LAMPIRAN

BORANG KAJI SELIDIK

k Kajian: Perkembangan E-dagang Di Malaysia

selidik ini bukanlah suatu ujian untuk menguji kecekapan atau kepandaian anda.
an ini dijalankan untuk meninjau perkembangan e-dagang di negara ini. Jawapan anda
daklah ikhlas.

ah: Sila tandakan (   ) atau tulis jawapan yang sesuai di dalam ruang yang disediakan

IAGIAN A: MAKLUMAT PERIBADI

antina
Lelaki
Perempuan

mur
20 - 25
26 - 30
31 - 35
36 ke atas

araf Perkahwinan
Berkahwin
Bujang
Duda/Janda

angsa
Melayu
Cina
India
Lain-lain

elayakan Akademik
Sekolah Rendah
Sijil
Diploma
Sarjana Muda
Sarjana
Ph.D

ekerjaan
Peruncit
Pemborong
Swasta
Kerajaan
Pelajar
Menganggur

IAGIAN B: MAKLUMAT MENGENAI PENGETAHUAN E-DAGANG

dakah anda mengenali perdagangan elektronik (e-dagang)?

Ya [   ]   Tidak [   ]

ernahkah anda menghadiri sebarang kursus berkaitan e-dagang?

Pernah [   ]   Tidak [   ]

3. Berikut adalah beberapa aspek yang berkaitan dengan e-dagang. Pernakah anda menggunakan mana-mana teknologi berkenaan?

	Ya	Tidak
Mail elektronik (e-mail)		
Internet		
Laman Web		
CD-ROM		
Perisian Pelayar (Browser)		
Perisian Simpanan (Server)		
World Wide Web (WWW)		
Tunai Elektronik		
Kata Laluan (Password)		
Belian 'online'		

4. Pernahkah anda terlibat dalam belian atau jualan secara 'online' di internet?

Pernah [＿＿＿＿＿]   Tidak [＿＿＿＿＿]

5. Pilih satu aspek yang banyak membantu anda mempelajari / mengetahui tentang e-dagang.

Keluarga	
Rakan-rakan	
Internet	
Media Cetak	
Media Elektronik	
Seminar	
Lain-lain, sila nyatakan	_____

6. Apakah barang yang anda beli melalui e-dagang?

Buku/ Cakera Padat	
Cenderamata	
Pakaian	
Tempahan tiket penerbangan	
Tempahan hotel	
Langusng tidak terlibat	

BAHAGIAN C: PERSPEKTIF UMUM

1. Adakah e-dagang penting untuk pembangunan negara?

Sangat Penting	
Penting	
Tidak penting	
Neutral	
Tiada Pendapat	

2. Adakah anda meragui dan bimbang mengenai transaksi e-dagang?

Ya
Tidak
Tidak Pasti

[ ]

E-dagang ini lambat-laun akan menggantikan perdagangan kini yang bersifat tradisional.

Ya
Tidak
Mungkin
Tidak tahu

[ ]

Pembayaran secara elektronik sangat mudah dan selesa berbanding dengan pembayaran secara tradisional.

Ya
Tidak
Tidak tahu

[ ]

Pengiklanan secara 'online' merupakan kaedah yang paling efektif untuk pemasaran.

Setuju [ ]   Tidak [ ]

Bagaimana dengan potensi pasaran e-dagang di Malaysia?

Sangat baik
Baik
Tidak baik
Neutral
Tiada Pendapat

[ ]

AHAGIAN D: MAKLUMAT MENGENAI KESEDARAN E-DAGANG

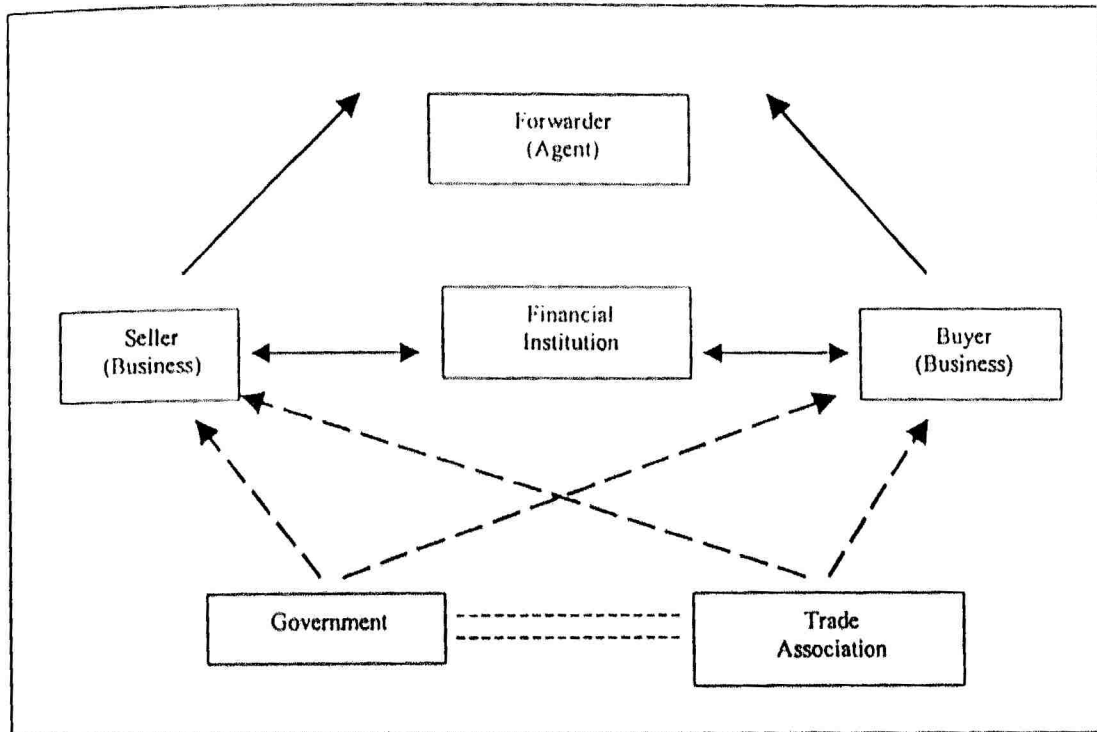Senaraikan satu faedah e-dagang kepada:

Keluarga : _____
_____
_____

Masyarakat: _____
_____
_____

Negara: _____
_____
_____

. Senaraikan dua kelemahan e-dagang dalam proses pelaksanaannya.

_____
_____
_____

Komen terhadap kemudahan e-dagang yang disediakan di negara ini.

_____

_____

_____

_____

Terima kasih atas kerjasama dan keikhlasan anda -
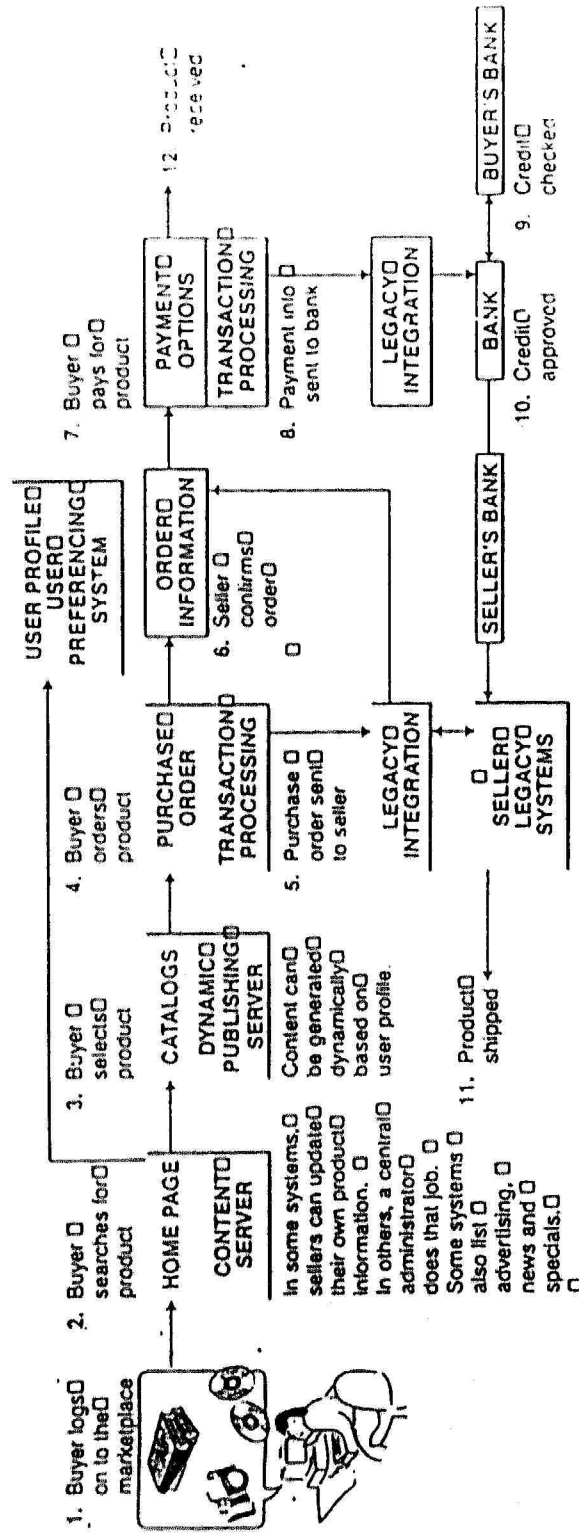
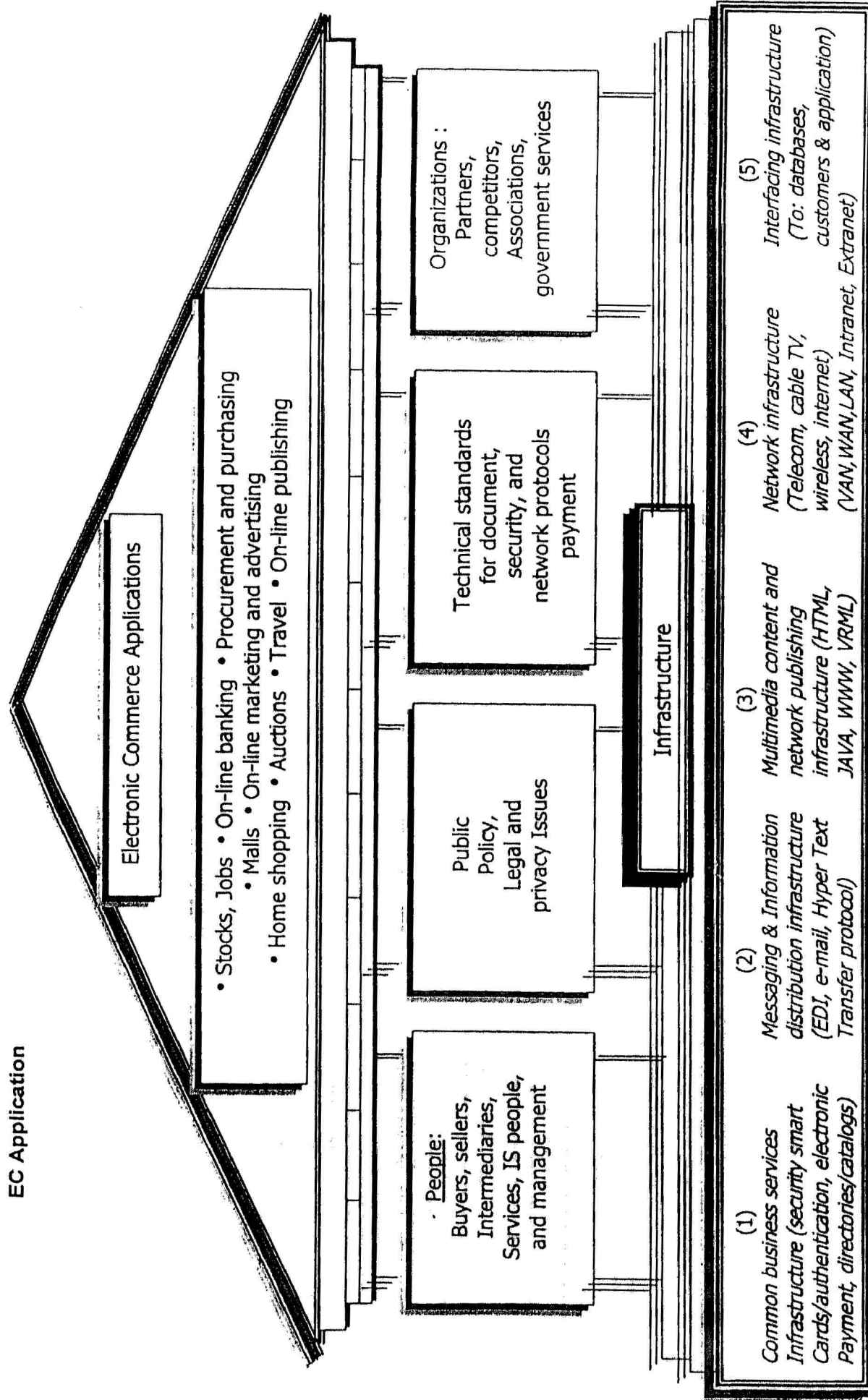## Traditional Way Of Doing Business

New Ways Of Doing Business
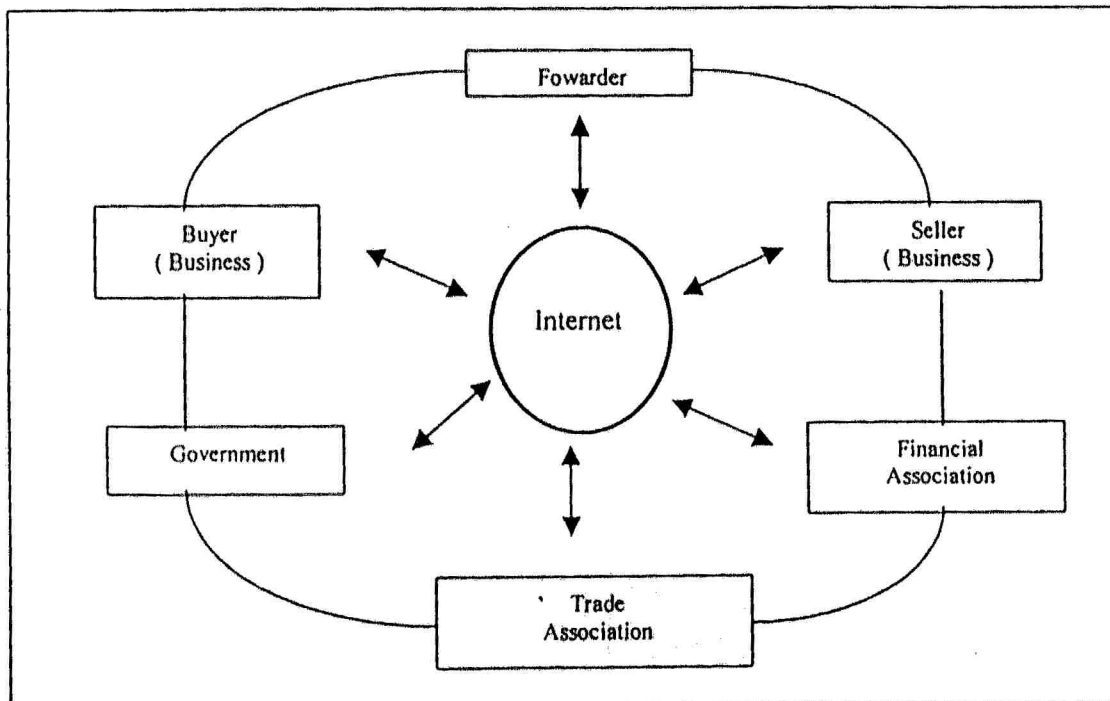
Source: Adapted from among others,Turban et al., 1998; Kosiur, 1997; Bloch et al., 1997.
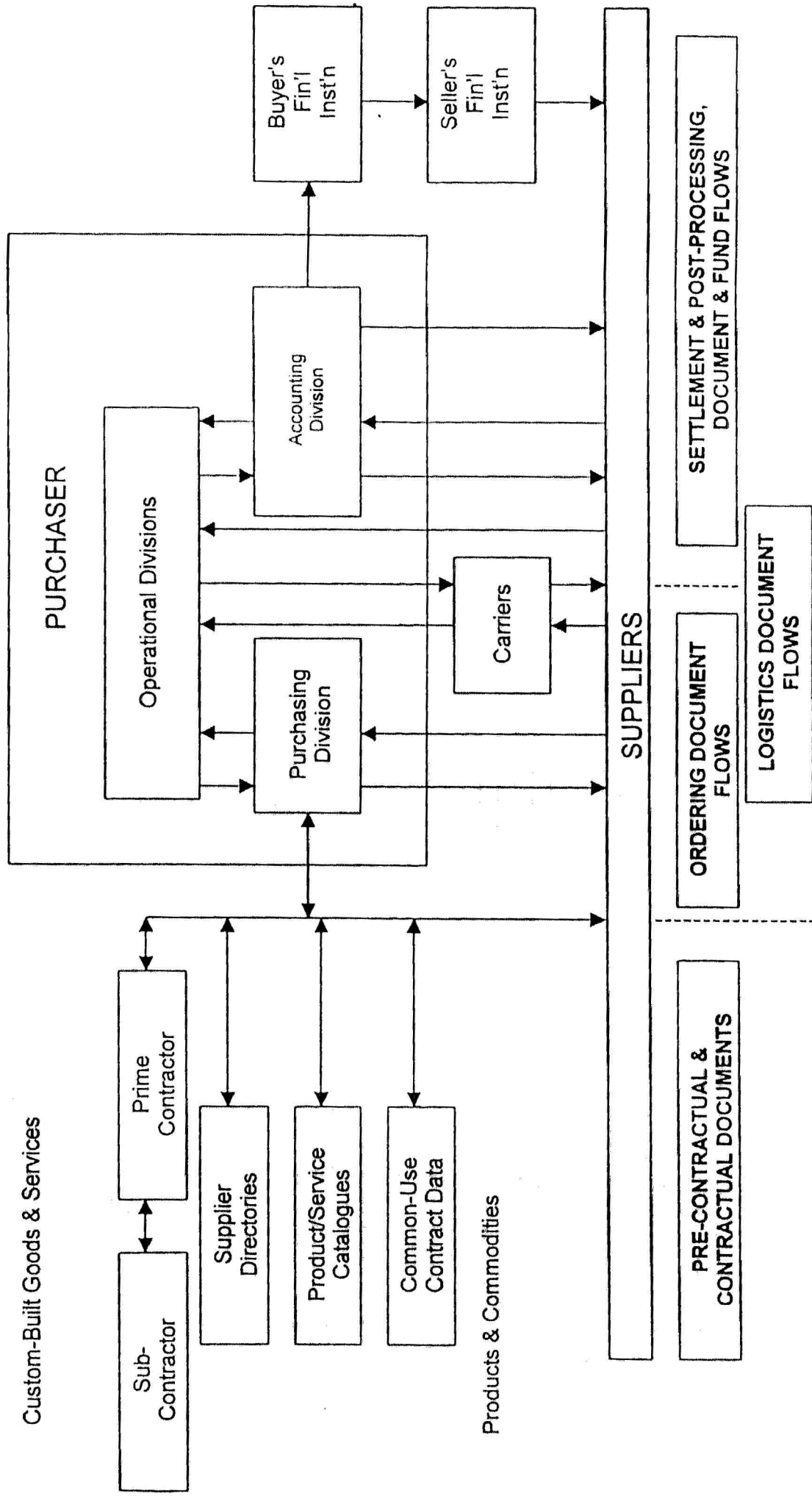
How Does an Electronic Market Work?

1. Buyer logs on to the marketplace
2. Buyer searches for product
3. Buyer selects product
4. Buyer orders product
5. Purchase order sent to seller
6. Seller confirms order
7. Buyer pays for product
8. Payment info sent to bank
9. Credit checked
10. Credit approved
11. Product shipped
12. Product received

HOME PAGE

CONTENT SERVER

In some systems, sellers can update their own product information. In others, a central administrator does that job. Some systems also list advertising, news and specials.

CATALOGS
DYNAMIC PUBLISHING SERVER

Content can be generated dynamically based on user profile.

PURCHASE ORDER
TRANSACTION PROCESSING

ORDER INFORMATION

PAYMENT OPTIONS
TRANSACTION PROCESSING

USER PROFILE
USER PREFERENCING SYSTEM

LEGACY INTEGRATION

SELLER LEGACY SYSTEMS

SELLER'S BANK

BANK

BUYER'S BANK

EC Application

Electronic Commerce Applications

- Stocks, Jobs • On-line banking • Procurement and purchasing
  • Malls • On-line marketing and advertising
  • Home shopping • Auctions • Travel • On-line publishing

People:
Buyers, sellers,
Intermediaries,
Services, IS people,
and management

Public
Policy,
Legal and
privacy Issues

Technical standards
for document,
security, and
network protocols
payment

Organizations :
Partners,
competitors,
Associations,
government services

Infrastructure

(1)
Common business services
Infrastructure (security smart
Cards/authentication, electronic
Payment, directories/catalogs)

(2)
Messaging & Information
distribution infrastructure
(EDI, e-mail, Hyper Text
Transfer protocol)

(3)
Multimedia content and
network publishing
infrastructure (HTML,
JAVA, WWW, VRML)

(4)
Network infrastructure
(Telecom, cable TV,
wireless, internet)
(VAN,WAN,LAN, Intranet, Extranet)

(5)
Interfacing infrastructure
(To: databases,
customers & application)

MANAGEMENT

Source: Turban et.al,1998

E-COMMERCE PROCESSES

Custom-Built Goods & Services

Source : Clarke, 1993

Malaysia's IT Industry Billings

	1995	1996	1997	1998	1999	2000	2001(p)
Revenue (RM mil)	3,800	4,940	5,380	4,840	5,230	5,910	6,860
Growth rate (%)	26	30	9	(10)	8	13	16

p- projected

<u>Note:</u>   Does not include IT equipment and components manufactured in the country which are mainly for export market.

Source: PIKOM

Statistics for PCs and Internet

	1995	1996	1997	1998	1999	2000
PC's – Active Installed (Units)	610K	760K	1.03M	1.36M	1.8M	2.2M
Number of Internet Subscribers	18K	90K	200K	400K	700K	1.5M
Number of Internet Users	30K	180K	500K	1.5M	2.8M	6.0M*

Source: MECM/PIKOM
            * based on 4 users per subscriber

Statistics for Fixed and Cellular Phone

	1995	1996	1997	1998	1999	2000*
Fixed Line	3.34M	3.77M	4.25M	4.37M	4.43M	4.6M
Cellular Phone	873K	1.51M	2.46M	2.15M	2.72M	5.1M

Source: MECM/CMC
* Status as at Dec, 2000

The Penetration Rate For Basic Communications Services 1995 - 2000

Types of Communications Services	1995	1996	1997	1998	1999	2000
No. of Basic Telephony/100 population – National	16.6	18.0	19.2	19.9	21.6	21.7
No. of Basic Telephony/100 Population – Rural Areas	7.2	8.0	9.3	9.8	10.6	11.7
Public Telephone/10,000 Population	20.2	22.6	29.6	34.1	36.7	39.4

Projected For Communications and Multimedia Main Indicators

Media	Penetration Rate 2000	Projection for 2001 -2005	World Class Indicator 1999
Fixed Line	21%	38%	50%
Computer/100 people	9.45	30	40
Internet Subscribers	7 %	25 %	25%
Internet Host/ 1000 people	2	30	40
Cellular Phone	23%	30%	30%
TV Ownership/ Household	86%	95%	98%

Source: MECM/CMC

* Status as at Dec, 2000

Tan: Take advantage of e-commerce 'gold rush'

KUALA LUMPUR: Malaysian entrepreneurs must take advantage of the Internet to promote and sell their goods while the business volume of e-commerce is still relatively low.

Deputy Energy, Communications and Multimedia Minister Datuk Tan Chai Ho said currently, ecommerce only made up 25% of business transactions worldwide.

"This is because e-commerce has not really caught on yet. However, studies have shown that ecommerce is poised to grow at a rate of 160% in the years to come.

"For instance, in 1998, the total business volume was at US$380mil but last year, it more than doubled to US$980mil.

"This year, sales over the Internet is projected to reach US-$1.97bil and US$3.8bil in the year 2001," he said at the launching of an e-commerce seminar here yesterday.

The seminar was co-organised by two local Chinese dailies with speakers from Taiwan.

Tan said such huge growth figures were remarkable considering that six years ago, the use of Internet was merely confined to scientists and computer technicians.

"But since 1998, Internet users have grown to 200 million people
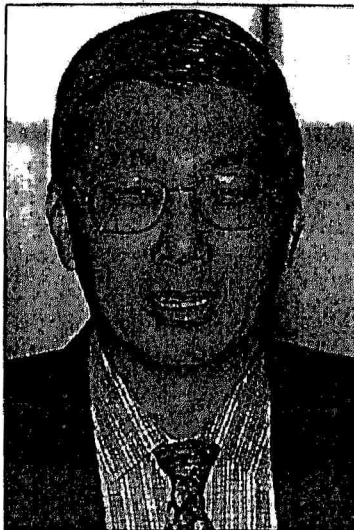
Tan ... 'promote and sell goods while the business volume of e-commerce is still relatively low'

the world over, most of whom are young professionals and are highly educated.

"In fact, as we can see, the Internet is increasingly becoming a gold mine opportunity for the younger professionals, especially with dot com start-ups," he said.

Malaysians, added Tan, must join in the "gold rush" by embracing this drastic technological change before they were inevitably left behind by the new economy.

MDC provides input for -commerce masterplan

Bus

By Sharifah Kasim

MULTIMEDIA Development Corporation (MDC) has proposed four key elements to be included in the National Electronic Commerce (e-commerce) Masterplan, which is designed to facilitate the creation of a conducive environment for e-commerce to take off in the country.

According to its executive chairman Tan Sri Dr Othman Yeop Abdullah, the four key elements include boosting confidence in online trading and pre-

jan: *To build* **lence.**

paring a regulatory framework. The two other elements are building a critical mass of Internet users and the introduction of an alternative form of electronic payment system to credit cards.

The masterplan, which is in the draft form at the moment, is being vetted through by the Government, and a final version is expected to be ready for release soon.

On building the confidence on online trading, Othman said MDC proposes that the Government con-

duct regular sessions with industry players to buy them in and build their confidence in online transactions. "There is also the need to build confidence among the people, in terms of security as well as quality of services provided via online trading."

According to him, the draft also includes a proposal for preparing a regulatory framework which will include not only regulations but also avenues of arbitrations to settle disputes. In fact, he said, mechanisms

Dual lis
compar
AOL G
Microso

Om

IT Bro

Use of MEPS card proposed

such as self-imposed sanctions are also being discussed in sessions with industry players. This is to complement the legal framework, which is being drafted by the Government.

"As far as arbitrations are concerned, the Government will probably come up with similar arrangements like what the World Intellectual Property Organisation is putting across," he told *Computimes* in Kuala Lumpur last week.

Othman said the third element – building a critical mass of Internet users in the country is a major driving factor for the adoption and proliferation of e-commerce in the country.

"In 1999, there were about 770,000 Internet subscribers in Malaysia, and at the end of 2000, we expect this to increase to 1.5 million subscribers. Multiplying this number by five, there are about seven million Internet users in the country," he pointed out.

According to Othman, further increases in the number of Internet subscribers depend a great deal on Internet access providers lowering costs for users.

He said towards this end, MDC has given a suggestion in the draft of the e-commerce Masterplan for the relevant authorities to provide Internet access when a telephone line is installed.

As for the need to introduce an alternative form of electronic payment system to credit cards, MDC proposes the use of the Malaysian Electronic Payment System (MEPS) card, which is already available in the market.

"This will be closely coupled with payment and financial functions approved by the Government," said Othman.

The Government is currently going through the draft of the e-commerce masterplan and will release its final version soon.

commerce world faces shortage of experienced staff

ENT vacuum continues xist in the electronic merce (e-commerce) d as there is a shortage xperienced electronic ness (e-business) practi- ers due to the newness ie industry and rapidly ancing technology, ac- ing to a recent study by :utive search firm AT mey.

nd while 79 per cent of ipany leaders give e- iness strategy a high to cal priority, only 56 per cent had a good deal of con- fidence in executive man- agement understanding of its potential. The study – which surveyed 86 senior executives from Singapore and Hong Kong-based local conglomerates and multina- tional companies – found that companies' readiness to act is low, slightly over half the respondents said they were not equipped or only moderately equipped to im- plement e-business plans.

As a result, 82 per cent are actively looking to ad- dress the lack of skill in are- as ranging from strategy, architecture/design and software engineering, to marketing. One third are awaiting resource via inter- nal recruitment or second- ment, especially from their head offices, while 23 per cent are turning to external recruitment, and 17 per cent to executive search firms.

The study found that those companies which give a critical priority rating (44 per cent) to e-business strat- egy, had a chief executive officer (CEO) or board mem- ber directly responsible for e-commerce, supported by a team.

The 13 per cent of re- spondents claiming they are "extremely prepared" to im- plement e-business plans had clear organisational change seen in the appoint- ment of specific, high level, new e-business units or cross-functional teams. – SBT

Top 10 growth technologies in Malaysia

BY ANG BEE LENG

THE INTERNET leads the top of the pack in International Data Corp (IDC)'s ranking of the Top 10 Growth technologies in Malaysia for the near future.

IDC predicts that Internet users in Malaysia, currently numbering 1.89 million this year will hit the 3.91 million mark in four years' time in year 2004. Internet users will not just use PCs to surf the net, but will access the Net through a host of Internet devices. Total revenue from e-commerce will rocket from RM1.6 billion this year to 11.4 billion by year 2004, according to IDC Malaysia's country manager, Selinna Chin.

The other top growth technology areas are the systems market, the Linux market, the PC market, Enterprise Resource Planning packages, the emergence of the Application Service Provider, Dot-com expansion, broadband demand, WAP services and an explosion of Web content.

In the systems market, entry level to midrange systems are expected to contribute the highest growth, while vertical industry spending by government, telecommunications and banking will be the main drivers.

"E-commerce and Internet-serving initiatives are spurring spending in this the systems area," says Chin.

In Linux, the potential for low-priced hardware will create interest in Linux opportunities. The academic and education sector is expected to lead the way for commercial usage, while Internet purposes such as the Apache Server will continue to find its niche.

Meanwhile, the hype over the post PC era is not about to put the

According to IDC, increase in government spending and support will see PC sales continue to climb steadily, and the PC is expected to continue to be the main device for the Internet. PC growth experienced a 19.6 per cent growth in units from 1999 to year 2000.

"We could be seeing more options and flexibility in terms of payment, pricing and packages though," said Chin.

The Internet era will also see manufacturers continue buying ERP packages. Their attention

Selinna Chin: E-commerce spurring systems demand

will also focus on integrating and extending ERP packages to their eBusiness solutions.

With regards to the ASP trend, IDC estimates that the marketplace for Asia-Pacific (excluding Japan) to be around RM16.7 million in 2000. As vendors seize the ASP model to reach out to small and mid-sized companies with less capability to manage their own IT infrastructure, competition will dictate that that the new players have to differentiate their services to succeed.

The dot-com growth on the other hand has been fuelled by

knowledge incubators and most recently financial incubators, rise to the occasion," said Chin.

Broadband services, defined as a high-speed (128kbps or more) connection to the Internet, offers applications including online gaming, streaming video, music digitised photos and access to broadband-specific content. Telekom has rolled out high-speed Internet services in limited areas, offering 128kbps services for the home and 512 kbps lines for corporate users, and the market is expected to heat up when Astronet beings to offer high-speed satellite broadband services of up to 6.5 Mbps soon.

Another major area of development is the emergence of WAP services, which has been the subject of much excitement and hype. Telecommunication operator Maxis is conducting its WAP trials while rival Celcom has WAP plans in the pipeline. WAP brings great value to portals and the success of WAP will herald the beginning of a wireless world. ▶

-business firms advised
o use security strategy

ABRY TAHIR

PANIES which launch e-busi-
initiatives without an appropri-
security strategy can suffer
loss of sensitive corporate/cus-
er information, cyber vandal-
theft, industrial espionage and
tage from internal and external
ces, accordong to Computer As-
ates International Inc senior
president of e-Thrust Global
ulting Solution Brian Bigley.
e said they may also be exposed
ew viruses, malicious code
ats and denial of service at-
s.
igher volumes of transactions
business models that are mak-
e-business more pervasive mean
ting targets for hackers and on-
criminals," Bigley said at a CA

media briefing on its eThrust com-
prehensive e-business security solu-
tions in Kuala Lumpur yesterday.
He said the Internet had offered
powerful hacking tools and informa-
tion.
"It's not that difficult to hack a
bank's commercial operating sys-
tem these days" he said.
According to Bigley, companies
faced the risk of threats when they
use easily- defeated standard secu-
rity features or approached e-busi-
ness security in a piecemeal fashion.
"You need to have an end-to-end
security infrastructure to protect
your entire e-business environ-
ment," he said.
Bigley also said cultivating cus-
tomers' trust was very essential for
the growth of the industry as survey
results revealed that 12.5% of e-

commerce transactions were aban-
doned by customers due to security
concerns.
He said only a small percentage of
cyber offences involving losses of
information and thefts in Australia
and the US were reported.
Bigley said this happened because
most of the companies involved with
hacking and theft wanted to avoid
legal reprisal as well as losing cus-
tomer confidence.
"Intel suffered losses of US$30mil
an hour from denial of service fol-
lowing the outbreak the I-love-you
virus," Bigley said.
He said proper security infra-
structure not only helped promote e-
business, but also the Internet as the
ultimate medium for authentication
and authorisation as well as a safe
courier for confidential materials.

aluating e-commerce

IMERCE, or elec-
c-commerce, is a
lar word these

ay know that e-
means conduct-
ss transactions
Internet.
ou are interested
such a business,
go about it and
know whether it
ue to the current

business you are in?" asks
FTMS-De Montfort Univer-
sity Campus Malaysia gen-
eral manager John Schagen
at a seminar on e-commerce
on Wednesday.

The seminar, designed to
help managers, policymak-
ers and business executives
gain a better understanding
of the emerging world of e-
commerce, is the first in a
series of talks on subjects of
interest to the community.

CONSIDER YOUR TARGET MARKET...if you already have a thriving pasar malam business, you should consider carefully whether you need to go online, says an e-commerce expert.

"We will have visiting pro-
fessors here who will speak
on various topics," he says.

IBM Malaysia Sdn Bhd e-
business solutions specialist
Fua Chye Yaw who spoke at
the seminar says e-business
is the transformation of key
business processes through
the use of Internet technol-
ogies.

"It's about business and
not technology.

"Before going into e-busi-
ness, you have to seriously
consider whether it is of val-
ue to your company," he
says.

Fua says success requires
more than just putting up a
website.

"For example, if I have a
thriving shop on Petaling
Street, then I would have to
consider carefully whether
there is a need for me to go
into an online business," he
says.

Fua adds that e-business is
not about re-inventing your
business.

"Instead, it's more a
streamlining of current busi-
ness processes to improve
operations. This will in turn
strengthen the value you pro-
vide to your customers," he
says.

Explaining the steps of

how to go about starting an e-
business, he says there are
four stages that are known as
IBM's e-business cycle.
These are:
● TRANSFORMING core
business processes;
● BUILDING flexible and
expandable e-business solu-
tions;
● RUNNING a scalable
and safe environment; and
● LEVERAGING knowl-
edge and information gained
through e-business systems.

"The most important as-
pect is to identify which of
your business processes are
most suitable to be converted
to an e-business," he says.

There should be a strategic
plan for success, says Trevor
Ward who is University Pro-
gramme Leader at FTMS-De
Montfort.

"Before you go into an on-
line business, you should run
a pilot project and then do an
evaluation. Set up a web team
and if there is a need for
skills not available in your
company, you can consider
outsourcing," he says.

Dr Achuthsankar S. Nair,
who is the academic head at
the university, says there are
many advantages to e-com-
merce.

These include, among oth-

ers, having access to global
markets and accurate infor-
mation on customer trends,
reduced marketing costs as
there are no printed bro-
chures and the business is
open 24 hours.

A common concern about
e-business is whether online
transactions are secure.

"The best way for this is to
know your system well so
that you can eliminate any
uncertainty over security
and to always have a channel
to communicate with cus-
tomers.

"You should also have a
system that enables an order
to be traced," says Fua. For
example, he says a courier
company is able to trace
where a package is at all
times.

There are different soft-
ware packages dealing with
electronic payments in the
market, Ward adds, which
can contribute to more se-
cure online payments.

Fua says it is also impor-
tant to attract customers to
the website. Success re-
quires more than just creat-
ing a website as you need to
work with marketing to en-
sure customers become
aware of the website, he
adds.

is the Internet your best option

WE SOMETIMES hear of eager businessmen declaring "I want to do Internet for my business".

The question to ask then is "Why?" Why and how do you think the Internet can help your business?

While the Internet has brought a whole new world of opportunities, there is a certain amount of hype that demands careful evaluation and consideration before you decide to embark on Internet commerce.

Perhaps the best way to avoid disillusionment and a costly lesson is to focus on your business objectives.

Some of the current perceptions of the Internet are:

● It is easy to deploy and use and almost idiot proof;

● It provides instant worldwide connectivity;

● It is easily accessible and affordable, ch means low cost of entry into e-commce;

‣ User-interface is free. There is no need invest in special software just to conduct electronic transactions;

● It replaces older technologies such as electronic data interchange (EDI) and does away with the need of a third party service provider;

● Electronic commerce is shopping on the Internet; and

● Electronic commerce on the Internet is uncomplicated.

Unfortunately, not all of the above is true. What is true about the Internet is that it is an affordable means to tap on to a global network and it has a base of global users.

Users can easily access web-based services where contents are simple and, most importantly, free.

Essentially, the Internet shifts the onus of investments on IT from users to content and service providers.

This said, the Internet, being a web of inter-connected networks riding primarily

e-commerce & You
ELECTRONIC DATA INTERCHANGE (M) SDN BHD

on current telecommunications infrastructure, still has an important role in facilitating commerce.

It has opened new ways for businesses to reach out to consumers beyond geographical boundaries. It has inter-connected more computers than ever before, making it very attractive to deploy e-commerce strategies.

Tools such as EDI and e-mail will further speed up electronic communication and decision-making processes will be shortened.

However, Internet-based implementation inherits the security risks of data exchange over a public network.

The best example to illustrate such risks is the recent widespread news coverage of flooding of prominent e-commerce sites on the Internet with service requests such as at e-Bay and Amazon.com.

A respected American hacker nicknamed "Mudge" was quoted on CNN as saying that the Internet was simply not designed for commerce.

So, when do we use the Internet, especially in the maritime and logistics sectors?

Internet deployment in the maritime sector in Malaysia currently is mainly for information purposes.

It mainly comprises homepages where enquiries and space booking on shipping lines can be made.

Basically, the Internet would be ideal if your products or services have mass-market appeal.

Internet technology is best exp when integrated with in-house sy which may already be handling s chain and enterprise resource pla (ERP) capabilities, workflow, Intran plications and etc.

The Internet becomes a conduit i tending the IT investment and infra ture to trading partners.

If your transaction volume is lov you don't require much sharing and ing of data, the Internet is quite adequ

By determining your business obje for implementing e-commerce, you ca jectively decide which portion of you tem can be implemented over the In and which over the private or secur tranet.

Security can be particularly enhan mission critical services and applica and where sensitive information volved.

Additional business factors may be porated to limit financial exposure su limiting the transaction value, or t only with authenticated trading pa in a closed community.

You can also choose to deploy web EDI to enjoy the best of both worlds.

The open nature of Internet techn means lower cost of entry for busi embarking on e-commerce.

It also enables the incorporation o timedia capabilities.

At the same time, EDI can be u facilitate and regulate the exchan messages between trading partners.

In conclusion, deploying e-com over the Internet will be a business decision.

Companies will simply have to dec the acceptable amount of risks and b it with the potential benefits.

Please e-mail your enquiries and back to: (ecommerce@edim.com.my).

Next week: SHOW ME THE MONEY!

Borderless Marketing:
New Frontiers in Commerce

"Companies participating in the MSC will be able to excel in their regional and global businesses because the Corridor offers excellent technological infrastructure in addition to a broad spectrum of other favourable conditions. This will allow creative and innovative companies to take full advantage of the vast opportunities to build new businesses and shape new industries in electronic commerce, telemarketing, digital broadcasting and information services. Malaysia's central Asia-Pacific location will underpin the success of companies planning to participate in creating a hub for Borderless Marketing."

Tan Sri Dato' Dr Othman Yeop Abdullah
Executive Chairman, Multimedia Development Corporation

Time

Distance

In a globalising and fast-shrinking world, businesses face unprecedented opportunities and challenges. On the one hand, markets are expanding due to economic growth and advances in technologies; on the other, companies face sophisticated and demanding customers in existing and new markets.

The Borderless Marketing Flagship Application is developed on the premise that multimedia technology can be used by businesses more efficiently, and serve their customers better across different time zones, and effectively reach out to new customers. The traditional barriers of time, space and form will be eliminated in the process by the use of technology.

Vision

Borderless Marketing is an initiative designed to create an environment in the MSC for companies to use multimedia technology to create and deliver marketing messages, customer services, and information products to their multi-cultural and multi-national customers. This Flagship Application will spearhead the growth of multimedia-based service industries in the MSC. It will also create value for local and foreign companies by providing a platform for them to interact with their customers, thus facilitating their existing businesses, and generating new business opportunities.

Multimedia
technology to
remove barriers
of business
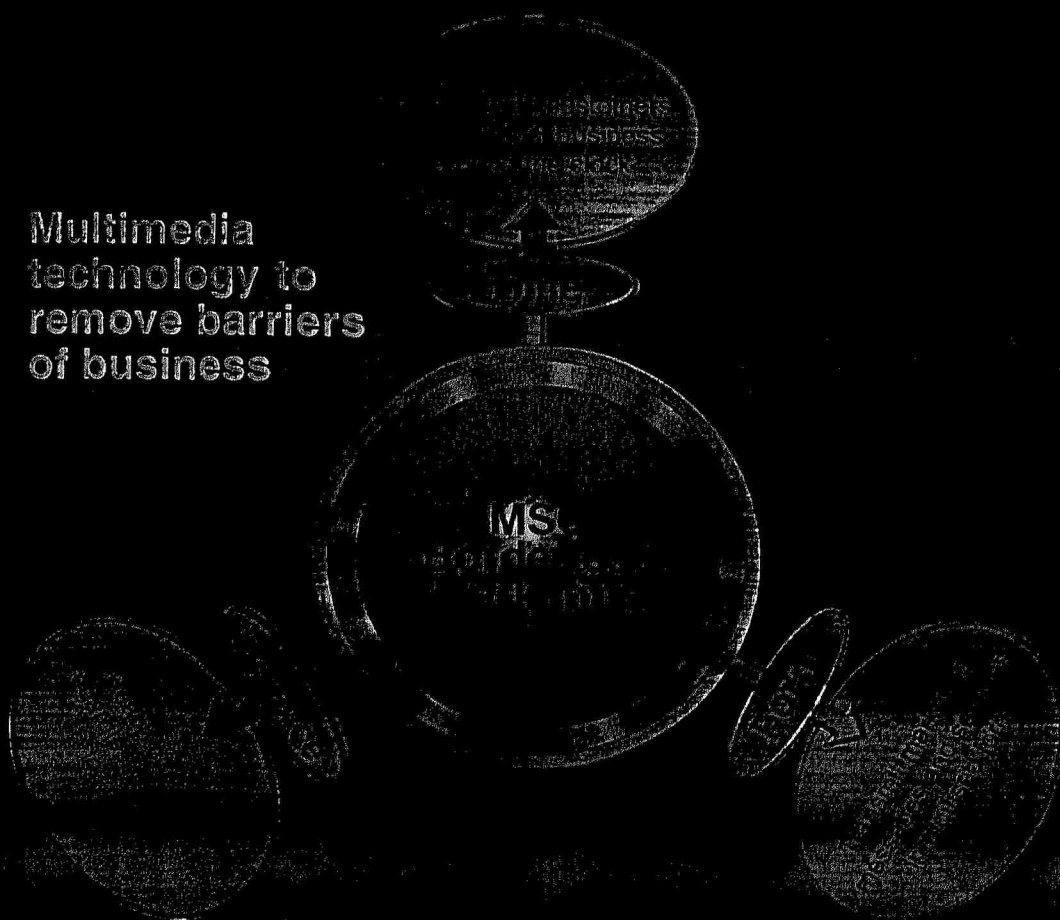
Electronic Commerce

Although still in its early stages, Electronic Commerce (EC) has shown its potential power to revolutionise industry processes and structures and redefine the competitive landscape for businesses around the world. In Asia-Pacific, it can offer exciting opportunities as young and dynamic countries leapfrog into the Information Age as evidenced by growing penetration of personal computer and Internet usage.

Companies anxious to develop cutting-edge technology and innovative business models to unleash the full potential of electronic commerce may consider the MSC as a base for their activities. Content developers can harness Malaysia's multiple cultures to develop a large variety of localised content for the region. Technology developers can develop various EC-enabling tools and applications such as security software, payment systems, and other tools. EC service providers can experiment with new business models that bring customers and sellers together.

These companies will find a conducive regulatory environment in the MSC as a comprehensive framework of Cyberlaws, led by the Digital Signature Act, is being drafted to facilitate the growth of EC. The high bandwidth telecommunication network can support the most demanding EC applications. The forthcoming over-the-counter stock market, MESDAQ, will provide funding opportunities to small yet innovative EC companies.

Finally, EC companies will find many business opportunities in Malaysia as the Government takes the lead in creating an Electronic Government environment. The Smart School Application will also play its part in encouraging electronic commerce through the promotion of computer and IT literacy.

Digital Broadcasting

The region promises to be an exciting market for broadcasting and entertainment, given its large population and high penetration of television sets. Entertainment companies have the option of using the MSC as their regional hub for production and broadcasting.

Cable and broadcasting companies can establish regional broadcasting centres in the MSC. Uplink facilities in the MSC provide access to the Malaysia East Asia Satellites (MEASAT-1 and -2) with a footprint that covers more than 2.5 billion people in the Asia-Pacific region.

Production and post-production studios can produce, localise, and add special effects to programmes. The high bandwidth telecommunications infrastructure can support applications such as virtual studios where production can be done in a truly collaborative manner, with involvement from experts around the world. The commitment of large Malaysian industry players like TV3 and Measat Broadcast Network Systems to establish their regional broadcasting operations within the Corridor will ensure that a ready pool of creative talent is available and that opportunities for strategic alliances will be plentiful.

Borderless Marketing Advantages

The Borderless Marketing Flagship Application offers companies a challenge. New frontiers in commerce will be opened up and new styles of doing business entered into. It remains for companies to go global and to redefine the way they market themselves and reach out to their customers.

The Malaysian Government is committed to making this Flagship Application and all companies participating in it a success. It has demonstrated a readiness to incorporate company inputs and feedback in making policy decisions. This openness and flexibility will be especially vital for companies in Borderless Marketing as the market and operational requirements they face change constantly.

Opportunities for Companies

Under this Flagship Application, every company that intends to harness multimedia technology to extend and enhance its customer reach is invited to establish operations in the MSC. Local companies can establish a platform for them to expand into the regional and global market, while multinational companies can create a vehicle to venture into the regional market. Borderless Marketing will help companies reach new heights in a borderless world.

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