

DIGITAL TRANSFORMATION GUIDE

A BUSINESS SURVIVAL KIT FOR MICRO, SMALL AND MEDIUM BUSINESSES



The Digital Productivity Nexus (DPN) of Malaysia Productivity Corporation (MPC) recently released its Digital Transformation Guide (DiTG): A Survival Kit, which targets micro, small and medium enterprises across all sectors as a means to grow their business.

As the country is currently going through the recovery phase from the Covid-19 global pandemic, only businesses that remain agile resilient will survive, leaving the micro and smaller players in vain, and their businesses no longer viable.

Director General of Malaysia Productivity Corporation (MPC), Dato' Abdul Latif Abu Seman, said that MCO has forced many businesses to relook at their business sustainability.

“Business as usual’ no longer applies to them. To ensure business continuity, the micro and small businesses need to quickly shift to digital platforms. With DiTG, small business owners are given a step-by-step guide, must-do-list to transform and survive, then thrive in the new age.”

Dato' Wei Chuan Beng, Champion of Digital Productivity Nexus said, the Covid-19 pandemic and resultant disruption to business

activity has turned perception and opened eyes to the advantage of digital transformation, giving rise to a noticeable sense of urgency for digital adoption by the SME community.

The DiTG is a generic framework for these businesses to help them



Dato' Abdul Latif Haji Abu Seman.

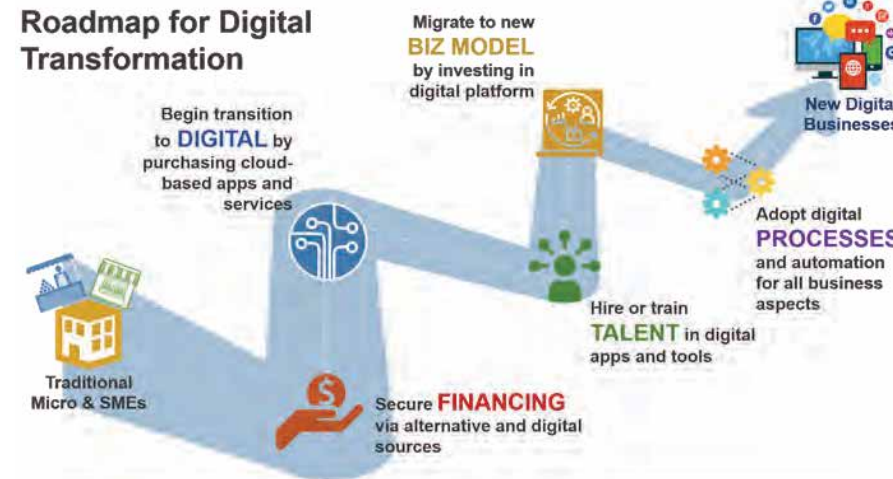
transform from their traditional way of doing business to digital migration as the way forward towards business viability and sustainability.

Meanwhile, PIKOM Advisor Shaifubahrim Saleh, stated that digitalisation “is a prominent platform to boost productivity growth



PIKOM Advisor Shaifubahrim Saleh.

Roadmap for Digital Transformation



and economic competitiveness in a country’s long-term growth. Comparatively, high-productivity nations adapt quickly to changes through technology advancement. They involve the willingness to acculturate new ways of producing goods & services, resulting in new ways of doing business”.

The digital transformation roadmap or framework is anchored on a central strategy built around 5 main aspects of doing business – Financing, Digital, Talent, Processes and Business Model. Each is interlinked and inter-dependent on one another in a company’s journey towards becoming digital-enabled business.

According to the Guide, the transformation journey for traditional businesses starts with securing

financing via alternative and digital sources in the absence of sufficient own capital.

The funds are for investing in digital and cloud-based tools as the first step towards digital migration. Investment is also needed to train owners and employees of businesses in such digital apps as well as for the business migration to a digital platform – stages which may not be linear, but could be concurrent depending on the nature of business or the enterprise itself.

The final stage in this journey would be full digital adoption for the demand and supply sides, and operations of the business and this would nominally include digital marketing and digital procurement as well as automation and adoption of IR4.0 technologies.

5-STEP PROCESS

Financing Options
Decide the best way to raise funds, ie via equity financing, loans or grants

Go Digital
Assess which cloud-based and other digital tools are applicable and suitable for the business by exploring based on cost efficiency measures.

Talent Audit
Assess talent requirements based on the nature of business as well as training requirements. If required build an effective and efficient Digital Workforce.

The right business model
Explore the option for a gradual migration. This would include an online presence, ie social media, website, followed by digital marketing know-how that includes an online marketplace with an e-commerce site with payment gateway.

Work Through Process
Assess which tasks are easiest to migrate online, then consider subscribing to cloud-based tools.

Digital Transformation Guide (DiTG):

A Survival Kit is available online at <https://bit.ly/DPNDiTG2020> or email shaifu@pikom.org.my.

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Go B.I.G with Digital

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