

# Whether Covid Will Positively or Negatively Affect the Investors' Decision

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**Abstract.** After the covid has spread all over the world, the catering industry is facing an unprecedented problem. In order to make the business rebound to success, the inverters need to make a rational choice to avoid some potential risk in spending money in catering. Since the COVID, people are less likely to enjoy their meal in real world, which caused the economic depression all around the world and made society in a mess. The research finds that the food security is one factor that cause the investors decision but this issue can be effectively solved by some regulation. Therefore, human tends to act normally like enjoy the meal, so it is a good opportunity for investors to put more money in catering industry since people are used t this pattern, which also contribute to the economic growth all round the world.

**Keywords:** COVID; Catering; Invest; Depression.

## 1. Introduction

### 1.1 Background

Disappearing stores, plummeting income, forcing everyone to take action to deal with the uncertainty of the future. In the past two years, in order to reduce costs and increase efficiency, reduce management costs, and reduce personnel expenses, the society has made many adjustments and changes. Operating costs; do online and offline marketing, launch new products, and promote performance improvement. Some stores have a little profit, the effect is not obvious, but at least the loss is not so serious. In the past three years of the epidemic, our biggest change is that we are not as bold as before. In the past, I was used to investing heavily in assets and opening large stores, and the speed of opening stores was also relatively fast. But the investment has been reduced in recent years, and the desire to open stores is not so high. In the past three years, the catering industry has been severely impacted by the epidemic, and many catering companies have left the venue sadly because they could not bear to close their doors and go out of business. At present, the recovery of the industry is still full of uncertainties. Coupled with the overall economic downturn, catering companies are also facing many practical difficulties, such as the three major fixed costs of rent, raw materials and labor that are difficult to compress, the sharply reduced passenger flow and the difficulty in recovery. consumer confidence, etc. However, the future development of the catering industry is still unlimited. We have reason to believe that those companies that know how to nurture new opportunities in a crisis, find a start in a changing situation, and find a certainty in uncertainty will eventually usher in their own spring.

### 1.2 Relater resaech

Xiong et al. uses the method of combining qualitative and quantitative methods to study the difficulties that restaurants are facing now. the research conclude that the catering market has made less profit than before since the government policy and technological development [1]. An aims to investigate the impact of COVID-19 infection threat on Chinese consumers' dining behaviors in restaurants after work resumption. The results indicate that the infection threat of COVID-19 is significantly related to consumer's behaviors, including contact limitation time optimization, keeping distance, personal security and dietary health [2].

Cai recognize and examine the dangers looked by the little catering organizations, this paper advances countermeasures and ideas with the desire to give a reference to the gamble the board of

the little cooking organizations and to reinforce its gamble counteraction capacity [3]. Fonseca et al. utilized a blended strategy considering information gathered in a semi-organized survey, made accessible on the web and tested for accommodation, utilizing Likert scale questions. They conclude that the division of the eatery region through parcels or containers, to guarantee social distance as per the United Nations World Tourism Organization guidelines since it can solve the problem [4].

Chung et al. collected data from DINESERV questionnaire to discuss the service innovation process in order to investigate the interrelationships of catering environmental policy and psychological effects in the service function, and they conclude that catering has bright future since some improvement has already used [5]. Zhang et al. use LDA(latent Dirichlet Allocation) and compare the results between the catering before the COVID 19 and after COVID 19. They draw the conclusion that people after the COVID have confidence to the catering service, and dining state and comfortable mealtime are becoming increasingly important [6].

Guo dissects the issues looked by the cooking business and investigates valuable open doors after the pestilence by consolidating the reaction estimates taken by exceptional organizations. Consequently, the catering business should jump all over the chance to look for new advancement ways by growing internet-based business and tapping its own attributes to accomplish its own long-term improvement [7]. Ma explains the effect of Novel Coronavirus Pneumonia on China's cooking industry from three levels: industry, catering ventures and consumers. In the post-pandemic era, due to the constant effect of the epidemic, strategies were proposed to conquer the hardships and advance the manageable and stable improvement of the catering business [8].

Wu and Wang elaborated the optimization method of risk management and control scheme for catering enterprises offline under the epidemic environment by analysis four risk-control strategy. In conclusion, by optimizing the risk management and control plan of offline catering enterprises in four steps, offline catering enterprises have stronger ability to survive and develop in the face of a major epidemic environment [9]. Liao investigates food industry realized risk factors, and the examination of the innate instrument of them, get food industry three gamble factors: working pay and income, work cost. Therefore, the factory should focus on the ability to deal with big events like global epidemic, and utilize labor cost and improve overall structure of cash flow [10].

### 1.3 Objective

This paper focuses on the investors who make their choice in invest money in. The first part mainly includes the situation right now around the world and illustrate the importance of decision in investing. The second section contends the impact of the Covid to the catering industry. The third part discusses the problem that appear in the catering during the epidemic. The fourth part discusses the possible solution that facilitate the investment. The last part concludes the overall report.

## 2. The performance of the catering industry during the epidemic

### 2.1 Marketing

Analysts gauges the market size to increment by USD 187.59 billion somewhere in the range of 2019 and 2024. The market noticed a YOY development of 6.03% in 2020 and the development force is supposed to advance at a CAGR of 6.1% during the conjecture time frame. The market will observer critical development in APAC and the locale is setting out huge development open doors for sellers working on the lookout. The developing inclination for eating in the workplace is expanding the interest for the providing food administrations market in APAC.

Although the rising notoriety of web based catering, the presentation of new food menus, and expanding special drives will offer massive learning experiences, changes in food item costs, developing inclination for home-cooked food varieties, and rising dangers with providers will challenge the development of the market members. To take full advantage of the potential open doors, market sellers ought to zero in additional on the development possibilities in the quickly developing fragments, while keeping up with their situations in the sluggish developing portions.

## 2.2 Company

Whether it's a wedding, a show, a secondary school prom, a show, or a corporate occasion, fruitful occasions rely upon crafted by a wide range of individuals. Organizations attached to the occasion business are, verifiably, among the organizations hit hardest by the Covid pandemic and providing food organizations are no special case.

One thing little, confidential occasions and significant occasions share practically speaking is that individuals going to them will maintain that food should be there. However, when limitations on bunch sizes came full circle and brought about incalculable occasions being dropped, delayed, or moved on the web, food providers, thus, lost a gigantic measure of occupations seemingly forever.

As the pandemic began to fill in the US, numerous cooks heard from clients who expected to make changes to their contracted administrations, whether it was to oblige fewer participants or to transform from a smorgasbord administration to individual boxed feasts. Yet, when retractions became essential, those undoings came in quick and frequently without a second to spare, giving cooks brief period to track down alternate ways of compensating for that lost business.

Cooking organizations of all sizes have been feeling the pandemic's belongings. A few bigger organizations have agreements to give food at places like arenas, conference halls, and diversion settings, so they've been hit hard by the undoing of things like enormous shows, shows, and games. Different organizations have been seeing their misfortunes come from retractions of more modest occasions like wedding after-parties, proms, and graduation celebrations. Since bunch limits likewise apply to memorial services, there's even been to a lesser degree a requirement for food at burial service-related occasions in light of the fact that not many individuals have had the option to get together.

Beyond unique occasions, many providing food organizations likewise saw a decrease in business from neighboring workplaces being shut. One thing many organizations like to do is arrange catered snacks for their workers to appreciate. However, with such countless individuals telecommuting, there just haven't been any organization snacks to cater.

A few organizations that give cooking administrations likewise have a feast in eatery, which gave them one choice to push some business along during the pandemic. Indeed, even a few organizations without lounge areas began offering things like feast packs or curbside pickup or conveyance of pre-made dinners. Be that as it may, even with those choices, the deficiency of so many catering position frequently implied losing a significant measure of their income for the year.

Despite the fact that most cooking organizations have never wound up confronting such countless cancel at the same time, they know how exorbitant the deficiency of only one occupation can be. Tragically, there are various circumstances that can drive organizations to close down that are totally outside of their reach.

To safeguard themselves in these sorts of circumstances, numerous entrepreneurs buy insurance contracts that incorporate business interference inclusion. These kinds of inclusion are both expected to cover money related misfortunes a business could experience during a transitory conclusion, like representative finance, lost income, and rent/contract installments. On the off chance that a business could continue tasks at an alternate area, it would likewise assist with migration costs. Common power protection is basically the same as business interference protection, however is explicitly planned to cover misfortunes in the event that a business is compelled to close due to an administration request.

## 2.3 Profit

According to a new study that counts the devastation caused by the epidemic, more than 110,000 eating and drinking outlets shuttered last year, either temporarily or permanently, and 2.5 million restaurant industry jobs perished. By the end of 2020, the industry's real sales volume level was lower than it had been in 2014. In other words, six years of sales growth in the sector have been reversed. Restaurant and food service sales were \$659 billion last year, according to the report, which polled 6,000 operators and 1,000 adults. This is \$240 billion less than the report's pre-pandemic estimates

of \$899 billion in overall sales for the year. 2020 was unquestionably the worst year in the history of the restaurant business.

### 3. Issue

While deciding your gamble there is a ton to consider. Impression of holding your occasion will assume a vital part in whether your occasion pushes ahead. Extra contemplations are current government direction and commands, participant socioeconomics, objective, provider administration — the rundown goes on. With every one of the limitations (or chance), sooner or later you need to painstakingly and honestly survey whether the targets of your occasion will keep on being met.

Regardless of what individuals might think about you facilitating an in-person occasion, we know the prosperity of participants is generally at the very front of each and every occasional organizers' minds. Notwithstanding, we should adjust where required. Most effectively striking is the ascent in apparent sterilization staff that has turned into the norm. We need to reevaluate each part of the arranging system and incorporate security and wellbeing risk moderation into in a real sense each viewpoint: the correspondence to participants, the space, menu, diversion, stylistic layout and administration.

There will be an uplifted familiarity with wellbeing and security principles from participants at occasions. Having a straightforward and vigorous correspondence plan set up will be critical. Individuals will want to find out whether the occasion has adjusted to new security and disinfection conventions prior to consenting to go to an occasion. Give subtleties applicable to the ongoing circumstances and an intended for the occasion. For instance, there will be a few misfortunes in green catering rehearses as security will take need. A couple of prominent champions incorporate a re-visitation of exclusively bundled fixings, expanded utilization of expendable bundling and packaged drinks. Making sense of your thinking behind choices exhibits smart thought is being given to guarantee their solace and prosperity.

Occasion cleaning measures ought to be noticeable and conventions plainly posted. Hand sanitizer ought to likewise be promptly accessible notwithstanding covers. Participants will have less persistence for staff not rehearsing security gauges and increased attention to their environmental factors. Unattended bathrooms, void cleanser allocators and over-streaming trash bins will raise doubt about the tidiness of your occasion.

Having solid wellbeing and wellbeing conventions as a component of your occasion is digging in for the long haul so be imaginative in your methodology without the occasion feeling excessively disinfected.

### 4. Conclusion

This article mainly describes whether investors will continue to invest in the catering industry under the Great Depression caused by the epidemic and analyzes the background and influencing factors. Research shows that despite the closure of countless stores and the irreversible impact on the global economy due to the epidemic, the profitability of the catering industry is still considerable; on, it's reflowing at an astonishing rate, so it's bound to be profitable. In the context of the epidemic, the catering industry is under pressure in the short-term, and the long-term development prospects remain unchanged. Although the operation of catering enterprises is still very difficult in the short term, if we look at the future development of catering from a longer-term perspective, there are still many feasible ways to solve these problems that will affect investors' decision-making.

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