



**BESHOM HOLDINGS BERHAD**

**B E S H O M**

THE BEST STARTS FROM HOME

**Corporate Presentation**  
**(Business Segment Update)**  
**September 2024**



SAHAJIDAH HAI-O

# MLM Segment





## Sahajidah Hai-O Marketing Sdn Bhd (“SHOM”)

- ✓ HQ in Klang, Selangor – Wawasan Hai-O;
- ✓ Regional offices / branches in Brunei & Singapore;
- ✓ >42,000 active members;
- ✓ 29 stockists, branches and sales point nationwide and Brunei;
- ✓ About 80% members are Bumiputra & majority are female;
- ✓ Strong corporate branding “**SHOM**” – clearly differentiate MLM business model with other divisions;

# MLM

## CORE DRIVERS

1. Creating excited business opportunities and offering attractive rewards to recognize the outstanding achievement;

2. Offering Fair and Attractive Commission Scheme;

3. Offering Quality & Wide Range of Products;

4. Resilient Distributors Force & Focused Management Team;

5. E-commerce, Digitalisation & Social Marketing.





*Create Opportunities & Environment facilitate business networking,  
grooming leaders and Revenue Growth*

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*Organise Mega Events and Activate Leaders Through Activities and Support*





# SMSSM

SEMINAR & ALL STAR RECOGNITION

▶ 2024 ◀

11th May 2024

Cheras North International Convention Centre(CNICC)

**SMSSM SEMINAR**  
9am - 12pm

**SMSSM RECOGNITION**  
1pm - 5pm

[www.shom.com.my](http://www.shom.com.my)

## Program Highlights



- ✓ SM & SSM Rank Training
- ✓ SM & SSM Recognition
- ✓ Sales Carnival

# Majlis Penganugerahan



## SMSSM ALL STAR RECOGNITION 2024

11 Mei 2024 @ Cheras North International Convention Centre (CNICC)



### ~ Pengiktirafan kecemerlangan dan dedikasi SHOMpreneur

Majlis Penganugerahan SMSSM telah diadakan dengan meriahnya di Cheras North International Convention Centre (CNICC) pada Mei yang lalu, dengan kehadiran 800 usahawan untuk meraikan para penerima anugerah. Majlis bertujuan untuk menyampaikan anugerah kepada para usahawan yang berjaya merangkul pangkat Sales Manager dan Senior Sales Manager dengan cemerlang. Semangat juang, kesungguhan dan usaha konsisten membolehkan mereka menerima pengiktirafan dan diraikan atas kejayaan ini.

Lebih istimewa lagi, tahun ini SHOM turut mengiktiraf 360 Thera Consultant yang telah menghadiri kursus khas 360 Thera Body Shaping Consultant Workshop pada sesi pagi, dengan penyerahan sijil dan pin rasmi Konsultan 360 Thera. Selain itu, seramai 22 usahawan cemerlang turut menerima Anugerah 360 Thera VIP Privilege Achiever dengan penyampaian beg bagasi 360 Thera yang mewah sebagai tanda penghargaan di atas pentas.



Program turut diserikan dengan pelancaran dua produk terbaharu – Min Kaffe Cappuccino, gabungan biji kopi Robusta dan Arabika berkualiti tinggi yang dipertingkatkan dengan garam buluh Korea yang kaya dengan mineral, dan 360 Thera Seamless Series yang terdiri daripada 360 Thera Seamless Short Bra, Seamless Panty dan Wonder Short Girdle.

Para hadirin turut berpeluang untuk menikmati minuman Min Kaffe Cappuccino secara percuma, dan menjadi yang terawal untuk mencuba siri 360 Thera terbaharu.



# Congratulations

## 360 Thera VIP PRIVILEGE



Incentive trips to incentivize and reward top-performing distributors

SHOM INCENTIVE TRIP 2024



KEMPEN INSENTIF PERCUTIAN

# VIETNAM

4D3N

HANOI & HALONG BAY

TEMPOH KEMPEN: 1 APRIL – 31 AUGUST 2024

Discover the Allure of Hanoi & Halong Bay  
Elevate Your Sales, Earn Your Reward Trip



# Incentive trips to incentivize and reward top-performing distributors



SAHAJIDAH HAI-O

## KEMPEN INSENTIF PERCUTIAN

# BALI

4D3N

**Discover Bali: A Journey of Reward and Success**



**TEMPOH KEMPEN**  
**1 Oktober 2024 - 28 Februari 2025**

Kumpulkan mata insentif bagi kumpulan peribadi sebanyak **11,500 mata** dan jualan peribadi sebanyak **1,000BV** dalam tempoh **5 bulan** untuk melayakkan diri.



**SHOM INCENTIVE TRIP 2025**

*Time to Fly*

\*Tertakluk kepada terma dan syarat



SAHAJIDAH HAI-O

## Ganjaran Mata Pangkat Kempen

PANGKAT BULAN SEPT 2024	GANJARAN MATA PANGKAT
Sale Manager (SM)	2,000
Senior Sale Manager (SSM)	1,500
Diamond Sale Manager (DSM)	1,000
Double Diamond Manager (DDM)	500

## Ganjaran Pimpin CDM Kempen Bali

Setiap 5 orang qualifier dalam kumpulan peribadi Crown Diamond Manager akan dihadiahkan **1 tiket secara PERCUMA** sebagai ganjaran hasil pimpinan dalam 5 bulan.

\*Maksimum 2 tiket / CDM

## KEMPEN INSENTIF PERCUTIAN

# BALI

**Discover Bali: A Journey of Reward and Success**

\*Tertakluk kepada terma dan syarat

# Engagement with Distributors to improve business momentum and drive

- ✓ Collaborative programs aimed at reactivating specific distributor groups to drive sales and maintain engagement
- ✓ Member recruitment campaigns with special offers to drive membership growth

09  
SEPTEMBER

- **Meet & Dine with Min Cha**
  - 10 September 2023, Meet & Dine Cafe, Cheras
  - 23 September 2023, Meet & Dine Cafe, Cheras
  - 30 September 2023, Tudior Caffè, Kota Bharu
- **Karnival Mega Suria**
  - 16&17 September 2023, Padang Timur MBPJ, Petaling Jaya
- **Min Kaffe & Min Cha On-The-Go Tasting Tour (Lembah Klang & Pantai Timur)**
  - 19~29 September 2023
- **Ezigrow Agro Workshop**
  - 23 September 2023, Wawasan Hai-O



10  
OKTOBER

- **Meet & Dine with Min Cha**
  - 7 Oktober 2023, Feast Eco Galleria, Johor Bahru
- **Min Kaffe & Min Cha On-The-Go Tasting Tour (Zon Selatan & Utara)**
  - 5-28 Oktober 2023
- **BV & Thera Series Roadshows**
  - 21 Oktober 2023, De Palma Hotel, Shah Alam



11  
NOVEMBER

- **Min Kaffe & Min Cha On-The-Go Tasting Tour (Malaysia Timur & Lembah Klang)**
  - 4-16 November 2023



# Engagement with Distributors/ Group Activities/ Workshop



# Absolut Bazaar Gaya Raya 2024





# 32 years anniversary

CDM & Diamond Recognition Anniversary Celebration

COMING SOON



SAHAJIDAH HAI-O



## Enhancing product portfolio & Brand Visibility

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## Offering Quality & Wide Range of Products

Food &  
Beverages

Beauty,  
Skin care &  
Personal care

Health  
supplements  
& Nutrition  
food

Household &  
Accessories

Wellness  
products



# New Product (Nov 2023): Min Kaffe Mocha



**Min Kaffe**  
INDULGE IN  
*Café-Style Mocha*

**Min Kaffe MOCHA**  
Kopi Pracampur dengan Koko  
PREMIUM COFFEE WITH COCOA

NET WEIGHT / BERAT BERSIH  
12 SACHETS / PAK X 20g

**ANYTIME, ANYWHERE - ALL IN ONE PACK!**

Tailored for a  
*Handcrafted*  
Café Experience

- 

1 Crafted with the finest Brazilian Robusta coffee beans
- 

2 Harmoniously blended with high-antioxidant cocoa powder
- 

3 Infused with mineral-rich Korean bamboo salt
- 

4 Delightfully rich with Sweetality® sweetener, without added sugar

**Mg**  
Packed with magnesium for vital health benefits

Experience the Artful Fusion of our MOCHA BLEND

# New Product (Nov 2023): Nurich Nutra-i – Eye care solution



**NU RICH**  
**nutra-i**

Botanical Beverage Mix of Mixed Fruits Powder,  
Marigold Extract and Goji berry  
Campuran Minuman Botani Serbuk Buah Campuran  
Ekstrak Marigold dan Buah Goji

SUGAR FREE  
NET WEIGHT / BERAT BERSIH  
30 SACHETS (PAKET) x 1g

The *Complete* Eye Care Solution 



## The Complete *Eye Care Solution*

Combined formula with synergy in action for powerful vision enhancement



**Tailored Lutein & Zeaxanthin from Marigold Flower**  
Protects against blue light and oxidative stress

Creates the natural damage shield for eyes



**World No.1 Natural Astaxanthin**  
Supports retinal blood flow with strong and powerful antioxidants

Be the visionary transporter of essential eye nutrients and waste removal



**True-to Fruit European Mixed Berries**  
Comes with colourful eye nutrients for added vision protection

The bonus boost of nourishing nutrients for eyes



New Product (Jan 2024):  
THERA Seamless Short Bra, THERA Effy Luxefit Short Bra & THERA Wonder Short Girdle

**360THERA**  
BODY SHAPING LINGERIES

Unveil Your Confidence  
with Our Latest Collection

# Glamour Essentials

Crafted for all-day comfort  
and confidence in effortless style, this  
**trendy and best-selling series** seamlessly  
shapes your silhouette for any occasion.

# New Product (April 2024): Min Kaffe Cappuccino

**EMBRACE  
THE CREAMY FOAM  
PERFECTION**  
of café-style cappuccino

Masterfully blended  
with Robusta and  
Arabica coffee beans

**Sweetality**

Delightfully rich with  
Sweetality® sweetener,  
with no added sugar

Enhanced with  
mineral-rich  
Korean bamboo salt

*Min  
Kaffe*

**Silky, Creamy, Foamy  
Delight**

Experience the elegance of home cafe's  
cappuccino at your convenience

# New Product (May 2024): 360Thera Socks



**360THERA**  
SOCKS

**LANGKAH SELESA, HIDUP CERIA**

**360THERA**  
SOCKS

**Pakai dengan Mudah**  
Reka bentuk tanpa hadapan atau belakang untuk pemakaian yang mudah dan selesa.

**Capai Padanan yang Ideal**  
*TrueFit Heel Support* tanpa sudut tumit yang khusus untuk pemakaian yang selesa.



Perlindungan anti-bakteria berganda



Fabrik yang boleh bernafas



Keupayaan penyerapan peluh yang baik



Sokongan keanjalan yang optimum



Sesuai untuk lelaki dan wanita

Saiz	M	L
Saiz kasut EU	35 - 38	39 - 42

# New Product (June 2024): Cozuma LushVelvet Lipstick

**COZUMA®**  
**LUSHVELVET LIPSTICK**  
 Formulasi dari Itali | Rumusan Vegan

Terokai gincu kami dengan kelembapan sepanjang hari untuk hasil akhir lembap-matte yang sempurna. Nikmati sapuan yang lembut dengan tekstur powdery dan warna yang terang serta cerah untuk setiap penampilan.

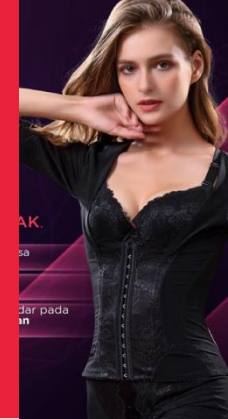
Seri BOLD		Tulip Tangerine		Ruby Lily		Peach Blossom		Blush Rose		Coral Caramel		Blossom Pink	Seri ELEGANCE
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**COZUMA®**  
 #03 Peach Blossom

**LUSH VELVET BOLD**

**ALL-DAY HYDRATION**

# *Products Branding Initiatives to increase brand visibility*



- ✓ Exclusive experience for leaders to visit Thera factory & Thera Aesthetic Gallery
- ✓ Branding collaborations with various media to increase visibility among the mass market target audience





PREMIUM BEAUTIFUL  
360 THERA



4D3N  
**GUANG ZHOU**  
CHINA

Explore the Inspiring Journey Together

**360 THERA**  
THERAPIST OF FASHION

**1 Ogos 2023 - 30 Nov 2023**

Kumpulkan mata insentif bagi kumpulan peribadi  
sebanyak **12,800 mata** dan jualan peribadi sebanyak **2,000BV**  
dalam tempoh **4 bulan** untuk melayakkan diri.

\*Tertakluk kepada terma dan syarat



# More Focused, Festive / Thematic Promotions

**Sparkling Raya:**  
Clean & Refreshing

**Gaya On RayaOn**  
Promo Date: 4/3 - 30/4/2024

**Buy 6 at RM76.50**  
Total Worth: RM90

**15% OFF**

01002FA  
DP (WM): RM6.50 DP (EM): RM10.50  
PV: 78 BV: 50  
Incentive Point: 10.00

**Beyond Clean, Seamless Shine**

Non-toxic, refreshingly clean and highly economical formula that keeps your toilet & floor free from harmful germs & bacteria.

**Terms & Conditions Apply:**

- Promotion is valid on from 4/3 - 30/4/2024
- All products must be issued in the same invoice
- The company reserves right to change, adjust or stop this promotion.
- Promotional items are not exchangeable or returnable.

Handled by: **SAHAJAH HAJ-O MARKETING SDN. BHD.**  
Mentioned in the Terms & Conditions

**Gaya On RayaOn**  
Promo Date: 4/3 - 30/4/2024

**Buy 2 at RM259**  
Normal Price: RM438

**43% OFF**

01002FA  
DP (WM): RM129.00 DP (EM): RM130.00  
PV: 259 BV: 134  
Incentive Point: 26.4

**Ultimate Comfort and Protection**

Supreme anti-bacterial and anti-odour, all day comfort beams that additionally protects you from harmful EMF radiation up to 99%.

**Terms & Conditions Apply:**

- Promotion is valid on from 4/3 - 30/4/2024
- All products must be issued in the same invoice
- The company reserves right to change, adjust or stop this promotion.
- Promotional items are not exchangeable or returnable.

Handled by: **SAHAJAH HAJ-O MARKETING SDN. BHD.**  
Mentioned in the Terms & Conditions

**Gaya On RayaOn**  
Promo Date: 4/3 - 30/4/2024

**RAYA PWP ZONE**

**60% OFF**

02823PWP  
DP (WM): RM60 DP (EM): RM62  
PV: 60 BV: 38  
Incentive Point: 6.0

**Buy 1 at RM60**  
Normal Price: RM120.00

**Intensively loaded with 4.5 million active plant cells in a bottle**

- Effective in improving radiance, reducing eye puffiness, dark circles and wrinkles

**Terms & Conditions Apply:**

- Promotion is valid on from 4/3 - 30/4/2024
- All products must be issued in the same invoice
- The company reserves right to change, adjust or stop this promotion.
- Promotional items are not exchangeable or returnable.

Handled by: **SAHAJAH HAJ-O MARKETING SDN. BHD.**  
Mentioned in the Terms & Conditions

**Gaya On RayaOn**  
Promo Date: 4/3 - 30/4/2024

**RAYA PWP ZONE**

**50% OFF**

08056PWP  
DP (WM): RM30 DP (EM): RM32  
PV: 30 BV: 9  
Incentive Point: 3.0

**Buy 1 at RM30**  
Normal Price: RM60.00

**98% lower in calories compared to white sugar**

- Each serving (1 drop/0.1g) is as sweet as 1 teaspoon of normal white sugar (5g)
- Can be mixed directly into drinks and food

**Terms & Conditions Apply:**

- Promotion is valid on from 4/3 - 30/4/2024
- All products must be issued in the same invoice
- The company reserves right to change, adjust or stop this promotion.
- Promotional items are not exchangeable or returnable.

Handled by: **SAHAJAH HAJ-O MARKETING SDN. BHD.**  
Mentioned in the Terms & Conditions

**Gaya On RayaOn**  
Promo Date: 4/3 - 30/4/2024

**RAYA PWP ZONE**

**49% OFF**

08067PWP  
DP (WM): RM12 DP (EM): RM14  
PV: 12 BV: 4  
Incentive Point: 1.5

**Buy 1 at RM12**  
Normal Price: RM23.80

**Formulated with 100% herbs and spices**

- No chemical additives, preservatives, artificial colours and artificial flavours
- Tasty and authentic recipes within minutes

**Gaya On RayaOn**  
Promo Date: 4/3 - 30/4/2024

**RAYA PWP ZONE**

**49% OFF**

08066PWP  
DP (WM): RM12 DP (EM): RM14  
PV: 12 BV: 4  
Incentive Point: 1.5

**Buy 1 at RM12**  
Normal Price: RM23.80

**Formulated with 100% herbs and spices**

- No chemical additives, preservatives, artificial colours and artificial flavours
- Makes effortlessly & within minutes
- Tasty, authentic recipes

**Gaya On RayaOn**  
Promo Date: 4/3 - 30/4/2024

**BUY MORE, Save more Delight!**

**11% OFF**

08100FA  
DP (WM): RM84 PV: 84  
DP (EM): RM90 BV: 36  
Incentive Point: 8.0

**21% OFF**

08100FB  
DP (WM): RM150 PV: 150  
DP (EM): RM174 BV: 78  
Incentive Point: 14.0

**Formulated with 100% herbs and spices**

- No chemical additives, preservatives, artificial colours and artificial flavours
- Makes effortlessly & within minutes
- Tasty, authentic recipes

**Gaya On RayaOn**  
Promo Date: 4/3 - 30/4/2024

**The Ultimate Shape-Up Solution**

- Only 97 kilo calories per serving
- High in protein
- High in dietary fiber
- High in magnesium
- Source of calcium
- High in Vitamin B12
- High in Vitamin C
- No added sugar
- No cholesterol
- No trans fat

**Buy 3 for RM222**  
Normal Price: RM294

**24% OFF**

08100FA  
DP (WM): RM150 DP (EM): RM174  
PV: 150 BV: 78  
Incentive Point: 14.0



MINCHA



HOP ABOARD THE MIN KAFFE & MIN CHA

# ON-THE-GO TASTING TOUR

WE'RE COMING!



## MARK YOUR CALENDAR NOW

19/9 B54 Selayang	4/10 UTHM Parit Raja
20/9 B52 Cheras	5/10 HQ13 Batu Pahat
21/9 Presint 2, Putrajaya	6/10 J50 Skudai
22/9 B48 Shah Alam	7/10 MEL Melaka
23/9 B31 Klang	10/10 A32 Ipoh
24/9 TB01 Setia Alam	11/10 HQ27 Butterworth
27/9 C19 Temerloh	12/10 P13 Kepala Batas
28/9 HQC8 Kuantan	13/10 K13 Alor Setar
29/9 D05 Kota Bharu	14/10 K15 Sungai Petani

Ready for a flavor journey?

Stay tuned for the tour schedule and find out when we'll be near you!



Min Kaffe®  
Nantikan  
**KEMUNCULAN**  
iklan radio  
**SURIA**  
11 March - 14 April 2024



KEMPEN INSENTIF DUIT RAYA

# Keriangangan Ramadan

MENANGI

**DUIT RAYA RM200**

*Tanpa Had*

DUIT RAYA RM200 untuk setiap kelayakan\*

TEMPOH KEMPEN

**1 Mar - 31 Mar 2024**

Tarikh pembayaran insentif : 23 April 2024

\*Beri & Candiara Apply



**Strengthening digital platforms for excellent customer experience**



1

Corporate Website:

- ✓ Develop landing pages to expand consumer reach.

## Strengthening digital platforms

2

Did you know  
You Can Own your first 360 Thera set with FlexiOwn in 3 Easy Steps?

**FlexiOwn**  
BY SHOM

**STEP 1**  
Register & Verify your Account

**STEP 2**  
Create an Order Link  
(at member.shom.com.my)

**STEP 3**  
Purchase your desired 360 Thera Series

- ✓ Buy now pay later - to cater for the needs and demands of the market.
- ✓ Explore Subscription plan



FlexiOwn adalah pilihan pembayaran inovatif yang membolehkan anda membahagikan pembayaran kos barang secara ansuran, menjadikan ia lebih mudah untuk memiliki produk berkualiti seperti siri 360 Thera. Dengan FlexiOwn, anda kini dapat menikmati manfaat pembentukan badan premium tanpa perlu risau tentang bayaran.

## MENGAPA FlexiOwn?

Ansuran sehingga 6 bulan bermula dari hanya RM92.95!

Bayar dengan kad debit atau kredit

Pilih Set B-Xtra Thera atau hanya sehelai sahaja

Nikmati hadiah eksklusif setelah bayaran penuh dibuat!



Imbas untuk pendaftaran dan pengesahan akaun Subplace anda

**Mulakan perjalanan FlexiOwn anda sekarang dan sentiasa kekal sihat dan gembira.**

Dapatkan siri 360 Thera pertama anda dengan FlexiOwn dan rasailah perubahan hari ini!



*Did you know*

**You Can Own your first 360 Thera set with FlexiOwn in 3 Easy Steps?**



STEP 1



Register & Verify your Account

STEP 2



Create an Order Link  
(at member.shom.com.my)

STEP 3



Purchase your desired 360 Thera Series



SAHAJIDAH HAI-O

x **atome** 

Memperkenalkan

# atome

## Pilihan Pembayaran Baharu Anda di SHOM

Kami gembira untuk mengumumkan bahawa SHOM kini menawarkan ATOME sebagai pilihan pembayaran baharu, menjadikan pengalaman membeli-belah anda lebih lancar dan mudah diuruskan.

ATOME membolehkan anda membahagikan pembelian anda kepada tiga pembayaran tanpa stres dengan tiada faedah tambahan, memberikan anda fleksibiliti untuk menguruskan kewangan anda tanpa kesulitan.

### Manfaat Menggunakan ATOME

Bayar dalam masa 3 bulan

Tiada faedah tambahan

Terima kad kredit & debit

Kelulusan segera

Till 30 Sep

**Sahajidah Hai-O**  
**Enjoy RM15 off**

New user: RM15 off, min. spend RM50.  
All user: RM15 off, min. spend RM1,000.

# Stockist on E-Commerce

**Welcome Aboard!**

**B56 Kota Damansara Stockist**

is now available on SHOM  
e-commerce [visit now](#)




**Welcome Aboard!**

**B48 Shah Alam Stockist**

is now available on SHOM  
e-commerce [visit now](#)




# Personalised Landing Page just for you

[getstarted.shom.com.my](https://getstarted.shom.com.my)






# ENJOY FREE MEMBERSHIP AND GET YOUR ESSENTIAL STARTER KIT IN ONE GO!

Welcome to the SHOM Member Portal  
Sign up to getting started.

Enter your details to proceed further.

 **SHOMpreneur Sign Up Form**

\* Required Field

Country \*

Malaysia

Location \*

West Malaysia

# member.shom.com.my

**STEP 1: Go to SHOM Member Portal sign-up page**

CHECKOUT SUMMARY

SHOM MEMBERSHIP SALE!  
SKU:

ESSENTIAL KIT (1 YEAR MEMBERSHIP)  
SKU:

PAYMENT OPTIONS

Credit Card / Debit Card / Online Banking (MY) / Boost / Maybank QRPay / TNG eWallet

**STEP 2: Fill in all details and tick off Essential Starter Kit option to purchase**

Card / Online Banking (MY) / Boost / Maybank QRPay / TNG eWallet

**TERMS OF SERVICE AND PRIVATE POLICY**

I understand that this is non returnable / exchangeable / cancel item. I understand that I will be charged the amount above.

Subtotal: MYR 221.00

Shipping & Handling: -

Discount: -

Total: MYR 221.00

**PAY MYR 221.00**

**STEP 3: Proceed with your chosen payment method.**



# Wholesale Segment





# Wholesale

B E S H O M

- ✓ 100 wholesalers and 2,000 retailers including Chinese Medical Halls, Restaurants, Pharmacies and Modern Trade Channels.
- ✓ Exclusive Distribution Rights for over 50 renowned brands of Chinese Medicines, health tonic, tea and healthcare products.
- ✓ Centralised purchasing support for the MLM & Retail Segment.





# Wholesale Cooking Wine, Health Tonic, Tea & Wine





Wholesale

B E S H O M

## Business Strategies

Strengthen brand awareness  
& customer credibility

### 01

- Explore collaboration with reputable brands:
  - Co-branding
  - Exclusive distribution

### 02

- Launch exclusive promotions at trading and consumer segments periodically:
  - Promotions
  - Flash sales
  - Limited time offer





Wholesale

B E S H O M

## Business Strategies

Enhance  
sales & trade

Apply trendy sales model

Expand modern trade

Develop health concept among  
younger generation

Develop FMCG market



Attract & retain  
customers

Enhance competitiveness of consumer  
market

Utilize value-added or special  
promotions

Target K/A and online platforms for  
enhancement

Brand awareness &  
Customers engagement activities



# Wholesale

Enhance development of FMCG product range market





# Wholesale

B E S H O M

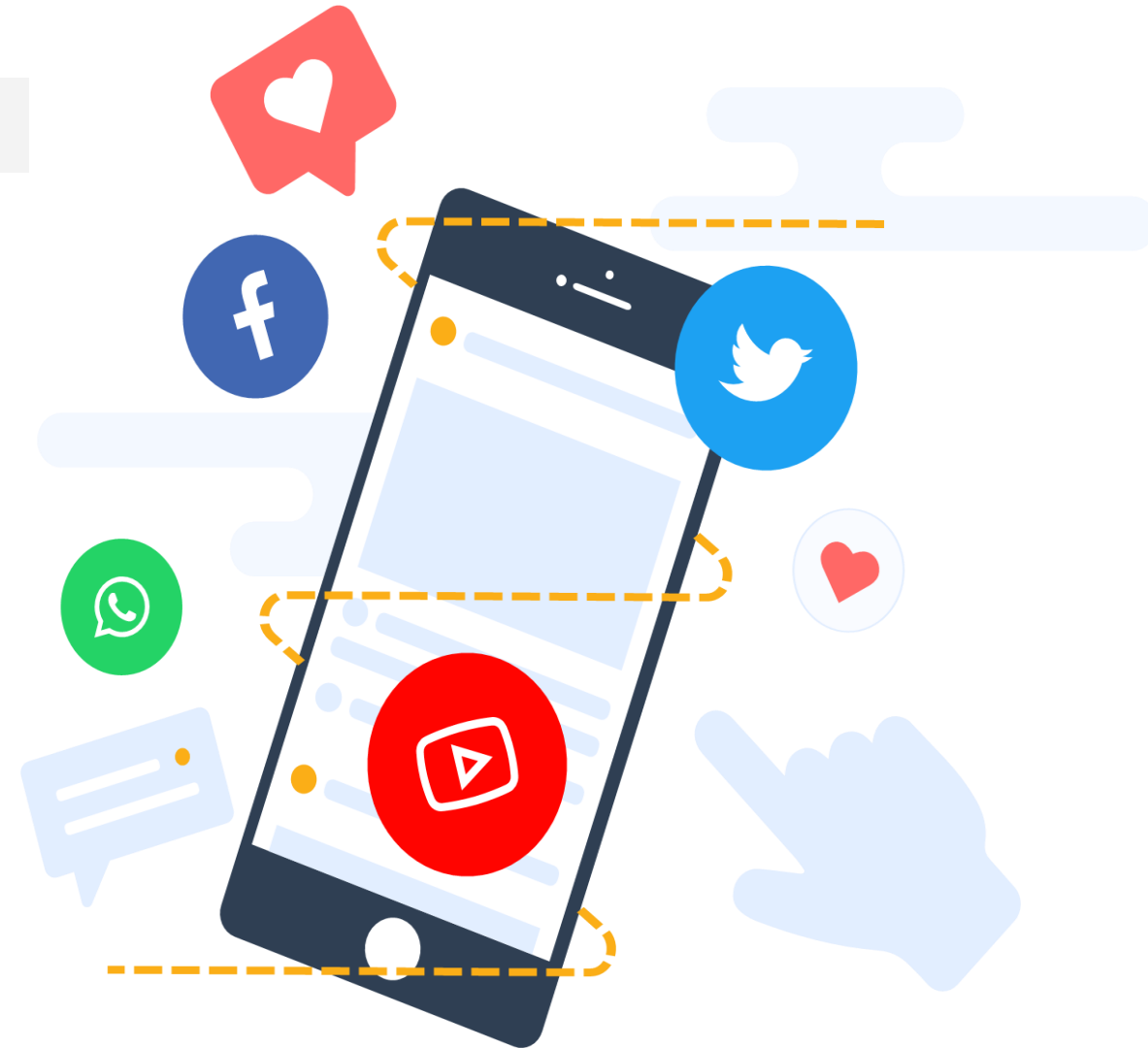
## Modernize & enhance A&P

### Engagement

- Engage with KOL for engagement or live, synchronizing with branding campaigns/ new product launches

### Brand Awareness

- Brand building & Customers engagement with regular update on product offerings to maintain relevance market and increase customers attraction.







Wholesale

Roadshows & Events

B E S H O M





# Retail Segment



- ✓ A leading herbs & healthcare products chain stores in Malaysia;
- ✓ 54 outlets, including 7 franchise;
- ✓ Carry an extensive range of Traditional Chinese Medicines (TCMs), teas, health tonic, wines, gift packs or hampers and other healthcare products;
- ✓ As part of quality service, also provide TCMs advice to customers. Chinese physician at selected retail outlets to provide value added services in the form of general medical consultation and product knowledge.



# 海鸥连锁店分布图

**Klang Valley**

**South**



23

15

54

12

4

**Northern**

**East Coast/East Malaysia**

Malaysia

# Value & General Herbs, Health & Food Supplements





# Retail Strategies

1

Sustainable Revenue Growth

2

New Market Development

3

Evergreen Branding

# 1. SUSTAINABLE REVENUE GROWTH

➤ Revenue Growth On HOR House Brands

DEVELOPING A RETAIL SALES KIT



REFRESH ICONIC HOR HOUSE BRAND PRODUCTS' PACKAGING



# 1. SUSTAINABLE REVENUE GROWTH

➤ Revenue Growth On HOR House Brands



## HOR HOUSE BRANDS INCENTIVE SCHEME

- Outlet
- Individual



## 2. NEW MARKET DEVELOPMENT

### ➤ Membership Expansion

Growth Of New Members



1

Free TCM  
Consultation  
Campaign

2

Member's referral  
program

3

Partnership with  
business alliances/event  
sponsorships



## 2. NEW MARKET DEVELOPMENT

### ➤ House Brands Expansion



#### Authorized Dealers Program

##### To expand HOR House Brands

- Popular tourist areas
- Restaurants/Cafe



#### Health Talk & House Brand Products Sharing Session

##### Collaboration with Business Alliances/ Media Partners

- Media house
- Bank



#### Vending Machines with Hai-O Products

##### To place House Brand products at high footfall area

- Hospitals
- Universities



### 3. EVERGREEN BRANDING

➤ Effective Measure To Overcome Brand Aging

Develop a strategic branding plan to combat brand aging and revitalise our market presence.



Engage branding consultant for rebranding proposal



Refurbish outlet to modern retail store concept



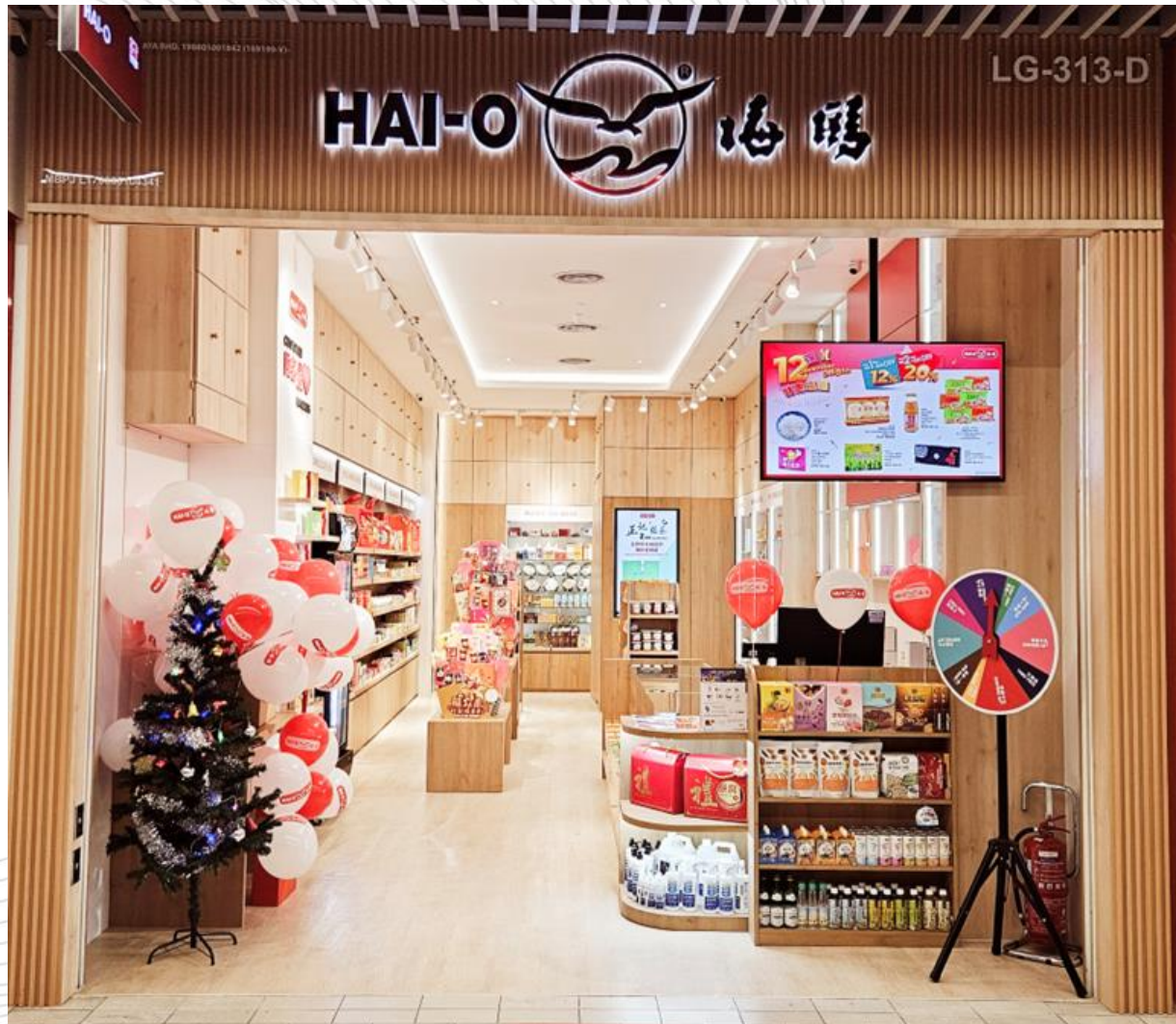
Infuse modern technology into business operation





# Hai-O 1 Utama (New Look)

B E S H O M



# New Products



HAI-O  海鷗

番石榴叶茶

# Guava Leaf Tea

**New!**

GUAVA LEAF TEA  
番石榴叶茶  
TER DAUN & BUAH JAMBU BATU

Enjoy your health drinks

海鷗连锁店&电子商城已均有出售!  
Available now at Hai-O Chain Store & Hai-O eStore!



HAI-O  海鷗

清凉 **BEAT** the **HEAT** 解暑

浓缩罗汉果雪梨  
CONCENTRATED GROSVENOR  
MOMORDICA WITH SNOW PEAR

浓缩燕窝红枣  
CONCENTRATED JUJUBE  
WITH BIRD'S NEST

海鷗电子商城  
HAI-O eStore



HAI-O  海鷗

# 天仙液 正式上架

前往全马海鷗连锁店&电子商城了解更多详情!

天仙液  
TIAN XIAN LIQUID

FEIDA  
中自飛達聯合有限公司  
China-Japan Feida Union Co., Ltd.

安全 | 安穩 | 安心

海鷗连锁店  
Hai-O Chain Store

海鷗电子商城  
Hai-O eStore

Sales Promotion/ Event



冬虫夏草

**Cordyceps King**

促销会 Promotion

01.09.2024~13.10.2024

品味珍稀冬虫夏草，健康养生的臻品





B E S H O M



BERKELEY  
UPTOWN

# 健康焕活日

携手主办方



8月11日 | 星期日

早上10点 - 下午4点

Paramount Property Gallery  
@ Berkeley Uptown

获得3年海鸥会员及折扣券\*

\*Terms & Conditions apply. While stocks last.



海鸥中医师  
健康咨询服务



免费赠送  
海鸥养生汤包



康乐健身  
与反应测试游戏

PARAMOUNT  
PROPERTY

The People's Developer™

**B E S H O M**  
THE BEST STARTS FROM HOME

**Thank you**

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