

100 e-commerce traders signed up for S.M.A.R.T Niaga@Perak e-platform



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PERAK: Since it launched earlier this month as part of an effort to facilitate sales for the coming Hari Raya Aidilfitri, over 100 e-commerce traders have signed up for the S.M.A.R.T Niaga@Perak e-platform.

Digital Perak Corporation Holdings Digital acting chief executive officer Meor Rezal Fitri Meor Redwan said the Initiative was initiated in partnership with e-commerce platform operators Shopee Malaysia (Shopee), Lazada Malaysia (Lazada) and e-wallet payment company Axiata Digital Ecode Sdn Bhd (Boost) through the Boost application.

"We hope more traders, especially small and medium enterprises in the state would register with S.M.A.R.T Traders @ Perak, as the e-commerce platform will be able to help them to expand their sales to the international market.

"We will continue this initiative as long as it remains relevant to help the people to conduct their business online," he said.

Meor Rezal Fitri stated this to reporters of the S.M.A.R.T Niaga@Perak Memorandum of Understanding exchange document ceremony between the State Secretariat Local Government Azrul Sani Ibrahim and the representatives of the e-commerce platform operator.

Those who wish to take part in the S.M.A.R.T Niaga@Perak may register by logging on to digital.perak.my/smartniaga until the end of the year.

Under SMART Niaga@Perak, traders can sell items such as clothes, cookies, beauty products, and home decorations.

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