

Understanding the Survival Ability of Franchise Industries during the COVID-19 Crisis in Malaysia

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Part A. General Questions.

1. How long has it been since the establishment of your agency/business company?
2. What is your agency/company sector?
 - (i) franchisor
 - (ii) government
 - (iii) private
3. What is the main role/function of your agency/company?
4. Did your agency/company operate during the Covid-19 pandemic?
5. How did your agency/company operate when the government enforced movement control orders during the Covid-19 outbreak?

Part B. Roles of franchise-related agencies.

Research Questions	Questions
How franchise-related agencies play their roles in the survival of the Malaysian home-grown franchises during a pandemic crisis?	What is the main driving force of your agency/company when faced with a Covid-19 pandemic situation?
	What kind of help do you offer/ expect as a related agency/ franchisor during this pandemic season?
	How did the Covid-19 pandemic motivate you to play a role in helping the franchise industry?
	What activities do you offer/hope to help the survival of the franchise business during a pandemic?
	What is your function as a franchise-related agency/franchisor in formulating strategies for survival during a pandemic?
	What are the driving factors for a franchise business to survive a pandemic?
	How do these factors influence the strategy of related agencies?
	What elements need to be considered before planning a strategy and helping the franchise industry during the pandemic phase?