



FRANCHISE

FIM 2021

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MEIKO,
the trusted brand
for your health



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FRANCHISE
BUSINESS
SERVICES



Franchising: Accelerating Digital Transformation in Franchise Business

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THE BENEFITS of MEMBERSHIP

Franchising is an effective way to grow your business, and the benefits of becoming a member of MFA, opens the door to a world of unique possibilities for everyone from experienced business leaders to up-and-coming franchises. MFA does not only protect, enhance and promote your success but we offer plethora of benefits.



ACCREDITATION

Recognised as a member of reputable franchise association. MFA is the only franchise association in Malaysia recognised by World Franchise Council (WFC) and Asia Pacific Franchise Confederation.



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The opportunity to build network and interaction within franchise stakeholder locally and internationally inclusive of ministry, government agencies, franchise companies, potential investors, international franchise association, NGO's, media agencies as well as others franchise supply-chain businesses.



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Access to an abundance of information through our market research papers, franchise industry information, publications, books and journals.



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MFA is the working partner for various projects in line with franchising such as Ministry of Domestic Trade and Consumer Affairs, MEDAC, MyIPO, SSM, MATRADE, MPC, SMEcorp. We will channel all your grouses and complaints to the right channel.



EXCLUSIVE DISCOUNT

Enjoy exclusive discount in all program organised by MFA including event, training program, advertising, or other professional and support services.



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Receive free advertising and promotion through MFA intensive marketing and promotional program with over 30,000 marketing total reach.



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Opportunity to be an award winner as the year's best franchise player in Malaysia Franchise Award. This would increase the visibility of your brand and your franchise offering.



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MY Franchise Hub



Welcoming Remarks



Welcome to the second edition of Franchise Mind for 2021.

While many businesses have been hit hard by the COVID-19 pandemic and its associated challenges, some businesses have responded fearlessly, by immediately adjusting their course and actively innovating throughout this current crisis. This edition highlights these feats of human endeavour. We bring an inspiring cover story on MEIKO, which is a fast-growing franchise brand in the health and beauty sector.

Looking on the bright side, the health crisis has paved the way for digital transformation like never before, as businesses alter their operations to cope with the "new normal". Subscribing to that, we present an article on "Accelerating Digital Transformation in Franchise Business".

In this edition, "Franchise Mind" continues to keep all franchise players up-to-date on news and trends in franchising through Malaysian Franchise Association (MFA) and member activities, and a calendar of future MFA events. Learn more about Datuk Dr. Radzali Bin Hassan, Chairman of the Malaysian Franchise Association, as our Inspiring Franchise Personality.

I would like to take this opportunity to highlight our signature event for 2021. The 28th Franchise International Malaysia 2021 (FIM2021) exhibition, organized by the MFA in partnership with the Ministry of Domestic Trade and Consumer Affairs, will take place from the 9th to the 16th of October 2021. Please join us.

We at the MFA, believe that by sharing knowledge through various platforms, businesses can increase their resiliency; thus, making them more able to anticipate risk, limit undesirable impacts, and bounce back rapidly through their adaptability, evolution, survival, and growth in the face of turbulent change. We need to learn fast from whatever happens.

Finally, on behalf of the MFA, I would like to express my appreciation to all members for their unwavering support of the MFA. As we are still in the month of Syawal, let us keep the spirit of Hari Raya Ailidfitri alive and well while remaining safe.

Franchise Mind will continue to serve as an effective communication platform for information sharing to a variety of stakeholders, which is key to business resilience. Enjoy the read.

Prof. Dr. Azmawani Abd Rahman
Executive Editor

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We welcome your contribution, while reserving the right to edit for length and clarity

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MEIKO, the trusted brand for your health

Goldlife Marketing Sdn Bhd is a growing Malaysian company which focuses on health and beauty segment since 2007, where it is first beginning with founder and current director, Jacky Lim. His very first product launched was Beaute Collagen. He said that the company's aim was to provide their customers with good health, while enabling them to get greater wealth from their lives, in line with Japanese formulated products.

Can you tell me a little bit about your background?

I was born in Penang and completed studies. At that time, the economy was not going so well, and I decided to get a job in sales and marketing position. There I got a chance to learn and pick up plenty of skills like how to speak, how to control my body language, and how to market the products I was selling at that time.

How did you actually start the business?

As time passed, I had begun to look for a job, but I just realized that it is quite hard to get a job at that time. Then in an unfortunate circumstance, I fell sick and was in the Intensive Care Unit (ICU) for about 30 days. While I was there, I started realizing the importance of health care and that was how MEIKO was established until now. At first, the company was not aiming to do retail but, we were trying our best to supply products to beauty salons. The response was not so great. Apart from this, after encouragement from a trusted mentor, I opened my company's first retail outlet in Queensbay Mall in Penang.

What has the evolution of the company been like?

At first, the company started out with five people only, now we have expanded to 50 staff. Our headquarters was still located in Penang, but our retail outlets have branched out to a several states, MEIKO currently had nine retail stores across Malaysia. We found that having a retail outlet made more sense and was a much better business model, from there we can control the cash flow and manage employees from a sales point of view. We could also set targets for each retail store, which this will be easier for us to still maintain the management skills required, as we aim to uphold the same standards for every outlet.

Tell us about the products that MEIKO offers?

In terms of products, our first product was collagen-based one, Beaute Collagen. We also formulated detox and slimming products. Right now, we have been focusing more on health care products. For instance, supplements for joint care. We realized that many people nowadays face joint pain but there are not enough options in the market, so we decided to venture into that area. MEIKO also offers products to do with liver care, detox, eye care, and others. Today we are proud to say



Jacky Lim
founder and director

that we have between 20 to 30 products in the market that are safe, reputable, and genuine. All our products are manufactured in Malaysia, but we pride with ourselves on using ingredients that are natural and organic, most are imported from the US, Taiwan, China, and Australia. Our target market has mainly been 20 to 50 years old, as we noticed after doing some research and studies, that even younger individuals are facing all sorts of health concerns, like joint issues.

What is different about MEIKO's products?

We pride ourselves on being unique in the market because we are constantly upskilling our employees with monthly

training, so customers get the best information and advice needed when they purchase our products. Additionally, most stores do not follow up with customers to get feedback either the product is working or not, but this is something we do with every customer. From the start, we have also always been trying our best to be good at communication with our customers, updating them on new products and any promotions that we launched. This habit greatly helped when the pandemic happened, and customers still needed to be in contact with us.



MEIKO
めいこ

Member Since	: 2014
Company Name	: Goldlife Marketing Sdn Bhd
Brand	: Meiko
Headquarters	: Bukit Mertajam, Pulau Pinang
Phone No.	: +604-530 9133
Email	: pa@mymeiko.com
Website	: www.mymeiko.com
Person In-charge	: Jacky Lim
Start-up Cost	: RM 350,000
Franchise Fee	: RM50,000
Advertising & Promotion Fee	: 4% of monthly gross sales
Royalty	: 1% of monthly gross sales

What are some of the challenges you have had to face and how did you mitigate them? What about opportunities MEIKO had?

One of the main challenges that we have already faced was finding the right people to work in our stores, people that were genuinely interested in healthcare and our products. Our goal was to have a certified nutritionist in every outlet, but some were a bit hesitant to work in the retail industry. When the pandemic broke out, we were fortunate enough to have regular customers that trusted our products, as we were not a new company in the market, so this kept our sales going well. While our retail outlets had to shut down during the various stages of the Movement Control Order (MCO), we then utilized delivery services to send our products to the customers. We also saw this as an opportunity because we could still communicate with them, offer advice on how to stay healthy and safe while providing them with good promotions. We also used more online and digital marketing to advertise and promote our products.

Why did you choose to franchise the business and how did the Malaysian Franchise Association (MFA) help?

Franchising was the next best step for our business, it allowed us to branch out, but also maintain control over the outlets, so we upheld special standards and criteria for the business. So far, we have four franchises which are in Alor Setar, Kuching, Kota Kinabalu, and Johor Bahru. We also have a small franchise outlet in Saudi Arabia that is currently in operation as well. MFA helped tremendously, not only by being a great support system, but also by providing the right tools and advice that we need, like how to obtain the franchising license and the next step and procedure for the business.

When we chose to franchise our business, we did not want a person who just had the funds to become part of it, but we preferred to interview and had discussions with them first, as we wanted people who could and have already interested in healthcare and could take pride in the business. Our franchisees operate on their own, but we still have authority over the products that go on

shelves, as the operation manager does a routine weekly check on the outlets.

How do you plan on growing the business regionally or even internationally?

Our short-term plan is to expand more franchise, apart from this, the long-term goal is to have 10 franchises altogether in the next two years. We have also been looking for a master franchise somewhere in Asia Pacific, either in Bangkok, Thailand, Indonesia, or the Philippines. Unfortunately, we have not found the right people yet so we will try our best to keep looking for the right person on this master franchise. For products, our goal has always been to come up with a few products in a year with a very good quality for our customers. For example, last year we formulated a supplement, especially for the maintenance of immune system, which was very timely, and the response was good. So, we will continue to focus on releasing two to three products per year.

You also run an education academy called MACTION. Can you tell us more about it please?

MACTION is an educational academy launched in 2019 where we aim to teach businesses in the current situation. The training runs over three days and we have guest speakers and entrepreneurs coming in to speak about various topics, including franchising, licenses, and how to market products. Over the MCO, we had to move to online classes, but now have

MEIKO's achievements

- 2014** – International Corporate Award
- 2015** – SME 100 Awards FAST MOVING COMPANIES
- 2015** – Golden Eagle Award (Emerging Eagle)
- 2016** – Sin Chew Awards (Retail Excellence)
- 2018** – The 100 Most Influential Young Entrepreneurs
- 2018** – Malaysia Health & Wellness Brand Awards
- 2019** – FIM (Franchise International Malaysia) Recognition Award
- 2019** – RTM Interview (Selamat Pagl)

restarted the face-to-face classes. We have had a good response to it, many SMEs has also joined us as well from other states like Penang and Johor Bahru.

Who are your role models and what advice would you give budding entrepreneurs?

My advice to all entrepreneurs out there to not be an overthink person in making any decision, take a leap of faith instead. If you have the proper planning and you know what you want to do, then just go for it. Overthinking often clouds the mind and can inject fear, worry and people always lose out the chances only because of that. With the outbreak of the pandemic, there have been many opportunities to take. My role models were many, I looked to other franchises like Sengheng, senQ, and Focus Point. I admired these brands because they started off small and managed to open so many stores across Malaysia, becoming household names everywhere. This is an inspiration I have taken from businesses and would definitely encourage others to franchise. I also encourage people to become a part of the MFA, this is a trusted and supportive association that is always ready to help so I am very grateful to be a part of them.



KPDNHEP

gesa peniaga ambil peluang sertai francais

Kuala Lumpur, 9 Mac 2021
Sumber: Harian Metro

Pemilik perniagaan di negara ini digalakkan untuk mengembangkan perniagaan mereka menerusi model Francais Mikro dan Mampu Milik.

Timbalan Menteri Perdagangan Dalam Negeri dan Hal Ehwal Pengguna, Datuk Rosol Wahid berkata, konsep itu sedang rancak dipromosikan kementeriannya untuk memberi peluang peniaga mengembangkan perniagaan dan melahirkan lebih ramai usahawan francais khususnya generasi muda.

Beliau berkata, pada masa sama pihaknya menyeru usahawan francais sedia ada untuk memperkenalkan pakej francais baharu yang mengenakan modal permulaan dan kos pakej francais lebih rendah dalam usaha menggalakkan lebih ramai anak muda serta golongan M40 dan B40 menceburi perniagaan francais.

"Kita (KPDNHEP) serius dalam usaha membangun serta memajukan perniagaan francais di negara ini terutama model Francais Mikro dan Mampu Milik membabitkan modal permulaan dan kos pakej francais lebih rendah iaitu di bawah RM100,000 (francais mampu milik) dan RM50,000 (francais mikro).

"KPDNHEP memperuntukkan RM5 juta tahun ini untuk melaksanakan pelbagai Program Pembangunan Francais Mikro dan Mampu Milik antaranya seperti latihan, advokasi dan khidmat nasihat yang diperlukan francaisor dan francais.

"Setakat ini sudah ada beberapa jenama perniagaan popular datang kepada kita untuk melebarkan lagi sayap perniagaan menerusi model Francais Mikro dan Mampu Milik ini antaranya seperti CheeseU, Putu Bambu World, Dapur Penyet

dan Kopi Satu," katanya selepas selepas meninjau operasi kiosk francais CheeseU di pekarangan Kementerian Kewangan, Putrajaya, hari ini.

Ia adalah kiosk pertama bagi jenama perniagaan itu di bawah program Francais Mikro dan Mampu Milik dengan kos di bawah RM100,000.

Kiosk ini adalah hasil kerjasama KPDNHEP dengan Perbadanan Putrajaya (PPj) di bawah Program Pembangunan Usahawan Anak Muda yang dilaksanakan Kementerian Wilayah Persekutuan.

Rosol berkata, pihaknya sedar bebanan modal permulaan serta kos pakej francais yang tinggi sebelum ini, justeru KPDNHEP giat mempromosikan konsep itu untuk memastikan perniagaan sedia ada semakin berkembang dan peluang perniagaan serta pekerjaan semakin meluas.



KPDNHEP

tawar 2 geran tarik lebih ramai ceburi perniagaan francais

Putrajaya, 6 April 2021
Sumber: MalaysiaGazette

Kementerian Perdagangan Dalam Negeri dan Hal Ehwal Pengguna (KPDNHEP) menawarkan dua jenis geran bagi menarik lebih ramai penglibatan golongan B40 dan M40 menceburi bidang perniagaan francais.

Menterinya, Datuk Seri Alexander Nanta Linggi berkata, program tersebut merupakan inisiatif yang diumumkan melalui Belanjawan 2021 dengan peruntukan sebanyak RM5 juta.

Menurut beliau, kedua-dua geran yang disediakan untuk pakej francais mikro/mampu milik iaitu geran penuh dan geran pemudah cara (geran padanan).

"Geran penuh ini ditawarkan kepada francaisor bagi tujuan penyediaan pakej permulaan perniagaan francais mikro dan mampu milik dengan pembiayaan merangkumi RM20,000 bagi kajian pasaran serta jumlah

terkumpul tidak melebihi RM100,000 bagi membangunkan prototaip pakej.

"Manakala geran pemudah cara boleh dinikmati bakal francais bertujuan mengurangkan kos permulaan perniagaan yang perlu ditanggung oleh usahawan B40 dan M40 dengan nisbah sehingga 90:10 untuk mereka yang berpotensi.

"Sebanyak RM2.5 juta peruntukkan disediakan dibawah geran pemudah cara ini dimana kementerian mendasarkan kejayaan seramai 30 usahawan sehingga hujung tahun ini," katanya dalam sidang media hari ini.

Mengulas lanjut, Alexander berkata, kementerian turut menjalin kerjasama strategik dengan Persatuan Francais Malaysia (MFA) selain kolaborasi bersama agensi-agensi lain.

Sebanyak 13 francaisor bekerjasama dengan kementerian menerusi program ini

meliputi bidang peruncitan, makanan dan minuman, pakaian serta perkhidmatan, katanya.

"Antara francaisor berjenama besar seperti Manhattan Fish Market yang mengurangkan kos pakej permulaan perniagaan francaisnya kepada RM100,000.

"Sebelum ini bidang perniagaan francais berada di luar tahap kemampuan lebih-lebih lagi jenama yang memang sudah terkenal, ada yang mencecah sehingga jutaan ringgit jadi program ini khusus untuk membantu golongan sasar.

"Para francaisor juga diseru untuk merebut peluang dan bantuan buat julung kali ini yang disediakan oleh kerajaan untuk membangunkan perniagaan konsep mikro dan mampu milik," ujarnya.



MalaysiaGazette



Association channels **RM70,000** to help east coast flood victims

Kuala Lumpur, 4 March 2021
Sumber : The Star

ONE hundred families affected by the floods in the east coast of Malaysia received some much-needed aid, thanks to an initiative by Malaysian Franchise Association (MFA) and its strategic partners.

In view of the movement control order, MFA worked with a Pahang volunteer group to hand over contributions to the families.

MFA chairman Datuk Dr Radzali Hassan said the initiative aimed to ease the burden of flood victims who were further affected by the Covid-19 pandemic and was part of the association's annual corporate social responsibility programme.

"The initiative is also in line with government efforts to channel aid to the needy.

"We empathise with the flood victims and we have garnered positive response from our members and strategic

partners to extend help to those affected in flood-stricken areas," he said in a statement.

Items worth RM70,000 comprising cash, electronics, clothes, furniture, cleaning supplies as well as other necessities were donated to the families.

The contributions were donated by Senheng, LaundryBar, Siti Khadijah, Big Bath, Oldtown White Coffee, Qian Hai International Foundation, Rona, MyPhoto2u, Ar-Rahn, Marrybrown, Smart Reader Kids, Tealive, Meranti Tiga Solution, FR Printing & Apparel, Catzonia, Cosmo Pharmacy, penyetyenyet.com and CIC - Where Leaders Are Born.

"MFA is constantly aware and concerned about the difficulties that befall Malaysians due to disasters and we will always look for opportunities to provide appropriate assistance in the future," said Radzali.



OldTown – MFA beri makanan percuma

Kuala Lumpur, 19 Feb 2021
Sumber : DagangNews.com

Bagi membantu mereka yang kurang berkemampuan dan terkesan dek pandemik Covid-19, rangkaian restoran kopitiam halal terbesar Malaysia iaitu Oldtown Kopitiam dengan kerjasama Persatuan Francais Malaysia (MFA) mengadakan program FRANCHISE CSR – OLDTOWN MEALS GIVEAWAY kepada golongan yang memerlukan.

Pemberian makanan percuma ini melibatkan 20 outlet francais terpilih OLDTOWN Kopitiam di tiga zon iaitu zon Utara, zon Selatan dan Lembah Klang.

Pengerusi Jawatankuasa Halal OLDTOWN, Datuk Ahmed Lope Pihie Tasir berkata, pandemik COVID-19 bukan sahaja memberi impak yang besar kepada perniagaan bahkan ianya juga memberi kesan langsung kepada masyarakat apabila ada di antara mereka yang kehilangan sumber pendapatan.

"Lebih-lebih lagi apabila pihak kerajaan melaksanakan Tempoh Perintah Kawalan Pergerakan (PKP) bagi membendung penularan wabak ini, banyak perubahan yang perlu diaplikasikan terutamanya ibu

bapa yang perlu berbelanja lebih bagi mendapatkan gajet dan peralatan yang lengkap untuk anak-anak belajar di rumah.

"Walaupun kami juga turut terkesan dengan wabak pandemik ini, kami tetap prihatin terhadap nasib masyarakat di luar sana. Kami berharap dengan sedikit sumbangan seperti ini dapat membantu dan meringankan beban mereka yang berada di sekitar kawasan outlet kami." Katanya lagi dalam satu kenyataan di sini hari ini.

Menurut beliau, pemberian makanan percuma berbentuk 50 bungkus makanan berat, roti sandwich dan air itu berlangsung pada 18 Feb sehingga 3 Mac ini di outlet OLDTOWN terpilih termasuk Tesco Bagan Ajam, Penang; Bandar Sunway, Penang; Jelutong, Penang; Auto City, Penang; Jalan Genuang, Johor; Batu Pahat Mall, Johor; Lien Hoe, Johor; Taman University, Johor; Melaka Raya, Melaka; Pandamaran; Equine Park; Mines Mall; Taipan; Ikon Connaught; One City, USJ; Kuchai Lama; Pearl Point; Ampang Water Front; Metro Point, Kajang dan Jalan Kuching.



Sementara itu, pihak MFA menyambut baik sebarang bentuk kerjasama daripada ahli MFA dan penggiat industri francais bagi aktiviti kemasyarakatan seperti ini. MFA menyifatkan program FRANCHISE CSR yang dianjurkan ini sebagai tanda keperihatinan MFA terhadap golongan yang terkesan akibat pandemik COVID-19 selain dapat mempromosikan jenama francais kepada orang ramai.

Menurut Pengerusi MFA, Datuk Dr. Hj Radzali Hassan, MFA akan meneruskan inisiatif seumpama ini serta mengalu-alukan lebih banyak lagi penggiat francais daripada pelbagai sektor untuk turut serta dalam program FRANCHISE CSR pada masa akan datang.

Tealive

Tealive to set up 25 outlets in Cambodia in 5 years

4th March 2021
Sumber: Source: The Malaysian Reserve

TEALIVE, the leading lifestyle tea brand in South-East Asia, is set to venture into Cambodia as brand owner Loob Holding Sdn Bhd has inked a master franchise agreement with a unit of HSC Group of Cambodia to set up 25 Tealive outlets in five years.

Loob Holding founder and CEO Bryan Loo said the chosen Cambodian partner was a good fit for the Tealive brand as it has been custodian of various international brands in the food and beverage (F&B) industry.

"Our confidence in HSC is further bolstered by their bold plans to set up our first outlet over a 3,000 sq ft space at a Phnom Penh choice location.



"This outlet will have properly planned dine-in facilities complete with a live entertainment section where singers will perform each night," Loo said.

Tealive plans to bring the latest Tealive 3.0 format that meets new normal requirements such as contactless ordering and payment, drive-thru and drive-in models, coupled up with the full range of Tealive Eats snacks.

"Our store will take on the café ambience where customers will chill and spend a lot more time than currently.

"As we enter Cambodia, we will bring this Tealive 3.0 format over there. We're happy with the speed of HSC in their planning and execution," he said.

HSC is owned by Oknha Sok Hong, the son of well-known Cambodian tycoon Oknha Sok Kong whose Sokimex conglomerate is involved in diverse businesses including Cambodia's largest petrol station network.

Oknha stated that the timing was ideal as Cambodians were now ready to accept modern tea culture from various international brands that have entered the market over the years and there's much room to grow.

"We're both proud and excited to introduce Tealive to Cambodians as the brand's positioning of affordable luxury and innovative products are exactly what young Cambodians want. With HSC's local experience, we make a great team to bring this leading lifestyle tea brand for Cambodians to enjoy," he said.

HSC currently manages international F&B brands like Paris Baguette, Crystal Jade Restaurant, Burger King, 100 Plus and others in Cambodia, besides retail brands and cosmetics.

Adding to this, Loo said Tealive was marking yet another breakthrough with the Tealive 3.0 format in Cambodia.

Cambodia will be the eighth market for the Tealive franchise after Malaysia, Vietnam, Myanmar, Brunei, the Philippines, Australia, and the UK.



"LaundryBar" offers exceptional interest rates for franchise SMEs in partnership with Bangkok Bank

Bangkok, 5 Apr 2021
Sumber: Bangkok Post

LaundryBar Thai - 24 hours self-service laundry, in collaboration with Bangkok Bank, has recently announced a new optional credit loan, offering exceptional interest rates and other privileges entitlements for those interested in a LaundryBar franchise.

Miss Pimolwan Cheevakrianggrai, Chief Marketing Officer of Laundry Bar Thai Company Limited revealed "LaundryBar is the No. 1 market leader in Southeast Asia with over 640 branches globally. The self-laundry business in Thai market continues to increase in urban population outpaces and more people turn to services like LaundryBar because it can meet the needs of lifestyles living in a limited area. As franchising opportunities rising in demand,

LaundryBar, therefore, offers prospective investors, without collateral assurance, a special credit loan from Bangkok Bank to expand their investment boundary and opportunity to apply for more credit offers."

Without previous experience in business or investment, LaundryBar's prospective customers enable to apply for Bangkok Bank's credit offers, subject to meeting LaundryBar and Bangkok Bank terms and conditions

Mr. Chanont Tovikkai, Executive Director of Laundry Bar Thai Co., Ltd., added that "More than 60% of SMEs investors applied for credit loans to go into business with LaundryBar. This collaborative partnership with Bangkok Bank reaffirms our confidence in boosting our client base by 40%. We believe that Bangkok Bank which

is one of the top financial institutions in Thailand with expertise in business and SME customers can help loan applicants' prospects to be successful."

Across the country, LaundryBar has 75 branches nationwide and is anticipated to increase growth up to 100 branches by the end of 2021. LaundryBar is currently working on service expansion by building regional technical support teams in response to a surge in business across southern, northern, northeast, and eastern regions of Thailand, particularly in dense urban population centres.

"The self-service laundry market has grown during the Covid-19 outbreak due to the sluggish economy. Many business owners are taking the chance to expand and diversify into new market territories where income can be generated 24 hours a day, without the burden of labour shortages or raw materials stock management"

Mr. Chanont pointed out that "The self-laundry business is marked as one of the businesses supporting human beings' four basic needs. In addition, LaundryBar is operated with a modern IoT (internet of things) system, allowing owners to check their income through a mobile application, anytime and anywhere. As a less human labour-centred operation, with more supportive technology and machine management, self-laundry is a low risk, quick return, high profit investment; a true solution for the new normal business operation."

"Starting from 1.5 million baht, the chance to own your own business is yours. For those interested in investing LaundryBar franchises, please contact LaundryBar staff to assess and analyze the location for free or find a location proposal appropriate to your budget." Ms. Pimonwan concluded.

TFP Solutions optimistic on collaboration with SugarBun franchise restaurant

Kuala Lumpur, 8 March 2021
Sumber: New Straits Times

Financial technology (fintech) solutions provider TFP Solutions Bhd's (TSB) wholly-owned subsidiary MBP Solutions Sdn Bhd (MBPS) is upbeat on its collaboration with SB Supplies & Logistics Sdn Bhd (SBSL), for the OneCALL airtime and internet data plan services and OneCALL mobile apps, a fintech platform for cashless retail payments.

SBSL is an indirect wholly owned subsidiary of Borneo Oil Bhd, as well as the operator of SugarBun franchise restaurant brand.



Both MBPS and SBSL signed a memorandum of agreement (MoA) on 1s March 2021.

SBSL general manager Raymond Teo said SugarBun has outlets throughout the country, with an estimated 208,000 customers on average every month.

"Hence, it is highly important for us to improve the system for payment transactions between the customers and our outlets.

"This new system by TSB will also be integrated into our new SB.Go App, which offers delivery, take away and dine-in services that will soon be available to our customer," he said in a statement today.

TSB group executive director Puteri Munawarah Syammiah Datuk Munir said by using OneCALL mobile fintech, customers can enjoy incentives at SugarBun with real-time rebates credited back to their e-wallet, and this, in turn, would encourage customers to spend more at the outlets.

"We want to assure that customers who upgrade their mobile subscriber identification module (SIM) with us will have a great add-on, which offers no other mobile operator can, such as a built-in licensed e-wallet, convenience of bill payments and purchase prepaid top-up, purchase a data plan, perform remittance for workers and much more," she said.

Puteri Munawarah hopes that with the strength of TSB's fintech infrastructure, SugarBun and its customers will benefit from the group's retail network, e-commerce and soon-to-be-launched order and delivery platforms that target the B40, micro-merchants and rural community.

As for TSB, this collaboration is expected to further cement the group's position as one of the top fintech solution providers in Malaysia.

In addition, this would further boost the group's ongoing transformation strategies that began since early 2020, aimed at shaping the company into a fintech entity which would create synergies with the group's existing business management solutions (BMS) business.

Sheng Tai inks deal with IWG to open flexible workspace in Malaysia

Kuala Lumpur, 19 Mac 2021
Sumber: The Edge Market

Property outfit Sheng Tai International Sdn Bhd (Sheng Tai) has inked an agreement with global workspace provider International Workplace Group plc (IWG) with brands including Regus and Spaces.

In a statement yesterday, the firm said the franchise agreement includes Sheng Tai and IWG collaborating to open flexible workspace in Malaysia.

With the agreement, Sheng Tai said it becomes IWG's first partner since the latter opened up franchise opportunities in 2019 in the country.

Sheng Tai said it had invested about RM8 million to begin this partnership with three centres in the company's commercial properties in Melaka.

The first centre, which will be developed under Regus, will open in Melaka Trade

Square (MetraSquare), Melaka by the end of the second quarter of 2021 (2Q21), while the second centre, under Spaces, will open at The Sail in 2025.

MetraSquare is a six-acre (2.43ha) commercial development comprising a residential component called the Metrasquare Serviced Suites, a three-star premium hotel called Hotel MetraSquare, a five-star hotel called AMES Hotel as well as retail lots, meeting and conference facilities, food and beverage (F&B) amenities, as well as an upcoming Melaka historical gallery and art social space.

Sheng Tai founder and chairman Datuk Leong Sir Ley said she believes the time is right to invest in the flexible workspace industry in Malaysia, especially in Melaka, in line with the optimistic outlook post Covid-19 for the state and country.



"The pandemic has provided Melaka as well as the flexible workspace industry an additional edge.

"More and more people and global brands are looking at strategic locations that are beyond the city centre. In addition, the pandemic has accelerated the growth of flexible workspace trends around the world," she said.

Leong said Sheng Tai also plans to open more flexible workspaces throughout Malaysia in the next five years.

Meanwhile, IWG regional chief executive officer (CEO) Gareth Haver said that when it decided to open franchising opportunities, it needed strong partners as well as people who shared its vision and values.

Franchising: Accelerating Digital Transformation in Franchise Business

by **Dr. Nurul Ashykin Abd Aziz**
Lecturer at Faculty of Entrepreneurship and Business, UMK

Digital Transformation in Franchising

The franchise industry is one of Malaysia's crucial sectors that plays a vital role as the key driver in the country's economic growth. It brings development and offers job opportunities. The recent technological developments have led to changes in business strategies for most businesses, including franchising. The current crisis of the global pandemic urges most businesses to rely on digital platforms to remain competitive in the increasingly challenging markets. Now, the industrial landscape has changed, and it is known as Industry 4.0. The Industry 4.0 will determine the industrial sector's success in the face of change in the increasingly challenging economic, social, and business environments. The use of digital technology is an essential strategy that enhances the growth of today's Malaysian franchise industry. This digital transformation has provided franchise players an opportunity to improve and smoothen their operations' management, boost their marketing activities, maintain partnerships, and enhance internal and external communication with their respective franchisees.

In line with the rapid growth and advancement of today's technology, digital platforms have multiplied and play a role in developing and expanding the franchise industry in most countries, including Malaysia. The digital platform is seen as a unique resource that enhances

the franchise business' ability to deal with digital ecosystems, allowing the sharing of information and knowledge. The franchise business should be sensitive with the current developments and use digital platforms to launch organizational managements that involve customers, manage the businesses, services, and relationships with business partners through the digital ecosystems. Digital technology and digitization are the foundation of information and communication technology systems that can help franchisors store data, transform it into knowledge, and quickly disseminate it to franchisees.

Strengthening Franchisor-Franchisee Relationship

Every franchisor strives to increase productivity within its franchising system. One way to achieve this goal is to implement digital transformation to better help franchisors and franchisees to collaborate, communicate, and manage business relationships. By using digital platforms, franchisors and franchisees can work and cooperate at a very efficient rate. For

example, business software or applications can also help both parties to collaborate more efficiently by sharing information, skills, and expertise. Digital technology allows franchisors and franchisees to work anytime, and anywhere. As such, it increases productivity and cooperation of both parties.

Maintaining a good relationship between the franchisors and the franchisees is very important in the franchise business. Franchisors and franchisees should use digital platforms for an increased productivity, where digital technology plays a vital role in helping both parties becoming more effective in their key roles. Digital transformation provides valuable opportunities for franchise business functions, such as financial and human





resource management, to avoid manual processes and automate critical areas such as day-to-day outlet operations that allow owners to focus on broader business opportunities.

Development of Digital Ecosystem

The use of digital platforms in the franchise business allows franchisors to build a broader and more effective business ecosystem. Construction of the business ecosystem on digital platforms will enable franchisors to share information with franchisees, investors, and customers more widely, while saving costs. Indeed, the digital platform is a useful intermediary field and should be used by franchise businesses to manage day-to-day operations. The construction of a digital ecosystem is formed when digital platforms are used by franchise businesses to expand their operations, marketing activities, and business affiliation.

Parallel with the national budget in 2020, the Malaysian government provides funds to encourage businesses to apply digitization. This directly shows that the government is actively encouraging more companies to move quickly with digital and technological transformation. Digital adaptation can be practiced in the franchise business using computing and digitization systems in daily operations. Transformation and digitization should also be practiced in franchise business processes, including customer managements, transactions, services, and feedbacks in a completely digital environment.

The use of digital platforms in the franchise business allows franchisors to build a broader and more effective business ecosystem. The construction of business ecosystems on digital platforms allow franchisors to share information with franchisees, investors, and customers more widely, while saving costs and time. Indeed, the digital platform is a useful intermediary field that should be used by franchise businesses to manage their day-to-day operations. The construction of a digital ecosystem is formed when digital platforms are used by franchise businesses to expand their operations, marketing activities, and business relationships.



Digital Literacy in Franchising

Knowledge and understanding of information and communication technology are essential in upholding digital platforms among franchise businesses. Digital literacy is focused on the businesses' abilities to use information and communication technology in sharing and conveying information, which require cognitive and technical skills. Franchise businesses can improve their outlets' day-to-day operations by using digital technologies such as application usage, virtual merchandising, and digital marketing.

Still, franchise entrepreneurs require the knowledge of this platform's digital technology, and it needs to be supported by interest, training, and enthusiasm to practice it. When franchisors are interested in using the digital platforms, they will be willing to invest money in them. Franchisors need to take opportunities to strengthen

their businesses through the use of the digital platforms — as efforts to improve this digital literacy need to be supported with interest and enthusiasm. Besides, the franchise businesses also need to be constantly aware of the changes that are taking place, which emphasize the use of digital platforms and technologies in business, in line with Industry 4.0 that is driven by digital technology in business. Digital literacy in the franchise business requires franchisors to use digital platforms extensively, disseminate information, and establish good cooperation with franchisees and suppliers within the franchise system.

In brief, digital platforms can be fundamental in building competitiveness for the franchise business. Investment in digital technology allows franchise businesses to maximize the benefits received from digital platforms' effective use. Through digital platforms, franchisors can take the opportunity to build good relationships with franchisees while developing a digital ecosystem that can optimize operational costs. As such, the franchise business operations will be more effective, systematic, and efficient.



About the Author

Dr. Nurul Ashykin Abd Aziz is a lecturer at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan. She holds the Doctor of Philosophy in Franchising, and teaches business management subjects like franchising and licensing, marketing, entrepreneurship, and retailing at the university. She is also very active in doing research and has published several articles on franchising. Apart from that, she was also involved with Malaysian Franchise Awards as a technical committee in 2020, and an evaluation panel in 2018 and 2019. Furthermore, she was directly involved with the supervision of a group of university students to the Franchise Business Plan Competition in 2015 and 2016. She can be contacted at ashykin.a@umk.edu.my.



Datuk Dr Radzali Hassan : The fight against the pandemic makes cleaning, sanitation, and disinfection more important than ever.



Datuk Dr Hj Radzali Hassan
Group Managing Director of HARTA Group

“It is vital for the company to keep their ears to the ground and being able to switch gears when needed.”

“It is vital for the company to keep their ears to the ground and being able to switch gears when needed,” said Datuk Dr Radzali Hassan, Group Managing Director of Harta Maintenance Sdn Bhd (Harta). Since March 2020, scope of cleaning and sanitisation have gone through vigorous changes due to the Covid-19 pandemic. As the important figure in the Cleaning and Facilities Maintenance business, Datuk Dr Radzali addressing the thoughts of adapting or facilitating to the current pandemic situation working in a high-risk environment as the frontliners in the fight against the pandemic that makes cleaning and disinfection more important than ever. The pandemic has brought the future of cleaning to where we now rely heavily on deep, intelligent, ecological, and microbial cleaning by using more advanced machinery and more effective environmentally friendly chemicals.

As an environmentalist and a leader known for his charitable contributions, Datuk Dr Radzali initiated a foundation known as Yayasan Modal Insan Harta (YMIH) in 2009 to promote people’s wellbeing, human capital development, foster green initiatives with collaboration in many community programs. A true believer of careful planning and taking calculated risks, the Sungkai, Perak-born successfully developed franchise through the brand of Harta Rovers and Harta Rangers by offering professional on call door-to-door of specialised hygiene cleaning and technical maintenance services. With dedication and commitment, he has taken a lead as the Chairman of Malaysian Franchise Association (MFA) since 2017 to date.

Despite his busy schedule during the day, Datuk Dr Radzali sharpens his skills by hitting business books at night. He embraces continuous learning, received his Doctorate in Business Administration (DBA) from Warsaw Management University in 2019. In due recognition of his abilities and success, Datuk Dr Radzali is significantly recognised within the business environment. Among the first recognitions he received is the Best Business Plan Award from Hawaii Entrepreneurship Training and Development Institute (HETADI), USA in 1985, Dedicated Entrepreneur Award by Prime Minister’s Department in 1986, Young National Entrepreneur by Ministry of Youth and Sports in 1988, Dedicated Entrepreneur “Usahawan Gigih” by Ministry of Entrepreneur Development in 1990 and many other distinguished recognitions.



MINISTRY OF DOMESTIC TRADE
AND CONSUMER AFFAIRS

NOTICE OF REMINDER: SUBMISSION OF FRANCHISE BUSINESS ANNUAL REPORT (LTPF) FOR FINANCIAL YEAR 2020 BEFORE 30 JUNE 2021

ANY PERSON WHO FAILS TO SUBMIT
A REPORT COMMITS AN
OFFENCE UNDER SECTION 16,
FRANCHISE ACT 1998



f t @franchisemind MYNIFTV



WHY YOU SHOULD JOIN MFA Or Renew Your Membership?

- The opportunity to build network and interaction within franchise stakeholders locally and internationally inclusive of ministry, government agencies, franchise companies, potential investors, international franchise association, NGO's, media agencies as well as others franchise supply-chain businesses.
- Access to an abundance of information through our market research papers, franchise industry information, publications, books, and journals. Also get the latest industry news & continuously.
- Enjoy various of member's benefit such as exclusive discount, continuing education & professional development. Also brand promotion throughout MFA intensive marketing and promotional program with over 30,000 marketing total reach.
- Address your concerns to the right channel since MFA is the working partner for various projects in line with franchising such as Ministry of Domestic Trade and Consumer Affairs, MEDAC, MyIPO, SSM, MATRADE, MPC, SMEcorp.
- Assistance when you need most, at any stage of your business lifecycle.

Learn more about what MFA membership entails at
www.mfa.org.my or contact our secretariat at 603-6241 4141

Franchise Business Services



member since 2019

Company Name

Aeon Credit Service (M) Berhad

Headquarters : Kuala Lumpur

Phone No. : +603-2722 9000

Email & Website

izmauddin@aeoncredit.com.my
www.aeoncredit.com.my

Person In-charge :

Mohamed Izmauddin Bin Mohamad Burhanuddin

Establishment Year : 1996

Type of Business : **Financial Institution**Staff Figures : **3,400 staff****CHRISTOPHER
& LEE ONG**

member since 2019

Company Name

Christopher & Lee Ong

Headquarters : Kuala Lumpur

Phone No. : +603-2273 1919

Email & Website

CLO-info@christopherleeong.com
www.christopherleeong.com

Person In-charge :

Wilson James

Establishment Year : 2013

Type of Business : **Legal Firm**Staff Figures : **Consultant: 1 Lawyers: 80+**

member since 1995

Company Name

FT Consulting & Dynamic Foodvisiory

Headquarters : Kuala Lumpur

Phone No. : +603-79801789

Email & Website

sam@consultff.com
www.consultff.com

Person In-charge :

Sam Siew

Establishment Year : 1993

Type of Business : **Consultancy**Staff Figures : **By Demand****Khalek Awang
& Associates**

member since 2003

Company Name

Khalek Awang & Associates

Headquarters : Kuala Lumpur

Phone No. : +6013-900 5007

Email & Website

khalek.legal@gmail.com
khalekawang.blogspot.com

Person In-charge :

Khalek bin Awang

Establishment Year : 1998

Type of Business : **Legal Firm**Staff Figures : **23****Manjit Singh Sachdev,
Mohammad Radzi
& Partners**

member since 1998

Company Name

**Manjit Singh Sachdev,
Mohammad Radzi & Partners**

Headquarters : Kuala Lumpur

Phone No. : +603-2698 7533

Email & Website

nek@mssmr.com
www.mssmr.com

Person In-charge :

Neoh Eng Kee

Establishment Year : 1980

Type of Business : **Legal Firm**Staff Figures : **113**

member since 2005

Company Name

Messrs Damian S.L. Yeo & L.C. Goh

Headquarters : Melaka

Phone No. : +606-234 7011/7012

Email & Website

clients@dsly-law.com
www.dsly-law.com

Person In-charge :

Peggy Chew

Establishment Year : 2003

Type of Business : **Legal Firm**Staff Figures : **Lawyers:5**

member since 2019

Company Name

Messrs Lee Hishammuddin Allen & Gledhill

Headquarters : Kuala Lumpur

Phone No. : +603-6208 5888

Email & Website

enquiry@lh.ag.com
www.lh-ag.com

Person In-charge :

Eunice Chan Wei Lynn

Establishment Year : 1993

Type of Business : **Legal Firm**Staff Figures : **Partners: 29, Consultant: 1,
Lawyers: 61, Other employees: 125**

member since 2005

Company Name

Messrs Wong Jin Nee & Teo

Headquarters : Kuala Lumpur

Phone No. : +603-2092 3322

Email & Website

info@wjnt-law.com
www.wjnt-law.com

Person In-charge :

Wong Jin Nee

Establishment Year : 2005

Type of Business : **Legal Firm**Staff Figures : **Lawyers: 10 Staff: 10****Mohd. Latip
& Associates**

member since 1995

Company Name

Mohd. Latip & Associates

Headquarters : Melaka

Phone No. : +606-2833873 / 9234

Email & Website

dtklatip@gmail.com

Person In-charge :

Thong Chin Kwai

Establishment Year : 1985

Type of Business : **Legal Firm**Staff Figures : **17**



member since 1998

Company Name
Perbadanan Nasional Berhad

Headquarters : Kuala Lumpur

Phone No. : +603-2082 7788

Email & Website
mazlan@pns.com.my
www.pns.com.my

Person In-charge:
Mazlan Ibrahim

Establishment Year : 1969

Type of Business : Development Financial Institution

Staff Figures : 210



member since 1999

Company Name
Raja, Darryl & Loh

Headquarters : Kuala Lumpur

Phone No. : +603-2632 9999

Email & Website
rdl@rdl.com.my
www.rajadarrylloh.com

Person In-charge:
Chew Phye Keat

Establishment Year : 1964

Type of Business : Legal Firm

Staff Figures : 131



member since 2020

Company Name
Dynamic Foodvisory Solutions

Headquarters : Kuala Lumpur

Phone No. : +6012-220 7707

Email & Website
alank.kay@gmail.com

Person In-charge:
Alan Kay

Establishment Year : 2020

Type of Business : Consultant

Staff Figures : NA



member since 2021

Company Name
FDC Sdn Bhd

Headquarters : Kuala Lumpur

Phone No. : +603-4213 2522

Email & Website
gramalingam@fdc-international.com
lsatiqaah@fdc-international.com
www.financieredecourcelles.fr

Person In-charge:
Ganes Ramalingam /
Shairaah Atiqaah Radzali

Establishment Year : 2020

Type of Business : Business Consultancy

Staff Figures : 5 (based in Malaysia)



member since 2020

Company Name
HZ & CO

Headquarters : Kuala Lumpur

Phone No. : +6012-257 4849

Email & Website
info@hzandco.com
www.hzandco.com

Person In-charge:
Hairulliza Binti Zaiton

Establishment Year : 2020

Type of Business : Accounting Firm

Staff Figures : 27



member since 2019

Company Name
I Synergy International (M) Sdn Bhd

Headquarters : Kuala Lumpur

Phone No. : +6012 687 1861

Email & Website
pohseng@isynergy.my
www.i-synergygroup.com

Person In-charge:
Poh Seng

Establishment Year : 2013

Type of Business : Affiliate Marketing

Staff Figures : 35



member since 2020

Company Name
Innergialabs Sdn Bhd

Headquarters : Kuala Lumpur

Phone No. : +603-2201 9000 /
+6016 222 4650

Email & Website
mexes@innergialabs.com
www.innergialabs.com

Person In-charge:
Mexes Tan

Establishment Year : 2018

Type of Business : Consultant Business Intelligence Analytic

Staff Figures : 19



member since 2006

Company Name
Intellect Franchising Sdn Bhd

Headquarters : Pulau Pinang

Phone No. : +6017-515 7100 /
+6012-477 0093

Email & Website
ifsb1@intellect-worldwide.com /
joanne@intellect-worldwide.com
www.intellect-worldwide.com

Person In-charge:
Lee San Ooi /
Joanne Loh

Establishment Year : 2006

Type of Business : Consultant

Staff Figures : 22



member since 2020

Company Name
Sheng Tai International Sdn Bhd

Headquarters : Selangor

Phone No. : +603-7890 3098

Email & Website
rogertalbj@shengtaiinternational.com
www.shengtaiinternational.com

Person In-charge:
Roger Tai

Establishment Year : 2012

Type of Business : Property Development, Hotel & Resort Ownership, Acquisition & Development, and Real Estate Services

Staff Figures : 600



member since 2006

Company Name
Tay & Partners

Headquarters : Kuala Lumpur

Phone No. : +603-2050 1888

Email & Website
linli.lee@taypartners.com.my
www.taypartners.com.my

Person In-charge:
Lee Lin Li

Establishment Year : 1989

Type of Business : Legal Firm

Staff Figures : 9 Partners, 24 lawyers, 24 non-legal / administrative staff

What's Happening in FRANCHISE?

FIM 2021: provides opportunity for business expansion.

Once again, Malaysian Franchise Association together with the Ministry of Domestic Trade and Consumers Affairs (KPDNHEP) will organise 28th edition of Franchise International Malaysia (FIM) 2021: Exhibition and Conference. The program evolves into first ever Hybrid Edition on the 9th until 16th October 2021 at the Kuala Lumpur Convention Centre (KLCC) Kuala Lumpur, combining virtual and physical exhibition. This hybrid event aims to promote franchise business globally, even though in the event of travel restriction.

Each year, it gathers participation from international and domestic investor, entrepreneurs, retailers, media, researchers, and industry influencers. With this excellent track record, FIM2021 provides over 100 booths for businesses to exhibit, as hybrid element will reach out more audiences and franchise prospect and expand networking opportunities.

FIM2021 is the only endorsed franchise exhibition by KPDNHEP, World Franchise Council (WFC) and Asia Pacific Franchise Confederation (APFC) is the only relevant platform to exhibit franchise business to the budding franchiseepreneur. A business matching session, both in-person or online and international conference to be scheduled to help both existing and new players tap new, emerging market opportunities and enhance franchising knowledge.

With invaluable support from the Malaysian government, leading franchisors, and key financial institution, FIM2021 promises to be the premier event for continuing development of successful franchise industry in Malaysia and Southeast Asia region.

Take this advantage to expand your business opportunities at FIM2021 with contact MFA Office at fim@mfa.org.my or visit www.mfa.org.my/fim.

MyDigiFex:
Growing Malaysian Franchise Brand Internationally

The Ministry of Domestic Trade and Consumers Affairs (KPDNHEP) in collaboration with the Malaysian Franchise Association organised a series of Malaysia Digital Franchise Expo (MyDigiFex) starting from February 2021 until October 2021.

This is timely, as the program highlighted franchise opportunity for Malaysian franchises penetrate in 42 countries around the world. This is an effort to help the local franchise brand expand into international market, although most counties borders still closed because of pandemic concerns.

Two series of MyDigiFex has organised in February and March 2021 which focused on Eastern Asia and South-east Asia which is Brunei, Indonesia, Filipina, Singapura, Taiwan, Macau, Hong Kong. This expo involved the participants of 16 franchise brands with a potential franchise transaction recorded more than RM25 million for 20 Master Franchisee rights.

The next series of MyDigiFex to be held to cover areas of Southern Asia, Western Asia, Northern Africa and Australia & New Zealand from June until October 2021. Last year, MyDigiFex recorded RM350 million potential franchise transaction in 11 countries and 21 Master Franchisee rights.

Enhance Franchise Development Program (EFDP) is an initiative government program targeting Malaysian export through franchising sector to help local franchise brand penetrate the international market, and to enhance international expansion knowledge to export ready and potential export ready franchises.

Among the EFDP's activities that have lined up throughout this year includes internalization training program, international trade mission, matching grant and in-buying mission.

Among the achievements of the EFDP program since its implementation in 2016, were Marrybrown penetrating the Japanese and Swedish markets, Global Art & Creative entering Japan and Morocco, and Manhattan Fish Market opening outlets in Jordan and Mauritius. So far, 66 Malaysian franchise brands have penetrated markets in 65 countries. MFA encourages franchise business that keen to expand their business internationally, contact MFA's Office at zainal@mfa.org.my.



MFA:
Annual General Meeting

MFA Annual General Meeting (AGM) to be held in June 2020. The agenda of AGM is to approve the minute of the previous AGM; to accept the activities report and financial report for the year 2020; to elect a Main Committee Members Session 2021/2023, and also to discuss and accept the proposals from members.

All of MFA's members are welcome to take part in this meeting. Reach out MFA's office at membership@mfa.org.my for more information.



Grow Your Franchise Certification Course is open for registration.



As franchising has become a focal area in the development of entrepreneurs and as a strategy in business expansion, the training process has highlighted as mandatory for more local business owner who are ready, competitive, and viable in strengthening the franchise system in Malaysia.

MFA provides a series of franchise training program to community and one of the training programs is a Grow Your Franchise Certification Course. This training program is an exclusive training program that provides participants focusing comprehensively on selling, marketing, negotiation, and closing-the-deal aspects of a franchise business at an international level. The program to be held on 26-27 May 2021 in Kuala Lumpur. Interested parties can contact MFA Office at hafizatul.halim@mfa.org.my for this training program.



Strengthen the Bonding with Members

MFA Members' engagement with members will continued to enhance its roles for the development of entrepreneurship, especially franchise entrepreneur, in ensuring the growth of the franchise industry.

Five engagement session with members was held from March until April 2021, which aimed to gather feedback on their current business situation and challenges faced. In this session, we also updated on upcoming MFA's activities and explored future collaboration. The session involved Bolton Optical Sdn Bhd, Avon Cosmetics (M) Sdn Bhd, Ayam Penyet Bagus Sdn Bhd, HZ & Co. and Sinar Global Hygiene (M) Sdn Bhd.

MFA will continue to work closely with our members, striving to assist them along their journey in this franchise industry. Reach out membership@mfa.org.my for more information on members' benefits and support that we have provided.



in **FREE** **ADVERTISE** WITH US

"Let Your Advertisement Talk"

Malaysian Franchise Association (MFA) will be embarking on an Exclusive Media Service Program in handing out a **SOCIAL MEDIA ADVERTISING AND PROMOTION FOR FREE** to loyal members. We hope with this initiative, it will lessen the burden of our members.

Publication Details:

- Frequency: 1 Spot 1 Time
- Language: English/Malay
- Social Media Publication MFA's social media (FB, Insta, LinkedIn, Twitter & Telegram)
- Size: 1280 x 1280 Pixels
- Material submission: Final artwork files (min 300 dpi in PNG)

Terms & Conditions:

- Content shall include franchise business opportunity, franchise package new outlet opening, products/services and activities.
- Valid till 30th June 2021
- Materials to be submitted to media@mfa.org.my / +603-6241 4141 (Ms. Ain)

Connect with us at secretmfa@mfa.org.my or call +603-6241 4141

www.mfa.org.my | +603-6241 4141

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FRANCHISE

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FranchiseMalaysia
FranchiseMY
franchisemalaysia
MY Franchise Hub

AFFORDABLE & UNIQUE REACH

Contact Person: Ms. Hafizatul Halim
03-6241 4141
mfafranchise.org.my

LIVE ON NASIONAL FM: Radio Interview with Franchise Fraternity



A series of live interviews on franchise has broadcast at Nasional FM in January and February 2021 with aim to educate and promote franchising. Each series of interview featured different speaker and topic.

The first series features Mrs Qutren Nada Ahmad, Director of CIC Where Leaders Are Born on topic preschool challenges in pandemic, second topic features Mr. Mohd Fadzil Abd. Ghani, Chairman of Koperasi New Straits Times Press (M) Berhad on topic a competitive franchise concept in pawn services, while third series presented by Chief Executive of MFA, Mr. Ahmad Faizal Mohamed Noor on topic a competitiveness of franchise business. Mr. Farid bin Yahya, Director of Direct Selling Development Division, KPDNHEP talk on local franchise development for the last series.

The exclusive interview series which is conducted was part of MFA and KPDNHEP effort in creating awareness and aspiring the community to be an entrepreneur and choose franchise as a career.



Webinar International Market Updates Session

MFA and KPDNHEP has successful organised two International market update session (IMUS) which is IMUS Philippines, Singapore, Indonesia & Brunei on 17th Feb 2021 and IMUS Taiwan, Macau & Hong Kong on 1st April 2021. The webinar highlighted the opportunities available in franchising sector in these markets and a sharing session of a successful Malaysian company that has penetrated in a particular market.

Over 200 participants comprising franchise players and the business community attended the session. The guest speaker for this program including representatives of embassies, MATRADE, research consultants and franchise brand business that has penetrated in that country. Besides, MFA offered to its members a market research report in various of sector and countries that available at MFA office. Reach out MFA office at research@mfa.org.my for this report.

Global Art, CIC Where Leaders Are Born Sign Memorandum of Understanding



Global Art and CIC Where Leaders Are Born have signed a Memorandum of Understanding (MoU) on 8 April 2021 to raise the quality of childhood education in Malaysia and at the international level.

The chairman of MFA, Datuk Dr. Radzali Hassan together with Deputy Minister of KPDNHEP, YB Dato Rosol bin Wahid have witnessed the MOU Signing Ceremony. The MoU has signed by CEO of Global Art, Mr. Mahir Goh and CEO of CIC Where Leaders Are Born, Mrs. Hajah Qutren Nada.

MFA hope this collaboration between these two largest franchise brands in Malaysia will bring a positive impact to the franchise industry in the future.



Jelajah FRANCHISE bay to jumpstart franchise entrepreneurship.

The Ministry of Domestic Trade and Consumers Affairs (KPDNHEP) in collaboration with the Malaysian Franchise Association organised Jelajah Franchise Bay in Melaka Parade on 2 - 4 April 2021 and in KTCC Mall, Kuala Terengganu on 8 - 10 April 2021. The series of roadshows were aimed at promoting franchise entrepreneurship to the public. Thirteen franchise brand have exhibits at these program including Ar-Rahn, Coolblog, Ar-Rahnu X'Change, Arjuna Village, Genius Aulad, Global Art, Hot & Roll, LaundryBar, Marrybrown, Old Town White Coffee, Smart Reader Kids, The Manhattan Fish Market, and Perbadanan Nasional Berhad (PNS). This program records more than RM31 million in potential franchise transaction value and over 80 potential franchisees.

The next roadshows to be held in Kuantan, Shah Alam, Alor Setar, Johor Bahru and Kuching. MFA encourages franchise business that keen to participate in this program to contact MFA's Office at abdullah@mfa.org.my.

Enhance Entrepreneurship Knowledge Through Franchise Webinar

MFA together with KPDNHEP has successfully organized a series of franchise webinars with the intention to educate and promote entrepreneurship on franchising to the mass. The webinars highlighted on current issues and challenges in franchise industry on 2 Feb 2021, and franchising vs licensing on 9 March 2021. Over 3,000 participants attended this session via Zoom application and FB Live.

The program highlighted in series 1/2021: Current Issues & Challenges in Franchise Industries discussed on major challenges and how companies can adapt to these challenges during the COVID crisis. In this session Mr.

Atan Sapian, Senior Principal Assistant Director from KPDNHEP, Mr. Deric Yeo, MFA's Vice Chairman and Mr. Khalek Awang, Principal Partners from Khalek Awang & Associate share their knowledge and experiences in this issue. A moderator for this webinar is Prof Dr Azmawani Abd Rahman, Chairman of MFA's Research & Education.

While the webinar 2/2021: Franchising vs Licensing highlighted on the difference between franchising and licensing for aspiring entrepreneur or potential investor to start or expand their business into franchising. The eminent speaker of this webinar including Mr. Deric Yeo, MFA's Vice Chairman, Dawn Liew, Manager of Kopitiam Asia Pacific Sdn Bhd, Wong Jin Nee, Partner of Merss.



Wong Jin Nee & Teo while their moderator is Prof Dr Azmawani Abd Rahman, Chairman of MFA's Research & Education.

MFA Chairman deliver Keynote Speech at International Franchise Discovery Webinar



Datuk Dr Radzali Hassan, chairman of MFA, delivered a keynote speech titled "Franchising in times of Rapid Changes" in International Franchise Discovery Webinar on 23 February 2021. This event hosted by Indonesian Franchise Association in collaborating with Neo Promosindo for Indonesian market viewer.

In this webinar, Datuk Dr Radzali shared insights into rapid changes in franchising and its positive influence on industry growth, especially during the pandemic outbreak. He also advised franchise entrepreneur moving forward to adapt into digitalizing and global marketing environment such as Big Data, Artificial Intelligent, and Internet of things to stay relevant and competitive.

A sharing session from successful Malaysian franchise brand also held during this webinar to share their experiences and tips to sustain in the global market. The speakers are Mr. Christopher Tay, Co-Founder of Bangi Kopitiam Malaysia and Mr. Deric Yeo, Director of The Manhattan Fish Market.

Engagement with Potential Members



In line with MFA's effort to increase more members and promoting MFA's program, MFA has coordinated engagement session with several SME Organizations such as Ogoshop Sdn Bhd, Delifrance (M) Sdn Bhd, Mable Associates, Sushiwak Malaysia, and Satey HJ. Samuri in March and April 2021.

The session focused on the business current update, franchise industry overview, and MFA's role for the development of franchise industry. We also updated companies on upcoming MFA's activities and explored future collaboration.

Start your business franchise concept by becoming a MFA member today at www.mfa.org.my or reach out membership@mfa.org.my.



Creating Alternatives, *Jom* Francais Promoting Opportunities, Empowering Knowledge

Essentials of Franchising Training Online Course will return on 29 – 30 May 2021. This training program aim to educate the potential franchise owner to identify the best business opportunity, question to as before investing, minimizing risk and factor to consider in acquiring a franchise business. This two-days training is open to participants who would like to enhance or to develop its knowledge on franchise business. It allows participants to communicate, interact and engage directly with the speakers and each other.

Participants also benefit from sharing experiences with well-known franchise brand and gain new perspective on common business challenges. Reach out at syamim.dzul@mfa.org.my for more information about this training program.

Round Table Discussion on Malaysia Halal Certification

MFA represented by our Vice Chairman, Mr Deric Yeo attended a Round Table Discussion Program with Trade Association on 8th April 2021. The program organised by Department of Islamic Development Malaysia (JAKIM) via hybrid mode combining virtual and physical meeting at Pulse Grand Hotel, Putrajaya.

The program, attended by 70 representatives from trade association and States Halal Management Division, provided a platform to the industries to sharing their experiences and feedback on JAKIM's effort to adapt a Manual Procedure for Malaysia Halal Certification (MPPHM) Domestic 2020.

During the session, JAKIM representative also highlighted on the implementation and challenges faced by industries to implement the Manual. The RTD also showcase a halal revolution in Malaysia, Management Halal Malaysia System (MHMS) 2020 and updated halal info.



Cheeseu Launch Its New Franchise Concept

Cheeseu Bistro Sdn Bhd has launched their new franchise concept under Micro & Affordable Franchise Program in Putrajaya on 9th March 2021. The Micro & Affordable Franchise Program is a government initiative in an effort to attract the involvement of more people, especially the B40 and M40 income category, to venture into the franchise business.

This program was officiated by Deputy Minister of Domestic Trade and Consumer Affairs (KPDNHEP), YB Datuk Rosol bin Wahid. Also, presented in this ceremony are Secretary General of KPDNHEP, Datuk Seri Hj. Hasnol Zam Zam bin Hj. Ahmad, Deputy Secretary General of KPDNHEP, Dr. Alauddin bin Sidal and Chairman of MFA, Datuk Dr. Radzali bin Hassan.



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Connect with us at secrtmfa@mfa.org.my or call +603-6241 4141



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