

Angkasa targets April launch of e-commerce portal

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PETALING JAYA: Angkatan Koperasi Kebangsaan Malaysia Bhd (Angkasa), the Malaysian national cooperative movement, aims to launch its e-commerce portal, Shopeera, by April 7, and strengthen its cooperative business in Asean through the platform.

Vice-president Mutadho Bahri said Shopeera should be featured immediately to compete with other players in the market.

Angkasa, as the chair of the Asean Cooperative Organisation (ACO), lauded Shopeera by electing its subsidiary, MyAngkasa Holdings Sdn Bhd (MHSB), as the portal administrator, he said at a memorandum of understanding signing ceremony involving ACO, MHSB and D&B Concepts Sdn Bhd, the portal developer, yesterday.

MHSB CEO Shaharuddin Mohamed said Shopeera has good potential as its 13,000 cooperatives and 160 million members would want to tap the massive Asean market.

"The soft launch is to create awareness for ACO members. Shopeera has a good potential market outside Asean such as in China, Japan and Korea," he said.

D&B Concepts Sdn Bhd CEO Daniel Phan said it expects to clinch monthly sales of RM3 million, three months from Shopeera's official launch in April, from at least 2,000 businesses. - Bernama.