# **Summery**

**What was the similarities between all the companies in the 2020-2021 period?**

The main similarities between the companies that did not make it are the fact that those companies either had a boss that was not ICT savvy and did not know how to save his company or that specific type of business was already struggling before the pandemic.

The companies that are fine and that are still operational today all have a boss or supervisor that knows what he/she is doing and can adapt and change his way of doing things in order to save the business, they all had connection to their customers, they had a way of supplying their buyers with the goods that they required and they moved everything online so that it would be easier to work from home.

**What was the biggest threat/difficulty that the companies experienced?**

## The Conundrum of ‘Essential Goods’

The guidelines, based on the primary distinction of essential and non-essential goods and services, have allowed all the activities relating to essential goods and services and prohibited all the activities which are specifically not allowed. However, as the term “essential goods” has not been defined, the broadly worded guidelines, resulted in a [confusion](https://www.thequint.com/coronavirus/faq/what-are-essential-goods-can-i-go-out-to-buy-sanitary-pads) over the scope of “essential goods”.

## Supply Chain and Movement of Personnel Adding to Woes

Another widely reported concern is regarding the movement of workers/personnel. The incident commanders have been empowered to issue passes for enabling essential movements in their respective jurisdictions.

## Communication Gaps

Corporations in states like Jharkhand, Uttarakhand and Himachal Pradesh are facing difficulties due to lack of a uniform mechanism of web-portals for guidelines and notifications. The problem increases manifold where access to notifications by the Municipal/Taluka level administration becomes difficult.

## The Way Forward

The period of lockdown has certainly been a difficult time for the corporate sector given the challenges highlighted above as well as employment-related issues while maintaining themselves.

Even now with the new guidelines for lockdown 4.0, where the economy is looking to open and live with COVID-19, it is quite uncertain as to how many months it will take to rebound the revenues pre-COVID-19 era. Clearly businesses cannot simply wake up and start functioning.

Category: Costs

**What did it cost to keep these companies open and online during this period?**

A food distributor has paid $20 million for testing and plexiglass. T-Mobile US Inc. has spent $50 million on extra cleaning and safety gear. Walmart Inc. WMT -0.64% and three other big retail chains have put more than $3 billion into higher salaries, benefits and other Covid-19 measures.

Staying open during the pandemic wasn’t cheap. Big companies say they spent anywhere from hundreds of thousands to almost a billion dollars in Covid-19-related costs. Some say they expect the costs to keep rising in coming quarters, even as they face uncertain demand from consumers.

**Is it worth making the changes to the way the company operates/do the companies make a profit or loss?**

In addition to its impact on public health, coronavirus disease 2019 (COVID-19) has caused a major economic shock. In this paper, we explore the impact of COVID-19 on the small business landscape in the United States, focusing on three questions. First, how did small businesses adjust to the economic disruptions resulting from COVID-19? Second, how long did businesses expect the crisis to last, and how do expectations affect their decisions? Third, how might alternative policy proposals impact business and employment resilience?

To explore, we surveyed more than 5,800 small businesses that are members of Alignable, a network of 4.6 million small businesses. The survey was conducted between March 28 and April 4, 2020. The timing of the survey allows us to understand expectations of business owners at a critical point in time when both the progression of COVID-19 and the government’s response were quite uncertain.

The results suggest that the pandemic had already caused massive dislocation among small businesses just several weeks after its onset and prior to the availability of government aid through the Coronavirus Aid, Relief, and Economic Security (CARES) Act. Across the full sample, 43% of businesses had temporarily closed, and nearly all of these closures were due to COVID-19. Respondents that had temporarily closed largely pointed to reductions in demand and employee health concerns as the reasons for closure, with disruptions in the supply chain being less of a factor. On average, the businesses reported having reduced their active employment by 39% since January. The decline was particularly sharp in the Mid-Atlantic region (which includes New York City), where 54% of firms were closed and employment was down by 47%. Impacts also varied across industries, with retail, arts and entertainment, personal services, food services, and hospitality businesses all reporting employment declines exceeding 50%; in contrast, finance, professional services, and real estate-related businesses experienced less disruption, as these industries were better able to move to remote production.

**What is the Biggest cost for these companies?**

**The new workplace**

Though the full lockdowns are gradually being released, we will still need to maintain social distancing in the short- to medium-term to control the spread of coronavirus. We may see the adoption of temperature checks or thermal imaging cameras in the entrance foyer of larger office blocks to send-home anyone showing signs of fever ([**although there are doubts over the actual effectiveness of such screening technology**](https://www.bbc.co.uk/news/health-52940951)). And workplaces previously using hot-desking will likely need to reconsider their arrangements. Bustling offices with multiple people using the same desk space would be hotbeds for transmission. Many businesses may also need to stagger work-shifts so that offices and factories don’t become too crowded and workers can safely maintain distancing. [**This is likely to cause a reduction of rush hour traffic**](https://www.bbc.com/future/article/20200429-are-we-witnessing-the-death-of-the-car), with commuters no longer needing to all travel to and from work at the same time.

Even so, whilst social-distancing measures remain it’s likely that [**public transport such as buses, trains and tubes will be down to as low as 15% capacity**](https://www.bbc.co.uk/news/uk-england-london-52579871). If even a small fraction of these displaced commuters have to resort to using cars, the traffic congestion in most major cities is about to get a lot worse. Several cities have imposed schemes to encourage people to instead [**walk or cycle to work**](https://www.bbc.co.uk/news/uk-53105020), and road space is already being reassigned – at least temporarily – to additional bike lanes and widening pavements. Electric scooters, currently banned in the UK, may also be legalised. ([***Read more about our collective love-hate relationship with electric scooters – and how sustainable they really are – here***](https://www.bbc.com/future/article/20200608-how-sustainable-are-electric-scooters)). This would all have a notable benefit of improving the environment, and greener commutes would keep us healthier in the coming months as well.

But of course, this would only be for the days when you actually need to go into the office, and what we are likely to see continuing after the pandemic is many more office staff working from home. Such a system has demonstrably worked during lockdown, and so managers can no longer rely on the traditional arguments against allowing people to work from home. This could in turn lead to a shift in expectations and workplace culture, where employees are valued on how well they meet their deliverable targets on time, not how many hours they sit behind their desk in the office. [**So flexitime is likely to become much more common, and perhaps even the disappearance of the 9-5 altogether**](https://www.bbc.com/worklife/article/20200312-coronavirus-covid-19-update-work-from-home-in-a-pandemic).

International lockdown and the effective suspension of civic and commercial activity across entire countries has thrust up a mirror on how our economic, social and political systems operate and forced the beginnings of a global conversation on how they may need to change. Covid-19 has revealed the shaky foundations on which much of what we take for granted in the developed world is built, from the intricately interwoven nature of globalised supply chains and manufacturing infrastructure to the [**just-in-time deliveries to supermarkets**](http://www.bbc.com/future/bespoke/follow-the-food/the-pandemic-threatening-bananas.html), as well as stark contrasts between nationalised healthcare systems and those financed by private insurance.

It’s likely that all of us experienced the imposition of lockdown as a shock to the system, whether it made us feel lonely or listless or anxious [**or driven to distraction by the family constantly under each other’s heels**](https://www.bbc.com/future/article/20200414-how-to-maintain-relationships-in-self-isolation), or all of the above, all at the same time. As individuals, we've had to make changes – both big and small – to our everyday lives.

But while physically distanced, the internet and social media have allowed us to reach into each other’s homes over the past weeks. Social relationships for many seem not to have suffered. They have also allowed us to explore hobbies and interests we might never have had before – [**like the people turning to social media to solve real-life mysteries from their homes**](https://www.bbc.com/future/article/20200612-how-to-help-the-world-during-lockdown).

While being enormously disruptive and painful, crises also invariably nurture the emergence of great common purpose, solidarity, creativity, and improvisation. And social media has opened little windows into how everybody else has responded and found their own coping mechanisms. Shortages of commonplace items, or difficulties in getting out to the shops or securing a delivery slot, or perhaps just that many of us have more time on our hands these days, has unlocked an inner creativity and resourcefulness that can be shared widely online.

This has manifested itself in different ways. Many of us are now taking a lot more time and consideration over cooking. Not just picking up a microwave dinner from the mini-supermarket on the way back from the office, but actually cooking for ourselves – carefully choosing a recipe, chopping and stirring ingredients, grinding spices – taking delight in the process of making a meal.

On an even more fundamental level, others have been experimenting with creating and maintaining a sourdough starter culture – of playing primitive microbiologist to select the right combination of microorganisms that can perform a miraculous transformation for you: taking nothing more than basic flour and water and turning it into a risen loaf in the oven.  A lot more people are also turning their hand to growing some fruit and vegetables for themselves in the back garden, or even just a few herbs in a small box on an urban windowsill. Parents have become embroiled in any number of different arts or crafts or maker projects, while home-schooling their children.

Many of us, in our own small ways, have become reconnected with something that is increasingly lost in hectic modern life – of making and doing things from scratch for ourselves, and realising how deeply satisfying and fulfilling that can be.

One of the main catalysts for this is the number of companies switching to working from home en masse and the number of people out of work because their shops or workplaces have closed – if only temporarily. Those people who might continue to benefit from the additional time they have at home will be those whose working lifestyles change irreversibly. This is likely to favour office workers over service industry workers, which means not everyone will see these time benefits equally in the future.