

## 6 Tips for Dealing With Supply Chain Issues

It seems like almost everything is in short supply these days. Grocery stores have aisles of empty sections, new car dealerships struggle to keep their lots full and homebuilders are reporting longer wait times for materials like doors and windows.

While COVID-19 restrictions have eased, there still aren't enough workers to unload goods at ports or enough truckers to haul those products across the United States. The New York Times reported supply chain issues could continue to be a part of our lives until 2023.

What can you do to make sure your business continues to run efficiently and keep your customers happy? Here are six tips to navigate supply chain issues.

### Plan For More Problems

While there is a possibility we could see these supply chain issues disappear later this year, the fact is there is no certainty of that happening. Make sure you have a Plan B when it comes to dealing with the next round of manufacturing and supplier delays. Supply chain issues are no longer a secret, so plan for the worst and hope for the best.

### Streamline Your Products to Offset Delays

While the saying goes, "Variety is the spice of life," it's better to hyperfocus on a few products until things return to normal. If you are a restaurant owner, consider limiting your menu to include ingredients that are easier to find. If you are a retail owner, order from manufacturers that have been able to get your products without delays.

### Create Realistic Expectations With Customers

As stated earlier, supply chain issues are no secret, and consumers understand that means longer wait times for the products they want. On that note, don't make promises you won't be able to keep. Be upfront and honest with your customers about what you can and can't deliver. Nobody likes to be lied to.

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## Offer Incentives to Get Around Delays

If you run out of a product that is in high demand, consider offering a coupon or incentive that will bring people back when that item is in stock again. For example, if a digital video recorder or backup camera is out of stock, offer a buy one, get 50% off coupon. A deal will incentive a customer to come back rather than shop around.

## Invest in Technology to Counteract Issues

Zoom was the buzzword of 2020. Nearly every industry had to pivot and figure out how to communicate without meeting face to face. While face-to-face meetings are becoming more common now that more people are vaccinated against COVID-19, there are still other technology investments you can make. The goal is to automate as much as you can to free up your staff members for other things.

## Improve Your Local Network to Get Around Problems

Lastly, use any business resources that are close to home. Utilizing local resources allows you to work around import complications. Rather than sourcing ingredients for a restaurant out of state, look in your backyard to see if there are comparable options.

### About Pro-Vision

Founded in 2003, Pro-Vision is a leading video technology solutions provider trusted by thousands of organizations in 58 countries. Pro-Vision solutions include vehicle video recording systems, body-worn cameras, data management and cloud-based storage solutions. Pro-Vision's transit, law enforcement and commercial partners utilize these solutions to enhance safety, increase productivity and protect critical assets.



PRO·VISION VIDEO SYSTEMS

8625 Byron Commerce Dr. SW • Byron Center, MI 49315 • USA

p: 616.583.1520 • [marketing@provisionusa.com](mailto:marketing@provisionusa.com)