

Ahead of the Curve

SIMPLY FOR LIFE

EXAMPLES OF INNOVATION & ADAPTATION
IN SAINT JOHN AND AROUND THE WORLD



COVID-19 BUSINESS REALITY

Simply For Life (SFL), a Healthy Living company headquartered in Saint John, NB with offices across North America had to cease face-to-face client consultations, stop in-person cooking classes, and close its food markets to in-store shoppers.

INSIGHTS & ACTION

SFL moved to remote nutrition consultations and online ordering for all products in their food market. The company also offered delivery and curbside pickup. SFL took advantage of its POS called Lightspeed that provides real-time inventory updates and customer tracking to connect with customers via a newsletter and build an online portal for its food market. SFL now offers cooking classes and daily information sessions through live watch parties on Facebook, and the company's nutrition consultants are working remotely with their clients.

LESSONS LEARNED

- People will adapt to new technology and ways of communicating when the product or service being offered meets a need and the process to connect is simple. Simply For Life continued to offer an easy way for their clients to remain healthy during the crisis.
- Companies can leverage existing technology for new purposes. SFL used their POS system to provide new ways of connecting with its customers and managing its operations online.
- Building strong relationships and trust with clients goes a long way when crisis hits. SFL found their clients still wanted to support the business despite the changing environment.

RESULTS

Simply For Life kept its entire staff employed, and added more new customers than they lost.

Year-over-year food market sales were higher in March and April due to customers spending more, on average, when shopping online.

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**ECONOMIC
DEVELOPMENT**

GREATER SAINT JOHN