Empowering small businesses to thrive in the pandemic

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The pandemic hit the businesses so hard that a good portion of it were closed. Businesses had no idea how to reach their customers and sell their products. This area of the economy was hit hard in under developed and developed countries where the markets were already too competitive. People lost their jobs, businesses, and in some cases became homeless.

While some businesses closed down, others had different approach to solve this problem. They started selling their products online. Companies like HS360 Digital played a key role in educating the businessmen and bringing their businesses online. By providing a 360 degree solution including developing their website, sourcing products, marketing, and even running operations, these businesses got a chance to survive and thrive in a situation where everything looked bleak.

HS360 Digital is one of the leading service provider to the ecommerce industry located in Pakistan. The company is partner with both Shopify and Facebook which gives them a very unique access through which they were able to perform a gigantic task of developing hundreds of websites each month and marketing the products on different social media platforms. The agency has developed and marketed difference products and services ranging from a specialty product to a normal household grocery item. It has brought lawyers, doctors, accounting firms, and beauty saloons online as well.

Even though the pandemic has caused us losses in terms of financial loss as well as human losses but as a human we can turn every situation in our favor and in this case we have adopted and modernized how we shop.

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