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BACKGROUND OF BUSINESS

A. Who are we

We are engaged in bridal shop focus on Malay wedding decoration.

B. What do we do

Our business specializes primarily in wedding decoration services, providing customized setups for weddings and related events. In addition, the business also offers custom-made wedding gowns, although this service is provided on a smaller scale. Operating hours are from 11:00AM to 6:00PM, with the business closed on Wednesdays. Customers are required to place a deposit ranging from RM200 to RM500 to confirm bookings, ensuring commitment and proper scheduling of services. We promote our services through social media platforms such as Instagram, TikTok, and Facebook, which serve as the main channels for marketing and customer engagement. Payments are primarily made via online transfer, offering convenience and efficiency for customers. With a focus on creativity, attention to detail, and customer satisfaction, the business continues to grow its presence in the wedding services industry.

C. When did we start our business operations

We registered and started our business in August 2023.

D. Where we are operating our business in

We are operating our business in Balik Pula, Pulau Pinang.

E. How much have we invested into the business to-date

We have invested more than RM80K into our business.

F. No. of Outlets/Branches we have now (if any)

NIL

G. Our Financial Summary

Year	Turnover	Total Expenses	Profit / (Losses)
2025	RM720,000.00	RM576,000.00	RM144,000.00
2026 (up-to-date)	RM180,000.00	RM144,000.00	RM36,000.00

H. Experience of our Key Management Team

The owner has been more than 7 years of experience in this wedding deco industry.

I. Staffing – Staff Strength

Owner - 1

Staff – 5 (4 Part Timer – based on the size of the decoration)

J. How we intend to use and repay the funds

The fund we are applying from Fundaztic will be used as a working capital to support our business expansion. The funds will be used to purchase additional decoration items and props such as backdrops, artificial flowers, lighting, and thematic setup materials. This will allow the business to offer a wider variety of design concepts and handle multiple events more efficiently. In addition, the funding will be used as working capital to support day-to-day operational expenses, including transportation, setup logistics, and maintenance of decoration items. Some of the funds will be used for marketing purposes. Overall, the funding will improve service capacity, enhance visual quality, and strengthen the business's ability to attract more customers through social media platforms, supporting long-term growth.

We believe that by consistently offering honest services, we will be able to develop long-term relationships with our clients. We assure you that our main focus will be the quality of our service and make sure that customers get the best service from us. Hence, we are confident to serve our monthly instalment promptly and fully settle on time.

K. Other supporting information about our company