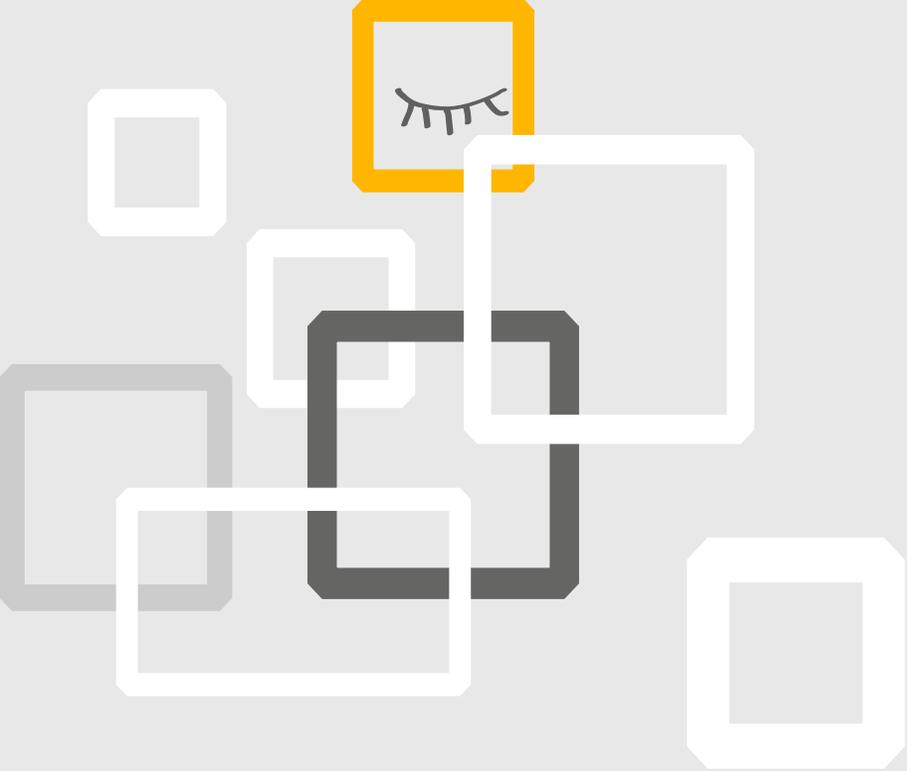


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SOMETHING DIFFERENT

iHope Jewelry Pitch Deck



## Consumers Love to Buy Jewelry

The proportion of Malaysian female consumers who buy jewelry within one year is **47%**. This shows that from the perspective of culture and shopping habits, Malaysian female consumers have always been shopping habits just like to buy jewelry

## No Competitors

At present, the price of non-natural gemstone jewelry brands is seriously polarized. The cheap price is 10-50, the expensive price is 500-1000, and the middle price of 100-300 is that no brand is doing it, and there is **no competition**.

## Grew Rapidly During the Pandemic

The retail sales of clothing and accessories, even in the three years of the epidemic, have grown by **6%**, and the total value has exceeded **RM53 billion**. Among them, the fastest-growing jewelry brands are non-natural gemstones: such as Pandora Lovisa Swarovski, etc.

## strongly influenced by Chinese entertainment industry

Consumers are strongly influenced by **Chinese actors and entertainers**, also by KOL and KOC recommendations

# PART 02 We Have The Keys to Victory

## Celebrity Recommendation

Recommended by more than 100 popular Asian celebrities, and the recommended styles are synchronized with hot TV shows and fashion magazines. Market value is **over RM50 million** and above. Celebrity recommendations are updated monthly



## No Competitor

No competitor in the market of pricing 100-300. Nearly 100 designer brands, updating the brand library constantly. There are new SKUs every week, and each SKU is no more than 5 items, so that consumers have a uniqueness.



## Advanced Social Media Resources

Has established social media dominated by Instagram and TikTok, has a strong social media network with KOLs, influencers, celebrities, bloggers, radio DJs, TV hosts, actors, and singers, in Malaysia



## Offline and Online Stores

Only open stores in premium malls, SUNWAY Pyramid, pavilion 2 to go. Online stores have been opened, including **official website, Shopee, Lazada, TikTok shop**. Stock system which can manage both offline and online stores' stock.

(In Malaysia, having a physical store for jewelry products can increase consumers' trust by more than 70%, and increase brand awareness and value by 55%.)



# PART 02

## We Have The Keys to Victory Celebrity recommendation



some examples only

PART 02

# We Have The Keys to Victory Stores



Store @ SUNWAY PYRAMID



Concept Store

GP in first two months: 50%

(including 20+ brands sample)

GP after stabilization: 73%

Numbers of offline store: 1

Monthly Sale of first two month: RM25,000

Inventory cost amount: RM130,000

Renovation cost : RM120,000

Deposit on Sunway Pyramid: RM42,500

PC (1 unit) : RM 3300

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SOMETHING DIFFERENT



## Franchisee of physical store

To have franchisee in various iconic malls and penetrate into Southeast Asian market



## Global sales channel

Setup online store on TikTok, Shopify and Amazon to penetrate overseas market.



## Celebrities recommendation

Wide range of media exposure for Celebrities' pick.



## KOLs and KOCs

To let consumer to share the shopping experience on social media. A large number of consumer have greater effect than KOL yet no cost



## Brands expansion

Choose some good brands and set up a brand store individually. Monopolized the brand in the market.



## Smooth and fast supply chain

Smooth and fast supply chain, overseas stock to reach Malaysia within 15 days. Contracted suppliers, no stockpile pressure and high profits

**THANK YOU**  
感谢各位观看

