



# ISSUES AND CHALLENGES FACED BY SME's IN SULTANATE OF OMAN DURING COVID-19 PANDEMIC

(Anood Said AlBahlooli)

*Middle East College*

## ABSTRACT

This project aims to explore the issues and challenges faced by SMEs in the Sultanate of Oman during the COVID-19 pandemic. As these are the main objectives of a project that promotes small business development and fosters entrepreneurship, it will be a good strategy to contribute to and enhance economic development. From an economic and social development point of view, small and medium enterprises (SMEs) offer a variety of benefits.

Small and medium enterprises are expected to play a major role in Oman's GDP in the future. The researcher also wanted to shed light on the main role that it plays from the challenges that lead to solutions in this problem that it faces, whether it is a positive or negative way. In addition, this research methodology is philosophical, which is set in terms of positivity and one of the purposes of the research is descriptive research. Accordingly, the researcher collects data from issues faced by companies through a questionnaire. So too do the results that lead from

Challenging Methods that address in the form of a strategic plan through COVID-19. , The study is revealed that the use of the information system and keep pace with modern technology contributes greatly and effectively. The researcher will present some recommendations in improving the situation and facilitating the current situation, and it may enhance or reduce the problems that SMEs face in the decision-making and problem-solving process. Finally, it may be possible for the researcher to focus on future research in the form of a large sample size, thus partially covering problems.

**Keywords:** performance; problem-solving; issue; challenge; decision-making

