

## ***Targeting Industries that thrive in a downturn like the COVID-19***

As much as a downturn creates unprecedented unemployment numbers, it inversely opens doors for a select group of people and industries to thrive. Prospective employees, entrepreneurs and business owners can each capitalize on the plethora of opportunities at their disposal. Here are four proven industry sectors that one could look into during a period like COVID-19.

### **1. Grocery Stores**

When the COVID-19 lists of essential businesses came out, groceries stores were on top of the list. Human beings need food and water to survive and thrive. Big box grocery stores to the local corner grocery stores saw an influx in demand. Stock shelves would empty in minutes and many grocery stores found themselves increasingly hiring to keep up with the supply and demand. If one is willing to polish on their customer service skills, an employment opportunity at a grocery store is one reasonable way to bring in some extra income to the family.

### **2. Health Care**

Falling sick and prevailing pre-existing health conditions have no mutual agreement with the economy whether in a downturn or when the economy is healthy and thriving. Therefore, in a downturn like the current one due to Covid-19, the healthcare industry has been moving ahead like a steam engine. With an influx of public and private funding, healthcare providers and service delivery roles both direct and indirect, within this sector are in high demand, research has been boosted, healthcare devices are in high demand. For example, with transferable skills, a recently laid off dish washer and chef at a restaurant can look for employment opportunities in the food service and environmental services departments at a hospital. An individual with a valid driver's license can apply for a patient driver job at a health facility among many other opportunities.

### **3. Economists, Accountants and Financial Advisers**

In any economic downturn, people, and businesses alike, are very alert regarding the safety and health of their finances and investments both present and in the future. Some people are concerned about with how best to leverage the little they to survive through the downturn, and there also those looking to capitalize on the moment for even more growth and gains. In such an environment, economists, accountants, and financial advisers see an uptick demand for their services. Therefore, for someone with expertise and a background in any of these three fields, a downturn like the one we are experiencing is ripe with varied employment opportunities.

### **4. Waste collection and Removal Services**

Trash collection remains steady even during a downturn. It is an opportunity one could venture into and sign up with a waste management company that has open positions. During a downturn, foreclosures, and relocations are rampant. There will always be junk left behind in houses and business premises which will require to be disposed of. Waste collection and removal services

therefore see an increase in demand for their services on top of their usual waste collection routines and rounds. If you are comfortable with dropping a little sweat, getting dirty and flexing some muscles then an employment or entrepreneurial opportunity in waste collection and removal services is worth a try.