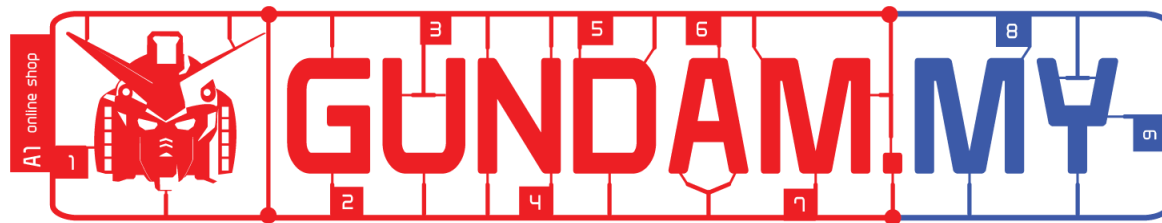


eec | 2016



My E-Commerce Journey
By Lai Heng Choong
11-08-2016



History and Back ground

1. Application and Development Manager in MYNIC
2. Have some web programming knowledge
3. Comfortable environment and 5 figures Salary



Question : Am I doing the same job until retire



Something can start with conditions ..

- Works alone
- Part time basis
- Minimum capital
- Able to expand / grow fast and big
- Cash term
- 24 x 7 (Machine work for me)
- Make use of my professional knowledge





My answer is
E-Commerce



What product to sell ?

- Niche and have demand
- Good margin
- Recurring Sales
- Less online competitors
- Reliable source
- Easy to pack and ship
- Legal



1st E-Commerce Product



Started www.condom003.com at Oct 2007

CONDOM003
online condom shop

The screenshot shows the homepage of the CONDOM003 online condom shop. The header features the brand name 'CONDOM003' in large orange letters, with 'online condom shop. www.condom003.com' underneath. A navigation bar includes links for HOME PAGE, PRODUCTS, PROMOTION, PAYMENT, CONTACT US, SHIPPING, TRACK ORDER, FAQ, HOW TO BUY, and CONDOM NEWS. A search bar is located below the navigation bar. The main content area includes a welcome message, a list of product categories on the left, a featured product 'Romantic Long Shock (Tahan Lama) Condom' for RM19.00, and a 50% discount promotion on ESP condoms. The right sidebar contains sections for 'Your Basket' (empty), 'Order Notices', 'Promotions', and 'More orders status'.

CONDOM003
online condom shop. www.condom003.com

Orders are shipped in **NONDESCRIPT PACKAGES** with no indication as to the content.

Need Help? Call, SMS or Whatsapp Us: 016-382-2022

HOME PAGE PRODUCTS PROMOTION PAYMENT CONTACT US SHIPPING TRACK ORDER FAQ HOW TO BUY CONDOM NEWS

Search product by enter keywords -- brand -- -- category -- -- price range -- SEARCH

Category

- CONDOM
- LUBRICANTS
- MASSAGER
- RING & SLEEVE
- LINGERIE
- ENLARGER
- PROLONG, ERECTION
- PERFUME
- GIFT ITEMS
- TENGA & YOUNG CUPS
- ACCESSORIES
- SHAPE WEAR
- MAN BRIEFS

New Arrival

Click Here to The New Arrival Products

WELCOME TO CONDOM003.com

At www.condom003.com, you can browse around in the comfort of your home or office and purchase a wide range of condoms at your own pace. Avoid the embarrassment of shopping in public for condoms.

FREE Shipping

Customer information is confidential and will NEVER be sold or distributed to any other organization for any purpose.

FREE SHIPPING for order over RM100. (Only for order deliver with-in Malaysia)

Romantic Long Shock (Tahan Lama) Condom
RM19.00

50% DISCOUNT

Enjoy 50% Discount on ESP CONDOMS.

Your Basket
(your basket is empty)

Order Notices

courier pickup

Order 251783 is waiting courier pickup

Order 251782 is waiting courier pickup

more orders status

Promotions

2nd E-Commerce Product



Started www.gundam.my in 2010

The screenshot shows the homepage of the website www.gundam.my as of Wednesday, 3 Aug 2016. The header includes a search bar, navigation links for language (English, Malay, Chinese), and a GBWC 2016 form. A large banner features a red Gundam model (MSN-06S Sinanju) with the text "COMING SOON RG 1/144 MSN-06S SINANJU" and "ALL PRICE DISPLAY ARE INCLUSIVE 6% GST". Below the banner is a navigation menu with links: HOME, PREMIUM BANDAI, PRE-ORDER, BACK TO BACK ORDER, PAYMENT, SHIPPING, CHECK STATUS, IMAGE GALLERY, FAQ, and CONTACT US. On the left, there is a "CATEGORY" sidebar with a list of "Accessories" including Gundam Model Kit (First Grade, Gundam Head Part, High Grade, Master Grade, Mega Size Model Kit, Normal Grade, Perfect Grade) and their respective counts. The main content area features a "GUNDAM Reconguista in G" advertisement with the text "CRAZY SALES!!" and a "SHOPPING CART" section indicating it is empty. A "DELIVERY NOTICE" section on the right provides updates on courier pickups and payments. The footer includes a "Login with Facebook" button and a "Like" button for the Facebook page.

Become full time in Oct 2013

How I Start this Business ?

1. Do some market / keyword study
2. Register a company with SSM
3. Register Domain name
4. Build Shopping Cart
5. Signup a Payment Gateway Account
6. Signup a Courier Service Account
7. Sourcing ... buy the 1st batch Stock
8. Launch the Site and wait for order ...

Home office ... and warehouse



How to get sales ... Traffics

CLIENTS
OFFERS
CREATIVE
WEBSITES
SOCIAL MEDIA
CONCEPT
LOGOS
IDEAS
TARGET
INNOVATION
REALTIONSIPS
ANALYSIS
TARGET
PROMOTIONS
COMMUNICATION
FLYERS
BROCHURES
EMAIL
ONLINE
VIDEOS
DESIGN
TARGET MARKET
ADVERTISING

SEO / SEM

- 4 related results when search “gundam” keyword in google.com.my

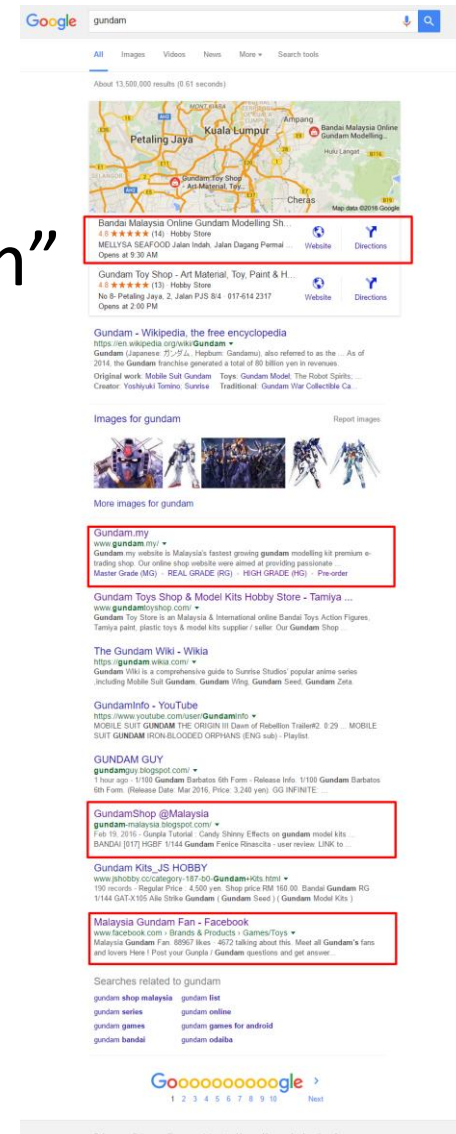
i) Business location

ii) www.gundam.my website

iii) Our blog page

iv) Our Facebook Page

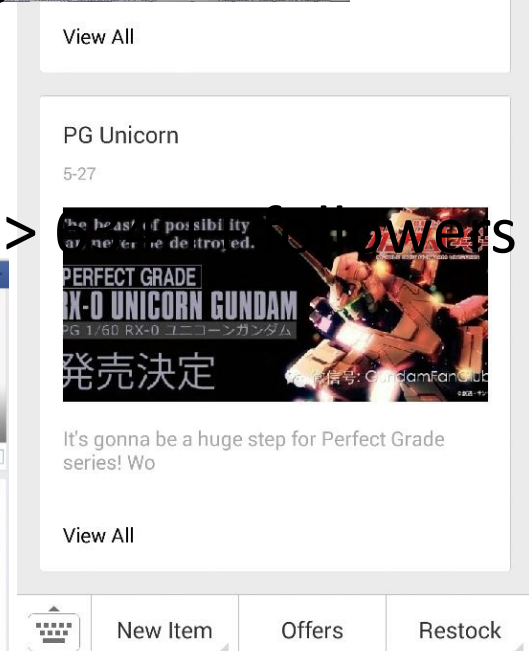
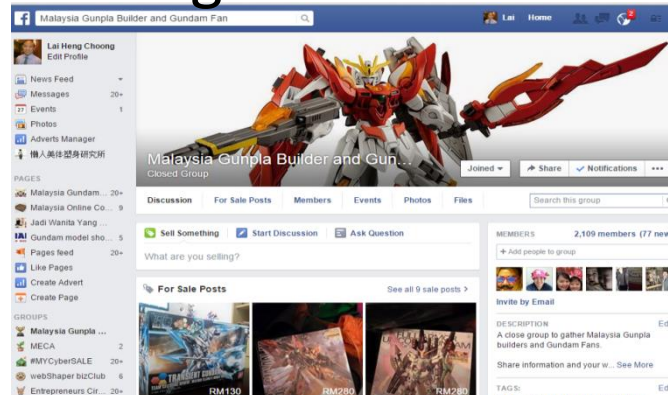
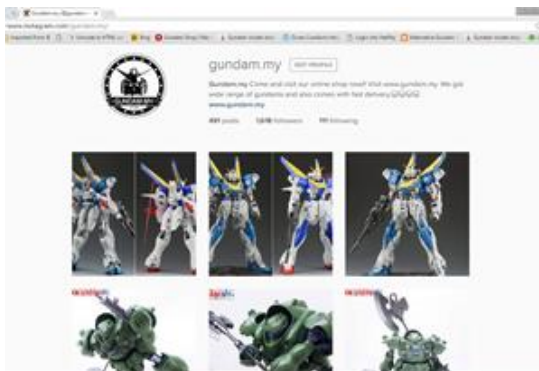
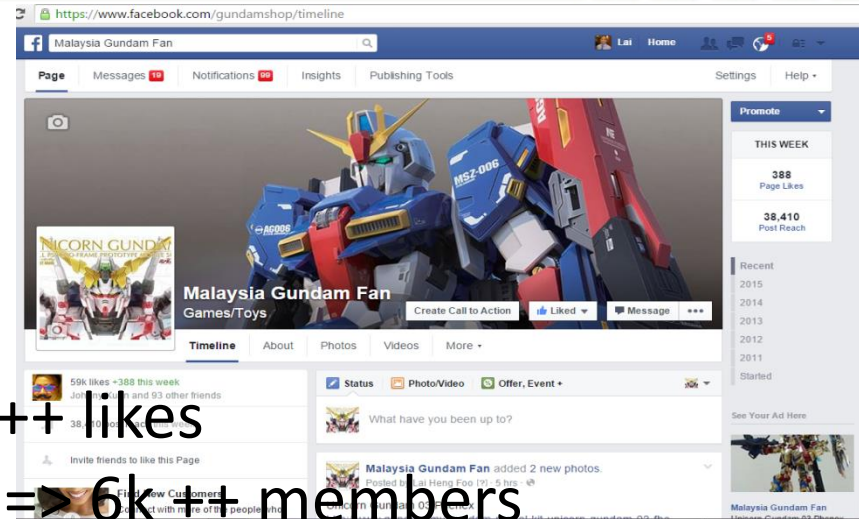
ALL appear at organic result in the 1st page



Social Media



- Facebook Page => 100k ++ likes
- Facebook Closed Group => 6k ++ members
- Instagram => 7K ++ followers
- Youtube Channel
- WeChat Public Account : gundamfanclub =>

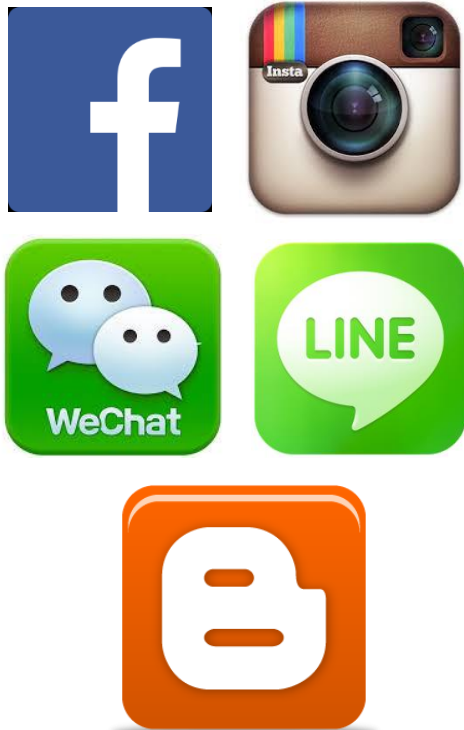


Blogging

Products review



Drive Traffic



Multi Channels/ e-Market Places



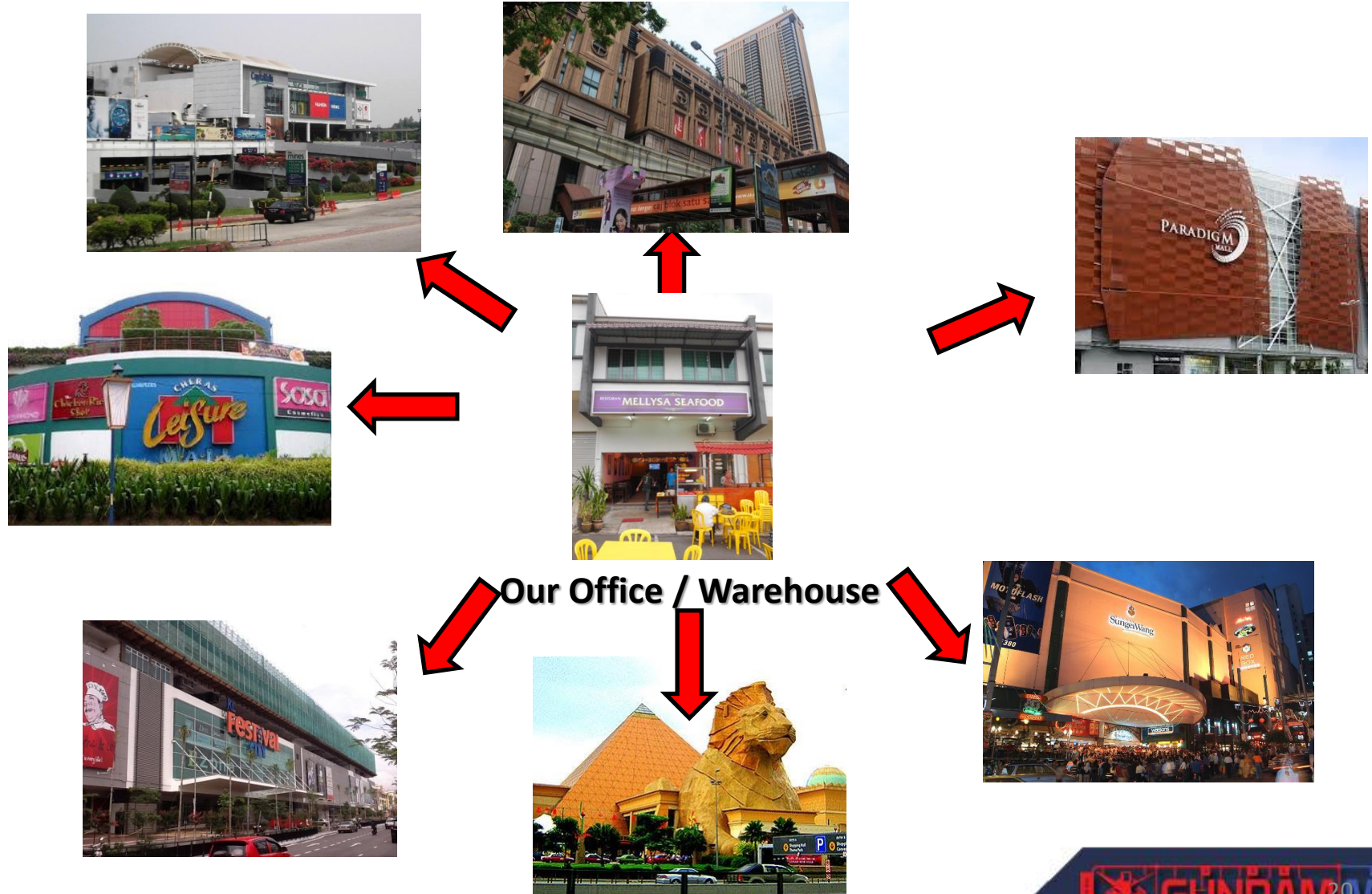
Mobile Shopping Apps Platforms



Low Prices vs. Delivery Speed



Open retail shops in different Shopping Malls



Benefits selling on Multi Channels



Min. Investment (No rental)



No need keep stock for every outlets



Min. Staffs



Centralized control



Every where on the net can find your products



24 x 7 business



Make use of Their Marketing Campaign

Our Strategies selling in Market Places

Get 50% or 99% + RM11.00 discount
for any Gunpla Model Kit
at Gundam Shop @



Example : RG Exia only RM1.65 (use 99% coupon) or
RM40.65 (use 50% coupon + RM11 credit)



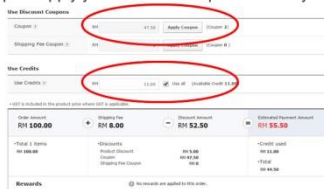
Step 1 : Goto www.11street.my
Step 2 : Sign Up as a Customer
Step 3 : Click on the "Free RM11 Credit" (first image banner at the landing page) and claim you RM11 credit



Step 4 : Click on the "Crazy Coupon" (second image banner at the landing page) and claim your 50% or 99% coupon

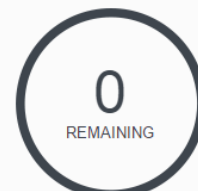
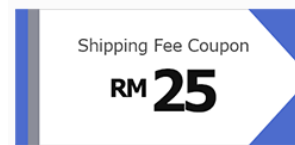


Step 5 : Visit <http://store.11street.my/gundamshop>
Step 6 : Select your prefer Gunpla Model kits and Check out
Step 7 : Apply your discount coupon and use your RM11.00 credit



Step 8 : Enjoy the discount and continue with the Payment

Make use of the discount Coupon given out by Market Places



100 PER DAY

DOWNLOAD NOW



500 PER DAY

DOWNLOAD NOW

Share the inform in our FB page, and FB community groups

Voucher



30% OFF
VOUCHER
FOR YOU WITH MAX. DISCOUNT OF RM50
Valid till : 08/11/2015, 11.59pm

promo code : gundamshop

Terms & Conditions:

- No min. spend, Valid for one-time use only..
- Promo code must be entered at the checkout page.
- Applicable to payments involving Shopee Guarantee only (except Buyer - Seller Self Arrangement).

T&C are subject to changes without prior notice.

Our Strategies selling in Market Places

Own a PG Unicorn + LED Set with
Maybank 0% EzyPay Instalment Plan
+ Extra RM30.00 off
RM87.80 per month only !!!
Only available at GundamShop@11street



steps :

1. Visit www.11street.my



2. Click the Maybank 12% discount Logo at the top right corner



3. Download the coupon

4. Goto <http://store.11street.my/gundamshop>, look for the PG Unicorn with LED product

5. Add to Shopping cart and proceed to checkout

6. Apply the coupon during check out and follow the steps to complete the payment

7. Your PG Unicorn + LED set will be dispatch within 24 working hours after payment completed.

DON'T MISS THIS !!

Make use of the “0% interest Instalment Plan” for high value products



Our Strategies selling in Market Places

**Pre-Order RG OO Raiser with
50% or 99% discount + RM11 off
at GundamShop@11Street NOW !!**



Step 1 : Goto www.11street.my
Step 2 : Sign Up as a Customer
Step 3 : Click on the "Free RM11 Credit" (first image banner at the landing page) and claim your RM11 credit



Step 4 : Click on the "Crazy Coupon" (second image banner at the landing page) and claim your 50% or 99% coupon



Step 5 : Visit <http://store.11street.my/gundamshop>
Step 6 : Select your prefer Gunpla Model kits and Check out
Step 7 : Apply your discount coupon and use your RM11.00 credit



Use Coupons for
Pre-Order products

Our Strategies selling in Market Places



Bandai HGBF Twin Pack 1 - Wing Zero Honoo & Transient Gundam

Discount RM 20.50

14% ~~RM 144.00~~
OFF RM 123.50

★★★★★ (15)

 Gundam Shop



Bandai 1/144 , RG System Base 001 - 3 in 1 Combo Set (Gray, Gun Metal and White Color) - Each 1 unit

Discount RM 5.50

5% ~~RM 110.00~~
OFF RM 104.50



★★★★★ (21)

 Gundam Shop

Bundle 2 / 3 products in a combo set
to enjoy the Maximum discount value

High Conversion Product Page

- Clear Products Brand and Name
- Nice Pictures / Photos
- Complete Product Description
- Products Video
- Products Attribute
- Customer Comments
- Contact Number
- Product's certificate (If any)

Pricing Strategy

- See What your competitors selling price
- Follow the Cheapest one
- Never start the Price War



Flat Rate Delivery Fee



Fast Delivery

- All items are ready Stock
- Dispatch within 24 hours



Packaging / Parcels



Speechless !!!



Customer Review / Rating

- 90% of customers read online reviews before visiting a business
- 88% of customers Trust online reviews as much as personal recommendations
- Customers are likely to spend 31% more on a business with “Excellent” reviews
- 72% say that positive reviews make them trust a local business more
- 92% of users will use a local business if it has at least a 4 star rating
- 72% of customers will take action only after reading a positive review

Customer Review / Rating

- Remind customers to review
- Rate the customers first
- Setup Google Local business and invite your customers to rate there
- Make the review process as easy as possible
- Incentive for customers who do review

How customers rate us

- Thousands of 5 or 4 stars rating from our [own website](#).
- 100% positive feedback from [Lelong store](#).
- 100% positive comments from [11street store](#).
- 5 stars Top-Rated Seller in [Lazada](#).
- 4.9 out of 5 in [Shopee](#).
- 5 stars reviews in [Youbeli](#).

SELLER DETAILS

Gundam Shop



★ Top-Rated Seller

✎ Rate the seller

mobystore is a store member registered on 14 July

Feedback Score: 365
Positive Feedback: 100.00%

[to read the feedback](#)

Numbers who left a positive: 365 1092

Numbers who left a negative: 0 0

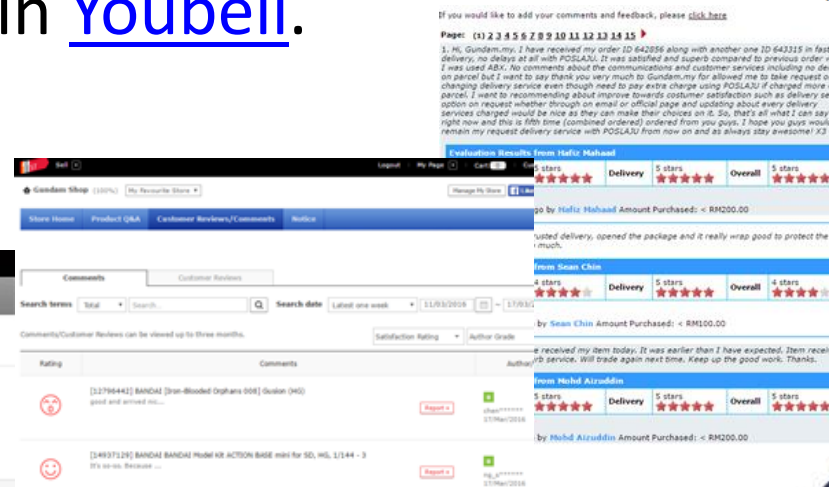
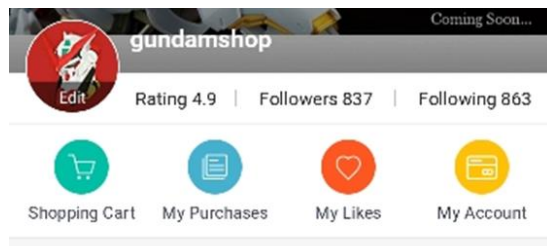
Account status: Active

Member store: Yes

Kad verified: Yes

Idphone verified: Yes

	Good	Bad	Neutral
Member Rating			
Seller	0	0	0
Buyer	1092	0	5
Overall	1092	0	5



Surprise – Free Gift

FREE Gift

with purchase



Comments/Customer Reviews can be viewed up to three months.

Review Type

Recommendation

Author

Rating	Reviews	View/Comments	Author/
 Highly Recommended	 buy gundam free condom lol [352816] Bandai [020] LIGHTNING GUNDAM (HGBF) Oh my god , by gundam at 11street free condom lol special promotion ? THK so much man , it can save a life	Views 0 Comments 0	 last***** 27/May/2015
 Highly Recommended	 Awesome But Weird Gift [750055] [34] Transient Gundam (HGBF) Already received the item, but I curious why give me the condom instead Gundam Keychain as a gift?	Views 0 Comments 0	 hafi***** 26/May/2015
 Highly Recommended	 I like it very much. I highly recommend it. [361228] Bandai RECONGUISTA IN G - OPTION UNIT SPACE good foood good goodgooodgoogsooogdooogsoooooogoodgioooogkk	Views 0 Comments 0	 gxw2***** 26/May/2015

Up Sales

MALAYSIA #1 ONLINE GUNDAM MODEL KIT STORE

THANK YOU

We are pleased that you have chosen:

GUNDAM.MY

for your recent model kit purchase. Thank You very much. We hope you are enjoying the convenience, reliable and quality the service that we provided, and look forward to a long and mutually beneficial relationship between us.

if you have any questions about our product/services Please call or whatsapp us at 018-9882022

BANDAI 100% ORIGINAL PRODUCT

HARD COVER PACKAGING TO PREVENT ITEM DAMAGE

VISIT US NOW AT: **WWW.GUNDAM.MY**

Accept Online & Offline Payment: **VISA CIMB BANK Maybank PayPal**

Follow us on: **www.gundam.my/tb gundamfanclub**

gundam.my 018-9882022

ANUBIS

MULTIFUNCTION ACTION BASE

ONLY **RM29.90**

EXTRA **RM5 DISCOUNT**

PROMOCODE:ANUBISRM5

LINK:<http://goo.gl/uq0Wsq>

ANUBIS MULTIFUNCTIONAL ACTION BASE IS SUITABLE FOR 1/144 MODEL SUCH AS RG and HG MODEL KIT.

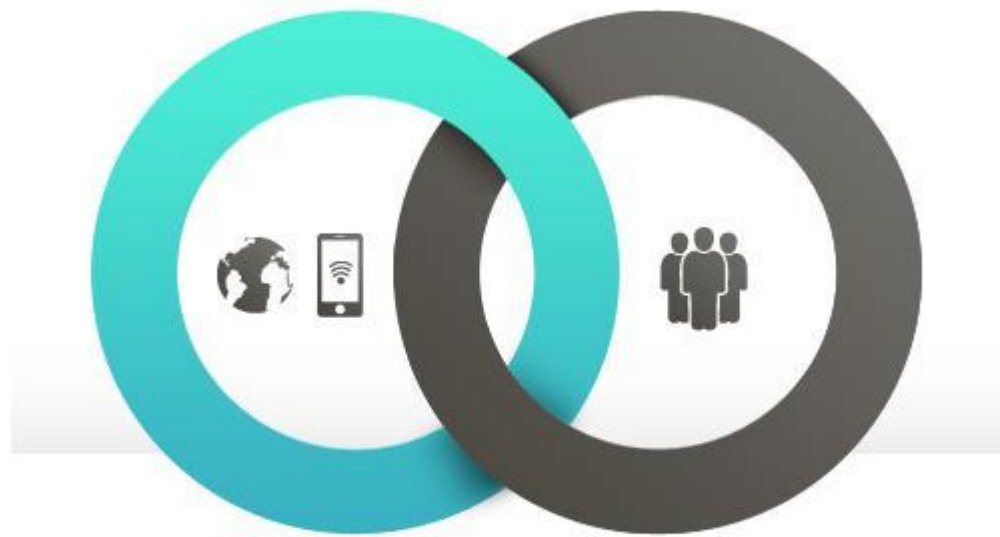
HG HIGH GRADE **RG RESEARCH GRADE**

Attitude and Practises

1. Fast respond to customer enquiry
2. Ready stock and ship out the products ASAP (8 working hours)
3. Proactively to contact customer if anything happen to his order
4. Try your best to resolve the customer problems when they request
5. Don't start the price war
6. Combine Shipping is a MUST
7. Always return balance to the customer
8. Inform buyer tracking number

9. Fulfil customer request if not too much
10. Pack nicely to avoid damage
11. Surprise your customers when they receive parcel
 - Faster delivery than what customer expected
 - Free gifts

Future Plan ??



Online to Offline

Gunpla Work Shop



Physical Retail Shop



Gunpla Café



1st Runner Up Top EC Merchant Awards 2016



Our New Office Warehouse



Thank You

hclai@gundam.my

