

SCHOOL2U.MY

Mall Vendor Proposal

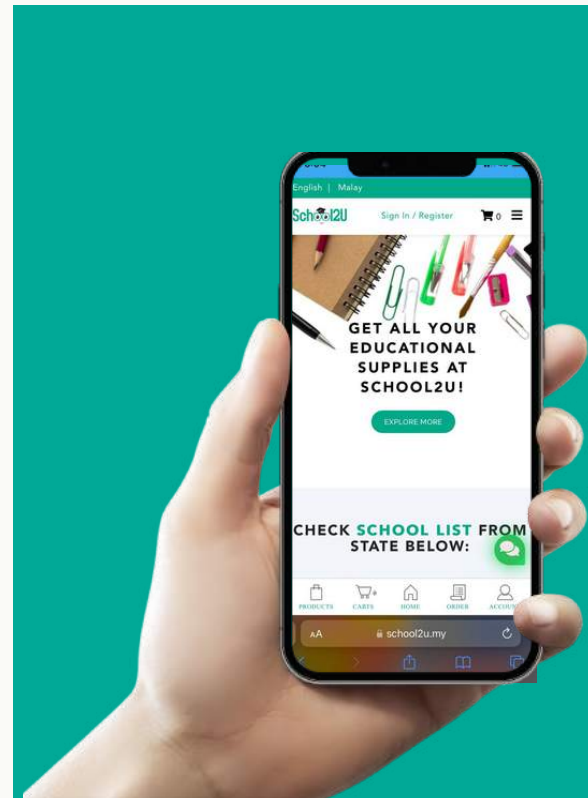


School2u Mall

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Shopping for school stuff can be a hassle! We would know, we're parents too.

Here at School2U, we envision a world where the youth are equipped and empowered with the necessary tools and supplies so that they can learn, explore and play better



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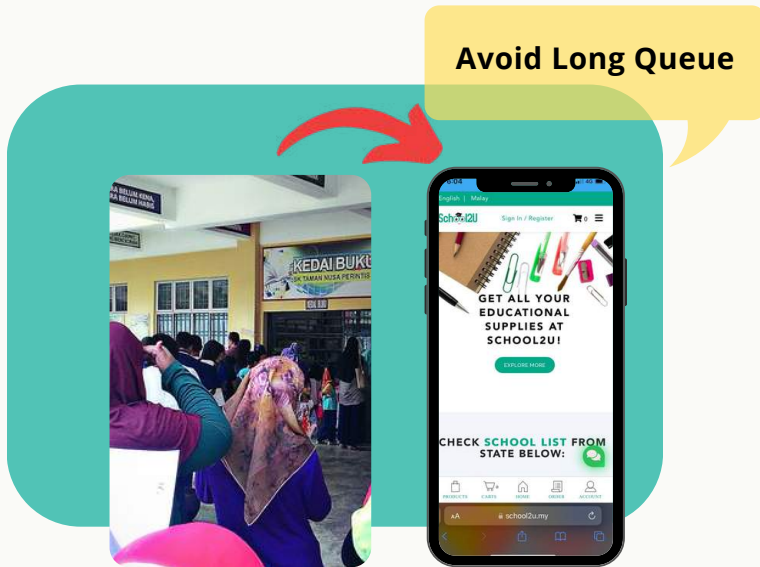
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OUR ROLES



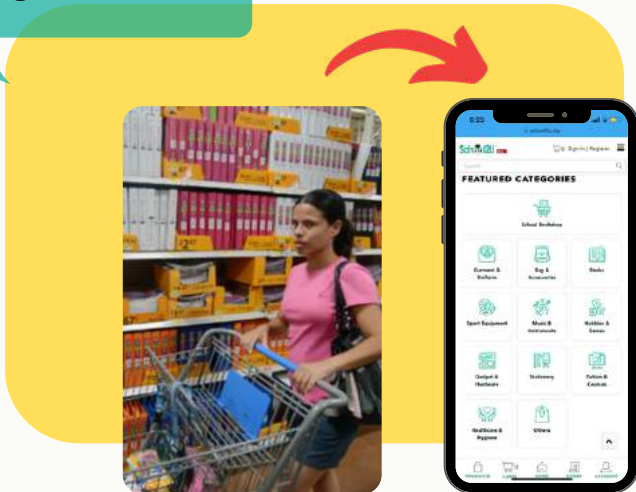
PLATFORM: SCHOOL BOOKSHOP

A digitalize platform provide additional option to school bookshop (kedai buku sekolah / koperasi) buy & sell their official school book.



PLATFORM: EDUCATIONAL SUPPLIES

E-commerce marketplace where local and oversea retailers can list and sell educational products.



WE SUPPORT

 
WEBSITE

 
**PROGRESSIVE
WEB APP**

 
MOBILE APP
**COMING
SOON**



SCHOOL2U'S STRATEGY

WHAT WE SOLVE



AS SCHOOL BOOKSHOP & EDUCATIONAL MALL

- 1st and the only educational marketplace.
- Assists in selling buku latihan for kedai buku & koperasi and educational supplies.



HIGH SUCCESS PURCHASE RATE

- Target audience - parents who are school bookshop buyers looking for children's schooling necessity products.



COVERED MAJOR TOWN IN MALAYSIA

- We cover the main cities in Malaysia including Kuala Lumpur, Selangor, and Johor.
- Coming soon to the northern peninsular.



MANPOWER SAVING

- Digitalised shop can reduce retails.
- Operation through nationwide.



COST EFFECTIVE & SAVING DEALER MARGIN

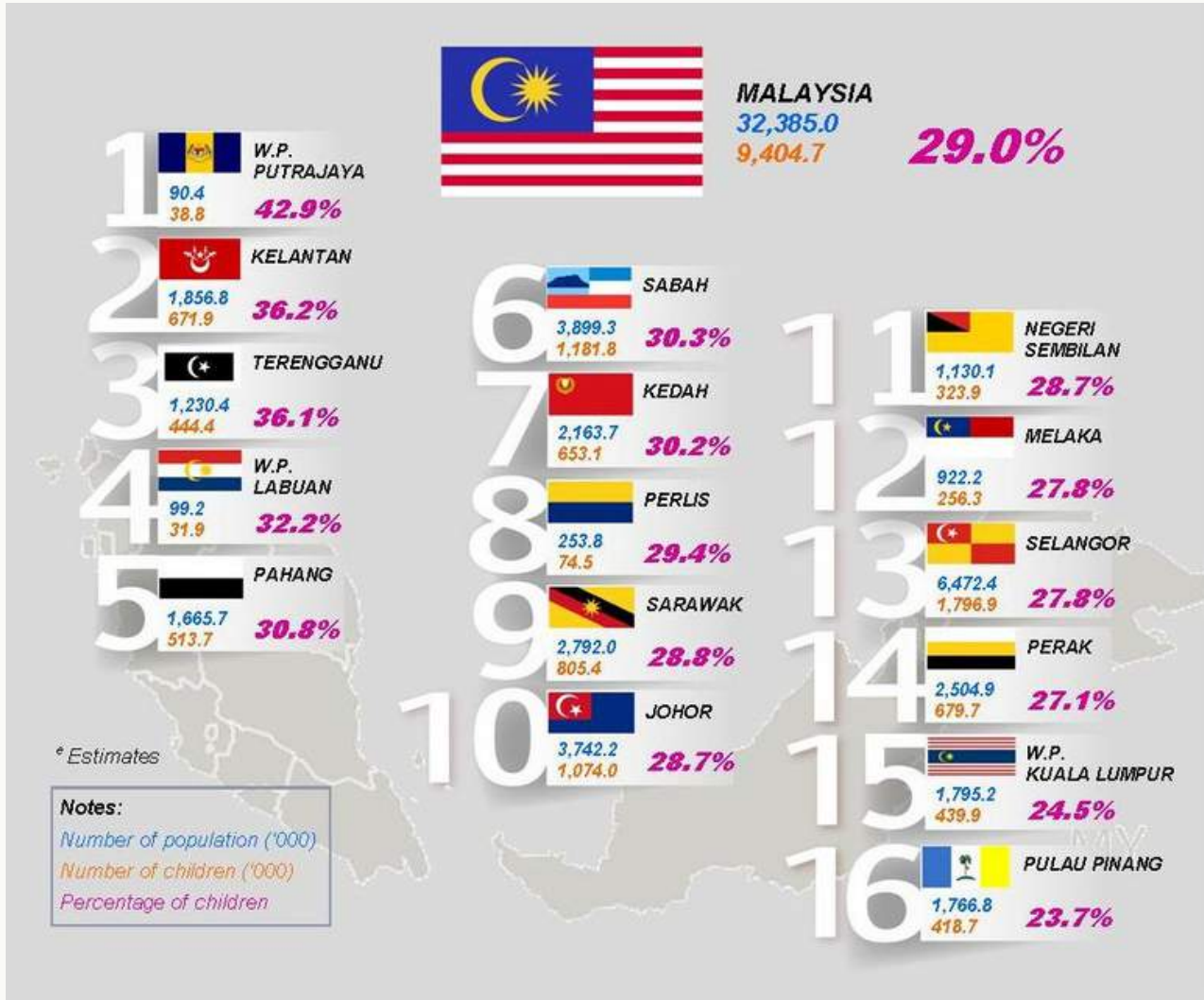
- School2u effectively brings themselves to buyers which can shorten the distribution chain.
- Margin will be within the owner.



STOCK MANAGEMENT & CENTRE FULFILMENT

- Pre-order & Wish List features for vendors - better management of sales forecast and fulfillment.
- Vendor ship stock via centralized fulfillment by making things effective for them.

MALAYSIA'S CHILDREN STATISTIC



SCHOOL2U'S MARKET

12,000

Number
Of School

9 Million

Head
Count

RM500

Minimum
Per Student/ Year




SCHOOL2U

OUR FIGURE

YEAR	NO OF REGISTERED USERS	TOTAL ORDERS
2021/22	1,500++	1,000++
2022/23	7,000++	5,000++
2023/24	30,000	25,000
2024/25	150,000	100,000
2025/26	500,000	400,000

2022/2023 ACHIEVEMENT (ACTUAL)

60+ Schools 
PARTICIPANT

7,000++ 
REGISTER USER

5000+ 
ORDERS

2023/2024 THIS YEAR FORECAST

150 Schools
PARTICIPANT

30,000
REGISTER USER

25,000
ORDERS

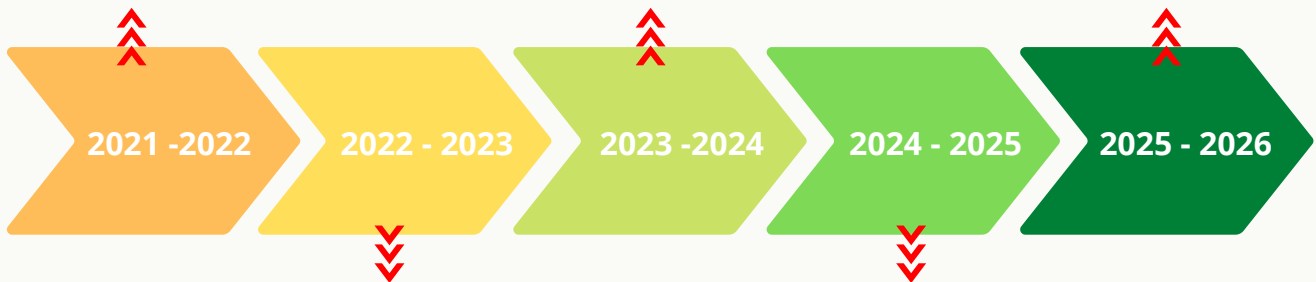
5 YEARS ROAD MAP

GROWTH STRATEGY

- ✓ 15 Schools Participant
- ✓ 1500+ Orders
- ✓ 2000 Users registration

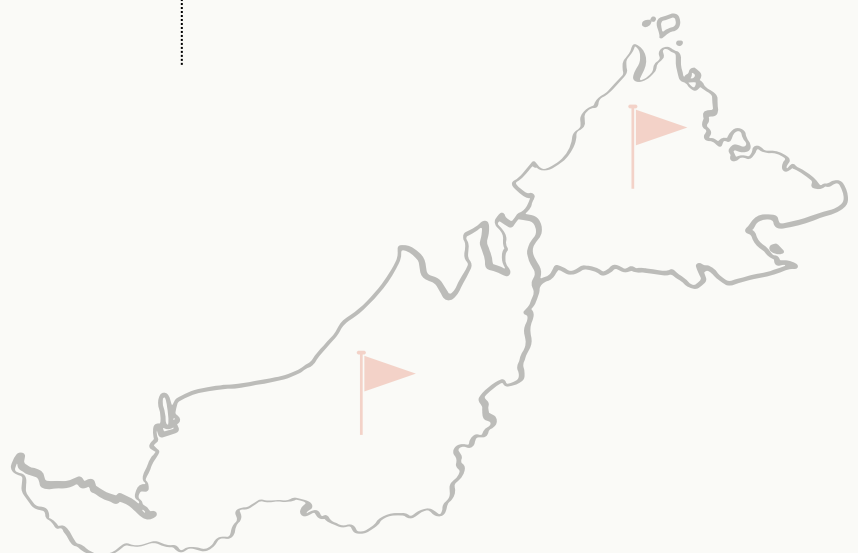
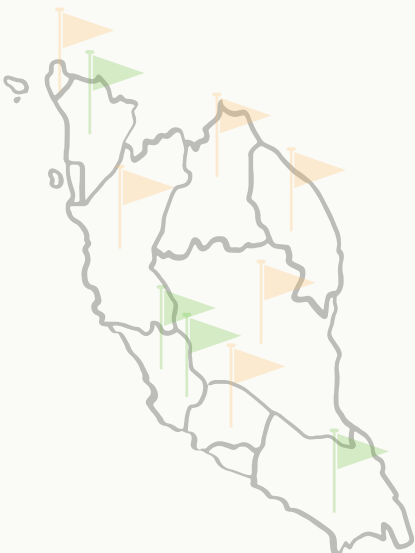
- ✓ 150 Schools Participated
- ✓ 25k Orders
- ✓ 30k Users Registration

- ✓ Cover rural area of whole Malaysia
- ✓ 100 School2u **Store** throughout Malaysia located at small town
- ✓ 4 **Signature Store** at each north, centre, south east coast district.



- ✓ 60+ Schools Participant
- ✓ 5000+ Orders
- ✓ Extended to KL, Selangor, Johor
- ✓ Local brand vendor participant

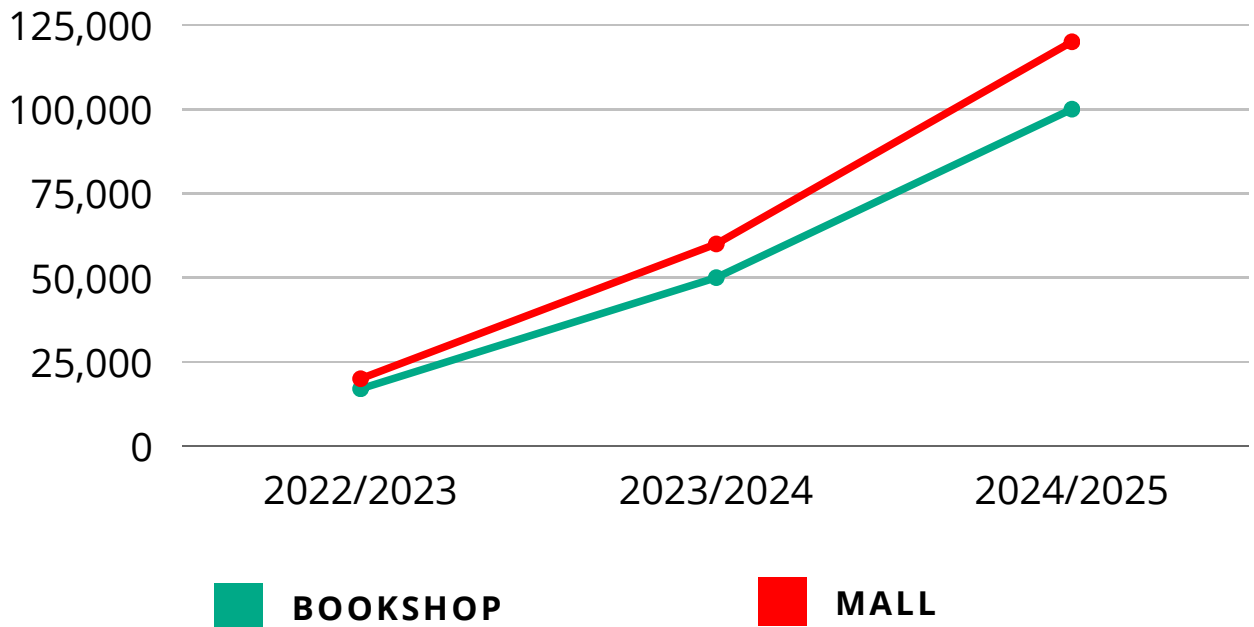
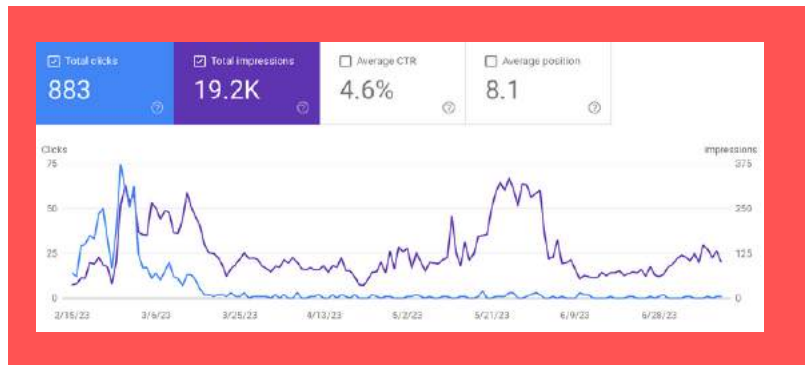
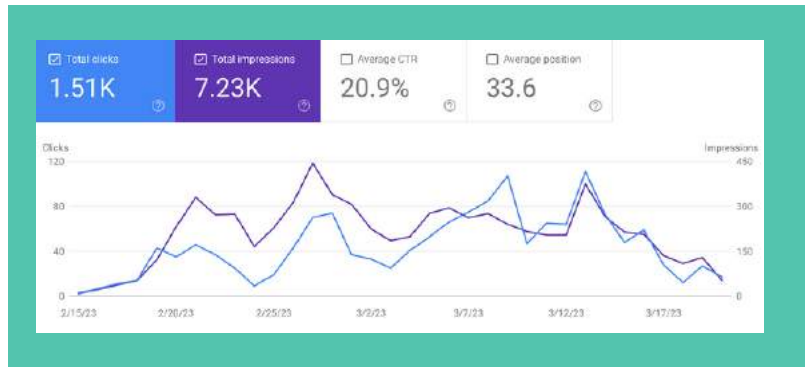
- ✓ 150k Users Registration
- ✓ 100 Active Vendors
- ✓ 1000 Schools Participated
- ✓ Develop mobile application





SCHOOL2U

WEBSITE TRAFFIC





SCHOOL2U

OUR ACTIVITIES

APRIL



18TH APRIL 2023

School2U Back To School Lucky Draw Offline Event with Facebook Live at SK Hicom

MAY



13TH MAY 2023

School2U Back To School Lucky Draw Prize Redemption Offline Event

JUNE - AUG



JUNE - AUGUST 2023

Online Marketing Campaign - Facebook Carousel + Email Blasting

AUGUST 2023

Flyer Campaign Warga Sekolah, 50k flyers and 1k schools distribution in Semenanjung Malaysia

SEP



SEPTEMBER 2023

Malaysia's Day Event - Physical Event at school "3R Costume Contest"

OCT - NOV



OCTOBER - NOVEMBER 2023

Online Marketing Campaign - Facebook Carousel + Email Blasting

OCTOBER 2023

Flyer Campaign Warga Sekolah, 50k flyers and 1k schools distribution in Semenanjung Malaysia

DEC



DECEMBER 2023

Corporate Social Responsibility programme

JAN'24



JANUARY 2024

New Year Campaign - Physical Event at school "E-Koperasi"

FEB'24



FEBRUARY 2024

Back To School Lucky Draw - Physical Event at school

VENDOR & PARTNER

POTENTIAL VENDORS

CATEGORY	PRODUCTS
GARMENT & UNIFORM	School Uniform, Sport Pant
SPORTS	Sports Equipments, Athletic Accessories & Safety Equipment Vendors
GADGET & HARDWARE	Phone & Tablet, E-reader, Smart Gadget, Mic & Headphone, etc
MUSIC & INSTRUMENTS	Piano, Drum sets, Guitar, Violin and etc
HEALTHCARE & HYGIENE	Personal Care, Hand Sanitiser, Face Mask, Medicine
STATIONARY	Paper Products, Art & Craft, Stationery & Accessory
TUITION & COURSES	Academy Tutorial, Language, Music & Art, Hobbies
BAG & ACCESSORIES	School Bag, Umbrella, Wallet & Bag
ALL TYPE OF BOOKS	Reference Book, Comic & Novel, Exercises Book
HOBBIES & GAMES	Board & Card Games, Outdoor Games, Crafting & DIY
GIFT & SOUVENIRS	Keychains, Postcards, Fridge Magnets and others

COOPERATE PARTNER





SCHOOL2U

LIST WITH US



NO REGISTRATION FEES



NO LISTING FEES



NO ANNUAL FEES

WHAT YOU CAN GET?

FREE FOR **NOW**

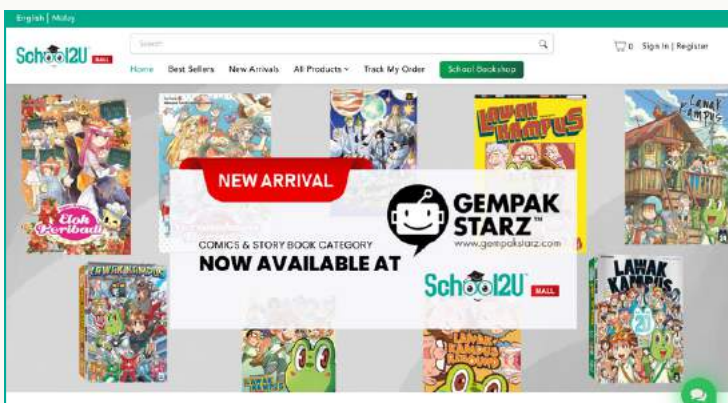
- Product Uploading
- Banner Uploading on School2U Landing Page

EMAIL MARKETING

- **7000+** Registered Customers

MARKETING SUBSIDIARY ON SOCIAL MEDIA

- Product Carousel with post boosted
- **Free shipping** on all/specific items



Gempak Starz - New Arrival Banner



Facebook Carousel - Online Marketing Campaign



SCHOOL2U

REGISTRATION STEPS

1

SEARCH SCHOOL2U ON ANY BROWSER



2

CLICK ON "BECOME VENDOR" ON REGISTRATION PAGE



3

FILL IN REQUIRED FIELDS AND SUBMIT

Company Information

Vendor Name *

Phone No.*

Company Name*

Company Registration No.*

Bank Name*

Bank Account Number*

State*

A Copy Of SSM Certificate * no file selected maximum upload file size : 2M

A Copy Of Bank Statement Letter Head no file selected maximum upload file size : 2M

4

WAIT FOR ADMIN APPROVAL





GET IN TOUCH



+6013 933 1613



marketing@school2u.my




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 17-11, Stellar Suite, Jalan Puteri 4/2, Bandar Puteri , 47100 Puchong
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**EDUCATIONAL SUPPLIES
MARKETPLACE FOR EVERYONE**