

## EXECUTIVE SUMMARY

<b>TITLE</b>	:	<b>R1 Initiative: Provide support to high potential SMEs for digitalization of business operations and build e-commerce capabilities</b>
<b>PROPOSED DATE</b>	:	15 January 2021 – Mac 2021
<b>BUDGET/COST</b>	:	<b>SPC 2.0 = RM 20,000.00</b>
<b>OBJECTIVES</b>	:	<ul style="list-style-type: none"> <li>i. To implement projects related to the R1 initiatives highlighted in the Malaysia Productivity Blueprint</li> <li>ii. To achieve KPI of the RFBPN 2021 work plan</li> </ul>
<b>OUTPUT/OUTCOME</b>	:	<ul style="list-style-type: none"> <li>i. The comprehensive list and database</li> <li>ii. The list of leaders and the white paper of the best practice guideline</li> </ul>
<b>DEPARTMENT</b>	:	DMO/ Retail and F&B Productivity Nexus
<b>COMMENTS ACCOUNTANT</b>		
<b>COMMENTS OF PCT MGR</b>		

# **PAPER FOR BOARD OF MANAGEMENT APPROVAL**

## **TITLE: R1 Initiative: Provide support to high potential SMEs for digitalization of business operations and build e-commerce capabilities**

**1.0** The purpose of this paper is to seek the approval of MPC's Board of Management (BOM) to utilise the Retail and F&B Productivity Nexus Budget for Implementation on R1 Initiative: Development of an e-commerce knowledge-based platform and advisory support platform that is available through website, mobile application and telephone hotline.

### **2.0 Background:**

In line with the need to better support and equip local enterprises to adopt technological advancements, this initiative proposes to provide SMEs with access to e-commerce experts who will offer end-to-end e-commerce advisory support.

To increase the number of SMEs who venture into local and international e-commerce markets and successfully increase their sales and customers, the Blueprint proposes for the development of an e-commerce knowledge-based platform, that links all existing e-commerce initiatives and matches businesses to vendors. This will streamline the entire process of conducting business online.

In ensuring the success and sustainability of online platforms for e-commerce purposes, the Blueprint will facilitate the strengthening of the e-commerce ecosystem to increase SMEs capabilities in adopting of digital tools. This, in turn, will attract workers with digital and technological skills to work for SMEs, boosting productivity.

To ease the access to e-commerce resources for SMEs, the Blueprint will establish an advisory support platform that is available through website, mobile application and telephone hotline. These channels of communication will connect businesses to e-commerce experts that provide advice on any e-commerce related issues, easing the shift to increase digitalization.

### **3.0 Objective of the paper**

- i. To implement projects related to the R1 initiatives highlighted in the Malaysia Productivity Blueprint
- ii. To achieve KPI of the RFBPN 2021 work plan

### **4.0 Output/Outcome**

- i. The comprehensive list and database
- ii. The list of leaders and the white paper of the best practice guideline

## 5.0 Cost

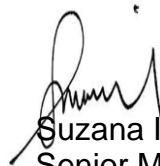
Total estimated cost for the programme is **RM 20,000.00** for SPC 2.0 budget.  
Details breakdown of the cost are as below:

<b>Cost Breakdown (MPB Budget)</b>			
<b>No.</b>	<b>Item</b>	<b>Quantity</b>	<b>Total (RM)</b>
1	Technical Expert <ul style="list-style-type: none"><li>To develop database of high potential SMEs, business operators and experts. (Identify &amp; categorize)</li><li>To identify the champion as a focus group (i.e marketing, HR, finance, logistic, Porter's Value Chain) and create the best practice guidelines for group</li></ul>	RM2,000.00 x 10 days	20,000.00
		<b>Grand Total</b>	<b>20,000.00</b>


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Date: 7 January 2020

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