

MSMEs play an important part in Malaysia's digital economy expansion

Based on data from the **Department of Statistics Malaysia (DOSM)**, the value of Malaysia's online commerce has risen by 22%, reaching RM801 billion by 2021 as compared with RM658 billion for 2020 over the period from January to September.

MSMEs, which accounted for 97.4 percent of the total businesses in Malaysia in 2021, can boost Malaysia's growth in the digital economy when they are more involved in the growing local and regional e-commerce marketplace by offering their services and products accessible on the internet.

Unified head of SME segment Mohamad Yusman AMMERAN said that MSMEs should take benefit of the digital age to ensure sustainable growth to remain ahead of the competition.

"Digitalisation done right is the way to go, and if Business is primed to help them get back on their feet, come back stronger and achieve positive gains through our innovative digital solutions," He said.

"Our committed unifi Business Consultant team is another example of our dedication to supporting MSMEs. They have been certified by the International Certification of Digital Literacy (ICDL) and will provide constant assistance and support.

"Our multiple business solutions for MSMEs also reflect TM's support for the government's initiatives, such as the National Digital Network (JENDELA) and digital, and are aligned with the group's role as the enabler of Digital Malaysia," stated Yusman.

Mandela has been designed to offer more excellent coverage and a higher broadband experience to people of the nation as they transition to 5G technology. It will be implemented in phases beginning with Phase 1 from 2020 until 2022 and Phase 2 starting in 2022 and running until 2025.

TM has been vocal in supporting the Malaysian government's deployment of 5G in the Single Wholesale Network (SWN) system. The company said 5G could open up opportunities and expand growth areas across all customer segments of TM and will strengthen the company's mobile convergence offering and fixed services.

The digital Initiative outlines various goals and measures to be achieved in three phases through 2030. This Initiative, which also includes The Malaysia Digital Economy Blueprint, is a complement to national development policies like the 12th Malaysia Plan (12MP) 12th Malaysia Plan (12MP) and the Shared Prosperity Vision 2030 (WKB 2030).

Online connectivity is an integral aspect of the new standard, and unifi Business is determined to bridge the gap in connectivity by offering businesses innovative and top-quality equipment at low costs.

The Unifi eCommerce Hub solution was designed to help you efficiently connect and maximize potential growth as it provides a single, connected platform with an easy-to-use interface. Entrepreneurs can secure their online and offline sales channels, monitor inventory and orders for their products, monitor revenue and sales, and manage inquiries from social media. They can also build interactive websites that incorporate payment options online and delivery services from delivery partners.

The cyber security solution will safeguard businesses from cyberattacks. It is easy to set up and simple to manage to ensure that MSMEs can concentrate on creating revenues and expanding their business regardless of their IT (IT) expertise.

The solution blends the ease of PC protection and the capabilities to protect businesses. The “set and forget” security system shields Windows, Mac PCs, laptops, Android devices, and Windows server files by safeguarding essential documents and files.

This solution can help improve security on the internet for companies that pay taxes and bills online. It also comes with built-in vulnerability scanners to ensure that applications are protected from intrusions while they are being used. Features like encryption of files and backup are enabled to safeguard companies’ intellectual property and trade secrets.

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