* **NWOKEUKWU CHIKODI VICTORY**
* **17/SMS03/011**
* **BUSINESS ADMINISTRATION**
* **PRODUCTION MANAGEMENT, BUS304**
* **PROJECT: IN EVERY THREATENING SITUATION, THERE'S AN INHERENT OPPORTUNITY. EVALUATE RIGOROUSLY THE PRODUCTION/SERVICES OPPORTUNITIES IN THIS SITUATION.**

For all industries, this outbreak serves as both a crisis and an opportunity. It puts short term pressure on some industries as well as opportunities to adjust the structure of the entire industry to meet newer needs. Two major industries/sectors that are known to be thriving well during this pandemic are the production and service sector. This is evident as the following businesses are still making adequate sales and profit:

* **Healthcare and Therapeutics manufacturers:** Although saving lives is paramount to healthcare companies especially in a time like this, this hasn’t stopped them from smiling to the bank. A lot of medical products and services are in high demand, such as surgical masks, hand sanitizers, disinfectants, vitamins and supplements, ventilators, home healthcare and medical supplies, with many healthcare and therapeutic companies struggling to meet demands. This has served as an avenue to make greater profit than they used to.
* **Online grocery stores:** In response to the pandemic, the government has advised people to stay at home and maintain social distance at essential periods when they have to leave their homes. Although supermarkets are considered essential and are permitted to remain open, many consumers, especially the old-aged individuals with weaker immune systems, have decided to switch to online shopping especially for groceries in order to reduce their risk of exposure. This has boosted sales for supermarkets that have an online category especially as these individuals indulge in panic shopping. There’s even a problem of more buyers and fewer supplies in some countries. Jumia is a great example of an online store benefiting from this pandemic as they have beverages, groceries as well as other essential categories.
* **Courier pick-up and delivery service:** As the effects of this pandemic is still on the rise, individuals are taking safety precautions in order to keep themselves safe. They’ve turned to online shopping rather than physical shopping and this has given a rise to the need for courier pick-up and delivery service to help get the chosen items such as food stuffs, beverages, etc. to the customer at their doorstep. For example, in Nigeria courier services such as DHL, GIG, etc. have been thriving.
* **Telecommunication industries/services:**  Organizations have been forced to modify the way they operate in order to keep their employees safe and at the same time, carry on with their work activities. This has led to a rise in the demand for telecommuting platforms. Conversations are conducted through social media apps and meetings are conducted via video conferencing. Apps such as WhatsApp, Facebook, etc have experienced more users. The app that has majorly gained from this is the Zoom video calling app which can host up to 100 participants for free and 500 participants if the “large meeting add-on” is purchased. This is the go-to app for organizations when they need to have a video conference. The net worth of Zoom’s founder has increased by more than $4 billion since the start of the Coronavirus.
* **E-learning services:** This lockdown is an opportunity for self improvement. Many individuals have seized this opportunity to develop their knowledge and skills by taking online courses in fashion, cooking, catering, makeup, entrepreneurship, etc. Parents have also enrolled their children in online academic programs while waiting for schools to resume. Sites or companies offering this e-learning services have profited a lot from this binge patronage. Some schools have also shifted from classroom learning to online learning so as not to delay the teaching schedule. Ding talk, an office software developed by Alibaba group, is widely used by school students and has been installed 1.1billion times during this period.
* **Book production :** Government is implementing stricter social distancing rules and has asked parents to stay at home with their kids. This rule has greatly boosted the demands of the book industry as parents look for activities, books and other products to keep their children entertained and occupied while at home. This includes both academic books as well as educational novels. Some book retailers have taken this opportunity to increase their online sales by introducing free delivery services to their customers who have placed orders.
* **Sanitary paper product manufacturing:** Consumers are panic buying sanitary papers such as toilet paper and paper towels in response to the Covid-19 pandemic. As a result, sanitary paper manufacturers took the opportunity to increase their supply and boost their sales. Major brands such as ABC Tissue products, Asaleo Care Limited, etc have experienced an increase in sales as consumers continue to empty the shelves of sanitary papers.
* **Wineries, breweries and perfume manufacturers:** While the need of some products and services have fallen, the demand for other products is high and growing. Some organizations have taken advantage of this shift by deploying existing infrastructure to produce different products or offer new services.

As hand sanitizers became short in supply worldwide, companies such as LVMH(perfumes), Pernod Ricard(alcoholic beverages) have switched to producing these sanitizers within days as they have the materials and experience in doing so as it’s in the same line of work.

As devastating as this virus is, opportunities are still provided. It’s left for businesses to harness these opportunities by asking themselves “How would we do what we currently do in a different world”.