



TAKING THE LEAP INTO E-COMMERCE

KUALA LUMPUR (10 JUNE 2021): Transforming business operations onto e-commerce platforms was one of MTC's crucial efforts since last year and to help industry members through this migration, the Council conducted numerous programmes.

In 2020, MTC commissioned a study on "E-commerce Adoption Readiness and Need Identification in the Malaysian Timber Industry" to assess the readiness of timber companies in terms of technology, organisational and inter-organisational levels, to adopt B2B and B2C e-commerce.

The study, which was done through a collaboration between the Socio-Economic Research Centre (SERC) and Universiti Tunku Abdul Rahman (UTAR), was to serve as a guide for MTC to provide the assistance required by the timber players to adopt e-commerce in their businesses.

The findings of this study as well as recommendations were shared during an online session between the consultants from SERC and UTAR with the industry players, here, today. More

than 130 participants were part of this online session.

MTC CEO Tuan Muhtar Suhaili in his welcoming remarks said transforming operations from an analog-based era to a digital one was a necessity that cannot be ignored.

Mr Lee Heng Guie, who is the Executive Director of SERC led the presentation where he said timber industry players have yet to fully tap into web-based technologies to explore business opportunities as they cite cost constraints and lack of technical expertise as primary reasons.

He added that in terms of company website, larger companies comprising 56% of the 179 respondents had their own website compared to the 28% of SMEs. However, these SMEs use social media more frequently (by 21.9%) compared to larger companies which stood at 8.0%.

The sharing of the study's findings is part of MTC's Digital Marketing Entrepreneurship Programme (DMEP), a newly launched programme that provides training and coaching to

business owners who are interested in complementing their current marketing activities on digital platforms.

Details on the DMEP was shared by Dr Pok Wei Fong, Deputy Dean, Faculty of Accountancy and Management (UTAR) and Dr Winnie Wong Whee Yen, who is the Head of Programme (Master of Information Systems), Lee Kong Chian Faculty of Engineering and Science (UTAR).

The DMEP course consists of a half-day C-Suite Awareness Training (B2C) and a three-day programme on Intermediate E-commerce Training (B2C).

Details of this programme is available on MTC's website www.mtc.com.my

