

Description

- Annual Strategy implemented in 2020 to manage the Business Impact due to Covid.

Challenges

- 2020 was the most unprecedented year, hence there were no past trends to plan and strategize.
- Even after making a concrete plan, there was an extensive drop in the revenue from April till September.

Solutions

- I developed business plan specifically relevant for current times and evolved it based on the changing environment.
- We continued the engagement with all clients across the year.

Success Story

- We managed to have no revenue decline from 2019 to 2020 when digital advertising spends across industry declined by 7% to 15%.

My Contribution

- I created a detailed the Business strategy to deal with the impact on revenue in 2020 due COVID.

Situation

- India reported the first confirmed case of the coronavirus infection on **30 January 2020**.
- The global stock exchange started seeing the red light from November 2019 as China was struggling with Covid.
- On 23 March 2020, the Government of India ordered a nationwide lockdown for 21 days, limiting movement of the entire 1.3 billion population of India.
- 2020 was the most unprecedented year in any business. By start of March, the revenue impact started being visible.