LAMPIRAN
BORANG KAJI SELIDIK

Kajian: Perkembangan E-dagang Di Malaysia

Selidik ini bukanlah suatu ujian untuk menguji kecekapan atau kepandalan anda, dan ini dilaksanakan untuk meninjau perkembangan e-dagang di negara ini. Jawapan anda akanlah ikhlas.

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

IAGIAN A: MAKLUMAT PERIBADI

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<td>Elayakan Akademik</td>
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<td>Menganggur</td>
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IAGIAN B: MAKLUMAT MENGENAI PENGETAHUAN E-DAGANG

dakah anda mengenal perdagangan elektronik (e-dagang)?

<table>
<thead>
<tr>
<th>Ya</th>
<th>Tidak</th>
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</table>

ernahkah anda menghadiri sebarang kursus berkaitan e-dagang?

<table>
<thead>
<tr>
<th>Pernah</th>
<th>Tidak</th>
</tr>
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</table>
1. Berikut adalah beberapa aspek yang berkaitan dengan e-dagang. Pernahkah anda menggunakan mana-mana teknologi berkenaan?

- 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'

   Ya   Tidak

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

   Pernah   Tidak

5. Pilih satu aspek yang banyak membantu anda mempelajari / mengeluhur 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
   - Pakalan
   - Tempahan tiket penerbangan
   - Tempahan hotel
   - Langsung 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

Es-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.

Perima kasih atas kerjasama dan keikhlasan anda.
Traditional Way Of Doing Business

Forwarder (Agent)

Seller (Business)

Financial Institution

Buyer (Business)

Government

Trade Association

New Ways Of Doing Business

Forwarder

Buyer (Business)

Government

Financial Association

Trade Association

Internet

Source: Adapted from among others, Turban et al., 1998; Koslur, 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 sent to bank
9. Credit checked
10. Credit approved
11. Product shipped
12. Product received

(Content and product information can be generated dynamically based on user profile)

(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.)

Source: Clarke, 1993
## Malaysia's IT Industry Billings

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<tbody>
<tr>
<td><strong>Revenue (RM mil)</strong></td>
<td>3,800</td>
<td>4,940</td>
<td>5,380</td>
<td>4,840</td>
<td>5,230</td>
<td>5,910</td>
<td>6,860</td>
</tr>
<tr>
<td><strong>Growth rate (%)</strong></td>
<td>26</td>
<td>30</td>
<td>9</td>
<td>(10)</td>
<td>8</td>
<td>13</td>
<td>16</td>
</tr>
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p- projected

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

**Source:** PIKOM

## Statistics for PCs and Internet

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</thead>
<tbody>
<tr>
<td><strong>PC's - Active Installed (Units)</strong></td>
<td>610K</td>
<td>760K</td>
<td>1.03M</td>
<td>1.36M</td>
<td>1.8M</td>
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</tbody>
</table>

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<thead>
<tr>
<th></th>
<th>1999</th>
<th>2000</th>
</tr>
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<tbody>
<tr>
<td><strong>Number of Internet Subscribers</strong></td>
<td>1.8M</td>
<td>2.2M</td>
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</tbody>
</table>

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<thead>
<tr>
<th></th>
<th>1999</th>
<th>2000</th>
</tr>
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<tbody>
<tr>
<td><strong>Number of Internet Users</strong></td>
<td>1.5M</td>
<td>2.8M</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>2000</th>
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</thead>
<tbody>
<tr>
<td><strong>Number of Internet Users</strong></td>
<td>6.0M*</td>
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</tbody>
</table>

**Source:** MECM/PIKOM

* based on 4 users per subscriber
## Statistics for Fixed and Cellular Phone

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</thead>
<tbody>
<tr>
<td>Fixed Line</td>
<td>3.34M</td>
<td>3.77M</td>
<td>4.25M</td>
<td>4.37M</td>
<td>4.43M</td>
<td>4.6M</td>
</tr>
<tr>
<td>Cellular Phone</td>
<td>873K</td>
<td>1.51M</td>
<td>2.46M</td>
<td>2.15M</td>
<td>2.72M</td>
<td>5.1M</td>
</tr>
</tbody>
</table>

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

### The Penetration Rate For Basic Communications Services 1995 - 2000

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>No. of Basic Telephony/100 population - National</td>
<td>16.6</td>
<td>18.0</td>
<td>19.2</td>
<td>19.9</td>
<td>21.6</td>
<td>21.7</td>
</tr>
<tr>
<td>No. of Basic Telephony/100 Population - Rural Areas</td>
<td>7.2</td>
<td>8.0</td>
<td>9.3</td>
<td>9.8</td>
<td>10.6</td>
<td>11.7</td>
</tr>
<tr>
<td>Public Telephone/10,000 Population</td>
<td>20.2</td>
<td>22.6</td>
<td>29.6</td>
<td>34.1</td>
<td>36.7</td>
<td>39.4</td>
</tr>
</tbody>
</table>
### Projected For Communications and Multimedia Main Indicators

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

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, e-commerce only made up 25% of business transactions worldwide.

"This is because e-commerce has not really caught on yet. However, studies have shown that e-commerce 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 the Internet was merely confined to scientists and computer technicians.

"But since 1998, Internet users have grown to 200 million people 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.
IDC provides input for e-commerce masterplan

By Sharilah 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 preparing 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 conduct 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 that were to be included in the masterplan were not included in the draft.

Use of MEPS card proposed

From Page 1

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 Computers 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 1996, 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 five times, 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 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.
The e-commerce world faces shortage of experienced staff

An NT vacuum continues to exist in the e-commerce (e-commerce) industry, as there is a shortage of experienced electronic business (e-business) practitioners due to the newness of the industry and rapidly evolving technology, according to a recent study by executive search firm AT Kearney.

And while 79 per cent of company leaders give e-business strategy a high to local priority, only 56 per cent had a good deal of confidence in executive management understanding of its potential. The study, which surveyed 86 senior executives from Singapore and Hong Kong-based local conglomerates and multinational companies, found that companies’ readiness to act is low, slightly over half the respondents said they were not equipped or only moderately equipped to implement e-business plans.

As a result, 82 per cent are actively looking to address the lack of skill in areas ranging from strategy, architecture/design and software engineering to marketing. One-third are awaiting resource via internal recruitment or secondment, 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 strategy, had a chief executive officer (CEO) or board member directly responsible for e-commerce, supported by a team.

The 13 per cent of respondents claiming they are “extremely prepared” to implement e-business plans had clear organisational change seen in the appointment of specific, high level, new e-business units or cross-functional teams.
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 Dot-Com era is not about to subside, as 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 Asonet, being 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.

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 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 the new players have to differentiate their services to succeed.

The Dot-Com growth on the other hand has been fuelled by Internet and funding. "We have
E-business firms advised to use security strategy

ABRY TAHIR

Companies which launch e-business initiatives without an appropriate security strategy can suffer a loss of sensitive corporate/customer information, cyber vandalism, theft, industrial espionage and eavesdropping from internal and external threats, according to Computer Associates International Inc senior adviser to e-Thrust Global Consulting Solution Brian Bigley.

He said they may also be exposed to new viruses, malicious code and denial of service attacks.

Higher volumes of transactions in business models that are making e-business more pervasive mean a bigger target for hackers and criminals." Bigley said at a CA media briefing on its e-Thrust comprehensive e-business security solutions in Kuala Lumpur yesterday.

He said the Internet had offered powerful hacking tools and information.

"It's not that difficult to hack a bank's commercial operating system these days," he said.

According to Bigley, companies faced the risk of threats when they use easily-defeated standard security features or approached e-business security in a piecemeal fashion.

"You need to have an end-to-end security infrastructure to protect your entire e-business environment," he said.

Bigley also said cultivating customers' trust was very essential for the growth of the industry as survey results revealed that 12.5% of e-commerce transactions were abandoned 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 customer confidence.

"Intel suffered losses of US$30mil an hour from denial of service following the outbreak the I-love-you virus," Bigley said.

He said proper security infrastructure 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.
"We will have visiting professors 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 technologies. "It’s about business and not technology. "Before going into e-business, you have to seriously consider whether it is of value 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 business processes to improve operations. This will in turn strengthen the value you provide 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 solutions;
- RUNNING a scalable and safe environment; and
- LEVERAGING knowledge and information gained through e-business systems.

"The most important aspect 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 Programme Leader at FTMS-De Montfort.

"Before you go into an online 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-commerce.

These include, among others, having access to global markets and accurate information on customer trends, reduced marketing costs as there are no printed brochures 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 customers. "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 software packages dealing with electronic payments in the market, Ward adds, which can contribute to more secure online payments.

Fua says it is also important to attract customers to the website. Success requires more than just creating a website as you need to work with marketing to ensure customers become aware of the website, he adds.
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, which means low cost of entry into e-commerce;
- User-interface is free. There is no need to 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 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 exploited when integrated with in-house systems which may already be handling e-chain and enterprise resource planning (ERP) capabilities, workflow, Intraplications and etc.

The Internet becomes a conduit for implementing e-commerce, you objectively decide which portion of your item can be implemented over the Internet and which over the private or securetranet.

Security can be particularly enhanced mission critical services and applications and where sensitive information is volatile.

Additional business factors may be compromised to limit financial exposure as limiting the transaction value, or only with authenticated trading partners in a closed community.

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

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

It also enables the incorporation of multimedia capabilities.

At the same time, EDI can be used to facilitate and regulate the exchange of messages between trading partners.

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

Companies will simply have to decide the acceptable amount of risk and benefits.

Please e-mail your enquiries and questions to: (ecommerce@edin.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
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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