



Libyan International Medical University

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Impact of Covid-19 on Brands

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25 / 07 / 2021

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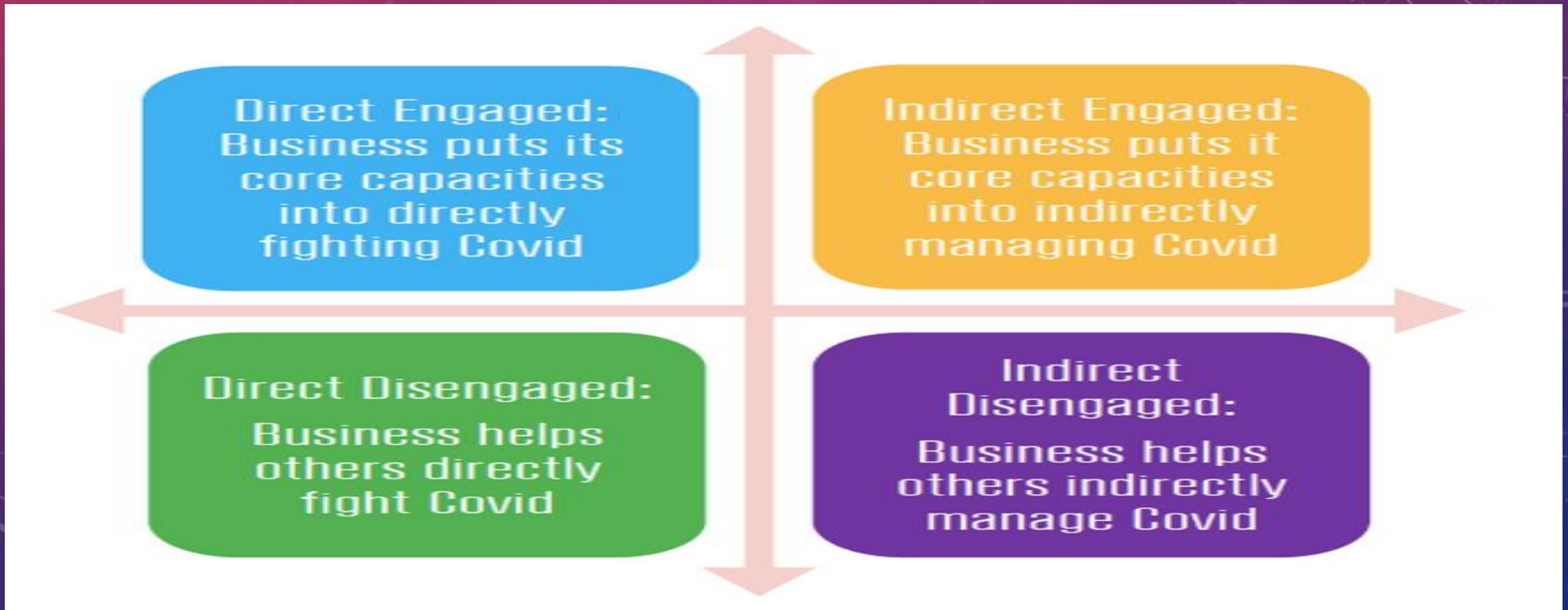
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INTRODUCTION

- The covid-19 pandemic greatly affected multiple industries with disruptions in many supply chains across a variety of sectors especially at the start of the crisis and in internationalized and complex chains.
- On the other hand, it has opened opportunities for certain segments.

ENGAGEMENT TYPES

- Some brands adopted one type out of the four engagement types in order to cope with or emphasize their role in the pandemic.



DIRECT ENGAGED

- Companies with core operations in the field linked to the pandemic (healthcare, logistics and so on) made their role clear through their type of engagement with the pandemic.



- For example, sanitizers and protective equipment throughout hospitals in more than a country as well as producing masks in Brazil.

INDIRECT ENGAGED

- A lot of companies proceeded with an indirect engagement because their core is not medical nor logistical.
- Starbucks tackled the economic impact of the pandemic on food supply due to their core, which is food and drinks.



- Provided over 700,000 meals across the U.S.
- Used their own distribution network in order to reduce the logistics bottleneck.
- Donated \$1 million to Feeding America's Covid-19 Response Fund.

DIRECT DISENGAGED

- Certain companies, such as Camper, are not directly involved in fighting covid but offer the necessities that help other companies in doing so.



CAMPER

- Used their 3D printers to produce components for medical visors and respirators.
- Donated shoes to multiple hospitals.

INDIRECT DISENGAGED

- Some companies donate to others in order to help them manage the pandemic impact.



- Helped consumers in identifying how they can help through the crisis.
- Donated information/consultation for free to other organizations, such as nonprofits, on how to raise supporting funds.

WORKING THROUGH THE PANDEMIC

Zara managed to turn its losses due to the pandemic into winning strategies.

- Used images shot by models or influencers in their own households.
- Maintained a positive customer relationship through effective communication
- Hosted live music shows, offered drawing sessions, created Spotify playlists and so on.



Due to the various digital strategies, Zara has managed to make up most of its actual sales losses through online sales growth.

CONCLUSION

- Recovering from the losses of the pandemic will take years for certain brands, not to mention that some brands have already declared bankruptcy and closed for good.
- Other brands have managed to turn such an issue into an opportunity for digital reach while others took advantage of this tragedy to gain more profit.

REFLECTION

- Focusing the scope on Libya, there were no strategies noticed in terms of countering the negative effect of the pandemic and this could very well be due to the crisis not delivering a large hit to Libya.
- On the other hand, Libyan Telecommunication companies aimed to raise awareness through sending messages such as “Stay safe, stay home” in order to reduce the spread of the virus.

REFERENCES

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The background features a vertical gradient from purple at the top to blue at the bottom. It is decorated with bokeh light effects and technical diagrams. On the left side, there are several circular gauges or dials with numerical scales ranging from 40 to 260. Some of these gauges have arrows pointing in different directions. The overall aesthetic is modern and technical.

THANK YOU!