

**DISCLOSURE:** The contents of this document are as submitted by the issuer and Fundaztic has not verified and does not vouch for the accuracy or authenticity of the contents provided herein.

Notwithstanding the above, Fundaztic has, among others, conducted the following due diligence checking:-

- a) Verify the accuracy of the constitutional documents and information submitted by the issuer against reports extracted from official sources such as SSM (Suruhanjaya Syarikat Malaysia), CCRIS (Bank Negara Malaysia), CTOS and Credit Bureau Malaysia
- b) Perform reasonable care, including site visit when it is deemed necessary, to ensure the existence of the business operations of the issuer
- c) Evaluate to ensure that the issuer meets and complies with Fundaztic's credit and scorecard requirements for listing

## **BACKGROUND OF BUSINESS**

### **A. Who are we**

We are parallel importer Fashion Company specializing in selling luxury branded handbags. The brands are Prada, Gucci, Miu Miu, Burberry, Fendi, Balenciaga, Saint Laurent, Michael Kors, Coach, Kate Spade and more. All our products are imported from Europe and USA.

### **B. What do we do**

- We only sell 100% BRAND NEW & AUTHENTIC.
- We accept major payment method like credit cards, cash, online payment gateway (visa, master, FPX), UnionPay, PayPal. We also accept installments payment up to 24 months by major bank credit cards.
- We accept Credit card points on the spot redemption like Maybank TREATSPOINTS, CitiReward, CIMB Bonus Points.
- The price range of our products from RM500 - RM10000, and we commit to customer that our prices are up to 50% lower than the brand owner retail stores. We have a BEST PRICE GUARANTEE policy.
- **Our revenue is from retail stores, moveable pop-up store setup at shopping mall, corporate & banking, online & distribution.** Our customers are ladies aged around 20s onwards and people who love fashion in branded stuffs.
- Moving forward, we intend to inject additional funds to expand the market to East Malaysia & China.

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

We have invested over RM 1,000,000 into our business, as all products are cash purchased.

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

We have 2 retail stores in shopping mall, and one management office. We have our e-store as well.

### **E. Our Annual Sales Turnover**

2013: RM 1.7mil (with Rm400k capital)

2014 : RM 5.2mil (with Rm1mil capital)

2015 : RM 4.6mil (with working capital loan)

2016 : RM 4.2mil (with working capital loan)

2017 : RM 4.0mil (with working capital loan)

#### **H. Number of Years in Business**

5 Years and 2 Months.

#### **I. Experience of our Key Management Team**

Both directors are the key person who manages well since zero startup till an established business. Strong Backend team who get projects corporate buy, organize event, manage online website platforms, distribution, good relationship and working closely with banking. Strong mentally, motivated sales team who able to serve customer well.

#### **J. Staffing – Staff Strength**

MD -1, General Manager- 1, Managers- 3, Supervisor-2, Staff- 10

#### **K. How we intend to use and repay the funds**

The purpose of seeking funding is to fully increase stock level and also bringing in more favourite designer brands. This will average down the shipping cost, and we can sell with better attractive price to customer.

\*Due to all stocks are designer branded handbags & small leather goods, the stocks will not have depreciate issue due to market interest, and pricing will only increase from time to time.

**Source of repayment: Due to our gross margin is from 35% to 60%, we are able to cover our monthly installment for the financing from Existing cash flows from daily sales / corporate project / sale event.**