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## BACKGROUND OF BUSINESS

### A. Who are we

We are an online retailer specializing in personal care and household products. Dedicated to quality and customer satisfaction, we offer a wide range of products designed to enhance everyday living while providing a convenient and seamless shopping experience through various online platforms.

### B. What do we do

Our product range includes body mists, perfumes, lotions, serums, makeup removers, feminine wipes, body washes, soaps, air fresheners, reed diffusers, and many more personal care and home fragrance products.

Currently, our primary focus is on promoting and marketing our flagship products through leading e-commerce platforms such as TikTok Shop, Shopee, and Lazada. By leveraging digital marketing strategies and online marketplaces, we aim to expand our brand presence, reach a wider customer base, and deliver convenient shopping experiences to consumers across the region.

### C. When did we start our business operations

We started our business on July 2025.

### D. Where we are operating our business in

Currently we are homebased located in TELOK PANGLIMA GARANG, SELANGOR.

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

We have invested more than Rm90k into this business.

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

NIL

### G. Our Financial Summary

<b>Year</b>	<b>Turnover</b>	<b>Total Expenses</b>	<b>Profit / (Losses)</b>
<b>2025 ^ (July – Dec 2025)</b>	RM 120,000	RM 112,800	RM 7,200
<b>2026 up to date ^</b>	RM 100,000	RM 94,000	RM 6,000

### H. Experience of our Key Management Team

Owner has more 15-year experiences in this industry.

### I. Staffing – Staff Strength

Owner -1

Staff - 2

**J. How we intend to use and repay the funds**

We are seeking funding to be used to support our working capital and operating expenses.

We are confident to serve our monthly instalment promptly and fully settle on time.

**K. Other supporting information about our company**