

KENYATAAN MEDIA

UniMAP PRESS E-COMMERCE LAUNCH

KANGAR, 3rd Jan – Universiti Malaysia Perlis (UniMAP) has expanded into e-commerce by promoting the published works of its lecturers through UniMAP Press.

UniMAP Press Director Assoc. Prof. Ir. Dr. Mohd Hafiz Fazalul Rahiman said that the move is an initiative to broaden online marketing channels in order to sell books published by UniMAP Press.

“We had previously been marketing books at the UniMAP website and portal only thus limiting the exposure of our books to visitors there.

“The e-commerce platform widens the market for the worldwide community to obtain UniMAP Press books easily,” he said while delivering a speech at the e-commerce portal launching ceremony recently.

The launching ceremony was officiated by UniMAP Vice Chancellor Datuk Prof Dr. Zul Azhar Zahid Jamal. Also present was UniMAP Deputy Vice Chancellor of Academic and International Affairs Prof. Ir. Dr. Rezuwan Kamaruddin.

Mohd Hafiz added that the book collections published by UniMAP Press can now be purchased online at the Lazada and Shopee online retail shops.

“Moreover, the e-book collections are also available at the the e-Sentral portal for a more convenient purchase,” he added.

Issued By:

Mohd Basri Basir

Media Relations Assistant Officer, UniMAP

TEL: 04-9798522