



Module: Dissertation

Module Code: LCBB6000

Student Name: Khadija El Maski

Student ID: 1818675

Tutor Name: Anupam Mazumdar

Level: 6 term 2

The impact of COVID-19 on SMEs:

**An exploration of the impact of COVID-19 on Physiological needs of the
owners of the Gym Sector in East London, UK**

Table of Contents

<i>Concept of Covid-19:</i>	3
<i>Impact of Covid-19 on SMEs:</i>	3
<i>Impact of Covid-19 on SMEs in the gym sector of the UK:</i>	4
<i>Theoretical aspects of Physiological needs:</i>	5
<i>Research methodology</i>	6
<i>Research philosophy: Epistemology:</i>	6
<i>Research Paradigm:</i>	6
<i>Research Approach:</i>	6
<i>Research Methods:</i>	6
<i>Research Strategy:</i>	7
<i>Data Collection Tools and Techniques:</i>	7
<i>Sampling and Sampling Techniques:</i>	7
<i>Data Analysis Method:</i>	7
<i>Gantt chart</i>	8
<i>Conclusion</i>	8
<i>References</i>	10

Concept of Covid-19:

The SARS-CoV-2 virus causes Coronavirus Disease (COVID-19), which is an infectious disease. When an infected person coughs, sneezes, speaks, sings, or breathes, the virus spreads in small liquid particles from their mouth or nose. Larger respiratory droplets to smaller aerosols are among these particles. WHO declared COVID-19 a global pandemic in March 2020, and the virus spread like wildfire in 2020. People's freedom of movement has been severely curtailed as a consequence of these limitations, which has had a significant impact on public lifestyles. Fear of catching the virus, uncertainty and lockdown restrictions have adversely impacted the public mental health as they have become afraid of going out, and at the same time, they are tired of staying at home. All of these mental health issues have impacted the fitness routines and the tendency to go gym among the public (Vancic, 2020).

Impact of Covid-19 on SMEs:

COVID-19, like almost every other aspect of economic life, has had a significant impact on the way MSMEs do business. Unexpected shifts in demand, supply, product distribution, and consumer behaviour have hit small businesses all around the world. There are several firms that have lost both front-line customers and the ability to source raw materials and inputs, and export, because of the economic downturn. Lockdowns and other limits on movement have been used in a number of cases to impede the ability of critical persons and employees to perform. As a consequence of layoffs elsewhere in the economy, demand has fallen significantly. In recent months, sales have dwindled (Bartik, et al., 2020). Many more companies in supply chains have gone out of business. People and organisations are spending more cautiously due to uncertainty about the epidemic's future direction, resulting in a decrease in demand for many SMEs' goods and services. Individual businesses are not the only ones affected; economies throughout the world are as well. Already, the outbreak has disrupted trade and cross-border travel. China, the EU, and the US, three of the world's largest exporters and key players in global value chains, have all reduced or halted their cross-border trade, causing substantial disruptions to supply chains. Small and medium-sized enterprises (SMEs) have suffered as a result, as both exporters and consumers of imported inputs, in significant ways (Bartik, et al., 2020)

Another study by Zutshi, Mendy, Sharma, Thomas, and Sarker (2021) examined the impact of the Coronavirus Disease 2019 (COVID-19) pandemic on the profitability of SMEs, as well as the extent to which these businesses modified or adjusted their business operations, as well as the extent to which these businesses used open innovation tools and innovation promotion methods. Despite the pandemic's pervasive influence on all parts of life, the data indicate that the pandemic had no adverse effect on the revenues of the majority of small enterprises in the industrial sector, and the majority of them did not modify or adapt their company operations. Additionally, the data indicate that small businesses that get the majority of their income from subcontracting work to other businesses and long-term agreements are more likely to thrive through times of economic struggle and uncertainty. Additionally, the statistics demonstrate that foreign-market firms have been adept at adapting their operations to changing market conditions and diverse trade restrictions (Zutshi, 2021)

Impact of Covid-19 on SMEs in the gym sector of the UK:

Every person's life has been turned upside down as a result of the COVID-19 epidemic, according to recent research. Many people's daily routines have been disrupted because of it, particularly those who rely on gyms for their physical health. People who attend the gym on a regular basis were surveyed in this research to learn about their experiences with the pandemic and how they coped with COVID-19-induced uncertainty and health concerns (Kaur, et al.,2020).

Due to the Covid-19 issue, Baron (2021) claims that Fitness gyms are in special trouble. Since the year 2020, the fitness sector has been one of the worst-hit by the pandemic's effects since it is at the centre of overall health and well-being (Baron, 2021). Gym closures, cancellations, and free online exercise sessions are definite obstacles to overcome. A fitness centre's ability to meet the changing requirements of its members depends on its ability to do so swiftly and effectively. In order to overcome the Covid-19 problem, fitness clubs will have to reconsider their business strategies to this degree. The goal of this study is to identify the most significant changes in the fitness gym sector as a result of the Covid-19 epidemic, as well as to propose a new economic model for these facilities in the post-pandemic age. This includes a study of the literature, a survey of fitness professionals on social media, and a series of in-depth interviews. Fitness centres should now provide their members with more freedom, convenience, and security, according to the study's primary conclusions.

Customers' behaviour and requirements were drastically altered by the Covid-19 issue. To ensure the safety of their citizens, governments have shut down fitness centres and implemented a variety of safety measures, including lockdowns, quarantines, and the shutdown of restaurants, schools, and retail establishments. The actual brick-and-mortar businesses, such as fitness facilities, were particularly affected by these action plans. As a result of the Covid-19 issue, fitness clubs have become a "high-risk activity" in the minds of clients rather than a place where people go to improve their health and well-being (Ananthakrishnan et al., 2020). Thus, it is relevant to investigate the effect of the financial crisis on enterprises during, immediately after, and throughout "the new normal." In addition, the rise of internet companies, free trainer videos on YouTube and Instagram, and workout applications threaten the future of conventional health clubs. Many businesses went out of business because they could not handle the pressures of the financial crisis. In many countries across the globe, GDP has declined which has adversely influenced the performance of many SMEs in different sectors. For example, in Eurozone, GDP declined by 3.8%. Moreover, Italy, Spain, and France, also experienced a sharp decline in GDP, which impacted their overall economic performance (Papadopoulos et al., 2020).

Theoretical aspects of Physiological needs:

According to Abraham Maslow's theory (1943) hierarchy of needs, always motivate people by their needs. Every person has different needs. Maslow's drawn up in a pyramid. On the bottom the basic needs, such as philosophical needs, secure and safety, and heading to the top self-actualisation take a place (Kremer and Hammond, 2013).



(Kremer and Hammond, 2013)

According to our case, Covid-19 outbreak made a huge impact on gym's owners. The owners couldn't ensure the safe and secure place anymore for them Members. Safety is a basic stage in Maslow's pyramid (McLeod, S., 2007).

Research methodology

Research philosophy: Epistemology:

The philosophy of research outlines the methods used to gather data in order to better understand and meet the intended goals of the study. The proposed research philosophy for this study would be epistemology (Snyder, H. 2019). The philosophical study of the nature, origin, and limitations of human knowledge is known as epistemology. The phrase comes from the Greek word's episteme ("knowledge") and logos ("reason"), and the topic is often called "theory of knowledge." This philosophy was selected for study because it may help me become more conscious of my own learning process and personal growth as a student.

Research Paradigm:

The proposed research paradigm for this study would be interpretivism. This is because to acquire a better understanding of social phenomena and culture, interpretivism is a qualitative research style that focuses on people's views and motives. One advantage of employing interpretivist research methodologies is that the results are reliable and accurate. (Saunders, et al., 2007)

Research Approach:

The proposed research approach for this study would be Inductive. This is because it will allow flexibility and will provide information close to context and will support the generation of new theory (Saunders, et al., 2007).

Research Methods:

The proposed research methods for this study would be qualitative. This is because qualitative choice is the best option for underlying research since it allows for a comprehensive and detailed evaluation of the problem under discussion. (Sahay, 2016)

Research Strategy:

The proposed research strategy for this study would be exploratory. Exploratory research is a process that looks at research issues that haven't been thoroughly investigated before. This technique was selected because researchers have a lot of flexibility and can adjust to changes as the study proceeds, it's typically inexpensive, and it helps establish the groundwork for future research (Saunders, et al., 2007).

Data Collection Tools and Techniques:

The proposed data collection tools and techniques for this study would be semi-structured interviews. Semi-structured interview will help in gaining comprehensive yet concrete information as the research can ask both open and (Kumar, R. 2019).

Sampling and Sampling Techniques:

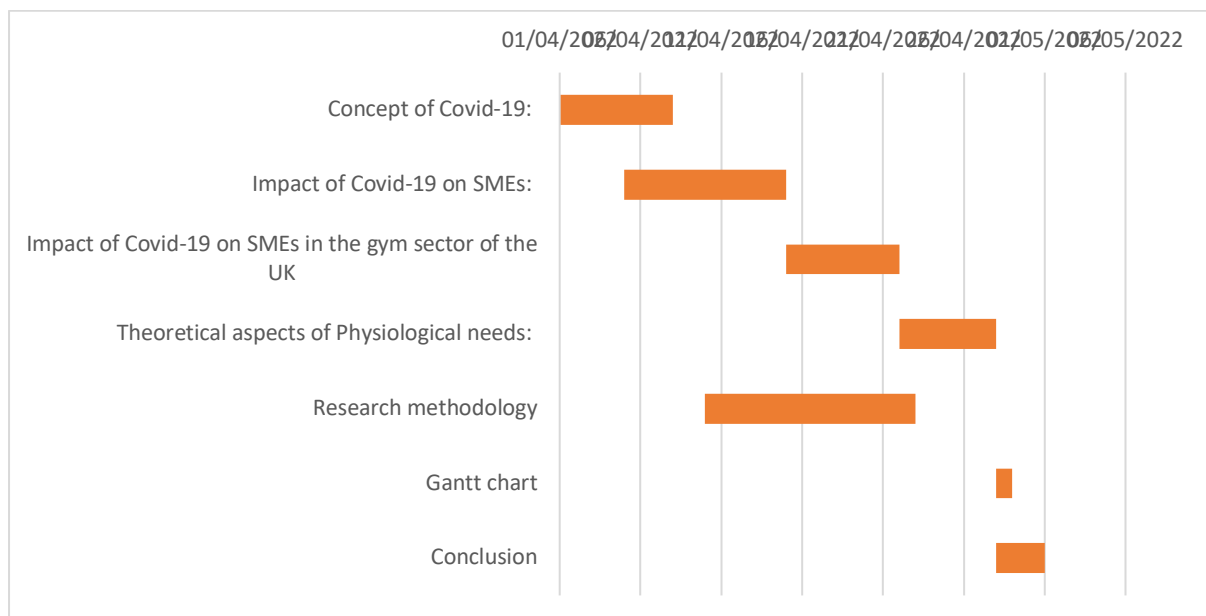
The proposed sampling technique for this study would be purposive sampling and a sample size of 10 participants has been selected. The population for this study will be the Gym owners operating their Gyms in East London. Out of this population, 10 owners will be reached out to conduct face to face interviews. This is because Purposive sampling allows researchers to extract a lot of information from their acquired data. This enables researchers to convey the broad effect of their results on the general public. (Saunders, et al., 2007)

Data Analysis Method:

The proposed Thematic analysis the impact of COVID-19 on SMEs: An exploration of the impact of COVID-19 on the physiological needs of gym owners in East London, UK used to analyse within the research study. Theoretic evidence and statements will be used to support the theoretical implications for the case study. The theory used to support this analysis is Abraham Maslow's Hierarchy Theory. The data will be analysed by comparing several sources and ensuring that the collected data is well supported through claims and strong arguments (E. Kiger and Varpio, 2020). Several of the frameworks implemented in the covid impact will be used to support evidence.

Gantt chart

The impact of COVID-19 on SMEs: An exploration of the impact of COVID-19 on Physiological needs of the owners of the Gym Sector in East London,	Task	Start date	Duration	end date
	Concept of Covid-19:	01/04/2022	7	08/04/2022
	Impact of Covid-19 on SMEs:	05/04/2022	10	15/04/2022
	Impact of Covid-19 on SMEs in the gym sector of the UK	15/04/2022	7	22/04/2022
	Theoretical aspects of Physiological needs:	22/04/2022	6	28/04/2022
	Research methodology	10/04/2022	13	23/04/2022
	Gantt chart	28/04/2022	1	29/04/2022
	Conclusion	28/04/2022	3	01/05/2022



Conclusion

In conclusion, as the covid effect on small and medium-sized enterprises has had an impact on how particular and complex it is, this has radically changed society and not only has it also changed the way of selling, comparing, and advertising. I particularly wanted to dwell in the sector because it had the greatest impact both economically and psychologically at the world and local level. However, as we can see this category is the most affected also at the social level, it affected both managers of these companies since if they are found without an economic

income and did not have the opportunity to find other outlet and also has an abnormal impact on society.

References

- Ananthakrishnan, U. M., Chen, J., & Susarla, A. (2020). No Pain, No Gain: Examining the Digital Resilience of the Fitness Sector During the COVID-19 Pandemic. *SSRN Electronic Journal*.
- Bartik, A. W., Bertrand, M., Cullen, Z., Glaeser, E. L., Luca, M., & Stanton, C. (2020). The impact of COVID-19 on small business outcomes and expectations. *Proceedings of the national academy of sciences*, 117(30), pp.17656-17666
- Baron, A. (2021). The physical and sports practice of the French under the sign of the first confinement (in French). *Injep Analyses & Synthèses*. 45. pp 1-4.
- E. Kiger, M. and Varpio, L., 2020. *Thematic analysis of qualitative data: AMEE Guide No. 131*. [online] Taylor & Francis. Available at: <<https://www.tandfonline.com/doi/full/10.1080/0142159X.2020.1755030>> [Accessed 29 April 2022].
- Harel, R. (2021). The Impact of COVID-19 on Small Businesses' Performance and Innovation. *Global Business Review*, 09721509211039145
- Kaur, H., Singh, T., Arya, Y. K., & Mittal, S. (2020). Physical fitness and exercise during the COVID-19 pandemic: A qualitative enquiry. *Frontiers in psychology*, 11, 2943
- Kumar, R. (2019). Research methodology: A step-by-step guide for beginners. Sage Publications Limited
- Kremer, W. and Hammond, C., 2013. *Abraham Maslow and the pyramid that beguiled business*. [online] BBC News. Available at: <<https://www.bbc.co.uk/news/magazine-23902918>> [Accessed 28 April 2022].
- McLeod, S., (2007). Maslow's hierarchy of needs. *Simply psychology*, 1(1-18).
- Papadopoulos, T., Baltas, K. N., & Balta, M. E. (2020). The use of digital technologies by small and medium enterprises during COVID-19: Implications for theory and practice. *International Journal of Information Management*, 55. 102192.
- Snyder, H. (2019). Literature review as a research methodology: An overview and guidelines. *Journal of Business Research*, 104, pp.333-339
- Saunders, M., Lewis, P.H.I.L.I.P. and Thornhill, A.D.R.I.A.N., 2007. Research methods. Business Students 4th edition Pearson Education Limited, England.pp145-168}
- Sahay, A., (2016). Peeling saunder's research onion. Research Gate, Art, pp.1-5.
- Saunders, M., Lewis, P.H.I.L.I.P. and Thornhill, A.D.R.I.A.N., 2007. Research methods. Business Students 4th edition Pearson Education Limited, England.pp174-191}

Saunders, M., Lewis, P.H.I.L.I.P. and Thornhill, A.D.R.I.A.N., 2007. Research methods. Business Students 4th edition Pearson Education Limited, England.pp293-295}

Vancic, A., & Pärson, G. F. A. (2020). Changed Buying Behaviour in the COVID-19 pandemic: the influence of Price Sensitivity and Perceived Quality. Available from <http://www.diva-portal.org/smash/get/diva2:1453326/FULLTEXT01.pdf>

Zutshi, A., Mendy, J., Sharma, G. D., Thomas, A., & Sarker, T. (2021). From challenges to creativity: enhancing SMEs' resilience in the context of COVID-19. Sustainability, 13(12), 6542