

**KERATAN AKHBAR-AKHBAR TEMPATAN
TARIKH: 09 DISEMBER 2015 (RABU)**

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Dr Azmi diiktiraf Saintis Terbaik Negara

» *Beri
sumbangan
dalam bidang
penyelidikan*

► Kuala Lumpur

Profesor Dr Azmi Shariff daripada Universiti Teknologi PETRONAS (UTP) diiktiraf sebagai Saintis Terbaik Negara (TRSM) oleh Akademi Sains Malaysia (ASM) atas sumbangan signifikan dalam bidang penyelidikan.

UTP dalam kenyataannya semalam, menyatakan Azmi mempunyai kelebihan serta kelayakan untuk diiktiraf sebagai saintis penyelidikan pertama daripada UTP, yang di-

beri penghormatan seumpama itu.

Menurut kenyataan itu, Azmi adalah di antara 14 saintis terbaik yang diiktiraf ASM.

Sehingga kini, 110 penyelidik dan saintis adalah antara sebahagian daripada pangkalan data TRSM dengan 99 daripada mereka adalah daripada universiti awam, lima (universiti swasta) manakala bakinya daripada institut penyelidikan.

Kumpulan perintis

Semangat Azmi untuk menjalankan penyelidikan dan inovasi timbul sejak beliau mengikuti pengajian prasiswazah apabila menjadi sebahagian daripada kumpulan perintis program Ijazah Kejuruteraan Kimia di UTP.

"Selepas tamat pengajian,

Azmi menjawat jawatan Pegawai Penyelidik dan terbabit dalam persekitaran penyelidikan serba mencabar.

"Beliau kemudiannya melanjutkan pengajian peringkat Ijazah Sarjana dalam bidang 'Process Integration' di Victoria University of Manchester, United Kingdom dan Doktor Falsafah dalam bidang Kejuruteraan Kimia di University of Leeds, UK," menurut UTP.

Azmi kini dipertanggungjawab menerajui Pusat Penyelidikan Carbon Dioxide (CO₂) Capture Research dan Advanced Process Safety Research, terlibat secara langsung dalam pelbagai projek penyelidikan terutamanya industri minyak dan gas.

Menurut kenyataan itu, Azmi kini mengendalikan dua projek

utama dalam pengurusan CO₂ serta proses reka bentuk keselamatan bagi industri.

Suatu pengiktirafan

Sementara itu, Azmi berkata, pengiktirafan TRSM adalah penghormatan terhadap usaha dan sumbangan beliau ke arah memenuhi pencapaian standard yang ditetapkan ASM.

"Harapan saya agar pengiktirafan ini akan jadi perangsang kepada penyelidik dan saintis lain terutama daripada UTP untuk berusaha keras dalam bidang serta kepakaran masing-masing supaya bersama-sama menyumbang kepada pembangunan dan kemajuan negara menerusi bidang penyelidikan," katanya.

TRSM yang diperkenalkan ASM lima tahun lalu, bertanggungjawab mengenal pasti serta mengiktiraf saintis penyelidikan terkemuka yang aktif menghasilkan pengetahuan baharu bagi memperkenalkan penemuan terkini selain mempunyai potensi sebagai penyumbang kepada transformasi sosio ekonomi negara.

BERNAMA

Dr Azmi Saintis Terbaik Negara

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Pensyarah UTP Diiktiraf Saintis Terbaik Negara

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Malaysian researchers for Antarctica mission

By Kurniawati Kamarudin

THE world is experiencing more devastating effects of global warming. Rising temperatures have triggered many natural disasters such as floods, forest fires and the rise in sea levels, raising deep anxiety worldwide.

Although there is an increase of only a two-degree Celsius in the Earth's temperature between 1950 and 2000, it is enough to adversely impact the Arctic in the North Pole and Antarctica in the South Pole. It has caused the ice in Greenland, the Arctic Sea and the Antarctica continent to melt.

According to the World Meteorological Organisation annual report, the occurrence of serious droughts, heat wave, flood and tropical storms last year were caused by the change in global climate. This has resulted in the destruction or loss of human and animal lives as well as property. The report also showed that 2013 showed a similar trend to 2007, in terms of the increase of atmospheric and sea temperatures, sea levels and greenhouse gases as well as extreme weather conditions.

Researchers from around the world would travel to Antarctica to study the effects of global climate change. The continent is

situated in the southern hemisphere and regarded as an open laboratory to all. Antarctica is the coldest, driest and windiest continent in the world and 98 per cent of it is covered in ice that can go as cold as -89 degrees Celsius. If all the ice blocks there were to melt, it is believed that the world's sea water level would rise between 60 and 65m.

Nearly 5,000 researchers from all over the world come to Antarctica every year to explore the mysteries of the continent. Malaysia, through the Sultan Zainal Abidin Antarctica Research Foundation, also actively sends its researchers there. Next month, eight researchers will follow an expedition to Antarctica under the foundation to study the effects of global climate change on human lives, wparticularly in Malaysia.

The team, headed by Dr Mohamed Huzaimy Jusohw from Universiti Teknologi Mara, will leave for Antarctica on Jan 13 for their 22-day trip.

The others are Dr Mohd Shahrul Mohd Nadzir and Dr Goh Thian Lai from Universiti Kebangsaan Malaysia (UKM), Dr Foong Swee Yoeok and Muhammad Hilal Mohd Zainudin from Universiti Sains Malaysia, Dr Wan Mohd Rauhan Wan Hussin from Universiti Malaysia Terengganu, Dr Emienour Muzlina from Universiti Malaya and Aniqah Zulfa Abdul Latif from the

International Medical University.

They will be covering an array of research topics ranging from electrical engineering to atmospheric science. They will transit in Buenos Aires, Argentina before sailing to Antarctica on Jan 18 on a chartered sailboat, said the foundation's chief executive officer Mohd Nasarudin Abd Rahman.

Since the establishment of the foundation, six researchers have been awarded grants to study climate change in Antarctica. Each grant is worth RM150,000 for three years of research. Mohd Nasarudin said five researchers were awarded the grant in this year's expedition, while the rest were sponsored by their respective universities. In bid to provide more researchers the opportunity to conduct research in Antarctica, the foundation has partnered with developed nations with bases in the continent.

"The foundation has signed a collaboration with Britain until 2018 to bring Malaysian researchers to Antarctica," he said.

"However, next year's expedition will be the first independent one for Malaysian researchers going into Antarctica."

It costs every researcher RM37,500 to charter the sailboat throughout their trip.

UKM lecturer Mohd Shahrul would be using the portable Gas Chromatograph (GC) to obtain samples of the greenhouse gases released in Antarctica and compare with

those released in Malaysia.

The joint research between UKM and the University of Cambridge, United Kingdom, saw the GC, specially designed by Dr Andrew Robinson of University of Cambridge, being used in greenhouse gases research in Malaysia since 2006. The machine was placed in five locations worldwide: two in Kelantan and Sabah and three in Taiwan, Australia and New Zealand.

Mohd Shahrul, whom the foundation awarded a grant last year, is focusing his research on how greenhouses gases affect global climate due to its ozone-thinning effects.

"Tropical areas are the main gateway for reactive gases into the atmospheric layer. It would subsequently contribute to the rise of temperature in Europe, Asia and even the Antarctic," said Mohd Shahrul, who is also the head of the Tropical Climate Change System Centre at the Institute of Climate Change in UKM.

This is due to several factors such as the monsoon winds, the year-long hot and humid weather causes the convection process of active gases to quickly reach the atmosphere.

This uniqueness has many researchers from universities like the University of Cambridge and Oxford coming to Malaysia to conduct research on the subject. — Bernama



Researchers observe a penguin in Antarctica. The team of eight Malaysian researchers will leave for the continent on Jan 13.

KERATAN AKHBAR
BERITA HARIAN (BISNES) : MUKA SURAT B5
TARIKH : 09 DISEMBER 2015 (RABU)



Mohamad Idham (lima dari kanan) bersama Jamaludin dan Kamarul Nizam, pada sidang media selepas **majlis Pengumuman Pelaburan Pertama ADIF** di Kuala Lumpur, semalam.
[FOTO MOHAMAD SHAHRIL BADRI SAALI/BH]

Axiata, MAVCAP salur dana RM12.5j

» **Bantu enam syarikat tembus pasaran khidmat digital serantau**

Oleh Lum Chee Hong
lumch@bh.com.my

Axiata Group Bhd (Axiata) dan Malaysia Venture Capital Management Bhd (MAVCAP) memperuntukkan RM12.5 juta daripada Dana Inovasi Digital Axiata (ADIF) untuk disalurkan kepada enam syarikat teknologi tempatan.

Ia dalam usaha bagi membantu syarikat berkenaan mengembangkan perniagaan dan produk masing-masing di rantau ini.

Tanggungjawab korporat

Ketua Pegawai Korporat Kumpulan Axiata, Mohamad Idham Nawawi, berkata dana itu adalah sebahagian daripada tanggungjawab sosial korporat (CSR) syarikat telekomunikasi berkenaan untuk membantu syarikat tempatan bagi menembusi pasaran perkhidmatan digital serantau.

"Kita mahu mewujudkan lima hingga enam syarikat tempatan yang menjuarai perniagaan perkhidmatan digital

serantau menjelang 2020.

"Enam syarikat kini mempunyai pencapaian yang baik dan kita berharap lebih banyak (syarikat) akan tampil ke depan," katanya pada sidang media selepas majlis Pengumuman Pelaburan Pertama ADIF di Kuala Lumpur, semalam.

Pada November lalu, Perdana Menteri, Datuk Seri Najib Razak melancarkan ADIF yang memperuntukkan RM100 juta bagi membantu syarikat teknologi tempatan dalam tempoh lapan tahun.

Yang turut hadir, Ketua Pegawai Eksekutif MAVCAP, Jamaludin Bujang dan rakan kongsi Intres Capital Partners, Kamarul

Nizam Kassim.

Sementara itu, Jamaludin berkata, pasaran ASEAN kini mempunyai kira-kira 600 juta penduduk dan pihaknya membantu syarikat berkenaan untuk meneroka pasaran luar.

Bantu enam lagi syarikat

"Kita juga mungkin akan membantu enam lagi syarikat tempatan pada tahun depan dan memastikan ada pertumbuhan ini di pasaran ASEAN," katanya.

Terdahulu, enam syarikat tempatan yang menerima ADIF ialah Maideasy, Tripfez, Easyparcel, Easyuni, SPOT News dan Supahands.

ADIF diuruskan oleh anak syarikat MAVCAP iaitu Intres Capital Partners.

Ia adalah usaha sama Axiata dan MAVCAP pada lewat 2014 demi menyokong matlamat kerajaan untuk mengukuhkan keupayaan syarikat teknologi tempatan terutama perniagaan Bumiputera yang mempunyai prestasi berlandaskan merit terbukti.

KERATAN AKHBAR
HARIAN METRO (BISNES): MUKA SURAT 51
TARIKH: 09 DISEMBER 2015 (RABU)

Kuala Lumpur

Axiata, MAVCAP labur RM12.5j dalam ADIF

Axiata Group Berhad (Axiata) dan Malaysia Venture Capital Management Berhad (MAVCAP) melabur RM12.5 juta untuk membantu mengembangkan perniagaan syarikat teknologi milik Malaysia di bawah pelaburan Dana Inovasi Digital Axiata (ADIF).

Ketua Pegawai Korporat Kumpulan Axiata Idham Nawawi berkata, di bawah ADIF, pihaknya memperuntukkan pelaburan RM100 juta



IDHAM (tiga dari kanan) pada majlis kerjasama di antara Axiata dan MAVCAP.

dalam membantu syarikat berkeupayaan dan berpotensi selama lapan tahun merangkumi

pelbagai bidang termasuk pelancongan, perkhidmatan, pendidikan, logistik serta media.

Corporates urged to venture into startup funding

By Fatimah Rashid
fatimah@mmail.com.my

KUALA LUMPUR — The dearth of funds plaguing start-ups could be solved if local corporations join venture capital, paying heed to calls for their greater involvement.

"The problem with the venture capital industry, the funding ecosystem for startups, is there has not been enough corporate participation," said Malaysia Venture Capital Management (MAVCAP) Bhd CEO Jamaludin Bujang.

He said in 2013, there were signs of corporate efforts, but the amount pumped into local start-ups was small and they were focused on their own interests.

"Although it may be a new thing in Malaysia for corporates, it is not new elsewhere," he said.

MAVCAP and Axiata Group Bhd collaborated last year to launch the Axiata Digital Innovation Fund (Adif) in support of the government's objective to enhance the capabilities of local technology companies, especially bumiputras with proven merit-based performance.

Adif is in talks with two companies to participate as investors into the fund.

Adif yesterday granted RM12.5 million to six Malaysian-owned start-up companies to help expand their business and product reach into the regional digital marketplace.

The amount is the first batch of investments from its RM100 million commitment — RM50 million of which is from Axiata, RM20 million from MAVCAP, and the remaining RM30 million open to any willing corporate participant.

"We can be active in the next two to three years in choosing investments, chances are we are going to choose six again next year.

"This is not the final amount; we will



Nawawi (centre) says the aim is to help companies evolve into regional champions. — Picture by Abdul Razak Ghazali

continue with follow-on investments in these companies, so we want to make sure that these companies grow, as it is not just a one-off investment. We are going to help them grow in Asean," Jamaludin said.

Any follow-on investments would depend on the performance of the startups within 12 to 18 months.

Startups funded by Adif have the opportunity to leverage Axiata's network.

"Going forward, we want to make investments in this space here in Malaysia as well as in the region, but we want to help them with Axiata's reach and market network.

"The Asean market is going to integrate

next year, and that is a 600 million market compared to Malaysia which is only 30 million, so the only way to build value with these companies is by helping them go out, reach those markets as fast as they can with partners that will help, said Jamaludin.

With the investment, Axiata would hold between 20% and 40% stakes in the start-up companies.

Besides financial assistance, Adif also aims to help revenue-generating companies in the digital services marketplace enhance their innovative products and grow their businesses through funding, know-how and market access.

"Our aim is to further develop these

successful Malaysian companies and help them evolve into regional champions within the digital service space.

"We are in the best position to enable these companies to grow bigger by providing not only funding, but also industry expertise and market access to Axiata's over 260 million customer base across Asia," said Axiata Group Bhd group chief corporate officer Mohamad Idham Nawawi.

Tapah murder suspects held under Prevention of Crime Act

TAPAH — A 57-year-old mechanic and his 20-year-old son, who have been in police custody since Oct 27 on suspicion of killing four missing persons, have been rearrested under the Prevention of Crime Act (POCA) 1959.

Perak Criminal Investigation Department chief Datuk Goh Kok Liang said the two men had been arrested under Section 3(1) of the Act.

They had been under police remand for investigation under Section 302 over the disappearance of the four men, believed to have been murdered.

The four are land broker Jasbeer Singh, 46, spare parts dealer Ng Chor Kee, 54, bus operator V. Gunawathy, 56, and bus conductor Ng Ah Leng, 36.

"Both of the primary suspects have been released on the advice of the state criminal prosecution unit because the identities of the victims cannot be ascertained," Goh said.

"This is because the chemist report did not find any DNA trace from the bone fragments and other items sent (to the Chemistry Department) for analysis."

Both suspects were brought to the magistrate's court here at 8am.

They were taken into the magistrate's chambers without handcuffs. However, after coming out, they were handcuffed again by the police before they were taken back to the police station.

According to Goh, the duo would be remanded under the Prevention of Crime Act for 21 days.

"Police will obtain a remand order for 21 days tomorrow to complete investigation for the purpose of action under POCA," he said.

Goh said the state prosecution unit had advised police to continue their investigation to find evidence in relation to the murders.

The murders shook the nation when police released information to the press that four members of a family had been arrested in Tapah on Oct 26 in connection with the disappearance of the victims.

The mechanic's wife and another disabled son were also arrested. However, they were released on Dec 2.



Agenda Pemerkasaan Ekonomi Bumiputera Beri Impak Lebih RM60 Bilion Dalam Pelbagai Aspek

KUALA LUMPUR, 8 Dis (Bernama) -- Agenda pemerkasaan ekonomi Bumiputera yang dilaksanakan kerajaan melalui Unit Peneraju Agenda Bumiputera (TERAJU) berjaya memberi impak penciptaan nilai lebih RM60 bilion dalam pelbagai aspek termasuk penyediaan peluang perniagaan, pembiayaan, pembangunan modal insan dan pelaburan swasta.

Ketua Pegawai Eksekutif TERAJU, Datuk Husni Salleh berkata dalam menyelaras aktiviti secara menyeluruh, TERAJU telah memeterai kerjasama dengan pelbagai pihak termasuk 24 Unit Pemerkasaan Ekonomi Bumiputera di semua kementerian.

"Sokongan pelbagai pihak ini membolehkan penguatkuasaan 99 KPI Bumiputera terlaksana, sekaligus memperkukuhkan teras keusahawanan dan perniagaan Bumiputera," katanya pada taklimat mengenai Laporan Pemerkasaan Ekonomi Bumiputera 2015 terbitan TERAJU di sini, Selasa.

Laporan tersebut dilancarkan Perdana Menteri Datuk Seri Najib Tun Razak sebelum menyampaikan taklimat Presiden sempena Perhimpunan Agung UMNO 2015 yang bermula hari ini.

Ia diserahkan kepada Najib oleh Menteri di Jabatan Perdana Menteri dan Pengerusi TERAJU, Datuk Seri Abdul Wahid Omar, diiringi Husni.

TERAJU, yang ditubuhkan pada 2011, merupakan unit strategik di Jabatan Perdana Menteri yang bertindak sebagai pemudahcara hal ehwal perniagaan, penggerak pelaburan, pemangkin pembangunan, perancang dasar dan penyelarar utama dalam memacu penyertaan Bumiputera dalam ekonomi negara.

Antara pencapaian melalui pelbagai inisiatif yang dilaksanakan adalah 11 buah syarikat berjaya disenaraikan di Bursa Malaysia dan dua buah syarikat tersenarai dalam kelab "billionaire".

Sehingga Ogos 2015, nilai pelaburan swasta Bumiputera termasuk pelaburan daripada Dana Mudahcara adalah sebanyak RM10.2 bilion dan nilai pasaran yang dijana daripada Skim Jejak Jaya Bumiputera selepas penyenaraian berjumlah RM3.6 bilion.

Husni berkata peluang perniagaan yang telah diwujudkan termasuklah - RM36.06 bilion bagi projek "Carve Out and Compete"; RM6.6 bilion bagi Program Pembangunan Vendor oleh Khazanah Nasional Bhd dan Syarikat Berkaitan Kerajaan (GLC); dan RM164.6 juta bagi nilai pelupusan aset Syarikat Pelaburan Berkaitan Kerajaan (GLIC) dan GLC.

Akses kepada pembiayaan perniagaan juga dipertingkatkan melalui pelbagai dana antaranya RM2.7 bilion Dana Teras di SME Bank, RHB Islamic Bank, Maybank Islamic dan MIDF.

Manakala sebanyak RM400 juta diperuntukkan di bawah Dana Pembangunan Halal yang diuruskan Agrobank, RM475 juta Dana Pengembangan Bumiputera diuruskan Perbadanan Pembangunan Teknologi Malaysia (MTDC) dan RM144 juta pembiayaan Prosper Teras dan francais di Perbadanan Usahawan Nasional Berhad (PUNB) serta RM7.8 juta pembiayaan Ladang Satelit di Johor Corporation telah dicapai.

Program Skim Usahawan Permulaan Bumiputera bernilai RM100 juta juga telah diberi kepada 76 pemenang geran yang dipilih melalui pertandingan Super BizPitch yang bermula pada Februari 2014.

Sebanyak 77 pemenang Program 'Rural Business Challenge' telah dikenal pasti dengan dana sebanyak RM58.05 juta telah diluluskan, dan 942 peluang pekerjaan diwujudkan.

Dari segi pemilikan ekuiti korporat pula, sehingga Ogos 2015, 2.72 bilion unit Amanah Saham Bumiputera 2 (ASB2) dijual dengan 117,034 pemegang akaun ASB2.

Selain itu, di bawah Permodalan Nasional Bhd (PNB), terdapat 10 tabung amanah yang mempunyai langganan sebanyak RM165 bilion dan penglibatan 11.15 juta Bumiputera.

Bagi inisiatif Pelaburan Langsung dan Program Penyumberan Luar oleh Ekuiti Nasional Berhad (EKUINAS), sebanyak RM4.2 bilion bersamaan 1.9 kali ganda modal dilabur berjaya ditingkatkan untuk pemilikan ekuiti Bumiputera.

Husni berkata isu perumahan turut diberi perhatian apabila 28,277 unit rumah disediakan oleh Syarikat Perumahan Negara Berhad (SPNB) melalui projek pembinaan Rumah Idaman Rakyat, Rumah Mampu Milik dan Rumah Mesra Rakyat 1Malaysia.

Selain itu, 20,149 unit kediaman mampu milik dibina UDA Holdings Berhad khusus untuk Bumiputera sehingga 2015.

Saiz dana Amanah Hartanah Bumiputera juga ditambah daripada 1.0 bilion unit kepada 2.0 bilion unit.

Sehingga 2015, pemilikan aset Amanah Hartanah Bumiputera melalui Pelaburan Hartanah Berhad telah mencapai RM8.5 bilion.

Amanah Hartanah Bumiputera turut mengagihkan RM430.6 juta pendapatan kepada pemegang akaun unit dari 2011 hingga September 2015.

Husni menambah institusi Wakaf turut diperkenalkan untuk memperkukuhkan pegangan aset bukan kewangan Bumiputera.

Dana permulaan sebanyak RM50 juta telah disalurkan kepada Perbadanan Wakaf Nasional Berhad (PWNB) melalui Yayasan Wakaf Malaysia untuk program peningkatan ekonomi dan pembudayaan wakaf bagi tempoh empat tahun sehingga 2019.

Maklumat lanjut mengenai Laporan Pencapaian 2015 ini boleh dimuat turun dari laman web <http://www.teraju.gov.my>.

-- BERNAMA



'Mengkuang Starbucks' Antara Tarikan Sempena Pameran Kreatif Wanita Di PWTC

Oleh Erda Khursyiah Basir

KUALA LUMPUR, 8 Dis (Bernama) -- Mengkuang melalui transformasi membanggakan dengan menerima lonjakan antarabangsa apabila kraftangan warisan itu menjadi pilihan rangkaian minuman berasaskan kopi, Starbucks, untuk digandingkan dalam produk syarikat berkenaan sebagai tarikan jualan.

Menurut penyelia kraftangan mengkuang penduduk Kampung Pasir dan Kampung Ulu Slim di Slim River, Perak, Lokmanul Hakim, Starbucks menggunakan mengkuang sebagai sarung cawan panas, alas cawan serta beg untuk mengisi produk jualan.

"Mereka (Starbucks) memaklumkan aroma daun mengkuang itu menjadi antara tarikan pelancong luar seperti Jepun," katanya yang menyifatkan langkah Starbucks itu mampu mempopularkan kraftangan mengkuang.

"Peluang ini sekali gus dapat menjana sumber ekonomi usahawan desa yang majoritinya golongan suri rumah serta anak muda lepasan sekolah yang tinggal di kawasan pedalaman," katanya.

Kampung Pasir dan Kampung Ulu Slim adalah antara pembekal produk kraftangan mengkuang kepada Starbucks.

Ditemui Bernama pada Pameran Wanita Kreatif 2015 sempena Perhimpunan Agung UMNO 2015 di sini hari ini, di mana 'Mengkuang Starbucks' adalah antara tarikan pameran, Lokmanul berkata latihan kemahiran serta bengkel kraf mengkuang yang ditubuhkan sejak tahun lepas melalui inisiatif Anggota Dewan Undangan Negeri Behrang Datuk Rusnah Kassim itu, turut mendapat kerjasama Kraftangan Malaysia.

SIRIM Bhd turut terlibat menyumbang dua buah mesin iaitu 'mesin menjangka' dan 'mesin melurut' bagi tujuan mempermudah dan mempercepatkan proses penghasilan produk mengkuang, katanya.

Sebanyak 16 gerai yang mempamerkan produk kreatif dan hasil kraftangan individu dan agensi berkaitan, menyertai pameran anjuran kali kedua Sekretariat Pembangunan Ekonomi dan Usahawan Pergerakan Wanita UMNO di Pusat Dagangan Dunia Putra (PWTC) itu, bermula hari ini hingga Jumaat.

-- BERNAMA

With IoT, retailing now is entire new supply chain game

SINCE the era of Internet, shopping has changed tremendously. The brick-and-mortar retail model is now seen as an old-fashioned style of doing business.

Brick-and-mortar retailers find it difficult to compete with web-based businesses because the latter has lower operating costs and a wider range of products.

Brick-and-mortar businesses refer to traditional "street-side" businesses that deal with customers face-to-face in a place that they own or rent. The local grocery store is an example of a brick-and-mortar operation.

Consumer expectations of shopping convenience are continuously increasing. Many retail products — such as power tools, appliances, furniture and cosmetics — that have traditionally relied on a personal shopping experience are moving online.

With the new trend, consumers are also demanding a variety of delivery options such as in-store pickups and home delivery; high product availability regardless of where they shop; and free returns across all channels. The evolution of smartphones has escalated pressure on businesses to shift from the brick-and-mortar retail model.

According to Ahmad Alfiahrein Abdullah Fadzil, an MBA student at the Faculty of Industrial Management, Universiti Malaysia Pahang, multi-channel retailing requires fundamentally-different logistics models.

MOVING FORWARD



DR MARCO TIEMAN

Many retail supply chains today were not designed to handle the demand for speed and convenience in a cost-effective way and are already creaking under the strain of the new multi-channel world.

Multi-channel retailing adds a significant amount of complexity to retailers' operations and that complexity just keeps on increasing as more consumers use smartphones and tablets for their online shopping.

To support the added complexity, many retailers have undertaken process re-engineering and started technology initiatives. The goal is to offer consistency in customer experience and information sharing across multiple channels.

One of the key factors that impact online shopping behaviour is delivery times. In Malaysia, consumers have to wait for days for an online order to arrive via courier services. However, most shoppers do not want to wait longer than a day to receive their goods. Ideally, the waiting should not be no more than a few hours.

Therefore, retailers that offer the



The traditional brick-and-mortar retail model is finding it **difficult to compete with Web-based businesses** that have lower operating costs and a wider range of products. Bloomberg pic

fastest delivery will be best-positioned to win more businesses and market share. In the hope of gaining competitive advantage, many retailers have begun to re-engineer their order fulfilment and logistics processes to offer later webstore cut-off times and shorter order lead times.

For example, Amazon.com has been investing significantly to provide faster services to its customers. The company is building tens of millions of square foot of distribution centres and many new (smaller) fulfilment centres.

More and more of such fulfilment centres are located near major metropolitan areas. As a result, other than providing same-day delivery, the centres also turn the retail world upside down with the introduction of free shipping.

Supply chain management is taken to a new level-playing field for retailers. Logistics is no longer just about cost-reduction. It directly interfaces with end-customers and has therefore become part of the shopping experience.

The Internet of Things (IoT) require rethinking of our supply chains, so that the operation model is fully aligned with the new business model.

In other words, retailing today is an entire new supply chain game.

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