



EasyStore

Mulakan Perniagaan Online Anda Dalam Satu Hari

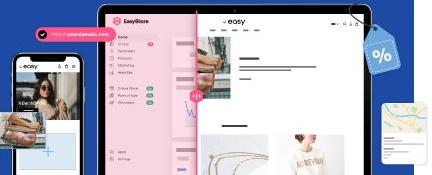
By Hanna Sulaiman



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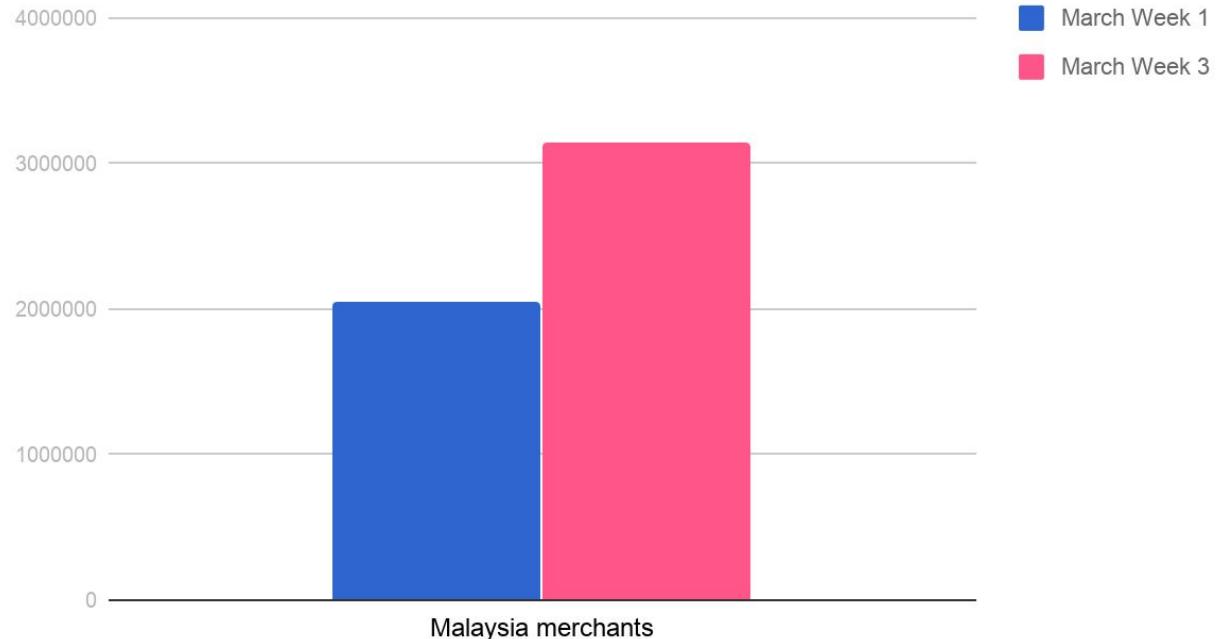
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Satu Hari

www.easystore.co



Kesan PKP kepada perniagaan dalam talian

Online sales growth

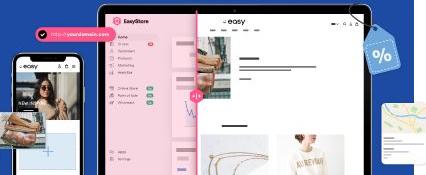




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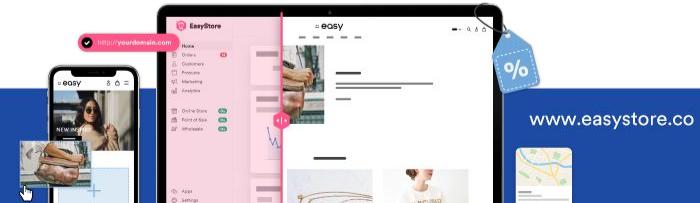


Agenda

- Contoh perniagaan tradisional yang ubah ke dalam talian
- Bagaimana EasyStore membantu dalam menubuhkan kedai dalam talian

Bagaimana perniagaan tradisi ubah ke dalam talian

Contoh perniagaan tradisional



Kes 1: fresco

- Mulakan stor fizikal sejak 2015
- Ubah ke dalam talian pada PKP 2020



Kes 2: Tealive

- Jenama air minuman terkenal
- Bermula kedai dalam talian semasa PKP



Nishio Matcha Milk Tea With

Red Bean

From RM 9.00



Original Pearl Milk Tea

From RM 6.60



Bang Bang Fresh Milk

Brown Sugar Warm

From RM 7.15

Kes 3: adabi

- Sejak 1984
- Bina kedai talian pada 2018
- Sekarang boleh didapati di Lazada, Shopee, E-kedai Tesco, dan banyak lagi



Jia Xian
THE TASTE OF HOI

Kes 4: Jia Xiang

- Perniagaan berasal di Pulau Pangkor
- Mengedar lebih daripada 30 kedai di Malaysia
- Talian + luar talian

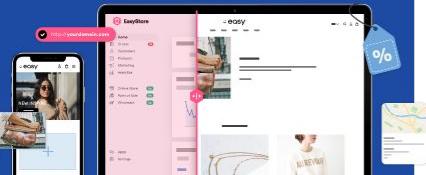




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Isu popular semasa dalam talian

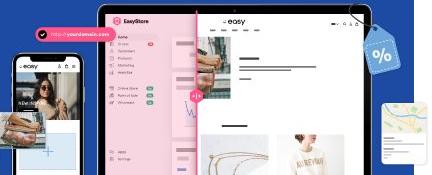
- Menu
- Perkhidmatan Pelanggan
- Pengurusan Pesanan



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Menu

- Tiada katalog/susah untuk melihat katalog
- Kurang penerangan produk



Sunday 3:03 am

Hi, how do I order for white and red kimchi ?

One small and one big size

Hyo Product List
Red Kimchi 300g - RM 16
White Kimchi 300g - RM 16
Golden Kimchi 300g - RM 16
Spring Onion Kimchi 300g - RM 16
Danmuji 300g - RM 10

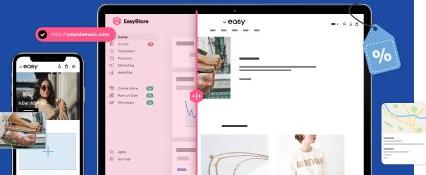
Hi dear, here's the price list!



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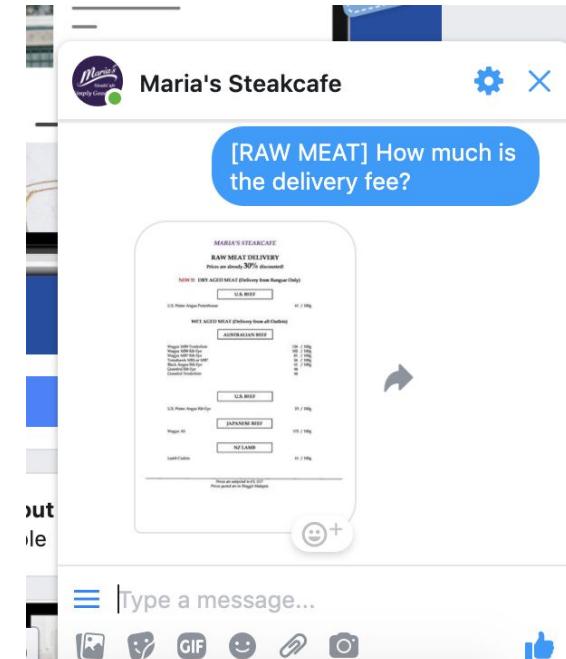
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Perkhidmatan pelanggan

- FAQ harian
- Proses pembelian yang rumit

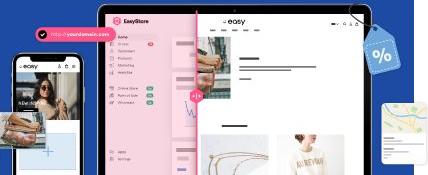




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Pengurusan pesanan

- Rekod pesanan manual
- Kemas kini status pembayaran manual
- Kemas kini status penghantaran manual

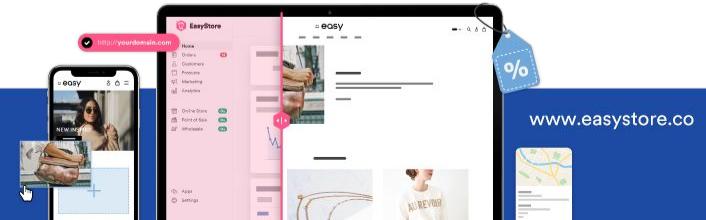


Semua ini memerlukan Masa , Kos , Sumber Manusia



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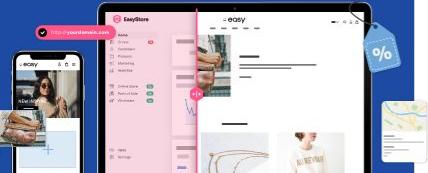
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Bagaimana EasyStore membantu

- **Masa** - Lancarkan dalam beberapa hari (atau sehari)
- **Kos** - Kos rendah untuk bermula (RM 59/sebulan)
- **Sumber manusia** - Tidak perlu pasukan IT

Menguruskan semua di satu tempat

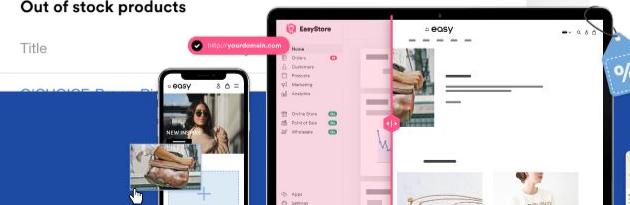
The screenshot displays the EasyStore dashboard interface. On the left, a sidebar includes links for Home, Orders (390), Customers, Products, Marketing, Analytics, Online Store (On), Point of Sale (Off), Wholesale (Off), and Apps. The main area features several key performance indicators (KPIs) and charts:

- Incomplete orders:** 390
- Total customers:** 17,230
- Total products:** 557
- Active promotions:** 2
- Installed apps:** 8

Below these are three line charts showing trends over the last 30 days:

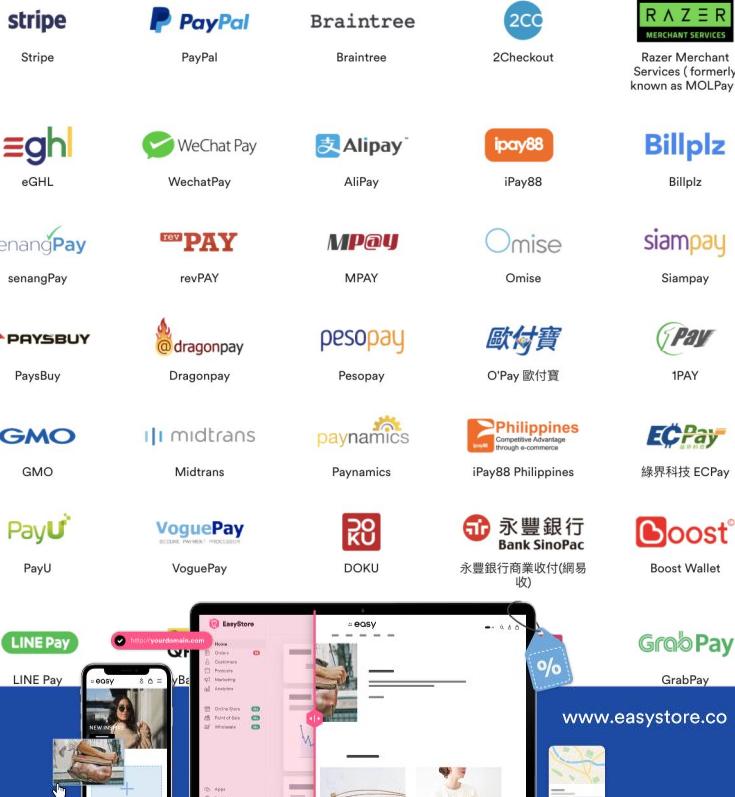
- Last 30 days sales:** MYR 145,719.40
- Last 30 days visitors:** 27,463 visitors
- Last 30 days pageviews:** 234,756 pageviews

At the bottom, there are two sections: "Recent incomplete orders" and "Out of stock products".



Persediaan pembayaran segera

- ★ Sediakan dokumen perniagaan anda (SSM, penyata akaun bank syarikat)
- ★ Daftar dengan segera: Stripe
- ★ Tidak memerlukan dokumen: Paypal
- ★ Bayaran transaksi terendah: Billplz (RM 1.50)
- ★ Percuma untuk pelanggan EasyStore: iPay88



Persediaan penghantaran segera

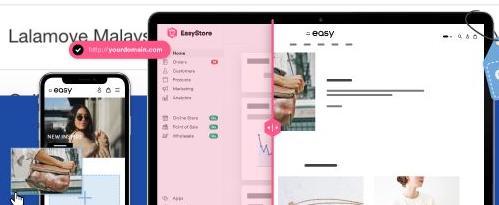
- ★ Rakan integrasi Malaysia: Lalamove, EasyParcel, Ninjavan
- ★ Gunakan Lalamove (Penghantaran mengikut permintaan, barang segar)
- ★ Memanfaatkan aksi pukal: muat turun airway bil pukal, memenuhi pesanan secara pukal

App integration

Integrate with third-party services to get realtime rates or automate fulfillments.

[Find shipping apps](#)

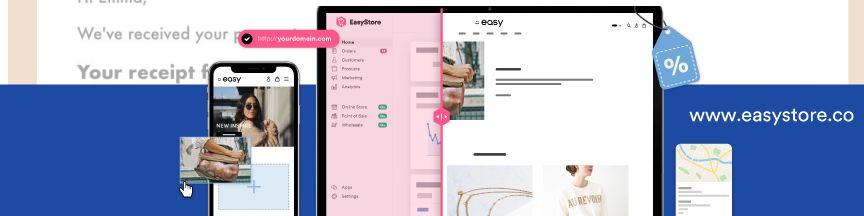
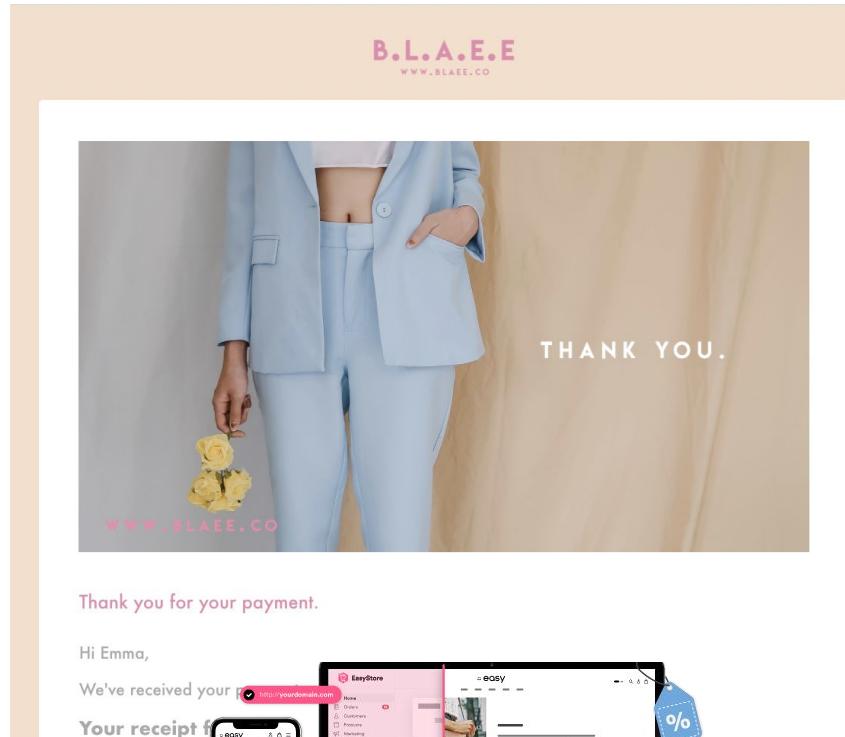
Installed apps	Supported regions
Ninjavan Malaysia	Malaysia
EasyParcel Malaysia	Malaysia
Lalamove Malaysia	Malaysia



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Kemas kini auto kepada pelanggan

- ★ Notifikasi e-mel automatik
 - ✓ Penciptaan akaun
 - ✓ Pembayaran
 - ✓ Kemas kini nombor penjejak
 - ✓ Pulangan semula
 - ✓ Pembatalan pesanan
 - ✓ Tindak susulan ketinggalan pesanan

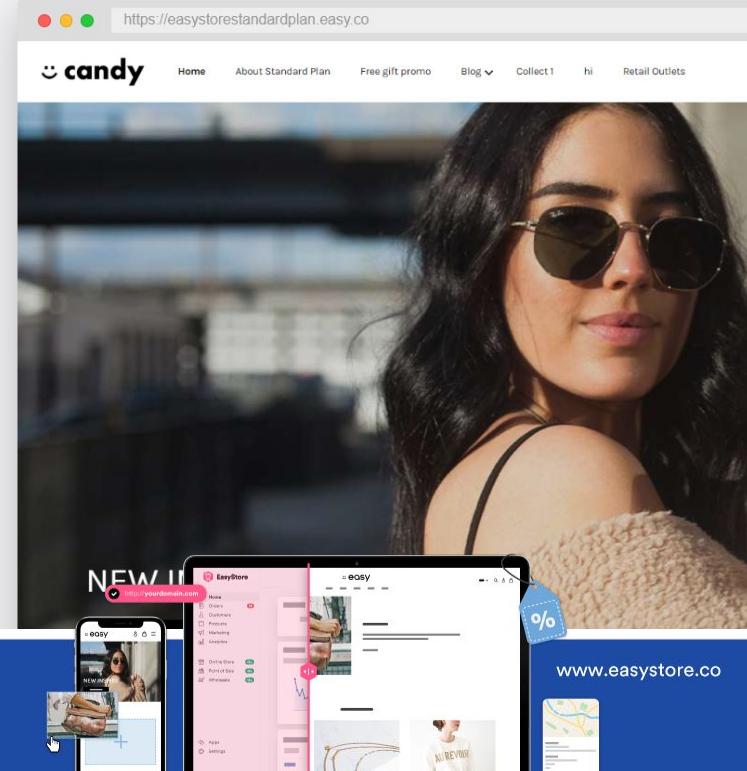
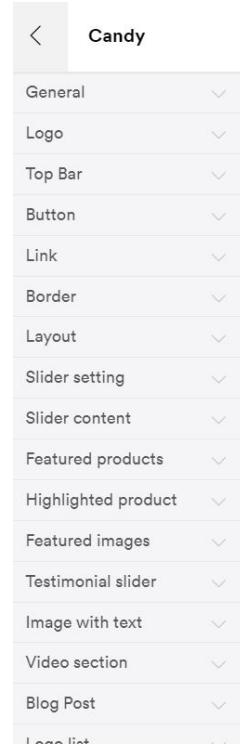


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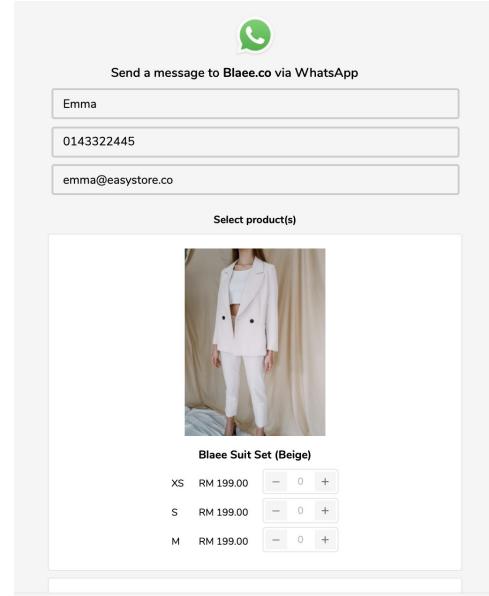
Reka bentuk kedai prapasang

- ★ Percuma reka bentuk kedai
- ★ Memasang tema dengan satu-klik
- ★ Menyesuaikan atau ubah sumber
- ★ Pratonton dalam desktop, tablet, mudah alih

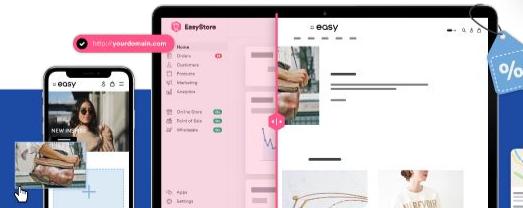
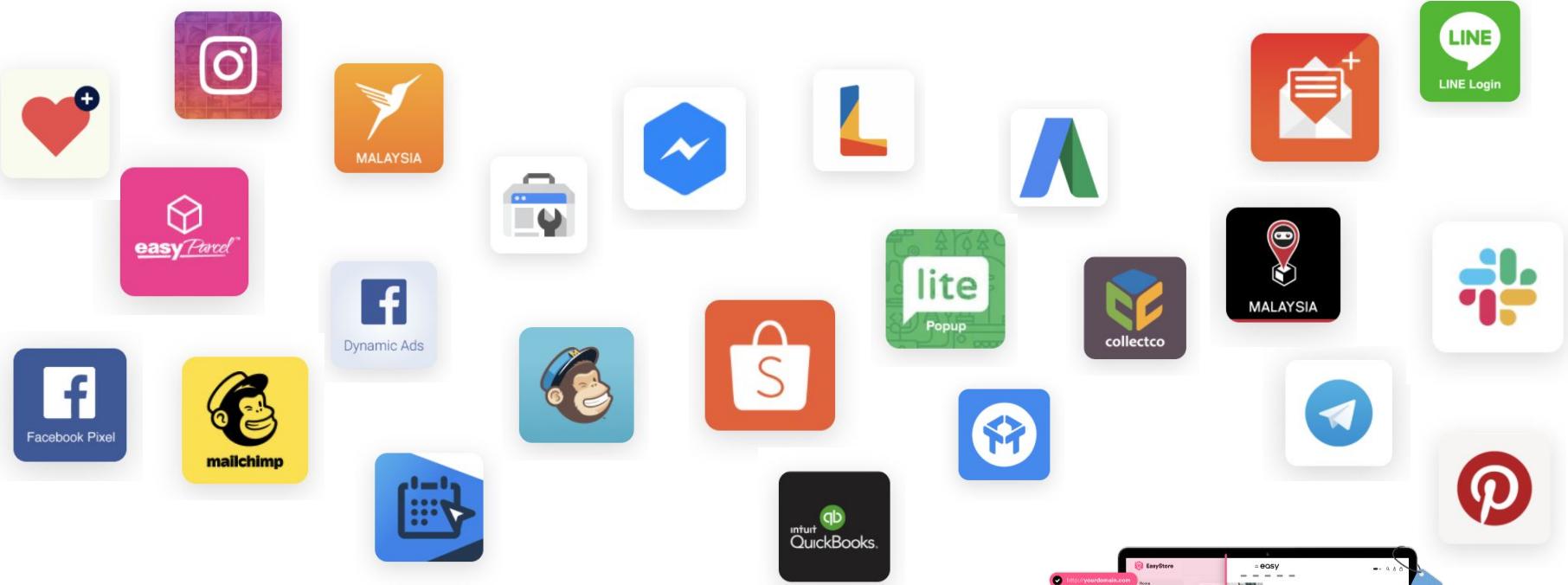


WhatsApp & LINE Borang Pesanan

- ★ Terima pesanan melalui WhatsApp & LINE
- ★ Satu-klik pesanan & lengkap bayaran
- ★ Mengikuti susulan pesanan tidak lengkap (sebagai checkout ketinggalan)



100++ plugins canggih (aplikasi)



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RM 354
Satu Tahun Kedai Dalam Talian



The image illustrates the comprehensive nature of the EasyStore platform. It features a smartphone displaying the mobile application's user interface, which includes a navigation bar with icons for home, orders, customers, products, marketing, and analytics, along with sections for online store, point of sale, and wholesale. Next to it is a laptop showing the desktop admin dashboard, which also has a similar navigation menu and displays a product listing with a large image of a handbag. To the right of the laptop is a blue price tag icon with a percentage symbol (%). Below the laptop is a QR code with the EasyStore logo. The background is a solid blue color.