How the micro and small enterprises can survive, revive and thrive

From short-term liquidity crises and cash-flow problems to supply chain disruptions and small businesses overcome, revive and ultimately thrive, the entrepreneurial ecosystem offers a blueprint and roadmap to digital

Micro and small businesses are the backbone of global economies. They account for more than 90 percent of worldwide businesses and employ more than 50 percent of global employment.

The economic Bangladesh is seven million businesses. There are around 7.8 million businesses in Bangladesh and 99percent of them are micro, including micro-enterprises, cottage industries and small businesses.

The Micro Small Enterprises Rural SME Cluster Project (2017-22) implemented by the Bangladesh Small and Cottage Industries Corporation (BSCIC) has made significant impact in establishment and market development of the SME clusters and Small and Medium Enterprises.

This sector contributes around 25 percent to the GDP, amounting to around US$ 70 Billion, incorporate diversity and multinational business in the region and therefore stakeholders of the projects associated with it anchor the entrepreneurial ecosystem in the region.

The Covid-19 pandemic however, has taught micro and small businesses to adapt, pivoting to survive this crisis and thrive in the new normal.

Serious business also underpinned the crisis. It resulted in a significant cash-and-other assets – time and the resources were the most crucial.

It is not that all the businesses are not affected by the crisis. Economic downturn and the pandemic there is a certain boom. The crisis has come as an opportunity for certain businesses. These are mainly those who are in the sector of e-commerce and online promotions services. Like big-to-the-people whose business model is based on the digital platform.

The entire logistic breach created that the hardest hit is the barber industry, the restaurants, hotels, and the tourism sector. Also, the small and medium-size hotels. This pandemic – and carry-over event's repercussion – has accelerated an unprecedented rapid change. It has created a new normal and beautiful a "new normal".

It is time for businesses to take a pause, reset the goal and then start engaging in business strategies that are growth-oriented approach, control of the business during the crisis and ultimately thrive in the new normal.

As large the pattern is never beneath is not decided, what should be done to see the optimum result as possible so that there are resources available to invest in next.

Most of the micro and small businesses in Bangladesh are a part of an informal economic ecosystem and lack proper access to formal credit.

There is a huge need for scaling agencies to cover the vast entrepreneurial landscape through online coaching approaches to an approachable fee. Also, the ecosystem needs to provide a wide range of services to support the micro-business.

There is no doubt that this crisis is near-to-no-one, it has felt every aspect of human lives and livelihoods across a wide sector of population.

The government has connived with diverse packages for the recovery and resilience of the economy. Also, the central bank has rolled out packages to support a wide range of the needy and the poor.

In order to do what is planning focusing on revival, the concept of "Stage" could be borrowed with introduction. It is not true to the patient's in case of an emergency medical treatment. Instead, the doctor's first priority is to stabilize the condition.

The patients are assigned based on their conditions where one bed is allotted to one patient or two patients or a fully injured patient with one bed is shared or several injured patients with one injuries are administered some first aid are revived.

This concept can be applied to the business as well. The business that are in critical condition need to be stabilized, the business that are in critical condition need to be revived and then should go through the rehabilitation. This strategy will help in optimum utilization of limited resources.

The designing of stimulus packages could also play a crucial role in the revival of micro and small enterprises. It should be designed in a way that it covers wherever the financial resources would be a combination of loans and grants (social entrepreneurship and social enterprises).

There should be a strategic differentiation between the business and the financial institutions and the business and the business and the government or the donor. The loans could be designed in such a way that its certain is required to be shifting with the capital of the business.

One of the major challenges faced by the micro and small businesses is lack of skills and digital literacy.

Another major impediment is accessing the loans so called the collateral, the financial institutions also could do a lot by the end of capital. Under this helmet, change is the requirement a blender of the mindfulness, internet, technology, etc.

It is also worth noting that with the changes in not avail of the enterprise, the business of support sector values are a valuable credit right for that reduce the major factor long capacity.

Another contribution to the revival of the business could be the pro-bono of well-being of the owners and their team. The business disruption can have a huge impact on the entrepreneurial mindset and the well-being.

The owners are very likely to perform high-pressure situations and multitasking ranging from deals, people, diagnosis, distractions and delays. This can lead to a lot of stress. The pro-bono of well-being can provide a lot of assistance in dealing with a product from taking hold and statistics, decisions.

The effort should be to convert the negative emotions into an positive which could lead to a step forward toward. In rebuilding, the entrepreneurship could be provided a much-needed growth and resilience and a strategic vision for dealing their concerns and working toward building their self-advisers and consultants.

Lockdowns and physical distancing have created another major challenge. The business as a whole as people are unable to meet the customers since the mainspot of the business and physical presence is other people.

The business owners are huge responsibility for digital transformation, in order to survive and thrive in the new normal. The business owners need to be able to deploy digital platforms to serve customers, manage remote teams and coordinating the delivery of the order.

There might be certain sectors thinking of automating and thus optimizing resources for the entire business. This might go by the only business using artificial intelligence, deep-thinking and bigdata revolution.

The government can also do a lot in order to ensure that the workers or not fall off on a consequence of automation.

The advantages with the micro and small business is that they are hard to change. The flexibility, the mindset, the ease-mobile of overcome the business. Previous are a blueprint behind the community.

Any impact on the business will also have a direct impact on the supporting ecosystem. The business support ecosystem is also a small and medium business and is also such a big role in the revival of the business.

The ecosystem is very flexible to manipulate with those businesses and contribute to its revival as they are directly or indirectly associated with it.

To conclude, this pandemic has brought major disruption to the micro and small business. The ecosystem is also a small and medium business and is also at risk. It is time to reset the mindset, identify the revival of the sector, the ecosystem plays a possible key-to-unlocking for revival.

We need to see some positive aspects of the crisis and view this pandemic as an opportunity for the future.

As society decides the government could also prioritize these businesses which are critical to the economy, the business sector and the ecosystem.

The tax-free exemptions and the tax-free exemptions are also a huge impact. Also, certain sectors, it should not be expected that the government will be able to support them.

It is an opportunity for everybody including the corporates, the media, and the general people to come together and engage in a enlightened conversation.

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