



# TESTIMONY FROM MY OUTLETS PARTNERS

## **Madam Supiah Abdullah (Owner of Foodcrumz Pte Ltd.)**

"I still remembered 19 July 2015 launched my frozen churros at **My Outlet** at Ubi. Prior to this I had spoken to Mr. Malek and he really supported us. We thanked him and **My Outlet** for the **support** and **we have grown** since then with more products."

## **Lyn (Manager of Sales and Marketing from Toyyiban Nutrition)**

"When Toyyiban Nutrition first entered the scene, there are many things that we do not know. We are blessed to get to know about **My Outlets**. Mr. Malek and Mr. Ronnie guided us a lot in how to import goods in, how to do advert and market ourself. When we started, we do not even know how the response will be like for the products that we bring in. **My Outlets** has **set up the perfect platform** for us as we are also aiming to give more variety and supply to the **Malay Muslim market** in Singapore. All new **SMEs** should consider starting out with **My Outlets** for **they give valuable support and coaching**. Thank You **My Outlets**. **Together We Can Go Further!!**"

## **Nadia Koesnanto (from Christa Tuna Singapore)**

"**My Outlets** has been **very helpful and cooperative** in assisting me throughout the entire process of entering our products into Singapore. Their services, from warehouse facility, sales networks, & marketing resources, have been enabling **SMEs** to have a chance to put their products on the shelves and test the market without spending a bomb. **My Outlets is definitely the right channel to reach out to the Halal community**, their **halal concept** makes **halal** shopping a lot easier for end buyers. I believe my products are in the **right place, with the right partner.**"

## **Hafizah Hasan & Mohammad Ali (Director of Róyalle Foods)**

"Our heartfelt gratitude to **My Outlets** for providing us a platform for our pre market entry especially in Halal market segment. **My Outlets** have **assist us in the process of gaining more consumer and brand exposure** from Northern part of Singapore and online presence. We trust and hope to work closely with **My Outlets** on their overseas expansion towards sustainable growth."

## **Widya (Director of NZ Kitchen)**

"Hi, I am the owner of **My Goat goat's milk powder**. **My Outlets** have assisted me alot on **how to market my product overseas**, especially Singapore and China. **My Outlets** is very supportive by **giving us a lots of guidance and advice** on how to promote and expose the product on **halal concept** to global markets and customers. **My Outlets** focus on **halal concept** since global market is growing so fast. They also encourages us to do the promotions thru social media."

## **Sreenivas Saba (Director from Bhavani Stores Pte Ltd)**

"**My Outlets** has been **instrumental in introducing our products in Singapore**, especially amongst our target group of Malays. Being a Malaysian company, they provided us with the **right support to promote our halal product, advertise it on the right newspapers** as well as track progress using a state-of-the-art IT system. I would wholeheartedly recommend partnering with **My Outlets** for anyone seeking to do business in Singapore."

## **Yassin (Marketing Manager of Fitri Food)**

"**My Outlets** has given me a platform to try out my new products. In the 4 months that I have been with **My Outlets**, **my business has grown** and I am grateful to them for this opportunity."

## **Citra (Marketing Co-ordinator from Sun Premium Water Pte Ltd)**

**My Outlets** has **assisted Sun Premium Water Pte. Ltd.** by opening up opportunities to be one of the suppliers. It is also a platform for Sun Premium Water Pte. Ltd. to **enter the Malay Muslim market**. In addition, **My Outlets** provides networking channels with other suppliers locally and regionally. There are also channels to **market our product in the international market** such as China, Korea and Japan. We would like to sincerely thank **My Outlets** for the various doors you have opened for us and look forward to future thrusts and further opportunities. Thank you!

## **Faizal (Director from Dapur Express)**

**My Outlets** has been **helpful and open as to what they can offer as a Distributor for Dapur Express**. One of our objective when considering **My Outlets** is their ability to reach **beyond the Malay Muslim community** in Singapore. Dapur Express is also impress with the inventory system from **My Outlets**. It is easily accessible and able to provide information we need in terms of inventory and sales.

## **Pamela (Director from Stellar Young Pte Ltd)**

Being a small company in the food retail industry is never easy even when you have a very good product. It is very difficult to display our products on the shelves of well-known hypermarkets in Singapore due to an unknown brand, very high listing fees and advertising costs. How can we test the market? With **My Outlets support and affordable entry fees**, we are able to display and sell our key product "Tea Mix 3IN1" at their grocery store at ease. Promoting actively during the soft launch allowed us to test a small market effectively. In addition, **My Outlets** has an online daily sales report that we can access easily, allowing us to **fine tune promotions strategy along the way**. With **My Outlets** support, we only have to focus on providing and promoting good quality products to the market.

## **Sean (Director from Yong Chuan Food Industries Pte Ltd)**

We would like to share a fantastic feedback from a Muslim customer who have contacted us after purchasing our "Happy Belly" Singapore Laksa Paste from your outlet. The customer has full of praises on our product and mentioned that she will definitely continue to buy our pre mix pastes and will strongly recommend to her friends and relatives. We believe it is due to your company's capability in reaching out and attracting the Muslim community to patronize your store which lead us to have a happy customer. Our company is looking forward to work more closely with you and hope to reach out to more Muslim customers locally and other foreign market. Thank You.