



## Empowering the Digital Transformation of Malaysian MSMEs

*By Dr. Mohamad Yusman Ammeran, Vice President, Unifi Business*

For most micro, small and medium enterprises (MSMEs), their business is about pursuing a passion, continuing a family tradition, or finding a flexible way to earn a living. Take Azifa 88 Company, a Sarawak-based business selling Kolo Mee. Through Unifi Business' Digital Marketing Solution, they've expanded even to the UK's popular Halal Street eCommerce platform. Another example is Suria Pest Control, which used Unifi Business' services to double its sales and improve brand visibility across Malaysia.

These MSMEs may start small, but their impact on Malaysia is substantial. Making up 97% of businesses in the country, they contribute more than RM580 billion to the GDP and employ millions of people. Yet only a small percentage have embraced digital transformation, though many realise that digitalisation could help them operate more efficiently, strengthen their workforce capabilities, and expand into new markets.

### Challenges MSMEs Face in Going Digital

Despite understanding the potential, MSMEs face real challenges in adopting digital tools, such as:

1. **Lack of financing support:** Rising costs make it hard for MSMEs to invest in technology, with many relying on cash reserves instead of growth investments.
2. **Limited market access:** Many MSMEs feel they lack the resources to expand or adapt to new markets, often citing limited customer data and insights.
3. **Resource and skills gaps:** A shortage of skilled resources and digital talent means some MSMEs struggle to adopt or make full use of technology.
4. **Difficulties understanding digital benefits:** Not all MSMEs see the direct impact digital tools could have on their specific business needs, which can delay their shift.

These challenges contribute to the substantial failure rate among Malaysian MSMEs, with many unable to adapt to the demands of the digital economy within the first five years.

### How Unifi Business Supports MSMEs' Digital Transformation

Unifi Business is the preferred digital partner for over 400,000 Malaysian MSMEs, offering resources, digital solutions, and premier support to address these challenges. With solutions tailored to local business needs, Unifi Business helps MSMEs:

1. **Access Financing:** Unifi Business facilitates the government's Geran Digital PMKS Madani, making it easier for MSMEs to access and afford digital solutions such as eCommerce platforms, digital financing, cloud and cybersecurity solutions.
2. **Boost Connectivity:** Through flexible fixed and 5G mobile services, Unifi Business helps MSMEs access the tools and learning resources they need to grow, whether it's through broadband speeds up to 2Gbps, secure internet options, or bundled devices for business management on the go.

3. **Digital Marketing Support:** Addressing one of the key challenges faced by smaller enterprises, Unifi Business' Digital Marketing Solution helps businesses increase online visibility, driving more traffic and sales.
4. **Unifi Business Club:** As Malaysia's largest MSME network, this platform provides members with educational resources, networking opportunities, and access to Unifi's ecosystem partners for financial and operational support. This includes agencies and organisations such as MCMC, MDEC, MARA, SME Corp, BSN, TNG Digital and Maybank Islamic.

### **The Advantages of Going Digital for MSMEs**

By going digital, MSMEs gain a range of benefits, such as:

1. **Reaching new markets:** Digital tools make it easier for businesses to operate beyond their local markets, connect with customers online, and innovate their offerings.
2. **Levelling the playing field:** Digitalisation enables MSMEs to compete with larger businesses, increasing brand visibility and reaching customers nationwide.
3. **Achieve commercial sustainability:** Digital tools help MSMEs adapt to changing market conditions, ensuring they remain competitive and sustainable.

Leveraging Unifi Business' expertise and solutions, MSMEs in Malaysia can not only start their digital journeys but are supported every step of the way. From offering digital marketing tools to financial partnerships and the Unifi Business Club's resources, Unifi helps MSMEs see the full potential of digitalisation.

In the future, Unifi Business will continue to innovate its offerings to meet MSMEs' needs, providing customer-centric digital solutions that prioritise flexibility, security, and sustainability to uplift local businesses in the digital economy.