



IT-BASED SOLUTION FOR THE FAST-MOVING CONSUMER GOODS (FMCG) COMPANIES DURING QUARANTINE DUE TO COVID-19

IGU Dilmini Rathnayaka

BSc (Hons) in Computer Science and Software Engineering
University of Bedfordshire United Kingdom

ABSTRACT

The COVID-19 affect for human civilization and global financial breakdowns in all over the world. Travel, Transportation, human movements, social gatherings, are literally prohibited to minimize the disease distribution. The companies facing practical struggles to maintain their process and operate business transactions due to the nature of the businesses. Entrepreneurs and businessmen require a modified and appropriate process to continue the businesses transactions during the quarantine due to crucial consumption never ends with any situation while building customer confidence and trust. This paper discusses the way of Fast-Moving Consumer Goods(FMCG) companies use the Information technological and business strategies to overcome the issue with situational analysis, benefits and limitations of proposed strategies.

KEYWORDS: *IT and Business strategy, analysis, covid -19, economy*

1. INTRODUCTION

Covid-19 is an infection that effected for almost the world with growing deaths and growing symptoms. Curfew, lockdowns, limitation to associate with people, prohibitions are some crucial methods that the governments of all countries taken to reduce distribution of the disease. Even though most of the business owners provided leaves to their employees some companies are attempting to gain continues business income as usually. Providing the safety and health care, the employees are assigned to work while maintaining their regular duties. Business and Informational Technological based solutions are some important aspects for these continuous business process which highly effects to win the customers by providing continuous service. Use of these strategies is not a backward due to life threatening Covid-19 and it could use as an opportunity to the business. The main needs of human life, are providing by FMCG and a proper method to maintain the business process is crucial under any situation. Even though most of the business owners provided leaves to their employees some companies are attempting to gain continues business income as usually. Business and Informational Technological based solutions are some important aspects for these continuous business process which highly effects to win the customers by providing continuous service. Use of these strategies is not backward due to life-threatening Covid-19 and it could

use as an opportunity to the business. The main needs of human life, are providing by FMCG and a proper method to maintain the business process is crucial under any situation. IT strategies depict the pro-active function of an evolving and everlasting business strategy (1). IT and business strategies are more associated with modern technology.

2. SITUATIONAL ANALYSIS (CURRENT SITUATION IN THE INDUSTRY)

As the current situation in the world, lack of FMCG delivery is one major issue. Lack of FMCG, effects for both human life and economy drawbacks. With the curfew, distance maintenance between each other and lockdowns, customers unable to visit for shop premises to buy the goods by themselves and it's time-consuming to stay in lines and buy goods. Considering the situation people are collecting a stock of goods to present and future consumptions. Rural areas having the problem of lack of FMCG more than in town areas. As the people need to fulfil their day today requirements, the groceries are not capable to provide sufficient supply to the customers with limited stock. Analyzing all the factors, the customer demand for FMCG is high and due to distribution issues, which effect for entire country economy. Developing strategies that match both business and IT views is a key to success in dramatic changing of IT and business



process (2). According to the SWOT analysis, the situation can be summarized. The ability of goods transportation is a strength, inability to supply sufficient food stock is a weakness, possibility to distribute goods all over the country is an opportunity, risk of virus infection to the working employees and government strict curfews are a threat. A quick strategy to FMCG distribution is a major requirement. The companies could use strategic sweet spot method and strategic window method can be used to provide varying goods and unique products during the situation (e.g.: unique soap, packed food) Strategic Factors Analysis Summary (SFAS) Matrix can be used to understand internal strengths and weaknesses (experienced staff, absent of current staff) and external opportunities and threats (current demand for FMCG, government curfew rules) that should consider when building a proper IT and business strategy.

3. PROPOSED BUSINESS AND IT STRATEGY

A well-developed computer application or an online website could use by FMCG companies. IT strategic planning can promote consistency between business strategy (3). The most appropriate method is the application, which capable to notify the customer easily using a message when new stock arrived. It is an IT strategy that uses to aware customers about the goods. IT strategy is the method of placing the business in the information technology marketplace (4). Popping-up advertisements with mentioning offers, discounts, new products are another IT strategy to notify the customers. Differencing the interfaces of the website or application during considerable time is another IT strategy that can be us to get more customer attraction. It's a better way to use many payment methods like credit, debit card payments, cash on delivery etc. Products distribution can be accomplished with the help of delivery companies (e.g.: Uber, Pick me) in town areas. Before the delivery, a message about the order and delivering person is crucial to make the customer confident about the order. The rural area deliveries can be done by charging a considerable high fee to transport. Meanwhile, the companies could promote selected days to travel in selected areas and distribute goods through the website or application which is reducing customers' expenditure to delivery charge and increasing customer satisfaction. Many business strategies could use one is the strategic alliance. Businesses are increasingly developing strategies that integrate sustainability aims and objectives (5). Combining with other companies to gain more income, and reduce financial risk. For example, soap companies could combine with toothpaste companies and a considerable price can label. This

providing opportunity to more sales while reducing separate transport expenditure by each. Lower cost strategy of Porter's competitive strategies', could use to increase the sales amount while the combination of different products from different companies use this to promote the products. Further, regular use of cost focus and differentiation focus methods could use to distribute the products in different locations. Clear and proper routing magnify the business opportunity reducing missing of locations. Long term contracts could use to make agreements with other companies to distribute and sell the goods during the quarantine and the discounted prices would help to improve the sales of the products. For example selling soap with packed foods with a discount is more profitable than selling them individually. Cost leadership method is another important step by reducing the unit price of goods that are distributing and that effects for large market sale.

4. BENEFITS AND DRAWBACKS

More sales during a short period, Easy good promotion by travelling to various locations and through websites, more income due to a greater number of sales are some benefits of using IT and Business strategies. Considerably high cost to implement and maintain the strategies, minimize the number of sales of specific good effect for other goods when selling product combinations, are some drawbacks.

CONCLUSION

The wise practise of IT and business strategies, help to increase business sales, automated promotions, attract market shares and customer confidence. Further providing opportunities to work combining with other parallel companies and understand their weaknesses and strengths. It helps to improve the performance and quality of the goods to gain more customer attraction.

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