

**NATIONAL
ECOMMERCE
STRATEGIC ROADMAP
(SHARING SESSION BY
CAROL FUNG)**



WHO AM I?



- Was an online seller in eBay, iOffer, Etsy, Amazon, Alibaba.com since 1998.
- Selling Ribbons, Safety Pins, Rubber Stamps & Double Sided Tape 😊.
- Was offered by eBay to become “eBay Specialist” in 2016.
- Consultant & Trainer (anything on eCommerce).
- Author for MPH MasterClass Series “Carol Fung’s Guide to Online Retailer” (best seller beating other Fellow Writers in the Series)
- An eCommerce Community Builder to 4,000 SMEs in Go-eCommerce Community in DingTalk
- Currently attached FULL TIME as Head of SME/Seller Adoption to eCommerce
- An addict to eCommerce!
- No academic qualification from Universities hahahaha.

<https://www.youtube.com/user/cfungcl>

- *Subscribe (a must)*

BACKGROUND

Six Thrust Areas

Input from both the public and private sectors helped form the basis for the National eCommerce Strategic Roadmap, including the implementation plan and public sector champions for each initiative. The roadmap defines six thrust areas of intervention that can help double eCommerce growth in Malaysia.

Doubling eCommerce growth

Supportive Governance Framework

1

Accelerate seller adoption of eCommerce

2

Increase adoption of eProcurement by businesses

3

Lift non-tariff barriers

- *Domestic eFulfillment*
- *Cross-border eCommerce*
- *ePayment*
- *Consumer protection*

4

Realign existing economic incentives

5

Make strategic investments in select eCommerce player(s)

6

Promote national brand to boost cross-border eCommerce

Good and Affordable Infrastructure

BACKGROUND

6 THRUST AREAS ARE THE KEY ASPECTS OF THE NATIONAL ECOMMERCE STRATEGIC ROADMAP (NESR) (15 PROGRAMS, 12 PROGRAM LEADS)



Driver & oversight of Digital Economy



12) Nurture select sub-sectors and promote them in key global markets



13) Strengthening the eCommerce ecosystem through adoption of innovative technologies



14) Strengthening the eCommerce ecosystem through related standards;



15) Strengthening the eCommerce ecosystem through cybersecurity



MED

- 1) Increased promotion / marketing of eCommerce to SMEs
- 2) Augment scale & effectiveness of eCommerce training & talent development
- 3) Establish one stop eBusiness resource for SMEs



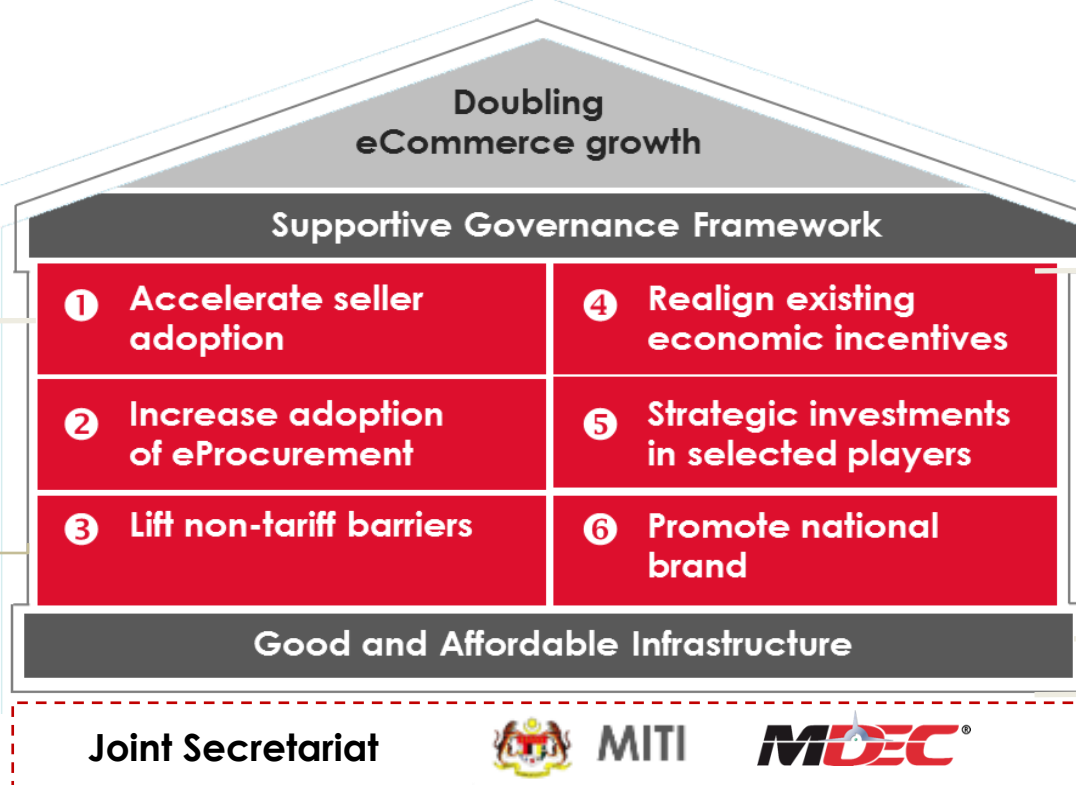
MOF

- 4) Adoption of eProcurement for statutory bodies, MKD companies
- 5) Define threshold spend through eProcurement by statutory bodies and MKD companies



KEMENTERIAN KERJA RAYA

- 6) eProcurement for Works



Joint Secretariat



MITI



7) Transform Malaysia's last-mile industry with best-in-class capabilities



8) Transform Malaysia into a regional eFulfillment hub



MITI

9) Reduce border clearance lead-time for parcel (inbound and outbound)



Bank Negara Malaysia

10) Foster confidence in the use of online payments for eCommerce transactions



KPDNHEP

11) Increase awareness of consumers' rights and redress channels

GOVERNANCE OF NESR

The National eCommerce Council (NeCC) drives the implementation of key initiatives with the help of the secretariat

Role of the NeCC

- To **provide strategic direction** on policies & initiatives
- To **monitor** eCommerce collaboration initiatives
- To **drive & foster coordination** in the implementation of programmes and initiatives
- To **create awareness** on the importance of eCommerce towards Digital Economy growth
- To **report progress and provide recommendations**, relating to eCommerce development to the MSC Malaysia Implementation Council Meeting (ICM)

**MSC Malaysia
Implementation Council
Meeting (ICM)**
Chaired by Prime Minister

**National eCommerce
Council (NECC)**
*Chaired by MITI Minister
Joint secretariat MITI and MDEC*

Program Lead

- | | |
|-----------|------------|
| 1. MED | 8. MATRADE |
| 2. MOF | 9. MOSTI |
| 3. MIDA | 10. KKR |
| 4. MCMC | 11. MIMOS |
| 5. MITI | 12. JSM |
| 6. BNM | 13. NACSA |
| 7. KPDNKK | |

Meeting Frequency : twice a year

Role of Program Lead

- To **coordinate & execute** programs with public and private partners (e.g. trade associations)
- To **drive specific action items** under their respective programs
- To **appropriately resource** the core team to drive the execution
- To **monitor and track program** and respective **defined KPIs**

Role of the Joint NeCC Secretariat

- To support NECC in **monitoring** eCommerce collaboration initiatives
- To **align interdependencies**, and **debottleneck issues**, especially the ones that affect multiple programs
- To **report on the progress** of respective programs to NECC, and **coordinate working-level discussion** among program team members

National eCommerce Strategic Roadmap : YEAR 2019 IN A GLANCE

Collated effort by all NESR Lead Ministries/Agencies in ensuring the continuous and vibrant eCommerce Ecosystem towards Achieving NESR's 2020 Goals.



In 2019, NESR programmes and initiatives has reached out to more than 1.3 million* Malaysians

12 – 13th Feb
NESR 2019 KPI SETTING IDEATION LAB

May 2019
GO ECOMMERCE 2.0 GOES LIVE

10th July
SEMINAR ON INVESTMENT OPPORTUNITIES IN EFULFILLMENT (MIDA X MDEC)

17th Oct
NESR (BNM) @ 'WHAT'S NEW IN ECOMMERCE SERIES

4th Nov
1ST DFTZ ICM MTG

9th & 10th Dec
ECOMMERCE DAY

Q1 2019

Q2 2019

Q3 2019

Q4 2019

25th Feb
SELLER ADOPTION MINI LAB @ MAGIC

18th April
8th NECC Meeting (NECC #1/2019)

20th June
ECOMMERCE TECH TALK (MIMOS & MDEC) AT MSIA TECH WEEK

16th August
NESR (DEPT OF STANDARDS) @ 'WHAT'S NEW IN ECOMMERCE SERIES

24th Sept
BIZTRUST @ 'WHAT'S NEW IN ECOMMERCE SERIES

18th Oct:
PROGRAM EDAGANG BERSAMA RAKYAT @ MITI DAY

22nd Oct:
NESR x EMERGING TECH IDEATION LAB WITH INDUSTRY PLAYERS

12th Dec
9th NECC MEETING

- Promotion of Go eCommerce via social media, speaking engagements, awareness programmes
- eTrade Consultation day Every Friday for whole

*non-unique numbers



ECOMMERCE INITIATIVES

ECOMMERCE PATH FOR BUSINESSES VS PROGRAMS MDEC RUNS

Business Profile

- Exporting
- Already selling on marketplaces
- Have a brand.com site
- Manpower: 5 and more



**Cross Border
eCommerce**

What do they go through?

- Global/regional eMarketplaces
- Export Training
- Product Testing & Certifications
- Trade Shows
- Trade facilitation



- Already selling on Social media
- SSM Registered
- Not exporting
- Have products
- Manpower: 2 - 5



**Level 2:
eCommerce**

- eMarketplaces
- Advanced website building
- Payment Gateways
- Logistics
- IR4.0 & emerging Technologies

Go-eCommerce
www.go-ecommerce.my

#MYCYBER SALE

- Micro SMEs
- No SSM
- Have not started selling online
- Manpower: 1 - 2

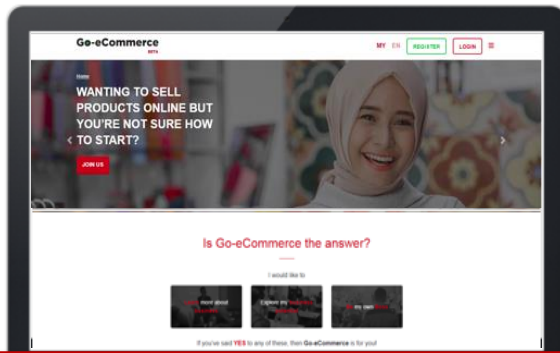


**Level 1:
Digital Presence
(Social Commerce)**

- Social Media Marketing
- Facebook marketing
- Instagram Marketing
- Basic building website

eUsahawan

eRezeki



Go-eCommerce

www.go-ecommerce.my **BETA**

A platform to guide Micro-entrepreneurs and SMEs use eCommerce to expand their businesses locally and globally.

KEY SERVICES

Online Learning for students, entrepreneurs and SMEs to leverage eCommerce

Personal and Business Profiling Tool for Personalized Business Solutions

Sales Reporting Tool for businesses to track and analyze online sales

Almost 100,000 users from around Malaysia

SMEs & Micro SMEs (MSMEs)

Digital Entrepreneurship & eCommerce courses delivered to MSMEs & SMEs



Students / Youths

Integrating Digital Entrepreneurship into TVET & IHLs curriculum



EUSAHAWAN TO CONTINUE INSTITUTIONALISING DIGITAL ENTREPRENEURSHIP TO PUBLIC IHLs & MSMES

Students / Youths

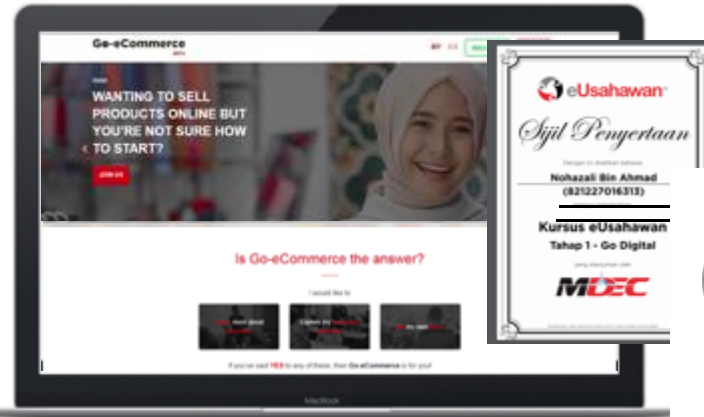
Integrating Digital Entrepreneurship into TVET & IHLs curriculum



335,003

Total Trained

Powered by:
Go-eCommerce



Supported by One Stop eCommerce Resource platform for growing online businesses which offer re-skilling & up-skilling opportunities, eBusiness Support and Business Compliance needs

131,692

Total Reporting Sales

Micro SMEs

Digital Entrepreneurship courses delivered to local micro-entrepreneurs






































677.55 mil

Additional Sales Reported (RM)

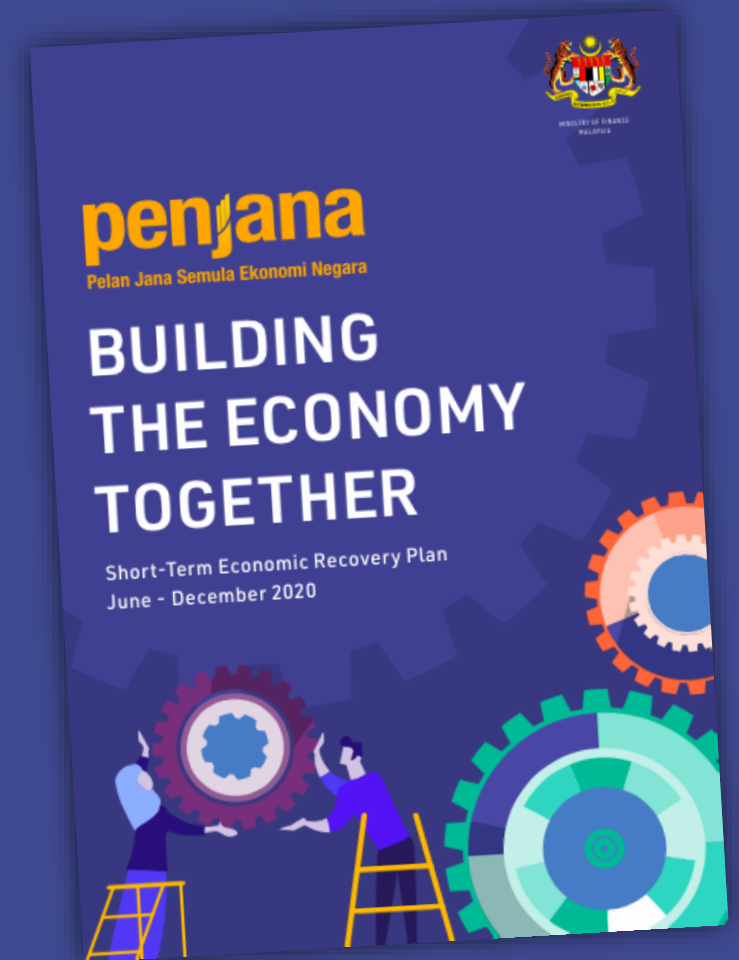
*Data for 2015-2019

1) # OF SMES IN DFTZ INITIATIVE

	2017	2018	2019	2020
Target (cumulative)	2,000	6,000	12,000	18,000
Number of export-ready local SMEs (cumulative)	2,044	6,229	13,111	17,948*
Partners (cumulative)	1 	11          	60              	63              

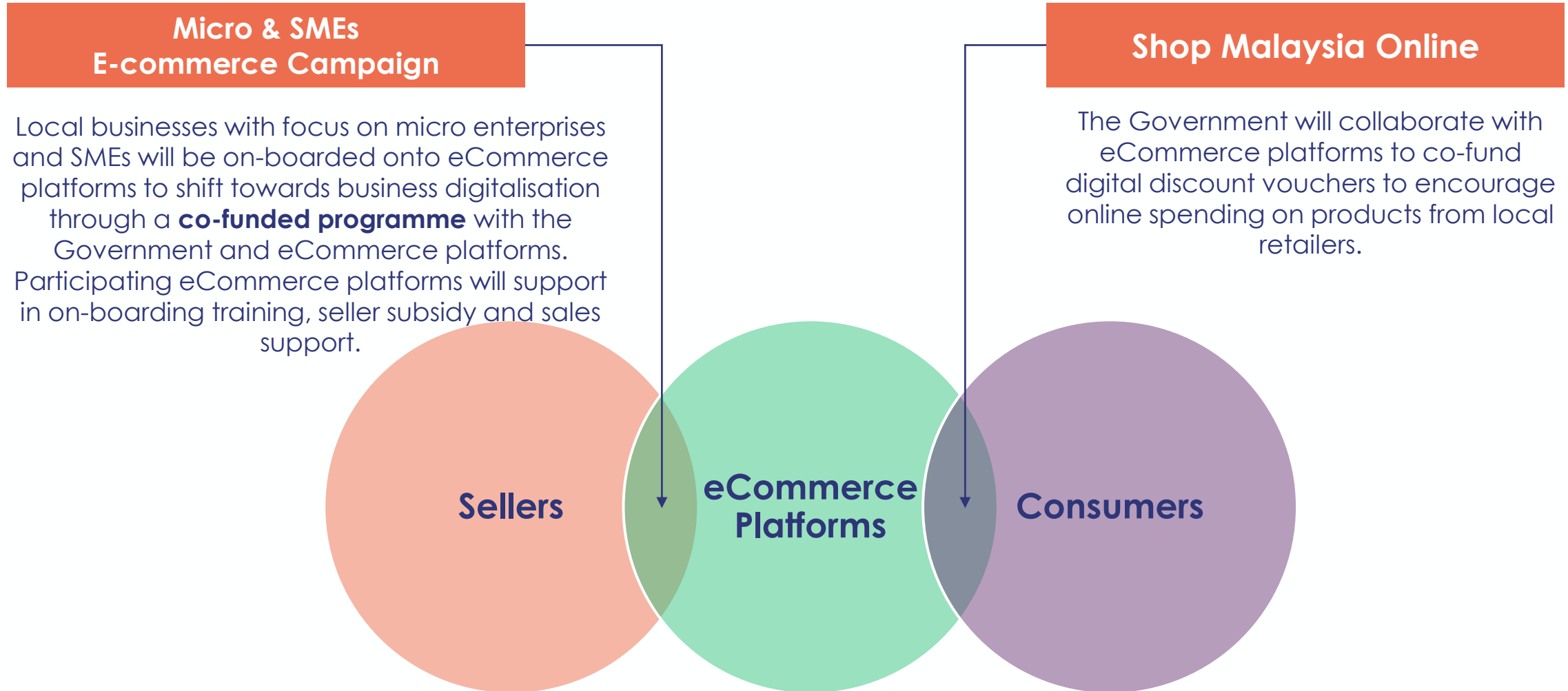
PENJANA E-commerce Initiatives

- Micro & SMEs E-commerce Campaign
- Shop Malaysia Online



PENJANA E-commerce Initiatives

Overview



PENJANA E-commerce Initiatives

Micro & SMEs E-commerce Campaign

Objectives

1. To onboard new Malaysian MSME merchants onto e-Commerce platforms & e-payments
2. To boost sales and reach of small Malaysian businesses

Duration - June to September 2020

Shop Malaysia Online

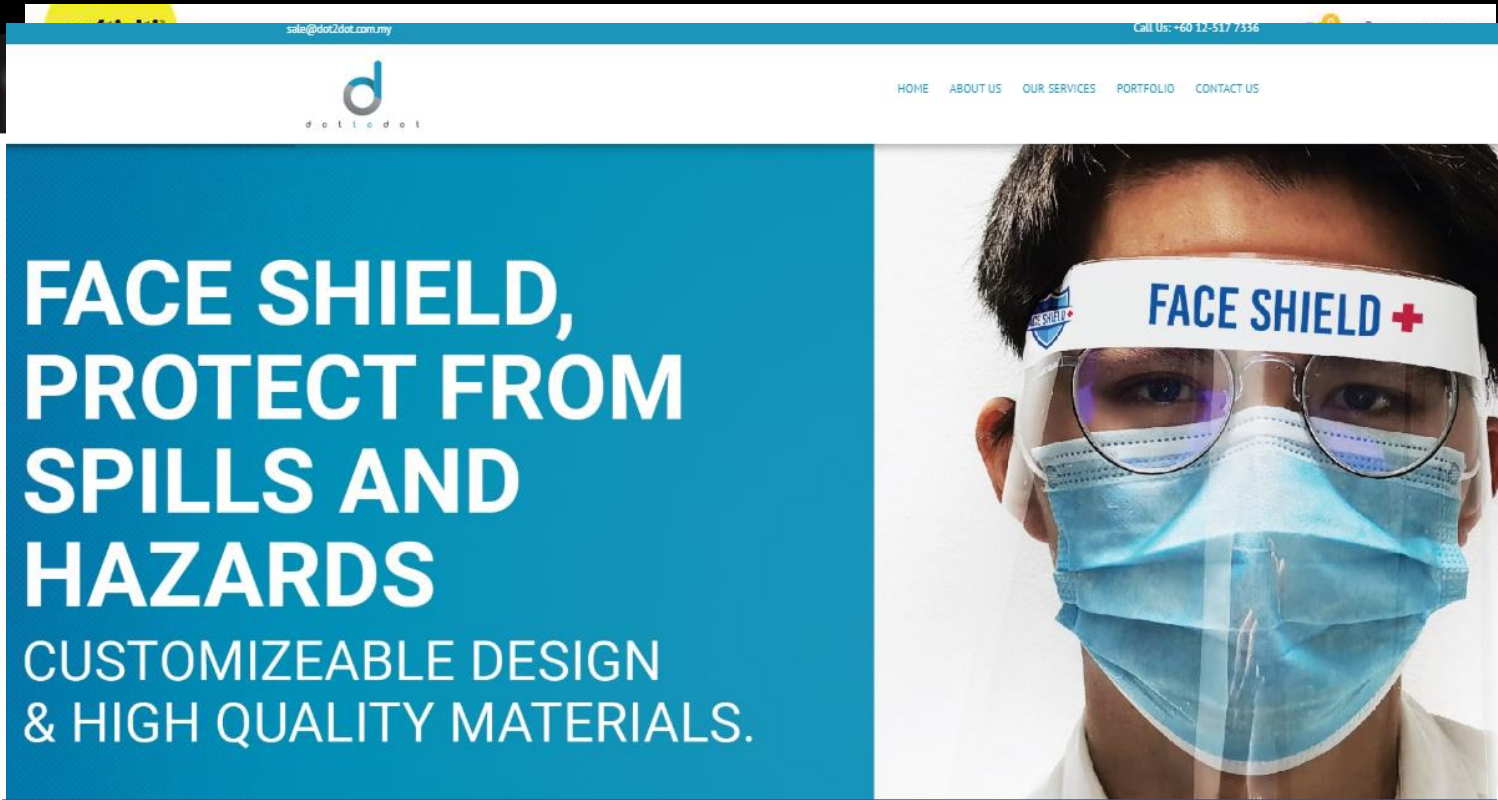


Objectives

1. To encourage consumers to make purchases from local businesses
2. To drive higher consumption by encouraging higher minimum spending
3. To motivate more consumers onto eCommerce

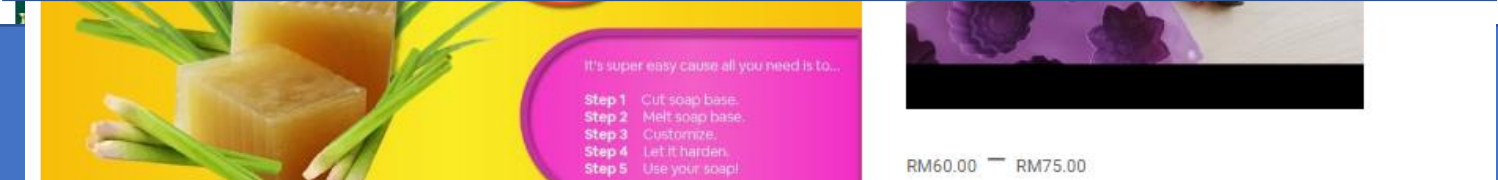
Duration - August to September 2020

Let's look that what others have done?



The screenshot shows a website for 'dottodot' with a navigation bar including 'HOME', 'ABOUT US', 'OUR SERVICES', 'PORTFOLIO', and 'CONTACT US'. The main content area features a large blue banner with the text 'FACE SHIELD, PROTECT FROM SPILLS AND HAZARDS' and 'CUSTOMIZEABLE DESIGN & HIGH QUALITY MATERIALS.' To the right of the text is a photograph of a person wearing a clear face shield with a white headband that says 'FACE SHIELD +'. The person is also wearing a blue surgical mask and glasses.

Digital Printing Companies, pivoted to provide customized faceshield, customized labels for essential products



The advertisement features a yellow background with images of soap bars and a list of five steps for making custom soap. The pricing is listed as RM60.00 to RM75.00.


It's super easy cause all you need is to...

- Step 1 Cut soap base.
- Step 2 Melt soap base.
- Step 3 Customize.
- Step 4 Let it harden.
- Step 5 Use your soap!

RM60.00 — RM75.00



How can you take advantage of the 'trend'?



第 217 标

ATKC Warehouse
23 hrs · 🌐

Children Wooden Wagon with 2-in-1 Push Cart Trolley & Walker

Masihkah anda ingat Children Wooden Wagon yg dibina dulu ?

Share video ini & Tag 3 orang rakan untuk anda dapatkan harga RM99.00 sahaja ! ** (N/P: RM199.00)

Murah & Berbaloi kan ? ... See More

1

Like Comment Share

Up Next

- Cara-cara Menyemai Kacambah Pak Choi Kekal...
ATKC Warehouse
2 hours ago · 57 Views
- Microgreen Box
ATKC Warehouse
2 days ago · 134 Views

Comments See All

Write a comment...

View more comments 2 of 1,952

Write a comment...



What else is out there for you?



 MALAY

 PRICING

SIGN IN

SIGN UP

Business via WhatsApp?

Yezza is a WhatsApp commerce platform - to start, sell, and manage your business via WhatsApp

*Yezza is just a WhatsApp based platform and has no official affiliation with WhatsApp Inc.

[Start 14 Days Free Trial](#)

Already have an account? [Sign in here](#)

Easy setup & fast usage

14 days free trial

Intelligence & analysis

Need mobile only

Cancel anytime

The most easiest tool for you to promote your products/services.
No need payment gateway, get settled within 3 days!

<https://yezza.link/getstarted>

WhatsApp eCommerce

The image displays two overlapping screenshots from a mobile application. The background screenshot shows a product selection interface with three items:

- 1 x Balang Magga Jeruk**: 1 x Balang Magga Jeruk, RM 18.00
- 1 x Balang Kedundong**: 1 x Balang Kedundong, RM 17.00
- 1 x Balang Jambu Jeruk**: 1 x Balang Jambu Jeruk, RM 17.00

At the bottom of this screen is a prominent green button labeled **WHATSAPP SEKARANG**, which is highlighted with a red border. Below the button, there is a consent statement: "Dengan menekan butang 'whatsapp sekarang', saya bersetuju dengan [term of Use](#) dan [Privacy Policy](#) di pihak **Yezza.io**".

The foreground screenshot shows a WhatsApp chat interface. At the top, it says "Hantar mesej ke **Caroline Fung Chui Ling** melalui WhatsApp". Below this is a disclaimer: "*Yezza adalah platform WhatsApp Commerce. Ia tiada kaitan rasmi dengan WhatsApp Inc". There are input fields for "Nama", "+6 Nombor Telefon", and "E-mel". Below these fields, the same product selection interface is visible, showing the selected item: **1 x Balang Magga Jeruk** (RM 18.00).

Share a url link to your potential client (eg: <https://yzza.io/mykj>) ... and voila, customer sees your 'online' catalogue via WhatsApp and can make immediately purchase!

WhatsApp eCommerce

Order Form #26 New

Database

Search data

All

Paid

U

Customer Info

Desmond

60123975155

show details

New Edit

#33 25/04/2020 at 09:

• From Today's Offer for

• Sent to Carol Fung

Alecia

60162100280

Customer
Easy for you
back

• From Today's Offer for

• Sent to Carol Fung

Total Amount

RM 1,006.50

Delivery Charge: RM 6.50

Email: winnerlee95@gmail.com

Phone: 60125768895

No	Item	Quantity	Total price
1	fdfsdf	x1	RM 1,000.00

Choose Payment Method

Online Banking (Malaysia)

Bank Transfer

Amount

RM 1,000.00

bttotal: RM 1,000.00

by copying
WhatsApp

Subscribe!



CAROL & FRIENDS EBYTES

COMMUNITY BUILDER, AUTHOR & ECOMMERCE ADDICT



Carol Fung
431 subscribers

CUSTOMISE CHANNEL

YOUTUBE STUDIO

HOME

VIDEOS

PLAYLISTS

CHANNELS

DISCUSSION

ABOUT



EP 25: How to maintain good mental health at Phase 4 of #MCO?

Carol Fung • 18 views • 4 hours ago

I can't remember when I personally met Edwin. But whenever I go back to the office, boxes of Signature Market (back then it was known as Signature Snacks) piling up in our office mail room. It goes...

Uploads ▶ PLAY ALL



EP 25: How to maintain good mental health at Phase 4 of...

18 views • 4 hours ago



EP #23: Krisis Covid19 & Bisnes Anda - Mengharungi...

56 views • 3 days ago



EP #24: How can you collect payments from your...

73 views • 6 days ago



EP #22: Cabaran Para Peniaga Ketika Mengharun...

64 views • 1 week ago



EP #21: #Covid_19 & Your Business - Act FAST, Pivot...

98 views • 1 week ago



EP #20: #Covid_19 & Your Business: Husband & Wife...

220 views • 1 week ago

<https://www.youtube.com/user/cfungcl>

Community Helps! Don't Be Lonely!



Let's
Go-eCommerce
DingTalk

The screenshot shows a DingTalk calendar interface. At the top, there's a header with the 'Go eCommerce' logo and the text 'Go eCommerce'. Below this, there's a 'Calendar' section with a '+ New' button and a 'Today' button. The main calendar view shows a grid for April 16, 2020, with a 'Subscribe' button and a 'Share' button. The calendar is filled with events, including a 'Global Accelerator Programme Cohort 04 (Sharing on behalf of MaGIC)' at 09:00, a '16 April 2020 | Post Covid-19 Economic Recovery in China with JD Worldwide by MDCC' at 11:00, a '16 April 2020 | Export to Indonesia with BliBli' at 16:00, and a '16 April 2020 | Adapting to Digital Marketing for Property Agents by Cornerstonex' at 20:00. On the right side, there's a 'Schedule' section with a list of events and their details.

eCommerce Related Events, Workshops & Webinars in Group Calenders!

4,000+ SMEs

Live DingTalk Webinar
(recorded and saved in cloud)

Insights & Experts

AGI F2F #7 - Alibaba Cl... 28%
2020/04/01 7min8s Dream (www.alibaba-inc.com)

Let's Go-eCommerce



Step 1: DOWNLOAD from iOS or Android

Step 2: REGISTER (to tie to your phone number, no emails pls)

Step 3: SCAN this code and complete your 'Join Request'

Step 4: WAIT for Admin Approval

Thank You
WhatsApp saja: 010 766 4140 😊

<http://bit.ly/godingtalk> - if you can't scan 😊

**Subscribe/Follow/Share
for more information!**



@mymdec

