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**LEVEL:300**

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**COURSE CODE: EMS3O2**

**QUESTION**

**IN NOT LESS THAN 1500 WORDS, EXPLAIN THE IMPACT OF THE PANDEMIC COVID-19 ON E-COMMERCE**

**DEFINITION OF E-COMMERCE**

E-commerce is the buying and selling of product through the use of internet. Most businesses are into e-commerce (i.e displaying products on social media for people to see and purchase or place order).There is no business now-a-days that is not involved in e-commerce.

**THE IMPACT OF THE PANDEMIC ON E-COMMERCE**

**NEGATIVE IMPACT**

The impact of covid-19 on e-commerce is so bad that so many non-food business sellers are incurring great loss and customers as the level of sales keep dropping. when companies display their products on internet for consumers to see and buy, the turn out of the number of people that will place their order will be so low as that will cause the sales level to reduce drastically, in other words the growth of the business will be at a very slow and minimal rate.

In continuation on the impact of this pandemic, businesses and companies that do not engage in online trading(e-commerce) have experienced a big blow as this pandemic has made them change /divert rapidly to online trading which they have not being doing, as compared to how they have being operating in time past which was going well for them.

Further more, due to the negative impact of this pandemic it has taken a lot of people out of jobs has employers of labour are not able to pay all their workers and the salary paid to employees has been cut down greatly. The money businesses generate in this period of pandemic is so low that nothing is left to use for investment after deducting necessary expenses e.g tax, payment of salaries, payment to suppliers. This period has also made the price of goods to be doubled, especially necessities like food and water as consumers have to pay so much to buy small quantity of goods they need.

Also, businesses who are not into selling of food stuff cannot keep up with advertising their products and services on internet because the money being realised is not enough to pay for online advertisement and the level of sale is at a low rate.

Another impact of this pandemic on e-commerce is that it has made the sale of goods and service limited as only people who are around those companies are able to purchase goods and enjoy the services of those companies which has also made many companies to lose lot of their loyal customers as consumers purchase the products they need in markets that are close to them.

This pandemic has also brought about an extremely large increase in the rate at which people place order for food online thereby making a massive slowdown in meeting up with delivery, while some orders have to be cancelled due to the difficulty in meeting up with delivery.

Another negative impact is the reduction at the level of restocking goods, for example a company or business that deals in selling of drinks, when they go out of stock it is difficult for them to restock because they are unable to import goods from the country they buy goods from ( i.e causing trade barriers between countries),which has also affected the supply chain of goods for businesses to sell.

Also, this pandemic has made businesses that deals in sale of perishable good to experience delay in the sale of perishable goods, example tomato, pepper etc.

Furthermore, due to this pandemic the health sector is currently experiencing issues in selling out medications to patients who are in need of medical attention because they are running out of medications and are unable to get more medications from their suppliers to restock their hospitals so there are forced to make order from alternative distributors of medications which has also made them to adopt selling of medications using e-commerce which they are not use to in order to continue to operate effectively and has brought about a great change in the way they operate, an example hospitals facing this challenge are in the US because the lock down there is really strict.

**POSITIVE IMPACT**

The fact that this pandemic has a negative impact on e-commerce there are also a few positive impact. One of them is massive increase in the sale of food, as people are trying to avoid crowded areas they also need to buy food, so they place order making the sales level of food stuff raise above normal. Due to this food sellers are currently experiencing high volume of sales and increase in the level of profit. Despite the fact that price of food has doubled itself people still buy food because they need to eat to stay strong and healthy in this period.

Also, the period of pandemic has brought about a business opportunity for people to make money even though they are out of job which is face mask and hand sanitizer. people who have ventured into the business of using face mask as fashion are making lots of money as people purchase it to cover their nose and mouth to avoid being infected.

Another positive impact of this pandemic is that food seller companies that does not engage in online trading are being forced to start trading online because there is a rapid increase in the rate at which people buy food.

Further more, there has being and increase in the level of people reading and buying books online to help improve their knowledge educationally, people do not go to stores much to buy books to use for academic purpose especially people studying at higher levels like post graduate and masters student .

Also, this pandemic has made managers of various companies to restructure the future plans of their company. it has also made companies that are not flexible in terms of taking decision to amend and become flexible to move along with the changes occurring in the market environment so as not to be out of business.

This pandemic has also made people know the importance of e-commerce, appreciate and value it. before now most people prefer to go buy goods themselves because they feel that when their order comes it might not be want they ordered for, but due to this pandemic it has opened the eyes and mind of thousands and millions of people to know the usefulness on online trading and the benefits attached.

This has also enlighten people who are into business but are not engaging in online trading that e-commerce is the fastest growing medium of buying and selling of goods, which will help them to start making preparation and put machineries in place to enable them move in the same pace as the market environment is moving and also take their employees to train more and acquire skills in that aspect in order to switch with ease to e-commerce.

In continuation, this pandemic has also given businesses and others that are yet to start up that trading online is a very important and highly rated way of boosting the level of sales, because the direction things are going there will come a time that no one will have to leave their comfort zone to get what they need, what will happen is that people will place order online from the company they want to buy from and in few minutes their order would have arrived.