

YENZ
APPAREL





COMPANY BACKGROUND

YENZ APPAREL

ESTABLISHED DATE: 5 July 2018

LOCATION: 62A, 1, Jalan Nautika B
U20/B, Pusat Komersial Tsb, 47000
Sungai Buloh, Selangor

OWNER: Muhammad Amier Shafiq
Bin Solleh

TYPE OF BUSINESS: Clothing and
Apparel

MISSION: To be the number one
lifestyle outfit provider in Asia.

VISION: to enlarge YENZ branding
around Asia in 5 years forward



COMPANY HISTORY

- Founded as an Islamic clothing business specializing in kurta.
- Introduced three kurta types: Kurta Perkasa, Kurta Idaman, Kurta Pujaan.
- Initial Target Market
 - Aimed at Muslim individuals over 40 for mosque and festival wear.
- Challenges Faced
 - Limited positive response due to being beginners in the business.
 - Acknowledged insufficient business knowledge and market strategies.



PRODUCT



<p>-39% Free Returns 10% CASHBACK TSHIRT YENZ SAKURAI COD EconomyDelivery RM129.00 RM79.00 ★★★★★ 9 sold</p>	<p>-39% Free Returns 10% CASHBACK JERSEY RETRO YENZ OSKA COD EconomyDelivery RM129.00 RM79.00 ★★★★★ 45 sold</p>	<p>Free Returns 10% CASHBACK TSHIRT YENZ ADIMURAI COD EconomyDelivery RM79.00 ★★★★★ 1 sold</p>	<p>-36% Free Returns 10% CASHBACK TSHIRT YENZ MELTDOWN COD EconomyDelivery RM149.00 RM96.00 ★★★★★ 3 sold</p>	<p>Free Returns 10% CASHBACK RETRO YENZ MAX FLAME COD EconomyDelivery RM199.00 ★★★★★ 3 sold</p>
<p>Free Returns 10% CASHBACK YENZ DOREE LADIES COD Local Seller RM80.00 ★★★★★ 9 sold</p>	<p>Free Returns 10% CASHBACK T-SHIRT YENZ CLAIR COD EconomyDelivery RM80.00 ★★★★★ 6 sold</p>	<p>Free Returns 10% CASHBACK TSHIRT YENZ OWEN COD EconomyDelivery RM79.00 ★★★★★ 2 sold</p>	<p>Free Returns 10% CASHBACK TSHIRT YENZ GREEN AXTON COD EconomyDelivery RM199.00 ★★★★★ 1 sold</p>	<p>-36% Free Returns 10% CASHBACK TSHIRT YENZ WORLDWIDE COD EconomyDelivery RM149.00 RM96.00 1 sold</p>

PRODUCT



YENZ APPAREL

<p>-36% Free Returns 10% CASHBACK</p> <p>TSHIRT YENZ COTTON MOZZA COD EconomyDelivery RM149.00 RM96.00</p>	<p>10% CASHBACK</p> <p>TSHIRT YENZ RETRO MARS COD EconomyDelivery RM199.00 ★★★★★ 11 sold</p>	<p>10% CASHBACK</p> <p>GELANG YENZ EXCLUSIVE COD Local Seller RM59.00 ★★★★★ 15 sold</p>	<p>Free Returns 10% CASHBACK</p> <p>T-SHIRT YENZ DARK ROSE COD Local Seller RM70.00 ★★★★★ 49 sold</p>	<p>10% CASHBACK</p> <p>TSHIRT YENZ ROXY COD EconomyDelivery RM79.00</p>
<p>-36%</p> <p>10% CASHBACK</p> <p>TSHIRT YENZ COTTON MAVI COD EconomyDelivery RM149.00 RM96.00</p>	<p>10% CASHBACK</p> <p>T-Shirt oversize Yenz Hoop COD EconomyDelivery RM149.00 ★★★★★ 9 sold</p>	<p>10% CASHBACK</p> <p>HOODIE YENZ YK MAROON COD Local Seller RM186.00 ★★★★★ 36 sold</p>	<p>10% CASHBACK</p> <p>T-shirt yenz Cotton Viper COD EconomyDelivery RM149.00</p>	<p>10% CASHBACK</p> <p>T-SHIRT YENZ GLACE COD EconomyDelivery RM80.00 1 sold</p>

PRODUCT



YENZ APPAREL

Free Returns

TSHIRT YENZ RETRO LUCA

10x CASHBACK

COD EconomyDelivery

RM199.00

★★★★★ 2 sold

T-SHIRT YENZ NICO PURPLE

10x CASHBACK

COD Local Seller

RM80.00

★★★★★ 4 sold

T-SHIRT YENZ NICO PURPLE

10x CASHBACK

COD Local Seller

RM70.00

★★★★★ 8 sold

T-SHIRT YENZ XURO BLUE

10x CASHBACK

COD Local Seller

RM70.00

★★★★★ 40 sold

YENZ EXCLUSIVE HOODIE NEO

10x CASHBACK

COD Local Seller

RM189.00

★★★★★ 2 sold

T-SHIRT YENZ VIOLET

10x CASHBACK

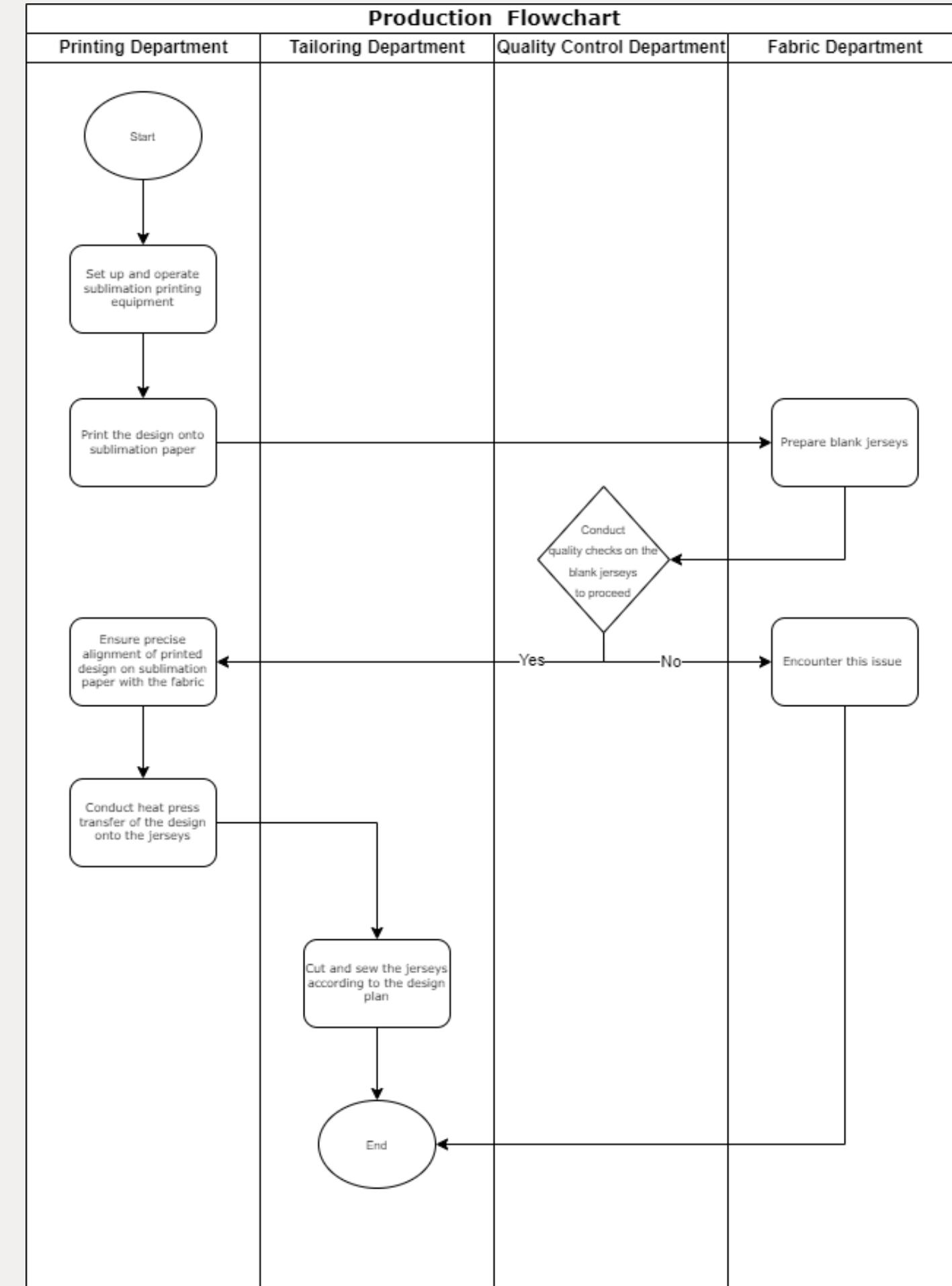
COD Local Seller

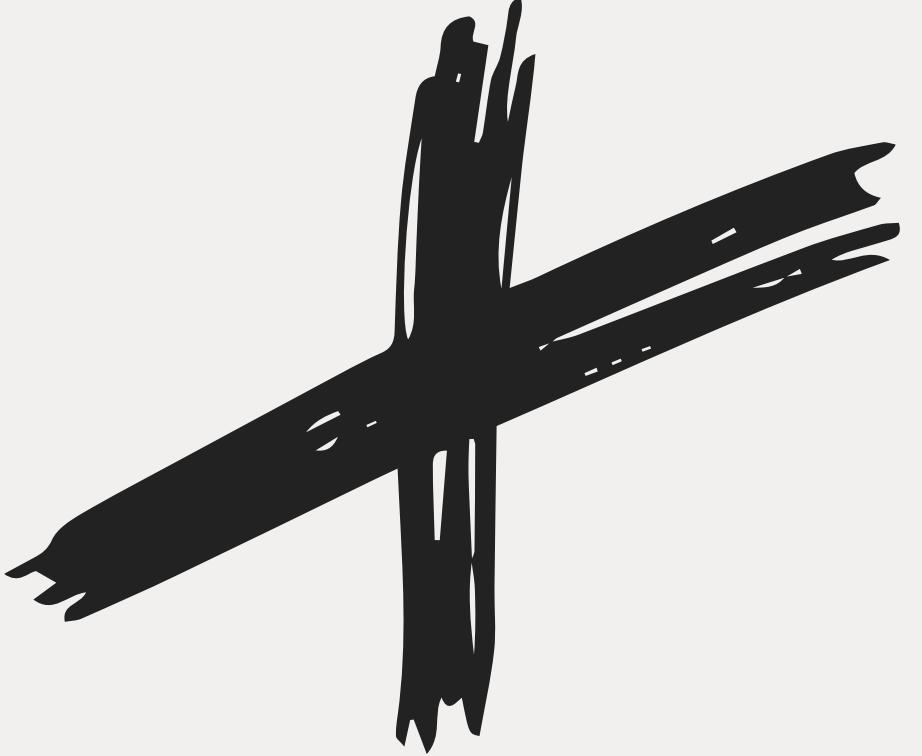
RM80.00

1 sold

BUSINESS PROCESS

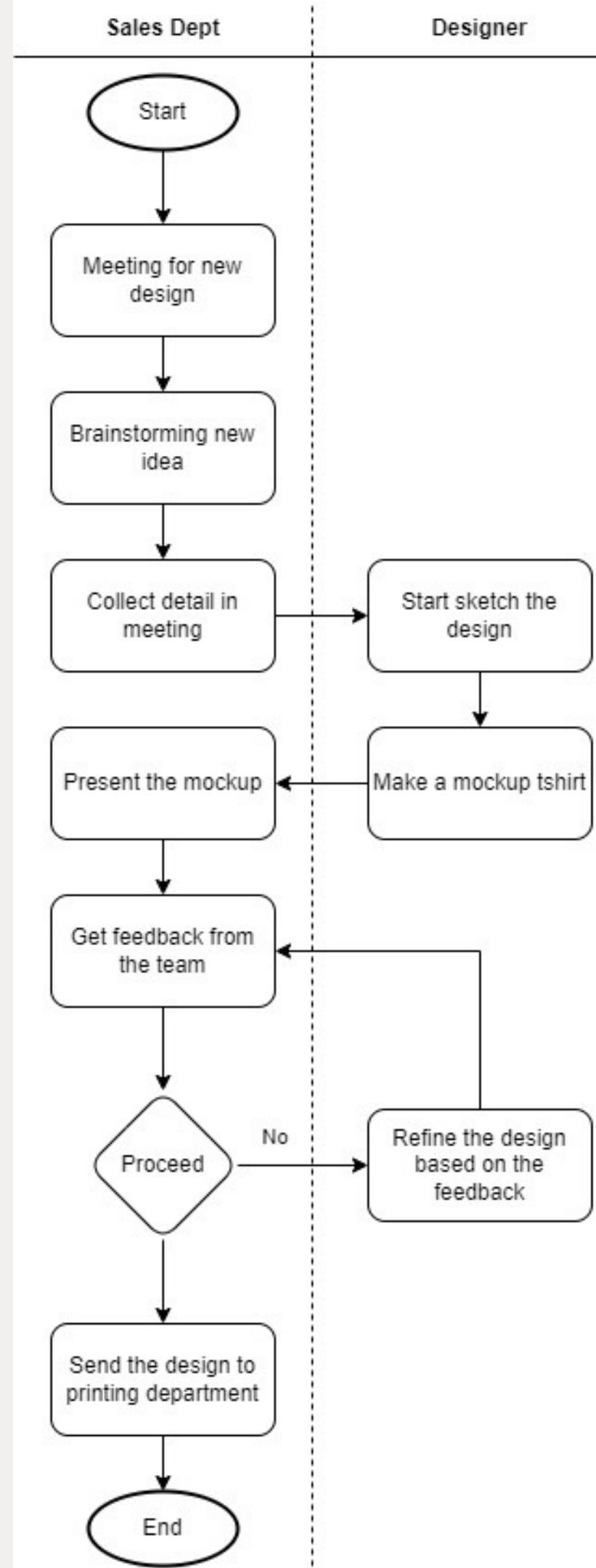
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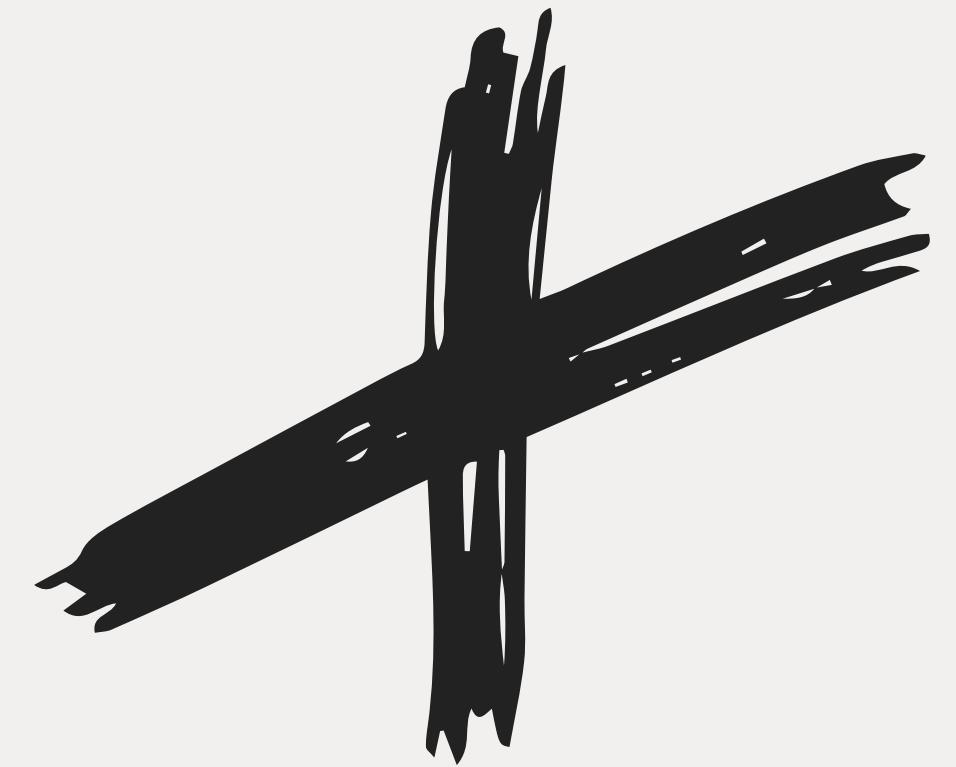




BUSINESS PROCESS

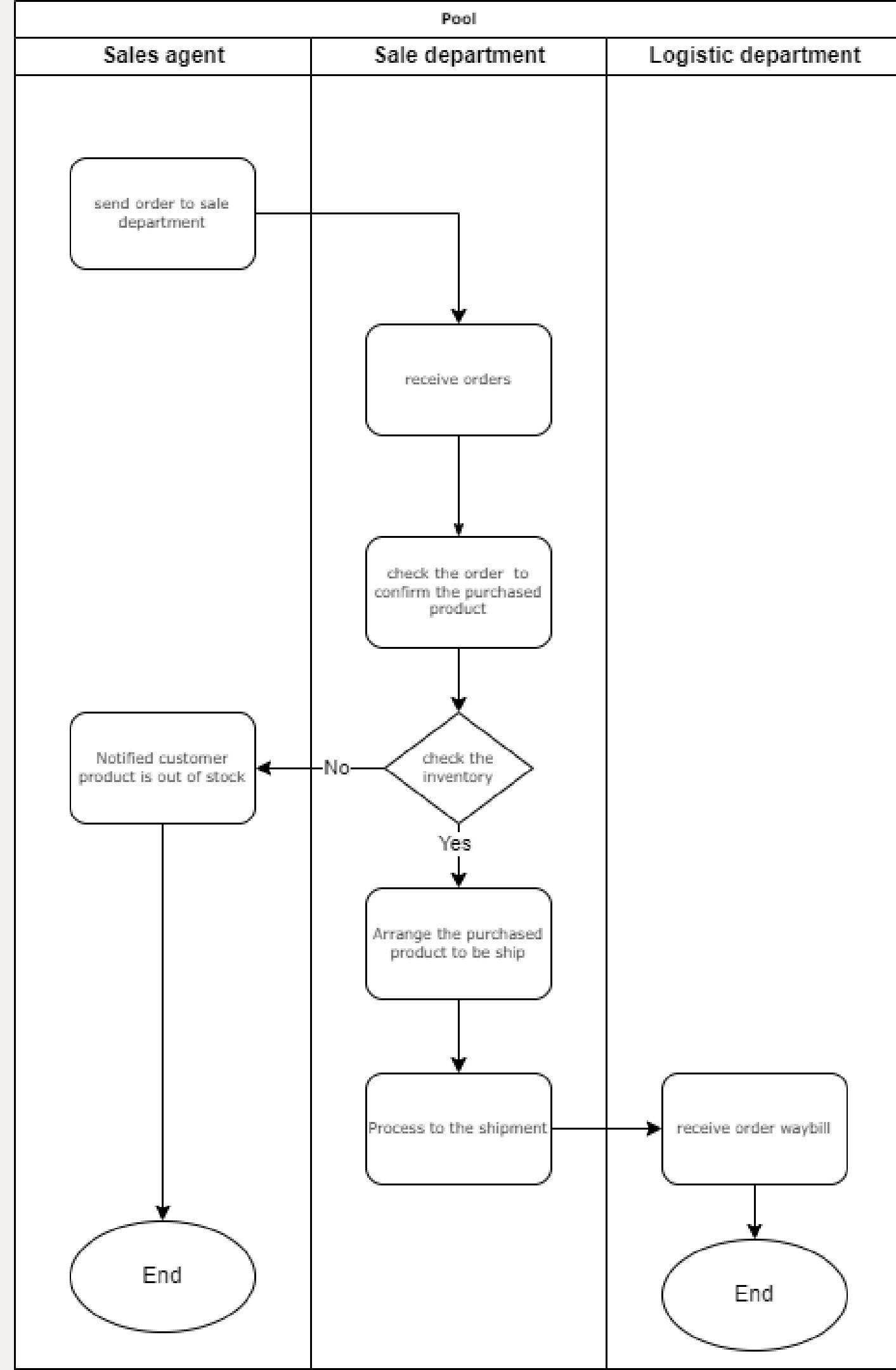
Design





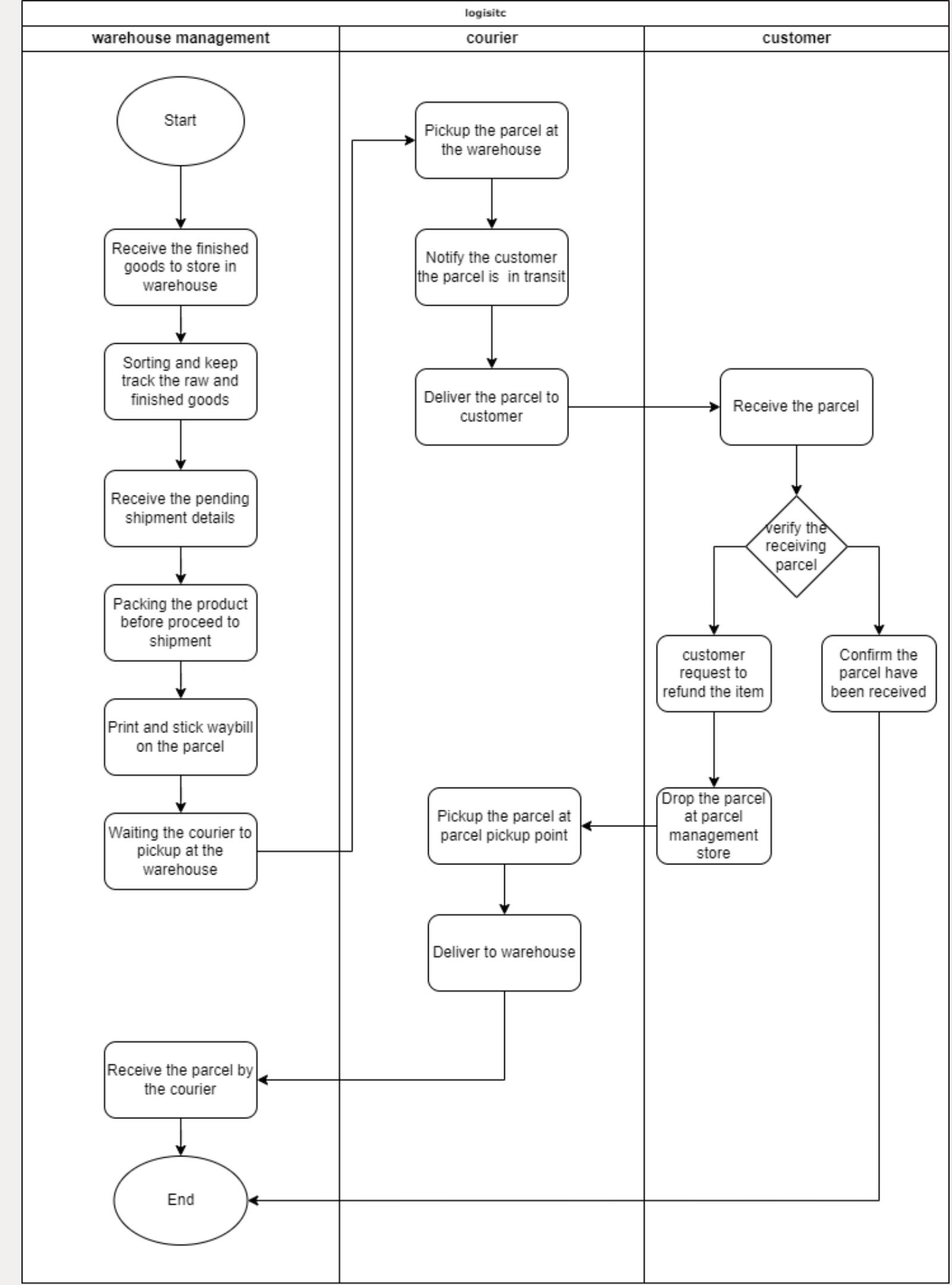
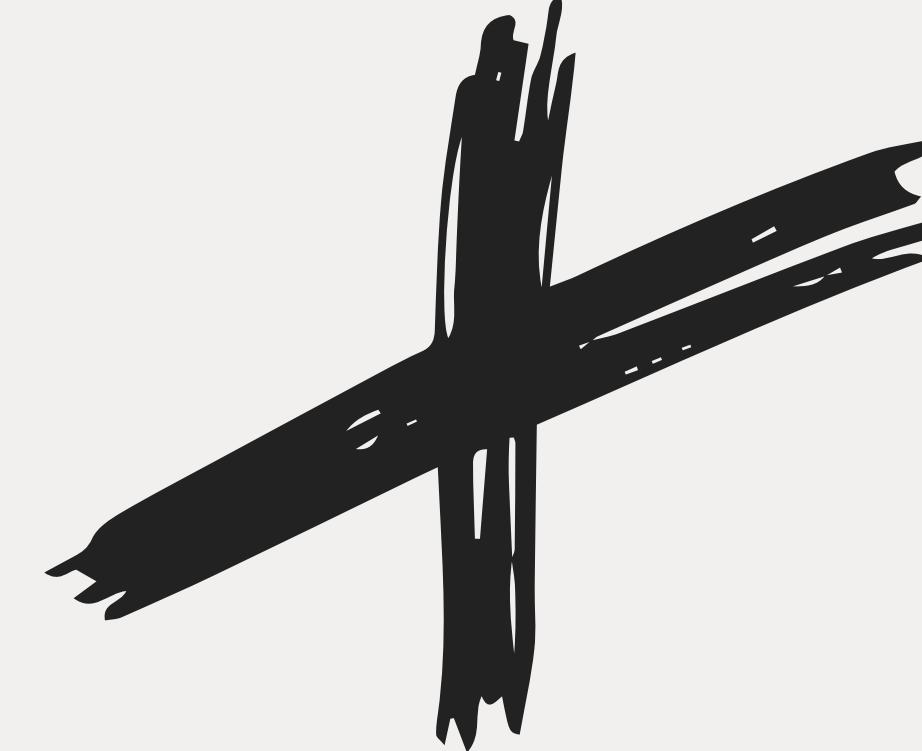
BUSINESS PROCESS

Sale



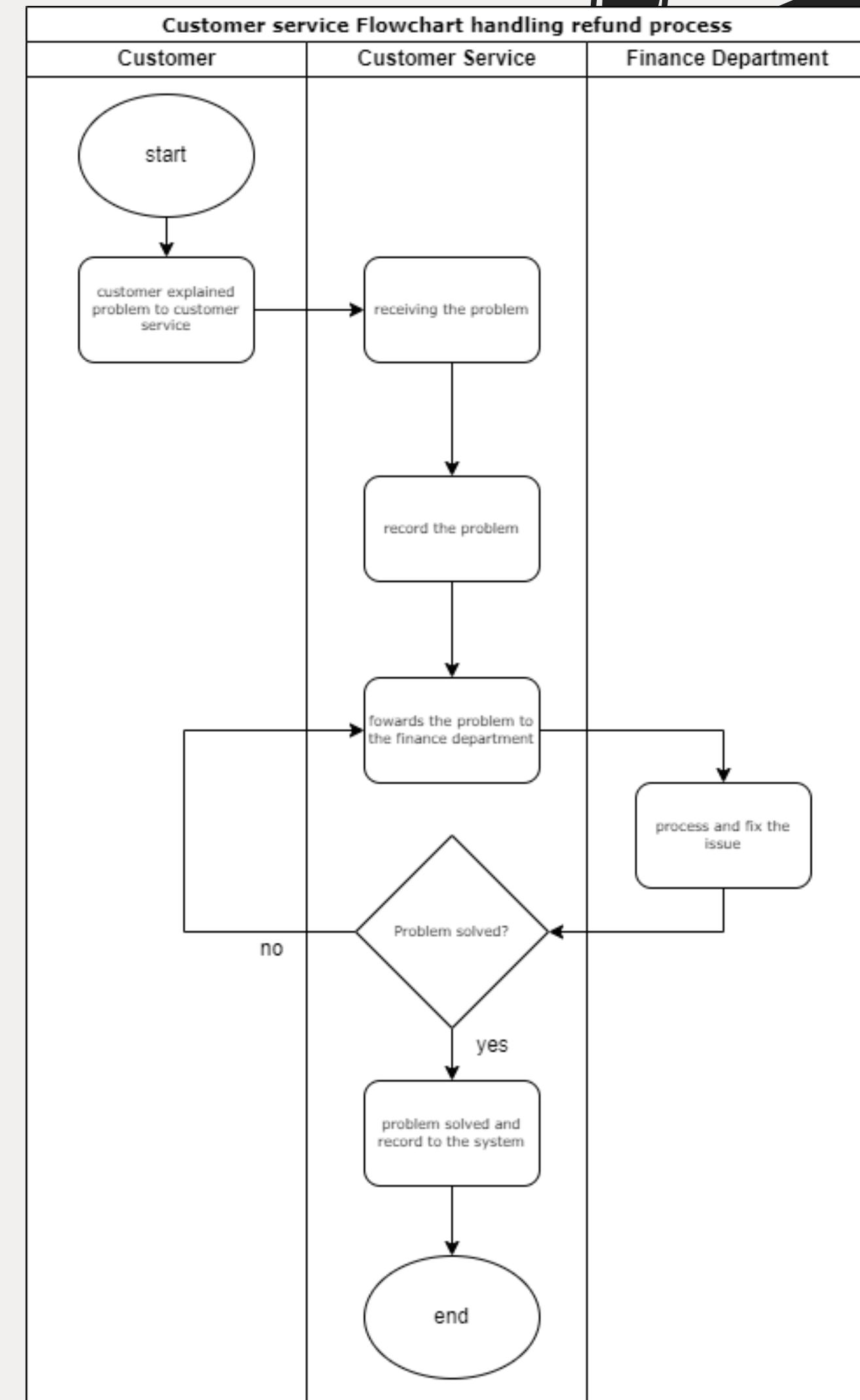
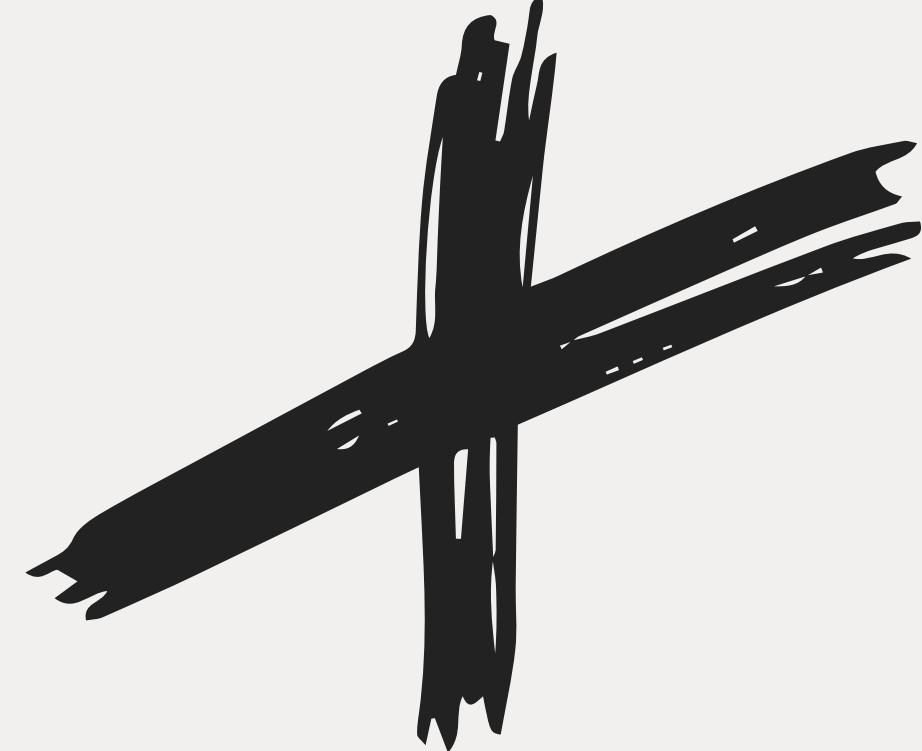
BUSINESS PROCESS

Logistic



BUSINESS PROCESS

Customer Services



BUSINESS PROCESS



Design Shirt

- Make research based on trends and feedback
- Brainstorming ideas
- Design prototype
- Discuss with team design
- Finalize the design
- Sent to printing

Printing Shirt

- Choose appropriate material
- Set up the sublimation printing equipment
- Print design onto sublimation paper
- Preparing the blank jerseys.
- Heat press transfer

Tailor

- Ensure the size is precise before proceed to tailor process
- Cut and sewing the shirt according to the design plan

BUSINESS PROCESS



Quality Check

- Inspecting the jerseys for any defects, color inconsistencies, or misprints
- Ensure each shirt measurement tailor to general customer size

Logistic

- Store and keep track inventory levels for raw and finished goods.
- Packing the product before proceed to shipment
- Delivery the products to the customer.

Marketing

- Social Media: Instagram, Tiktok, Facebook
- E-commerce: Shoppee

BUSINESS PROCESS

Sales

- Through social media and e-commerce platform
- Through sale agent and dropship agent

Customer Service

- Deal with customer question, complaint and request
- Record customer information for easy identification and archive service history
- Deal in various platform in the marketing

Feedback And Improvement

- Actively engaging with customers on social media platform and e-commerce
- Read feedback from comments
- Reply the comments if it was necessary