

Hoxana's perspective on how businesses have adjusted to the new normal



Millions of South Africans have lost their jobs since early last year due to the impacts of the Covid-19 pandemic. Companies have had to adapt and evolve, especially with the many financial aspects to consider.

Despite the many global economic uncertainties which have affected the business over the years. Hoxana Consulting Engineers has been fortunate to be a contender in the engineering field for almost 10 years.

As a small business leader, it is difficult to avoid the increasing impact the Covid-19 pandemic has made on businesses. However, the company has managed to stay afloat during the pandemic and is confident that the business has an even greater chance of survival after the virus subsides because agile business innovations have been implemented by thinking out of the box and staying up to date with technological advancements.

The economic pressure, understandably, provides an extremely difficult situation for small business growth in South Africa. However, there are some incredible indicators of how businesses have responded to the "new normal."

Meetings have changed significantly since the beginning of the pandemic. Large and small organisations are at a crossroads and have been forced to reevaluate their business models and how they can sustain their employees. Businesses have had to vigorously shift to digital to adapt to the new normal. This inevitably means more virtual meetings and less face-to-face interactions.

At the end of the day, it is now more than ever that companies need to keep customers and employees at the centre of their focus. Covid-19 put small businesses on life support however instead of facing the pandemic as a challenge (which it is), Hoxana continues to work tirelessly to become a better version of itself and embrace the challenges and like our motto, we are soaring for greater heights like an eagle. We approach business differently and that is our greatest strength.