

Impact Of Covid-19 On Retail Business

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Abstract - Changes in the external environment surrounding the retail industry have significantly altered conventional wisdom and may result in the creation of a new structure and circumstances which will have a wide range of implications for politics, the economy, and our lifestyles, as well as the digital technologies that support them. Essential retail businesses that handle food and daily essentials received a business continuity request from the government after the Indian government announced a lockdown in the country in 2019-2020 and 2020-2021, while many other retail businesses were forced to close. The economic effects have been so severe that some predict it will take two years to recover.

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INTRODUCTION

The retail industry has been hit particularly hard since the government ordered people to quarantine themselves, substantially limiting face-to-face service in stores. As customers, our lifestyles have also been forced to adapt substantially. Because many preferred to stay at home rather than go to the store, online shopping became very popular among individuals who had never used it before. And, as a result of the shift in work styles brought on by people being obliged to work from home, life via online channels has become the norm. The digital technology that supports the online lifestyle has been popular for some time, but since the outbreak of the epidemic, its expansion has increased dramatically.

Changes in the external environment surrounding the retail industry have significantly altered conventional wisdom and may result in the creation of a new structure and circumstances which will have a wide range of implications for politics, the economy, and our lifestyles, as well as the digital technologies that support them. Essential retail businesses that handle food and daily essentials received a business continuity request from the government after the Indian government announced a lockdown in the country in 2019-2020 and 2020-2021, while many other retail businesses were forced to close. The economic effects have been so severe that some predict it will take two years to recover.

IMPACT OF COVID – 19 ON RETAIL BUSINESS:

While many stores have been forced to reduce their employment as a result of the pandemic, others are hiring more employees to satisfy rising consumer demand. Governments, retail trade groups, and even huge firms are striving to lower transaction costs and speed up the reallocation process by establishing online platforms for jobs in critical industries (including retail).

During a pandemic, many shops, particularly small and medium-sized businesses, lack the capacity or knowledge to take essential health and safety procedures. Retail employers, employees, and customers will be less uncertain if realistic information is provided for vital retail stores.

1. **Creating a New Business Model That Caters to New-Normal Customers:** Physical retailers' significance will become obvious. They will become a part of the customer buying process. Buy online; pick up in store (BOPIS) is becoming increasingly popular at fast food restaurants and cafes. Dark establishments dedicated solely to online supermarkets, and so on. With the restrictions of traditional sales methods gone, it is vital to envision and create the overall customer purchase flow line, including the purchasing flow in physical establishments.
2. **Developing Stores that Cater to Different Lifestyles:** When opening new stores, it is vital to incorporate new operating policies that match the layout and operation to new lifestyles, in addition to assessing the implements and consumables used in traditional stores, as well as the consumers and operational flow lines. Flow lines that provide and ensure social separation between customers, as well as precautions to prevent droplet contamination around cash registers, must be addressed while building the new layout. To implement these types of procedures, headquarters must first visualize present store conditions and identify current concerns.
3. **Establishing Headquarters Operations To Ensure that Corporate Operations Do Not Devolve, Even In the Event Of An Emergency:** Many organizations are functioning in a reduced mode, only around 70% as active as usual, as a result of the current remote work style, which is supposed to be fairly short-term. This circumstance pushes them to make up for labour capacity limitations. This necessitates a shift away from a culture of sheer manpower and "human wave" techniques, as well as paper-based work styles they're being pushed to increase operational efficiency and adopt more digital work practices. This necessitates a shift in supervisory and headquarters operations so that they can help the shop even in an emergency.
4. **Business continuity plans are being reexamined with the participation of business partners:** Product suppliers are the only legitimate business partners for retail enterprises that require company continuity as a lifeline. A retail

corporation must cooperate closely with its suppliers in the case of an emergency to fulfil the function of delivering the things that society requires. At this point in the COVID-19 epidemic, the most important thing is to look at the occurrences and respond to them from the perspective of the supply chain's flow of commodities and information. The outcomes should then be used as inputs in future planning.

In the country, e-commerce is steadily growing. Customers have an ever-increasing variety of things to choose from at reasonable prices.

E-commerce is causing the most significant change in the retail business, and this trend is expected to continue in the next years. Retailers should take advantage of digital retail channels (E-commerce) to save money on real estate while reaching out to more customers in tier II and tier III cities. Nonetheless, the industry's long-term prospects are promising, thanks to rising affluence, favorable demographics, international player entry, and increasing urbanization.

CONCLUSION

Governments must assist the retail industry in weathering the three shocks it faces: a demand shock, a supply shock, and a productivity shock, in order to enable otherwise healthy enterprises survive the current crisis and protect jobs. In the short term, it is vital to support retail businesses in the same way that other businesses are supported. However, the unique characteristics of the retail industry necessitate particular policy solutions.

To keep stores solvent, governments must first make liquidity assistance accessible to them promptly and easily. Because non-essential retail businesses are seeing unprecedented declines in demand as a result of the lockdown, liquidity assistance will aid otherwise solvent retailers in avoiding "death by accident." Governments have already provided significant and cross-cutting emergency assistance; now they must ensure that it is available to all retail businesses, whether small independent stores or major chains. Liquidity support measures should only be made accessible to viable enterprises outside of an emergency to avoid a negative influence on business dynamism.

Second, governments must assist critical shops in coping with labour shortages. Because of containment measures and confinement limits, essential retail enterprises are seeing an increase in product demand as well as a decrease in labour supply.

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