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QUESTION;

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;

For marketers moving forward with 'business unusual' during these difficult and uncertain times, one key challenge is figuring out how to create content when production capability has been greatly affected.

The following are some production/services opportunities;

1. Delivery/Packaging services: By contacting local stores on social media, through email or phone and help them package and deliver their products
2. Face mask production: with experience in tailoring, one could venture into producing face mask for the public at reasonable prices due to the recent law by the government enforcing that all citizens 'must' wear face mask before going outside.
3. Rent Fitness equipment: as a gym owner you can rent out various equipment to clients to take home and then do virtual training sessions.
4. Cost cutter consultant: Everyone has bills. An expert can help people online by reviewing their entire credit card bill and offer to reduce all the expenses, you can agree on for a percentage of whatever you help them save. In this case it is a win for both sides.