Food and Beverage in Covid-19, Shopee in Online Shop Brooklyn.Store

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Abstract
The E-Commerce marketplace is booming, providing a new shopping experience for
customers where they can engage in global transactions. E-commerce has been performing
the biggest role in most distant reaches of the economics business. In the favoured sense, E-
commerce is a business deal such as selling the internet or electronic networks. The article
explains the theoretical basis for developing worldwide e-commerce in the era of
globalization. The study investigated the main trends that have developed in the e-commerce
market. Covid-19 cases are increasing significantly internationally, with profound effects on
global food staple markets and food shortages. The COVID-19 pandemic has resulted in over
4.3 million confirmed cases and over 290,000 deaths globally (Nicola et al., 2020). This
study investigates the impacts of COVID-19 pandemic, on the food and beverage industry. It
examines both the short-term and medium-to long-term implications of the disease outbreak
and highlights strategies for reducing the possible consequences of the pandemic. Other than
that, this test plans to break down SWOT (strengths, weaknesses, opportunities, and threats)
and define display technologies through Shopee at Brooklyn.store's online store. The impact
of this exploration is the Online Shop Brooklyn.store in the fourth quarter case that the store
is in poor official standing and faces significant testing in order to implement a precautionary
method. He faces a major challenge in implementing a defensive strategy.

Keywords: Covid-19, food and beverage, SWOT analysis, marketing strategy, Shopee.

I.   INTRODUCTION

Nowadays, most of people rarely go to the shop for buying daily things because of the
mysterious illness which is called COVID-19 or known as Coronavirus disease. In Malaysia,

the government implement a rule for Malaysian people to follow which is MCO or known as Movement Control Order in order to avoid more people get infected by COVID-19. During MCO, Malaysian people had to stay at home unless they want to buy important things such as food [1].

In order to solve this problem, most of shops are doing online shopping for customers to buy important things they need. Online shopping is a business or economic activity that uses information and communication technology applications in each transaction. Online shopping is not only used for buying and selling but also for promotional efforts widely. Other than that, online shopping is a type of web based business which allows customers to purchase items or departments directly by any retailer through the websites they use. Moreover, online business is an idea that depicts the cycle of buying and selling or trading of items, departments and data through computer networks including the web [2]. With e-commerce, everyone can complete deals and buy exchanges anytime and anywhere. Other than that, an online business is a tool for reducing reliable and practical expenses of durations, business flow cycles, and improving links with both colleagues and clients according to Charles [3].

One example of online shopping is Shopee. Shopee is a platform for customer to buy things meanwhile seller sells things to the customer. According to the statistics, Shopee is the most choices online shopping platform and the most clicked e-commerce site in Malaysia [4]. As digital development has been increasing, e-commerce or online shopping is the best way to restore the economy and practice social distancing among people throughout COVID-19 pandemic [5].

The current state of a nation's economy generally depends on the accurate appraisal, mentoring, successful ranking and web based business of executives. An evolving arrangement for online exchange is a complex hierarchical and integral framework, parts of which are constantly changing and cooperating with each other [6]. The realization of these destinations despite the increasing competition amongst web based businesses increases the volume and complexity of the procedures for establishing, checking, arranging, boarding, internal and external relationships with service providers, delegates, etc.

Online stages have become central today as a tool to help speed up some daily schedules, for example, online businesses, including food ordering, online banking, long-distance informal communication, and much more [7]. For example, food ordering is served via online stages due to the increased number of computerized stages customers and restaurant attendance [8]. The new epidemiological conditions of the Covid outbreak have attracted enormous difficulties for organizations worldwide, affecting most organizations. Most governments impose quick guidelines, for example, the conclusion of unimportant organizations and closures while deeply reassuring about social removal among the population. Due to the glare and advanced applications, for example, e-commerce will be a successful way to reduce operational unpredictability and improve endurance ratio [9].

Then investigate Shopee. The business world is very competitive, and the acceleration makes it difficult for everyone to advertise the products or the departments sold. Organizations need to understand the strength of what they possess to confront the various organizations in terms of well-being even with competition [10]. Understanding the qualities of an organization is in a position to open up many freedoms for the organization to expand its business at a later time. Changes in the market climate can be seen by many individuals in the ability to use the

Internet in their daily lives, and it reminds the world of alleged e-business over the Internet [11], a company that uses the Internet to buy products from within. Transportation assistance.

II.   BACKGROUND OF THE STUDY

The global financial results of the COVID-19 pandemic have been crucial additionally. Specifically, the global economy is facing negative stockpiles due to the pandemic that has imposed restrictions on distribution centers to close, and in this vein upset the global regulation of supply chains [12]. Like various companies, the food and beverage industry has been hit hard by the effects of the COVID-19 pandemic, which has caused enormous misfortunes in many areas of the global economy. The Food and Beverage Industry Report is split across the globe based on separate natural click orders. The COVID-19 outbreak has had a dual effect on these parts [13]. This includes separate natural lifestyles such as completely closed restaurants and cafeterias in certain areas.

In business and hierarchical exploration, risks are described as much as their negative variety in potential outcomes. At the same time, disruption is a specific type of risk that involves tragic events. Coca-Cola drink faced a few delays in the network of fake sugar stores from China due to the new Covid outbreak [14]. Starbucks Corp., McDonald's Corp. Metro, Burger King, KFC are important parts of the food and beverage industry around the world. Due to the outbreak of the Covid pandemic, these organizations are seriously affected, especially in any of the areas of the outbreak [15]. For example, Starbucks closed a portion of nearly 2,000 outlets in China, yet access to online food orders is still available [16].

Online store Brooklyn.store was set up in 2016 to sell some designs such as purses for people, packages, glasses, makeup, headphones, socks, and outdoor accessories [17], for example, receivers and mosquito nets [18]. The Brooklyn.store online needs to pay attention to parts of the indoor and outdoor climate to have the right merchandising measures to expand deals and face rivalry.

III.   PROBLEM AND METHODOLOGY

Due to the outbreak, a lot of staff in food and beverages are required to increase production in many products. In this situation, even the increased sale succeeds helping groceries store and etc, but the store itself facing problem to keep workers and shoppers safe from a virus which not fully cured yet. As following by the government, all people should follow the Standard Operating Procedures, people nowadays have to avoid being in crowd to lessen the physical touch. By that, many consumers turning to online shopping, smaller grocers, and also use third party delivery services to get products to consumers. Unfortunately, delivery companies have their own problems, including delay in the delivery and labor disputes, and some retailers are exploring alternatives, hiring their own shoppers and suppliers [19]. But, those will lead companies struggling to carry out operating expenditures, such as paying the salary of the shoppers and deliveries.

Another challenges face is the market has to put the food and stuff right on shelf at the same time to keep the customers in safe. For distributors, they face problems at cash shortage when the operating is cost more than the profit they get by delivering using vehicles [20].

Shopee's shortfall was due to a lack of access to cutting-edge items, and openings that could be exploited by catching a piece of the overall industry as improved ornamentation led to a rise in watch, a risk claimed by more competitors here.The problem in this study are to determine strength, weakness, opportunity and threats in an Online Shop Brooklyn.Store through Shopee in determining the right e-commerce strategy [21].

For study a topic in review concept there are some stages should go through can be explained as followed:

i. Related topics selection

The next course included selecting papers related to the topic of conversation. Selected papers are placed in one envelope directing further familiarity and understanding of the techniques. This is to ensure that only important papers are identified with the objective in this project.This Shopee of Online Shop Brooklyn.store use types and sources of data by understanding qualitative research with a descriptive approach, namely the research object is natural or natural looking at things in terms of the circumstances, good condition, situation, an event, an activity.

ii. Data Collection

For example, for Shopee:

a.   Interview

Informants in this study are the marketing manager who used to get data working system and marketing strategy business commerce Online Shop Brooklyn.store.

b.   Questionnaire

Study on the questionnaire used to obtain details of internal factors and external factors.

c.   Documentation

Documentation done for collecting available internal data, including documentation report chart product sales.

iii. Critical analysis (getting a research gap)

At the same time, the data availability from the papers is evaluated in detail. All data is processed to gain strength and gaps in the paper

IV.   FINDINGS

When using Shopee application, there are advantages and disadvantages of purchasing things as an online shopping platform. Thus, there are three advantages and disadvantages that had been stated.

The advantages of using Shopee application as an online shopping platform are information quality, e-service quality and online loyalty. For information quality, Shopee application provides the quality of their website in technical and functional performances to get the

perceived level of satisfaction of users. For example, as a user of Shopee application, user tends to rely on details of the product descriptions and photos provided of seller shop. Also, Shopee application can give clear layout, the category items systematically and a variety of options that will help user to find deals with fewer searches and physical costs.

Other than that, for e-service quality, since Shopee application is in a virtual business and no face-to-face contact, Shopee application must provide good services to the users as a guarantee such as user can look for information, create purchase orders and waiting delivery of their order. E-S-Qual also used for making purchases of products and shipping the product to facilitate efficient and effective Shopee application. Meanwhile, E-RecS-Qual is used to measure recovery if there is a failure of service during accepted process of quality product.

Also, for online loyalty, Shopee application provide user with buying back the same product or the repeated product of the same brand so that user can buy back the previous item purchased in the future. E-loyalty is in Shopee application as a favourable attitude towards user for repurchase and repeating from the previous shop visit that include behaviour and attitude aspects.

The disadvantages of using Shopee application as an online shopping platform are security issues, vendor reputation and attitude problems. For security issues, Shopee application not guarantee user with online banking security system via the Internet. Also, there is an agreement between Shopee application with user about user's personal information that will be collected as a data.

For vendor reputation, seller needs to rely on their businesses via the Shopee application. While doing an online business, there is a dealing concern among user about dishonest or disreputable vendors. Also, the trustworthy toward seller which are seller is very new and they are not good at making the shopping experience easy and reliable to user. Not only that, there are also lack of privacy statements, difficult navigation, poor product declarations, slow delivery of product, limited price discounts, uncertainty about security and unclear redemption policies.

Also, for attitude problems, Shopee application held e-commerce in Malaysia and around the Asian region. Unfortunately, Malaysian people tend to be a follower rather than open online business in Shopee application. This is because of fear to take risk and no opportunities space in business via the Internet.

V. DISCUSSION

Based on the research, this is the results of SWOT analysis;

1. Internal factors - originating from the internal environment of the online shop at Shopee. Where the internal environment in the Shopee SWOT analysis is taken based on the Shopee admin. Shopee admin has a role in providing services to customers related to merchandise or products sold.
The strengths and weaknesses of the online Shopee shop are as follows:
    a) Strengths
        • Almost every item needed is available
        • The capital required is relatively small
        • Using a professional shipping service

b) Weakness
  • Difficulty communicating with admin seller
  • Description of goods presented incomplete
  • Although using professional shipping services there are often errors in the process of shipping consumer goods
  • Expensive postage costs

2. External factors - that come from the external environment, where the external environment is from the side of the online shop user at the Shopee.

The following are opportunities and threats to the online Shopee shop as follows:
a) Opportunities
  • Can expand the business
  • Great opportunity to increase income because of the increasing number of people shopping online

b) Weaknesses
  • There is a mindset that shopping online is very risky
  • The number of fraud cases that occur

VI. CONCLUSION AND RECOMMENDATIONS

"Online Shopping: Shopee" is a platform to do online business via an application that will focus on buying and selling products. Online business includes customers and sellers so that business will run at anytime and anywhere even though there is obstacle that many people faced which is COVID-19 pandemic. While running a business via online, there is advantages and disadvantages that will give many impacts in customers, sellers and an application itself. So, the method or strategy to improve the online business which is sample size, measurement and data analysis developed so that online business can run smoothly according to planning.

In conclusion, the research on Shopee Online Shop Brooklyn.store is found in discussion where the right strategy to do is survival strategy where they control the performances of the business so as not to decrease its performances. This is to maintain the business while improving the business by providing product types and market development.

As for recommendations can be given is great opportunities will be gained when the Shopee store can maximize their power like develop variants of products offered, providing quality HR, improve the effective service to customer and improve the control of inventory quantity of latest products.

As for food and beverages, the world concerns about the higher cases of Covid-19 that affected a lot of food business that working internationally and the safety customers that may be open to dangers. The impact of e-commerce on the food and beverages sector is important and crucial for the future.

As for recommendations can be given are all food business can be prepared to open e-commerce platform as well as back-up for incoming pandemic or challenges in future.

Besides it is convenient and pleasant to customers, also reduces the cost for company at marketing and waste production.

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