Force of Good: Digital Technology (For Moderator)

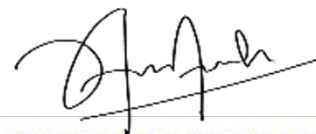Suggested Questions for Moderator to ask panelists

1. The Covid19 has produced such unprecedented disruption magnified by lockdowns, social distancing, unemployment, and layoffs in recent months. As a result, companies that adapted quickly and refocused on their business strategies have managed to survive. Recently it was announced by MEDAC (Ministry of Entrepreneurship Development and Cooperation) that 32,000 SMEs have been forced to cease operations this year. And many are struggling, awaiting funding assistance and may even close down eventually. Is it too late for them to disrupt and revive? What are your thoughts on this Lazada and MDEC? Would myFinB's Rebuild and Restore apply here?

2. One major trend has emerged with the force of good (disruption) in digital technology. This force of good has unveiled creativity, solutions to sustainability challenges and nimble through the struggles with great perseverance. How can MDEC help SMEs that are going through this phase, how do you identify them and get them onboard?

3. Competitiveness is healthy in the world of business. Today we have also heard from the other panel that transparency, quality of service and customer experience result in greater sales due to consumer trust. What is Lazada's plans to ensure that your vendors are happy with your platform so that they can provide the best service experience to their customers? Does Lazada also do analytics of their competitors and inform their vendors about it? Why or why not?

4. E-commerce has proven to be a resilient sales channel, often growing despite declines in broader retail sales and even through periods of economic softness. Due to Covid19 this year, ecommerce has soared so high that offline retail outlets may be in bigger jeopardy than they were last year. Does myFinB address this in

your business? What would you advise the offline retail to do if they want to maintain having a physical store?

5. Let's address the people for a minute. Technology changes faster than our ability to adopt it sometimes. The gap in adoption, adjustment and new way of doing things may not be welcomed by everyone at the same time. Each of these gaps poses a different challenge for companies with respect to digital disruption. What would be a great way to roll-out digital adoption to everyone in the company so that all are on the same page?

6. The digital transformation of a nation can be described as a journey. There is perhaps a benchmark destination. And along the way, we address challenges. The next question is about choice. Business as usual is as good as business no more. Can each of you give a 1-minute on why everyone must be heading towards the same destination?

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