***Business Case Discussion: Choose a current event or issue in your community and discuss the business implications.***

***Propose a solution that incorporates business principles or practices. The review panel will look for creativity, drawing connections, and originality. Please limit this response to approximately 500 words.***

It haunts me how many of my favorite childhood street food vendors closed down during the pandemic with the reason of not receiving help from the government. I dove in to see whether this was true. Out of all five places I visited, a common mole showed: poor financial literacy and abysmal money management. All of them still used cash as their primary transaction tool and stored them in drawers, leaving a big room for human errors to happen; their financial books were tragically disorganized, suggesting there weren’t rigid systems in place. All of these holes were exposed during the pandemic with a lowering sales ratio minimizing their income to cover up expenses.

With the digital world being more integrated and accessible to everyone’s daily lives, I thought that the solution had to be digital.

The first problem, not receiving help from the government, presented a communication problem. Governments are already providing programs, but these sellers aren’t aware of them. Basic yet crucial things like business registration and tax deadlines don’t slip their mind. Little do they know that missing one tax deadline could mount more and more unexpected and unwanted expenses. There is no bridge between them and the government. I thought it would be incredibly helpful to have a simple application, accessible and easy-to-use, to enlighten these businesses surrounding legalization, the logistics they need, and other sorts of government contact.

For example, the app would constantly remind them of tax deadlines, how to pay them, where to pay them, and other technicalities surrounding the specific problem. It would also send notifications regarding new government programs and funding, making these sellers aware of such aid. Increasing their awareness of these things are extremely important as these are the aspects that can make or break their businesses.

The second issue is a fundamental problem on money management. With many undetected expenses from production to logistics, combined with decreasing sales, street food sellers are in a flustering financial condition.

The keyword here is detection; each and every transaction needs to be tracked. So, still using the app, it would be helpful to include a section where they can input their income and expenses on a regular basis, be it weekly or monthly. The app would also have a simple way of detecting warnings about the business, such as mounting debt. This way the sellers have a much clearer vision of where their business is at, which in turn will prove to be key for future development.

Using this do-it-all app, I feel that it will plant and develop professional business tendencies within these sellers. However, mind that the key for this solution to work is simplicity and effectiveness. The app needs to be simple enough to be used by these less digitally literate people, yet effective in helping these businesses survive such dynamic conditions. Though it might seem like an expensive solution at first, I think the benefits from this app will pay off in the long haul.

