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BACKGROUND OF BUSINESS

A. Who are we

We are an e-commerce and wholesale business specializing in hair care products.

B. What do we do

We are an e-commerce and wholesale company specializing in hair care products under our own OEM brand. We offer a comprehensive range of hair care and beauty solutions to consumers, retailers, salons, and business partners. Our product portfolio includes shampoos, conditioners, hair treatments, hair oils, styling products, scalp care products, hair tonics, and other related beauty and personal care items. Our business activities include product sourcing, wholesale distribution, online retail sales, digital marketing, brand promotion, inventory management, and customer support services. We market and sell our products through various e-commerce platforms and social media channels, including Lazada, Shopee & Facebook.

For our business sales rate :

- E-commerce : 90%
- Wholesale to B2B : 10%

We are committed to providing quality hair care products, competitive pricing, efficient delivery services, and excellent customer support to meet the evolving needs of consumers and businesses in the beauty and personal care industry.

C. When did we start our business operations

The company was established in March 2021

D. Where we are operating our business in

Our company is based in Perak

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

We have invested >RM150,000 in our business

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

N/A

G. Our Financial Summary

Year	Turnover	Total Expenses	Profit / (Losses)
2025	RM500,000	RM400,000	RM100,000
2026 up to date	RM160,000	RM130,000	RM30,000

H. Experience of our Key Management Team

Director brings over 26 years of hands-on experience in hair care industry

I. Staffing – Staff Strength

Director – 1

Staffs – 3

J. How we intend to use and repay the funds

To support our working capital, business growth and manage cash flow gaps. We are committed to repaying the funds in a timely and responsible manner until full settlement.

K. Other supporting information about our company