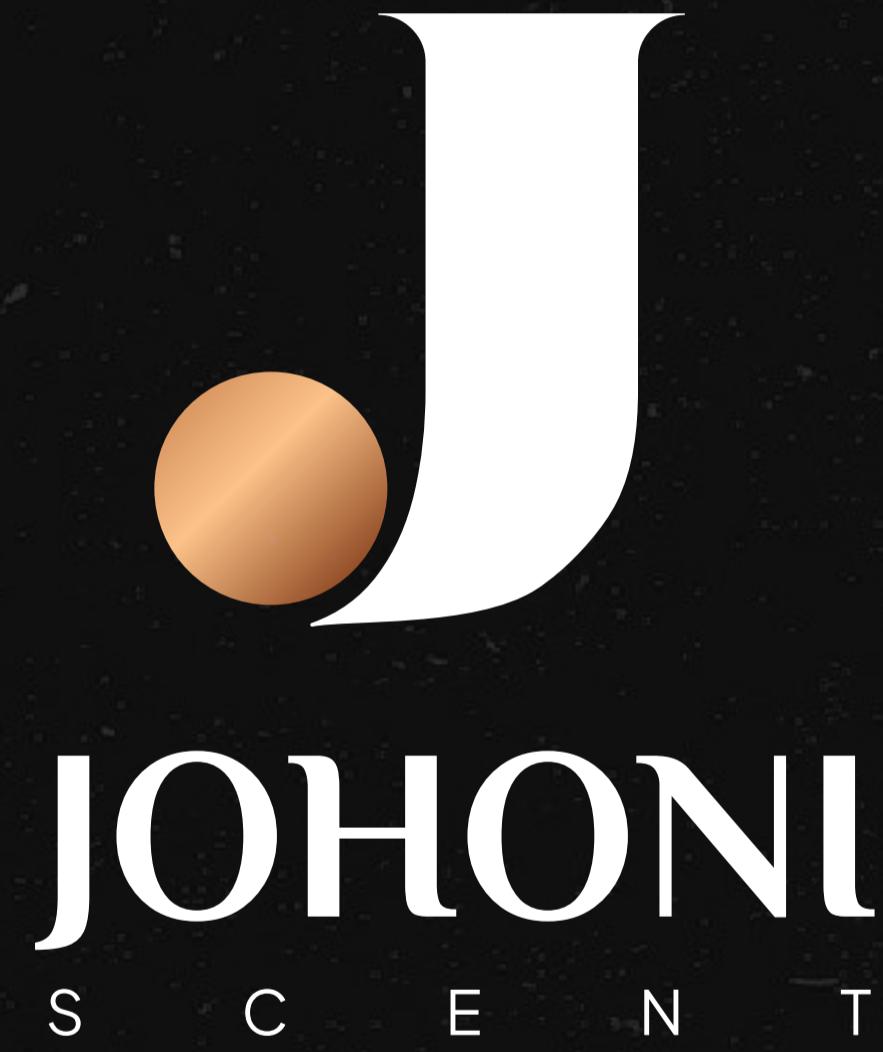


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# ● About Us

At **Johoni**, we believe in the power of scent to evoke emotions, create memories, and elevate every moment. We are **more than just a perfume retailer**; we are curators of exquisite fragrances that inspire and captivate.

Our journey began with a simple but profound mission: to provide our customers with access to the most exquisite fragrances from around the globe. Guided by this vision, we have carefully curated a collection of perfumes that captures the essence of luxury, elegance, and individuality.

At Johoni, authenticity isn't just a promise; it's our signature. We take immense pride in offering **genuine, authentic products**. Every perfume in our collection is sourced directly from renowned international brands and authorized distributors. This unwavering commitment to quality ensures that when you choose **Johoni**, you're choosing **pure luxury**.



# • Our Vision

Our vision is straightforward: to become the accessible go-to destination for all your fragrance needs. Whether you're searching for a signature scent, a thoughtful gift, or a daily indulgence, we're here to assist you in discovering the perfect fragrance that complements your unique style and sensibilities. At Johoni, we're committed to making the world of fragrance accessible to everyone.



## INCLUSIVITY

Our primary **goal** is to make the **world** of **fragrances** accessible to **everyone**. Regardless of your preferences, budget, or background, we're dedicated to helping you find the perfect scent that suits your individual style and sensibilities.



# • Our Mission

At Johoni, our mission is to illuminate the world of fragrance with **authenticity** as our guiding light. We are dedicated to delivering a singular experience where every scent we offer is a testament to genuine luxury and craftsmanship.

## OUR COMMITMENT TO AUTHENTICITY



### ORIGINALITY

At Johoni, we bring you **genuine** perfumes from top international brands and authorized distributors. We believe in the transformative power of pure scent.



### INTEGRITY

We live integrity daily, ensuring you can trust Johoni for **ethical**, **genuine** practices. Your satisfaction is our unwavering commitment, and we're dedicated to providing you with an unparalleled fragrance experience.



### EXCLUSIVITY

Our dedication to authenticity shines through our exclusive fragrance selection, including rare gems available only through us in Malaysia. Experience scents that are truly one-of-a-kind.

# • Products

At Johoni, we take immense pride in offering a carefully curated selection of premium fragrances, with a special focus on our **exclusive perfume collection**.

Our exclusive perfumes, sourced from renowned brands, embody the pinnacle of olfactory artistry and are **available only through us in Malaysia**. These rare gems are a testament to our dedication to providing our customers with scents that are truly one-of-a-kind.

In addition to our exclusive offerings, our diverse range includes **designer perfumes** celebrated for their timeless elegance and **Arabian perfumes** that exude the exotic allure of the Middle East. At Johoni, we believe in making luxury accessible to all, ensuring that everyone can find their perfect scent within our extensive collection.



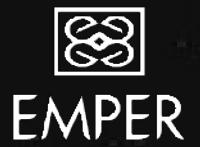
# Exclusive P E R F U M E S

At Johoni, we wholeheartedly embrace and celebrate the diverse preferences of our valued customers. Our commitment to catering to a wide range of tastes and preferences is exemplified through our exclusive perfume collection, which includes exceptional fragrances such as **Denzel**, **Castello**, and **Emper**.

These distinctive scents, meticulously selected for their uniqueness and quality, are made even more special as they can be found **exclusively in Malaysia through Johoni**. We take great pride in providing you with the opportunity to experience these exceptional perfumes, each a masterpiece that reflects our dedication to offering a truly exclusive and delightful fragrance experience.



CASTELLO



EMPER

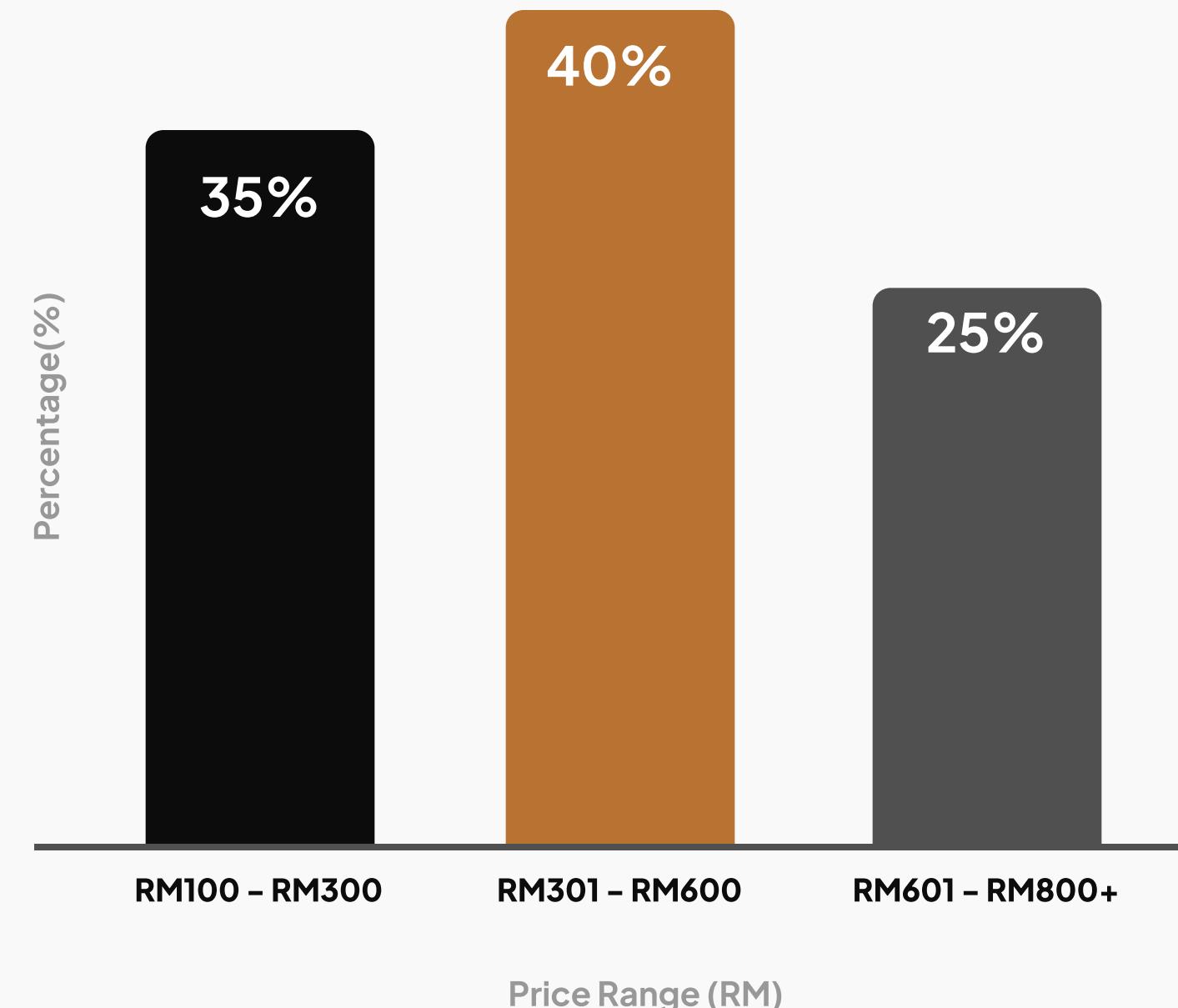
# • Pricing

At Johoni, we understand that affordability is key, and we are proud to offer a wide range of price options to suit every budget and preference.

Our product pricing is thoughtfully structured to cater to various needs, with **35%** of our products falling within the **RM100** to **RM300** range, ensuring accessible luxury.

For those seeking a touch of indulgence, another **40%** of our offerings are priced between **RM301** to **RM600**, delivering premium quality without breaking the bank.

Additionally, we proudly showcase a curated selection of top-tier fragrances, constituting **25%** of our collection, in the **RM600** to **RM800+** range, for those who desire the utmost in opulence. At Johoni, we believe in making the world of fragrance accessible to all, regardless of our client's budget, so they can confidently find their perfect scent at a price that suits them.



# Why Johoni?

At Johoni, we pride ourselves on the values we bring to every partnership, especially with esteemed units of shopping malls. We believe in **fostering authenticity** within the mall experience, ensuring that every product we offer is genuine and of the highest quality. Here are some of the values that sets us apart:

## Authenticity

We pride ourselves on offering authentic and genuine perfumes sourced from trusted international brands.

## Exclusivity

Johoni offers a selection of exclusive perfumes, some of which are available only through us in Malaysia.

## Customer Centric

We are dedicated to providing exceptional customer service, assisting in finding the right fragrance and ensuring shopping experience is seamless and enjoyable.

## Uniqueness

Our exclusive and rare perfumes offer a chance to stand out and express your individuality through scent.

## Affordability

With a range of price options, we make luxury fragrances accessible to all, ensuring there's something for everyone.

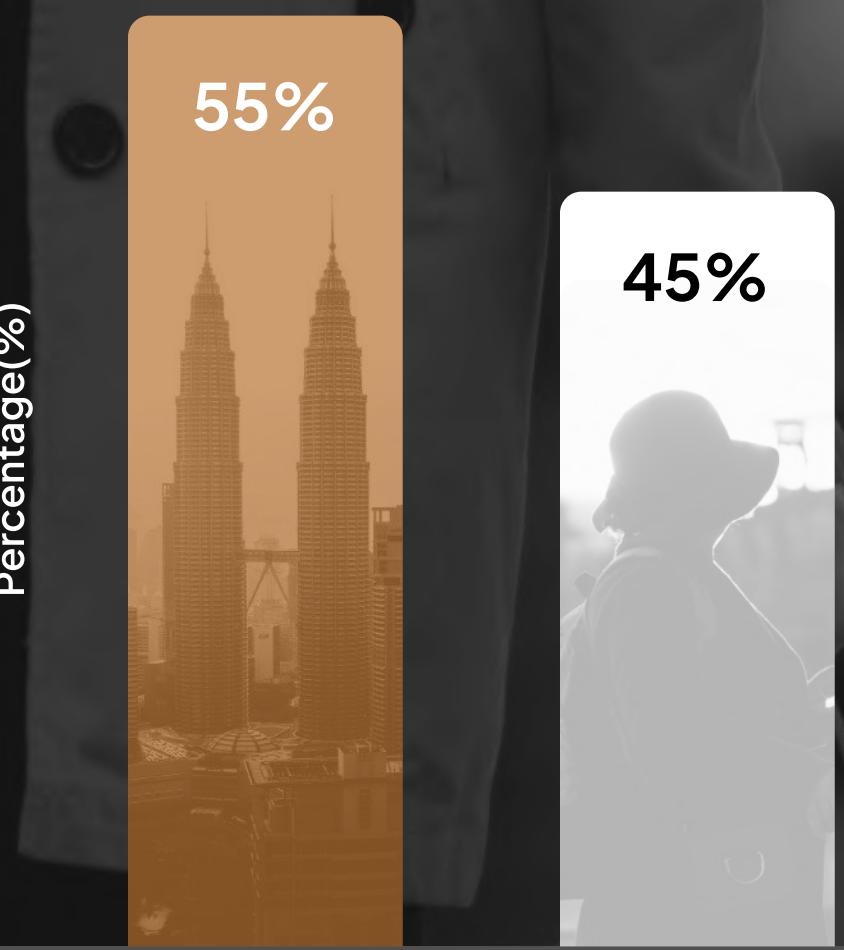
## Fragrance Expertise

We are passionate about perfumes and can provide expert guidance to help you discover the scent that suits your style and personality.

# ● Market Analysis

Our market analysis reveals a strategic focus on catering to our **local customers (~55%)**, which has proven to be a pivotal factor in our sustained success. While we warmly welcome **tourists (~45%)** to explore our fragrant haven, our primary emphasis is on serving our local community. This strategic approach enables us to maintain a steady and robust sales performance throughout the year.

Our commitment to serving the local community is a testament to our belief in **building lasting connections**, and it underscores our dedication to creating a fragrance shopping experience that is both accessible and enriching. At Johoni, we are proud to be a trusted fragrance destination for our local customers, offering them an array of authentic, innovative, and creative scents that cater to their preferences all year long.



# ● Design

At Johoni, our **interior design** is a deliberate and integral part of the overall fragrance experience. We've meticulously crafted our store environment to be more than just a place to shop; it's a sensory journey waiting to be explored. Our interior design is thoughtfully structured to **guide people** through our products and transform their visit into a captivating olfactory adventure.

The layout of our store is designed to be **intuitive**, ensuring that customers can effortlessly navigate through our extensive range of fragrances. Our perfumes are thoughtfully displayed in a way that invites **exploration**, encouraging customers to interact with the scents on a **personal level**.



# ● Get In Touch!

Reach out to us today!

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 Johoni Scent

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**Thank You!**

