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AGROPRENEURS AND BUSINESS CONTINUITY STRATEGY

**Authors:** Muhamad Asri Abdullah Kamar and Mohamad Azal Fikry Ali

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## **THE IMPACT OF COVID-19 PANDEMIC CRISIS ON RURAL AGROPRENEURS AND BUSINESS CONTINUITY STRATEGY**

**Muhamad Asri Abdullah Kamar\* and Mohamad Azal Fikry Ali**

Faculty of Architecture, Planning and Surveying, Universiti Teknologi  
MARA (Perak Branch), Perak, MALAYSIA

\*Corresponding author: [masri418@uitm.edu.my](mailto:masri418@uitm.edu.my)

### **ABSTRACT**

*Research on the impact of COVID-19 pandemic crisis on rural agropreneurs especially in the developing countries is still lacking. Rural agropreneurs are important group because they contribute to national economy, but they have been facing great challenges during the pandemic. The objectives of the current research are to explore the impact of the pandemic on rural agropreneurs and describe the business continuity strategy amid the crisis. This research was carried out at Rural Community Centres (RCC) of Kg. Jelintoh, Gopeng, Perak, Malaysia. Being the most active RCC in conducting entrepreneurship programmes in the previous year, the researcher decided to choose this centre for the study. Despite their continuous efforts, the COVID-19 pandemic has affected many agropreneurs of the RCC. Hence, this exploration research utilized qualitative approach which involved an in-depth interview by using a semi-structured interview format with nine rural agropreneurs. They were selected through a non-probability sampling technique which was a purposive sampling from the list of agropreneurs. Data were analyzed*

*using a thematic analysis approach. The result shows that the impacts can be categorized into two main themes, namely business operation and business finance. Besides, two main themes for business continuity strategies were identified which are marketing strategy and financial strategy. Findings from this study provide good input to relevant agencies in assisting the rural agropreneurs to restore their business.*

**Keywords:** business continuity, COVID-19, crisis, impact, rural agropreneur

## **INTRODUCTION**

World Health Organization (WHO) declared COVID-19 a pandemic on 11<sup>th</sup> March 2020 when confirmed cases reached over 118,000 patients with more than 4,000 deaths globally (WHO, 2020). These figures have drastically increased because the virus spreads easily among humans. For instance, 243,572,402 people were infected by COVID-19 with 4,948,434 deaths all over the world on 26<sup>th</sup> October 2021 (WHO, 2021). Malaysia had 2,442,224 confirmed cases with 28,576 deaths on the same date (Ministry of Health Malaysia, 2021).

The COVID-19 outbreak is impacting people all around the world, disrupting economic activities, state functions, livelihood options and it is reshaping global dynamics (Giammarinaro, 2020). COVID-19 has affected the Malaysian economy through three channels which are decreasing export demand; decreasing domestic demand; the impact from the implementation of Movement Control Order (MCO) (Saari, 2020). In Malaysia generally, the MCO has been implemented by phases and categories since 18<sup>th</sup> March 2020 until 10<sup>th</sup> October 2021. The variation of

MCO implementation depends on the current situation of COVID-19 cases nationwide. However, the MCO has been lifted since 11<sup>th</sup> October 2021.

Many researchers discovered the impact of COVID-19 pandemic on small-scale businesses in developed (Bartik et al., 2020) and developing countries (Fabeil, Pazim and Laggat, 2020). Nevertheless, their studies had focused on Micro, Small, Medium-sized Enterprises (MSMEs). To the best of our knowledge, research about the impact of the pandemic to rural agropreneur (defined by Gajendrakumar and Kartheeswari (2018) as an entrepreneur who uses agriculture to build a business) is quite limited.

In the local context, rural refers to other than urban area; comprises of all village and small settlements; population of less than 10,000; characterized with agriculture and abundance of natural resources; low population density; low percentage in age-active population; population economic-based comprises of agriculture, rural industry and natural products / resources; maintain the rural socio-cultural activities including rural organization, family institution, community and cultural activities (PLANMalaysia, 2017). Hence, rural agropreneur can be best understood as an entrepreneur who uses agriculture-based activities to build a business in rural area.

Rural agropreneurs are significant business groups due to their contribution to national food security, job creation and so forth. Unfortunately, like many other sectors, they are currently facing several challenges during the pandemic. Most of them have less money because their sales revenue dropped drastically. Concerned by this situation, the objectives of the current research are to explore the impacts of COVID-19 pandemic crisis

on rural agropreneur and describe the business continuity strategies during the crisis adopted by them.

## **LITERATURE REVIEW**

### **Concept of Crisis**

Prior to further discussion about the impact of COVID-19 pandemic on rural agropreneurs and business continuity strategy, it is crucial to briefly understand the concept of crisis. Initially, the concept of crisis includes definition, classification and its stages. Crandall, Parnell and Spillan (2014) stated that a crisis is an event that has a low probability of occurring, but should it occur, can have a vastly negative impact on the organization. Moreover, Olteanu, Vieveg, and Castillo (2015) suggested two main categories of crises which are natural and human induced. They said sub-categories of natural crisis consists of meteorological, hydrological, geophysical, climatological and biological, while sub-categories of human-induced crisis includes intentional and accidental. Epidemic and infestation are examples of biological natural crisis (Olteanu, Vieveg, and Castillo., 2015). Crandall, Parnell and Spillan (2014) posited that there are three stages of crisis which are precrisis, crisis and postcrisis.

Obviously, it is understood that a crisis is a low-probability event, and its impact is ambiguous, has many classifications and stages. Unexpected events cause the planning for a crisis preparation to be troublesome. COVID-19 pandemic is considered as a crisis because it falls into health incident. The simplest option to understand the stages of crisis is the three-stage frameworks. Hence, this research referred to crisis as three stages which are precrisis, crisis and postcrisis because it is the most basic

framework for all types of crisis stages. Today, most countries in the world including Malaysia are at stage two which is having a crisis due to the fluctuation of daily COVID-19 cases (Abdullah et. al., 2020).

### **Impact of COVID-19 Pandemic Crisis on Rural Agropreneur**

There is a dearth in empirical research regarding the impact of COVID-19 pandemic on rural agropreneur. However, several scholars attempted to study those impacts on MSMEs such as Bartik et al. (2020) as well as Hamdan, Kassim and Lai (2021). Although they did not focus directly on rural agropreneur, the researcher believes that their studies have shed light on exploring the topic further. Bartik et al. (2020) found the impacts of COVID-19 pandemic were mass layoffs and closures of small businesses in United States of America (USA) had already occurred - just a few weeks into the crisis; many businesses were financially fragile; majority of businesses planned to seek funding through the Coronavirus Aid, Relief and Economic Security (CARES) Act.

Fabeil, Pazim and Langgat (2020) found the impacts faced by the rural agropreneurs are failure to operate the business as usual; loss of clients; dumping of agricultural produces due to the closure of several supporting sectors such as retails and transportation; decrease in daily sales revenue; loss of income. Hamdan, Kassim and Lai (2021) discovered many micro-entrepreneurs were affected in terms of operation disruption and financial issues. The finding in operation disruption includes the closure of business operation; shortage of logistic supply; cannot travel anywhere; travelling period getting longer; delivery of product facing delay. While the financial issue includes issues such as pay for shop lot / rental kiosk and food truck loan; unexpected increase in production cost due to operational disruptions;

lack of roll up capital to continue the business; have to depend on other loan to cover several costs; bankruptcy risk.

Omar, Ishak and Jusoh (2020) discovered the impacts of MCO on Small, Medium Enterprises (SMEs) are operational problems (operation disruption; supply chain disruption; foresight the future business direction) and financial problems (cash flow imbalance; access to stimulus packages; risk of bankruptcy). Based on all the above research, it is understood that the impact of COVID-19 pandemic crisis on MSMEs is tremendous. If this issue is neglected, it is worried that the aim of Malaysian government to eradicate poverty in the rural area (Omar et al., 2018) and transform it into competitive economic focal points (Rashid et al., 2021) cannot be achieved.

### **Firm Resources and Business Continuity Strategies During Crisis**

Many previous scholars discussed firm resources in the context of Resource-Based View (RBV) such as Barney (1991) or Resource-Based Theory (RBT) (Warnier, Weppe and Lecocq, 2013). Firm resources are strengths that firms can use to conceive of and implement their strategies (Porter, 1981). Firm resources include all assets, capabilities, organizational processes, firm attributes, information, knowledge *etc.*, controlled by a firm that enable the firm to conceive of and implement strategies that improve its efficiency and effectiveness (Daft, 2008). Hence, firm resources are diverse and vital in determining the survival of a business. Meanwhile, strategy is a focal organizational resource in determining firm decision, capabilities, competitive-advantages and performance during crisis period (Amat and Ishak, 2019). A firm is said to have a competitive advantage when it is implementing a value creating strategy not simultaneously being implemented by any current or potential

competitors (Barney, 1991). Beside firm resources, strategy is vital in navigating the firm to survive and remain competitive in the business.

Previous studies have reported several business continuity strategies during the COVID-19 pandemic crisis. Fabeil, Pazim and Langgat (2020) found micro entrepreneurs employed multiple synchronous strategies to ensure continuous operation of their business during MCO, namely shortened the supply chain through centralized synchronous distributors; produced emerging product to meet current customers' needs (customers are looking for essential foods as well as cleaning and sanitary products); used digitalised marketing through mobile applications and social media, such as Facebook and WhatsApp; employed Collect on Delivery or Cash on Demand (COD) transaction for the sale of goods; receive payment via bank transfer or e-wallet; the operation of business from home. Synchronous distribution approach allows them to earn decent income during the crisis (Fabeil, Pazim and Langgat, 2020).

Hamdan, Kassim and Lai (2021) discovered that the strategies used by micro-entrepreneur can be themed as adapting to the new norm: these strategies were changed the business operation locations from physical shop to home-based and online platform; diversified the product, promoted and sold it through online platform; some of the participants reported requesting an additional financial loan from Amanah Ikhtiar Malaysia (AIM). Bartik et al. (2020) discovered that most small businesses in the USA planned to seek funding through the CARES Act. Unfortunately, credit facilities or funding from the government also have some shortfalls because of many anticipated problems with accessing the program, such as bureaucratic hassles and difficulties establishing eligibility (Bartik et al., 2020). These examples show that the entrepreneurs took various strategies



to safeguard the business continuity. However, not all entrepreneurs are able to adopt this strategy due to constraints such as limited skill and small roll up capital.

## **RESEARCH METHODOLOGY**

This descriptive research aims to obtain meaningful insights on the impact of COVID-19 pandemic crisis on rural agropreneurs and business continuity strategies. The exploration study had utilized qualitative approach to collect the data. It involved an in-depth interview by using semi-structured telephone interview calls. The telephone interviews were conducted from 11<sup>th</sup> September 2021 until 16<sup>th</sup> September 2021. This method was selected to gain in-depth insight from the respondents. Besides, the safest communication channel is by using telephone interview as the COVID-19 pandemic outbreak is still ongoing (Omar, Ishak and Jusoh, 2020).

The study area, Rural Community Centre (RCC) of Kampung Jelintoh. RCC is grass root facility by Ministry of Rural Development Malaysia to assist the rural community in entrepreneurship. RCC of Kampung Jelintoh is located approximately 3 kilometres from Gopeng, a small town in Perak, Malaysia. It was selected because of the most active RCC in the state of Perak in conducting entrepreneurship programmes in the previous year. Currently, there are 23 agropreneurs at the study area who are involved in various agropreneurship activities.

The respondents were selected through a non-probability sampling technique, specifically the purposive sampling. The selection was made from the list of rural agropreneurs provided by Puan Siti Rohana Ismail, a

representative from RCC of Kampung Jelintoh. A total of nine respondents were interviewed. It is believed that the number of respondents has reached saturation of nine and considered enough without compromising the quality of the results obtained from this research. While the sample size in the qualitative research suggested by previous scholars such as Guest, Bunce and Johnson (2006) are 15 interviews, Walker (2012) believed in data saturation concept which is when sufficient information is achieved and available to replicate the study, a lower sample size of respondents is adequate. Hence, we believed that this study has met the data saturation requirement in terms of various agropreneurship activities, level of experience (between three to ten years), both genders, and various academic qualifications of respondents. Table 1 shows the background of nine respondents and their agropreneurship activities such as nursery and sale of hydroponics equipment.

The interview protocol begins with the sending of semi-structured questionnaire to the respondents through WhatsApp message platform about half an hour prior to telephone call. In so doing, the respondents will be more ready for the interview (Omar, Ishak and Jusoh, 2020). The interview took about 25 to 30 minutes each and was audio recorded with the respondents' permission. The interview recording was later transcribed and analyzed using a thematic analysis. The current research follows content analysis procedure proposed by Austin and Sutton (2015), which involved the coding, thematization, summarizing and interpretation of data to get meaningful findings.

Table 1: Background of respondents and agropreneurship

Respondent	Academic Qualification	Type of Agropreneurship	Years of Experience	Possess Other Job
Informant 1	Diploma	Hydroponics equipment	3	Yes
Informant 2	PhD	Pre-mixed herbal rice	4	Yes
Informant 3	SPM	Nursery	3	No
Informant 4	Diploma	Soybean drinks	5	No
Informant 5	Degree	Nursery	5	No
Informant 6	Diploma	Fried pea crisp	6	Yes
Informant 7	SRP	Frozen food - sour meat	10	No
Informant 8	Degree	Food - pineapple spicy dish	4	No
Informant 9	Diploma	Hydroponics equipment	5	Yes

Source: The study, 2021

## FINDING AND DISCUSSION

Based on the in-depth interview, two main themes were discovered for the impact of COVID-19 pandemic crisis on rural agropreneurs and business continuity strategies respectively. The themes for the impact are business operation and business finance. While the themes for business continuity strategies are marketing strategy and financial strategy (Table 2):

Table 2: Discovered themes from in-depth interview

Research Objectives	Main Themes
To explore the impacts of COVID-19 pandemic crisis on rural agropreneurs.	1. Business Operation. 2. Business Financial.
To describe the business continuity strategies during the COVID-19 pandemic crisis adopted by rural agropreneur.	1. Marketing Strategy. 2. Financial Strategy.

Source: The study, 2021

## **Impact of COVID-19 Pandemic Crisis on Rural Agropreneurs**

Generally, the impacts of the crisis can be categorized into two main themes, namely business operation and business finance.

### **Business operation**

The major impact of business operation was operation disruption. All respondents said they were facing operation disruption during the pandemic. The situation was believed to be related with the implementation of MCO. For instance, agropreneurs who were involved in hydroponic equipment cannot sell their products at weekly market as usual since this activity was classified under non-essential sector. Agropreneur who sold pre-mixed herbal rice said the order from the customers especially those from Klang Valley reduced drastically and eventually she lost many clients. Although some agropreneurs in food processing sector (sour meat and pineapple black spicy) were allowed to operate, they said the business operation period was shorter, and it was difficult to get the raw material. Excerpts from the interview as listed as follows:

“Since COVID-19 pandemic, I cannot sell the product at weekly market and AgroFest organized by Federal Agricultural Marketing Authority (FAMA) as usual”. Informant 1, 11<sup>th</sup> September 2021, 8:30pm.

“Order for my product from the customers especially located in the Klang Valley reduced drastically and I lost many clients”. Informant 2, 12<sup>th</sup> September 2021, 8:20am.

“Business operation period become shorter”. Informant 7, 15<sup>th</sup> September 2021, 9:00am.

“I have difficulty in obtaining the raw material”. Informant 8,  
15<sup>th</sup> September 2021, 10:00am.

Second impact of MCO was business closure. However, this study found that business closure was understood as temporary measure until the pandemic crisis become more stable or the country will later move to endemic status. This involves the business of food and beverage processing (soybean drinks, fried pea crisp, sour meat). The products are not crucial for the customers. Hence, the demand for these products is given less priority as compared to other essential products such as rice, egg, sugar *etc.* Extracts from the interview are listed as follows:

“I have to close the rented premise at MIEL Industrial Area, Kuala Kangsar and move the operation to home”. Informant 4, 12<sup>th</sup> September 2021, 9:40am.

“I have to temporarily closed my business since the order from the customers is very low”. Informant 6, 12<sup>th</sup> September 2021, 10:30am.

“I have to close the premise which I used as my kitchen and move the business to home”. Informant 7, 15<sup>th</sup> September 2021, 9:00am.

Third impact was product defect. The current study found that the business which faced such issue were nursery and fried pea crisp. Many small plants died due to less monitoring from the staff and the fried pea crisp was not long-lasting. Extracts from the interview are listed as follows:

“My small plants perished due to less monitoring. It happened because my part time staffs cannot cross the district border and come to work”. Informant 5, 14<sup>th</sup> September 2021, 9:00am.

“I have to take back my dozens bottle of fried pea crisp from the agents and demolished them because the product was not lasting”. Informant 6, 12<sup>th</sup> September 2021, 10:30am.

The fourth impact of the MCO was product accumulation. This finding gives positive impact to the agropreneurs especially in nursery sector. It was understood that the stock of small plants increased, and they were ready for sale. Although product sales decreased during the COVID-19 pandemic, the agropreneurs have much time to add up the quantity of new plants. Extracts from the interview are listed as follows:

“The stock of small plants increased and ready for sale”.  
Informant 3, 12<sup>th</sup> September 2021, 9:00am.

“The stock of product increased because I can add up my quantity of plantings during the pandemic”. Informant 5, 14<sup>th</sup> September 2021, 9:00am.

### **Business financial**

The first impact of business finance was cash flow problem. All respondents said they were facing this problem. Among the identified problems in the current study are the sale of product plummeted, income reduced drastically, lack of roll-up capital but business owners still have to pay for monthly rental of business premises. Furthermore, the finding shows that business such as fried pea crisp has recorded zero monthly income because the product was not the essential daily food. Hence, this business is categorized as fragile sector. Extracts from the interview are listed as follows:

“Most of my customers come from Klang Valley and Penang, but the pandemic has reduced the sale of hydroponic equipment and decreased my monthly income almost half”. Informant 1, 11<sup>th</sup> September 2021, 8:30pm.

“My monthly sale of herbal plants, flowers and nursery equipment reduced from RM3000.00 to RM700.00”. Informant 3, 12<sup>th</sup> September 2021, 9:00am.

“My monthly sale of fried pea crisp become zero”. Informant 6, 12<sup>th</sup> September 2021, 10:30am.

“Reduction in my monthly sale, lack of business roll-up capital but I have to pay for monthly rental of business premise”. Informant 7, 15<sup>th</sup> September 2021, 9:00am.

The second financial impact was access to stimulus package. Several agropreneurs did not receive any economic stimulus package from the government agencies. They were not eligible for the fund because some of them failed to renew Companies Commission of Malaysia (CCM) permit or failed to register their business with CCM or other government agencies. It was due to COVID-19 pandemic, particularly the MCO has prevented the agropreneurs from travelling at a certain location. However, they kept operating since some treated business as a hobby to earn side income. Hence, they were not eligible for any economic stimulus package. Extracts from the interview are listed as follows:

“I did not receive any economic stimulus package since I did not register yet with government agencies but ran the business as my hobby”. Informant 2, 12<sup>th</sup> September 2021, 8:20am.

“I did not receive any economic stimulus package because my CCM permit was expired”. Informant 6, 12<sup>th</sup> September 2021, 10:30am.

The third financial impact was increased price of raw materials. Some agropreneurs said they faced unexpected increase in price of raw material such as cooking oil, mixed-flour, pineapple and anchovy. The situation occurred because of supply chain disruption due to MCO. Extracts from the interview are listed as follows:

“Price of raw material such as cooking oil, mixed flour increased”. Informant 6, 12<sup>th</sup> September 2021, 10:30am.

“Price of raw material like pineapple and anchovy increased”. Informant 8, 15<sup>th</sup> September 2021, 10:00am.

### **Business Continuity Strategies During COVID-19 Pandemic Crisis**

Two main themes for business continuity strategies were identified namely marketing and financial strategies.

#### **Marketing strategy**

In terms of marketing strategy, all agropreneurs used digital marketing to sell their products. The agropreneurs utilized online platform such as Lazada, Shopee and social media (WhatsApp, Facebook, Instagram, TikTok). Many of them obtained the digital marketing skill through online classes before the COVID-19 outbreak. Thus, the pandemic has accelerated the digital marketing usage. Extracts from the interview are listed as follows:

“I totally using digital marketing through online platform such as Lazada, Shopee”. Informant 1, 11<sup>th</sup> September 2021, 8:30pm.



“I use digital marketing through social media (such as WhatsApp, Facebook, Instagram, TikTok) and online platform (Shopee)”. Informant 3, 12<sup>th</sup> September 2021, 9:00am.

Second marketing strategy that employed by many of agropreneurs was diversified the products. For instance, agropreneur in hydroponic equipment has diversified the product by selling black jelly leave and organic fertilizer. Nursery agropreneur also involved in poultry. Beverage agropreneur has diversified the product by selling dumplings *etc.* Fried pea crisp agropreneur also sold homemade cookies. Extracts from the interview as follows:

“I sell black jelly leave, organic fertilizer too”. Informant 1, 11<sup>th</sup> September 2021, 8:30pm.

“I diversified the product by starting to involve in poultry activity”. Informant 3, 12<sup>th</sup> September 2021, 9:00am.

“I also sell dumplings, Arabic breads and dried biscuits”. Informant 4, 12<sup>th</sup> September 2021, 9:40am.

“I diversified the product by selling homemade cookies”. Informant 6, 12<sup>th</sup> September 2021, 10:30am.

Third marketing strategy done by the agropreneurs was practising COD. Extracts from the interview are listed as follows:

“I also delivered the product to the customers through COD method”. Informant 1, 11<sup>th</sup> September 2021, 8:30pm.

“I did COD to adjacent local customers (within the same district)”. Informant 5, 14<sup>th</sup> September 2021, 9:00am.

### **Financial strategy**

In terms of financial strategy, many agropreneurs has minimized the financial burden. For example, a nursery agropreneur said she did not apply any bank loan because worried about the burden of monthly repayment. A soybean drinks agropreneur stated that as a precaution, he had minimized the debt prior to the pandemic. Moreover, sour meat agropreneur said she had reduced the number of staff to lessen the financial burden. Extracts from the interview are listed as follows:

“I did not apply bank loan because worry about the burden of monthly repayment. So, I just operated the business base on my own capacity”. Informant 3, 12<sup>th</sup> September 2021, 9:00am.

“I had already minimized my debt prior to COVID-19 pandemic”. Informant 4, 12<sup>th</sup> September 2021, 9:40am.

“I had to reduce the number of staff to lessen the financial burden”. Informant 7, 15<sup>th</sup> September 2021, 9:00am.

Second financial strategy employed by agropreneurs are to rely on other jobs. Two hydroponic equipment agropreneurs work as a security guard with the private company and become freelance draughtman respectively. Pre-mixed herbal rice agropreneur is a government pensioner while fried pea crisp agropreneur is working as a nurse. Thus, they still have the income obtained from other jobs amid the pandemic. Extracts from the interview are listed as follows:

“I work as a security guard with a private company”. Informant 1, 11<sup>th</sup> September 2021, 8:30pm.

“Alhamdulillah, I am a government pensioner”. Informant 2, 12<sup>th</sup> September 2021, 8:20am.

‘Yes, I work as a nurse at a hospital’. Informant 6, 12<sup>th</sup>  
September 2021, 10:30am.

‘I work as a freelance draughtman to earn a living’. Informant  
9, 16<sup>th</sup> September 2021, 10:00am.

## **CONCLUSION**

The objectives of the current research are to explore the impacts of COVID-19 pandemic crisis on rural agropreneurs and to describe the business continuity strategies during the crisis. In summary, the impacts of the pandemic can be categorized into two main themes. The first theme was business operation (operation disruption, business closure, product defect and product accumulation). Thus, this research disclosed that among the negative impacts that faced by the rural agropreneurs, the positive impact of COVID-19 is product accumulation especially in nursery sector. The second theme was business finance (cash flow problem, access to stimulus package and increase price of raw material).

Meanwhile, two main themes for business continuity strategies were identified. First strategy was none other than marketing strategy (digital marketing, diversified the products and practising COD). Second strategy was financial strategy (minimized the financial burden and relied on other jobs). This research found that, relied on other job is the financial strategy adopted by the part time agropreneurs.

These findings can be a good input to relevant parties to assist the rural agropreneurs to restore their businesses and become prosperous soon. This hope is in line with the aim of Malaysian government to eradicate poverty in the rural area (Omar et al., 2018) and transform it into competitive

economic focal points (Rashid et al., 2021). Besides, rural agropreneurs should grab various economic stimulus packages and opportunities to resume the business. With the new norm, all agropreneurs are highly encouraged to strengthen their business continuity strategies such as digital advertising and digital marketing.

In terms of new knowledge, this research discovered the impacts of COVID-19 pandemic crisis on rural agropreneurs can be categorized into two main themes, namely business operation and business finance. Those impacts are both positive and negative. Most of the negative impacts are parallel to the previous findings. Nevertheless, this research discovered the positive impact of COVID-19 pandemic crisis on rural agropreneur is product accumulation especially in nursery sector. While two main themes for business continuity strategies were identified which are marketing strategy and financial strategy. Furthermore, relied on other job is the financial strategy adopted by the part time agropreneurs during the pandemic crisis.

This qualitative research has no attempt to generalize the findings of study. Nevertheless, the researchers believed the outcomes of the current research are meaningful. This research also has potential to be explored further by using quantitative approach with larger group of rural agropreneurs to understand the impact and business continuity strategies during the pandemic crisis. Besides, since many rural agropreneurs operate their business from home due to the pandemic, future potential research that can be done are such as the need to provide a special space at home for agropreneurship activities, the effects of home-based business operation on neighbours and so forth. Hence, it is strongly believed that the town

planners and researchers can assist the agropreneurs to overcome these issues.

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