

Driving Transformational Growth
ECOMMERCE COMPANY

Investor Pitch Deck

What we intend to do



The beginning of a ecommerce transformation journey

3 MAIN PROGRESSIVE CONCEPTS:

- **Setting up multiple ecommerce websites and affiliated marketing link with high market needs and sales revenues.**
- **Evolving into OEM/ private label which enable scaling up**
- **Import/Export**

- Singular product stores
- Specific niche stores with multiple products
- Trending/hot selling products stores

First stage

- OEM Branding in specific niche (multiple products)
 - ↳ Supplement/Cosmetics/Kitchenware
- Private label our own product
 - ↳ Secretlab, Osim, Lipton Tea

Second stage

Third stage

**IMPORT/EXPORT
B2B**

BACKEND TASKING (Detailed understanding)

Preparation

1.Sourcing,
2.Negotiation
with suppliers

Sending stocks
to fulfilment
Centre

Setting up
websites,
platform

Execution

1.Multiple
websites and
platform setup
2.Onmi-channel
placement of
products

1. Digital
marketing strategy
2. Various backlink
and SEO

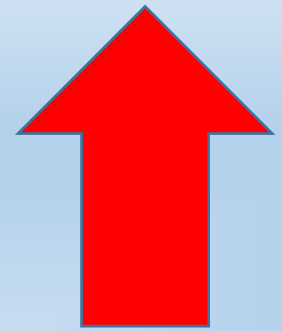
Sales &
fulfilment by
fulfilment
Centre

Sales

SOP & formula
duplication

OEM,
white label
Private label

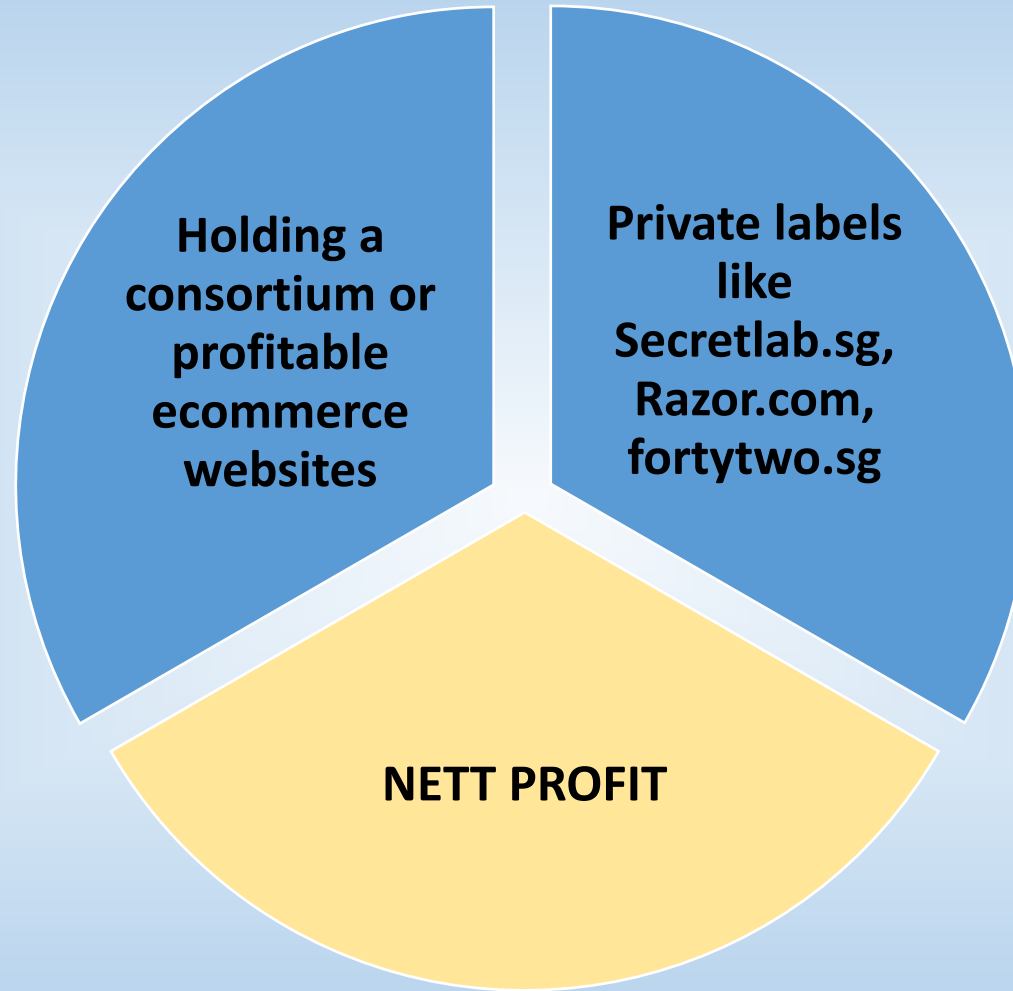
Branding
Duplication
Scaling up



**Affiliated marketing promotion with
YOUTUBE channels**

What we intend to do

Where money is made



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Where money is spent



Web expenses
\$3200

4%

MOQ for private label
\$16 000

20%

DIGITAL MARKETING
\$8000

10%

Office/ admin staff
\$4800

6%

RESERVE
\$48 000

60%

Millions
(SGD)

Return on Investment

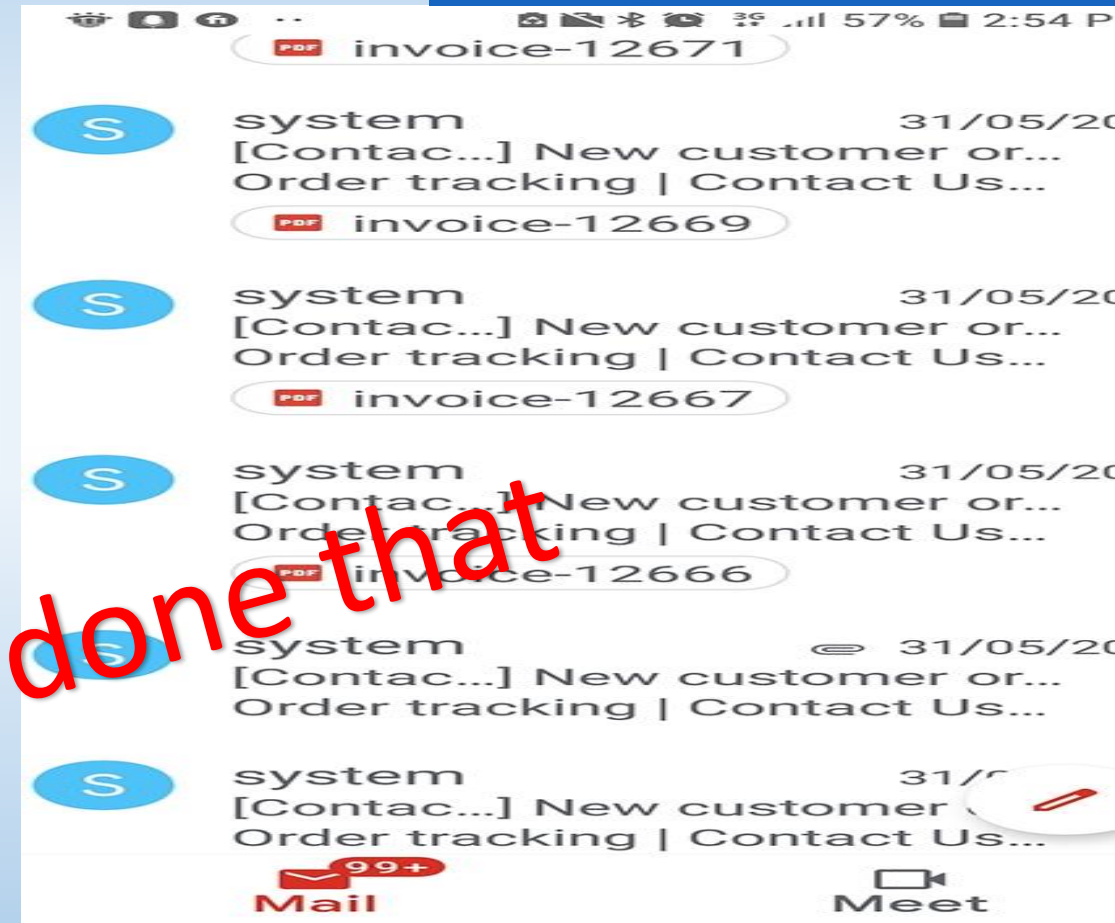
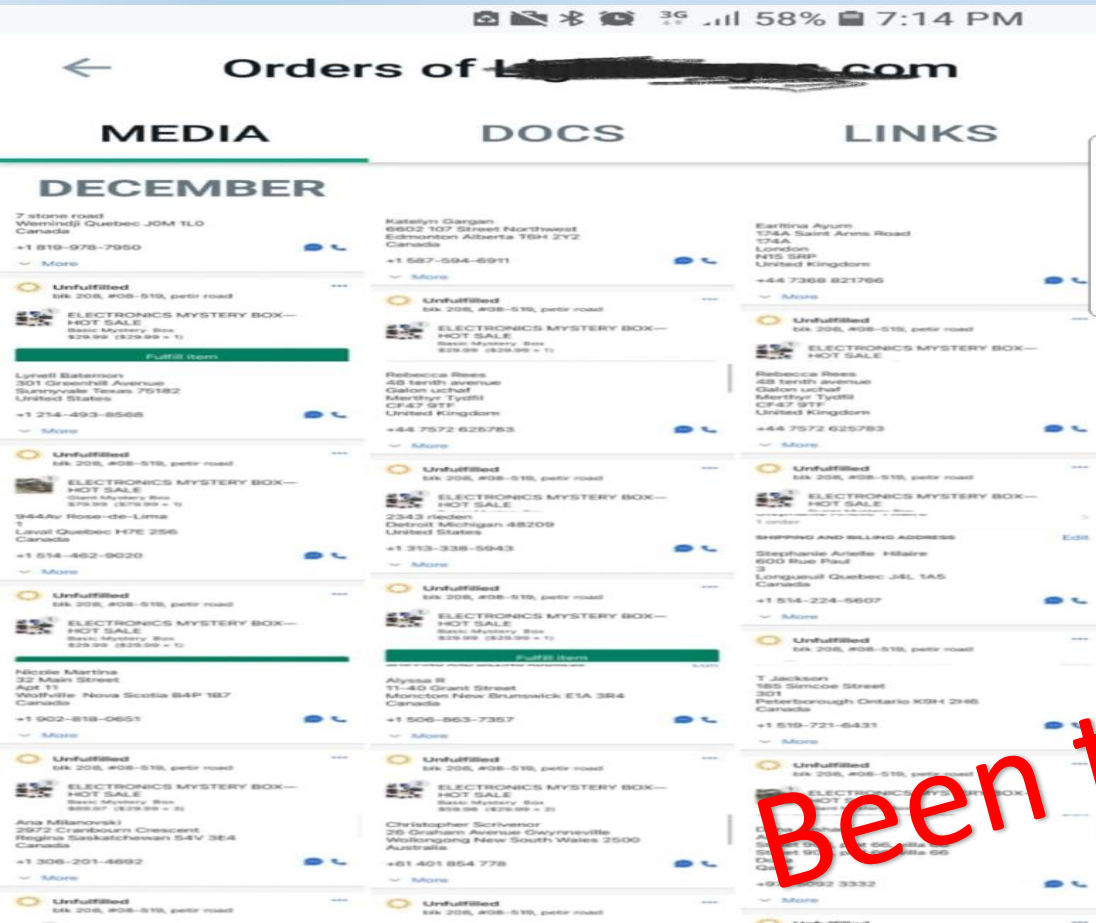


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Track record/experience



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Numerous orders per day
Above 2k usd

Ecommerce Average sales per day
\$2500

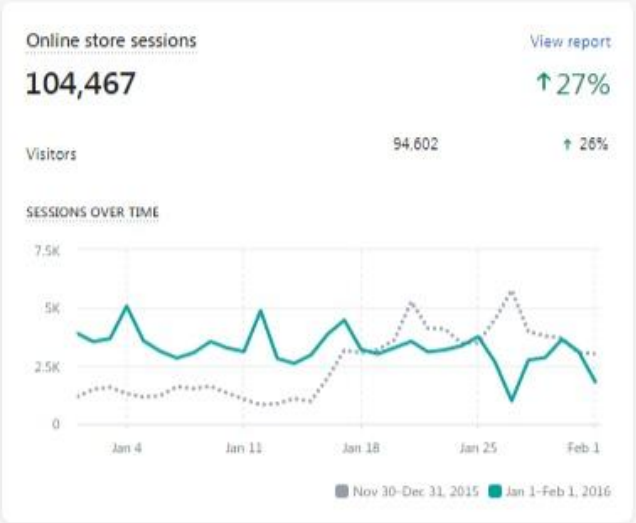
Track record/experience



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Analytics

Jan 1-Feb 1, 2016 compared to Nov 30-Dec 31, 2015



Been there, done that

Track record/experience



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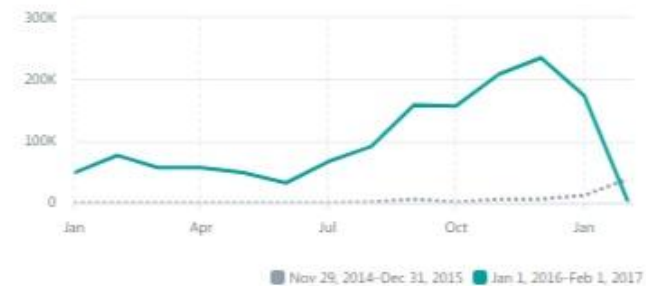
Analytics

Jan 1, 2016–Feb 1, 2017 compared to Nov 29, 2014–Dec 31, 2015

Total sales [View report](#)
\$1,414,199.54 ↑1,921%

Online Store	\$1,410,461.62	↑ 1.929%
Facebook Shop (discontinued)	\$2,244.12	-
Draft Orders	\$1,493.80	↑ 222%

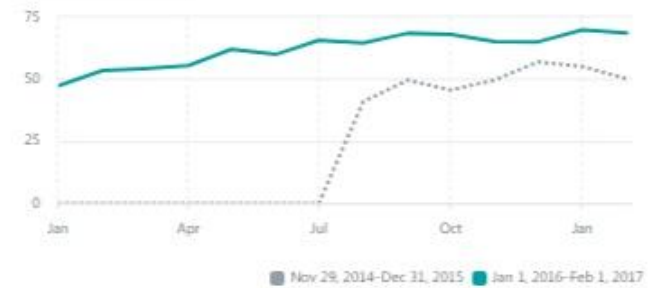
SALES OVER TIME



Online store sessions [View report](#)
There is not enough data for this date range.

Average order value [View report](#)
\$63.48 ↑24%

ORDER VALUE OVER TIME



Returning customer rate ↑135%
7.06%

CUSTOMERS OVER TIME



Online store conversion rate [View report](#)
There is not enough data for this date range.

Online store sessions by location [View report](#)
There is not enough data for this date range.

Total orders [View report](#)
22,534 ↑1,540%

ORDERS OVER TIME



Top products by units sold [View report](#)

Sales by traffic source [View report](#)
\$1,361,378.26 ↑1,845%

Been there, done that

Management role Team



**Co-founder
Lester Lee
CEO/CFO**



DIGITAL MARKETING, SUPPLIES

**Co-founder
Ariz Hassan
CEO/CMO**



WEBSITES DESIGN, DIGITAL MARKETING

Financial & Strategic Partner



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We are looking for a strategic partner for 12 months financing support to help us grow this business into a multi-millions business. This proposal had been tested and the same SOP formulae will be duplicated and scaled up with the investor funding. Low burn rate, minimal risk and high scalability.

Seeking \$80k investment for 5% EQUITIES

All investments carry risk. We are a no-nonsense digital workaholic and planning to scale up the company.
The return is expected to be 20x and above