

ADJUSTED BUSINESS MODEL EXAMPLES

This is a list of ways that Arkansas businesses have adjusted their business models. We hope that you can find inspiration in these while trying to adjust your own business model. Remember that when you are first rolling out a modification, it does not have to be perfect and refined. You can work out the kinks as you go.

| BUSINESS TYPE | ADJUSTMENT(S) |
|------------------------------------|--|
| Automotive company | Making medical devices and personal protective equipment |
| Artist | Making paper doll kits |
| Bar | Drink mixes for you to add your own alcohol at home |
| Bakery | Offering online classes, pantry staples, “make-your-own” kits, sample box deliveries, bread |
| Bookstore | Online book readings to assist with homeschooling, curbside pick-up, & online |
| Beauty Salon | Increasing product offerings and hair color kits for curbside pick-up Subscriptions for package deals |
| Brewery | Converting to hand sanitizer and disinfecting alcohol One brewery is doing a drive-in theater (offering beer & popcorn) |
| Perfume Company | Converting to hand sanitizer and disinfecting alcohol |
| Church | Parking lot services and live streaming of services Small online study groups |
| Dance Studio | Online dance classes |
| Errand Runner | Turned virtual assistant |
| Event Center | Serving as food pantry |
| Farm Stand | Expanding offerings to become one-stop market |
| Food Truck | Crepe food truck offering crepe kits Locating food truck in apartment complex lots |
| Handmade Soap Make | Roadside soap stand in exchange for tips |
| Home Organizer | With so many people using extra free time to organize, they are offering virtual organizing services |
| Hotel | Serving as quarantine quarters |
| Nail Salon | Making face masks & other handmade fabric items Do-it-yourself manicure kits, how-to videos |
| Paint Your Own Pottery Shop | Ceramic Easter eggs and to-go painting kits |
| Personal Trainer | Online Training |
| Photographer | Offering distance photo shoots so that customers can remember this time in history |
| Pick Your Own Farm | Drive thru Easter celebration & scavenger hunt, Pop Up Craft Class (from your car) |
| Real Estate Agents | Video tour home showings |
| Residential House Cleaning | Turned to sterilization & disinfection services for businesses still in use |

| | |
|--------------------|---|
| Restaurants | Along with curbside pick-up and delivery, they are offering cooking great meals at home videos. Breaking up large quantity of food products into smaller saleable quantities |
| Tea Café | Outdoor tea stand |
| Theaters | Live streaming movies and offering “movie popcorn” for curbside pick-up |
| Winery | Wine set bundles for virtual tastings and wine pairings, wine delivery |
| 3D Printers | Parts for medical equipment |

With parents being home with their children, any kind of “kits” have proven to be popular as it gives them something safe to do and fill some time.

The ways in which these businesses included on the list adjusted their business models, can be implemented for many different businesses. As you can see from the list, several of them include online options. If you do not already have an online presence, now is the time to incorporate online options.

Several business models can offer:

- Video tours
- Video tutorials
- Online shopping
- Curbside pick-up
- Service versus product; product versus service

This is not an all-inclusive list. If you have witnessed creative ways that businesses are adjusting their business models, please share.

We hope that you gain some inspiration from these examples.