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'Support Perak, Moh Belanja!' Campaign to Encourage Business Transformation



Chris Teh • 5 days ago 0 168 Less than a minute



The state government, via Digital Perak Corporation Holdings (Digital Perak), has set up an e-commerce microsite specially for Perak business vendors with well-known platform Lazada Malaysia in the hopes of encouraging physical vendors to transform into digital entrepreneurs.

According to chief executive officer of Digital Perak, Meor Rezal Fitri Meor Redzuan, the joint effort with Lazada is in line with the S.M.A.R.T Niaga@Perak initiative which was launched earlier this year in May.

"With regards to that, we've launched the 'Support Perak, Moh Belanja!' campaign to help recover the state economy post COVID-19," he told reporters after handing over a memorandum of understanding at M Roof Hotel on October 6.

Present was the Vice President (Public Policy and Government Affairs) of Lazada Malaysia, Shahrul Azhar Shaari.

"Around 3,000 local vendors have registered with us so far," Meor Rezal added.

"Most of the vendors sell food, electronics and fashion accessories.

"Those who have yet to register can head to

<https://digital.perak.my/smartniaga/> as it's still open for application," he mentioned. "Hopefully, the digital transformation helps the public and affected businesses to continue enduring and competing in the new era of digital economy."

The new Lazada microsite can be accessed at

<https://www.lazada.com.my/perak>. Let's support our local vendors, fellow Perakeans!

Chris Teh