



# Post Covid19 – Navigating the business terrain successfully

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# Outline

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# Introduction

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- Covid -19 virus struck late 2019 in Wuhan China, but first reported in Nigeria in Q1 2020
- First, a serious health issue, but metamorphosed into significant socio-economic problem
- Challenged the most sophisticated health care systems in the world

## ➤ Results



# Covid-19 Realities

## Covid-19 update

	Total Case	Total Death	Total Vaccine Administered	No of person vaccinated with one dose	No of person fully Vaccinated
<b>Global</b>	267,184,623	5,277,327	8,158,815,265	4,339,268,351	3,452,531,467
<b>Europe</b>	90,485,279	1,586,876	1,182,189,574	576,602,311	505,206,674
<b>Africa</b>	6,435,868	153,565	148,723,091	101,599,074	64,209,637
<b>Americas</b>	98,179,933	2,366,366	1,347,291,206	704,771,385	588,369,701
<b>Nigeria</b>	215,164	2,980	10,917,191	7,131,832	3,785,359
<b>USA</b>	49,106,224	785,272	453,084,481	233,590,300	193,145,534

## Overview of Covid-19 on Nigeria GDP

Year	Quarter 1	Quarter 2	Quarter 3	Quarter 4
<b>2019</b>	2.1	2.12	2.28	2.55
<b>2020</b>	1.87	-6.1	-3.62	0.11
<b>2021</b>	0.51	5.01	4.03	N/A

## Impact of Covid-19 on Other Critical Economic Indicators

### Impact of Covid-19 on Poverty Rate

- A 14% increase in the poverty headcount rate - implies that 27 million additional people fell below the poverty line as a result of the covid-19 lockdown. The number of poor people may rise from 82.9 million in 2019 to 90 million in 2022 due to the economic effects of the COVID-19 crisis, while the national poverty rate is forecast to jump from 40.1% in 2019 to 45.2% in 2022, implying that 100.9 million Nigerians will be living in poverty by 2022.

### Impact of Covid-19 on Unemployment Rate

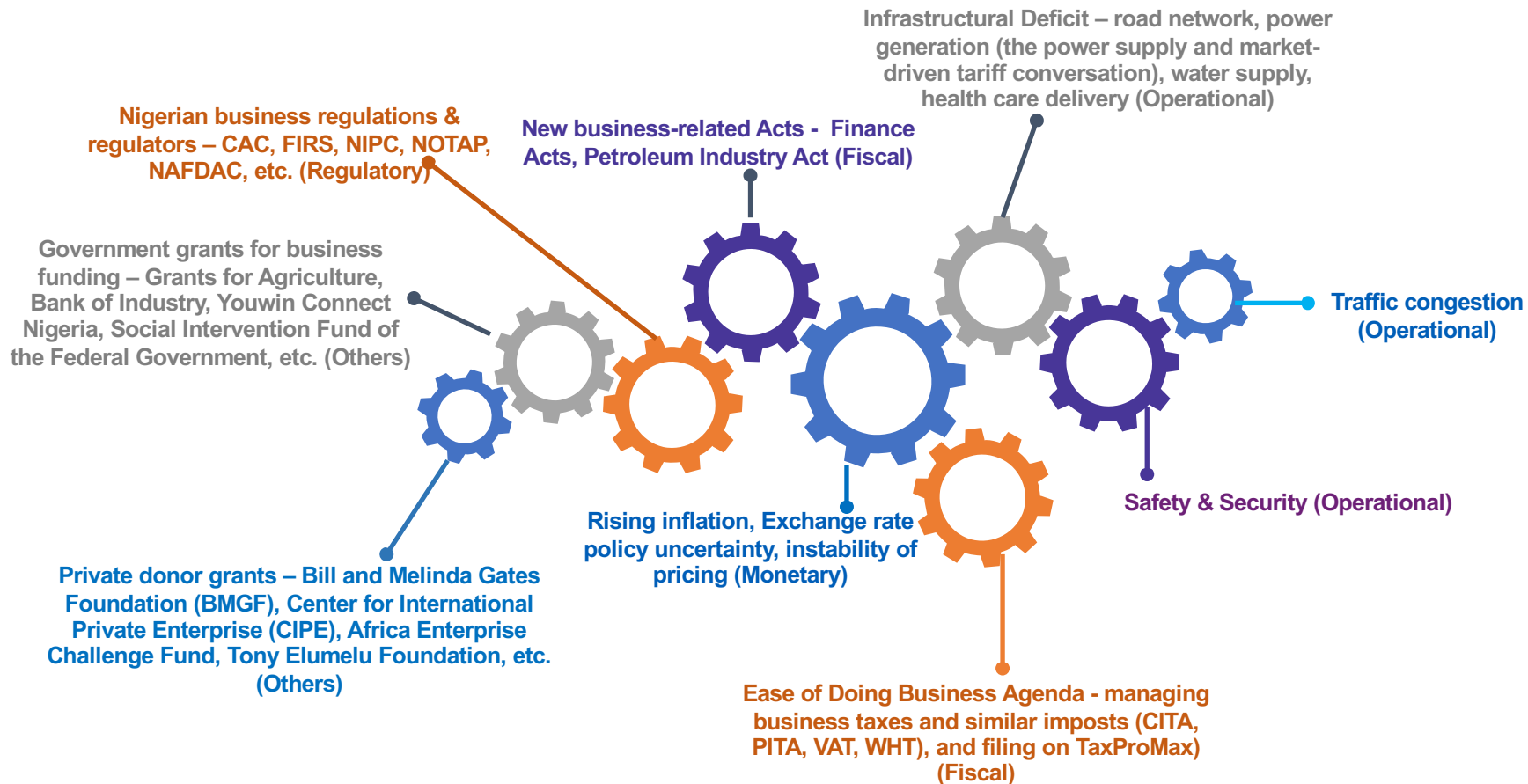
- The National Bureau of Statistics (NBS) reported that Nigeria's unemployment rate climbed to 33.3% in the fourth quarter (Q4) 2020 from 27.1 recorded in the second quarter (Q2) 2020 as a result of covid 19 pandemic. The NBS had said a total of 23.18 million persons in Nigeria either did nothing or worked for less than 20 hours a week, making them unemployed during the fourth quarter (Q4) 2020. With 33.3%, Nigeria ranked top among the list of countries with the highest unemployment rate globally.

### Impact of Covid-19 on Business Operations

- According to Statista.com, up to 23 percent of Nigerian businesses were completely closed in January 2021, of which only 1.4 percent remained shut down since the outbreak of the coronavirus (COVID-19). Up to 13 percent of those also closed for at least one month between June and December of 2020, while the rest opened in December but closed again in January.

# Nigeria's business terrain


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# Key success factors for businesses (1/2)

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## Internal factors

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- 🌧 Supplication to Allaah for guidance – often neglected by most?
  - 🌧 Thorough research on product/service - Due diligence?
  - Adequate planning & strategy definition – budgeting, right resourcing (competence), location, etc.
  - 🌧 Funding – halal sources
  - 🌧 On-going monitoring & recalibration of strategy (if necessary)
  - 🌧 Continuous supplication to Allaah for success

# **Key success factors for businesses (2/2)**

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## **External factors**

- Government policy
- Infrastructural development
- Funding – halal sources
- Alertness to changes in the operating environment – automation, mode of service delivery, customer taste & preferences, etc.

# Bright Spots

## Analysis of Q3 Major Economic Sector Growth Trajectory

Sector	Quarter on Quarter Growth	Growth Rate			Contribution to GDP		
		Q3 of 2020	Q2 of 2021	Q3 of 2021	Q3 of 2020	Q2 of 2021	Q3 of 2021
	%	%	%	%	%	%	%
Mining & Quarrying	12.27	-13.22	-12.29	-10.56	8.91	7.58	7.66
Agriculture	39.83	1.39	1.3	1.22	30.77	23.78	29.94
Manufacturing	14.4	-1.51	4.21	4.29	8.93	8.69	8.96
Electricity, Gas, Steam and Supply	-45	3.66	78.16	14.36	0.36	0.8	0.4
Construction	11.97	2.85	4.5	4.1	3.21	3.19	3.22
Trade	-0.41	-12.13	10.59	11.9	13.88	16.66	14.93
Transport & Storage	-14.18	-42.98	76.81	20.61	0.18	0.13	0.21
Information & Communication	-11.99	4.77	NIL	9.66	13.47	17.92	14.2
Real Estate Services	15.43	-13.4	3.85	2.32	5.58	NIL	5.49
Finance & Insurance	-5.53	3.21	-2.48	23.23	2.67	3.72	3.16



# Conclusion

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The world is growing closer towards full globalisation. Borders are fading and systems are evolving. Businesses should be built with a “constant change” mindset. Flexibility should be embedded in the business’s core.

Businesses that lacked this quality of flexibility failed at the onset of the pandemic, while many others are simply hanging on. The ability of a business to adapt to change will define its ability to stand the test of time and prosper.

**“In the midst of  
chaos,  
there is also  
opportunity.”**

**Sun Tzu**

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Any Question?

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Thank you  
for  
Listening...

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