

# Cyberunai intros cost cutting options for online thrift shoppers

By Sonia K

CYBERUNAI eServices was formed in July this year to develop and provide better service delivery through innovative online applications to locals in their daily life activities such as shopping, setting up businesses, learning and finding information or market research.

The company's online facilities for the mundane day-to-day "operation management" of the ordinary citizen is taken care of so that they can better organise their lives in order to concentrate on more worthwhile activities. The company's first innovative offering is the reverse auction facility.

Speaking to the founder of Cyberunai, Pg Hj Asmali Pg Badarudin, he shared with the Weekend a little bit of what the company does and what it aims to achieve during its incubation at the iCentre.

Firstly, he shared the vision of Cyberunai, which is to be the top and the most profitable reverse auction site in Brunei Darussalam. And its mission is to provide better service delivery through innovation online applications to Bruneians especially in their activities.

One of its objectives is to enable the people

to spend money within their means and enable SMEs to spend money within their budget. It also aims to lower the cost of buying, prevent impulsive buying as well as to assist in the development of the economy of Brunei Darussalam.

Adding to this, he said that ordinary citizens are often provided with easy credits and bombarded by advertisements on highly commercialised products and services.

The chances of them spending money outside their means or getting into a mounting debt spiral are very high.

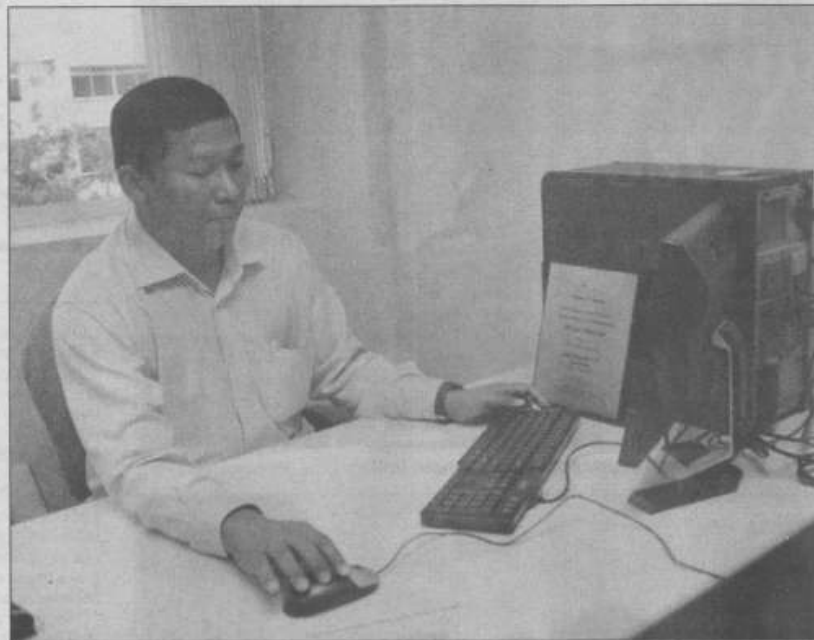
The highly integrated solutions will benefit people who are planning major purchases such as brides or bridegrooms-to-be who want to spend money within their available budget, he added.

The high costs of goods are also being addressed and the impulsive buying syndrome removed.

It is ultimately designed to assist the development of Brunei Darussalam and other economies by providing a more robust and efficient and effective markets.

Pg Hj Asmali continued on to describe its core products for 2007, which are buyiway.com, eKawin.com, learniway.com and bruneiway.com.

He said that buyiway.com was established in 2005, which has a multi-purpose reverse



Founder of Cyberunai, Pg Hj Asmali Pg Badarudin

auction with budget calculator.

It is a BICTA 2005 awardee, and the main users are biddings and RFQs. Proof-of-concept (POC) applications developed are for entrepreneurs looking for start-up bargains.

eKawin.com, on the other hand, is for efficiently obtaining the cheapest wedding items, provide planning, budgeting and scheduling, which leads to better decisions and lower wedding costs. It was established in 2004.

Learniway.com, set up in 2006 aims at helping students manage revisions by dashboard planning, revision, testing, asking and tracking students ask questions 24-7 for minimal fees and manage budgets.

Bruneiway.com is a fun web 2.0 blog-like application which aggregates knowledge in public

domains and provide 'addictive' lists and is suitable for research studies, the media and students.

According to Pg Hj Asmali, Cyberunai aims to become a leading reverse auction platform provider and other value-added services to ordinary citizens and aspiring SMEs in the Asean region in the next ten years.

"Cyberunai was just recently formed but earlier works are mostly self-funded such as development of online applications with the assistance of part-time volunteers. I have also entered a few applications into BICTA or Brunei ICT Award competitions," he said.

With its incubation at the iCentre, Pg Hj Asmali hopes to improve its services further and with the help of the mentors, Skali and KR Consulting, take Cyberunai to a different league.