

THE PRODUCTION OR SERVICE OPPORTUNITIES IN THIS ERA OF COVID-19 LOCKDOWN

The world is currently struggling with a pandemic that has crippled a large part of the economy and has left everyone at home for the time being, for safety purposes. Most businesses have been closed temporarily in order to prevent the spread of the virus, but the lockdown and restriction of movement has created an avenue for certain businesses to thrive.

In this era of covid-19, not many businesses can continue due to inaccessibility and restriction of movement, which is a major factor in any business. But due to the nature of the pandemic, certain businesses like the production of hand gloves, production of face masks, and production of sanitizer have recorded major boost in sales.

Hand gloves, face masks and sanitizer are important products needed to prevent people from getting infected with the virus. Before the outbreak of the pandemic, the production of these items were not as important and were mostly needed and supplied to the health care and surgical sector. They did not generate as much profit or revenue, but due to the nature of the virus, the supply and provision of these products have become a necessity.

Therefore, during this lockdown era in the world, the production and distribution of personal protection equipment, which includes the items mentioned above and also full protective gear for workers in the frontlines is a business opportunity that can thrive.

Food canteens and restaurants are also thriving business opportunities in this period, the lockdown has left every other thing in the nation second to the supply and availability of food, and more people are engaging in the supply and distribution of food stuff in order to make profit and strive during this period.

shops and outlets that sell foodstuff and consumables are legally allowed to stay open and continue their business during this period, therefore production, selling and distribution of food stuff is a business opportunity. Businesses in this same line that can thrive are eateries and the likes.

But due to the fact that not many people can easily be involved in these businesses mentioned above, an entire new world is available to them through the internet. The world wide web has made it easier and created an avenue

through which people can carry out specific businesses at home. Some of these business opportunities through the internet include:

1. Affiliate marketing
2. Ecommerce store
3. Digital marketing
4. Buying and selling of domains

AFFILIATE MARKETING:

This is a good way to make money online, it can be defined as the process of earning a commission by promoting a company or other peoples products. This business does not require an individual to develop any product, all that is needed is a site to sell other peoples products and receive commission on sales made.

DELIVERY SERVICES:

The purpose and advantage to this particular service is that even with the global lockdown, people still need access to essentials, like food supply, hygiene supply, e.t.c. therefore, this period is a good time to join professional delivery services that have made it their business to ensure that people and households get efficient supply. This is not included in the list of online services, but is also a good business opportunity during this period.

E-COMMERCE STORE:

An e-commerce platform is a software that allows businesses to create online stores, through which products and services can be provided to people by utilising delivery services to transport products to customers.

DIGITAL MARKETING:

This is vital to the growth of any business, especially during this period. Equipped with analytical business skills, a digital marketer is responsible for developing, implementing and managing marketing campaigns that promotes a companys products or services.

BUYING AND SELLING OF DOMAINS:

A domain name is basically used to identify particular web pages. Buying and selling of domains is a good way to make money during this period. Knowledge on how much to buy and sell and on trademark issues are important information needed before selling and buying can be carried out.

These and more are many business opportunities available to people from the safety of their homes during this lockdown in order to keep busy and make money, while simultaneously staying safe and protected from the virus.