

Shaan Honq – Marketing Strategy and O2O E-commerce entertainments

Client : Shaan Honq

Project : Bureau of Foreign Trade, MOEA - High-Quality Parity Product and Emerging Markets - Halal Fundamental Channel Expansion Platform

Marketing and Consumer Behavior
Research Division

Problem

1. With decades of business experience in Malaysia, they used to sell their products to local salons through local agencies (B2B), to expand their business, they need adapt B2C .
2. The company wants to switch to B2C and sell their products directly, the counseling team assists the operators in product marketing and develops the e-commerce system.



Solution

1. Helped filter out potential products and focus on the organic olive products
2. Assist them to sell their products on the most popular Muslim E-commerce platform "Aladdin Street."
3. With the advertisement during the concert of the Muslim pop singer Sheila Majid, promote the brand with off-line trial guiding customers to purchase on-line.

Result

1. 180 products launched on Aladdin Street Global, Malaysia, Taiwan and Singapore.
2. Established a Malaysian subsidiary and Established full-channel sales and marketing.
3. Halal beauty e-commerce platform- Pretty Suci offered cooperation.
4. The company's performance in 2017 grew by NT\$10 million (100% growth compared to 2016).