

# 5 STRATEGIES TO GROW YOUR ECOMMERCE (and make money!)

IYLIAFAHMI

CO-FOUNDER / MANAGING DIRECTOR OF SHOPPINKBOXCEREAL.COM



neubodi.

NEUBODI.COM

shop & service

Big Announcement 2019  
Walk to the...

# SHOPPINKBOXCEREAL.COM

2016

- Selling on FB & IG
- Work from home
- A team of 2

2017

- Website launched
- Started hiring
- First office

2018

- Hit RM1.5M
- Team of 6
- 7,000++ customers.

AS FEATURED ON....



NEW STRAITS TIMES



MALAYSIA'S LEADING FASHION & BEAUTY MAGAZINE  
**FEMALE**



vulcan   
POST



**SAYS**

THE **EDGE**  
MALAYSIA



ALSO NOMINATED FOR....



BEST E-COMMERCE (ONLINE MARKETING) 2018  
BEST HOMEGROWN COSMETIC BRAND 2018  
BEST BEAUTY E-COMMERCE 2018

# 5 STRATEGIES TO GROW YOUR ECOMMERCE (and make money!)

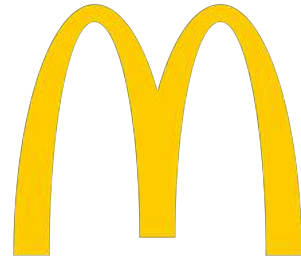
IYLIAFAHMI

CO-FOUNDER / MANAGING DIRECTOR OF SHOPPINKBOXCEREAL.COM

# #1 : WHAT'S MY STORY?

5 STRATEGIES TO GROW YOUR ECOMMERCE (AND MAKE MONEY!)

FOODS



AUTOMOTIVE



*proton*

BEAUTY



SEPHORA

SHINS



# #2 : RUN IT LIKE A “REAL” COMPANY

5 STRATEGIES TO GROW YOUR ECOMMERCE (AND MAKE MONEY!)

MARKETING

SALES

HR

ADMIN

FINANCE

PURCHASING

CUSTOMER SERVICE

ACCOUNT

OPERATION

# #3 : TEST EVERYTHING!

5 STRATEGIES TO GROW YOUR ECOMMERCE (AND MAKE MONEY!)

TEST YOUR  
MARKETING

TEST YOUR  
SALES

TEST YOUR  
HR

TEST YOUR  
ADMIN

TEST YOUR  
FINANCE

TEST YOUR  
PURCHASING

TEST YOUR  
CUSTOMER SERVICE

TEST YOUR  
ACCOUNT

TEST YOUR  
OPERATION

# #4 : INCREASE YOUR CAPACITY!

5 STRATEGIES TO GROW YOUR ECOMMERCE (AND MAKE MONEY!)



## COFFEE HOUSE THEORY

How to get the most out of everything?

# #5 : LOVE YOUR CUSTOMERS

5 STRATEGIES TO GROW YOUR ECOMMERCE (AND MAKE MONEY!)

# CUSTOMERS





# CUSTOMERS



# CUSTOMERS

