

Micro-Business Loan Application Essay

Applicant: Jayden Low

IC No.: 980111-02-0987

Business Registration No.: 202401005566

Business Type: Online Retail / Shopee Store – Fashion & Accessories

To: Public Bank

Subject: Application for Micro-Business Loan

Dear Sir/Madam,

I am writing to formally apply for a micro-business loan of **RM 50,000** to support the growth and expansion of my online retail business, which I have been operating for the past **1.5 years** under the registration **202401005566**. My business focuses on fashion and accessories sold through Shopee, and over the past year, I have achieved steady growth in both sales and customer base, as reflected in my bank statements and monthly income summaries.

The purpose of this loan is to:

1. **Launch a New Product Line:** Introduce fresh and trendy items to attract a wider audience and increase market share.
2. **Expand Inventory:** Ensure adequate stock availability to meet increasing demand and reduce missed sales opportunities.
3. **Marketing & Advertising:** Invest in digital marketing campaigns on platforms such as Facebook and Instagram to increase brand visibility and drive sales.
4. **Enhance Logistics & Operations:** Improve delivery efficiency and maintain customer satisfaction, which is essential for online retail success.

Over the last three months (October to December 2024), my business has generated a net income of **RM 4,950**, with total sales of **RM 8,750** and necessary operating expenses accounted for. This demonstrates the viability and profitability of my business model, as well as my capability to responsibly manage and repay the requested loan.

Loan Details:

- **Requested Loan Amount:** RM 50,000
- **Loan Period:** 3 years (36 months)
- **Repayment Mode:** Monthly installments
- **Purpose:** Inventory expansion, marketing, product launch, and logistics improvement

I am confident that with the support of this micro-business loan, I can scale my operations, improve revenue, and continue contributing to the local economy. I am committed to using the funds solely for the purposes mentioned above and ensuring timely repayment according to the agreed loan terms.

Thank you for considering my application. I am available to provide any further documentation or clarification as needed.

Yours sincerely,

Jayden

Jayden Low

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