Strategies to mitigate Risks to Small and Medium Industry's Economy during Pandemic Covid-19

International Conference on
Technology, Education, and Social Science (ICTESS 2020)
UNIVERSITAS SLAMET RIYADI SURAKARTA, INDONESIA
10 DECEMBER 2020

Keynote Speaker: Prof. Ts. Dr. Burhanuddin Mohd Aboobaider
Fakulti Teknologi Maklumat dan Komunikasi
Universiti Teknikal Malaysia Melaka

- Established on December 1, 2000

- First technical university

- 14th public university in Malaysia

- 8 faculties and 1 Institute

- Specialized in Engineering, ICT & Technology

- offers Diploma, Bachelor, Masters & PhD

- University Ranking: a) Top 10 in Malaysia

b) THE World Ranking 2021: 1001-1527

c) Top 500 in QS Asian Ranking

MyUTeM

INTRODUCTION

The **coronavirus (COVID-19) pandemic** is :

1. identified in December 2019 in Wuhan, China
2. an ongoing pandemic of coronavirus disease 2019 caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2)
3. mainly spreads through the air when people are near each other long enough, primarily via small droplets or aerosols, as an infected person breathes, coughs, sneezes, sings, or speaks
4. transmit via fomites (contaminated surfaces) has not been conclusively demonstrated
5. easily spread as early as two days before infected persons show symptoms (presymptomatic), and from asymptomatic (no symptoms) individuals
6. remain infectious for up to ten days in moderate cases, and two weeks in severe cases
7. include pneumonia and acute respiratory distress syndrome

Notes:
- There are several vaccine candidates in development, although none have completed clinical trials.
- There is no known specific antiviral medication, so primary treatment is currently symptomatic.
- Recommended preventive measures include: a. hand washing b. social distancing c.
- wearing a face mask in public d. disinfecting surfaces e. monitoring
- and self-isolation for people exposed or symptomatic
  (Source: Wikipedia)

Although for most people COVID-19 causes only mild illness, it can make some people very ill. More rarely, the disease can be fatal. Older people, and those with pre- existing medical conditions (eg high blood pressure, heart problems, diabetes) appear to be more vulnerable.

COVID-19 Symptoms	Incubation Period
1. **Fever** 2. **Cough** 3. **Shortness of breath or difficulty breathing** 4. **Chills** 5. **Repeated shaking with chills** 6. **Muscle pain** 7. **Headache** 8. **Sore throat** 9. **New loss of taste or smell** 10. **Fatigue**	The incubation period (**time from exposure to the development of symptom**s) of the virus is estimated to be between 2 and 14 days based on the following sources: 1. The **World Health Organization** (WHO) reported an incubation period for COVID-19 between **2 and 10 days**. 2. China's **National Health Commission (NHC)** had initially estimated an incubation period from **10 to 14 days** 3. The United States' **CDC** estimates the incubation period for COVID-19 to be between **2 and 14 days** 4. DXY.cn, a leading Chinese online community for physicians and health care professionals, is reporting an **incubation period of "3 to 7 days, up to 14 days"** 5. The estimated range will be most likely narrowed down as more data becomes available

PANDEMIC COVID'19 - CASES

🔒 https://www.worldometers.info/coronavirus/#countries

COVID-19 CORONAVIRUS PANDEMIC

Last updated: December 07, 2020, 14:02 GMT

Graphs - Countries - Death Rate - Symptoms - Incubation - Transmission - News

Coronavirus Cases:

67,532,433

view by country

Deaths:

1,544,091

Recovered:

46,710,173

#	Country, Other	Total Cases	New Cases	Total Deaths	New Deaths	Total Recovered	Active Cases	Serious, Critical	Tot Cases/ 1M pop	Deaths/ 1M pop	Total Tests	Tests/ 1M pop	Population
	World	67,532,433	+153,714	1,544,091	+2,707	46,710,173	19,278,169	106,230	8,664	198.1			
1	USA	15,167,296	+6,501	288,981	+64	8,859,465	6,018,850	26,456	45,706	871	207,498,155	625,288	331,843,917
2	India	9,683,866	+7,065	140,711	+121	9,149,080	394,075	8,944	6,988	102	147,787,656	106,639	1,385,863,914
3	Brazil	6,603,540		176,962		5,776,182	650,396	8,318	30,971	830	25,700,000	120,536	213,213,576
4	Russia	2,488,912	+28,142	43,597	+456	1,956,588	488,727	2,300	17,052	299	79,700,000	546,034	145,961,711
5	France	2,292,497		55,155		169,586	2,067,756	3,220	35,088	844	21,041,852	322,054	65,336,312
6	Italy	1,728,878		60,078		913,494	755,306	3,454	28,613	994	23,125,664	382,729	60,423,049
7	UK	1,723,242		61,245		N/A	N/A	1,274	25,327	900	44,812,139	658,608	68,040,655
8	Spain	1,699,145		46,252		N/A	N/A	2,371	36,336	989	22,992,742	491,690	46,762,664
9	Argentina	1,463,110		39,770		1,294,692	128,648	3,735	32,245	876	4,101,188	90,384	45,374,992
10	Colombia	1,371,103		37,808		1,257,410	75,885	2,376	26,823	740	6,737,972	131,815	51,116,937
11	Germany	1,188,008	+3,163	19,195	+36	863,300	305,513	4,108	14,160	229	29,141,172	347,331	83,900,328
12	Mexico	1,175,850	+7,455	109,717	+261	866,186	199,947	3,363	9,079	847	3,016,042	23,287	129,517,418
13	Poland	1,067,870	+4,423	20,181	+92	722,446	325,243	1,886	28,229	533	6,456,364	170,674	37,828,537
14	Iran	1,051,374	+10,827	50,594	+284	742,955	257,825	5,796	12,449	599	6,432,228	76,161	84,455,969
15	Peru	973,912		36,274		907,654	29,984	987	29,362	1,094	5,167,466	155,790	33,169,459
16	Turkey	828,295		14,900		431,253	382,142	5,805	9,776	176	19,691,845	232,405	84,730,672
17	Ukraine	821,947	+8,641	13,733	+145	423,704	384,510	177	18,844	315	4,807,961	110,227	43,618,738
18	South Africa	814,565		22,206		744,780	47,579	546	13,660	372	5,592,663	93,788	59,630,802
19	Belgium	591,756	+1,814	17,320	+66	39,267	535,169	739	50,963	1,492	6,105,524	525,816	11,611,513
20	Indonesia	581,550	+5,754	17,867	+127	479,202	84,481		2,116	65	6,059,415	22,053	274,771,891

10:18 PM
7/12/2020

Covid-19: Impact to Business and Economy

1. Business community is badly infected in global economy under the impact of COVID-19 pendemic
2. Maybank Group estimated that the Malaysian economy may shrink by 3.3%
3. Malaysia Employers Federation estimated that number of unemployed persons may reach up to 2 million in 2020 with a staggering unemployment rate of 13%
4. Financial statements which present true, fair and timely picture of business is vital to assist the company to appreciate their financial condition
5. Companies need to identify problem impacting their financial statement areas and try to think of counter measures to address the threats to their survival
6. Then, they can derive strategies to overcome the problem
7. Next, relevant tools should be deployed to give them chance fighting the pandemic
8. There are various tools and methods available, includes but not limited to in COVID-19 difficult time

Business Strategy in facing Pandemic Covid-19

1. Form call centers and emergency response team immediately
2. Review staff current locations and their travelling records
3. Revisit crisis and continuity plans timely
4. Evaluate the supply chain management
5. Identify potential points of failures
6. Get right communication right
7. Use scenario analysis
8. Do not lose sight of other risks
9. Conduct research to study how to do things differently
10. Discover related tools and technology

MyUTeM

The Company Strategy In facing Covid-19

1. **Call centers and ERT** - shared service centers are potentially vulnerable if the virus continues to spread – must monitor number of cases & survival rate closely

2. **Review workforce locations and travel.** The first priority is to establish exactly where staff are and how many workers are in affected or vulnerable territories. Do any need to be repatriated? Or have they asked to work from home? Upcoming travel plans will need to be reviewed, rescheduled, or canceled.

3. **Revisit our crisis and continuity plans.** Every well-run business has a crisis or continuity plan, and many will have a specific pandemic plan. But nothing tests theory quite like reality. One Asia-based organization's pandemic plan, for example, designated a European city as the evacuation site for employees and their families — but flights from China to the city were suspended soon after the outbreak.

4. **Evaluate the supply chain.** A clear understanding of your supply chain will help to expose any potential vulnerabilities. This means beginning with the most critical products and looking well beyond first- and second-tier suppliers, right down to the raw materials, if possible. For example, if your products contain a component from a country that becomes isolated, is there a secondary supply? Contingency plans can run into difficulty quickly if the virus spreads; we've already seen suppliers in China that turned to South Korea as a Plan B, only to see that country quickly become infected.

MyUTeM

5. Identify potential points of failure. Who are the teams and individuals on whom critical processes or services depend? Are there workers with the right skills who could step into critical roles if needed? Steps can be taken to reduce the level of human interaction, such as staggered shifts or remote working

6. Get right communication right. Although we've seen employers work hard to keep their workforce informed, disinformation and confusion have spread along with the virus. Your employees (and wider stakeholders) will be looking for reassurance from you that they are being protected and that the business is prepared. Leadership should be seen as a source of truth — and according to the 2020 Edelman Trust Barometer (pdf), business is more trusted than both government and the media. Consistency and accuracy of messaging is the key, as is reassurance from the top of the organization; your workforce will need to know that their welfare is paramount.

Source: (https://www.strategy-business.com/blog/Seven-key-actions-business-can-take-to-mitigate-the-effects-of-COVID https://www.edelman.com/sites/g/files/aatuss191/files/2020-01/2020%20Edelman%20Trust%20Barometer%)

MyUTeM

7. Use scenario analysis. With uncertainty rife, and COVID-19 holding the potential to impact every part of a business for months, scenario planning is a critical tool to test preparedness. What are the best- and worst-case scenarios, and is the business equipped to cope? What could be the impact in the longer term, for example, on working capital or bank covenants, or even rents for shops and restaurants if public places are closed? Ask searching questions of your finance team to highlight critical sensitivities. Organizations in some sectors could see a significant rise in demand if more of the population is spending more time at home rather than at work — are they prepared for this? Supermarkets are reducing the variety of products, stocking up on staples, and developing contingency plans.

8. Don't lose sight of other risks. COVID-19 isn't the only threat on the horizon — and often organizations are at their most vulnerable when dealing with a crisis that dominates their attention. The many other risks that your business faces aren't diminished by an epidemic. Cybersecurity, for example, should always be top of mind.

9. Conduct research to study how to **do things differently**. eg.. education: lecturer, students and new generations.

10.Discover related **tools and technology** via social media
    ie. Youtube, whatsup, facebook

More detail:

https://www.strategy-business.com/blog/Seven-key-actions-business-can-take-to-mitigate-the-effects-of-COVID-19?gko=4c0d1

MyUTeM

Conclusion

Always A Pioneer, Always Ahead

Speaker:
Prof. Ts. Dr. Burhanuddin Mohd Aboobaider
Fakulti Teknologi Maklumat dan Komunikasi
Universiti Teknikal Malaysia Melaka

THANK YOU
Q & A
10 DECEMBER 2020

UTeM

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

MyUTeM

Response window for a risk in business is measured in days, while recovery is measured in years. Those companies that are well-prepared and ready for changes will always recover quickly from any disaster