

Sorting out Business – Earn a Living During the Coronavirus Pandemic

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ABSTRACT

Every people choose how to open their business nowadays. Now most of in the world feels the impact of Covid – 19. Most of the company in the world they were fired a hundred until a thousand workers per day to make their company continue and escape from bankrupt. The income they got was lower than before Covid – 19. After they got fired from their company most of them to choose the alternate job like they work part time or they start small business for example food. In pandemic like this people choose to start food business because they will get more income than they choose another business. They can pay the tax every year and they only think about their business to make their business great and have a progress each year. But sometimes we can see another worker who they would not have a chance to have another job because they lack of knowledge or they do not have much money to start their small business. That is why they choose to idleness or we can say unemployment because they do not want to have another job or they want to have another job but the job of they want already got a limit so, they only have to wait to open recruitment.

Keywords: business during Covid – 19, business stands still during Covid – 19, impacts and respond the impact during Covid – 19.

A. INTRODUCTION

In this world business it's like heart of the nations. It means without business the economics in the world will be down and also people will be suffering of everything. Now we have pandemic like Covid – 19 and people in the world suffer. Also, this pandemic makes the company trouble. So, government should have an idea to manage the economic of their nations. Today government in the world adopts new rules and they apply "New Normal" to make people easy going and do not fear about the pandemic. But, some people seems to scared to go out from their house and make their business are not good enough than before. Therefore, during Covid – 19 most of the business got shut down as their loan from the bank to much.

B. METHOD

I. Business Avoid During Pandemic Covid – 19

To protect our business in the midst of the coronavirus outbreak, we need to be willing to take some precautionary measures. Protecting our business during this pandemic means much more than giving your business a good scrubbing. It also means preparing our business for the worst and keeping our stuff well-informed.

There are six tips to keep our business healthy as horse during the Covid – 19 outbreak such as:

1. Create A Plan

As coronavirus spreads, more businesses are putting safeguards in place to protect their companies and employees. A key precaution many business owners are taking includes creating or revamping an emergency preparedness plan. An emergency plan not only outlines what steps your company plans on taking if an outbreak impacts your business. It also lays out what measures you're taking to protect your employees and business before disaster strikes. Be sure to include the following information in your plan:

- a. Steps you're taking to protect employees
- b. What to do if an outbreak occurs at your business
- c. How employees can contact you in case of emergency
- d. What will happen to business operations if your business is infected

2. Establish A Work from Home Policy, If Possible

If you don't have a work from home policy or plan, now is the best time to add one. With coronavirus in every state, business is finding alternative work arrangements to keep employees from coming into the office and avoiding contact. Depending on your industry and business, you may not be able to give employees the luxury of working from home. Maybe you don't have or can't afford additional equipment. Or, maybe employees need to interact with customers face-to-face as part of their positions (e.g., nursing). If it all possible, consider establishing a work from home policy. Include things like employee eligibility, remote procedures, and guidelines. Also include rules for temporary remote work in your policy.

II. Inform Managers About Updates

No one likes being left out of the loop, especially when something like the coronavirus strikes. When it comes to protecting our business, you must communicate with your managers and keep them up-to-date. To keep your business safe during the virus's outbreak, you have to do your research. Check the **CDC's website** every day for more information about the outbreak and do not forget to check your state and local news for details about the spread and regulations pertaining to coronavirus. After that relay that information to managers and supervisors as soon as possible. That way, they are up to speed about the situation and where your business stands.

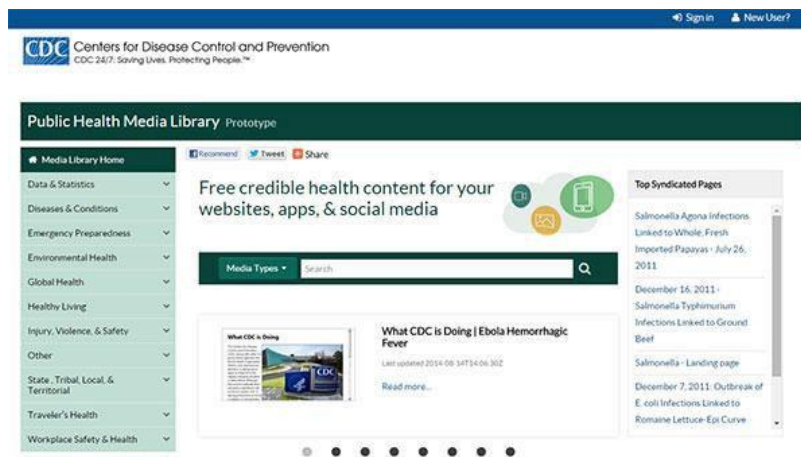


Figure 1. CDC Website

(Source: Centers for Disease Control and Prevention from www.cdc.gov)

1. Keep Your Employees Posted

Just like managers and supervisors, you absolutely need to keep your employees posted too. To communicate coronavirus-related news to your employees, you can send out memos or emails or have mandatory company meeting such as video chat. We are taking the coronavirus spread very seriously and keeping our employees up-to-date as much as we possibly can. Currently, we try to send out an email update or message to our team at least once per day to communicate coronavirus to employees and what precautions we're taking to keep them safe. Filling in your staff not only allows you to keep them posted about your policies, but it also helps reduce workplace panic. The more your employees know, the better.

2. Reevaluate Your Cleaning Procedures

Think about how you can improve your cleaning procedures to protect your business. To ensure your business is squeaky clean, consider doing some or all of the following:

- a. Ramp up how often your business is cleaned
- b. Stock up the workplace with coronavirus fighting soap, disinfectants, and hand sanitizer
- c. Ask employees to disinfect their desks daily
- d. Request that sick employees do not come into the office
- e. Encourage employees to wash their hands more

Keeping your workplace as clean as a whistle will give employees some peace of mind knowing that they're working in a safe environment. Not to mention, employees will appreciate your extra effort to ensure that they stay healthy.

3. Take Advantage of Federal Relief

The coronavirus is making a huge dent in the business world and economy. But, there's no need to panic because small business relief is on the way. The government is scrambling to pass legislation to help small business and individuals negatively impacted by the virus. This includes things like:

- a. Low-interest federal disaster loans
- b. An employer tax credit
- c. Federal income tax deferment

If your business is struggling to gather funds to cover business expense due to the coronavirus outbreak, you're not out of luck. The government will be providing millions of dollars in funds for low-interest federal disaster loans, backed by the Small Business Administration (SBA). Business can apply for an Economic Injury Disaster Loan to help cover expense that companies can't afford due to the virus. This includes payroll expenses, accounts payable, and fixed debts. In additions to low-interest SBA loans, the government is offsetting mandatory paid sick and paid leave cost for employers with employer tax credit, equal to a hundred percent of the benefits doled out.



Figure 2. SBA

(Source: SBA Disaster Assistance Loans from <https://www.sba.gov>)

III. Implications For Business During Covid – 19

The abrupt halt of global travel during the Covid – 19 crisis, aside from delaying personal trips and vacations, has had a major impact on businesses across sectors. Companies with workforces used to frequent travel—along with the airlines and hotels that depend on revenue from that travel have been particularly affected. As companies continue to enforce travel restrictions and workers resort to virtual meetings, travel-industry players are looking to rebound from the crisis, but it may be years long road to recovery. Our latest shows that, historically, business travel rebounds from crises at a slower pace than leisure travel (exhibit). As outbreaks in some regions stabilize and travel resumes, travel providers can work to accommodate changing needs and in turn boost customer confidence.

Our research this week explores how business operations may change as the travel industry and other sectors reimagine the next normal in a world of physical distancing and evolving consumer behaviors. For operationally intensive sectors, our analysis suggests that the covid – 19 crisis has accelerated automation and digitization. Upskilling and reskilling the workforce will become even more of a priority. For consumer goods leaders, reshaping the sales

function and fostering collaboration between retailers and manufacturers will be critical.

IV. Business During Coronavirus Gets Profit

Today's most of people think to survive from the bottleneck during coronavirus. Therefore, they are focus how to manage their business. In this pandemic there are six things that are booming in sales from other country:

1. Bicycle and Exercise Gear

Whether for exercise or for a safer means of travel, bicycle sales are speeding up. Meanwhile, the London Cycle Workshop is twice as busy as normal, servicing older bikes for customer trying to avoid public transport or "just looking for something to do". There is someone reporting a rise in sales exercise bikes and says that people who are not able to get out still want to exercise indoors.

2. Outdoor and Indoor Games

Games supplier says his entire stocks of outdoor table tennis tables is sold and a delivery due this week is pre-sold. Orders took off when the government said schools would have to close. So that's why that supplier whose business Home Leisure Direct is based just outside Bristol, has sold an "awful lot" of pool tables as well. There are five hundred pool table stocks has halved to two hundred fifty.

3. Home and Garden Items

The seller which sells a wide range of plant seeds, says he had to stop taking orders after a rush for staples including carrots, lettuce, beans, and tomatoes. For some buyers there is a worry about fresh vegetables running short, but the seller says many are just looking for an activity. Many seller who sells many things they are open the website temporarily and said that people are panic buying because the vegetables we are plants is more fresh.

4. Reading matter

Another pursuit that's popular with people who have time on their hands right now is settling down with a good book. And perhaps surprisingly, fictional accounts of epidemics are in great demand. At number two in Amazon UK's chart of most sold books of the week is *The Eyes of Darkness* by Dean Koontz. Although it was written in 1981, it describes a virus called Wuhan-400, in what appears to be an uncanny prediction of the coronavirus. Another novel that is selling well is *The Plague* by French author Albert Camus. UK publisher Penguin says its sales in the last week of February were one hundred fifty percent up on last year and it is reprinting the book. Its sales have also risen sharply in France and Italy.

5. Electrical Goods

As supermarket bosses have been telling us, there is collectively £1bn more worth of food in our houses than before the stockpiling rush started. But where does it all go? You have to have somewhere to store it. As a result, freezers and

fridges have zoomed up the list of products people are searching for on online marketplaces. There is a rush for laptops as well, also for office equipment, because many are finding that slouching on the sofa is not the best way to work. Dixons Carphone said it had seen very good sales of equipment for home working (laptops, printers), for home entertainment (TVs, gaming consoles) and for home living (fridges, freezers, kitchen appliances), with same store sales up 23%.

6. Coffee

Selling an exotic coffee from an industrial unit is having to take one more staff to cope because demand has doubled. In new normal like this coffee is like our part of daily life. When we want go to work we need coffee to get some energy and also during pandemic like this many coffee it can't open like usually do but, we can still get the income from coffee when open in the morning.

V. The Impact Of Business During Covid – 19

There are many businesses to get the impact during Covid – 19. The government wants to make the business would not shut down during Covid – 19 but, the reality many businesses got broke and their business got shut down. Business impacts during coronavirus pandemic:

1. Impact on Strategy

Today's CEOs are faced with overwhelming, competing challenges and uncharted waters as they continue to navigate the impacts of the Covid – 19 pandemic. Many organizations are already taking "no regret" actions to emerge from the pandemic stronger. These leaders are facing the crisis with a spirit of reinvention—accelerating digital transformation, establishing variable cost structures, and implementing agile operations. But in recent weeks, the landscape has changed, with the pandemic continuing to peak in some markets and returning in others. Amidst this uncertainty, the steps for reopening and reinvention remain unchanged, but companies must now consider how the pandemic's progress, strength or recurrence in different geographies is impacting their recovery strategies. Companies must outmaneuver uncertainty by course correcting, again and again as circumstances change. This requires them to reassess assumptions, re-evaluate scenarios and strengthen their ability to sense and respond.

2. Impact on Customers

The coronavirus outbreak has forced companies to re-evaluate how contact centres are leveraged, how employees deliver relevant customer experiences, where they work, and how digital channels can be used to support business continuity through the crisis and beyond. The global Covid – 19 pandemic has forever changed our experiences as customers, employees, citizens, humans, our attitudes and behaviors are changing as a result. The crisis is fundamentally changing how and what consumers buy and is accelerating immense structural changes in the consumer goods industry. Once the immediate threat of the virus has passed, companies will need to consider the impact of these changes on the way we design,

communicate, build and run the experiences that people need and want. With these emerging new behaviors, organizations have an opportunity to accelerate the pivot to digital commerce, by expanding existing offerings and creating new lines of service, like the retailers rallying to provide “contactless” delivery and curbside pick-up services for consumers. This acceleration will force organizations to reimagine their digital strategies to capture new marketplace opportunities and digital customer segments.

3. Impact on Workforce

Organizations globally are experiencing unprecedented workforce disruption. Virtually all companies are still determining how we will work in the short- and long-term, as workforces and communities try to function and perform, while struggling to cope with what is happening in their daily lives. CHROs across industries are rising to the challenge, helping people and organizations navigate massive workforce shifts, such as the urgent need to shift to a remote workforce to protect and empower employees, serve customers and to establish business continuity. For example, the now critical need for virtual care messaging and visits in healthcare. CHROs’ expertise in developing agile workforce strategies is critical to keeping the global economy viable and helping people and their families survive financially now and in the future. Opportunities are emerging as companies and industries work together to keep people working. For example, Accenture has partnered with CHROs of leading companies to create People + Work Connect, an analytics-based platform that facilitates continued employment. People, organizations and communities need fit-for-purpose plans today that can evolve as the global health and economic environment changes. Businesses, governments, citizens, and non-profits all play critical roles in establishing a human-centered, systems-minded approach that promotes shared workforce resilience.



Figure 3. SBA
(Source: CHRO from <https://www.accenture.com>)

4. Impact on Operations

With the Covid - 19 crisis, fundamental changes in consumer behavior, supply chains, and routes to market are knocking companies off balance. Responding to the pandemic has underscored the need for leaders to accelerate the adoption of agile ways of working and value chain transformation to help outmaneuver uncertainty. Becoming an Intelligent Enterprise means shifting from top-down decision-making, empowering teams guided by purpose, driven by data, powered by technology and enabled by cloud for faster speed to market. It calls for razing rigid structures and creating a porous organization with modules that plug and play. The Intelligent Enterprise is capable of dynamic self-management and continual adaptation. It is built for agility, resiliency and growth. Adopting a distributed global services model can also help large organizations across industries—from oil and gas to communications and media—to diffuse enterprise risk. Automating routine tasks with human machine models, where everyone is a knowledge worker, can also help to serve businesses now, and to position them for growth post Covid - 19. And now, more than ever, the supply chain is critical. Companies need to develop a rapid response to address current disruptions and to repurpose and reshape supply chains for the future by increasing both resilience and responsibility.

5. Impact on Finance

In the face of the Covid – 19 crisis, leaders have had to act quickly to optimize their company’s resilience—rebalancing for risk and liquidity, while assessing opportunities for growth coming out of the downturn. Current and future viability depend on swift C-suite action, including near-term actions for stability and strategic moves that will create new futures for companies and industries. Immediate action is needed to address short-term liquidity challenges, but also to solve for costs and profitability and generate funding to invest in new opportunities, including M&A. many CEOs are faced with plummeting sales and revenue and increased costs. Interventions to adapt may require investment key technologies, processes and people. For some liquidity has become a matter of survival. Actions taken now can have an immediate impact on the survival of the company, how quickly it rebounds from the global downturn, and its financial health and sustainability going forward.

6. Impact on Technology

Even before Covid – 19, many organizations faced considerable IT challenges. Now, Covid – 19 is pushing companies to rapidly operate in new ways and IT is being tested as never before. As businesses juggle a range of new systems priorities and challenges— business continuity risks, sudden changes in volume, real-time decision-making, workforce productivity, security risks—leaders must act quickly to address immediate systems resilience issues and lay a foundation for the future. Leaders in the chemicals industry, for example, are recognizing resilience as a key success factor. Once we reach the other side of this pandemic, it will be important to establish long-term strategies for greater resilience and to apply lessons learned from the

experience to create a systems and talent roadmap that better prepares your company for future disruptions.

7. Impact on Industries

All industries have been impacted by the Covid – 19 crisis, with varying degrees of severity. Some have stronger defenses, while others will struggle to return to a constantly shifting “normal”. Consumer demand patterns are shifting, global supply chains are disrupted and remain under pressure, and different regions, markets and governments are responding uniquely to the Covid – 19 crisis.

Companies must continuously adapt to new and uncertain market conditions. Informed by daily conversations with our clients, we offer industry-specific advice on what leaders should consider doing now and next.

VI. Responding To The Potential Business Impacts Of Covid – 19

Covid – 19 can cause potentially significant people, social, and economic implications for organizations. The Covid – 19 outbreaks had been declared a public health emergency of international concern by the World Health Organization, causing a huge impact on people’s lives, families, and communities. As the international response continues to develop, we know that organisations across the Middle East are facing several potentially significant challenges which they need to respond to rapidly. Across the PwC network, we are working closely with organisations globally to help them in preparing and responding, sharing our experience having worked with companies, governments, regulators, NGOs and international organisations around the world to respond to some of the most high- profile outbreaks (including Ebola, MERS, SARS and bird flu). Our global crisis center is currently working with a range of organisations across industries. Key concerns that are emerging include:

1. Crisis Planning

From our experience, a strongly developed crisis response capability is required to ensure the efficient management of incidents in order to minimize associated negative impacts, meet government priorities around maintenance and confidence, and to ensure the continued delivery of critical national infrastructure. Many organisations have these plans in place for the workplace and supply chain but COVID-19 has already unveiled flaws in some. Given the unknown variables surrounding the outbreak, it is important to review crisis and business continuity plans, develop different scenarios and put them to the test.

2. Effective Communication

We are already starting to see mixed messaging on preventing the spread of the virus via the media and negativity across the general public towards others who are wrongly believed to have contracted the virus is becoming a regular news item. Proactive communication for all stakeholder groups, based on factual information, is essential to manage public perception of the

outbreak, minimize misinformation and associated panic, and reduce the detrimental impact on the economy and individuals.

3. Workforce

Whilst the priority remains human welfare, we are hearing about other employee challenges. Examples include establishing the tax position of people who are moving between countries on an emergency basis, through to companies having to plan on putting production lines on pause due to supply chain issues, with the associated potential impact of asking employees to temporarily stop work.

4. Supply Chain

Where clients are reliant on supply chains in affected areas, rapidly depleting stock levels are becoming a significant risk and clients are working through strategies for alternative sourcing. In certain cases, clients are showing signs of distress and stakeholders (e.g. lenders) are concerned about the future viability of the business. We are discussing different potential scenarios and what these mean for their operations, for example, as cases of viral transmission emerge in different territories.

5. Focus on Information

From our experience with working with various organisations during the Ebola and MERS outbreaks, the lack of complete and accurate information was preventing well-considered decisions being made regarding the resources needed to control the outbreak and treat infected individuals. Capturing the correct information and verifying its reliability is vital. Reliable information underpins both crisis planning and response and allows organisations to make informed decisions.

C. CONCLUSION

Many things will be happened in the future during coronavirus. But we know the business will not shut down if we have good strategy during Covid – 19 and know how to manage the business. Many people fear if the coronavirus can't be cure and the economics of nations are not stable like before. If the coronavirus continues to the next year, the government must think about their nations to escape the recession or crisis economic until we find the vaccine to get publish in the world.

Therefore, we need to make more plan to survive our business and avoid from bankrupt. We should not loan the bank if we can't to pay it. We should save our money do not buy something that is not needed. If we still have business, we need to keep our business and make the profit every day to continue living during pandemic like coronavirus.

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