

Market Intelligence Digest

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The Department of Trade and Industry - Export Marketing Bureau (DTI-EMB) is mandated to oversee the development, promotion and monitoring of Philippine exports. The DTI-EMB provides the exporters the enabling environment to make them globally competitive.

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E-Bazaars

Many food traders in Malaysia are selling on online platforms called e-bazaars following a ban on Ramadan bazaars due to the COVID-19 outbreak.



News brief

Instead of tents and stalls in every neighborhood, perennially packed with Muslim and non-Muslim customers looking for homemade food, drinks, and cakes, various brands, social media groups, and websites have sprung up to help traders sell their goods online.

Among the brands that are creating new platforms/using their existing infrastructure to connect hawkers with potential customers are Grab, Maybank, kiplePay, and Foodpanda.

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Why it matters

Ramadan is traditionally a highly profitable period for small traders who depend heavily on incomes made during the month. With the Movement Control Order in full swing, traders have had to shift their businesses online to cater to consumer demand. Although the bustling atmosphere of the Ramadan bazaars cannot be experienced by locals this time around, consumers will still get to enjoy local delicacies for their breaking of fast while supporting small, local businesses during the outbreak. The larger tech brands that are helping to support these small businesses have an added advantage of driving e-wallet adoption on their respective platforms.

What we've seen

From Highlands to Household: Lazada has created a special page on its app for Malaysian farmers, specifically those from Cameron Highlands, to sell their vegetables online.

Kirana Online: Amazon has partnered with retail operating system ShopX to enroll local Kirana shops onto its platform and help them deliver products across the country.



Photo by PhotoMIX Ltd. from Pexels

Hawker Data Bank: All 6,000 individual stores in Singapore's 114 hawker centers will have their exact locations marked on Google Maps.

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What's next?

We will see micro, small, and medium enterprises (MSMEs) embrace e-commerce more hurriedly, not just to weather through the pandemic, but to keep up in an increasingly digital marketplace. Governments and the private sector alike have the opportunity to assist smaller businesses as they digitize. Consumers will certainly favor the brands that come up with initiatives that help traditional traders improve their livelihoods.



Photo by Polina Tankilevitch from Pexels