

COMPANY PROFILE

**MOITTRY INFINITY
SDN BHD**

OUR BACKGROUND



MOITTRY INFINITY SDN BHD is a partner company of Moittry Group from Bangladesh.



Moittry Group is renowned for its IT business worldwide, providing cheaper telecom solutions to foreign workers around the globe.



MOITTRY INFINITY SDN BHD has started its journey in Malaysia in 2017 under the name of RAANS MY SDN BHD.



Since then it has been developing a strong FMCG sales and distribution channel targeting foreign workers in Malaysia.

VISION AND MISSION



Vision Statement:

With united efforts we will create a future of infinite possibilities.



Mission Statement:

We aspire to be the most trusted one stop service provider for sales, marketing and distribution in foreign worker market in Malaysia.

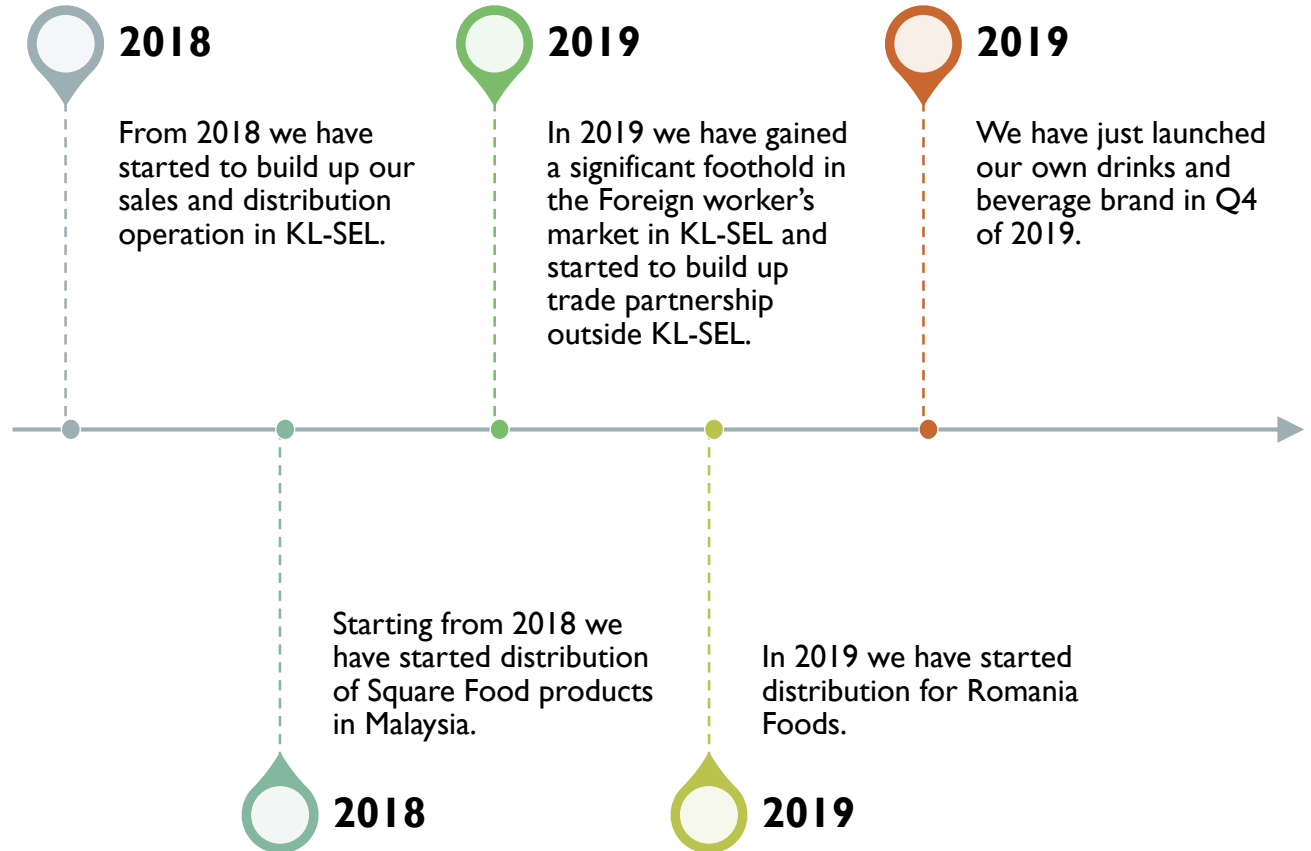
OUR VALUES

We believe that our core values are the key to our business success; which are

- Development of people,
- Quality of our service,
- Efficient use of technology
- And commitment towards the stake holders

We are training and integrating our core values to each member of our team. So, they will adapt this in their life, work and interaction with others.

OUR JOURNEY IN MALAYSIA



WHO WE ARE?

- Since inception we are working with a strategic objective to build up a direct route to market, we have been working on acquiring, helping and handling the distribution of top brands of different categories to reach the foreign workers in Malaysia.
- Starting from 2016, we have been working on building up a professional sales team and creating a database for retails which are catering foreign workers nationwide.
- With own operation in KL-Selangor region and strategic partners all over Malaysia we are building up a nationwide network of distribution.
- Our management team has combined expertise of 8 years in Malaysian foreign worker's market which is key to our core competencies in this market.

WHAT WE OFFER?



Sales



Distribution



Marketing and Brand Consultancy



Warehousing

SALES



We currently employ 9 salespeople and one sales supervisor in KL-Selangor region.



We are in process of integrating 5 more salespeople in our team by next 2 months to expand our coverage.



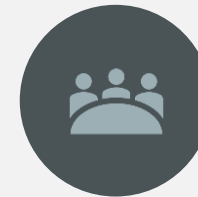
The sales team is only responsible for collection of orders daily and service of the outlets.



We are using **sales automation** for our sales team.



The sales reps are using motorcycles for their market visits, we are current service model is to visit all outlet **once in every 10 days**.



Our sales team is fully trained and are regularly updated about our company products via team meetings.

DISTRIBUTION



We have a dedicated distribution team which are delivering the goods for our partner brands.



Our distribution team is efficiently **delivering goods and doing the money collection.**



We currently have **3 delivery lorries** to fulfil our deliveries.



We are in process of adding one more.



Our delivery service is also **fully automated** and delivery routes are also optimized by **route mapping.**

MARKETING AND BRAND CONSULTANCY



Over the years we have gathered detailed expertise about the nature of this specific market and gained knowledge that is very valuable to plan any marketing execution for this market for our partners.



We can effectively work with brands to deliver effective marketing support in this market which can resonate in good sales in foreign worker market in Malaysia.



Our sales driven marketing planning can be very useful for brands looking to gain a foothold or increase their share in this market.



We also have a partner marketing agency who are creating contents relevant to the foreign worker market.



We can provide support with any marketing needs including content development for digital/social media, campaign design, POP-POSM design, product label design, promotion planning and execution model development.

WAREHOUSING



We are maintaining FIFO method with high efficiency to keep the stock very fresh in quality.



Our warehouse is maintained in line with the standard set by food safety authority.



We have enough space in our warehouse, which enables us to offer warehouse rental to other smaller distributors.



Their own sales team is collecting the orders and we fulfill the orders for them.

OUR BRANDS



PRODUCT CATEGORIES



Juice and Drinks



Beverages



Spices



Biscuits



Snacks



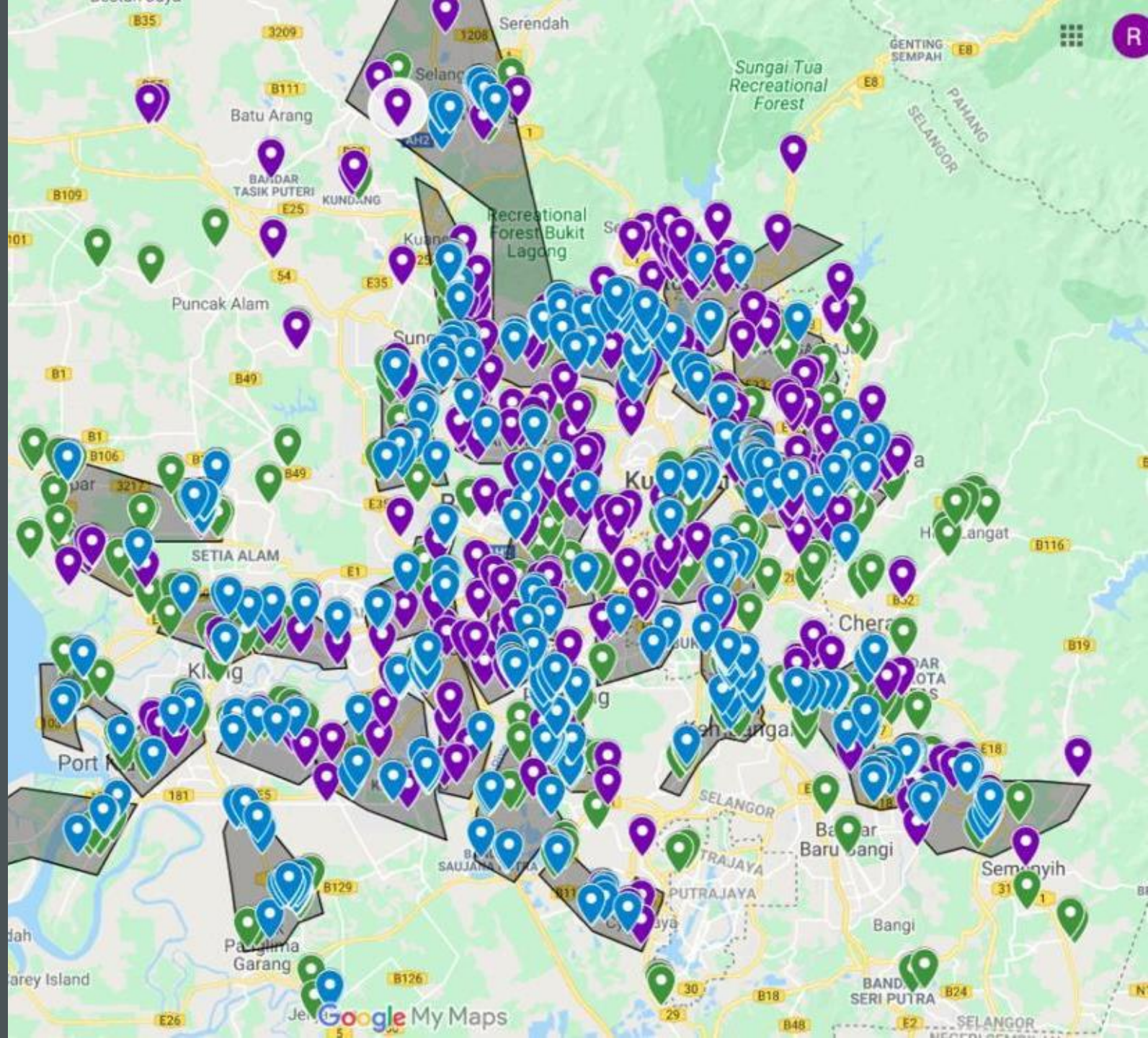
Commodities



Cosmetics

OUR COVERAGE

- Currently Covering almost 2000 shops in KL-Selangor.
- Will bring the entire universe of 3500 shops which are catering to foreign worker in KL-SEL.
- All shops have direct route for sales and distribution from us.



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THANK YOU

