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Tajuk : Cooperatives told to focus on developing applications for consumer

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PETALING JAYA, Dec 14 – The cooperative sector has been urged to focus on efforts to develop service applications for consumer use, said Deputy Communications and Multimedia Minister Datuk Zahidi Zainul Abidin.

He said cooperatives should have strategic partnerships by participating in developing technologies according to their needs and suitability.

“Internet application development needs to move in line with current technological advancement with a focus on facilitating matters such as delivering and receiving packages for the public.

“I am sure that this opportunity will provide good returns to the cooperatives and the members as it will give strong synergy in delivering the best services to the people,” he said.

He told this to reporters after officiating the ceremony to mark the cooperation between ASEAN Co-operative Organisation (ACO), Koperasi 1Malaysia Berhad and Parcel365 Sdn Bhd in package delivery and receipt via internet application here today.

Zahidi said the country's cooperative movement under the Angkatan Koperasi Kebangsaan Malaysia (ANGKASA) has contributed to the advancement of cooperatives to develop members' socioeconomic using the latest technologies.

He said the introduction of Parcel365 services is seen as relevant as the government is currently focusing on the advancement of current technologies.

Zahidi in his speech quoted the e-Conomy SEA 2020 report that found the sudden rise in the use of digital services among Malaysian consumers, where one in three Malaysians used digital services for the first time in 2020.

He said this finding could be translated into potential growth for the demand and supply chain in the e-commerce sector.

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