

A Study on the Businesses Having Growth Opportunities During Covid-19 Pandemic

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ABSTRACT: *The world is facing the unforeseen challenges that are caused by the spread of SARS-CoV-2, the virus that causes COVID-19. The outbreak of this pandemic is affecting all segments of businesses across the world. The current paper discusses on the impact of COVID-19 on the business and the measures that are to be taken post COVID-19 for the success of the business.*

KEY WORDS: *economy downfall, COVID-19, business*

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I. INTRODUCTION

The COVID-19 outbreak is affecting the population across the world. Some of the countries have stringently implemented the measures which slowed down the spread of the virus. Some of the countries thinking whether to ease the measures, keeping the economy in the mind. WHO announced the COVID-19 as pandemic during the month of March 2020 due to which the governments, businesses, and individuals are affected without any discrimination. The situation is uncertain having an unclear ending. Human impact is already tragic and that of the companies are getting affected but having a chance to protect their employees by addressing the business challenges and risks.

II. ECONOMIC IMPACT OF PANDEMIC

Covid-19 posed many restrictions on organisations which impacted on their economy. Social distancing, reduced staff at business premises, and large scale quarantines reduced the supply and demand which created the recession. In few countries the pandemic has come in control during second quarter but still the impact on the economy lasts till the end of the third quarter.

Due to provision of work from home and measures of social distancing, the consumers stay at home. Businesses lose revenue and due lack of funds flow, they laid off workers, and cut the pay. Thus unemployment also increased. This bring down the buying behavior of the consumers and thus the demand has come down.

Thus the global economic impact is severe, similar to the global financial crisis of 2008-09. GDP of many countries has come down and the experts predicts that the recovery may happen during 2nd quarter of 2021. Experts have devised three broad economic scenarios.

- A quick recovery
- Global slowdown
- Pandemic driven recession

2.1 Quick recovery

In this scenario, as the number of positive cases are keep on growing that causes drop in the demand. This assumes that the affected younger people changes their daily habits and shift to the survival mode. They stay at home and work from home. People with daily wages like auto drivers will still go to work.

In this scenario, a model developed in partnership with Oxford Economics suggests that global GDP growth for 2020 falls from previous consensus estimates of about 2.5 percent to about 2.0 percent. The biggest factors are a fall in China's GDP from nearly 6 percent growth to about 4.7 percent; a one-percentage-point drop in GDP growth for East Asia; and drops of up to 0.5 percentage points for other large economies around the world. The US economy recovers by the end of Q1. By that point, China resumes most of its factory output; but consumer confidence there does not fully recover until end Q2. These are estimates, based on a particular scenario. They should not be considered predictions.

2.2 Global slowdown

The second scenario assumes that many of the countries will not be able to achieve the rapid control like China. The transmission high in many countries but the governments are taking strong counter measures like closing the educational institutes and restricting the public events.

The global slowdown may affect small and medium sized companies.

Developed economies will be in a better position than less developed economic countries. All the sectors may not be affected equally. As an example, the ban on international travel is affecting the airlines in the beginning of the pandemic. This affected the tourism a lot. Whereas the essentials like food and pharmaceuticals have accelerated their business. Oil and gas industries also adversely affected as oil prices stay lower than expected until third quarter.

2.3 Pandemic and recession

This scenario assumes the global slowdown, except that the assumption of virus is not seasonal (unaffected by spring in the northern hemisphere). Case growth continues throughout Q2 and Q3, potentially overwhelming healthcare systems around the world and pushing out a recovery in consumer confidence to Q3 or beyond. This scenario results in a recession, with global growth in 2020 falling to between -1.5 percent and 0.5 percent.

III. BUSINESSES WITH PROMISING GROWTH DURING PANDEMIC

The world is seeing deep fall in the economy due to the pandemic. But few of the businesses are expecting a promising growth in the future. Few of the verticals with such growth are listed below.

i. Online Education App

Due to the restrictions in travelling and maintain the social distancing, the educational institutes have started online teaching classes. Thus the online education is booming and becoming a trusted platform for learning.

ii. E-commerce Marketplace

The pandemic made the shops and malls to close down thus the brick and mortar businesses had lost the sales. But found an opportunity to expand the business online and boosting their sales. Advancement in technology made this possible.

iii. Healthcare Consultation

Consulting the medical experts online is increasing as the 'stay home' slogan is making them not to travel out of home. Online health case consultation is helpful for both the patients as well as for the medical workers. The medicos will depend upon the popular medical online apps to facilitate the patients to approach them.

iv. Grocery Delivery

The restriction for stepping out of home is forcing the consumers to get the groceries to be delivered to their homes. The regular super markets who were doing occasional home deliveries are linking up with the delivery agents and started delivering the groceries to the homes. The download of grocery delivery apps is increasing exponentially these days.

v. Medicine Delivery

Though most of the businesses are losing their sales, the pharmaceutical business is increasing its sales exponentially. The need for medicines is increasing during this pandemic. Increase of quarantining and 'stay home' principles are making the customers to order the medicines online and getting it delivered at their doorstep. The doctors are not treating minor illnesses keeping the priority to Covid-19 tests and patients. Hence the pharmacy business is trying to help and contribute to the society and increasing the home deliveries.

vi. Food Delivery

Due to restrictions during the lockdown period, many of the restaurants have shut down their businesses. The consumers who were totally depending on the small restaurants and mess have no other option than ordering the food online. Government also relaxed the restrictions on food delivery business. They can deliver food in the specified timings and they have the option of contactless delivery.

vii. Fitness & Wellness App

The gyms and health centers are forced to close as they are secondary requirements during the pandemic. The stay at home made the citizens to be most concerned on their fitness as the physical activity is reduced. The digital platforms for fitness are facing the demand and becoming boon to the people who are fitness freaks. Online fitness training apps, online meditation and yoga classes are seeing the tremendous growth.

IV. CONCLUSION

This Covid-19 pandemic has created an unprecedented time to the business world. For many businesses this is the new challenge and they are striving to improve the production as well as sales. In view of economic experts, the fall down in the world economy will continue to exist till second quarter of 2021. The organisations have to move towards the growing needs of the consumers and change their business style to survive and see the

profits. The businesses listed above are becoming the most popular and demanding businesses. One can link their businesses to one of these and find a way to grow face the economic challenges.

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