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BACKGROUND OF BUSINESS

A. Who are we

We are an online retail business specializing in the sale of Muslim women's fashion products, particularly *tudung* (headscarves), as well as women's accessories and beauty-related products.

Our business leverages digital platforms and social media to reach customers nationwide and provide convenient online shopping experiences.

B. What do we do

Our core business focuses on the online marketing and sale of *tudung* products, women's accessories, and beauty products.

We actively promote and sell our products through TikTok, utilizing live streaming sessions to engage with customers, showcase products, and facilitate real-time sales. Through these live sessions, we are able to interact directly with customers, provide product demonstrations, and build stronger customer relationships.

In addition to *tudung* products, we also offer a range of women's fashion accessories and beauty products that cater to the needs and preferences of modern consumers.

By leveraging social media marketing and e-commerce channels, we are able to expand our customer reach while maintaining a cost-effective business model.

C. When did we start our business operations

The Company commenced business operations in May 2025.

D. Where we are operating our business in

Our business is operated from a home-based office located in Melaka, where product storage, live streaming activities, customer service, and administrative functions are carried out.

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

To date, we have invested approximately RM40,000 into the business. This investment includes inventory purchases, marketing expenses, live streaming equipment, packaging materials, working capital, and other operational requirements.

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

Nil

G. Our Financial Summary

Year	Turnover	Total Expenses	Profit / (Losses)
2025 (May to Dec)	RM60,000	RM54,000	RM6,000
2026 up to date	RM37,000	RM33,300	RM3,700

H. Experience of our Key Management Team

The owner has more than five years of experience in online selling, social media marketing, customer engagement, and product sourcing. This experience has enabled the business to effectively utilize digital platforms to reach customers and build a growing online presence.

I. Staffing – Staff Strength

- Owner – 1
- Staff – 1

The team is responsible for product sourcing, inventory management, live streaming activities, customer service, and day-to-day business operations.

J. How we intend to use and repay the funds

The funding sought will be utilized primarily for working capital and business expansion purposes. The funds will support inventory purchases, marketing campaigns, live streaming activities, operational expenses, and efforts to increase product offerings and customer reach.

As the business continues to grow through online sales and digital marketing initiatives, we are confident in our ability to generate sufficient cash flow to meet our repayment obligations in a timely manner.

K. Other supporting information about our company