

## B2B2C MODEL

# UNI COMMS UPBEAT ON EMAIL

UCSI Group's subsidiary courting 2,000 merchants for newly-launched e-commerce portal

### KUALA LUMPUR

**U**CSI Group Holdings Sdn Bhd's subsidiary, Uni Comms International Sdn Bhd, hopes to have 2,000 merchants on board its e-commerce portal UniComms-eMall, which was launched yesterday.

Uni Comms International chief executive officer Brendan Mehdi Lanza said UniComms-eMall's platform fee of 7.5 per cent on each item (or 7.5 per cent of the transaction price) should ensure that merchants came on board the e-portal as it picked up in popularity.

The company would engage with small and medium-sized enterprises (SMEs) to encourage them to use the online portal, he said at the launch here, yesterday.

Lanza declined to discuss how much UCSI Group has invested in the e-commerce venture, but said it would be announced at a later date when Uni Comms International updates the media on the site's progress.

He said the e-commerce retailer hosted businesses dealing in a wide range of products, from sports equipment to beauty and fashion,

electronics and health.

He said it would broaden its scope to include educational and health services currently offered under the UCSI Group.

"UniComms-eMall employs a business-to-business-to-consumer

(B2B2C) model, empowering consumers and businesses with greater flexibility when it comes to making online purchases," said Lanza.

At the launch yesterday, the company shared International Trade and Industry Ministry data showing that Malaysia's e-commerce landscape would grow to US\$3.4 billion (RM15.1 billion) by 2020.