

Share on Facebook Share

Share

Share on Twitter Share

Share

Share on LinkedIn Share

Share

Share on Email Share

Share

With the closing of the economy we see people in small and rural areas trying to maintain a sense of normal by opening their economies and ensuring that they maintain the covid-19 regulations. The trend of selling homemade food and home-made produce is resurfacing at an affordable rate that the formal economy cannot beat. People are exchanging kfc for 'wildspotjies' and 'kerrievetkoeke' as they do not have food apps on their cellphones, and it is much better to order food from a neighbour. This is unlike what is happening in the city, where people have food apps that deliver their foods at home.

People have made it clear that their informal trading is nothing new and that this is no new trend. The insight that can be derived from this is that people who trade in the informal economy find it impossible to stick to the regulations brought forth by a government that is so divorced from its peoples suffering that they are making due with what they have in order to survive. What this means for brands and bigger companies is that they can create new and upcoming entrepreneurs, who see the gap in the market and take the necessary opportunities, by funding these ventures.

Picture credits: news24.com

Share on Facebook Share

Share

Share on Twitter Share

Share

Share on LinkedIn Share

Share

Share on Email Share

Share