerships to get your products delivered fast and safely. Some of these platforms do charge small commission fees and general fees to operate on their sites. This is a small price to continue your business and keep things running and who knows the delivery business can bring more



revenue than ever. Also, be sure to be more in touch with social media and website handles during these times. With your business temporarily closed maintain your goals, and put those marketing skills to work, and keep a leveled head!

‘I Have An Online Business’

Now for those of you with flourishing online businesses, if other businesses are closed there is not a lot of change for your business. But there is a

¹ More information on the [Coronavirus Aid, Relief, and Economic Security \(CARES\) Act](#).

realization that your business may have some new competition with other businesses becoming online as well now. Take the time out to make your business stand out by advertising and promoting more than the usual. In the food industry deals and quality appeal to the customer's eyes a lot more than just a plain menu with no desire for the customers reading it. So make your websites and delivery services easier to use with the advantage of long experience you have online.

Know Your Stuff

I am a firm believer in having all the facts before running into a situation. Also, you can never be too prepared when it comes to your business. All of that is to simply say research, research, research! Knowing exactly what the government may have for you before a disaster happens is very important. Most of the time it only takes one or two searches to know exactly what the government does for businesses during a global crisis and what you have to do for your business. Some times that looks like building your business and putting things on a pause during uncertain times or keeping the wheels running with assistance where needed. Below are some very important bills and laws passed that most businesses owners don't know about:

1. **The FEED Act** - This bill authorizes the Federal Emergency Management Agency (FEMA) to approve state, local, and Indian tribal government plans to partner with small and mid-size restaurants and nonprofit organizations to provide nutritious meals to individuals in need.²
2. **The Pandemic Disaster Assistance Act of 2020** - This helps the Robert T. Stafford Disaster Relief and Emergency Assistance Act to assist individuals affected by a pandemic and for other purposes.³
3. **The Equity for Disaster Victims Act of 2020** - To forgive certain disaster loans, and for other purposes.⁴
4. **The Coronavirus Worker Relief Act** - This bill provides for unemployment benefits to workers affected by the coronavirus.⁵
5. **The Small Business and Consumer Debt Collection Emergency Relief Act of 2020** - This bill places restrictions on the collection of consumer and small business debts during a major disaster or emergency, including during the COVID-19 emergency period.⁶
6. Find more government official records for businesses [here](#).

² Learn more about The FEED Act [here](#).

³ Learn more about The Pandemic Disaster Assistance Act of 2020 [here](#).

⁴ Learn more about The Equity for Disaster Victims Act of 2020 [here](#).

⁵ Learn more about The Coronavirus Worker Relief Act [here](#).

⁶ Learn more about The Small Business and Consumer Debt Collection Emergency Relief Act of 2020 [here](#).