



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

## **PRESS RELEASE**

### **SIGNIFICANT INCREASE IN ONLINE SHOPPING AFTER MCO 2.0- MEDAC**

Putrajaya, 9 May 2021 – Business operators need to adapt to digitalisation and technology in order to cater to the increasingly tech savvy consumer market in Malaysia who now prefer to shop online.

A survey conducted by Ministry of Entrepreneur Development and Cooperatives (MEDAC,) revealed that **57.74 per cent** of the respondents admit to shop more online now after the government imposed the second round of Movement Control Order (MCO 2.0), earlier this year, from only **19.23 per cent** previously.

The survey also revealed **62 per cent** of the respondents now prefer online transaction instead of cash transactions – a clear indication that the local consumers are becoming accustomed to e-commerce.

MEDAC Minister Dato Sri Dr Wan Junaidi Tuanku Jaafar said it is important for businesses to keep abreast with market trends in order to help them plan out their next course of action, especially in overcoming challenges as well as to explore new opportunities.

“Based on the survey, you know that more are spending time surfing the internet especially now when we are once again placed under MCO. As such, you need to make sure that you are have a strong digital presence so that people can easily search for your products and services online,” he said after launching MEDAC’s *Bazar Jalan Murah Raya* (BJMR) here, today.

The four-day *Bazar Jualan Ramadhan* (BJMR), held from 6 to 9 May at Auditorium Cempakasari in Precinct 2, here, is MEDAC's first ever hybrid bazar, enabling business owners to sell their products physically as well as online via WarongKu and Jimatbiz e-market platforms.

WarongKu is under the hawker and trader development programme spearheaded by Medac via its agency SME Corp Malaysia while Jimatbiz is a shopping portal by Angkatan Koperasi Kebangsaan Malaysia Bhd (ANGKASA).

Dr Wan Junaidi said the BJMR is indeed a good effort by MEDAC and its agencies and could potentially be expanded to include small businesses as well as customers from other parts of the nation, including those from Sarawak and Sabah.

He said one of the advantages of the e-market place is that it does not require a huge physical space and is able to accommodate a wide range of products and services, which can be easily and efficiently managed.

"The best part about this, we can also utilise our Warong Riders service, which is also one of the programmes under SME Corp, to deliver the products to the customers all over the nation.," he added.

The BJMR aims to provide a safe and conducive trading platform for entrepreneurs who are severely affected by the Covid-19 pandemic. A total of the 57 entrepreneurs, cooperatives, food truck operators participated in this bazar.

**MINISTRY OF ENTREPRENEUR DEVELOPMENT AND COOPERATIVES**