

REMARK : The business plans presented on this platform are submitted by the respective issuers and reflect their original content. Fundaztic prioritizes the direct representation of the issuer's vision and as such, we do not undertake editorial modifications (e.g., correcting spelling, grammar, or typographical errors).

BACKGROUND OF BUSINESS

A. Who are we

We are an established company engaged in the beauty and wellness industry, delivering high-quality solutions to markets worldwide.

B. What do we do

We act as agents, dealers and wholesalers of a wide range of beauty, body care and cosmetics products.

The Company also provides private label product consultancy services in the beauty, health and body care sectors for the clients that wants to start their own skin care line. We can consult and assist with the formulation and manufacturing.

C. When did we start our business operations

We incorporated since Sept 2004.

D. Where we are operating our business in

We operate our business in Petaling Jaya, Selangor.

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

We have invested more than RM700K in the business to date including the paid-up capital RM500K.

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

NA

G. Our Financial Summary

Year	Turnover	Total Expenses	Profit / (Losses)
2025 ^	RM1.3mil	RM1.258mil	RM42K
2026 up to date ^	RM302K	RM362K	(RM60)

*Remark/Clarification

1. Increase manpower
 - employed a higher-paid designer to improve the quality of social media advertising and marketing materials.
 - Engagement of more freelance promoters/presenters to support multiple Guardian Pharmacy (our top local corporate customer) events and Live Tik Tok promotional activities.

2. Organize Road Show/Event

- Participation in roadshows across Klang Valley, which incurred booth rental, transportation and staff deployment costs.

3. Outsource Marketing and Advertising job

- Apart from our internal sales & marketing work, we engaged in outsource Marketing and Advertising job including audience research, scaling strategies, adjustments to maximize ROAS and overall campaign efficiency.

These expenses were strategic investments aimed at strengthening brand visibility, enhancing marketing effectiveness and supporting future sales growth. The company expects these initiatives to contribute positively to revenue generation and profitability in the coming periods.

H. Experience of our Key Management Team

The Key Director is the Co-Founder and has over 25 years of experience in the skincare, cosmetics, and beauty industry. He has led the company's strategic growth, product innovation, and international market development.

Pioneered Microbiome-Friendly Skincare: Led the development of award-winning formulations that synergize prebiotics, probiotics, and postbiotics with Asian plant, fruit, and herbal extracts, promoting a balanced skin microbiome for enhanced skin health.

He is also a recognized industry speaker at international conferences across Asia and actively mentors entrepreneurs in business development, marketing, and product innovation.

His leadership and commitment to innovation continue to drive the company's growth and strengthen its position in the professional skincare industry.

I. Staffing – Staff Strength

Director x 2

Senior Business Manager x 1

Business Development Executive x 1

Sales & Marketing Manager x 3

Procurement & Store Support Team x 4

Graphic Designer x 1

Sales Support & Administrative x 1

J. How we intend to use and repay the funds

The funds obtained will be utilized primarily for working capital support as we are giving 60 to 90 days credit terms to our loyalty customers. In addition, we will use partial of the funds for marketing initiatives. The Company intends to repay the financing through its ongoing business revenue and cash flow generated from sales and operational activities on monthly basis.

K. Other supporting information about our company

Platform Remarks

This is a 2nd funding request by an existing issuer who had successfully raised RM100,000 under Note No.876 at our platform. The issuer has fully settled the said note on 02/10/2021.

Issuer's Credit Facilities in CTOS Report	
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No. of Secured facilities	2
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No. of Unsecured facilities	0
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