



NEWS & EVENTS



MRCA Women's Division Host Inaugural CEO Sharing Session With MarryBrown's Founder On Remaining Resilient During A Pandemic

BY MSMEADMIN • DECEMBER 2, 2020

The Malaysia Retail Chain Association (MRCA)'s Women Division has successfully hosted its inaugural CEO sharing session featuring successful entrepreneur Datin Nancy

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pandemic-stricken economy, Malaysia's first fast food brand and largest food and beverage franchise, has bucked the trend by opening more franchise restaurants in 2020. An increase demand in franchise investment during this crisis situation.

Speaking to close to 50 members of MRCA's women division, women members of MRCA Youth and MRCA Southern Chapter during a virtual session, Datin Nancy revealed that Marrybrown set up a crisis team, and implemented a 5-prong strategy to remain resilient during the pandemic. The quick response yielded good results as outlet sales went back to normal after 3 months of MCO started.

"Our first order of business was to protect employees and customers' safety. In terms of physical outlets, we were able to follow the stringent standard operating procedures (SOPs) by the relevant government authorities. More importantly, we kept staff morale up. We prioritized communications with our franchise owners, and even waived 3 months of royalty fees, to show our empathy and commitment to them, to grow together for the long term. While embarking on urgent cost cutting measures across the board, we had

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down, to our franchise holders, shared Datin Nancy. Datin Nancy was candid as she revealed it was not all smooth sailing.

“In Malaysia, we were able to stabilize operations. At a time where some of our suppliers may face logistic or steady supply issues, we had to ensure that all our outlets must have stock; it is unthinkable for any outlet to run out of a menu item. The same cannot be said for all 16 countries where we have Marrybrown franchises. For example, Maldives import almost everything to supplement their economy, for Marrybrown restaurant we have to bring renovation materials, equipment, cooking raw materials, and even manpower. They were particularly hard-hit as the country’s income relies largely on tourism. Another international latest entrant, Sweden, had just started its first outlet before the pandemic hit. We have to do a lot of coaching, mentoring and business advisory for these franchise holders.”

Datin Nancy concluded the sharing session with, “Marrybrown ability to bounce back fast and ensure brand trust to our customers from our fast ACT on execution of business plans, ADAPT to the situation and find the relevant business channels, and

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have not seen for the past century.



MRCA Treasurer General cum Women
 vision Chief Dato' Winnie Lim said,
 .oday's sharing personifies our
 women division's aim to promote and
 advance the personal and
 professional development of women
 in MRCA. Our first speaker, Datin
 Nancy is a great role model who has
 generously shared her wealth
 of experience to benefit all of us."

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MRCA President Ms. Shirley Tay said,
 "This CEO sharing session is an
 initiative where corporate
 entrepreneurs would share their
 expertise and knowledge with one
 another. We received
 overwhelming positive feedbacks and
 comments from our participants. With
 this encouraging response with Datin

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Ammanz General which had recently launched a new product catered for SMEs, namely the Smart Retail Shield. The new programme has a unique offering for business owners, namely the Inconvenience relief benefit due to infectious diseases. For further inquiries and information, please do not hesitate to contact the MRCA Secretariat at 03-5882 4333 or email



secretariat1@mrca.org.my

About Malaysia Retail Chain Association (MRCA)

Malaysia Retail Chain Association (MRCA), founded in 1992, is an association for chain store retailers and franchisors determined to enhance the retail and franchise environment in Malaysia and abroad. Today, the MRCA has grown to become an influential entity comprising of more than 400 leading retail chain stores and franchisors, including established brands such as Poh Kong, Bonia, OSIM, Nelson's Franchise, Focus Point, Rotol Food-Chain, Sunrider International, Maxis Berhad, ADV Fusionex Sdn Bhd, RHB Bank Berhad and for the full list of members, kindly refer to the attachment provided. For more information, please contact MRCA Secretariat at 03-5882 4333 or email to mrca.secretariat@gmail.com.

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