

April 30<sup>th</sup>



# COVID-19

## IMPACTS & OPPORTUNITIES

WEEKLY NEWS



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# Covid-19: Survive, revive & thrive



## HOW TO SURVIVE, REVIVE AND THRIVE DURING COVID-19?

The COVID-19 crisis put the planet on pause and we must stop and rethink everything we do as humans and as a company.

It's hard to plan for the future. How will life be after the pandemic?

What do consumers want now? What will their needs be in the months and years to come? What does this mean for your business? What changes will you need to make at the heart of your business?

According to Mintel, businesses will go through 3 key phases during the Covid-19 crisis. We thought we'd share them with you.



# HOW TO SURVIVE, REVIVE AND THRIVE DURING COVID-19?

## Survive



Setting your priorities has never been more crucial and you need to understand where your key strengths and opportunities lie, so you can make the effective changes your business needs now.

What you need to know now is :

- **What are consumers experiencing and thinking at the moment**
- **How is the retail environment responding**
- **Where you can get inspiration from**

## Revive

You might have doubts about the plans you have spent months developing and feel the need to revisit them. Adapting your strategy confidently now will help you emerge from this crisis stronger, and you need to make an informed decision on which plans to delay, change or cancel altogether.

What you need to know now is :

- **Which trends are likely to be accelerated and which ones might fade into the background**
- **The impact on the industry and how consumer behaviour is shifting**
- **Learnings from previous crises to implement now**



## Thrive



In the chaos of a crisis, many things change on a macro-level, which will unlock new consumer needs. Innovating in uncertain times can be difficult and you need to implement a holistic vision to take your business to the next level to sustain growth in the future.

What you need to know is

- **How to accelerate your innovation off of the shift in society**
- **What do consumer want in the future and why**
- **Unlock new ways to answer those consumer needs**

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We are here for you.



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