



**UNIVERSITY OF
SOUTH FLORIDA**

Office of Supplier Diversity

What Makes Your Company Stand Out From the Competition?

Creating a value proposition that investors and customers are likely to buy into isn't easy. After all, you need to distinguish your brand from the thousands of others. Consumers have an abundance of information at their fingertips, as they are engaged from all areas of marketing and networking. As a business owner you will be tested constantly. It takes strong personal leadership to stand by your purpose and passion while also being questioned on a daily basis. However, if you know your motivations and what you stand for, willpower doesn't even have to enter into the equation.

For more information: [Find Your Niche in 60 Minutes or Less With These 4 Questions](#)

Preparing Your Business to Reopen

Florida is opened for business but not in its usual form due to the increase in cases of COVID-19. It is imperative that businesses are continuing to adapt their services to meet customers needs and adjust to new ways of operating as they implement new guidelines to their workspaces. Some business owners are exploring new digital strategies while others are utilizing recovery resources available through SBDC COVID-19 Business Disaster Recovery & Resiliency Assistance to assist them through transitions. See resources and tips to help your business navigate below.

SBDC COVID-19 Business Disaster Recovery & Resiliency Assistance
[Paycheck Protection Program](#) and [Economic Injury Disaster Loan and Advance Grant](#)

Don't forget to look into [Federal & State Relief Programs](#) for more assistance to help your business recover and thrive.

The Digital Switch

Most businesses are relying heavily on their digital spaces to maximize business while limiting physical operations. If you are interested in applying new ways to reach customers digitally to your business, Jellyfish Training has five tips to help your business add value in a digital space:

1. Make your presence known.
2. Stay on top of relevant trends.
3. Create content that will be seen.
4. Connect with your community.
5. Rally support for your business.

Important Guidelines to Follow

THE PRESIDENT'S **CORONAVIRUS GUIDELINES** FOR AMERICA

15 DAYS TO SLOW THE SPREAD

Listen to and follow the directions of your **STATE AND LOCAL AUTHORITIES**.

IF YOU FEEL SICK, stay home. Do not go to work. Contact your medical provider.

IF YOUR CHILDREN ARE SICK, keep them at home. Do not send them to school. Contact your medical provider.

IF SOMEONE IN YOUR HOUSEHOLD HAS TESTED POSITIVE for the coronavirus, keep the entire household at home. Do not go to work. Do not go to school. Contact your medical provider.

IF YOU ARE AN OLDER PERSON, stay home and away from other people.

IF YOU ARE A PERSON WITH A SERIOUS UNDERLYING HEALTH CONDITION that can put you at increased risk (for example, a condition that impairs your lung or heart function or weakens your immune system), stay home and away from other people.



For more information, please visit
CORONAVIRUS.GOV