COVID-19

WORLD FOOTWEAR GUIDEBOOK FOR RE-OPENING RETAIL

30 Business Tips
for Brand Managers

70 Health & Safety Recommendations
for Retailers

WORLD FOOTWEAR

by **Portuguese Shoes**

Who we are
World Footwear is an initiative of APICCAPS, the Portuguese Footwear, Components and Leather Goods Manufacturers' Association, and it includes two communication channels: an annual edition of the World Footwear Yearbook and an electronic platform with updated industry news (www.worldfootwear.com).

The first edition of the World Footwear Yearbook, a comprehensive report that analyses the main trends within the footwear sector around the world, was released in September 2011, with new updated editions published on a yearly basis. Each report is published with the most updated data up to the previous year and analyzes the position of the relevant countries of the footwear industry in terms of different variables (Production, Exports, Imports and Consumption) and evaluates the strategic positioning of the different sector players. The World Footwear Website disseminates all relevant news about the worldwide footwear industry on a daily basis.

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PART II

Health & Safety Recommendations

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In this part, we will present some guiding recommendations on the retailers' activities concerning promoting safety, protection and health measures for employees, customers and suppliers when reopening their stores. First of all, each retailer should seek information regarding the legislation in force in each country at the time of reopening, and at each moment, as the updates of the measures are known. In this Part we present a list of recommendations that include some mandatory measures in some markets, but which in other countries are just actions to consider. Each retailer should be aware of these recommendations and evaluate those that make sense to be adopted to guarantee the safety of all and promote the confident return of customers to their stores.

• Re-opening the Store

01

Make **public announcements** about the re-opening of your store, letting customers know what procedures you have put in place for the prevention of COVID-19 in stores. You will be able to use various communication channels, including email, SMS, social networks, and information on the brand website (if available) to ensure all potential customers are informed.

02

Assess the possibility of **implementing promotions.** Customers may need an extra incentive at this time and promotions may work.

03

Establish **personal contacts** with the main customers to involve them and consider offering exclusive experiences.

04

Include **information** about the re-opening and regarding the cleaning and hygienic measures that will be applied in stores, as well as the maximum capacity and other relevant rules that you decide to implement or that are mandatory by law, so that customers are informed about the conditions of their return to stores. Using websites, social networks and blogs will help to strengthen communication.

• Access and Circulation in the Store

05

In some countries, access to the store requires the **use of a face mask.** If applicable in your country, ensure that the customer's entrance is made accordingly. If it is not mandatory in your country, consider that the adoption of such measure helps to promote the return to the store with more confidence.

06

You can have **disposable masks** available at the store, to provide to customers if they do not have one, and place the masks at the store entrance. You can also have disposable gloves available, which the customer can use, after disinfecting his hands with alcohol gel (make this product available in several strategic locations in the store).

07

It is recommended to place **alcohol gel dispenser** at the entrance of the store, preferably in the wall. Employees may have a small dispenser with them and use it to place the solution in the customer's hands, if necessary, without any physical contact. Offer the client the information on the procedures to be adopted.

08

Define a maximum capacity of people that can be inside the store; Always monitor this number; The information relating to this rule must be posted in a specific document, visible to the public. In the case of implementing this maximum capacity, or if it is mandatory by law, it must be ensured that an employee is monitoring its effective implementation; If this capacity is reached, ensure that you have an effective way of communicating it. For example, with an audible or visual warning: "The maximum occupancy capacity in the store has been reached, please wait a few moments. We are taking care of your health and safety".

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