**THE PRODUCTION/SERVICE OPPORTUNITIES IN THE ERA OF COVID-19**

The pandemic which has successfully gotten everyone into their homes as a result of the lockdown issued by the federal government, has also opened and created certain production and service opportunities to citizens all over the world.

As governments make significant interventions in response to the coronavirus, businesses are rapidly adjusting to the changing needs of their people, their customers and suppliers, while navigating the financial and operational challenges.

Some of the services created as a result of this pandemic are;

E-Learning (educational services), E-transactions, Delivery services, Medical services (Companies that produced medical supplies), Social Media Marketers and Managers, Website Designers

The production opportunities;

Food production, Farmers, Face masks production, etc.

Being a medical condition, everyone expected that most of those that will be required to put in efforts especially in finding a cure to the disease or a way to prevent or manage it were those in the medical field. They as expected are the frontline gainers during this period, spending extra hours in hospitals and laboratories treating patients, studying a virus and finding solutions to this disease that has affected over 3million of the world’s population. The methods they have suggested as means to prevent one’s self from the disease has opened opportunities for both individuals and companies to benefit as well in the period of hard economic times. This piece will be discussing a few people that have benefitted in this period of economic hardship for other business.

As mentioned earlier, those in the medical field, though having to work more have benefited a lot from this condition. As individuals and as companies. The first group of people that will be discussed in this group are companies that are involved in the production of oxygen and ventilators. Ventilators are sophisticated pumps – they control the oxygen and air flow from the patient’s lungs, supporting them while they cannot do their work. Corona Virus being a respiratory disease causes difficulty in breathing for people with extreme cases or those with underlying heart defects. This is the main reason why ventilators are now being required in high amounts. The pump is being connected to an oxygen tank and thus an increase in its demand meant an increase in the demand for oxygen too. When the virus broke out at a high rate in most European countries and the need for more ventilators increased, countries contracted firms to produce these pumps. And these companies needing oxygen to complete their pump set had to contract companies who produce it to help them with it. The demand for ventilators increased with increasing number of severe cases and pushed companies who were not even in the line of producing such products to start doing it, so as to meet up with its demand. Regulations that covered companies that were involved in the production of oxygen and ventilators had to be amended to allow for a larger and less restricted production of these products. Companies who produced in smaller quantities increased their production sized so as to meet demand. Another equipment that has had a high demand were infrared thermometers. This was because governments in many nations required this to be available in places where a large number of people visited like malls, organizations and offices. Temperature is one of the symptoms of the virus, so finding out the temperatures of individuals before they enter such places was necessary to avoid the spread of the virus.

Sanitizers and facemasks have been recommended for the prevention of this disease. So was the habit of hand washing with soap. This increased the demand for these products. These products are being produced by both individuals and companies as they can easily be manufactured. Most countries have asked for surgical mask to be used only by medical personals. This has pushed many individuals to produce face masks made with cotton materials to be able to meet the demand for it. Sanitizers have also been produced by individuals with alcohol, aloe vera and any essential oil. At the onset of the virus, the cost of facemask and sanitizers in most countries increased. So the fact that more people are producing forced a reduction in the price of these products while also increasing the amount of this product available to meet the demand for it. The demand for soaps also increased. This was so especially in malls and stalls which were still open. Governments in most countries made these a requirement at these places so as to avoid the spread of the virus. So these companies had to enforce washing of hands at entrances and use of sanitizers.

Individuals and business had to sell their products during the period of total lockdowns. This increased the demand for some certain services like those of web designers, social media marketers and managers and delivery companies. The demand for e-commerce websites increased during this period. So individuals who were into web-designing were in high demand and benefitted a lot from the lockdown as their services were in high demand to build e-commerce sites for individuals and businesses who needed a way to sell their products without having to go to the market. To get their sites and products to reach as many people as necessary, these businesses and individuals resorted to social media for this. The had to not just join social media platforms but also run ads on these platforms. This required social media marketers and managers. People to manage these social media pages and also market them. This required paid ads and the use of influencers on these platforms. When clients make purchases, these products need to be sent to them. This is where delivery companies became necessary. Most of them had permits to move around during these periods and so took up the responsibilities of delivering products from business and individuals to clients.

Therefore, in this threatening situation (era of COVID-19 Lockdown) there are lots of inherent production/services opportunities that will help everyone live life in a very comfortable way and it will also help with the economy of the states.