How has the COVID-19 pandemic impacted Ugandan businesses? Results from a business climate survey

Executive Summary

The Corona Virus Disease-2019 (COVID-19) has continued to spread across the world leaving death and economic devastation in its wake. Although the number of confirmed cases in Uganda remain very low in comparison to other countries, the containment adopted to curb the spread of the virus have affected business operations. This report, based on a survey of firms using the Economic Policy Research Centre (EPRC)’s business climate index (BCI) methodology, examines the effect of the risk presented by COVID-19 pandemic on Uganda’s businesses.

The results indicate that small and medium businesses have experienced the largest effects of the risk associated with COVID-19 compared to large scale businesses. The decline in small and medium businesses is due to inability to cope containment measures instituted by government. Specifically, nine out of ten businesses report experiencing an increase in operating expenses due to preventive measures instituted by government to curb the spread of the virus. Agriculture enterprises have been worst hit due to challenges of accessing inputs arising from transport restrictions and the ban on weekly markets. In addition, prices of agricultural outputs have declined due to lost demand and the shift from consumption of fresh agricultural produce to dry rations.

With respect to the future outlook, the major concerns highlighted by businesses—in the event that the COVID-19 situation persists for more than six months—relate to reduced product demand and potential inability to meet costs of operations. In particular, majority of micro and small businesses indicate that they would exit business in 1 to 3 months in the event the current situation persist. On the other hand, majority of the medium and large firms do not foresee closure. Furthermore, there is a slightly higher resilience among agriculture and manufacturing firms compared to service sector firms. Finally, the report projects that in the event that COVID-19 persists for the next six month, about 3.8 million workers would lose their jobs temporarily while 0.6 million would lose their employment permanently. Over 75 percent of employees projected to lose their jobs permanently are from the service sector and mainly from Kampala.

Introduction

Coronavirus (COVID-19) has continued to spread across the world following the first infections in Wuhan city in Hubei province of China in December 2019. As of 9th May 2020, over 280,000 coronavirus-related deaths had been registered globally, with more than 4 million laboratory-confirmed COVID-19 cases, portraying not only the alarming levels of spread of the virus, but also its severity (World Health Organization, 2020). The World Health Organization (WHO) declared COVID-19 a global pandemic on the 11th March 2020. Given its geographical spread, the pandemic is projected to have devastating effects on the global economy. According to the IMF global economic Outlook, the world economy is projected to contract sharply by 3% in 2020 as a result of the pandemic. In the same vein, the Sub-Saharan African economy is expected to contract by 1.6%. UNECA (2020) shows that African businesses are being severely impacted by the COVID-19 crisis. Four out of five business in Africa are significantly affected by the current COVID-19 crisis, rating the effect as highly severe or severe. The proportion of severity is relatively uniform across the size of enterprises and the sector of business.
Upon registering its first case the government of Uganda came up with a number of containment measures to curb the spread of the virus in the country, such as the closure of schools, restrictions on internal and international travel, wearing of protective gear, use of hand sanitizer and lockdown. These measures are believed to have affected the economy in various ways. For instance, due to border closures, the economy suffered from supply chain disruptions and reduction of visitors who contribute to revenue in the tourism. Consequently, many importers, traders and consumers in Uganda were seriously affected. The effect is more severe amongst the small scale business and traders because they earn their livelihood trading products such as textiles whose importation was suspended (African Union, 2020). There have also been reports of private employers laying-off and effecting salary reductions of workers to cut down their costs and also deal with the loss of market opportunities/demand arising from extending the lockdown duration.

This report examines the effect of the risk presented by COVID-19 pandemic on Uganda’s businesses using a rapid survey. In particular, the report:

- Examines the effects of the COVID-19 pandemic on various indicators of businesses performance;
- Assesses future expectations of the businesses in the event the pandemic and containment measures persists; and
- Provides possible policy options to revive businesses in Uganda in the post-COVID-19 era.

Methodology and data

The data used in this analysis is obtained from a rapid survey of businesses based on EPRC’s business climate index (BCI) methodology. Surveyed firms are a panel of businesses based on the Uganda Bureau of Statistics Census of Business Establishment 2011, first tracked by EPRC in 2012. A structured questionnaire was sent electronically (via email) to 147 business establishments. These were asked questions in relation to business risk associated with COVID-19 and subsequent containment measures (such as lock down). Specifically, the questions focused on business risk indicators of: level of business activity, access to raw materials, price of inputs/raw material, operating expenses, domestic and international demand, price of output, revenue of the business, productivity, employment, and credit and liquidity constraint.

For each of the indicators, respondents were asked to express their perceptions on a Likert scale as follows: “Severely reduced (by more than 50 percent)”, “Moderately reduced (by about 50 percent)”, “No change”, and “Increased”. These responses are coded as 0, 0.5, 1 and 2 respectively. In this case, if a respondent’s perception of the effect of a business risk associated with COVID-19 on an evaluation indicator is that it severely reduced, such a response would be coded as 0. It would be coded 0.5 if the effect of a business risk associated with COVID-19 on an evaluation indicator “Moderately reduced (by about 50 percent)”. It will be coded 1 if there was “No change” and 2 if the effect of a business risk associated with COVID-19 on an evaluation indicator “Increased”.

During data collection, business managers were to assess their expectations on business continuity/survival in the post COVID-19 era. Also questions were asked to establish expectations of laying-off of workers and if yes, estimated number of employees they would layoff temporarily and permanently in case the situation persisted for six months. This enabled the estimation of the number of workers likely to lose their jobs temporarily and permanently.

The analysis entailed both construction of indices and other measures of descriptive statistics. Indices were constructed mainly for overall business activity and price changes (both for inputs and outputs). Note that, these indices do not consider the magnitude of change in the data but considers the general direction of movement in the key indicators. As such, they are sensitive to the direction as opposed to the magnitude of the change in business conditions due to COVID-19. Other indicators were analysed mainly using descriptive statistics. To mimic the whole business community, sample weights were applied in the analysis. These were provided by Uganda Bureau of Statistics (UBoS) as part of the Census of Business Establishment.

The focus of this report is on: (i) business activity, (ii) access to raw materials, (iii) prices paid for raw materials, (iv) domestic demand for products, (v) employment, and (vi) future outlook in the event the crisis persists for 6 months. Other business aspects captured by the survey but not reported in this report include (i) prices of output; (ii) revenues of the businesses and (iii) productivity changes.

Impact of coronavirus (COVID-19) pandemic on Uganda’s businesses

Business activity

COVID-19 pandemic and subsequent lockdown has reduced business activity by more than 50 percentage points. As shown in figure 1, index of business activity has fallen below 100 due to the risk presented by COVID-19, implying businesses are performing below potential across the board. Further sectoral analysis (not shown in the chart) shows that businesses in agriculture experienced the largest decline in business activity with 76% of the firms reporting severe decline and 12% reporting moderate decline. This could be largely attributed to COVID-19 containment measures such as transport restrictions, quarantine, social distancing and ban on weekly markets, which have hindered farmers’ access to input and output markets, thus undermining their productive capacities (Mutegeki, 2020). Micro and small businesses reported experiencing a larger decline in business activity compared to medium and large firms. This is not surprising since most of the micro and small businesses halted operation due to inability to implement Standard Operating Procedures (SOPs) such as the provision of on-site accommodation for employees. In addition, employees of SMEs use public transport—which was banned on 25th March 2020. In terms of regions, businesses from the western and northern region report experiencing the largest decline in business activity, while the central region experienced the least decline in business activity followed by Kampala. Specifically, 26% of businesses in central region and 16% in Kampala reported an initial increase in business activity, most of which are in trade, and industry sub sectors.
services have become slightly expensive. Overall, 55% of the businesses reported to have experienced moderate increase in the price of inputs. Its notable that majority of the businesses in agriculture (43%) reported having experienced a decline in the price of input during the period (Figure 3). This could have been as a result of a fall in demand, which coincided with a buildup of inventory. On the other hand, inputs of manufacturing businesses have become relatively expensive largely due to disruption in the global supply chains, owing to closure of factories abroad. We also note that the pandemic has not affected prices of Inputs in the northern region, but drove up prices in the western region, particularly for businesses in food and recreation and mechanical services. Kampala and central region have only experienced a moderate increase in the price of inputs, particularly for mechanical services and industry for the case of Kampala, and trade and social services, such as health, for central region. On the other hand, majority of the businesses in the eastern region reported a decline in input price, particular for agriculture, industry, and mechanical services. The index of input price changes (not shown in the chart) shows that price of inputs increased by close to one-third (31%), with small and medium businesses experiencing higher increment compared to micro and large businesses. Furthermore, businesses in the western region have experienced the highest increment in input prices followed by those in central region.

Additional operating expenses
COVID-19 containment measures such as hand sanitizer, soap, hand washing facilities, and social distancing have resulted in a slight increase in operating expenses for businesses. Overall, nine out of ten businesses have reportedly experienced increase in operating expenses due to preventive measures instituted by government to curb the spread of the virus (Figure 4). However, majority of them (62%) reported an increase of less than 25%. Only 38% of the businesses reported an increase in operating costs of more than 25%. Businesses in the central and Eastern regions have experienced a higher increment in the expenses with majority of them quoting an increment of more than 25% (not shown in the chart). The hike in prices of sanitizer could and hand washing facilities experienced at the onset of the pandemic in the country explain this.
Domestic demand for products

Approximately half of the businesses in the country have experienced decline in demand for their goods by more than 50%. Eight out of every ten businesses (83%) reported having experienced decline in demand for its products (Figure 5), with 49.4% reporting severe (more than 50%) decline. Meanwhile, 33.3% of the surveyed businesses reported moderate (less than 50%) decline (Figure 8). Higher percentage of the businesses in agriculture experienced severe decline (71%) compared to other sectors. This could be attributed to loss of income-earning opportunities leading to decline in consumption of agricultural products since their demand is more income elastic (FAO, 2020). In addition, risk aversion, due to fear of contamination, has reduced visits to food markets that were allowed to operate. Also, the restrictions on vehicle movements reduced visits to food markets that were allowed to operate. Furthermore, the closure of institutions such as schools and hotels has highly contributed to decline in demand in the agricultural food stuffs (Mutegeki, 2020). In response, consumers have stocked dry rations, which has reduced demand for other fresh agricultural produce.

Regarding size of business, higher percentage of small businesses experienced severe decline in demand compared to other categories of businesses. Businesses in the northern and eastern regions experienced larger declines in demand, with 93 and 73% respectively of the businesses reporting severe decline. Conversely, 15.7% of businesses in the trade, communication, and industry experienced an increase in domestic demand. Meanwhile, a majority of businesses reported moderate reduction in international demand, by a range of 26 to 50%.

Employment

Approximately three-quarters of the surveyed businesses report reduction in the number of employees. Overall, 76% of the businesses reported to have reduced the size of the workforce due risk presented by COVID-19 and subsequent lockdown measures. Of these, 29% reduced their employees by more that 50%, and 27% of surveyed businesses reduced their employees by a range of 26 to 50%. Only 21% of businesses reduced the workforce by a range of 1 to 25% (Figure 6). Businesses in agriculture have undertaken the largest restructuring in the workforce, with 37% reducing their workforce by at least 50% and another 44% by at least 26%. This is probably due to severe decline in agricultural demand and revenues highlighted earlier. Similarly, a significantly high percentage of manufacturing businesses have laid off employees, with 41% reducing employees by more than 50%. Other results not shown in the chart indicate that businesses in the Eastern, have undertaken largest restructuring with more than 50% of them reducing workforce by more than 50%. Similarly, higher percentage of businesses in the western, northern, and Kampala reduced their workforce by more than 50%. On the other hand businesses in the central Uganda undertook moderate restructuring of their workforce, with 41% reducing their workforce by a range of 26 to 50%.
Although businesses continue to layoff some workers due to risk presented by COVID-19, the salary structures are largely unchanged. Only 38% of the businesses reported changing salary structures for their employees risk presented by COVID-19 (Figure 7). Of these, only 11.5% reported to have reduced salaries by more than 50%. Interestingly, 18% of the businesses have reportedly increased salaries for their employees. These are mainly businesses in trade and industry, which could largely be attributed to increase in demand for their goods as earlier highlighted. Among the businesses that adjusted their salary structures, 88% of businesses in the agriculture sector have reduced salaries. Nevertheless, further analysis shows that manufacturing businesses reduced salaries by a relatively larger margin than other sectors, with 24% of the businesses reducing salaries by more than 50% (not shown in the chart).

In the event of temporary closure, businesses in agriculture and service sectors are more likely to halt compensation compared to manufacturing. Whereas only four out of every ten businesses (40%) are likely to halt compensation of employees in event of businesses closure, the percentage is significantly high among businesses in agriculture (55%), followed by service sector with 41% (Figure 8). On the other hand, half of the businesses in manufacturing (49%) are more likely to continue with compensation of employees even when the company closes due to preventive measures. Therefore, employees in agriculture and services are more susceptible to adverse impact of COVID-19 on business operations compared to those in manufacturing.

**Credit and Liquidity constraint**

Risks associated with COVID-19 have exacerbated credit and liquidity constraints among MSMEs but not much impact on large businesses. Overall, 69% of the businesses reported a decline in access to credit, with 34% of businesses
experiencing severe decline (more than 50% decline in credit) and 35% reporting moderate (less than 50% decline in credit) decline (Figure 9). Meanwhile, a relatively high percentage of small and medium businesses in the services sector experienced a decline in access to credit and financial liquidity compared to other categories of businesses. This is probably because lending institutions consider them to be highly risky and more likely to become insolvent in case COVID-19 persists and restrictions are maintained. The figure also shows that businesses in the eastern have experienced the largest decline in access to credit and financial liquidity.

Large businesses generally reported no effect of COVID-19 on their ability to repay outstanding loans, but the risk associated with COVID-19 has undermined MSMEs’ ability to repay loans. Although, 65% of the businesses reported a decline in their ability to repay loans (Figure 10) as a result of the risk associated with COVID-19 and the subsequent measures taken to contain the disease (42% reporting moderate decline and 24% reporting severe decline), the decline is largely in micro (69% of the businesses), small (72% of the businesses), and medium (88% of the businesses). This could be attributed to the loss of revenue, since most of the MSMEs halted operations as they could not afford to adopt some of the preventive measures such as encampment or provision of accommodation to their employees. A sectoral analysis shows that high percentages of businesses in manufacturing and services reported decline in ability to repay outstanding debts due to the outbreak of COVID-19 compared to those in agriculture. This could probably be due to the fact that fewer businesses in agriculture have loans and even those with loans, the amounts are relatively small.

Future outlook

In the event that COVID-19 persists for the next six month, about 3.8 million workers would lose their jobs temporarily while 0.6 million (625,957) would lose their employment permanently (Table 1). Projection based on the national estimates for employment, currently at 9 million (Uganda Bureau of Statistics, 2018)8 such layoff would constitute a reduction of 42% in temporary employment and 7% permanent employment. Over 75% of employees projected to lose their jobs permanently are from the service sector. This is highly expected since most of the services in Uganda involve face-to-face interaction which contravenes the social distancing requirement. We also note that over 80% of workers predicted to permanently lose their jobs are from Kampala whereas in other regions there might not be permanent lay-off.
Further analysis (not in the table) shows that businesses in agriculture are more likely to maintain the size of their workforce compared to other sectors, with 40.4% of them foreseeing no lay-off in the next six months. Also, businesses in manufacturing are more likely to lay-off employees in the event the pandemic persists for the next six months. Furthermore, the analysis shows that workers of micro businesses are more vulnerable to the risk presented by COVID-19 because 71.5% of the businesses in this category reported that they would trim their workers.

Reduced product demand and ability to pay costs are the major concerns for businesses in the event that the COVID-19 situation persists for more than six months. Overall, close to three out of every ten businesses (26.8%) are worried about decline in demand while 22.7% worry about ability to pay costs in the event that the pandemic persists for the next six months (Figure 11). Other worrying concerns include reduced production and productivity, loan repayment, and reduced supply of inputs, in that order.

Majority of micro and small businesses would exit business in 1 to 3 months in the event the current situation persist. Overall, 21.6% of the businesses would close in 1 to 3 months while 20% would close in a space of 3 to 6 months (Table 2). Majority of these however are micro (83%) and small (53%) businesses. On the other hand, majority of the medium and large firms do not foresee closure. Therefore, micro and small firms are more susceptible to the risk presented by COVID-19 than medium and large firms. Sectoral analysis reveals slightly higher resilience among agriculture and manufacturing firms compared to service sector firms. From Table 2, it’s also notable that businesses in the western region are more susceptible to risk of COVID-19, with 55% predicting closure in 1 to 3 months.

**Conclusion and policy options**

The results suggest lockdown measures have reduced business activity by more than half. Businesses in agriculture sector experienced the largest constraints to access of input and output market due to control measures such as transport restrictions, quarantine, social distancing and ban on weekly markets. On the other hand, micro and small businesses experienced the largest decline in businesses activity due to inability to cope with measures such as provision of on-site accommodation to their employees, sanitizers and hand washing equipment. Indeed, preventive measures for COVID-19 such as hand sanitizer, soap, hand washing facilities, and social distancing have resulted in a slight increase in operating expenses for businesses. Managers

**Table 1: Forecast of the number of people to lose jobs if the situation was to last for six months**

<table>
<thead>
<tr>
<th>Sector</th>
<th>Temporarily</th>
<th>Permanently</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>3,800,275</td>
<td>625,957</td>
</tr>
<tr>
<td>Agriculture</td>
<td>123,610</td>
<td>-</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>788,693</td>
<td>150,316</td>
</tr>
<tr>
<td>Services</td>
<td>2,887,972</td>
<td>475,641</td>
</tr>
</tbody>
</table>

**Table 2: Duration it would take for businesses to close (percentage of firms)**

<table>
<thead>
<tr>
<th>Region</th>
<th>1-3 months</th>
<th>3-6 months</th>
<th>More than 6 months</th>
<th>More than a year</th>
<th>Do not foresee closure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>21.6</td>
<td>20.1</td>
<td>8.4</td>
<td>11.2</td>
<td>38.7</td>
</tr>
<tr>
<td>Kampala</td>
<td>19.8</td>
<td>12.5</td>
<td>35.3</td>
<td>13.7</td>
<td>18.7</td>
</tr>
<tr>
<td>Central</td>
<td>5.7</td>
<td>21.1</td>
<td>70.6</td>
<td>1.6</td>
<td>1.1</td>
</tr>
<tr>
<td>Western</td>
<td>54.7</td>
<td>24.1</td>
<td>6.4</td>
<td>6.0</td>
<td>8.8</td>
</tr>
<tr>
<td>Eastern</td>
<td>39.4</td>
<td>14.2</td>
<td>46.5</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Northern</td>
<td>38.6</td>
<td>61.4</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Overall</td>
<td>21.6</td>
<td>20.1</td>
<td>8.4</td>
<td>11.2</td>
<td>38.7</td>
</tr>
</tbody>
</table>


Source: Rapid BCI survey April 2020

**Figure 11: Major concerns for businesses**
perceive that a majority of micro and small businesses, particularly in the service sector, would exit in 1 to 3 months in the event the current situation persists. Approximately half of the businesses in the country have experienced decline in demand for their goods by more than 50%, especially among small business. This could be attributed to loss of demand and income and precautionary behavior at the individual level. In addition, loss of demand has led to a decline in productivity among businesses and three-quarters of the businesses have reduced the size of their workforce. Some businesses, especially in the agriculture and manufacturing sector, reduced salaries by as much as half.

Reliance on international rather than regional supply for raw materials and intermediates may be adversely affecting businesses in Uganda. This calls for firms, especially the micro and small companies, to explore the East African Community and COMESA market to get their supplies. In addition, the COVID-19 related risk is a clear opportunity for Uganda to develop a critical domestic value chains and supply chains so that businesses, particularly MSMEs, can have a stable source for their inputs, while saving on the scarce foreign exchange.

There is need to offer a fiscal stimulus package to support firms to address immediate liquidity challenges, reduce layoffs, and avoid firm closures and bankruptcies. However, the support should be kept as simple as possible during the lock down, and gradually evolve during the post lockdown phase by taking into account new circumstances and firms’ characteristics. The support should target the most affected firms to preserve scarce fiscal resources and help to ensure that firms receive an adequate level of support in line with their immediate needs, given the short-term effect of the shock. The analysis reveals that small and medium firms in the service sector are the most affected.

Furthermore, in order to address immediate cash flow challenges, the government needs consider one or a combination of the following: (i) tax rate reduction, (ii) reducing taxable income, (iii) offering tax credits, and (iv) offering tax refunds. Also the government should pay all the outstanding arrears against supplies made to government. The government could also put in place or strengthen existing export financing and credit supplies made to government. The government needs consider one or combination of the following: (i) tax rate reduction, (ii) reducing taxable income, (iii) offering tax credits, and (iv) offering tax refunds. Also the government should pay all the outstanding arrears against supplies made to government. The government could also put in place or strengthen existing export financing and credit supplies made to government. The government needs consider one or combination of the following: (i) tax rate reduction, (ii) reducing taxable income, (iii) offering tax credits, and (iv) offering tax refunds. Also the government should pay all the outstanding arrears against supplies made to government. The government could also put in place or strengthen existing export financing and credit supplies made to government.

Beyond the credit relief measures announced by the Bank of Uganda, commercial banks should consider to proactively providing emergency loans to MSMEs with flexibility in repayments, including on existing loans. Governments could also supplement the availability of credit to SMEs by extending and diversifying partial credit guarantee schemes for loans provided by private banks. Alternatively, government could offer concessional loans through the Uganda Development Bank.

Furthermore, mobile money and other e-platforms could be leveraged to simplify loan application processes and to reduce turn-around times of MSME loans. Additionally, financial institutions could leverage online platforms for conducting reverse-factoring transactions that could facilitate supply-chain finance to MSMEs and shorten the maturity of the payments involved.

The Credit Reporting Bureau (CRB) should be on the lookout for unintended defaults. The Bank of Uganda should direct all institutions to continue full sharing of credit information and incorporate necessary disclosures for payment deferrals due to COVID-19 crisis, such as separate reporting codes for facilities that are under a forbearance or deferred payment status window. The CRB should offer unlimited access to free credit reports and scores during the crisis.

Urgently amending the legal framework on bankruptcy framework with temporary measures to prevent liquidation. For SMEs, increasing the debt threshold required for a creditor to initiate bankruptcy proceedings against a debtor. For larger MSMEs, suspending the director’s duty to file or suspending the personal liability of directors for a fixed time for insolvent trading and many other options.

The Economic Policy Research Centre (EPRC) has been producing the Business Climate Index (BCI) for Uganda since June 2012. The BCI reflects the perceptions of Ugandan business managers on the current and near future (expected three months ahead) business conditions. The BCI is a perceptions indicator of economic activity and the general business environment in which businesses operate. The purpose of BCI is to forecast turning points in economic activity and thus provide critical information for policy makers both in Government and the Private Sector.

Endnotes

1 https://www.who.int/emergencies/themes/novel-coronavirus-2019/situation-reports
2 World Health Organization. Situation Report number 93, 22 April 2020
5 Note: the shorter the bar, the bigger the loss in business activity due to the pandemic.
7 Food and Agriculture Organization (2020). Coronavirus Food Supply Chain under Strain What to do?