NAME: ONUNKWO IFUNANYACHUKWU DIVINE

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**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.

**ANSWER**

While many companies are hurting during the corona virus pandemic, businesses production/services are seeing lots of new and returning customers. While many companies are hurting during the corona virus pandemic, some businesses production/ services are seeing lots of new and returning customers. Corona virus otherwise known as the scientific or biological name COVID-19,[According to](https://www.who.int/health-topics/coronavirus) the World Health Organization (WHO), corona viruses are a family of viruses that cause illnesses ranging from the common cold to more severe diseases such as severe acute respiratory syndrome (SARS) and the Middle East respiratory syndrome (MERS).

The outbreak of Corona virus Covid-19 and its rapid spread around the world has had serious implications for the national economy. The Corona virus (COVID-19) Pandemic has hit the world economy like a ton of bricks. Several businesses across various industries have practically shutdown or only operating with a fraction of their capacities due to restrictions of movement imposed by governments around the world to curtail the spread of the virulent COVID-19. However, not every business has been negatively impacted by the global pandemic. Businesses in certain industries, production and services are actually thriving amidst the COVID-19-induced economic downturn. Changing lifestyle and business patterns occasioned by the restrictions of movement in various parts of the world means that people are now forced to spend much of their time engaged in indoor and online activities, albeit temporarily. This has opened up a window of opportunity for online-oriented businesses, production and services.

Below I’ll rigorously evaluate the opportunities of production/services during the pandemic (corona virus):

**Pharmaceuticals and Healthcare services**:

Pharmaceutical companies and healthcare services will benefit from increasing investment for the development of a vaccination for Covid-19 and as well gain more opportunities. Companies such as Johnson & Johnson are ‘repurposing’ products developed for HIV, Ebola and other epidemics while Roche Holding AG is developing a testing kit for the virus. Gilead Sciences has also enjoyed a boost in shares after announcing clinical trials for Covid-19 treatment. Meanwhile, Alpha Pro Tech Ltd. has responded to increased customer demand for face masks by increasing production. Lakeland Industries Inc., which produces protective gear, has also increased in stock market value. Despite notorious tendencies for rapid fluctuations in the stock market, the pharmaceutical industry is predicted to enjoy economic growth as a result of the corona virus.

It is no longer new that this is a boom period for businesses in the healthcare industry and its value chain. A lot of medical products and services are in high demand, such as surgical masks, hand sanitizers, disinfectants, vitamins and supplements, home healthcare and medical supplies, with many healthcare companies struggling to meet demands. Though saving lives is paramount in times like this, that has not stopped healthcare companies from smiling to the bank. In the midst of the growing corona virus threat, Nigerians have quickly focused on a new enemy: corona virus. Hand sanitizer, cleaning wipes, and other disinfectant products are more in use. The Environmental Protection Agency (EPA) released [a list](https://www.epa.gov/sites/production/files/2020-03/documents/sars-cov-2-list_03-03-2020.pdf) of antimicrobial products in early March that are effective against Covid-19, which includes Lysol, Clorox, and Purell branded items, Hand sanitizer, in all its antiseptic glory has turned into something of a holy grail product. Pharmaceutical companies and healthcare services are inevitably playing a large role in the crisis. **Clorox**is a well-known manufacturer and retailer of consumer products such as bleach and other cleaning supplies. With massive cleanups and disinfecting being ordered for premises or areas that have potentially been exposed to COVID-19, Clorox's products should be in [high demand right now](https://www.fool.com/investing/2020/03/18/these-3-stocks-have-crushed-the-coronavirus.aspx). Businesses ranging from offices to cruise ships are engaged in a massive cleaning effort to remove all potential trace of the virus from surfaces the general public might come in contact with. These practices will boost demand for Clorox's range of products, and this demand could linger on even after the virus is contained. It is likely for some time to come that people and businesses will adopt new cleaning practices in light of the disruption brought about by the crisis. Shares of pharmaceuticals and healthcare equipments have risen as much as 28.9% year to date and currently trade at a price-to-earnings multiple of around 27.3 times and provide a dividend yield of 2.4%. The health care services have been able to provide ventilators , hospital beds, Personal protective equipments (ppe) . Personal Protective Equipment (PPE) is most important in preventing transmission of the Ebola virus not only in treatment centres but also various activities, e.g. cleaning, waste management and safe burials, and community care related to the outbreak.

 The world needs pharmaceutical products as well as the aid of healthcare services, of course. For the new corona virus outbreak, in particular, we need treatments and vaccines. Dozens of companies are now vying to produce them and this has in turn created opportunities for them and created profits for them as well as providing their services to the economy at large.

**Consumer Goods and products**

Grocery stores across the world have been facing shortages as individuals flock to panic buy and stock up on items such as toilet roll, hand sanitizer, non-perishable foods such as tinned goods and pasta and even frozen food. Companies such as the Clorox Company which specializes in disinfectants and cleaning products are also witnessing a rise in consumer demand and an increase in stock market value. Despite broader trends of economic decline and global recession, certain consumer good commercial businesses are enjoying a greater share of the market at the moment**. Kimberly-** clark and its brands provide personal care, consumer tissue, and facial tissue products with a range of brands such as Kleenex, Wypall, and Scott. Due to the pandemic, the company's products should see a spike in demand as more people rush to purchase toilet paper, tissues, wet wipes, and paper towels. As more and more people hunker down in their homes to avoid exposure to the disease, they will start to hoard essentials, providing a boost in demand for Kimberly Clark's products. But for producers, it did in fact mark the perfect time to put a relatively new product on the map for newly health-conscious consumers as everyone wants to start eating healthy due to the corona virus pandemic, Routines are the hardest things for a marketer to change. But right now, everyone is changing their behavior in massive ways – including buying more of consumer goods. The silver lining for sellers of consumer goods is that people are now stuck at home with a lot of grocery products and cleaning supplies, It’s a great opportunity to give people inspiring recipes so that they appreciate the powerhouse super food now in their cupboard as well as their cleaning supplies, and when they finish the goods or products they will hopefully buy another in large quantity. Water services have been greatly implored as well as the production of food in large quantities all these consumer goods have all recorded a high rise in company sales and turnover value. Water is one thing everyone needs to stay healthy in order to have good immune systems.

**Telecommuting services**

Telecommuting can be defined as a setup where an employee works outside of a company’s central office, warehouse, plant, or store. An employee may work at home, on the road, or in a satellite location for all or part of their workweek. During the COVID-19 pandemic, many employers are now advising non-essential employees to work from home specifically. Organizations, including businesses, government agencies and religious bodies, have been forced to modify the way they operate in order to simultaneously keep their employees safe and ensure that their operations do not grind to a halt during the pandemic. More people than ever before are now working remotely. This phenomenon has elevated telecommuting platforms once considered luxuries to bare essentials of the work setting. The valuations of telecommuting companies like the video calling app Zoom have skyrocketed. The estimated net worth of Zoom’s founder, Eric Yuan, has increased by more than $4 billion since the start of the corona virus crisis. Due to the fact people won’t be able to gather or meet with one another telecommuting services have come in place Nigerians are commuting, eating, and interacting with one another differently. **Zoom Video Communications**  is a remote-conferencing services company. The company provides a cloud-based platform for video and audio conferencing. It is used by businesses to connect colleagues from disparate parts of the world and offers a smooth, seamless connection to allow discussions and meetings to take place without interruption. As many businesses have now ordered their staff to work from home to avoid being infected and as a response to government orders to self-isolate, Zoom's services should see a significant increase in demand. Before COVID-19, Zoom was already becoming popular with companies that sought a cloud-based solution to connect colleagues and co-workers based in different parts of the world. The virus outbreak has accelerated the migration to audio and video conferencing as many companies implement business continuity plans (BCP) to continue to operate during this unique situation. The pandemic corona virus (COVID-19) has in turn created massive opportunity for telecommuting services as a lot of people have adapted to the use of telecommuting product like zoom and jitsi-meet to engage in work and school activity and their services have boosted in return.

 Other telecommunication company like AIRTEL,MTN, GLO and so on would likely gain from the pandemic as well because the more people stay at home they would engage in online services which need data subscription as well as calling their loved ones.

**E-learning services**
E-learning can also be termed as a network enabled transfer of skills and knowledge, and the delivery of education is made to a large number of recipients at the same or different times. Earlier, it was not accepted wholeheartedly as it was assumed that this system lacked the human element required in learning. However, with the rapid progress in technology and the advancement in learning systems, it is now embraced by the masses. For many, this lock down is an opportunity for self-improvement. And they have seized it to develop their knowledge and expand their skill set by taking online courses in software development, cooking, makeup, fashion design, foreign languages and entrepreneurship, among others. Parents have also enrolled their children in online academic programs while waiting for schools to resume. In a matter of weeks, corona virus (COVID-19) has changed how students are educated around the world. Those changes give us a glimpse at how education could change for the better - and the worse - in the long term. E-learning tools like e-books and Kaplan have seen the pandemic as an opportunity to improve turnovers as well as market their products and distribute their services to people.

**Home entertainment and Social Media Platforms**

Social media consumption and home entertainment has risen sharply across the world since the onset of the corona virus crisis. In order to contain the virus and prevent its spread, individuals across the world have been advised to practice social distancing and self-isolation. As people are forced to stay at home, home entertainment services such as Netflix and Spotify are increasing in popularity with growth in digital content subscription amongst people all over the globe. Netflix has also announced an extension for Google Chrome known as Netflix Party, allowing people to host virtual movie nights and watch shows and films remotely with friends. Similarly, social networking apps such as Facebook, Instagram and Skype are predicted by analysts to rise in popularity as they allow people to keep in touch across the globe. The closure of public spaces including gyms has also increased the demand for fitness apps, allowing people to workout at home. Peloton, for example, which sells high-end exercise bikes and offers a streaming service, has enjoyed a rise in stock market value.  A series of high-profile companies, including Facebook, Twitter, Netflix, and Apple, has taken advantage of the pandemic and they sought out to make people entertained and engaged to social media while at home, the social media apart from keeping entertained they use this opportunity to pass information about the corona virus this in turn has increased their sale turnover. The surge in demand for home entertainment has particularly benefited one niche business in the entertainment industry: online video gaming. US telco, Verizon, revealed in a recent report that video gaming traffic on its internet network during peak hours has spiked by as much as 75% since the shutdown in the United States began, and similar figures have been reported by other sources across other gaming hubs around the world. Virtual technologies allowing people to keep entertained and remain in contact remotely are rising in popularity in response to the isolation measures that need to be taken in the wake of the pandemic. Social media platforms are taking mandatory measures to prevent misleading fake information and conspiracy theories. They are doing good than bad help to needed people. All social media helps users to overcome their isolation in the quarantine period. These companies are expected to enjoy a continued rise in stock market value.

**E-Commerce services**

E-commerce, also known as electronic commerce or internet commerce, refers to the buying and selling of goods or services using the internet, and the transfer of money and data to execute these transactions. E-commerce is often used to refer to the sale of physical products online, but it can also describe any kind of commercial transaction that is facilitated through the internet. The closure of ‘physical stores and fear of public places’ is resulting in a shift towards online retail, benefitting the e-commerce sector. Companies such as jumia and konga which offer food takeaway and delivery services, (and soon a grocery delivery service) thereby minimizing social contact, are increasing in popularity. Amazon, in particular, is enjoying increased consumer demand. Selling vital items across a variety of sectors such as food, cleaning supplies and household essentials, the company has been described as the ‘best operator and best positioned’ to cope with the current socio-economic situation and is predicted to increase its share of both general retail and online retail industries following the outbreak of the virus. The companies under this sector of delivery have a lot of deliveries to take from people as people can’t go outside and this have in turn given them the opportunity to improve their services and so much deliveries in order to get more profits.