

# MyShop Online Store

Marketing & Partnership Guide

Your Complete Guide to Collaborating with MyShop

**Bringing Traditional Malaysian Flavors to Modern Consumers**

Version 2024 | Confidential Business Document

# 1. Brand Overview

MyShop Online Store is a premium online retail business specializing in authentic homemade Malaysian snacks, traditional sambal and sauces, and curated gift boxes. Established with a mission to preserve Malaysian culinary heritage, we combine traditional recipes with modern convenience to deliver quality products directly to our customers' doorsteps.

## 1.1 Brand Identity

**Brand Name:** MyShop Online Store

**Tagline:** 'Taste the Tradition'

**Brand Colors:** Forest Green (#2E7D32), Warm Orange (#FF6F00), Cream White (#FFF8E1)

**Brand Voice:** Warm, authentic, family-oriented, quality-focused

## 1.2 Target Audience

Segment	Demographics	Characteristics
Primary	Women, 25-45 years	Working mothers, value convenience and quality, active on social media
Secondary	Adults, 35-55 years	Gift buyers, corporate clients, nostalgic for traditional flavors
Tertiary	Young Adults, 18-30	First-time workers, looking for affordable local snacks

# 2. Product Portfolio for Marketing

## 2.1 Hero Products (Best Sellers)

- Kuih Raya Gift Box (RM65)** - Premium assorted cookies, perfect for festive gifting
- Sambal Bilis (RM12)** - Signature spicy anchovy sambal, versatile and flavorful
- Pineapple Tarts (RM25)** - Buttery, melt-in-mouth tarts with homemade jam

## 2.2 Seasonal Products

- Hari Raya Collection (Jan-May)**: Complete festive cookie sets, hampers, and corporate gifts

- **Chinese New Year (Dec-Feb):** Premium cookie gift boxes with red packaging
- **Christmas/Year End (Nov-Dec):** Customized corporate hampers and gift sets
- **Merdeka Special (Aug-Sep):** Patriotic-themed packaging and local flavor highlights

### 3. Partnership Opportunities

#### 3.1 Influencer Collaborations

We actively collaborate with food bloggers, lifestyle influencers, and content creators who align with our brand values. Partnership benefits include:

- Complimentary product sampling (value up to RM200)
- Exclusive discount codes for followers (10-15% off)
- Commission-based affiliate program (8% per sale)
- Co-branded content opportunities
- Featured showcase on our social media platforms

#### 3.2 Corporate Partnerships

Partnership Type	Benefits	Minimum Commitment
Corporate Gifting	Bulk discounts (15-25%) Custom branding Dedicated account manager	RM2,000/order
Event Sponsorship	Product sponsorship Booth presence Co-marketing	Case-by-case
Reseller Program	Wholesale pricing (30% margin) Marketing materials Training support	RM5,000/month
White Label	Custom recipes Private labeling Exclusive territory	RM10,000/month

#### 3.3 Retail Partnerships

We are open to stocking our products in retail locations that align with our brand positioning. Ideal retail partners include:

- Specialty food stores and gourmet shops
- Hotel gift shops and resort boutiques
- Corporate offices (pantry stocking programs)
- Popup markets and food festivals

## 4. Marketing & Brand Guidelines

### 4.1 Approved Marketing Messages

- '100% Halal certified products'
- 'Freshly made with quality ingredients'
- 'Traditional recipes, modern convenience'
- 'Made with love in Malaysia'
- 'Free delivery for orders above RM100'

### 4.2 Visual Guidelines for Partners

When featuring MyShop products in marketing materials, please adhere to these guidelines:

- Use natural lighting to showcase product quality
- Include proper product labeling in all photos
- Maintain clean, appetizing presentation
- Avoid heavy filters that alter product appearance
- Include our social media handles when posting

### 4.3 Prohibited Claims

Partners may NOT make the following claims without written approval:

- Health or medical benefits claims
- Price guarantees or unauthorized discounts
- Exclusive or limited edition claims (unless authorized)
- Comparison claims against competitors

## 5. Contact Information

### 5.1 Partnership Inquiries

**Business Development:** [partnership@myshop.com](mailto:partnership@myshop.com)

**Corporate Sales:** [corporate@myshop.com](mailto:corporate@myshop.com)

**Marketing Collaborations:** [marketing@myshop.com](mailto:marketing@myshop.com)

**General Inquiries:** hello@myshop.com

## 5.2 Response Timeline

- Initial response: Within 2 business days
- Proposal review: 5-7 business days
- Contract finalization: 10-14 business days

**Thank you for your interest in partnering with MyShop!**

**MyShop Online Store**  
WhatsApp: +60 12-987 6543  
Instagram: @myshop.snacks  
Facebook: facebook.com/myshopsnacks  
Website: www.myshop.com.my

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