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Question: in every threatening situation, there is an inherent opportunity. In this era of covid-19 lockdown, evaluate rigorously the production/service opportunities in this situation.

COVID-19 the main propeller for new growth in some sectors and reviving dormant potential in others. Even the judiciary system in China is going online – filings and hearings are increasingly digitized, which could enhance the speed of executing work and get rid of some of the backlog. In the realm of productivity, we have seen a strong rise in cloud services for collaboration, solutions to minimize paperwork and physical contact, reimbursement apps and digital solutions for accounting, and the growth of contact-less devices for an infinite number of environments.

Opportunities in the production of; (production sector)

Hand sanitizers and face masks;

The demand for hand sanitizers has been steady for the past two months since the outbreak of the virus in China, but a sudden spike in demand was observed in recent days as the cases surged in the U.S., Italy, UK and other countries.

As the virus has began to spread widely across the globe, people have started to “panic-buy” hand sanitizers as a preventive measure. The U.S. Centers for Disease Control and Prevention “lists alcohol-based hand sanitizer (with an alcohol content above 60 percent) as a tool in preventing the virus spread, but says that washing with soap and water is a better defense.

Hand glove;

The World wide impact of the covid 19 impact has placed increased demand on personal protective equipment (PPE). Many news reports have focused on N95 respiratory face masks shortages, but other PPE sectors have been impacted so well. Several factors are contributing to an eventual global shortage that needs to be addressed .

Many PPE sectors, such as coveralls and face masks, can increase production with relative ease, in a short period of time, as they require minor capital investments and have few regulatory requirements. In constrast, single use gloves require significant capital investment and EPA regulatory approvals to increase production.

Disinfectant;

Recently some companies engage in the production of disinfectant achieved record sales growth in the first quarter and predict a stronger than expected performance in 2020 as customers stocked up on lysol disinfectant, Mucinex cough syrup ahead of the corona virus lockdown.

Inherent opportunities in the following services sector during the Covid-19 Lock down are;

- ❖ **Healthcare:** It is no longer new that this is a boom period for businesses in the healthcare industry and its value chain. 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, that has not stopped healthcare companies from smiling to the bank.
- ❖ **Social Media:** Social media consumption has risen sharply across the world since the onset of the coronavirus crisis. According to a survey by the London-based market research firm, Kantar, in 30 economies between March 14 and 24, instant messaging giant, WhatsApp, has seen a 40% increase in usage due to the COVID-19 pandemic. Similarly, social networking platform Facebook has witnessed a 37% bump in usage since the crisis began.
- ❖ **Telecommuting:** Organizations, including businesses, government agencies and religious bodies, have been forced to modify the way they operate in order to simultaneously keep their employees safe and ensure that their operations do not grind to a halt during the pandemic. More people than ever before are now working remotely. This phenomenon has elevated telecommuting platforms once considered luxuries to bare essentials of the work setting.

While stock markets have crashed and sent shares of travel and logistics companies like Uber and Lyft plummeting, the valuations of telecommuting companies like the video calling app Zoom have skyrocketed. The estimated net worth of Zoom's founder, Eric Yuan, has increased by more than \$4 billion since the start of the coronavirus crisis.

- ❖ **Gaming:** The entertainment industry generally is among the worst-hit industries in the coronavirus crisis. Movie studios have suspended production, sporting events have been cancelled, cinemas are shut.

But the surge in demand for home entertainment has particularly benefited one niche business in the entertainment industry: online video gaming. US telco, Verizon, revealed in a recent report that video gaming traffic on its internet network during peak hours has spiked by as much as 75% since the shutdown in the United States began, and similar figures have been reported by other sources across other gaming hubs around the world.

- ❖ **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 waiting for schools to resume.

In all, apart from businesses in the healthcare industry, the biggest winners are online-based and oriented businesses. A key takeaway for entrepreneurs during this economic gloom and doom should be the need to embrace the digital economy.

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Opportunities in some other service sector

Food – fresh groceries and meat, cold storage, high quality foreign food and beverage, cooking appliances.

Entertainment – gaming industry, new ways of disseminating content and promoting small businesses, online cooking classes, and virtual visits to landmarks.

Education, sports, and well-being – virtual classrooms, online fitness classes.

Services industry – contact-less systems, enhanced delivery services, remote banking services.

Healthcare and health technology – pharmaceuticals, supplements, medical devices, personal protective equipment (PPE), telemedicine, smart hospitals and online consultations, digital medical assistants, apps and mini-apps, self-diagnosing medical devices.

Electrical appliances – dishwashers and washing machines, sterilization machines, sweeping robots.
Office cost reduction opportunities – office rent is expensive and flexible work arrangements are yet to be explored in their full functional scope. This will open up opportunities across multiple and linked sectors, such as office space redesign, building remote work systems, software platforms, and

cloud-based services – all of which will likely see significant gains once the world economy goes into post-COVID-19 recovery mode and employers keep their office space costs in check in case their staff will need to work from other locations.