



BUSINESS CONTINUITY PLAN

How to Keep Your Studio Running in Your Absence

What's a Business Continuity Plan?

&

Why Do I Need One?

A Business Continuity Plan is simply a guide that explains how things are done in your business and whom to contact. It's important to have a Business Continuity Plan for several reasons.

Nobody wants to think about something “bad” happening to himself/herself. To some, it sounds morbid, but as a business owner, it's an important consideration. If something catastrophic does happen, you need to be prepared for someone else to take over. Could your business continue operating without you? For a week? For a month?

You also need to be prepared so you can take time off for something fun! Preparing ahead of time will allow you to *enjoy* your vacation.

The day may come when you're ready to sell your business. Even if this seems far away, you should plan to sell your business from the start. This means having a plan for your succession or transfer of ownership when it comes time to retire or move on.

It's important that someone else knows where your Continuity Plan is located! Your backup person can be anyone—friend, family member, trusted staff member. This person needs to be capable of implementing any procedures in the Continuity Plan. This should also be someone you can trust with passwords, responding to emails, and conducting business in a professional manner.

Ideally, this document should be stored in the cloud, so you and your backup person can access it from anywhere.

How to Use This Template

This template is just that—a template! It is meant to be a “plug-and-play” document where you can add your information to each section.

You can also use it as a “checklist” as you begin to gather all the information listed in the table of contents.

Each business is different; sections may need to be added or removed as you see fit. This template is meant to be a guide and is in no way a legal document.

You may or may not want to include your passwords within this document. Please consider your personal and business security as you prepare your information.

Some information may be easier to include as an attachment, rather than within the document.

It's up to you if you want to change the color, style, or formatting! This document, including the table of contents, is set up using MS Word “Styles.”

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Suggested Attachments

- Employee Handbook
- Employee Training Manual
- Employee Contact List

MISSION STATEMENT

- What does your business provide for its customers?
- What does your business provide for its employees?
- What does your business provide for its owners?

BUSINESS PLAN

A 3- to 5-year projection for your business including information such as:

- Organization and management
- Business description
- Service/product provided
- Financial projections
- Industry market and competition
- Marketing and sales
- Customer analysis

FINANCES

Studio Budget

- Monthly and/or annual budget or where it is located

Bank Account

- Name of bank, where account number can be found, signers on account, online login info
- Auto-scheduled payments that come out of account

Credit Card

- Name of card(s), card numbers, signers on account, online login info
- Auto-scheduled payments that go on card

Outstanding Loans

- Name of bank, where account number can be found, online login info
- Amount owed, payment plan

Tax Returns, P&L Statements, Balance Sheets

- Where are they located?
- Do you prepare general financial documents or do you have an accountant?
- Accountants contact information

Tax ID Number

- Federal Tax ID Number or (EIN)

Sales Tax

- How is it paid? How often?
- Sales Tax ID Number

Other Taxes

- How is it paid? How often?
- City taxes
- County taxes
- Business tax

PROPERTY

Landlord Contact

- Name/Number/Email

Property Management Contact

- Name/Number/Email

Lease Information

- Lease length/terms
- Include copy of actual lease if possible

Business License

- Info and/or copy of license

Occupancy Certificate

- Info and/or copy of certificate

Keys & Access

- Is there a backup key stored somewhere?
- Who has copies of keys?

Neighboring Business Contact Info

INSURANCE

General Liability

- Carrier, contact number, policy number

Workers Compensation

- Carrier, contact number, policy number

Property Insurance

- Carrier, contact number, policy number

Procedure for Customer Injury

Procedure for employee Injury

DAILY OPERATIONS

Employee Roles/Organization Chart

- Basic description of who does what

Email Accounts

- You may have more than one. If so, include which address is used for what purpose.

Login Credentials

Form Responses Used

- If you use regular form responses, where can they be found?

Point of Sale System

- Name of the system, login information, where is back-up kept?

Refund/Exchange Policies

Additional suggestions

- Cleaning Checklist
- Opening/Closing Checklist
- Seasonal Hours of Operation

UTILITIES & REPAIRS

Utilities

Be sure to include company, account number, contact/rep information, online access for all applicable.

Gas

Electric

Water/Sewage

Trash

Internet

Phone

Repairs

If a repair is needed, who should be called? Be clear if your property manager should be alerted before any maintenance crews are called.

Plumber(s)

Electrician(s)

HVAC

Alarm

Locksmith

Kiln

MARKETING

Website

Domain Name & Login

Website Builder Name & Login

Name/contact of others who have access to update

Social Media

Facebook Credentials

Instagram Credentials

Twitter Credentials

Social Media Scheduler

Newsletter

Additional Logins

Administrators/who has login info

Additional Software

If you use other software for marketing (such as Canva or Photoshop), include information below.

Login Credentials

Instructions

Marketing Calendar

- Include regular/annual/monthly marketing plan
- Companies used for marketing (Groupon, local promotions)

Sample Marketing Materials

- Ideas of samples to include: Facebook cover, social media posts, business cards, flyers, etc.
- OR include location of where these items can be found

VENDOR LIST

Include a list of all vendors with contact information, what they supply, and any specific ordering requirements.

PROGRAMS

Include contact information, dates, special pricing or any other applicable details.

Partnerships

- Examples: Scouts, Daycares, Local Restaurants

In-Studio Events

- Examples: Breakfast with Santa, Daddy/Daughter Date

Community Events

- Examples: Christmas Festivals, School Auctions

SCHEDULING & PAYROLL

Scheduling

Software & Login

Process for scheduling

- Include frequency of schedule, requirements for submitting time off, etc.

Payroll

Software & Login

Frequency

Tax Payer Info

- Include any specific federal/state requirements or anything else someone would need to know to pay your employees in the event of your absence.

INTELLECTUAL PROPERTY

During the course of your business, you may have registered Patents, Trademarks, and Other Intellectual Property.

OWNER INFORMATION

Name & Contact

Next of Kin

- Who to contact if something catastrophic happens to owner

Memberships

- Contemporary Ceramic Studios Association: This association is a lifeline for resources and support within the industry and can help in many ways. Please contact them to get access to information and immediate support.

CCSA: 888-291-2272

Website: ccsaonline.com

Dena Pearlman, Executive Director

(Phone: Ext. 6)

dena@ccsaonline.com

Laura Dendy, Director of Marketing and Member Services

(Phone: Ext. 4)

laura@ccsaonline.com