

EXECUTIVE SUMMARY

TITLE	:	Agro-Food Virtual Advisory Clinics (AFVAC)
PROPOSED DATE	:	January – April 2021
OBJECTIVES	:	<ul style="list-style-type: none">• To serve as one to one free online consultation by appointed advisor that will assist companies,• 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.
BUDGET/ COST	:	SPC2.0 / RM11,400.00
DEPARTMENT	:	PGD - AFPN
COMMENTS/ SIGNATURE OF ACCOUNTANT	:	
COMMENTS/SIGNATURE OF PCT SENIOR MANAGER	:	

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

**AGRO-FOOD VIRTUAL ADVISORY CLINICS (AFVAC)
JANUARY - APRIL 2021**

1.0 Purpose

The purpose of this paper is to seek approval from MPC Board of Management (BOM) to conduct Agro-Food Virtual Advisory Clinic (AFVAC) with the estimated cost of RM11,400.00 utilising the SPC2.0 budget.

2.0. Background

On 17th March 2020, the 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. In May 2020, the government has announced a relaxation of the regulation for MCO with the goal to reopen the national economy. Although the relaxation was put in place, all business activities allowed to operate according to the standard operating procedures (SOPs) but still the businesses are having difficulty due to the restriction and limitation in buying and selling activities.

Thus Agro-Food Productivity Nexus (AFPN) has launched Agro-Food Virtual Advisory Clinic (AFVAC) in 2020 to address the challenges and barriers for company's growth and expansion during this difficult time. AFVAC will be conducted by appointed advisor that specialist in the area accordingly. The companies registered will be selected based on specific criteria. In 2021, AFVAC will add more business areas according to the current industry needs.

3.0. Objectives

- To serve as one to one free online consultation by appointed advisor that will assist companies,
- 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. **Business Management** – Advise on challenges and issues faced by industry players in relation to business management due to COVID-19 outbreak to survive and sustain the business operation at optimum cost;
- ii. **Supply Chain** – Advise 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** – Advise 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.

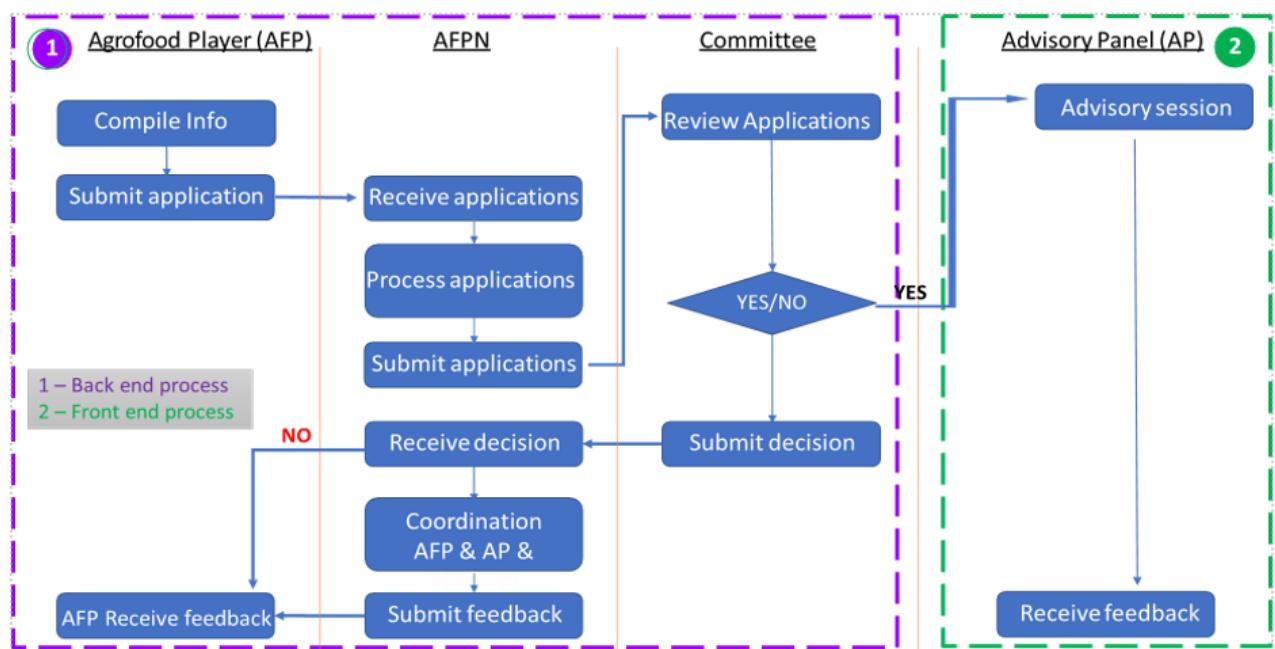
The areas will be added in from time to time based on the current situation of the industry’s concern.

5.0 Output

The expected outputs include:

- 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 AFVAC Activity



7.0 Timeline

No.	Activity	Tentative Date
1.	Open applications to companies	January 2021
2.	Clinic session (for 50 companies)	January - October 2021
3.	Consolidation of reports	November 2021

8.0 Estimated Total Cost

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

No.	Item	Cost	Quantity	Total (RM)
1.	Advisor	RM200/session	50 sessions	10,000.00
2.	Coordinator	RM500/man-days	25 man-days	12,500.00
3.	Promotion and Marketing			
	• e-Poster	RM500/unit	2 e-poster	1,000.00
	• Video	RM5,000/video	1 video	5,000.00
TOTAL				28,500.00

*Note:

- i. The advisor will be appointed based on their expertise
- ii. The appointed advisors will be more than one advisor

9.0 Estimated Cost for 4 Month (January - April 2021)

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

No.	Item	Cost	Quantity	Total (RM)
1.	Advisor	RM200/session	12 sessions	2,400.00
2.	Coordinator	RM500/man-days	6 man-days	3,000.00
3.	Promotion and Marketing			
	• e-Poster	RM500/unit	2 e-poster	1,000.00
	• Video	RM5,000/video	1 video	5,000.00
TOTAL				11,400.00

*Note:

- i. The advisor will be appointed based on their expertise
- ii. The appointed advisors will be more than one advisor

10.0 Conclusion

The consideration and approval of Board of Management (BOM) is sought to conduct Agro-Food Virtual Advisory Clinic (AFVAC) with the total estimated cost of RM11,400.00 utilising the SPC2.0 budget.

Prepared by:



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Date: 18 January 2021

Checked by:



Safura Abdul Malek
Manager AFPN
Date: 5 January 2021

Approved by:



Suhaimi Hamad
Director PGD
Date: 18 January 2021