

## **How the Perishable Goods Industry should Transform and Overcome the COVID-19 Crisis. (Perspective)**

**T.J. Harikrishnan\***

\*) Head of Revenue Pricing Systems/Emirates Airlines,  
Revenue Optimisation Strategist/Statistician, Dubai  
E-Mail: tjhari@hotmail.com

### **ABSTRACT**

The airline sector, hotels, theme parks, theatres, trains, and other perishable goods industry are severely impacted by the COVID-19 crisis. Several intriguing questions have emerged to manage their businesses during such pandemic situations. Some of them are: how do such organizations cope with the sudden drop in demand, what are the changes they can expect, and what is the new normal? This perspective article brings out potential models of using Business Process Reengineering (BPR) to steer out of the crisis. By harnessing the power of BPR, organizations can revamp and improve operational flexibility, in turn supporting growth and success. Organizations can be de-linked from their existing domain to a decentralized model of managing their own businesses and building its own ecosystem. Tactical alliances with competitors or suppliers as partners and logical extensions can be explored, while communicating with customers can give rise to capturing renewed voice of customers (VoCs) and building new reward and sacrifice matrix for dynamic pricing.