From individuals to small-and-medium-enterprises and large corporations, COVID-19’s effects are felt by all with some more affected than others. The concept of “resilience” or “grit” – the ability to adapt positively in the face of adversity and challenges – is an area of research that has steadily grown in popularity, exploring how individuals cope and bounce back from difficult circumstances. The crisis of COVID-19 brings this trait to the forefront. How do we respond and adapt to challenges in our income and revenue streams? What are the institutional factors or environment needed to foster and support an individual’s capacity for resilience?

RESILIENCE: ADAPTATION IN TIMES OF CRISIS

HOW ARE INDIVIDUALS AND BUSINESSES COPING / RESPONDING / ADAPTING TO THE IMPACT OF COVID-19 ON THEIR DAILY WORK / BUSINESS?

“When patterns are broken, new worlds emerge.” - Tuli Kupferberg

Pivoting new business ideas - a cafe operator sets up delivery-based chicken rice joint (KLFoodie), a social enterprise sets up a new business model to keep businesses afloat amidst COVID-19 crisis. (KLFoodie)

Shifting focus from a B2B model (pre-MCO) to a B2C model is one supplier’s strategy – manages to set up an online store within 2 days to deliver fresh produce to customers. (BURO, Apr 2020)

A local pastry school opts to sell a selection of breakfast pastries and desserts to the public during MCO as classes were canceled during lockdown. (MalayMail, Apr 2020)

Various digital platforms have been set up to assist small food traders and hawkers particularly during Ramadan - e.g. Warong Digital, Platform Selangor (Penang), Jom Beli Online@MBPP (Penang), GanuShop (Terengganu), JomBuka, Sama-Sama Lokal. Local communities have also set up Facebook Groups for this purpose.

Food delivery services report a 30% jump in orders. The number of restaurants wanting to get on board these platforms have also increased significantly by 300% jump in requests. (FMT, Mar 2020)

Eateries expand their business models by offering DIY meal kits - ingredients were sent to customers to prepare/cook on their own - from Korean food, fine dining and even bubble tea. (VulcanPost, CNA, Says)

Indonesian residents manage to sell off 500kg stock of sweet potatoes with help from three teachers in the village who promoted via social media. (Jaman, Apr 2020)

Freelancers who used to work in the entertainment industry now picking up other roles – from maintenance work, delivery jobs, food distribution, etc. (Singapore; TheStar, Apr 2020)

300 cabin crew addressed manpower gap in hospitals as “care ambassadors” - providing administrative support and attending to patients in a non-clinical role. (Singapore; Mothership.sg, Apr 2020)

Orang Asli residents manage to sell off 500kg stock of sweet potatoes with help from three teachers in the village who promoted via social media. (Bernama, Apr 2020)

After losing factory job, father-of-six from Seremban, carves out new career by selling fresh fish by promoting his business through WhatsApp groups. (MMO, Apr 2020)

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INDIVIDUALS / WORKERS

BUSINESSES (F&B INDUSTRY)

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Local tech companies to offer digital solutions and services to affected local SMEs businesses and consumers. (TheHedgingMarkets, Mar 2020)

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