



Strategic Investment in Retail of the Future

Company Name: **GLENN'S GROCER PLT**

Market Overview

Despite having registered RM92.7bil in July 2021, the overall sales in Malaysia's wholesale and retail sector contracted by -14.7% compared to the same period last year. However, RGM expects retail to grow by 4.1% in 2021.

Income from e-commerce transactions recorded RM896.4bil in 2020, an increase of 32.7% compared to 2019 (RM675.4bil), a study revealed.

Index	2017	2018	2019	2020	2021E
Growth Rate	2.0%	3.9%	3.7%	-16.3%	4.1%
Turnover (RM)	99.8bil	103.7bil	107.5bil	90.0bil	93.7bil

Source: TheStar, Department of Statistics Malaysia, The Edge Markets

Growing Trust In Online Grocery & Convenience

With travel restrictions and fears of the infectious virus, Malaysians turned to e-commerce platforms to get their daily essentials, necessities and groceries.

Online grocery platforms saw a surge in demand for their services and benefited tremendously.



The Trend



Supermarket and
convenience store
boom



Grocers are now,
more important
than ever



Convenience, fresh
and accessibility, are
key now



Growing demand
for fresh produce
in Malaysia



The Dilemma



Limited Access & Offering

Fresh fruits and vegetables are still mainly confined to regional markets, supermarkets, and hypermarkets. Not as convenient as neighborhood grocers



Inefficient Pricing Model

Farm–Distributor–Wholesaler–Retailer–Customers model. Heavy multiple layers to the supply adds to the cost factor



Lack of capital (B2B model)

Micro entrepreneurs that are unable to start due to lack of capital. They are enablers that complement the retail business model



Let's Fix This



Close the Gap

New stores within 10km radius of current outlets thus maximizing efficiency and serviceability



Opportunities

Offering seed fund for budding entrepreneurs.
Bulk-buying enables better deals in long run



Target

Urban households and F&B operators within the business district



Cost Saving

Wholesale prices to drive constant B2B and consumer purchases



Freshest Produce at Exceptionally Low Prices

At Glenn's Grocer, our goal is to bring the freshest of produce, at exceptionally low prices.

We strive to build a sustainable business ecosystem targeting B2B and B2C in urban areas



Our Differentiated Business Model



Distribution Centre & WMS

WMS and logistics are connected with tractive control system that reacts flexibly

Groceries, Fresh Food and Bakery

Offering groceries, fresh meat, fruits, vegetables and more online everyday



Young Entrepreneur Program

Empowerment of local young entrepreneurs through GTP strategy

Contactless Curbside Pickup

Designated curbside pickup area for contact-free transactions



Delivery within Vicinity

Providing FREE deliveries to customers within outlet's vicinity

Competitive Analysis

Requirements	Glenn's Grocer	Hong Yang	XTRA Fruits	Juicy Bites
Product: SKUs	126	N/A	47	40
Price: Avg. RRP	RM39.10	N/A	RM61.68	RM58.66
Promo	Competitive	Competitive	Competitive	Competitive
Place: Outlets	2	3	2	3
People	Young Entrepreneur	Employed staffs	Employed Staffs	Employed Staffs

NOTE:

1. Average SKU is calculated based on selected fresh produced.
2. Average RRP is obtained based on selected items.

Glenn's Grocer is currently selling at an average of -35.17% below competitors

Glenn's Grocer carries an average of +190% more SKUs than close competitors

Glenn's Grocer maintains averagely 47.37% active inventory per month

Glenn's Grocer is currently approx. 11K walk-in customers per month



Traction FY2020

Walk-In
Customers
100,000

1,100
Active Members

RM2Mil
Revenue

9,500
SKUs

1.5%
Disposal Rate

Gross Margin
30.91%

10K
SQFT + dedicated
loading bay

5%
Constant new
product listing
growth

Core Revenue (In-Store)

B2C

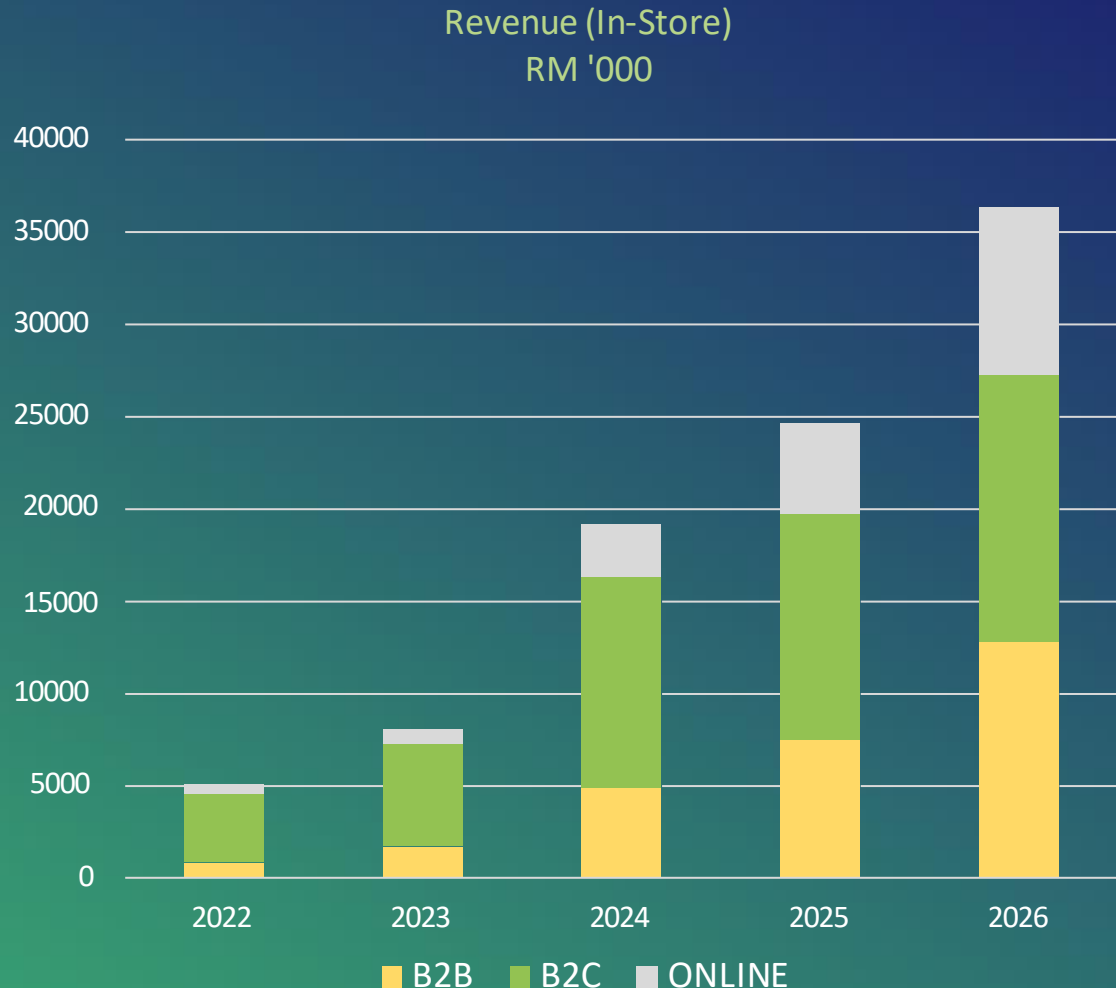
Providing delivery for both online and offline purchases at wholesale prices.

B2B

Providing raw material needs within the vicinity, allowing greater convenience and faster turnaround rates compared to wholesalers.

Online Platforms

Utilizing current available platforms such as Grab, Shopee, etc.



Ancillary Revenue (In-Store)

Direct Sellers

Providing seed-startup for neighborhoods representatives that are engaged in Group Buying.

Store Licensing

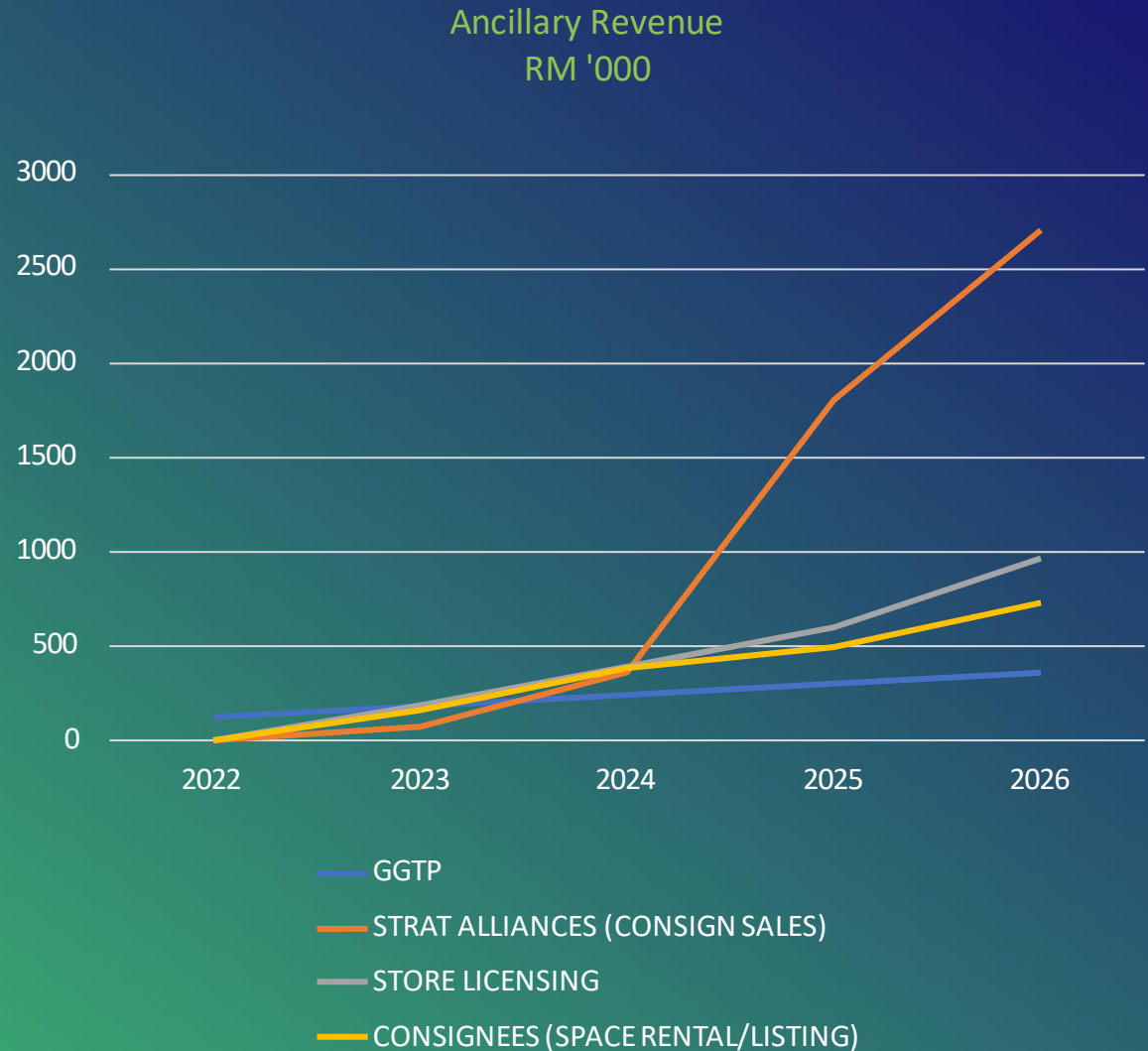
Further expansion via Licensing of Stores with Royalty and Sales Percentage collection.

Strategic Alliance

To tie-up with existing GMS/Convenience stores i.e Baloy, 99SpeedMart, 7-Eleven.

Consignees

Space rentals and Listing Fees



Ancillary Revenue (In-Store)

2022

5 Outlets

2023

10 Outlets

2024

18 Outlets

2025

26 Outlets

2026

38 Outlets



Funding Usage

Inventory & Product Line
Enhancement

RM 200,000

Asset Upgrade (Cold-
Room) & inventory
Management

RM 100,000

Additional Outlet
Expansion

RM 200,000

Grand Total

RM 500,000

Utilization of Fund



- Inventory & Product Line
- Asset & inventory Management
- Additional Outlet Expansion

The Offer

	Minimum Target	Maximum Target
Target Amount	RM 250,000	RM 500,000
Type of Capital Contribution	Cash with No Undertaking to Redeem	
Pre- Money Valuation (RM)	5,137,334	
No. of Existing Capital Contribution(s)	1,204,000	
Post- Money Valuation (RM)	5,137,334	5,637,334
Equity Crowdfunding Investor's Capital Contribution	5%	9%

The Glenn's Team



M. Faiz Zakaria

Chief Executive Officer / Operations

He brings with him more than 15 years of experience in the retail industry. Most notably known for the co-founding and brand building of a local fashion designer/retailer based in KL. Formerly the National & Regional DC Logistics reps for Valiram Group Sdn Bhd. He was the Asia Pacific Operations Audit for FEDEX (M) Sdn Bhd.



Cristina Suzanne Stockstill

Co-Founder, Head of Marketing & Brand Ambassador

A professional fashion model and actress in Malaysia. She is the award winner for Best Actress (FILM) of SKRIN Awards in 2013.

Received Best Supporting Actress at FFM26. Various brand campaigns and commercials involving COACH, Louis Vuitton and LaMer.

The Glenn's Team



Edmund Soon

Head of Development

Passionate in Supply & Distribution of fresh produce since 2001. Prior to joining Glenn's Grocer, he co-founded a successful restaurant chain in Malaysia, with 22 outlets. Received his Bachelor's Degree in Economics & Finance from Curtin University of Technology, Australia.



Brian Kiat

Chief Merchandising Officer

A Malaysian entrepreneur who founded LIN HUAT Global, a well-established Design Consultancy and Trading company. Later, he spent 6 years UMW Malaysia, focusing on Marketing and Sales. He then founded Jin Huat Global, an established Design Consultancy and Trading company. Graduated with Bachelors Degree in International Business, Lim Kok Wing University.



Thank You