

CRSM sets up online CNY bazaar

Move to help traders promote goods on electronic platforms amid MCO

PETALING JAYA: A social media platform has been set up by the Crisis Relief Squad of MCA (CRSM) to help businesses struggling to sell pre-ordered Chinese New Year goods due to the Covid-19 pandemic.

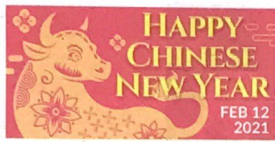
Through the CRSM's GoCare #BeMyHero Awareness Campaign, traders will have an opportunity to promote their products on Facebook for free.

CRSM national chief Datuk Natalie Lim says the campaign's main goal is to help those affected by the pandemic, regardless if they are business owners or vulnerable members of society.

"As long as there is a need, GoCare will try its best to help them," she said.

Recently, it was reported that traders have difficulties selling their goods ahead of Chinese New Year, which is just weeks away.

Businesses are struggling due to a



lack of customers during the movement control order period.

At the same time, Malaysians are expected to adapt to the new normal which includes changing their purchasing habits, as the pandemic is not expected to end anytime soon.

"With the abundance of shopping websites nowadays, it has never been easier for sellers to use this online platform.

"GoCare will promote this trend by creating a similar platform, so that customers may find it convenient to buy goods while also helping sellers promote their products," she said.



Datuk Heng Seai Kie



CRSM National Chief Chong Ly Lim



Good move: (Clockwork from top left) Heng, CRSM National Chief Datuk Lim Chong Ly, GoCare Manager Ngang Wei Xiang and MCA Youth Secretary General Daniel Wa Wai How promoting the online bazaar.

Meanwhile, Wanita MCA chairman Datuk Heng Seai Kie, in praising the initiative by CRSM, said the online bazaar would directly help

local sellers to increase their revenue while allowing Malaysians to purchase Chinese New Year goods online such as mandarin oranges,

clothing and decorations.

"Furthermore, many housewives and youths who makes cakes and cookies for extra income can now take advantage of this platform to promote their goods," she said.

Heng said traders should seize this opportunity to promote their products on the platform by CRSM, saying that conventional marketing methods had become less successful due to the ongoing MCO.

She also urged the Chinese community to give their full support to these traders, saying that by purchasing their products, it could assist and support them during this challenging times.

"This will surely be a breath of fresh air for the Chinese community during the MCO period," she added.

For details on the campaign, visit <https://gocare.org.my/product/online-cny-market/>