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30 DISEMBER 2021 (KHAMIS)



KEMENTERIAN PERDAGANGAN DALAM NEGERI
DAN HAL EHRAL PENGGUNA

KERATAN AKHBAR DAN MEDIA ONLINE (KPDNHEP)

30 DISEMBER 2021 (KHAMIS)

Seeing the pull factor of franchises

By EDWARD RAJENDRA
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VENTURING into a franchise allows new entrepreneurs to grow and master a trade without the associated risks, says Domestic Trade and Consumer Affairs Minister Datuk Seri Alexander Nanta Linggi.

"Newcomers to a business are offered a structure to initiate, operate and develop the licensed trade based on the business model that the franchisor provides."

"Franchising is a workable option for many people looking to take a step into business," he advised.

Nanta told *StarMetro* that franchisors would usually create complete operations handbooks and training courses for franchisees, covering operations, marketing, accounting, promotions and other areas of business development.

"To this end, the government through the federal budget had allocated RM4.5mil to the ministry for the implementation of the Micro Franchise and Affordable Franchises Programme this year."

"We want to encourage the involvement of people in the B40 and M40 groups in franchise businesses, thereby creating more employment opportunities for them."

He said a franchise trade was planned to enable the business operator to focus on revenue.

"A franchise will see the business operator spend less time and effort to start and operate a business on their own."

"The Micro Franchise and Affordable Franchises Programme has thus been fruitful in directly impacting the speed at which grant recipients are growing their business, which is among the key benchmarks set by the ministry under the 100-day Malaysian Family Aspiration."

Nanta said the programme acted as a "pull factor" in strengthening the franchisee's economic engine.

"Our aim is to give people an opportunity to progress, whereby the ease of doing business is facilitated and the economic engine will have a positive socioeconomic impact."

He said the RM4.5mil programme has so far benefited

Domestic Trade and Consumer Affairs Ministry's grant programme successfully assists individuals newly venturing into business



more than 30 recipients. "Eight franchisors and 29 franchisees have received government assistance through this programme."

"The government intends to continue with the programme in 2022 and ensure that more people benefit from it, especially the B40 and M40 groups affected by the Covid-19 pandemic."

The success of the Micro Franchise and Affordable Franchises Programme was one of the 100-day key performance indicators for the ministry.

For grant recipient Mastura Hamzan, 33, who started a House of Mind Excellence (H.O.M.E.) centre – a franchise catering for children aged four to 17 who are taught simple methods of grasping Mathematics – the business has been successful.

"I am thankful to Domestic Trade and Consumer Affairs Ministry for this business opportunity."

"Being in this teaching line helps me nurture young minds and equip them with a good foundation in Mathematics in their pursuit of academic excellence," she said.

Mastura, a former primary school teacher, added that it was her passion to continue serving as an educator that led her to become a franchisee of H.O.M.E.

Meanwhile, Viknes Gunasagaram, 37, said his venture into a food franchise has paved the way for him to own a business, thanks to the ministry.

"With this grant, the government has empowered me to take a bold step towards a promising future," he added.

The rising prices of essential goods in recent times is another burning issue that the ministry has had to address.

Federation of Malaysian Consumers Associations (Fomca)



Nanta (centre) checking prices of vegetables and essential items at a supermarket in Kuching, Sarawak. The minister says efforts are being taken to overcome the problem of price hikes in the long term. — Bernama



Mastura, who successfully runs a House of Mind Excellence centre, is thankful for the grant she received through the ministry's Micro Franchise and Affordable Franchises Programme.

president Datuk N. Marimuthu said it has been receiving non-stop complaints from the people on how prices have shot up.

"The government must understand that the price hikes are due to accumulated costs at various levels of the supply chain before the essentials reach traders."

"If the government wants to facilitate the supply and availability of basic food items, it must

revoke the approval permits imposed on imported items," he said.

On the matter, Nanta reportedly said the ministry was working to find a complete and comprehensive solution.


As a short-term solution, he said the ministry introduced the Malaysian Family Sales Initiative, which offered basic necessities at prices up to 20% lower than the


market prices.

The minister also said that his team would hold this in stages in each of the 222 parliamentary constituencies nationwide.

"We need to see how we can overcome this problem in the long term."

"We are worried that if we do not have a long-term solution then these (price increases) can happen at any time," he added.

 <p>Senarai Harga Barang Keperluan</p> <p>- involvement of people in the B40 and M40 groups in franchise business</p>	• Ayam	RM7.99	• Telur Gred A	RM12.30	• Gula Pasir	RM2.85	• Cili Merah	RM8.89
	• Daging Lembu Tempatan	RM42.99	• Ikan Kembung	RM15	• Bawang Besar Holland	RM2.49	• Kubis Bulat Tempatan	RM2.79
	• Daging Lembu Import	RM28	• Minyak Masak	RM6.50	• Bawang Putih	RM5.50	• Tepung Gandum	RM2.25
<p>*Harga (RM/kg) Sumber: KPDNHEP</p>								

	New fuel prices <i>Dec 30 – Jan 5</i>
RON95	RM2.05 (unchanged)
RON97	RM3.00 (+1 sen)
DIESEL	RM2.15 (unchanged)