

RISE UP FROM THE DECEPTION DUE TO PANDEMI BY UTILIZING THE MARKETPLACE

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Abstract

In a pandemic situation, small, micro and ultra-micro business groups are most vulnerable to being affected. The most affected business sector, especially in the food and beverage sector, is because people feel it is risky to buy food from restaurants and choose to cook their own food in order to maintain health and save household expenses. The social distancing guidelines implemented by the respective governments and health departments have resulted in changing patterns in society resulting in the closure of schools and businesses and leaving the public at a loss to face an unprecedented level of change. Food entrepreneurs who don't know how to promote and sell on online platforms feel the most impact from this pandemic. business owners must force themselves to switch marketing, promotion and transaction strategies from conventional to digital.

Keywords: Economic resilience, Street vendors, Purchasing power, Pandemic, Economic recovery

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