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Production/Services opportunities in this Era of COVID 19 Lockdown

HEALTHCARE: During this pandemic period, there is a massive increase in opportunities for people in the health care industry. 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.

Aside from the production part of healthcare industry, the doctors and nurses in this field have participated majorly in this fight against COVID 19. The government has been forced to develop this part of the economy and reevaluate the industry so as to be able to provide reliefs to these doctors and put in place incentives to be able to motivate more healthcare workers to join in the fight against COVID 19. It is safe to say that the medical profession is of utmost priority during this pandemic.

SOCIAL MEDIA: Social media consumption has risen sharply across the world since the onset of the corona virus crisis. As people scramble to work and socialize remotely, social platforms such as Zoom, Jitsi, Whatsapp and even the Houseparty app, are suddenly supporting millions of personal and corporate interactions every minute. Other ore informal social media sites have experienced an even greater login because people have been forced to stay at home and now turn to these applications as a source of entertainment and gather information about the current state of the nation through videos that are posted online and Broadcast messages that circulate around social media.

TELECOMMUTING: Organizations, including businesses, government agencies and religious bodies, have been forced to modify the way they operate in order to keep their employees safe and ensure that their operations do not come to a halt during

the pandemic. More people than ever before are now working remotely. This pandemic period has elevated telecommuting platforms by a great percentage. While stock markets have crashed and sent shares of travel and logistics companies like Uber and Lyft to a downward spiral, the valuations of telecommuting companies like the video calling app Zoom have skyrocketed.

GAMING: The entertainment industry generally is among the worst-hit industries in the corona virus crisis, but the surge in demand for home entertainment has particularly benefited one area of business in the entertainment industry which is online video gaming.

E-LEARNING: 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 some schools in itself have organized online learning platforms so as not to complete their ongoing curriculum.

EXERCISE AND FITNESS EQUIPMENTS/SERVICES: Due to the lockdown and the close down of gyms, many individuals are turning to physical fitness equipments and more people are enrolling in online fitness classes as we have all been advised by the medical health professionals to keep fit in order build the immune system and help in the fight against corona virus personally. Athletes have been made to stay at home and training centers are no more available for their daily compulsory training. These athletes have also joined in the mass purchase of fitness equipment to install in their homes.

DOORSTEP DELIVERY SERVICES: People can no longer step out to purchase the goods of their choice so they rely on doorstep delivery services for these things to be made available to them. Delivery services have been considered as an essential service by the government and hence their movement is not restricted. The demand for deliveries around the world has surged massively as this is seem to be the only way we can have access to essential products during this lockdown.

SOAP AND DISINFECTANT PRODUCTION SEVICES: It is the direction of the world health organization to wash our hands, sanitize and disinfect surfaces at all times to stop the spread of COVID 19. This has caused a great traffic in the demand of these products. Suppliers are even trying to keep up with the surging demand. Other production businesses which are not profitable during this period have switched to the production of soap and sanitizers in order to keep afloat.

TELECOMMUNICATION COMPANIES: Network providers such as MTN, GLO, Airtel and others have recorded an increase in market because they provide the data and airtime one will use indulge in mobile and online services such as delivery calls, video conferencing , downloading of apps and movies e.t.c. their services are essential and one will still buy regardless the rate at which they choose to provide it to their users, be it cheaper or more expensive.