

# Megabangna Re-Opening Playbook

28 April 2020

**MEGA**  
BANGNA







# 1 We have missed you

To our valued partners,

We sincerely hope that all of you are keeping safe and well in these unprecedented times.

**First and foremost, we are all in this together.** We understand your anxieties and worries during this time. Similarly, we truly desire to serve the entire community with our full offer again.

We strongly believe that *a crisis brings out the best in us*. In that spirit, this document will give you an overall view of our re-opening plans and initiatives that ensure we hit the ground running and maximize your income and cash flow.

It's our hope that these plans will motivate and inspire you, as much as it does for us!

We look forward to you joining us on this journey as we share both our challenges and triumphs together.

Better together,  
Megabangna Management Team



A photograph of a garden path made of flat stones set in a bed of grey gravel. The path is flanked on both sides by numerous vertical poles of various colors including yellow, orange, red, blue, and light blue. The poles are of varying heights and are planted in the ground. In the background, there are trees and green foliage. A semi-transparent white rectangular box is overlaid on the center of the image, containing the text '2 Commercial Activation'.

# **2 Commercial Activation**

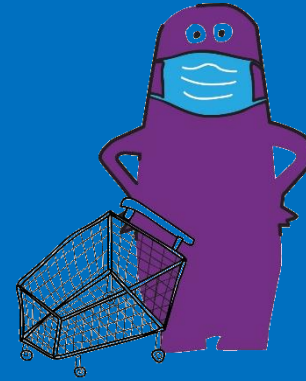
# Online Platforms for Food and Beverage Delivery



**Adopt Food Delivery Service Platform "LINE MAN" to enhance orders from Megabangna Menu, commencing 15 May 2020**

## Benefits to tenants

1. Customers can order from several outlets at Megabangna in one order.
2. Delivery fee is subsidized by Megabangna to incentivize more orders, now and then.
3. Tenant saves cost from conventional turnover %.
4. Tenant increases sales volume through an established delivery channel.
5. Tenant exposes visibility of brands and offers beyond off-line.
6. Co-Promotion opportunity to upsell your menu.



**Exploring business opportunity with Tech start-ups on Food Delivery platforms enhancing benefits to F&B tenants**

## Benefits to tenants

1. Providing choices to work with other platforms
2. Exploring to achieve minimal cost of operation and higher results
3. Sustaining in a long term to secure Thai business partners
4. Being their partner today and growing sustainably in the future

Register your interest on our programs at [marketing@mega-bangna.com](mailto:marketing@mega-bangna.com)

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# Initiatives for all businesses



We are supporting **Click & Collect** for all tenants through drive-through and **centralized pickup points** at Megabangna.

## Benefits to tenants

1. Avoid any personal contact with mass crowd, this Click and Collect Concept enable customers to collect their goods via centralised Drive-Through Service at Megabangna
2. Enhance upsell to your customers to shop more via online



Leverage from our online and instore Media to convert traffic and drive sales

## Benefits to tenants

1. Use our communication channels such as Facebook, Mobile application, and Website to be a shopping window for all customers
2. Livestreaming platforms to sell both products & services
3. Broadcasting creative pieces of social distancing communication to encourage better engagement and impression

Register your interest on our programs at [marketing@mega-bangna.com](mailto:marketing@mega-bangna.com)

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# **3 Safe Meeting Place Guidelines**





# Our Centre is **Safe & Fun** Meeting Place

Our main focus is to ensure a safe place for all of us: our customers, co-workers and tenants. To secure this we are working closely with our local authorities and implementing best practices for safety, hygiene and social distancing guidelines



You play a major role and contribute by:

- Maintaining and promoting safety and hygiene guidelines
- Implementing social distancing measures in your outlet
- Consulting and enforcing local authorities recommendations

# A fun and **SAFE** day out when we are fully back in business

To ensure we create **confidence** and provide **safe & fun visit** to our customers, we cater for heightened customer expectations and fears regarding basic needs, leading to “new normal behaviours”.

## Intensified hygiene

- Big **DEEP** clean before reopening and every week after.
- **Every Morning – 3hr cleaning procedure** to disinfect all customer touch points.
- **Every Night – 8hr cleaning procedure** to clean and sanitize all areas.

## Pre-visit

- **Temperature screening** at different checkpoints and gates
- **Hand sanitizing** before entry & through the shopping journey
- **Wearing masks** through the shopping journey

## During-visit

- **Hand free entry** into the centre and shops
- **Social distancing measures** in all areas
- **Every 30 minutes – sanitizing** customers touch points.
- **Contactless payment** in stores

## Post-visit

- **Hand sanitizing** at exit points
- Designated **used mask disposal** points

*Refer to a detailed list of actions (in Thai) in the appendix.*



# Overview of Megabangna's Social distancing comm in a **FUN** way

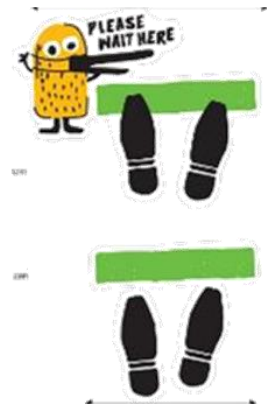
Promoting social distancing and sanitization measures in all customer touchpoints under one key visual communicating in a fun way



Social Distancing campaigning  
“ห่างกันอย่างโปร” throughout the centre



3-steps before entry



Queue line with distance



Distancing at seating



Distancing on escalators



Distancing in lift cars



Distancing in front of counters

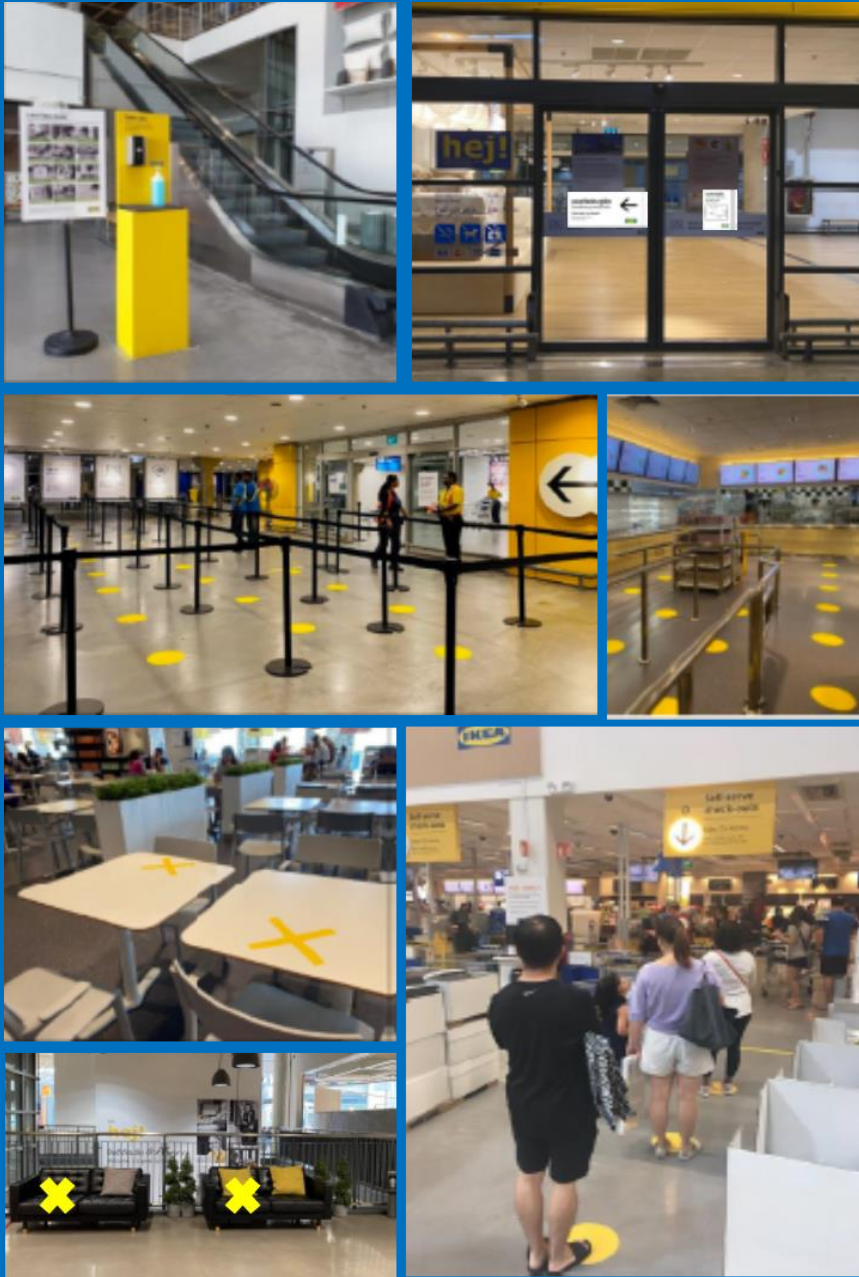


Using hand tissue instead  
of hand dryers



Enforcing mask wearing





Examples of IKEA's social distancing measures

# How you can contribute

We are requesting you to **fully comply with the authority demands and required certificates**. Here are key principles for a **Safe Meeting Place** as a guideline.

## 1. Crowd control

- Monitor and limit number of visitors / duration in your premises

## 2. Implement Social distancing measures

- Implement visual customer guidance and queue poles at key areas
- Ensure table arrangements and restaurant seating are safely spaced out

## 3. Visible hygiene & sanitization efforts

- Deep cleaning of common areas
- Additional microbial coating
- Face masks for front-liners

## 4. Temperature checks


- Staff, contractors and visitors

## 5. Customer communication in-store and online

- Social media content
- Live-streaming cleaning activities

Refer to Tenant's reopening checklist as a guidance in Appendix.





# 4 Appendix

- a) Megabangna's health safety measures
- b) Tenant's reopening checklist
- c) More inspirations

# A. Megabangna's Health Safety Measures

## Social distancing

1. **Limit the number of customers** to maintain minimum 1 meter distance or not more than 20 persons in 100 square meter.
2. Provide a traffic count system with **real-time traffic display**
3. **Control numbers of customers** to ensure demanded distance while shopping
4. **Demarcate distance** with signage in front of product displays and shelves
5. **Manage queue** in front of stores
6. Locate **mask vending machines** surrounding all entries
7. Staff wearing **masks** at all times while on duty
8. Staff with close contact to customers wearing **face shield**
9. Install **counter shield** at information counters, information counters, and reception counters
10. Install counter shield at all loading and back-of-house counters. Security personnel stationing at the counters wearing masks and face shields.
11. Conduct training for staffs to ensure knowledge and accurate implementation of all measures.
12. Omit events, live performance, or any crowd gathering activities
13. **Provide signage and communication** material to indicate social distancing in all areas.
  1. At all information, reception, and redemption counters
  2. At escalators, washrooms, and public transportation hubs
  3. In lift cars, controlling numbers of passengers
  4. At washrooms, installing high urinal and wash basin dividers
  5. At all public seatings

## Intensified Hygiene

1. Carry out **Big Clean** before reopening and every week after
2. Clean and sanitize all customer touchpoints every 30 minutes
3. Operate automatic doors at all entries to minimize hand contact
4. Place **sanitizing mats** to disinfect shoes before entries
5. **Increase cleaning frequency** for mom & baby rooms and pray room
6. **Fume life cars** with disinfectant every hour
7. **Fume common areas** with disinfectant every night
8. Clean and **sanitize** parking cards, baby trolleys, and wheelchairs **after use**
9. Spray **disinfectant on parcels** before delivering to shops
10. Clean and **sanitize vendor and contractor's passes** after use
11. **Return ID card in sealed plastic bags** for baby trolleys and wheelchair service request
12. **Inspect and/or clean air-handling units** on a daily basis
13. Provide **sufficient ventilation** in the shopping centre
14. **Separate used masks** from other wastes for appropriate disposal
15. Provide communication on **temporary service suspension aiming to contain the virus spread**
  1. Temporary closure of playgrounds in all areas
  2. Temporary suspension of kids cart service
  3. Temporary suspension of shuttle bus service
  4. Temporary shutdown of hand dryers in washrooms, replaced by hand tissues
  5. Put in place communication material at all suspension and closure points to create understanding and ensure compliance

## Proactive Screening

1. Provide **temperature checkpoints for customers** at all entries
2. **Check temperatures of all staff** before entry
3. **Enforce health declaration** of centre staff before returning to works
4. Staff showing sickness or symptoms to immediately receive **medical test and treatment**
5. Activate **planned procedures** when customers showing sickness and symptoms
6. Require customers to **wear masks** before entry and during visit at all times
7. Provide **alcohol hand gels** at all entrances and key touch points in the centre



# B. Tenant's Reopening Checklist

## Food and Beverages

- ☐ Limit the number of customers to maintain minimum 1 meter distance or not more than 20 persons in 100 square meter.
- ☐ Check temperatures of customers before entry
- ☐ Provide alcohol hand gels for customers
- ☐ Man staff to operate restaurant doors for customers to minimize hand contact
- ☐ Implement table booking system/calls to minimize onsite queue
- ☐ Manage queue with minimum 1 meter distance
- ☐ All restaurants' staff to wear masks and/or face shields while on duty
- ☐ Set up seating with minimum 1.5 meter distance with signage
- ☐ Install table shields
- ☐ At cash registers and customer service areas, install counter shields
- ☐ Implement cashless and e-payment system to minimize hand contact
- ☐ Staff with close contacts to customers wearing face shields and gloves
- ☐ Properly pack and cover supplies on tables.
- ☐ Do not leave seasoning on tables without food shield
- ☐ Consider seasoning in sachet forms.
- ☐ Provide one hot pot per person, do not allow sharing of pot.
- ☐ Store food and fresh supplies in appropriate temperature.
- ☐ Conduct Big Cleaning every week.
- ☐ For takeaways, indicate restaurant names, branch, and names of preparation/kitchen staff on the food packages.

## Fashion and Accessories

- ☐ Limit the number of customers to maintain minimum 1 meter distance or not more than 20 persons in 100 square meter.
- ☐ Check temperatures of customers before entry
- ☐ Provide alcohol hand gels for customers
- ☐ Man staff to operate shop doors for customers to minimize hand contact
- ☐ All shop staff to wear masks and/or face shields while on duty
- ☐ Implement minimum 1 meter distance along the product display and shelves with distance signage
- ☐ Manage queue with minimum 1 meter distance
- ☐ At cash registers and customer service areas, install counter shields
- ☐ Implement cashless and e-payment system to minimize hand contact
- ☐ Staff with close contacts to customers wearing face shields and gloves
- ☐ Sanitize fitting room after every use
- ☐ Separate clothing after being tried on and sanitize i.e. with UV
- ☐ For shoe fitting, provide new pair of socks for customer use.
- ☐ For accessories, sanitize goods after being tried on.
- ☐ Conduct Big Cleaning every week.

## Other stores

- ☐ Limit the number of customers to maintain minimum 1 meter distance or not more than 20 persons in 100 square meter.
- ☐ Check temperatures of customers before entry
- ☐ Provide alcohol hand gels for customers
- ☐ Man staff to operate shop doors for customers to minimize hand contact
- ☐ All shop staff to wear masks and/or face shields while on duty
- ☐ At goods shelves and booths, demarcate 1.5meter distance signage for customers.
- ☐ In case of no space in front of shops, distribute queue cards and call customers to avoid frontage queue and gathering.
- ☐ Manage queue at cash register and all customer service areas with minimum 1 meter distance
- ☐ At cash registers and customer service areas, install counter shields
- ☐ Implement cashless and e-payment system to minimize hand contact
- ☐ Staff with close contacts to customers wearing face shields and gloves
- ☐ Clean and sanitize all store equipment after use
- ☐ Sanitize goods after every product demonstration
- ☐ Conduct Big Cleaning every week.

# C. More inspirations

IKEA Bangna's in-store  
communication promoting hygiene  
and social distancing



# More inspirations

IKEA Bangna's in-store communication promoting hygiene and social distancing

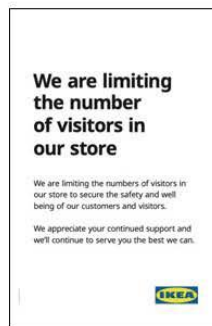
## Communication overview



Let's take care



Social distancing



Limited capacity



Entrance door sticker



Entrance door sticker : direction



Limited seat pasted on benches and chairs



Elevator door



Smaland Ball Pit Closure



Table talker



Limited capacity floor sticker  
- Drink island and pick and mix



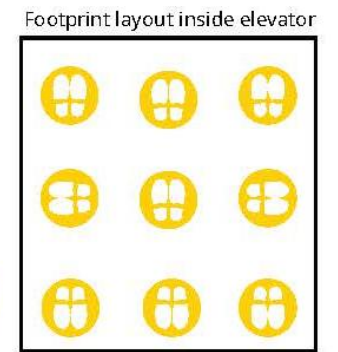
Social distance  
on table (Canteen)



Hand sanitizer



Hand washing



Footprint on floor sticker for elevator ø20cm



Dot line floor sticker ø20cm

# Customer area

## Store entrance, B1 fl.

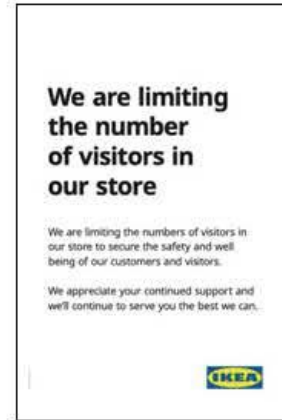
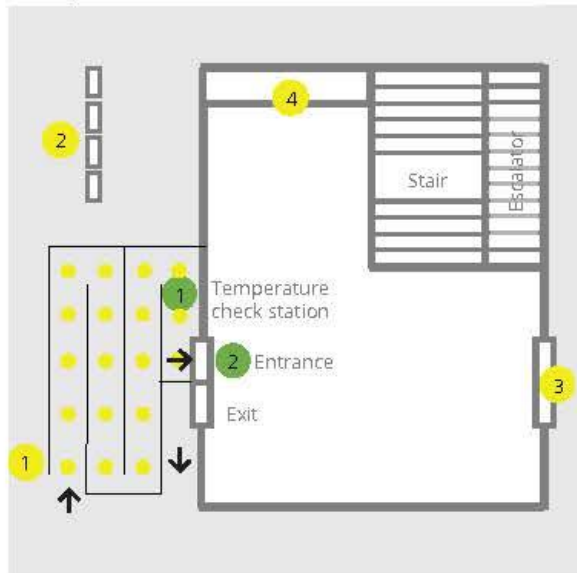
### Actions

- Queue line enter store
- Creating 1 entrance/exit line
- Temperature scanning
- Hand sanitizer station

### Communicaton

- Limiting capacity
- Social distancing
- Waiting time for queue line
- Dots queue line
- Cross on benches to secure social distancing

### Layout



1 Limiting capacity standee



2 Carpark billboard replace with how to shop :  
1. Limiting capacity 2. Social distancing  
3. Shop online 4. 365 days return policy

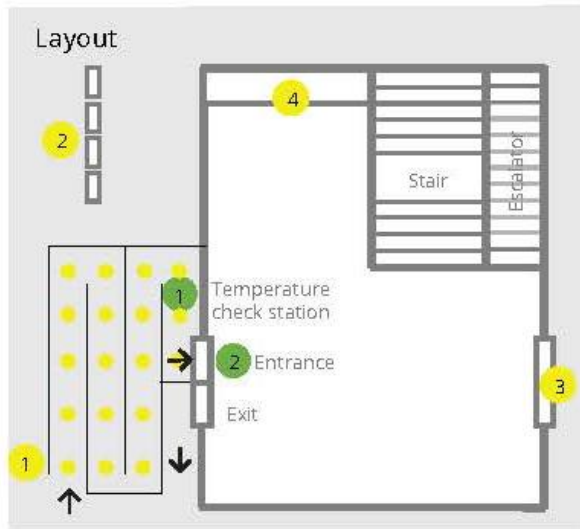


1 Queue line enter store and Temperature scanning  
2 Temperature scanning



# Customer area

## Store entrance, B1 fl.



4 Elevator door



3 Entrance door sticker



3 1 entrance/ 1 exit: Closed the door

## Store entrance, G floor

### **Actions**

- Queue line enter store
- Temperature scanning
- Hand sanitizer station

## Communication

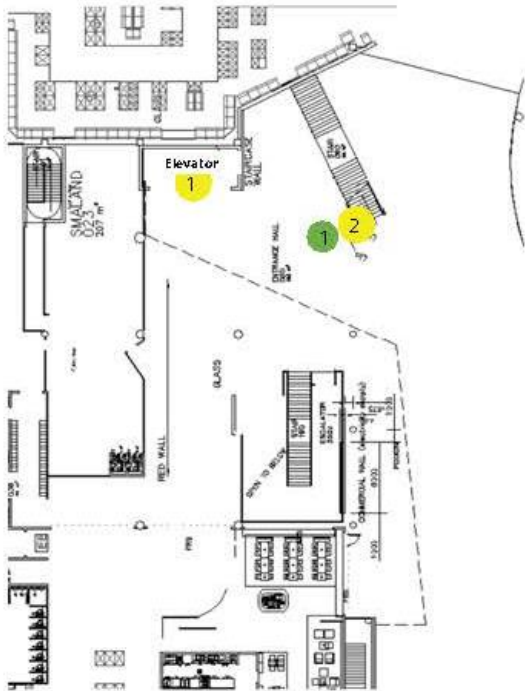
- Social distancing (on digital signage and Elevator door )



1 Elevator door



1 Footprint on floor sticker for elevator ø20cm



2 Footprint on floor sticker for elevator ø20cm



1 Temperature scanning and Hand sanitizer station



# Customer area Showroom

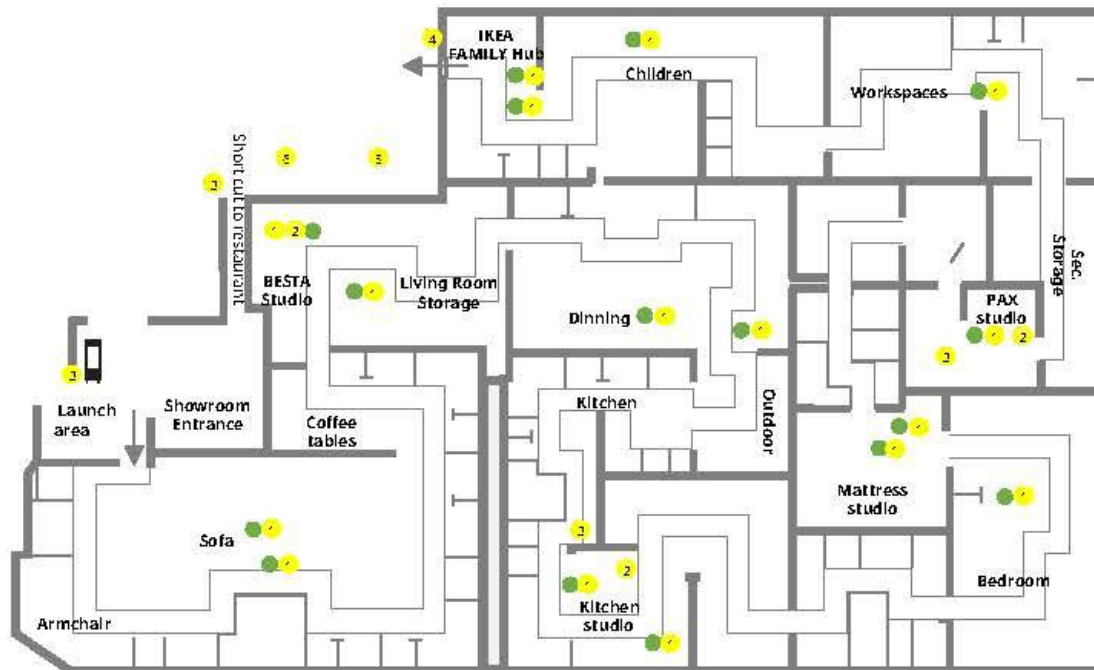
## Showroom

### Actions

- Queue line I-counter
- Limited seat at planing desk
- Hand sanitizer : IKEA FAMILY kiosk and I-counters

### Communication

- Social distancing on all digital screen and I-counter
- Dots queue line I-counter
- Cross on table and compute to secure social distancing



- Hand sanitizer
  - I-counters
  - IKEA FAMILY kiosks

- 1 Hand sanitizer Communication A4 Dot queue line I-counter



4 Dots queue line



6 Elevator door



6 Footprint on floor sticker for elevator ø20cm



Cross benches at IKEA FAMILY hub



- Hand watching communication



- Hand sanitizer with communication



# Customer area Restaurant and cafe'

## Actions

- Creating 1 entrance/exit line
- Hand sanitizer station
- Remove some tables and chairs to secure social distancing
- Co-woker give away cutlery

## Communication

- Social distancing (table talker)
- Dots queue line at the entrance and cashier
- Let's take care (table talker)
- Limiting capacity floor sticker at drink Island and sauce station
- Take away food on digital screen



Table talker



Limited capacity floor sticker at Drink island

## Play area TCB

### Actions

- Limiting capacity
- Hand sanitizer

### Communication

- Social distancing (table talker)
- Dots queue line
- Cross some table and chairs to secure social distancing



# Customer area

## SFM/ Bistro/ Ice cream shop

### Actions

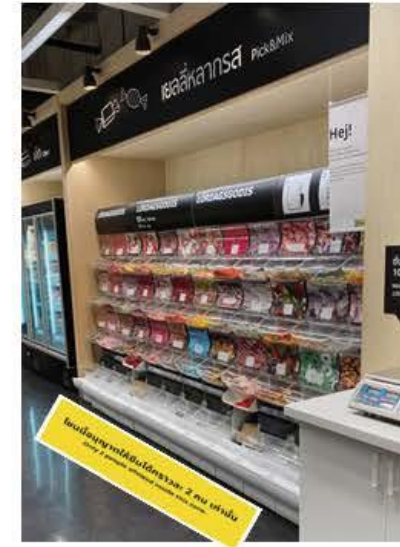
- Hand sanitizer station
- Remove some chairs to secure social distancing

### Communication

- Social distancing
- Dots queue line cashier and Ice cream machine
- Cross table and chairs to secure social distancing
- Limited capacity floor sticker at pick and mix and drink island
- Let's not linger



SFM: Dots queue line



SFM Limited capacity floor sticker



Bistro and cafe



Limited capacity floor sticker drink island



Bistro (Ice cream machine)



# Customer area

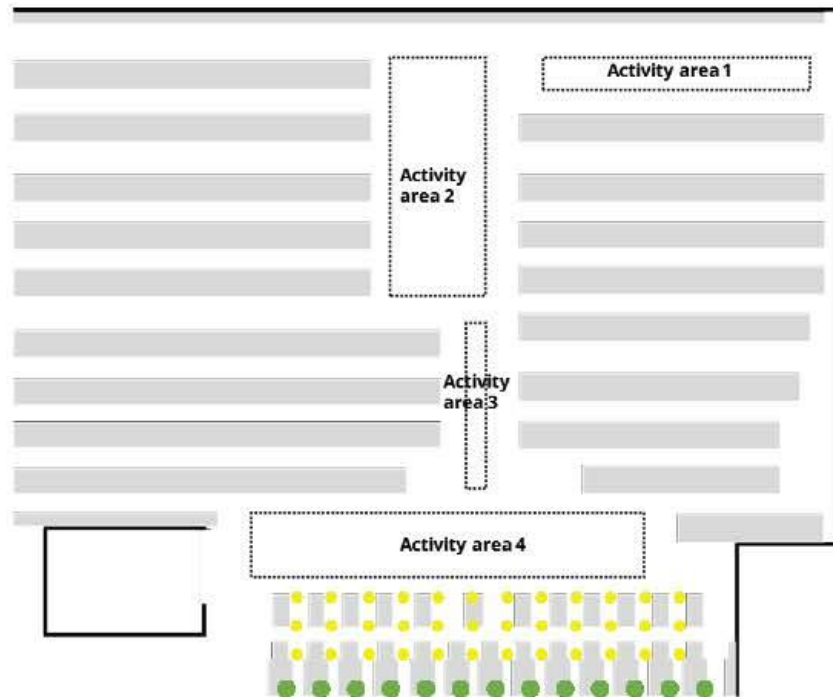
## Checkout

### Actions

- Open every other cashier
- Hand sanitizer

### Communication

- Social distancing on TV
- Dots queue line



1 Dots queue line



2 Social distancing on TV screen

# THANK YOU!

We hope these slides have encouraged you to think about more ideas and initiatives that you can implement for your business once you re-open.

We look forward to continue our partnership and sharing in our success once again!

*Disclaimers: The content of this playbook is accurate as of 28<sup>th</sup> April 2020. Any further changes to the current situation may impact the content of this document.*