



Step by Step Guideline to Digitize Your Business

30 July 2020 | Thursday

11.00 am - 12.00 pm

(Kuala Lumpur)

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STEP BY STEP GUIDE ON SELLING ONLINE

KUALA LUMPUR (30 JULY 2020):

Though selling goods online is nothing new, yet some are weary of moving their traditional outfits onto e-platforms. The lockdown brought on by the Covid-19 pandemic prompted many manufacturers to look for digital solutions. For the tech savvy, setting up businesses online is a walk in the park while for others it can be a daunting affair.

Vickson Tan, the Senior Vice-President of Exabytes Network shared an easy-to-follow guide on how to set up an online business in his presentation titled "Step by Step Guideline to Digitise Your Business" today as part of MTC's weekly webinar session.

Tan, who is an experienced graphic web designer and a passionate digital marketing strategist, knows full-well what web professionals do to build, secure, and maintain an online site that will enable anyone to embrace a digitally connected business ecosystem.

He pointed out five main factors that

manufacturers need to consider when setting up their business online. They are domain name, business email, payment gateway, delivery services, marketplace (Lazada or Shopee, among others) and Facebook.

Tan also said it was important that business owners pay attention to how their products are displayed online. He said using a smartphone to take pictures would be sufficient and that there are apps that can enhance the quality of pictures for free.

Part of building a website also

involves creating good content and there are apps for that too. Manufacturers should also provide product description details such as the size of their product as well as weight for delivery purposes.

Tan told the 47 participants of the webinar that if implemented properly, online businesses will not just be another way to sell products but will also solve traditional B2B challenges and provide long-term success.

**For the months of July and August, MTC is conducting a series of webinars on business digitization and digitalisation. Please stay tune to MTC, every Thursday at 11am.*

