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**BUS 304**

**PRODUCTION MANAGEMENT ASSIGNMENT**

**Assignment 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.**

Production is the process of turning raw materials into finished products in form of goods or services to meet customer needs. All jobs which aim at satisfying wants count as production.

The spread of Coronavirus pandemic has affected almost every continent and country. While it has created a great panic amongst the people, the world has seen a sudden unfolding of several events, which were beyond imaginations so far. With the daily increase in the number of positive cases of COVID- 19, now more and more people have confined themselves to four walls.

As the situation doesn’t seem to be improving very soon, every section of the society is enforced to look for an alternate option to run their day to day operations. And the business world is not an exception. But thankfully, technology has turned out to be a great savior for many industries. The announcements of health regulators to maintain social distancing made customers stay in. Amidst all the chaos caused by the pandemic, there is still a ray of hope for the business world. Yes, there is a way out which not only helps entrepreneurs stand in solidarity but also run their business more efficiently. It is about taking your offline business online. While this will add ease to your customers’ lives, you will be able to serve them right at their doorstep.

Despite the crisis impact, the mobile app spending is expected to double by 2024. Moreover, downloads will reach 183.7 billion, i.e. 9% more from the forecast made before COVID-19. If you have been running an offline business or you had some plans to go digital, this is the best time to start

1.Pickup & Delivery: With all types of businesses finding ways to reach their customers doorstep, delivery solutions are becoming a life-savior. And for this reason, delivery services have observed a surge in their business amid the coronavirus crisis. This situation has caused panic in many households as the virus can easily be transmitted and that no cure has been found for it since it came up about half a year ago. No customer would see the need to make any unnecessary movements to risk contacting the virus and putting their lives and those of their loved ones at stake.

Regardless of the business size & type, there is a need for a robust delivery management solution.

2.Online Education App: Educational institutions around the world are forced to shut down and shift to online learning programmes. This crisis has definitely triggered an online boom for education industry. As per the stats, education app downloads spiked in March, 2020, increasing nearly 300%. While it is helping to cope with the current emergency, it is also preparing the world for the next future. It is a great idea to build your trusted platform for learning.

3.Medicine Delivery: At this moment, pharmaceutical businesses have a very important role to play. People quarantining themselves find it difficult to reach medical stores. Not only those affected by the virus, but others who are dealing with minor or major health issues, are failing to get medicines on time. Hence, it becomes the responsibility of pharmacy businesses to contribute in the fight against Coronavirus. With a right technological partner by your side, you can switch to an online medicine delivery business in just a few weeks.

4.Food Delivery: Several restaurants had to shut down operations after the government ordered an enforced lockdown. Waiting for the situation to get back to normal doesn’t seem like a good option for them. But switching to online delivery sounds certainly perfect. As per The Guardian, food delivery services thrive, as consumers opt to stay in to avoid the spread of contagious diseases. Launch your branded food delivery app to enable your customers order food online and delight them with contactless deliveries.

5.Hand sanitizer: The covid-19 pandemic is one of the key factors driving the market growth for hand sanitizers as it has caused worldwide supply shortage due to a sudden surge in demand for it by the general public. The pandemic has incerased the awareness of hygiene standards among customers which is a major factor driving the growth of the market Nowadays manufactures are introducing hand sanitizers in innovative packaging such as tubes, sprays, pumps and pocket-sized squeeze bottles which has made the product more appealing and user friendly.

REFRENCES

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2.IMARC Group 2020, *Hand Sanitizer Market Business Opportunity 2020-2025 ¦ Industry Outlook, Size, Share, Price Trends, Growth, Sales Statistics, Top Manufacturers and Forecast,* MarketWatch, Inc*.,* viewed 6 May 2020, <https://[www.marketwatch.com](http://www.marketwatch.com)/press-release/hand-sanitizer-market-business-opportunity-2020-2025-industry-outlook-size-share-price-trends-growth-sales-statistics-top-manufacturers-and-forecast-2020-04-07?mod=mw\_quote\_news>.