



How 5G is Transforming Malaysian MSMEs

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For Malaysian micro, small, and medium enterprises (MSMEs), staying competitive in today's digital economy means embracing advanced technologies and connectivity. Among these, 5G is now a new cornerstone, enabling businesses to innovate, enhance operational efficiencies, and remain competitive in the digital economy.

Unifi Business, as the preferred digital partner for over 400,000 MSMEs throughout Malaysia, is making transformation more accessible through tailored 5G solutions, reinforcing the backbone of MSME digitalisation through fast, reliable, and secure connections. By providing reliable connectivity, it unlocks countless opportunities for connectivity across multiple devices, locations, and applications.

Despite 5G's potential, many MSMEs are hesitant due to concerns about cost and complexity. Unifi Business simplifies adoption by offering affordable, scalable plans bundled with essential tools. Initiatives like bundled 5G-enabled device promotions and its Go Niaga package with Maybank Islamic, combines 5G plans with banking solutions, making the transition to 5G both practical and rewarding.

Here's how 5G, powered by Unifi Business, is reshaping the landscape for Malaysian MSMEs:

1. Enabling Real-Time Decisions and Operations

With 5G, MSMEs can perform critical business functions faster. Whether it's real-time inventory management or instant customer responses, the seamless connectivity offered by Unifi's UNI5G Business Mobile solutions minimises downtime. For example, retail businesses can use real-time data insights to manage stock levels accurately, preventing overstocking or shortages.

To support these needs, Unifi Business provides 5G mobile plans featuring unlimited 5G and 4G data, free smartphones, and affordable add-ons like hotspot services. These tools are designed to keep businesses connected and agile, regardless of location.

2. Strengthening Cash Flow with Seamless Digital Payments

Today's customers expect fast and secure transactions. Unifi Business addresses this need through partnerships, such as its collaboration with TNG Digital to integrate 5G-powered eWallet Soundboxes, helping businesses manage digital payments, and improving cash flow and customer satisfaction.

For example, MSMEs with multiple sales points can rely on Unifi's 5G network to ensure uninterrupted payment processing, providing a consistent customer experience across locations.

3. Empowering Growth with Advanced Digital Tools

5G unlocks access to data-heavy applications like AI and IoT, enabling MSMEs to scale their operations and improve productivity. Businesses in the logistics or manufacturing sectors, for instance, can use IoT sensors powered by 5G to monitor and maintain equipment in real time, reducing operational costs.

Unifi Business makes these tools more accessible with flexible packages like the UNI5G Business 39 plan, which offers 30GB of data, unlimited calls and roaming options to cater to various industries. For just an additional RM1, businesses will receive an additional 200GB a month, ensuring sufficient data to run all their applications.

4. Delivering Immersive Customer Experiences

With 5G's high-speed connectivity, MSMEs can improve customer engagement. Features like augmented reality (AR) virtual fitting rooms or live-streamed product launches are now within reach, creating memorable experiences for customers. Unifi Business supports such innovations by bundling its mobile plans with digital marketing solutions, helping businesses leverage 5G for brand visibility and growth.

For example, Azroy Abdul Manaf, the founder of Temasek Agro, revealed that 90% of his entire business sales are from digital sales platforms and social media. Therefore, he attaches great importance to 5G solutions to enable him to manage various digital platforms efficiently.

5. Supporting Mobility and Remote Operations

Whether it's a food truck, a home-based business or businesses that are constantly on the go, 5G ensures MSMEs remain connected. Unifi Business enhances this flexibility with affordable data-sharing options and mobile connectivity solutions that allow seamless operations from virtually anywhere.

The Future of MSMEs with 5G

As 5G adoption grows, Unifi Business is committed to supporting MSMEs through tailored services, innovative partnerships with the likes of MCMC, MDEC, MARA, SME Corp, and BSN, as well as premium support including the largest MSME network – Unifi Business Club.

With its comprehensive 5G solutions, Unifi Business is empowering Malaysian MSMEs to innovate, compete, and thrive in the digital age – fuelling economic growth and reinforcing TM's vision of becoming a Digital Powerhouse by 2030.