



e-commerce Trends in Malaysia

PG Mall leads

The invention of the Internet has created rapid development and progress of the world today. Whether it is merely searching for information, contacting family and friends, or even shopping, these can be completed through Internet in a matter of a few seconds.

Malaysia's leading physical gold and silver trading company, Public Gold has realized the benefits of Internet for shopping as early as a decade ago, and officially launched the e-commerce platform www.pgmall.my

The logistics services, insurance and parcel tracking system at that time were not as efficient as what it is today. Therefore, after ordering gold or jewelry on the official website of Public Gold, customers those days collected their orders personally at 18 Public Gold branches in Malaysia.

However, with gradual improvement and more efficient logistics mechanism in Malaysia, Public Gold has begun to send gold jewelry by courier to customers who purchase them online.

Dato' Wira Louis Ng Chun Hau, founder and executive chairman of Public Gold Group of Companies, said that the development and progress of logistics industry is a major factor driving the success of e-commerce in Malaysia. Perhaps in the next five years, Malaysian consumers will be able to collect purchases within 24 hours. In addition, Ng believes that comparing with the United States, Europe and even China, Malaysia is still at its infancy stage.

Promoting products of Malaysia

As of now, there are not many Malaysian consumers who buy daily necessities on the Internet, so the market has not reached such a mature level as compared to the Chinese market.

Ng also found that Malaysian consumers prefer to buy foreign-made products that are not locally manufactured from local



online platforms. This also means that the untapped market in Malaysia is still very huge.

Malaysians invested large sums of money in e-commerce. However, returns are slow and not much, so these investors are finally forced out of the league. PG Mall (accessible via pgmall.my) is an e-commerce platform established in 2017 by Dato' Wira Louis Ng. The aim is also to sell locally manufactured goods to consumers.

PG Mall is well established with more than 10,000 merchants since its inception including Nestle, Mydin, Brands, Nivea, Eucerin, Abbott, HURIX'S, redOne, Ogawa, BROZ Car Accessories, Yusof Taiyoob, Raiya, Thong Guan Trading, Cobizco, Skechers, MyKuali Penang, Passion Trading, major brand furniture companies, smartphones, computers and electrical chain stores.

In Southeast Asia, there are more than 250,000 customers, and together, they snapped up more than 500,000 items via the platform. Unlike other local e-commerce platforms, PG Mall is a platform that actively encourage merchants to sell locally manufactured goods.

It also provides opportunities for local players to launch their

products abroad, expand international market outreach and enhance their competitiveness. In addition to 18 customer service centers in Malaysia, PG Mall has set up centers in Singapore and Indonesia to provide customers in Southeast Asia with the most professional, fast and high quality pre-sales and after-sales experience.

Seeing the future and prospects of e-commerce, Ng is confident that Malaysia's e-commerce sector will be successful in three to five years. Local businesses can develop their business network to other countries through the PG Mall platform. Besides, the Malaysian government and major institutions including POS Malaysia, DHL, POSLaju, sitegiant and a few other players have reached a consensus with PG Mall and became partners.

Next, PG Mall will work with more organizations to help local businesses and consumers to take advantage from the platform. PG Mall is also committed to be the number one e-commerce platform in Southeast Asia. Recently, PG Mall signed a partnership agreement with the Malaysian Internet Entrepreneur Association (PUIM) to bring local goods to the international stage, offer online trading platform to local entrepreneurs, as well as to promote local brands.

Pushing towards the world stage

Compared with a few other online shopping platforms, PGMall.my is sincere in providing trainings to new entrepreneurs. Specialists in PG Mall are always working hard to help entrepreneurs start faster by providing tours for the merchants and trainings for those who have zero knowledge about online shopping.

POSLaju, a subsidiary of POS Malaysia (POS, 4634, Main Board Bursa Malaysia) has become the logistics partner of PGMall.my. Ng said that under this cooperation, POSLaju will provide door-to-door parcel postal service for online merchants, lower postal rate, save time and money, and even allow more merchants to offer free shipping to attract shoppers. He pointed out that POS Malaysia's strong network of more than 700 post offices across the country can help PGMall.my reach millions of online shoppers in the country.

In March this year, PG Mall also partnered with Malaysia's first postpaid mobile virtual network operator, RedONE Network, to strengthen the registration of users. From April 1 this year, PG Mall discount coupons are made available for purchases of products or related services at POS Malaysia, such as payment of bills, remittances and purchase of unit trusts. RedONE users will receive PG Mall discounts via SMS. They will enjoy RM10 discount. Experiencing the success of these partnerships, PGMall.my will partner with TEKUN Nasional and offer PG Mall discount coupons.

Ng encourages local entrepreneurs, including distributors, retailers and manufacturers, to leverage on this platform to expand their online shopping business.

"We spent 10 years of retailing in jewellery, gold and silver bars to eventually become today's Public Gold. This is because we have been using the Internet as a trading platform," Ng said.

Talking about the strong point of online shopping, he said that online shopping provides more choices of local and foreign merchants, brands and prices on the Internet. There is no need to drive or face traffic congestion. In the era of smartphones, it is more convenient and quicker to shop online.

"ConsuMerchant®" concept a win-win situation

The rapid development of PG Mall today is no accident. The success of PG Mall is contributed by its superb "ConsuMerchant®" concept and zero registration fees. The registration fee and the "zero cost" allow merchants to pass on profit sharing to consumers.

This model achieves a win-win situation for both consumers and merchants. It also gives customers "double cash back". Registration is free for members. Every time you shop on this online shopping platform, you can get cash back. A member can also introduce PG Mall to friends and family members. Every time a referral makes a purchase, the referrer will also receive "Introduction Bonus".

PGMall.my's unique profit sharing model emphasizes the philosophy of shop, share, earn, allowing consumers to earn endless rewards by sharing with their friends and relatives when they shop. This business model makes PG Mall e-commerce not only a platform for the local sellers, but also provides consumers with appropriate returns.

PG Mall has a strong professional team to supervise its operations and provide backup support, including ensuring smooth operation of the website, improving efficiency of the website and immediately solving technical problems that may arise at any time. PG Mall also provides support to merchants, consultation, respond to and resolve complaints and status of shoppers.

With a young and energetic team, they are also actively engaging and recruiting new merchants, as well as launching creative promotions for different festivals and seasons.

It is believed that in the near future, the philosophy adhered by PG Mall will bring certain influence and contribution to the e-commerce ecosystem in Malaysia. Hopes are high that PG Mall will continue to lead Malaysia to higher achievements in e-commerce, transforming Malaysia to become an internationally competitive country. We look forward to the arrival of this day! **M**

