Playbook on Merchandising & Marketing for RCC Members



The following document has been prepared to provide members of the Retail Council of Canada a perspective on practices from retailers around the world on operating their business during the COVID-19 pandemic.

We have compiled these materials through a scan of practices observed from companies in countries that have started to emerge from the government-imposed restrictions on the essential, non-essential, and restaurant sectors.

These materials are intended to provide you with a framework for key considerations and relevant global best practices as you operate your business in today's challenging environment.

These are not intended to be legal advice or to replace local health and government guidelines. The COVID-19 crisis is rapidly evolving and there are different considerations for retailers in different regions and sub-sectors of the retail industry. Readers should consult the applicable laws & regulations, and guidelines issued by federal & provincial health and labor authorities, to make the best decisions for their respective businesses.

Where feasible, sources & links have been provided & identified but, given the rapidly changing environment, sources are not possible for all statements. Members should perform their own research before executing any measures herein.

This is a non-exhaustive document and the Retail Council of Canada is keen to solicit your feedback on additional topics that may be relevant for your business for future iterations of this playbook.