

Loan Essay

I operate a small online retail business selling mobile accessories such as phone cases, charging cables, screen protectors, and wireless earbuds. My main sales channels are Shopee and TikTok Shop, where I manage product listings, order fulfilment, customer communication, and marketing campaigns. The business has been operating for over two years, and it consistently generates monthly revenue between RM12,000 and RM15,000 with stable daily sales.

I am applying for a **loan of RM50,000** with a **repayment period of 36 months**. The reason I selected a 36-month tenure is to keep my monthly instalment manageable so that it does not disrupt my cash flow, especially during slower sales weeks or off-peak seasons. A three-year period strikes the right balance between affordability and maintaining a healthy working capital buffer for day-to-day operations.

The RM50,000 capital will be used to significantly expand my inventory levels, allowing me to purchase products in bulk to secure lower supplier pricing. This will reduce my cost per unit and improve my profit margin. Part of the funds will also be used to introduce new product categories, including power banks and magnetic wireless chargers, which have high demand during promotional campaigns. I will also allocate a small portion to improve packaging quality to enhance customer satisfaction and retention.

With the higher level of stock and broader product range, I project my monthly revenue to increase to RM18,000–RM20,000. This improved cash flow will allow me to comfortably meet my monthly instalments over the 36-month loan period. Given the stable sales trend over the past two years and the strong demand in the mobile accessories market, I am confident that I can repay the full RM50,000 loan on schedule while continuing to grow my business.