

Coop Expectations and Hope On this Pandemic

In this time of pandemic, the cooperative's expectations are increasing to what will be the scenario of their business and hopeful for the future. Almost of the cooperatives now were affected by this pandemic but there are some who gained especially engaged in consumers where the people in the community made a panic buying before the quarantine period.



At this uncertain time, things can change quickly, so it is very important that the cooperative had an in place business continuity plan for contingencies or any natural calamities/ force majeure that may occur anytime.

This is certainly a trying time for a cooperative. However, it's important what the cooperative can do to come up with an innovative solution that will help keep their business afloat and growing during these uncertain times.

The crisis had also led to a broken supply chains, as seen in the ominous images of empty coop supermarket shelves. After seeing their sales on stores decreases during the lockdown, many small-scale farms have set their sights on the needs of the homebound consumer. The cooperative should adapt a business resolution that requires investments for the digitalization/ information technology, marketing, and logistics that could prove profitable over the long run if the trend toward shorter supply chains gains momentum.

The expectations of the cooperative for a longer-term impact of COVID-19 on their business is to pivot to a digital platform with the hope that their business will go back to its normal. The pivots must offer a sustainable path to profitability, one that preserves and enhances the e-coop services in the minds of member consumers. The economic crisis triggered by this pandemic does not necessarily spell the end of the cooperative business but to become more resilient in facing this new normal life.

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