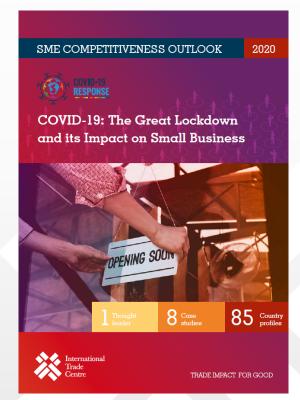
COVID-19: The Great Lockdown and its Impact on Small Business

Some effects on the international trade & MSMEs

- Merchandise trade drops sharply
- Strong impact on textiles and Travel & Tourism
- Shifting consumer behavior
- Supply chains transmit effects of shutdowns globally (25% reduction)
- Temporary export and import measures
- Different gender, different impact
- Shutdown risk higher for smaller and youth-led firms



https://www.intracen.org/SMEOutlook/



Building business models that foster:

- 1. Resilience,
- 2. Inclusiveness
- 3. Sustainability and
- 4. Ride the digital wave.



https://www.intracen.org/covid19/15-Points-Action-Plan/



Digitalization

Social distancing has changed consumer behaviour and digital channels are now essential for customer and supplier engagement going forward.

Product-based businesses began to offer their entire product portfolio online,

E-commerce is accelerating and will remain after the crisis.

Digital facilities will no longer be optional: consumers, clients, business partners and workers will come to expect them as a matter of a course.

E-Payments will be the norm.

Digital has become the engine of the global economy via:

Social Media Marketing

 Facebook, Instagram, Twitter, LinkedIn, WhatsApp, Google Ads, YouTube

Digital Content Creation

Corporate Website

Digital Analytics





Access to new markets – Global reach
Cost and time saving (physical, time & space limitations, Advertising and Promotion).
Faster communication between
Minimizing supply chains, transport obstacles, and delivery costs.
Information at your financial

Opportunities