



**KEMENTERIAN PEMBANGUNAN
USAHAWAN DAN KOPERASI**
Ministry of Entrepreneur Development and Cooperatives

PRESS RELEASE

SARAWAK SMALL BUSINESSES NEED TO ENHANCE ONLINE PRESENCE – DR WAN JUNAIDI

KUCHING, 6 MAY 2021 – Small business operators in Sarawak are urged to digitalise their operations fast to ensure their business survival amidst uncertainties surrounding the COVID-19 situation.

Minister of Entrepreneur Development and Cooperatives Dato Sri Dr Wan Junaidi Tuanku Jaafar said with the rising cases of COVID-19 nationwide and the restricted movement following the implementation of Movement Control Order (MCO) in most part of the country, it is hard to predict when things will go back to pre-pandemic days.

Following his many meeting with various groups and organisations representing businesses operators in the state, it is found that most are affected by the current situation as many of their business are dependent on tourism sector.

In view of this, he said it is crucial for businesses to take the necessary action to set up a digital presence or risk having to close shop.

“I know many Sawarak-speciality goods producers, such the layer cakes and salted terubuk producers, are having a hard time right now because tourists are not coming in. Therefore, they need to have a presence online so they can still reach out to potential customers not only in Malaysia but also globally.

“Going digital is the new norm. To date, there are many e-marketplace platforms for them to place their products and services out there, including the recently launched e-commerce platform WarongKu,” he added.

Based on observations by MEDAC and its agencies, Dr Wan Junaidi said businesses that have set up digital presence are not only able to survive but have seen significant growth in their monthly sales - by as much as 200 per cent.

However, for this migration process to be successful, he said that businesses would need to go for trainings as well as skill enhancement programmes in order to equip them with relevant knowledge and skills.

“Having a digital presence is not simply about parking your product and services in the e-market place. You need to learn other soft skills...such as photography, copywriting in order to make your products more appealing to customers.

“I know this is challenging and may require a bit of cost. This is where MEDAC and its agencies can assist as we strive to provide entrepreneurs with hand holding assistance. For this we have agencies such as TEKUN to assist with micro financing and INSKEN to help with training. Those who are interested, please come talk to these agencies,” he added.

Meanwhile, Dr Wan Junaidi, who is also Santubong Member of Parliament presented RM428,000 worth of grants and allocation, yesterday, to several organisation in his constituency as well as several other districts in Kuching.

A total of RM249,000 were distributed to 104 mosques and surau in the Santubong constituency, under a special Member of Parliament grant and RM170,000 were presented to 18 organisations in Kuching via a special grant under MEDAC.

MINISTRY OF ENTREPRENEUR DEVELOPMENT AND COOPERATIVES