Volume 2, Issue 4

Innovation Series Quarterly

https://journal.academicapress.org/aps/index.php/isq

Research Article

FRUITSLOKAL MY: From Local to Global

Muhammad Daniel Fikrie Azizan[1], Siti Umairah Kamaruzzaman[2], Ahmad Syahmi Ahmad Razif[3], Aina Insyirah Hazhar[4], Farah Waheeda Mohd Azam[5], and Nurul Azrin Ariffin[6,*]

1 Faculty of Business and Management, Universiti Teknologi MARA (UiTM) Bandaraya Melaka

2 Faculty of Business and Management, Universiti Teknologi MARA (UiTM) Bandaraya Melaka

3 Faculty of Business and Management, Universiti Teknologi MARA (UiTM) Bandaraya Melaka

4 Faculty of Business and Management, Universiti Teknologi MARA (UiTM) Bandaraya Melaka

5 Faculty of Business and Management, Universiti Teknologi MARA (UiTM) Bandaraya Melaka

6 Faculty of Business and Management, Universiti Teknologi MARA (UiTM) Bandaraya Melaka; nurulazrin@uitm.edu.my

* Correspondence: nurulazrin@uitm.edu.my

Keywords:
FRUITSLOKAL MY
Malaysian Local Fruits
Digital Platform
Small and Medium Enterprises (SMEs)
International Fruit Trade
Sustainability

Copyright: © 2026 by the authors. Submitted for open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (https://creativecommons.org/licenses/by/4.0/).

Abstract: *Malaysia is well known for its variety of local fruits, including tropical fruits such as durian and mangosteen. Nonetheless, several Malaysian small and medium enterprises encounter challenges in venturing out to foreign markets due to limited international connections, expensive marketing costs, and problems of finding fruit purchasers overseas. FRUITSLOKAL MY is a smart website that links fruit suppliers from Malaysia to overseas fruit buyers. This innovation aims to help Malaysian SMEs expand internationally, get sales opportunities, and facilitate fruit trading using smart technology. To use the platform, suppliers first register an account and provide their business information. Thereafter, they upload fruits together with pricing, quantity, and availability. International buyers can search for Malaysian fruits, compare suppliers and then contact them to place orders. In addition to that, the platform comes with order management tools to assist business processes and help users track their orders. This innovation benefits Malaysian suppliers in terms of market visibility on an international level and lower marketing expenses. For their part, fruit importers all over the world will be able to easily locate reputable Malaysian suppliers, evaluate their products and buy fruits faster. FRUITSLOKAL MY generates revenue through commercial advertisements and subscription plans with extra business tools. Moreover, the innovation is sustainable in the sense that it helps local farmers and eliminates any unnecessary intermediaries in the supply chain process.*

1. INTRODUCTION

Malaysian fruits, which have enormous market potential overseas, are well-known all over the world. Nonetheless, many Malaysian small and medium enterprises (SMEs), especially fruit producers, cannot enter global marketplaces because of the lack of international networking and the problems in contacting with foreign buyers. Additionally, Malaysian SMEs have a problem in implementing

technologies that could restrict their business development and competitiveness in the international arena (OECD, 2024). As a result, the authors developed FRUITSLOKAL MY website portal aimed at linking Malaysian fruit suppliers with global fruit buyers. Suppliers will be able to advertise their fruits and prices, communicate with the buyers and manage their orders using this portal. In turn, foreign fruit importers would be able to look for Malaysian fruits, compare the suppliers and order the fruit of interest. With this innovative solution, the authors hope to enhance global market outreach, lower the costs of marketing and help the local farmers.

2. METHODOLOGY

FRUITSLOKAL MY is a web site created to link local fruit farmers from Malaysia with international buyers of fruit. The web site has been created with the aim of promoting international fruit trade through a web-based platform.

2.1 Features of Website Design

There are several features built into FRUITSLOKAL MY. The features include the ability for users to register, supplier profile, list of fruit products, and order management. Suppliers will be able to upload their products with information like prices and amounts. On the other hand, international importers can check different fruit products and contact suppliers.

2.2 Managing Suppliers and Importers

On the web site, Malaysian suppliers can control their business profiles, fruit products information and reply to the foreign buyers. The importers will be able to search for potential suppliers, view the product information and price negotiation. It will help increase communication, reduce intermediaries and optimize international fruit trade transactions.

2.3 System Workflow

The FRUITSLOKAL MY system is divided into five steps: First, User Registration where suppliers and importers register an account. Second, Product Listing, where the suppliers post information about the product such as pricing and availability. Third, Product Searching, where the importers search and compare available fruits. Fourth, Communication and Ordering, where buyers communicate with the suppliers and place an order; and fifth, Order Management.

3. FINDINGS

The survey had a sample size of 30 participants. The answers to the innovation questions were answered by 30 participants and only 28 participants answered the gender question. However, the demographics showed that 71.4% of the participants (20 people) were female and 28.6% (8 people) were male. There was a positive response amongst the participants about the development of FRUITSLOKAL MY. 70% of the participants strongly agreed and 26.7% agreed that a digital platform would be helpful for Malaysian fruit providers to contact international buyers. Only 3.3% of participants were neutral indicating that the majority believed a digital platform would help create better business links.

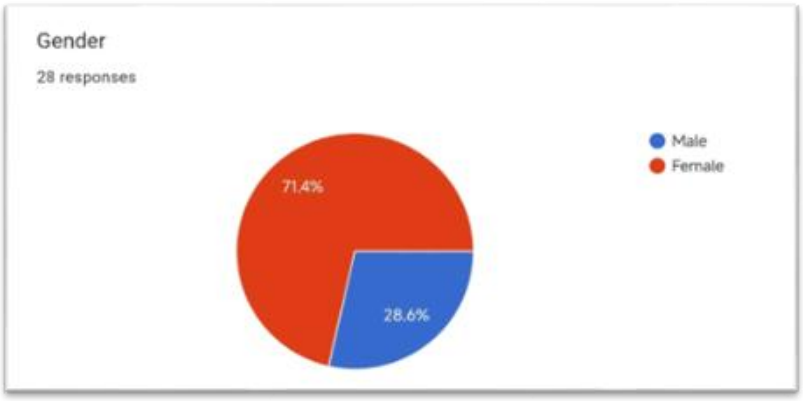


Figure 1. Feedback 1

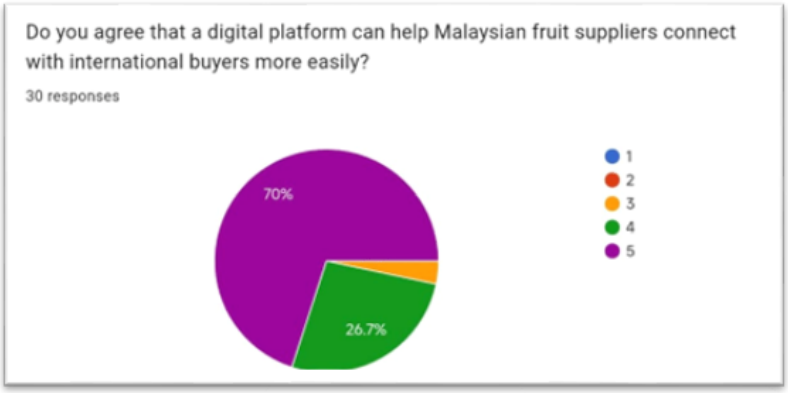


Figure 2. Feedback 2

66.7% strongly agreed and 26.7% agreed that having all the product details such as price, quantity and availability on the same platform would make it easier to trade fruits. 3.3% were neutral and 3.3% strongly disagreed. This suggests that having product details on one page may help improve communication. 53.3% strongly agreed and 40% agreed that FRUITSLOKAL MY would help Malaysian Small and Medium Enterprises expand into international markets. This shows there is a positive attitude towards the website helping create more business opportunities.



Figure 3. Feedback 3



Figure 4. Feedback 4

Participants strongly agreed that the platform would help reduce their marketing costs and eliminate any unnecessary middlemen. 70% strongly agreed and 23.3% agreed whilst 3.3% were neutral and 3.3% strongly disagreed. This suggests that participants believed FRUITSLOKAL MY may provide a more direct and cheaper way for suppliers to market their products to international buyers. 50% strongly agreed and 46.7% agreed that Malaysian local fruits have potential to compete in international markets. Only 3.3% were neutral indicating that the majority are confident that Malaysian fruits can compete in international markets.

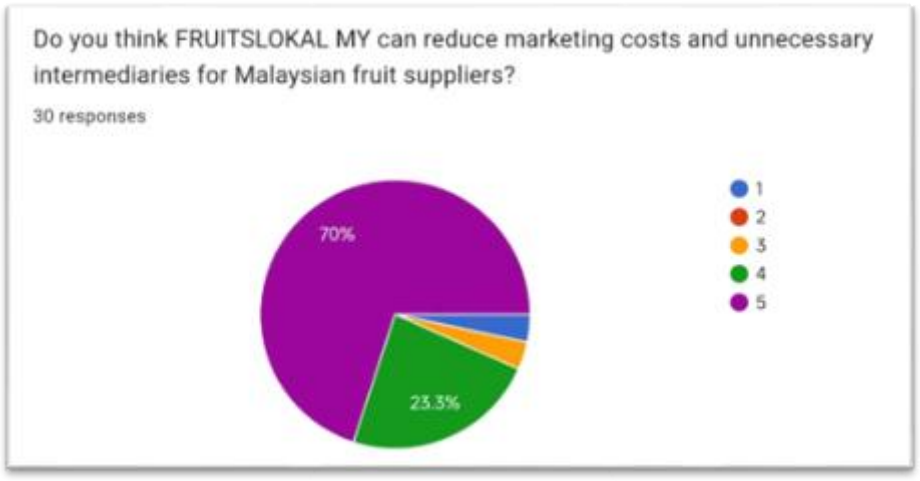


Figure 5. Feedback 5

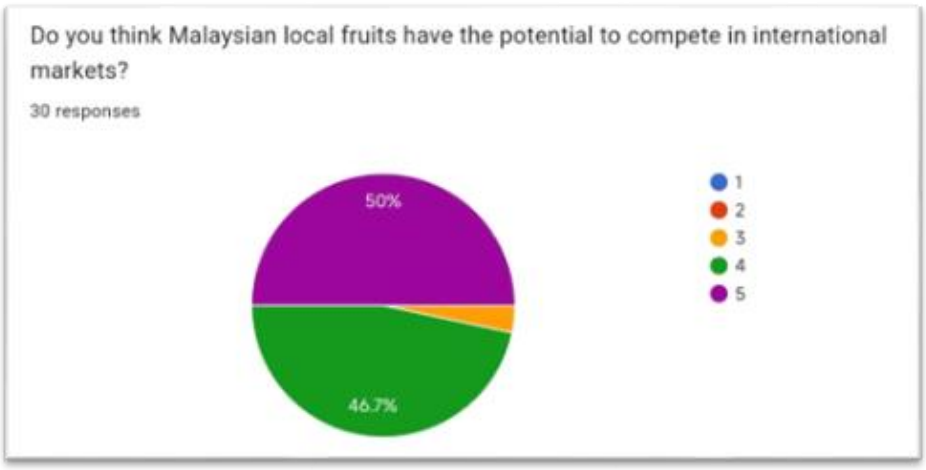


Figure 6. Feedback 6

Overall, over 90% of participants agreed or strongly agreed with all 5 innovation statements. This shows that FRUITSLOKAL MY has potential to help Malaysian fruit providers by providing them with product details, reducing marketing issues and creating links with international buyers. The results also show that participants are confident that Malaysian local fruits can compete in global markets. This means that FRUITSLOKAL MY may be a beneficial digital platform to help promote local fruits and help Malaysian SMEs grow within international trade.

4. DISCUSSION

4.1 Global market opportunities for Malaysian SMEs

The website FRUITSLOKAL MY provides an opportunity for Malaysian SMEs to expand their businesses to the international markets through linking the fruit suppliers from Malaysia with importers from all around the world. It makes it possible for fruit suppliers to advertise their products and sell more.

4.2 Efficiency in Digital Trading and Cost Saving

FRUITSLOKAL MY streamlines international fruit trading by enabling the supplier and importer to communicate through the website. The importer can search for the fruits, compare suppliers, and place orders. This will help in saving time and business costs.

4.3 Sustainability and Supporting Local Farmers

FRUITSLOKAL MY ensures sustainability by supporting local farmers and encouraging efficient management of the supply chain. The website will ensure that there are no unnecessary middlemen and that there are more chances for local farmers to communicate directly with international buyers. This will allow the farmers to earn more and grow their business on an international scale. In addition to that, FRUITSLOKAL MY ensures sustainable agricultural trade through better communication among suppliers and importers and unnecessary business practices.

5. CONCLUSION

FRUITSLOKAL MY shows the power that digital technology can have in enhancing the international trade of fruits. The site allows Malaysian fruit producers to link up with the rest of the world, advertise their goods, and perform their businesses more effectively. From the positive survey responses, it is evident that the innovation has gained great support. More importantly, this innovation promotes sustainability in doing business as well as benefits the local farmers. For the future, this innovation has a lot of potential.

References

Department of Statistics Malaysia. (2026). *Supply and utilization accounts selected agricultural commodities, Malaysia, 2025*. Retrieved from: https://www.dosm.gov.my/portal-main/release-content/supply-and-utilization-accounts-selected-agricultural-commodities-malaysia-2025

Food and Agriculture Organization of the United Nations. (2022). *The state of food and agriculture 2022: Leveraging automation in agriculture for transforming agrifood systems.* Retrieved from: https://doi.org/10.4060/cb9479en

Kam, A. J., & Tham, S. Y. (2022). Barriers to e-commerce adoption: Evidence from the retail and food and beverage sectors in Malaysia. *Asian-Pacific Economic Literature*, 36(2), 32–51. https://doi.org/10.1111/apel.12365

Kergroach, S. (2021). *SMEs going digital: Policy challenges and recommendations (OECD Going Digital Toolkit* Notes No. 15). OECD Publishing. Retrieved from: https://openknowledge.fao.org/items/98a4c80a-b4d3-403c-8557-d8536c8316ee

Khaw, C. (2025, January 3). *This Malaysian family of architects started a fig biz from home, now they run a two-acre farm*. Vulcan Post. Retrieved from: https://vulcanpost.com/878246/mutiara-figs-malaysia-fruit-supplier-brand/.

Malaysia's digital economy: A new driver of development. (2021, June 25). Retrieved from: https://www.worldbank.org/en/results/2021/06/25/malaysia-s-digital-economy-a-new-driver-of-development?

OECD. (2024). *OECD Economic Surveys: Malaysia 2024.* In OECD economic surveys. Malaysia. Retrieved from: https://www.oecd.org/en/publications/oecd-economic-surveys-malaysia-2024_e45ca31a-en.html.

Organisation for Economic Co-operation and Development. (2021). *SME digitalisation to "build back better"* (OECD SME and Entrepreneurship Papers). OECD Publishing. Retrieved from: https://doi.org/10.1787/50193089-en

United Nations Conference on Trade and Development. (2021). *Digital economy report 2021: Cross-border data flows and development: For whom the data flow*. Retrieved from: https://unctad.org/publication/digital-economy-report-2021

View of the new supply chain: Implications to the fresh fruits and vegetables sector in Malaysia. (2025). Retrieved from: https://thejournalofbusiness.org/index.php/site/article/view/167/166

World Bank. (2019). *Enabling the business of agriculture 2019*. Retrieved from: https://www.crossref.org/operations-and-sustainability/privacy/