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COURSE: PRODUCTION MANAGEMENT

ASSIGNMENT: IN EVERY THREATENING SITUATION, THERE IS AN INHERENT OPPORTUNITY. IN THIS ERA OF COVID-19 LOCKDOWN, EVALUATE RIGOROUSLY THE PRODUCTION/SERVICES OPPORTUNITIES IN THIS SITUATION.

For many businesses, corona virus is the toughest problem they've ever had to face. With their customers under lockdown, shops shuttered, cash flow drying up and their staff on furlough, they wonder how they are going to survive. But amid all these threats, some companies are finding ways to forge ahead. Big and small, the following firms are all taking advantages of new commercial opportunities.

- Health care centers.
- Restaurants.
- Filing stations.
- Water Corporation.
- Producing goods in relation to trend.
- Fashion Designing.
- Telecommunication.
- Stitch and story.

SERVICE OPPORTUNITIES

- Increase in social media presence.
- Focus on serving your customers through digital channels.
- Maintain and improve customer relationship.

FASHION DESIGNING: fashion businesses have faced a series of setbacks during the coronavirus pandemic. Their global supply chains were an asset in happier times, allowing them to source clothes cheaply and swiftly. But now they are stuck with orders coming from the other side of the world that will struggle to find customers.

INCREASE IN SOCIAL MEDIA PRESENCE: These days, your customers are likely checking in much more frequently on social media to get the latest updates on the virus. Whether you are posting about the product specifically or trying to offer light, positive content that will help that people's minds off the panic, it can be helpful to increase your posting frequency to ensure you are showing up in their new feeds.

FOCUS ON SERVING YOUR CUSTOMERS THROUGH DIGITAL CHANNELS: If your business has an e-commerce component, remind customers that they can still shop for their favorite items on your website. It might even help to offer a coupon or discount to encourage online shopping while your customers are staying home away.

You may already offer phone and email support to your customers, but now is the time to increase your customer service capabilities and ensure your patrons can reach you no matter where they are. Social media is a good place to start, as you can offer the option to chat via Facebook Messenger, WhatsApp, and other instant messaging platforms. You can also offer video conferencing options through Skype or Zoom, so your customers can get that “face-to-face” feel without actually being there in-person.

MAINTAIN AND IMPROVE YOUR CUSTOMER RELATIONSHIPS: Don’t despair about the current situation in the world. Consider this is an opportunity to grow your business with your current customers. This can be done by the following;

- Deliver relevant, timely content that solves customer’s immediate and long-term challenges.
- Make it easy for customers to connect with you: put an inbound customer service number in place; set up virtual meetings with an online scheduling app; prioritize online chatting with customers, and develop easy, time saving online FAQs for customers.
- Engage in your customer’s channels of preference (if they are reaching out through social media, respond to them through social media if their channel preference is email, respect and use that channel)
- Deepen the customer relationship by offering more products and services.
- Be responsive to all customers, regardless of the channel they choose (because they need to feel valued and trust you to deliver on your promise)

PRODUCING GOODS IN RELATION TO TREND: Goods produced should be in accordance to the trend in the market sector. For example; nose mask, hand sanitizer and glove for people to buy and protect themselves from contracting the disease. The ability of a manufacturing company to come up with new ideas and produce goods is another opportunity for them to increase their level of sales, increase customer rate and also increase profit level.