



# Work From Home 2020

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**BRING YOUR BUSINESS ONLINE NOW  
TO RECAPTURE THE LOST 30% SALES**



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Tech Geek

Wanderlust Explorer

Teacher/Trainer

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“We are capable of MORE than we think!”  
- Seth Godin -

# LET'S GO KAHOOT!

## **www.kahoot.it**

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Join at **www.kahoot.it** or with the **Kahoot! app**  
with Game PIN:

**7384064**

# Why You Should Bring Your Business Online NOW?

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SOME CLEVER STATISTICS...



*“Malaysia boasts 16.53 million online shoppers (50 percent of the population) and 62 percent of mobile users use their devices to shop online. ”*

Small retailers may see up to 30% higher mobile conversion rates compared to large retailers.



SEP  
2019

# E-COMMERCE ACTIVITIES IN MALAYSIA

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT PERFORMING EACH ACTIVITY IN THE PAST MONTH [SURVEY BASED]



SEARCHED ONLINE  
FOR A PRODUCT  
OR SERVICE TO BUY



we  
are  
social

91%

VISITED AN ONLINE  
RETAIL STORE OR  
SITE (ANY DEVICE)



global  
web  
index

88%

PURCHASED A  
PRODUCT OR SERVICE  
ONLINE (ANY DEVICE)



global  
web  
index

80%

MADE AN ONLINE  
PURCHASE VIA A LAPTOP  
OR DESKTOP COMPUTER



global  
web  
index

37%

MADE AN ONLINE  
PURCHASE VIA A  
MOBILE PHONE



62%

## BRANDS



## LOGISTICS





# THE TRUTH ABOUT ONLINE SHOPPING & WHAT THE FUTURE HOLDS

Men tend to shop online more than women

## Most purchased categories of products

- Fashion and beauty
- Electronics
- Sports and hobbies



## Market Overview



**83%**

of survey respondents have shopped online



**1:0.73**

\*Men above 36 years old shop 1.51x more than their female counterpart in the same age group

East Malaysians are **2.6 times** more likely to shop online than Peninsular Malaysians



## FUTURE POTENTIALS WITH MALAYSIAN NON-ONLINE SHOPPERS

The time to go  
**ONLINE** is  
yesterday!

But better  
late than  
never...

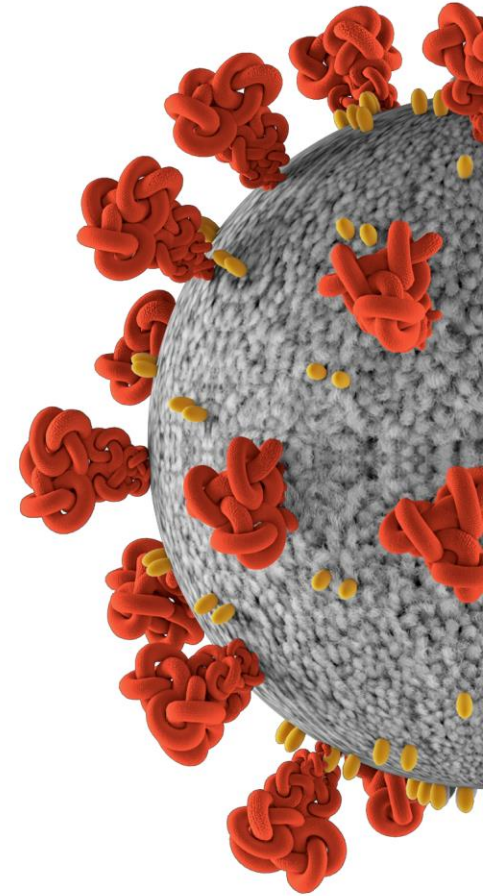
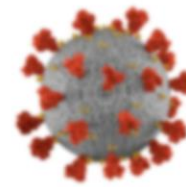
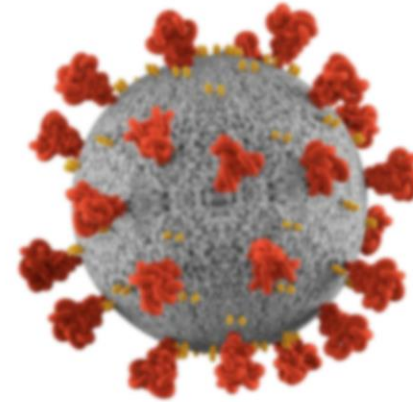


Today is too  
late.

# The Impact of Covid-19

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MCO - NOW



# Some Effects of Covid-19

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- Global supply chain disrupted
- International travel restricted
- People are more cautious with spending
- Social distancing & the new normal
- Retail & hospitality industries hit hard
- Work from home enforced
- Online shopping unconsciously enforced
- Malaysian workforce who are retrenched are forced to find new employment or try e-commerce.
- Malaysian buyers who were reluctant to shop online previously are forced to adapt
- Malaysian sellers who were reluctant to sell online previously are forced to retire or learn to survive in the new environment



wēijī  
危机  
Crisis

# CRISIS

IS COMPOSED OF TWO CHARACTERS

ONE REPRESENTS

**DANGER**

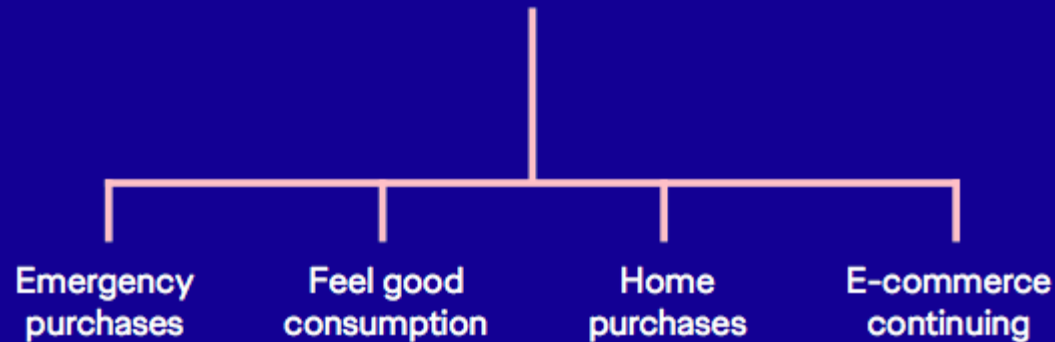
AND THE OTHER REPRESENTS

**OPPORTUNITY**

危  
机



# COVID-19 INFLUENCING PURCHASING BEHAVIOUR



*Change (possibly)*  
inevitable

The longer it goes on,  
we get used to living  
differently.



Choosing differently,  
shopping differently.



Strong possibility these  
changes will become  
the new normal.

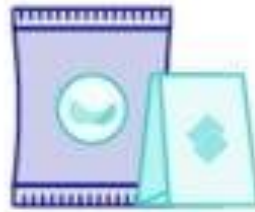


# How Have Malaysians' Buying Behaviour Changed During COVID-19?

**69%** of Malaysians are buying only **essential products**



Groceries



Snacks



Personal Hygiene Items



Preventive Care Items

# How Have Malaysians' Buying Behaviour Changed During COVID-19?

**27%** Malaysians are **still buying** other product categories - **driven by ongoing promotions and sales**



Home Cleaning Products



Skincare and Health Supplements



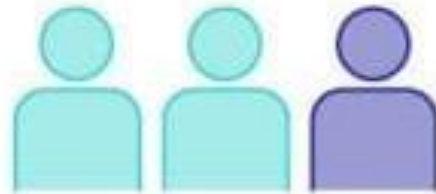
DIY Items



Work From Home Related Items

# How Have Malaysians' Buying Behaviour Changed During COVID-19?

## Changing Expectations towards eCommerce



eCommerce merchants and logistics service providers should be more **communicative**

### Our respondents believe that:

- Movement Control Order period will see more Malaysians going online.
- Customer loyalty can be built by keeping customers assured.
- Customers can be assured by **setting the right expectations** and **providing fast and frequent updates**.

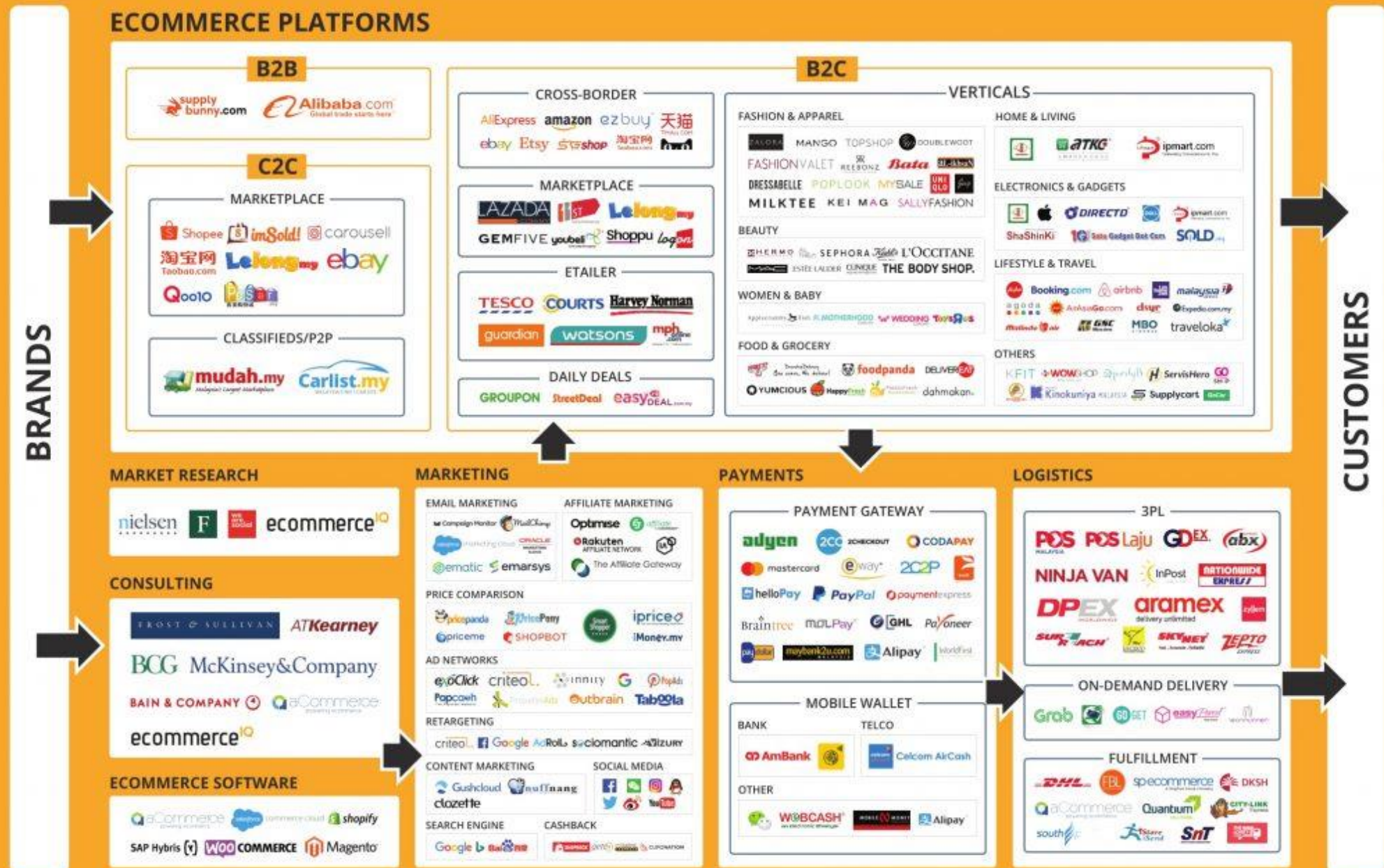


How can you  
bring your  
business  
online?

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EASY PEASY LEMON SQUEEZY

*the*  
**HOW**



# The Easiest Way To Setup An Online Shop With No Money

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BRING BACK THE 30%...



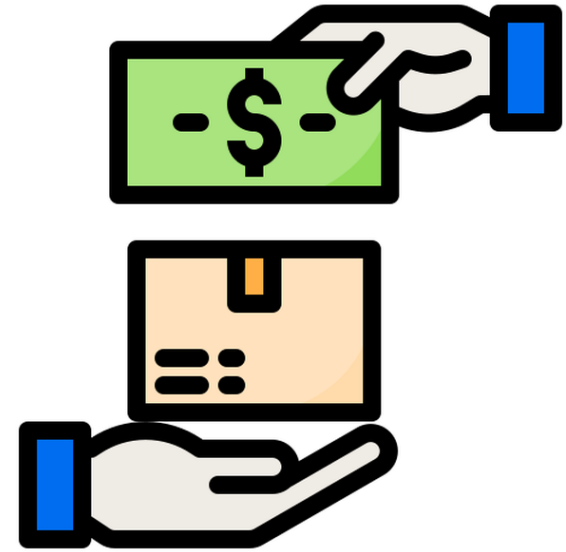


ONLINE RETAIL STORE - FREE!





MARKETING - FREE!



PAYMENT GATEWAY - FREE!



LOGISTICS – INCLUDED IN PRICE!

# **BRING YOUR BUSINESS ONLINE NOW TO RECAPTURE THE LOST 30% SALES**

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- Before MCO, Malaysia was already a booming eCommerce market.
- It may be too late now to get into eCommerce ... but better late than never.
- Now, more than ever, it is crucial for any business to have a online presence.
- Just by having an online presence, a business is able to recapture sales as much as 30%!
- All the tools that a business need to start an eCommerce platform has been made available







# EFFORT



# TIME



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- PRODUCT? Look, source, store ...
- YOU! All you need is to dedicate TIME and EFFORT ...





# 6-HOUR HANDS-ON WORKSHOP TO SETUP YOUR ONLINE STORE

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- Learn how to setup a Shopee online store.
- Create and promote your brand
- Take professional-like image of your product.
- *(No products? No problem. We got you covered)*
- Learn to market via Facebook, Instagram & Whatsapp
- Learn to run campaigns, give discounts and promotions.
- Learn to engage your customers to generate positive reviews

**VALUE AT: ~~RM599.00~~**

**ONE TIME OFFER**

*You'll Never See This Again*



**RM199.00 only**

# 6-HOUR HANDS-ON WORKSHOP TO SETUP YOUR ONLINE STORE

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Get it now for  
**RM199.00 only**



<https://bit.ly/2B7Gez4>



**ONE TIME OFFER**

*You'll Never See This Again*





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<https://bit.ly/2B7Gez4>

6-Hour Workshop for **RM199.00 only**