



Webinar Series : Business Digitisation

Understand the eCommerce Trend That Affects Wholesale Distribution

What You Can Do to Ride on The Trend to Propel The Growth of B2B Centric Business

6 August 2020 | Thursday

11.00 am - 12.00 pm

(Kuala Lumpur)



TK Chuah
Founder & CEO



DIGITALISING B2Bs

KUALA LUMPUR (6 AUGUST 2020): Though digitalisation is the buzzword, there are still many business owners who have yet to fully move their operations online. There are many aspects to a business and MTC's webinar today focused on how to enhance the growth of B2B-centric businesses.

Founder and CEO of Boostorder TK Chuah spoke on how brands, manufacturers and distributors can get closer to their customers both online and offline. Chuah also shared his insights on how to digitalise sales channels in his presentation titled "Understand the e-Commerce Trend That Affects Wholesale Distribution".

Chuah explained how B2B-centric businesses can be further improved by optimising their customer experience with faster delivery and better visibility. He said that most digitalisation processes involved back-end departments such as payroll and accounting but not so much of front-end services which involved the "sales force".

Migration of B2B businesses will not only require the product to be featured online but a savvy team that is apt at handling online purchases by featuring information such as pricing, catalogues, inventory, FOB, CIF, insurance, freight and payment details with credit facilities.



Chuah said there are both apps and portals available for this purpose that can help companies to make a quick shift onto the digital platform.

He also highlighted the major differences between B2B and B2C outfits and why B2Bs were more complicated in nature.

**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.*

