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Tajuk : Samsung Malaysia and ANGKASA Forge Alliance to Boost Cooperative Business Ecosystem

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Image Credit: Bernama

Angkatan Koperasi Kebangsaan Malaysia (Angkasa) and Samsung Malaysia Electronics have taken a strategic step forward by signing a Memorandum of Understanding (MoU), aiming to enhance the cooperative business ecosystem, particularly in the technology and innovation sector.

This alliance, announced via a statement posted on Facebook, was made official by Abdul Fattah, the President of Angkasa, and Denny Kim, the President of Samsung Malaysia Electronics. The MoU aims to enrich the ecosystem by enabling the cooperative to diversify its product offerings to its members and consumers.

Abdul Fattah expressed his optimism about the collaboration, stating it reflected the confidence the industry players had in Angkasa and the cooperative movement. As per the agreement, Angkasa will become a supplier of Samsung products, a move planned to roll out in two phases.

The initial phase will allow the cooperative to procure product supplies via JimatBiz at competitive prices, granting cooperatives the freedom to strategize their sales or storage methods. In the second phase, Angkasa will become a supplier of Samsung products, enabling consumers to acquire devices through Angkasa's subsidiary, My Angkasa Holdings.

The partnership will also allow consumers the convenience of online shopping for Samsung products with the option of installment payments through salary deductions. This initiative aligns with Angkasa's mission to empower cooperatives and their members, facilitating access to high-quality devices that could enhance their productivity and competitiveness.

Furthermore, Fattah expressed his aspiration that the partnership would stimulate further collaborations with other industry players, thereby strengthening the cooperative ecosystem for the benefit of cooperative members and the public.

Denny Kim, echoing the enthusiasm, hoped that the Samsung brand would find a broader market space and continue to endear itself to Malaysian consumers, especially the cooperative members.

On a related note, Samsung Electronics has initiated a 'Model homes' campaign in Southeast Asia, starting in Indonesia, Singapore, and Thailand. Consumers can explore engaging visual stories about miniature model homes and conveniently shop the featured products on the Samsung online store.

This campaign was brought to life through a collaboration with creative agency BBH Singapore, photography studio Studio Daydream, and film production company Rolla Productions.