

COVID-19 CHALLENGES OF HRM IN ORGANIZED RETAIL OPERATIONS.

AISHWARYA JEURKAR

MBA Student at school of Management (PG)
Dr. Vishwanath Karad MIT World Peace University
And

Dr. Smita C. Pangarkar

Assistant professor at School of Management (PG)

Dr. Vishwanath Karad MIT World Peace University

ABSTRACT

The main purpose of this project, entitled COVID-19 Challenges of Human Resource Management in Organized Retail Operations, is to explain in detail the critical work being influenced by Covid-19 in the Marketing Sector. Direct immunizations are done in a way that is related to Welfare, Economics, and Health. To address this, we have met with the retail industry during the ups and downs, their difficulties, and other related conditions necessary for development. DMart was less important than ours because it had given us a more accurate description of their workflow. It also provides a compact truth of an easily published article. Under this, we have also discovered new ways to mitigate the effects of Covid 19 which were based on social and physical retention, no proper hygiene or protection, correction of communication channels, and distribution to convey a clear message to all Vendors. In addition, there has been the development of digital transformation on these issues. By following these steps, we aimed to reduce the spread of the Corona Virus through the digital payment system and new distribution methods in response to new sales through delivery rules. This project gives us a complete overview of the security measures taken to create a new type in the retail market and addresses the basic needs of the market.

Keyword: - Protocols, Challenges, Retail Sector, Covid 19, Health, Digital Transformation.

1. INTRODUCTION:

As part of our MBA curriculum, we have provided a landmark project to develop our analytical skills as professional students. For the above-mentioned purpose, the project undertaken by us includes a national marketing analysis. This study covers the major giants in the global D-Mart market.

At the beginning of the 21st century, despite all the advances in technology in the modern digital age, we believe that the world is not yet ready to deal with disasters, viruses, or difficult situations with global consequences. The spread was happening all over the world and had a devastating effect on health, welfare, politics, and the economy. Our nation will have to find new ways, practices, and values to live in this new reality. Sales have been one of the most affected sectors since then, in a short time they were forced to become more concerned about the safety of their employees, supporting increased food demand and the subsequent supply chain pressure, improved hygiene of their physical health.

As covid 19 has had an impact on the retail sector, it is important to investigate this real-life incident. India's retail sector is facing one of the worst and most restless marketing strategies of all time. There is always a creator in such industries. Here D-mart has brought many serious changes to people's shopping habits. DMart has created such formats, offering everything under one roof at reasonable prices. Emphasizes the identification of issues facing other trading sectors during the lockdown. It also gives us detailed information on how the work cycle was managed properly, the security measures taken by their employees, and the development of digital transformation.

1.1 Introduction of D-Mart Store:

D-Mart provides products to satisfy the needs of the whole family. Sales offered by D-Mart always come with prices. The stores are tailored to customer satisfaction. D-Mart honors your ingenuity by providing you with the best choice of brand sizes and packages, a pair that is easily matched and informative.

Avenue Super Marts Ltd.

Avenue Super Marts Ltd (ASL) owns and operates hypermarkets and supermarkets under the D-Mart brand name.

D-Mart seeks to provide information on buying one place for the whole family, to meet all of their daily household needs. A wide selection of home appliances is offered, including food, toiletries, beauty products, clothing, kitchen items, bed and bath linen, household items, and much more.

Since D-Mart first opened its doors in the Mumbai region in 2000, it has grown into a reliable and well-established shopping center in Maharashtra, Gujarat, Andhra Pradesh, and Karnataka. D-Mart is now looking forward to expanding its stores throughout India.

Culture-

At ASL, we are strong believers in achieving success in assisting customers with structured training and hard work. We value the simplicity and humility of our people and firmly believe that integrity and competence are the only way to grow in the ASPL. We employ professionals who share our values and lead by example shamelessly.

Vision - It is our ongoing effort to research, identify and discover new products/categories for customer use daily and at a 'better' price than anyone else.

Presence

- D-Mart expansion began in 2007, with stores opening in Ahmedabad, Baroda, Pune, Sangli, and Solapur. Today D-Mart has been established in 46 locations in Maharashtra, Gujarat, Andhra Pradesh, and Karnataka.

D-Mart provides products to satisfy the needs of the whole family. Sales offered by D-Mart remain at low prices. Stores are designed with the customer in mind. D-Mart honors your ingenuity by offering you a wide selection of brand sizes and packages, coupled with easy-to-understand communications and information.

D-Mart offers options for products ranging from the parlor, Food, Toilet accessories, beauty products, Clothing, Kitchen Appliances, Bed and Bath Linen, Toys & Games Writing, Home Goods, Shoes. In this Statement below we will be able to identify and implement Covid 19 pod Mart.

1.2 Why was this industry/topic chosen?

- Once a customer has entered a store they will find all the basic and basic products available under one roof.

- Because of these features it has excellent customer service in a particular area, customers living far from other neighboring areas have a continuous visit to the Store.

- The department is responsible for product design in the store in terms of its environment.
- The department is responsible for overseeing the store's operations

2. PROBLEM STATEMENT:

How to Undergo the New Normal Protocol to Prevent Covid-19 Policy in DMart?

- Digital transformation has allowed for rapid change, as physical contact was quickly identified as a risk and, in this case, technology is considered an important tool for trade continuity, whether through electronic payments, product tracking, online orders, and delivery. predictions. Communication between vendors, employees, and stakeholders should be clear and the message should convey security and trust, as it will be on those grounds that the customer will return to the shops after the epidemic. Relationships between all stakeholders will incorporate flexible efforts that benefit all, culminating in a smooth delivery to the end-to-end customer.
- considering each retail store Dmart's rise was noted for its ability to bypass Kirana stores with huge discounts offered by smart sourcing and appealed to middle-class Indians to become organized stores. But due to serious problems, DMart also admitted that "organized stores" failed to mark during the closure of stores as local Kirana stores came to the rescue.
- The company said customers did not set a 'value' as a priority during the closing period. "There is also a clever, fast-paced, and efficient traditional trading system. India still has a strong and strong network of small shops and neighboring shops.
- But the problem of land closure was provided to the needs of the concerned customer, in the way he or she wanted it - immediately over the counter or at-home delivery, "the company said in a control file.
- Other than that Dmart currently only removes important items during the closure, taking precautionary measures such as limited access and marked lines to keep them away to avoid coronavirus infection in their stores.
- Dmart also maintains hygiene advised by health authorities and loose packaging in advance to avoid contamination in stores that check their customers' body temperature should be done before entering the store.
- It also introduces a token system to avoid overcrowding in stores.
- DMart marked special lines on the store floor of their stores to maintain public distance. They also clean shops regularly and disinfect all contact areas including trolley handles and baskets. Line control is done in such a way that people should stay away from each other, avoiding close contact.
- Dmart has taken the first step in providing color coupons to its customers who will be waiting outside to control the influx of people, to buy more of it. These colored coupons will be distributed to nearby 15-20 customers each at a time. All of those same color coupons will be allowed to enter the store. The same will continue.
- In terms of sanitation measures, Dmart has already built handwriting station checkpoints as well as multiple hand washing stations at each store.
- Circular marks were made on the ground, where people had to stand to maintain a safe distance.
- Most retailers have access to other parts of the property such as goods etc in the store and operate within one-third of their area Dmart also follows similar procedures. Currently, Dmart uses only a portion of food and groceries. You cannot enter any other category; you can only buy the essentials and go out. You can't buy anything else.
- Vendors try to help ordinary people but world leaders have no idea how to support ordinary people, elderly people living alone, women to meet their daily needs. Home delivery is suspended from people who are allowed to leave. Say it still does not deliver anyone; the whole situation is mistreated.

- The outbreak has had a devastating effect on communities, as it has forced many independent states to declare an “emergency” that restricts freedom of movement to reduce COVID-19 and free health systems. Social segregation has emerged as a new social paradigm and is introduced as a new term in everyday statistics. Through the epidemiological context of this scale, the strategy of several countries is to close their citizens to reduce social interaction, It is alleged that the greatest risk lies in people with no symptoms, who can transmit the virus without their knowledge. The universal presence of these outbreaks has created a climate of uncertainty and fear in the minds of consumers, which has led to a dramatic shift in patterns used, especially in non-perishable goods. shortage of products in the market. Supply chain networks have had a negative impact due to another challenge posed by COVID-19 - the limit. borders and closures, which have affected the global economy. This limited compliance with deadlines and storage of certain products and reduced the economic profitability of other companies in the 174 M. Lopes and J. Reis. you were not prepared for this increase, which provides for change for both the manager and the buyer. COVID-19 pointed out that the concern of the stores was the safety and health of its employees and customers first, therefore, it was necessary to integrate social security tools/strategies/procedures to ensure the necessary safety standards for virus control and to avoid new contamination chains.

- Retailers should focus on risk reduction through measures such as online asset management, hygiene and sanitation throughout the store, customer control and accounting of the physical environment, store range signs, installation. of obstacles among workers, a new platform

2.1 Analysis and Interpretation:

SWOT ANALYSIS -

- DMart's SWOT analysis is a basic approach that can help a company evaluate how well it is performing at the moment and develop an effective future strategy.
- It exposes areas where people reserve or how competitors can benefit.
- With the growing neck and neck competition in membership centers, organizations like DMart must assess the business environment.

For a better understanding of DMart's SWOT analysis, see the infographic below:

Now for the first time let's start with the company's strengths from DMart's SWOT analysis.

Power of DMart (Strength)-

Strength is defined as the ability of each business to perform well in its operating system which can give it more power than its competitors. The following are the strengths of DMart:

- **Human Resource Management:** Maintains good relationships with all its stakeholders including its vendors and suppliers. It has a strong employee policy and is transparent in employee relations.
- **Discount Policy:** Known for its low price and various discounts and rebates. This gives DMart a limit on the competition. Through its price strategies, it produces a sufficient amount.
- **Family Fun:** DMart stores offer a full family shopping experience. It is one place that caters to all the needs of the family which makes the customer's shopping experience much easier with people like this.
- **Digital Platform:** DMart also allows customers to order online through its website and operating system, DMart is ready. Customers can now order listing products from the DMart application and easily find their products at the door

DMart Weaknesses-

Weaknesses are used to refer to areas where a business or product needs to be developed. Another important DMart weakness is

- **Focus on Specific Areas:** Most DMart stores are located in Western countries and there are few in the southern market-making DMart leave many unused markets.
- **One Nation Dependent:** DMart relies heavily on India and is at risk from foreign players.
- **Rental Goods:** Retail stores like DMart are more effective in rented stores in supermarkets, which leads to higher costs and many of the items sold will pay rent.
- **Slow Growth:** DMart was founded 20 years ago, but it still does not capture the market as it should. Mainly because of its long-term focus on just one job.
- **Extended Focus on Low Prices:** In its quest to provide lower prices to its customers it should continue to negotiate with retailers which could enhance the seller's relationship.
- **No-Frills Approach:** This means that to reduce costs it may be necessary to reduce the quality of service they provide to their customers such as casual customer service in stores by employees.

Opportunities for DMart-

DMart is one of the big stores. So they may have more opportunities to approach them that will allow them to spend money to increase their profits.

- **Improving Technology:** Improved technology will improve the customer experience of the store and, therefore, can charge a premium for that.
- **Service Quality:** Vendors like DMart should use the tendency to pay more and thus improve service quality.
- **Growth Opportunities:** DMart stores aspire to be India's most valuable stores for their customers. They can take this as a catalyst for greater market growth such as global growth and integration with international brands.
- **Developing Economy:** All economies are open, and DMart has a growing opportunity to access developing economies.
- **Personal Service:** Customers are always looking for personal service and are willing to pay extra for it.
- **Scope of Market Share Expansion:** DMart has the potential to expand its market share by opening more stores in the southern provinces.

Threats to DMart-

DMart also has some threats to its business from the outside. It is very important to see them in advance before anyone falls victim to them.

- **Online Competition:** People today are more likely to shop online than to visit a store and do all the hard work. Online rivals like Amazon Pantry and Local Platforms are becoming tough competitors for big stores like DMart.

- **Online Getting Started:** There is a huge increase in the number of startups and they usually offer even lower prices and personal information.
- **Low Entry Barriers:** In stores, there are low entry barriers which mean there is no limit to starting a business and therefore there is high competition.
- **Informal Sales:** A large number of people in the target market still prefer to buy goods directly from local stores and shops.
- **Government Policies:** There are ongoing changes in government policies in different countries. In addition, political unrest in the country can be detrimental to business, resulting in slower work and higher costs.

This concludes our in-depth SWOT analysis of DMart. Let's conclude our reading below.

I conclude,

DMart is one of the most successful stores in India. Also known as 'Walmart India'. Through its SWOT analysis, we have learned that we are proud to be one place for all family needs and that DMart USP has its low prices and great discounts. We also learned that it has a problem with increasing competition which makes it difficult to maintain a high customer base.

However, if DMart can seize emerging opportunities and predict threats and reduce their impact, nothing can stop it from becoming a leader in the retail sector.

To answer the research questions, we have identified specific categories that include the major challenges the marketing sector has to overcome, to reduce the effects of the virus, both in the present and in the future. Due to the limited number of pages available for publication, it is not possible to list all the authors' names in each of the identified categories. Lowering that limit.

Themes	Articles	Percentage
Social and physical distance	8	12%
Employee Safety and Hygiene Measures	3	4%
Changes in Usage Practices	15	22%
Distribution Channel Distribution.	4	6%
Ecommerce / Automization / Artificial Intelligence	5	7%
Using communication channels, as a strategy to spread the message.	2	3%

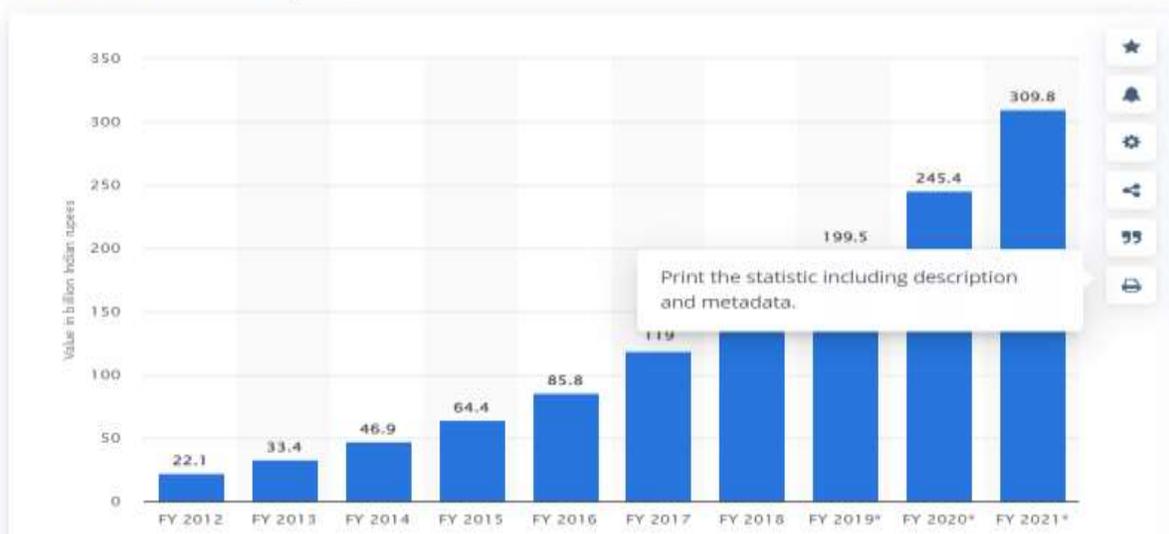
2.2 Interpretation:

Most customers are answered to believe that promotions are responsible for their purchase decision. Customers have provided product quality feedback to select in-store. And we can translate that D-mart provided the customer, with the best quality of products. And many people are satisfied with the service and quality. With Covid Section 19. DMart develops color coupon strategies, for the surrounding area to maintain public distance, proper store hygiene, and stock management at all times. A full foundation for fulfillment and the basic needs of people where there is no ray of hope. The delivery of necessities at home was considered early and assigned to different staff members. Additionally, digital transformation has allowed for rapid transformation, as physical contact was quickly

identified as a risk and, in this case, technology is considered an essential tool for further trading transactions, whether electronic payments, product tracking, online orders, and delivery forecasts Digital transformation at DMart has had many challenges but has also led to an increase in revenue as shown in the photo. Effective management of employees during their shifts. Keeping a record of their lives. Provide health bonuses and medical assistance if applicable.

They stood up and cut off part of them during a major collapse in the Market.

Revenue of DMart across India between FY 2012 to FY 2021
(in billion Indian rupees)



<https://www.statista.com/statistics/1045314/india-dmart-revenue/>

DMart revenue is estimated at more than 300 billion Indians in the 2021 financial year, up from last year. Revenue from a series of stores that year increased almost 14 times since the 2012 financial year. In addition, revenue was expected to prove a combined growth rate of 25 percent during the fiscal year from 2019 to 2021.

3. LITERATURE SURVEY

- 1.) MT Chowdhury, 2020 · Cited by 14 — Enhancing supply resilience in the *COVID-19* pandemic: a *case study* on beauty and personal care *retailers*. The drastic changes in the external environment caused by *COVID-19* have had various *effects* on the *business* of the *retail industry*. *Retailers* recognize that *COVID-19* will have a significant *impact* on their *business* and it's time to think through the longer-term *implications*. The same scenario was been carried out with Dmart where stock update lasts longer during Covid. The *COVID-19* era *retail* environment · Product mix will likely change, and *retailers* will need to forge new partnerships to thrive.

As this article builds on a systematic review of the existing literature, it should be interesting to conduct empirical research on the retail industry to validate our findings. Another issue that deserves to be investigated is the continued implementation of rules and new practices to mitigate COVID-19 effects, which, due to the effect of, the lack of implementation of control rules can have negative implications on productivity, motivation, and well-being of the retail workforce.

- 2.) <https://www.oecd.org/coronavirus/policy-responses/covid-19-and-the-retail-sector-impact-and-policy-responses-371d7599/> the study of this literature survey states the importance of the Retail sector as well the demand for essential and non-essential retail goods.

The importance and specificity of the sales sector

Mitigation measures aimed at reducing the new coronavirus (COVID-19) taken over the past few months have had a direct impact on the supply, demand, and day-to-day operations of the retail sector. The retail industry covers all retail activities of new and used goods (excluding cars and motorcycles), especially to the general public for personal or home use or use.

The overall sales impact is huge, due to several factors. The trading sector has a heavy economic weight: on average in all OECD economies, about one in 12 jobs are employed in retail, with the sector accounting for about 5% of GDP. In addition, it serves primarily the need for retention, and thus occupies an important place in the price chain both as a housing provider and as an exit point in the ups and downs of the river. It also completes jobs in other hard-hit sectors, e.g. tourism. In addition, the retail sector is very busy, so any disruption has unequal employment consequences. The sector also relies on low-paid and part-time employees, callers, and gig staff who may not be well integrated with traditional social protection measures, which further reinforces the social effects of the crisis in the sector.

Notes: This reports an increase in the number of important and insignificant market sales (typically the search volume frequency), which is defined as a weightless measure of the growth rates of relevant categories. Highlights include the following categories: “Consumer Electronics”, “Grocery and Food Stores” and “Pharmacy” (see del Rio-Chanona et al., 2020). Non-essential items include the following categories: “Luxury Goods”, “Home Goods”, “Home Goods”, “Travel and Equipment”, “Clothing” and “Special Gifts and Items”. Google search is a difficult representative of the need and should be translated very carefully. In particular, an increase in the search for essential items may indicate a shift in purchasing these items online, rather than an increase in demand. This data however is entitled to be available in a large number of countries and allows for comparison.

- 3.) Bajgar et al. (forthcoming), “Supersize me: Intangibles and industry concentration”, OECD Science, Technology and Industry Policy Paper, OECD Publishing, Paris Del Rio-Chanona, R.M. et al. (2020), “Supply and demand shocks in the COVID-19 pandemic: An industry and occupation perspective”, *INET Oxford Working Paper No. 2020-05*, https://www.inet.ox.ac.uk/files/COVID_JobSecurity_writeup14april.pdf. Examples of policies used in OECD countries to assist key vendors to deal with service delivery disruptions during the COVID-19 disaster

The policy measures listed below are focused on supporting firms. They finalize policies aimed at supporting employee salaries and those that assist non-traditional employees in areas most affected by management measures, including marketing.

Accelerate demand compliance with the provision of marketing services

While many retailers have been forced to lay off workers due to the epidemic, some retailers are hiring more workers to meet the growing consumer demand. Governments (e.g. Australia, France), trade unions (e.g. in the United States) or even large corporations (e.g. Alibaba) are trying to reduce transaction costs and speed up the redistribution process by establishing online forums for jobs in key sectors (e.g. includes sales).

Australia: The field of work focuses on other areas, including retail.

France: a “mobilisationemploi.gouv.fr” forum led by Pôle Emploi (national employment agency) to promote uniformity in “critical areas” (including planning).

United States: “Employment Opportunities Employees Coalized by COVID-19” established by the National Retail Federation to ease job search and store matching.

Providing health and safety guidance in grocery stores

Many traffickers, especially small and medium-sized businesses, do not have the capacity or knowledge to use appropriate health and safety measures during a violent period. Providing effective storefront guidelines will reduce uncertainty for retail employers, employees, and consumers.

Ireland: The Government and the National Standards Authority of Ireland have provided retailers with guidance on business continuity, including hygiene measures to be taken.

France: The Minister of Economy and Finance and the Minister of Labor have asked a trade union to publish health and safety standards, released in March.

Increasing financial incentives for store employees

Shopworkers are at high risk of infection, which often reduces staff availability for fear of infection. Some governments have increased their payroll by paying a direct bonus (in Italy) or by introducing a free bonus to help firms promote their employees (in France).

France: Expansion of the scope and merit of the "prime Macron", a tax-free bonus, and public safety, so that firms can compensate workers for their working conditions affected by COVID-19; Many large retailers operating in France use it to reward other categories of workers during the violence.

Italy: Presentation of a bonus of EUR 500 / month for workers who continue to work in the affected areas due to COVID-19; which was followed by the expansion of the EUR 100 allocation plan for all current employees (active income generation).

Provisions to temporarily reduce important marketing activities:

Sales require a large number of employees and large sales firms often follow labor market rules (including collective bargaining) which restrict the transfer of employees to all operations, locations, or institutions. Some governments have relaxed the rules to facilitate the provision of essential goods by making flexible opening hours (Belgium, France), allowing overtime (Germany, France), facilitating the transfer of workers (Belgium, France), or by allowing expired workers from other sectors. combining the benefits of unemployment or temporary employment with temporary employment (in Belgium, France, United Kingdom).

Belgium: Negotiations with social partners to temporarily release schedule on opening hours, transfer of employees between factories or locations, and the possibility of working a flexible (temporary) job while maintaining the benefits of temporary unemployment.

France: Reducing legislation regarding labor permits between firms; temporary relaxation of labor laws, e.g. an increase in the number of working hours per day and week, the reduction of the minimum number of breaks between work shifts, and the simplification of Sunday work.

Germany: Legislative amendment to increase working hours per week, change rest requirements and simplify Sunday work; temporary authorization to import important goods without official driving qualifications.

United Kingdom: Under Coronavirus Careers Program, employees are allowed to work for another employer while they are not working.

- 4.) "Connecting businesses and consumers during COVID-19: trade in parcels", *OECD Policy Responses to Coronavirus (COVID-19)*, <http://www.oecd.org/coronavirus/policy-responses/connecting-businesses-and-consumers-during-covid-19-trade-in-parcels-d18de131/>.
Protecting online consumers during the COVID-19 crisis, <https://www.oecd.org/coronavirus/policy-responses/protecting-online-consumers-during-the-covid-19-crisis-2ce7353c/>.

Certain shifts brought by COVID-19 may involve long-term changes in online commerce

While some desired changes may be temporary, others may have far-reaching effects. Legendary evidence from the SARS outbreak in 2002 and 2003 suggests that the epidemic has been a major factor in the digital transformation of Chinese stores. For example, the move to JD.com, now one of the world's largest online stores, from building and brick to online sales in 2004 was a direct response to the SARS crisis. Similar issues have also provided the consumer base of the Alibaba business-to-buyer (B2C) Taobao branch, which was established in 2003.

In the current crisis, for example, older consumers who have begun to deal with e-commerce as a way to improve physical distance may be partially attached to their newly acquired career. Credit card use by approximately 10 million credit cardholders in Japan suggests that the increase in online credit card purchases was very high for users

in their 60s (from 15.4% in January to 21.9% in March 2020) and those in the age group age 60. aged 70 (from 10.9% to 16.4%). A global consumer survey that measures the acceptance of digital services and the impact of the crisis during the COVID-19 disaster by McKinsey also suggests that new users (i.e. users who have never participated in these activities before) drive more than 50% increase in online grocery purchases. (Brazil and South Africa), kerbside downloads at restaurants (France, Germany, Italy, South Africa, United Kingdom, and the United States) or other stores (Italy, South Africa, United Kingdom, United States). In the United States, 21% of adults report ordering groceries online or through an app from a local store as a direct response to COVID-19. The percentage is always higher (19%) for adults only (aged 65+). In Brazil, about 54% of internet users had purchased food or food products online by 2020, a sharp increase from only 22% in 2018. Significant increases have also been observed in cosmetics, toilets, and medicines. Since usability has always been one of the mainstays of e-commerce participation, most new users will likely continue to order at least some online goods in the future (OECD, 2019 [4]). Some may continue to order online for fear of a pandemic return or because retailers can keep you up with loyalty programs or subscription models are introduced.

On the supply side, many users of brick-and-mortar stores, who used to be forced to completely shut down their meat business, are now considering e-commerce as a viable alternative or another commercial channel. Because moving to online marketing requires investment, many firms that have improved their business engagement during the COVID-19 disaster have the motivation to use the infrastructure or skills they have acquired over time. This is especially true for large retailers who have invested in their marketing and distribution infrastructure.

For example, by April 12, 2020, Amazon's wholesale food retailer Whole Foods Markets had increased its online order volume by more than 60 percent to meet high demand, expanding shipping services from about 80 stores to over -150, with further expansion over time. it is possible. Even small retailers, many of whom have predicted large-scale investment by relying on online platform services and services (e.g., fulfillment, planning, customer service), may decide to turn their online-based identity and knowledge into long-term assets (OECD), 2019 [4]). The same controversy has plagued several players, many of whom have now established a foundation for online marketing infrastructure, in response to the relaxation of detention measures. This includes cafes, restaurants, museums, or public swimming pools, which some countries had to introduce an online booking system to control the number of people in their areas over some time.

- 5.) "COVID-19 and the retail sector: impact and policy responses", *OECD Policy Responses to Coronavirus (COVID-19)*, OECD Paris, <http://www.oecd.org/coronavirus/policy-responses/covid-19-and-the-retail-sector-impact-and-policy-responses-371d7599/>. Promoting a conducive e-commerce environment

To ensure a viable e-commerce environment for all, policymakers must continue to promote a conducive environment for online services in areas such as digital communication, (international) planning, and trade, 7 including digital goods and services. For example, an area with instant e-commerce features is postal services. While shipping of goods and services was reduced in many countries, due to new COVID-19-related safety guidelines and government recommendations, the fact that many governments were considered critical sectors helped keep their functioning as important e-commerce providers online. supply side. Additionally, service providers have responded by promoting small-scale delivery options in several countries, including package packages, or by changing signatures that include other delivery proofs. Governments can actively support such solutions. For example, Italy is considering various measures to promote the use of automatic package keys, including increasing the coverage of parcel networks or promoting the efficient use of locks, such as additional collaboration or sharing between different providers.

3.1 Methodology:

- This article follows a systematic review of the text, as it collects relevant lessons from the books by identifying, selecting, and analyzing, in a systematic way. This approach is very useful in answering research questions, as it collects a few studies from existing literature and, after separation from critical analyzes of these studies, allows for access to evidence that can be reproduced and evaluated globally.
- Due to COVID-19 there has been a change in eating habits, due to fear and uncertainty. The closure increased online product sales and online product sales, the grocery store expanded, and stores redefined their design with safety and hygiene measures. Following the above, one of the most important recommendations for store managers

is to continue investing in safety and health measures, as human money will lead to the fight against the epidemic in uncertain conditions.

- To achieve greater agreement on the topic, we have combined two types of analysis: quantity and quality. The measurement method is based on bibliometric analysis, as we examine data from selected literature on the subject; the qualitative approach, on the other hand, is based on systematic content analysis that facilitates the mapping of key concepts and their duplication.
- As with the latest data review, the search was conducted on October 7, 2020, and the selected peer-reviewed site was Scopus, Elsevier. We started with the terms of inclusion using the "Sales" Influence of COVID-19 on Sale 175 and the words "COVID-19" in the title (title, abstract, and keywords). The type of documents selected is particularly applicable to journal articles, not only because they are scientifically reliable compared to other types of literature, but also because the source is often used in systematic literature reviews. Filters Documents Keyword "For Sale" AND "COVID-19" 83 Limited Subject (Title, Summary, Author Keywords) Document Type Journal Articles 69 Language English 67 2020 Journal Articles for 2020, as the origin of this epidemic only happens in a year. To avoid misunderstandings, selected texts needed to be written in English. The literature of systematic reviews can be limited by the fact that the most recent studies, maybe the result of some lack of solid theory. The study also provides a summary at this point, and new evidence may reinforce the results of this article or encourage discussion by presenting data that will prove the opposite. However, the importance of research seems to be seen as a way to understand what is happening now and little is known about it. From a total of 83 manuscripts, we have 67 articles, which we have analyzed and presented in the next section.
- Relationships between all stakeholders will incorporate flexible and mutually beneficial efforts, culminating in a smooth delivery to the end-to-end customer. As this article builds on systematic reviews of available literature, it should be interesting to do thorough research in the retail industry to confirm our findings.

- Policies to support the retail sector and strengthen its resilience

First, governments need to make financial aid faster and more readily available to retailers to keep them working. As non-essential retail activities face unprecedented demand due to closure, financial assistance will help prevent the "accidental death" of solvents for solvents. Governments have already provided extensive and comprehensive emergency assistance; they need to make sure it is available to all retail companies, be it small stores or large chains. Apart from emergencies, funding mechanisms should only be made available to active firms to prevent the negative impact on business transformation.

Second, governments need to help key retailers address the shortage of workers. Key firms are facing rising demand for production and a decline in the number of workers due to binding measures and confinement restrictions. For example, in the United Kingdom, Nielsen reports that sales of shelf-based groceries (i.e. food that can be stored safely at room temperature) doubled during the week leading to closure compared to the same week in 2019, while the Center. Grocery Distribution reports 20% or more absenteeism rates during the first phase of employment. Governments have taken four steps to ensure that households can access essential goods: 1) increase financial compensation for retail workers; 2) temporarily reducing labor market or trade rules for critical occupations; 3) adjusting the demand for sales activities; 4) Provide health and safety guidance in stores to address employee concerns (see Box 1 for examples). These measures should follow the recognized standards of business conduct to prevent harmful effects on employees' well-being. The success of these measures depends largely on the quality of public negotiations between employers and their employees (see the joint announcement by sellers and unions, for example).

Third, governments should support storefronts through the use of antitrust measures aimed at keeping workers and customers safe. Steps include flexible opening hours or clear and direct guidance on health and safety standards for sale and delivery (see Box 1 for examples). Social distance greatly affects retailer productivity, however (e.g. due to additional costs of personal protective equipment and declining purchasing power). Government action can help to address these production shocks by reducing information barriers and regulatory uncertainty, ensuring the continued provision of security measures, and supporting customer communication. In addition, governments should re-examine the regulation of discount sales in physical stores. In a few countries, existing laws only allow for a short-term reduction, which may jeopardize social isolation efforts and limit traders' ability to use business strategies that can help them compensate for COVID-19 revenue shocks.

Fourth, governments must ensure that competition remains adequate in the retail sector following this crisis. Without the best efforts of the government, the COVID-19 crisis could lead to the exit of many retailers. This impact may not be the same, as the weight equals equally in the processes of brick and mortar and small firms, while online and large firms have many chances of survival. Therefore, this problem is likely to further reduce store space and increase continued integration in the sector, where sales of the top eight groups have already reached almost 80% by 2014 (Figure 2). In addition, in rare cases of the COVID-19 disaster, there are cases where co-operation between competitors is legal and legitimate to overcome distractions, especially in key supply chains. Against this, governments must ensure that competition is always sufficient to avoid negative impacts on consumers. In particular, competition authorities should challenge aggressive pricing behavior and continue to carefully review consolidation work, both during and after the disaster. In addition, governments in several OECD countries still have the opportunity to reduce entry costs and facilitate the emergence of new trading firms by simplifying registration and licensing requirements.

4. CONCLUSION:

As we had the opportunity to identify in most of the published articles, Retail is considered one of the most essential sectors, reinforced by the fact that its workforce is vital to avoid food shortages. In COVID-19 era, the retail environment DMart had followed up a vital role in taking the initiative to mark up its own identity. Many strategies were brought up to provide customers with their essential needs. The product mix will likely change and retailers will need to forge new partnerships to thrive. The communication between retailers, employees, and stakeholders should be also clear and the message must convey security and trust, as it will be on those bases that the customer will return to stores after the pandemic. In light of the above, one of the key recommendations to retail managers is to continue investing in safety and health measures, because the human capital will lead the fight against the pandemic with uncertain terms.

Close the existing digital divide between individuals, for example by expanding affordable and quality broadband in rural and neglected areas, improving investment, and promoting trust and skills acquisition to participate in online commerce.

Encourage e-commerce participation for the most vulnerable, for example by introducing community-based delivery programs and adult delivery spaces. Ensure that vulnerable consumers are protected from unethical business practices and unsafe products.

Support the creation of e-commerce business models, ensuring that regulatory frameworks are flexible enough to accommodate a combination of online and offline business activities. Reduce control uncertainty and encourage transparency by sharing information.

5. REFERENCES:

1. https://www.indiaonline.com/article/news-sector-fmcg/covid-19-takes-a-dig-on-dmart-parent-avenue-supermarkets-dives-4-as-q1-pat-squeezes-to-rs40cr-120071300163_1.html
2. <https://economictimes.indiatimes.com/industry/services/retail/online-sales-of-retailers-like-reliance-retail-dmart-surge-2-9-times-during-pandemic/articleshow/84614543.cms>
3. <https://www.thehindubusinessline.com/companies/dmart-faces-operational-issues-as-staff-attendance-decline-dramatically/article31169980.ece>
4. <https://www.statista.com/statistics/1045314/india-dmart-revenue/>
5. <https://iide.co/case-studies/swot-analysis-of-dmart/>
6. <https://www.businessinsider.in/retail/news/at-least-one-in-three-dmart-stores-are-in-maharashtra-and-that-is-squeezing-radhakishan-damani-fortunes/articleshow/81928702.cms>
7. <https://economictimes.indiatimes.com/industry/services/retail/online-sales-of-retailers-like-reliance-retail-dmart-surge-2-9-times-during-pandemic/articleshow/84614543.cms>
8. <https://www.dmart.in/service/terms-conditions>
9. <https://archives.palarch.nl/index.php/jae/article/download/1691/1686/3265>
10. https://www.researchgate.net/publication/350451058_The_Influence_of_COVID-19_in_Retail_A_Systematic_Literature_Review
11. <https://www.koreascience.or.kr/article/JAKO202125840137686.pdf>

12. Hall, M., Prayag, G., Fieger, P., Dyason, D.: Beyond panic buying: consumption displacement and COVID-19. *J. Serv. Manage.* (2020). <https://doi.org/10.1108/JOSM-05-2020-0151>
13. Pantano, E., Pizzi, G., Scarpi, D., Dennis, C.: Competing during a pandemic? retailers' ups and downs during the COVID-19 outbreak. *J. Bus. Res.* (2020). <https://doi.org/10.1016/j.jbusres.2020.05.036>
14. World Health Organization. Novel Coronavirus disease (2019-nCoV) Situation Report – 11. https://www.who.int/docs/default-source/coronaviruse/situation-reports/20200131-sit-rep-11-ncov.pdf?sfvrsn=de7c0f7_4. Accessed 18 Oct 2020
15. Protecting online consumers during the COVID-19 crisis, <https://www.oecd.org/coronavirus/policy-responses/protecting-online-consumers-during-the-covid-19-crisis-2ce7353c/>.
16. “Food Supply Chains and COVID-19: Impacts and Policy Lessons”, *OECD Policy Responses to Coronavirus (COVID-19)*, <http://www.oecd.org/coronavirus/policy-responses/food-supply-chains-and-covid-19-impacts-and-policy-lessons-71b57aea/>.
17. “Connecting businesses and consumers during COVID-19: trade in parcels”, *OECD Policy Responses to Coronavirus (COVID-19)*, <http://www.oecd.org/coronavirus/policy-responses/connecting-businesses-and-consumers-during-covid-19-trade-in-parcels-d18de131/>.
18. Paris Del Rio-Chanona, R.M. et al. (2020), “Supply and demand shocks in the COVID-19 pandemic: An industry and occupation perspective”, *INET Oxford Working Paper No. 2020-05*, https://www.inet.ox.ac.uk/files/COVID_JobSecurity_writeup14april.pdf.
19. “Supporting people and companies to deal with the COVID-19 virus: Options for an immediate employment and social-policy response”, OECD, Paris, www.oecd.org/coronavirus/policy-responses/supporting-people-and-companies-to-deal-with-the-covid-19-virus-options-for-an-immediate-employment-and-social-policy-response-d33dffe6/.
20. *Unpacking E-commerce: Business Models, Trends and Policies*, OECD Publishing, Paris, <https://doi.org/10.1787/23561431-en>.