

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.