

**SHITTU TAIYE FARIDA**

**17/SMS02/060**

**ACCOUNTING (300 LEVEL)**

**COURSE TITLE: PRODUCTION MANAGEMENT (ACC 318)**

**ASSIGNMENT: EVALUATE RIGOROUSLY THE PRODUCTION/ SERVICES OPPORTUNITIES IN THIS SITUATION OF THE COVID-19 LOCKDOWN.**

The COVID-19 pandemic has brought about disruptions across the world and is fast causing an unprecedented economic crunch.

But a time of crisis can also be a time of opportunity. Although physical interactions have been halted, online connections aren't. This serves as the best time to venture into online entrepreneurship and other innovative ideas.

### **Affiliate marketing**

Affiliate marketing is the process of earning a commission by promoting a company's or other people's products online on a web page. With this type of business, you don't have to develop any products yourself, what you need is a site to sell other people's products and receive a commission for each sale you make.

### **E-commerce Store**

Online retail is a good business. An e-commerce platform is a software solution that allows businesses to create online stores. With this, you can sell products or services to people by utilizing delivery services to transport products to customers, goods like hand sanitizers, gloves, protection gears to protect people from the virus and this facilities will be in a huge demand on the e-commerce store, especially for people who can't reach them close by.

### **Delivery services**

With very minimal capital, especially if you already have a bike or vehicle, starting a delivery service is a very attainable goal.

With citizens advised to stay home because of the lockdown they still need access to essentials like food and hygiene supplies among others. This is a good time to join professional delivery services that have so far stepped up to ensure efficient supply for both businesses and households.

## **Digital marketing**

Digital marketing is vital for any business and a very vital asset for growth in this period. With less physical interactions, brands are seeking quality traffic, awareness and exposure. Now is the best time to venture into digital marketing to help businesses establish an authoritative online presence.

## **Website Creation**

Website developing involves writing web design programs in a variety of computer languages, such as HTML or JavaScript Creating. Becoming a web developer in such a crisis that is pushing most companies to become digital can be pretty lucrative, however, you will need to learn how to code. And the best part is that you're not tied down to one location hence you can work from anywhere.

## **Creation of video call apps**

With more isolating measures being announced by the day to curb the spread of covid-19, online communication is necessary to keep people connected in the face of physical isolation and brings lots of profit to the owners of this apps, cause this is one of the most popular means of communication people use to communicate and get transaction done.

## **Professional freelancer**

The present state has created opportunities for people who want to make a living freelancing in their chosen field. One can choose to venture into writing or graphic design among other fields.

## **Business consulting**

Many businesses are now operating remotely, and this being a new and abrupt arrangement, there will be need for new expertise.

A number of processes have been automated and companies are promptly seeking new methods and business models to fit the adjustment. Right from helping businesses going digital, to running marketing campaigns and giving advice on the required IT tools, as a consultant you have plenty to do. You will aid your clients with designing a business model or marketing plan and also determine which marketing techniques to use and how to use them at a time like this.

