

TURNING PANDEMIC CHALLENGES INTO OPPORTUNITIES THROUGH DIVERSIFYING CUSTOMER BASE: CASE STUDY OF A LABORATORY EQUIPMENT SUPPLIER

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ABSTRACT

The Covid-19 pandemic caused numerous challenges for most businesses. However, some turned these challenges into opportunities by employing different strategies including customer base diversification. This case study investigates how a medium size laboratory equipment manufacturer thrived during the challenging time by proactively responding to new opportunities and expanding their customer profile. This study uses a combination of a series of structured in-depth interviews with executive, along with secondary data obtained from the manufacturer.

Keywords: Covid-19, Customer Base Diversification, Manufacturer, Laboratory Equipment