

EXECUTIVE SUMMARY

TITLE	:	AFPN Virtual Advisory Clinics (AFVAC) Programme
PROPOSED DATE AND VENUE	:	July – December 2020
OBJECTIVES	:	<ul style="list-style-type: none"> • To serve as channel for local businesses to raise matters of mutual interests, • To diagnose company “sickness” and recommend implementable solutions in addressing the challenges and barriers for company’s growth and expansion; and • To support other industries capacity and capability to revitalise the business in the short and medium terms.
OUTPUT	:	<p>The expected outputs include:</p> <ul style="list-style-type: none"> • Standard operating procedures (SOP), process flow and manuals; • Terms of reference (TOR) for advisor and company; • Real-time recommendation based on areas of consultation; • Reports on selected participating companies – 1 consultation report for each company comprising the company’s diagnostic information, challenges and restriction for expansion, as well as recommendation for solutions; and • Company evaluation report.
BUDGET/ COST	:	SPN- AFPN: RM102,500.00
DEPARTMENT	:	PGD - AFPN
COMMENTS/ SIGNATURE OF ACCOUNTANT	:	
COMMENTS/SIGNATURE OF PCT SENIOR MANAGER	:	

**MALAYSIA PRODUCTIVITY CORPORATION
PAPER FOR BOARD OF MANAGEMENT APPROVAL**

1.0 Purpose

The purpose of this paper is to seek approval from MPC Board of Management (BOM) to conduct Agro-Food Productivity Nexus Virtual Advisory Clinic (AFVAC) with the estimated cost of RM102,500.00 utilizing the SPN-Agrofood budget.

2.0. Background

On 17th March 2020, Malaysia Prime Minister has announced the implementation of Movement Control Order (MCO) as a preventive measure towards the outbreak of COVID-19 that has given impact to the health of Malaysia citizen. The MCO was implemented throughout the country starting 18th March 2020. The method of MCO is to prohibit the movement of people and mass assembly nationwide, including all religious, sports, social and cultural activities. Besides that, Malaysians are barred from leaving the country while restrictions placed on the entry of non-Malaysians into Malaysia. The situation has led to the total lockdown to non-essential business.

Although Malaysia government has announced several stimulus packages to industry players for the next 6 months, MCO has given significant impact to the financial dan operational of the businesses. According to New Straits Times article, the announcement of the stimulus packages did not cater significant and immediate liquidity into the economy for the most Small and Medium Enterprises (SME), SMEs need more assistance to survive because the corporate sectors will be planning to opt for retrenchment and belt-tightening measures once the MCO ends . Even though the MCO is lifted, the activities cannot return to normal, where social distancing is expected to be practiced for at least six months after the MCO period.

AFVAC targeted a number of 100 companies which will be selected based on specific criteria. The selected companies are expected to attend the sessions and discuss on their concerns to ensure business continuity during this challenging time with the appointed advisor. The advisor appointed for each company is the expert or specialist in the area stipulated, based on information given by the company in the application form.

3.0. The Objective

- To serve as channel for local businesses to raise matters of mutual interests,
- To diagnose company “sickness” and recommend implementable solutions in addressing the challenges and barriers for company’s growth and expansion; and
- To support industry capacity and capability to revitalise the business in the short and medium terms.

4.0 Proposed Scope of Clinics

AFVAC focused on the three main areas to assist the industry players to recalibrate the industry for a stronger comeback:

- i. **Financial Management** – Advisory on challenges and issues faced by industry players in relation to finance and capital management including getting assistance from banks, government ministries and agencies due to COVID-19 outbreak to survive and sustain the business operation at optimum cost;
- ii. **Supply Chain** – Advisory on the major aspects on industry structure, and how individual company may contribute in strengthening the industry. Areas covered may include value chain, customer relations, demand and supply, challenges and barriers, employees’ wellbeing, and industry competition; and
- iii. **Business and Operation Digitalisation** – Advisory on key elements in business operations and redesigning of business model to fit in current situation and towards expansion; such as value proposition, business activities, human resource and staffing, business performance, quality control, and internal standard operating procedure.

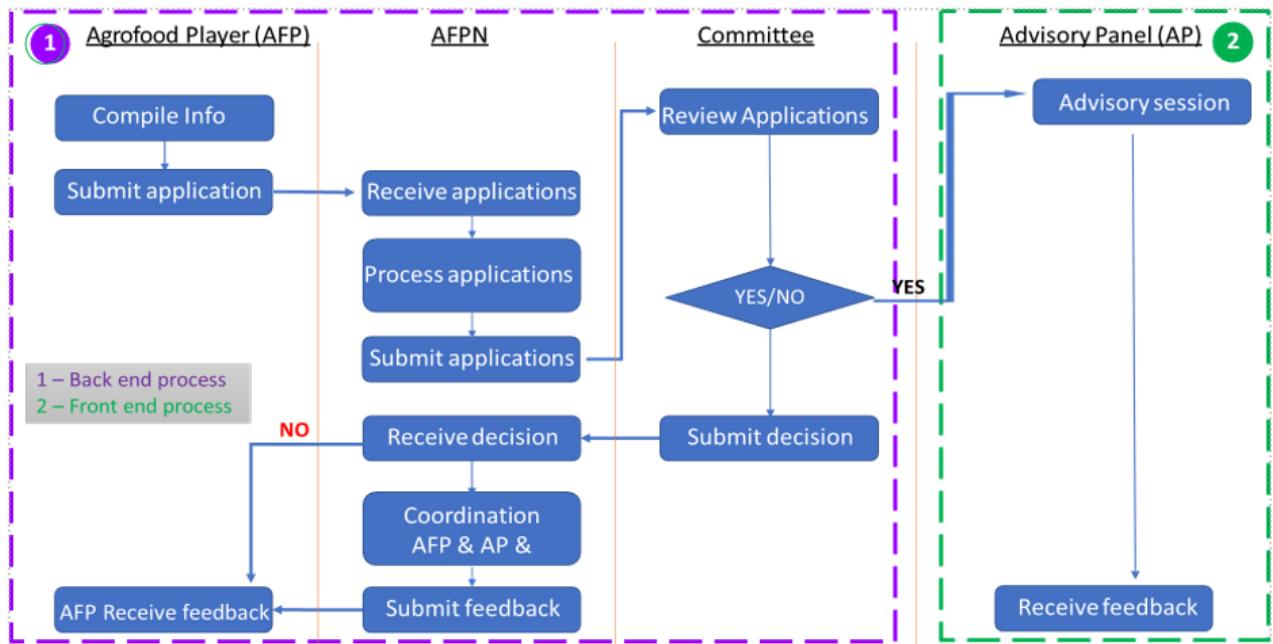
The areas will be added in from time to time based on the current situation of the industry’s concern.

5.0 Output

The expected outputs include:

- Standard operating procedures (SOP), process flow and manuals;
- Terms of reference (TOR) for advisor and company;
- Current business issues, challenges and recommendations
- Reports on selected participating companies – 1 consultation report for each company comprising the company’s diagnostic information, challenges and restriction for expansion, as well as recommendation for solutions; and
- Company evaluation report.

6.0 AVAC Activity



7.0 Estimated Cost

The estimated cost to conduct the AFVAC are as below table:

No.	Item	Cost	Pax	Quantity	Total (RM)
1.	Advisor	RM200/session	10	20 sessions	40,000.00
2.	Coordinator	RM500/pax	1	20-man days	10,000.00
3.	Facilitation of Virtual System and Analysis	RM2,000/day	1	10-man days	20,000.00
4.	Promotion and Marketing	RM10,000	-	-	10,000.00
5.	Webinar <ul style="list-style-type: none"> Speaker Moderator 	RM500 RM250	1 1	20 sessions 20 sessions	10,000.00 5,000.00
6.	Rapporteur	RM150	1	50pages	7,500.00
Total Approved Budget					102,500.00

8.0 Conclusion

The consideration and approval of Board of Management (BOM) is sought to conduct Agro-Food Productivity Nexus Virtual Advisory Clinic (AFVAC) with the total estimated cost of RM102,500.00 utilising the SPN-Agrofood budget.

Prepared by:



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