

THE GIOI SKINFOOD UPLIFT TRANSACTION WITH BNPL SOLUTIONS

Fundiin
Pay Later





INTRODUCTION

As a result of the simultaneous impact of COVID-19 and the economic downturn, there had been a noticeable decline in consumers' demand for cosmetic products as they were becoming more and more price-sensitive. Moreover, the cosmetic industry had seen a surge in competitiveness, intensifying the challenges faced by businesses operating in this sector. In overcoming these challenges, The Gioi SkinFood (TGSF) was looking for a new and innovative approach to expanding their operations, addressing customer demands, and resolving their concerns. Fundiin takes great pride in being selected as TGSF's partner for the provision of BNPL services, aimed at facilitating business growth during the period of economic recovery.

While other methods of payment at TGSF REMAINED UNCHANGED, Fundiin made new records

X2

FUNDIIN'S MONTHLY ORDERS

Better growth rate than Fundiin cosmetic category growth rate for same period
(+ 45%)

+ 20%

TGSF'S AOV

Consumers are more open to buy more when BNPL solution are available

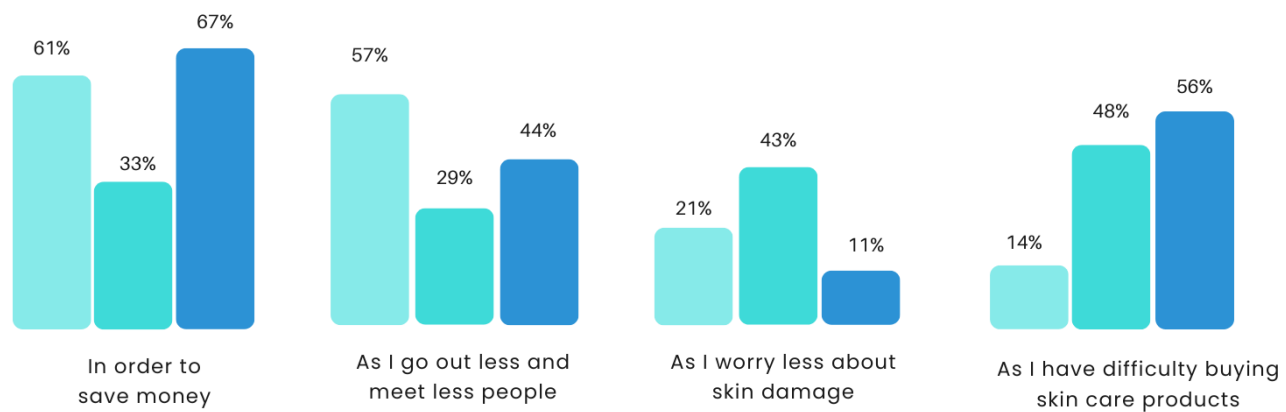
+40%

OFFLINE BNPL TRANSACTIONS

BNPL is an efficient solution for POS transaction scale-up by tapping into consumers' decision-making moment

TGSF CHOOSE **BNPL** AS A
NEW INITIATIVE OF FOCUS TO
ACCELERATE GROWTH

Reasons for decreasing in skin care demand



THE SOLUTIONS

Captivate price-sensitive customers by implementing **BNPL** solution on both online & offline channels

Scale up BNPL solution via a **comprehensive co-branding plan** with Fundiin for cost efficiency

Focus on user journey to offer more effective and targeted promotions

FUNDIIN IS TRUSTED TO BE TGSF'S BNPL **STRATEGIC PARTNER**

01

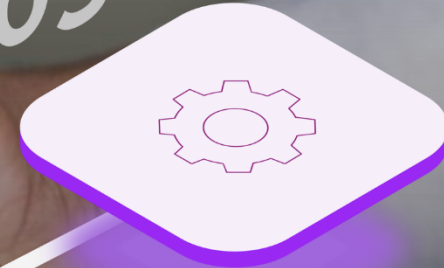


OUTSTANDING UNIQUE SELLING POINTS

Easy-to-use with super
simple eKYC flow

No app download
required

03



STRIVING FOR LONG TERM PARTNERSHIP

Proactive and effective
in co-branding

Attractive co-
branding package

02



PUTTING CONSUMERS AT HEART

Friendly debt collection

0% interest, 0% hidden fees

DETAILED **EXECUTION**

PROMOTE BNPL TO TGSF's CUSTOMERS via exclusive partnership marketing plan

● Co-branding on key stages of **user journey**

Online: Maximize Fundiin's visibility on products' detailed page, Cart, TGSF fanpage

Offline: PG/ PB, instructive POSM at store

● Update **min AOV** and provide better promotion

AOV for Fundiin order: Reduce min AOV to 399.000d

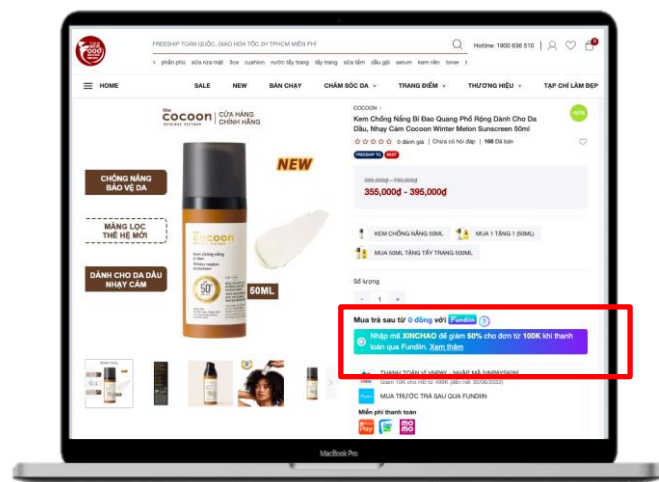
Promotion: Provide exclusive scheme for better sale triggering

● Launch **PAYNOW** for fail – eKYC users

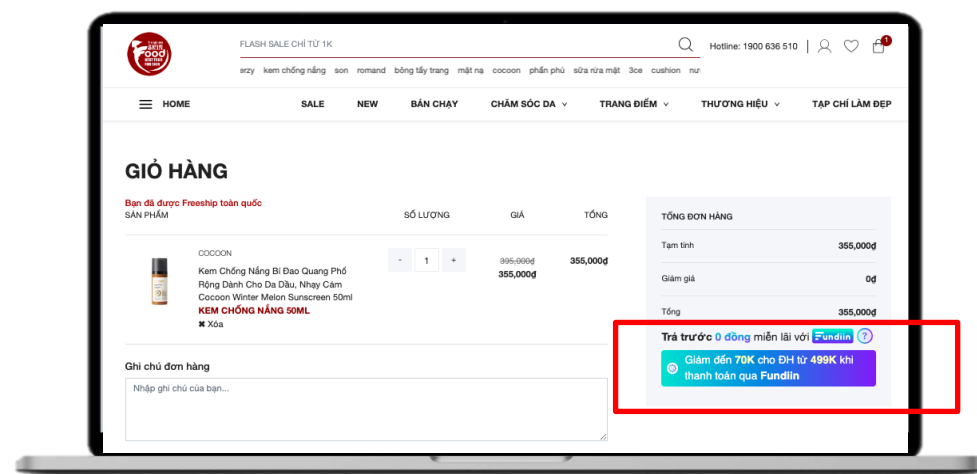
Open for full payment with 2% discount and easier eKYC process for next order

● Implement **Virtual Account**

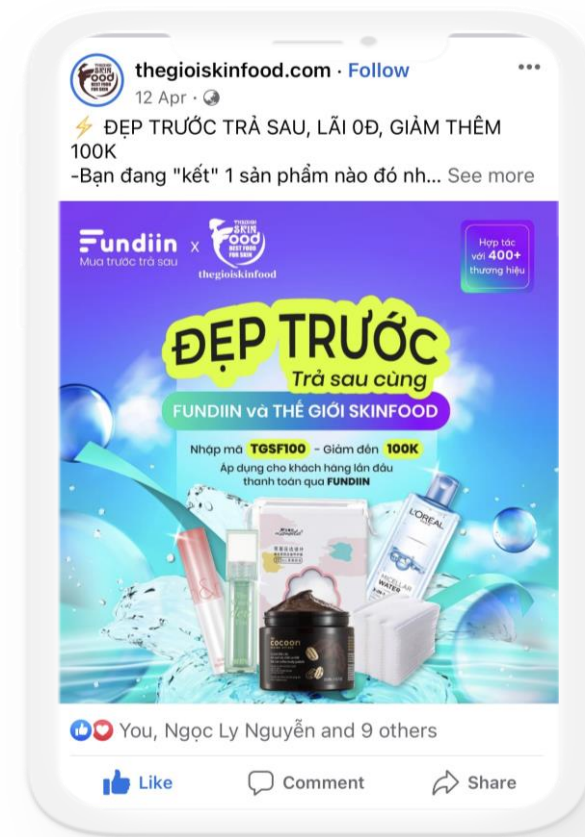
Better UX UI in payment process



Product detailed page



Order cart



TGSF Fanpage

OFFLINE CO-BRANDING CREATE SIGN- UP FLOW

PG / PB
AT STORE



Objective

- Sign up using QR code to simplify customer's registration process
- Reduce workload for cashier



Process

GUIDELINE POSM

Customer
entering stores



Customer eKYC



Customer
make payment

PB PG INSTRUCT
AT PEAK HOURS

OFFLINE CO-BRANDING

DELIVER POSM

Provide user with needed information via instructive POSM

LCD display at store



Leaflet



Counter POSM



Table standee



Wobbler



Update min AOV and provide better promotion

ADJUST MIN ORDER FROM 500K TO 399K

Discount:

VND 50,000/ 70,000/ 100,000đ

for min order from

399,000/ 499,000/ 1,499,000đ

Code amount: 4.000 codes

First order with Fundiin

TGSF'S BNPL TRANSACTIONS

+111%

Pre-campaign

Campaign run

+ 2X BNPL transaction

+50% growth rate

THANK YOU