



Digital Is The Way To Go: Why Moving A Business Online Means More Profits & Productivity

In order to stay competitive in today's digital world, Malaysia's MSMEs must strive to maximise their business growth through innovative digital solutions.

To say that everything in today's world is "online" would be an understatement. The internet is no longer just a tool for people to instantly communicate with each other, but a whole ecosystem where "life" literally happens.

Everywhere you look, there are people socialising on social media, getting informed via news feeds, working or learning remotely, streaming away their favourite music and shows and especially browsing the web to shop for products and services.

Meanwhile, according to the **Department of Statistics Malaysia**, our e-commerce sector surged to RM290 billion, equal to an 18.3% jump in year-on-year earnings in the fourth quarter of 2021 alone.

And with the world fully adapting to the "new normal" post-Covid-19, this growth is only expected to increase as more and more people adopt the digital lifestyle.

This is why it's important for any business to get "plugged-in", to not only make the products and services they offer easily available to consumers online but make the whole process of running an enterprise as easy as tapping on a few icons.

But it can be difficult for businesses, especially the Micro, Small and Medium Enterprises (MSMEs) out there to transition into this digital world seamlessly.

Juggling between making sales, managing orders, keeping track of inventories, and providing the best customer service on multiple e-commerce platforms can be quite a handful of tasks to accomplish.

"MSMEs form the backbone of our economy and for them to be sustainable, in what can only be described as challenging post-Covid-19 conditions, digital is the way to go," explained Mohamad Yusman Ammeran, the Head of SME Segment at unifi.

In order to stay competitive in today's digital world, MSMEs must strive to maximise their business growth through innovative digital solutions, and this is where unifi Business comes in to help.

eCommerce at your fingertips

For as low as RM24.90 per month, MSMEs can effortlessly manage and maximise their growth opportunities with the unifi eCommerce Hub.

This one-stop, easy-to-use interface allows entrepreneurs to sync their offline and online sales channels, manage their product inventories and orders, monitor sales and revenue, as well as interact and handle consumer queries through social media in a snap.

unifi eCommerce Hub helps MSMEs build their very own interactive website with live chat and built-in online payment features that are easily integrated with online marketplaces as well as delivery partners.

Boost productivity with unifi Cloud storage

Having a secure system to store and back up those important files is imperative for any MSME heading into the digital revolution.

With unifi Cloud Storage, MSMEs can acquire a flexible, safe and scalable cloud-based data storage system with access for multiple users and secured encryption.

Cloud storage simply works by storing data on remote servers, where it can be maintained, managed, backed up and accessed remotely anytime and anywhere to keep it safe and out of harms reach.

For as low as RM4.50 per month, unifi Cloud Storage provides a secure vault for important files and information on servers that are hosted locally in Malaysia.

Entrepreneurs are given the flexibility to manage and control the storage quota of each user and can increase the storage size exceeding 1TB at any time so businesses can focus on the things that matter most — profits and customer satisfaction.

Increase productivity and sales

unifi Business also extends a hand in guiding MSME entrepreneurs to navigate the ever-changing business environment.

Aside from providing an array of digital tools and solutions to upgrade brands, products or services as well as customer satisfaction, unifi's Business Consultants are always ready to guide enterprises to reach their ultimate potential.

"Our certified unifi Business Consultants are ready to give full commitment and support towards MSMEs' adoption into the digital community," said Mohamad Yusman, adding that the services they offer are world-class and certified with the International Certification for Digital Literacy (ICDL).

Additionally, MSMEs can enjoy up to 50% savings or get a RM5,000 matching grant, as part of the National Economic Recovery Plan or PENJANA initiative announced by the Government in 2021

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