

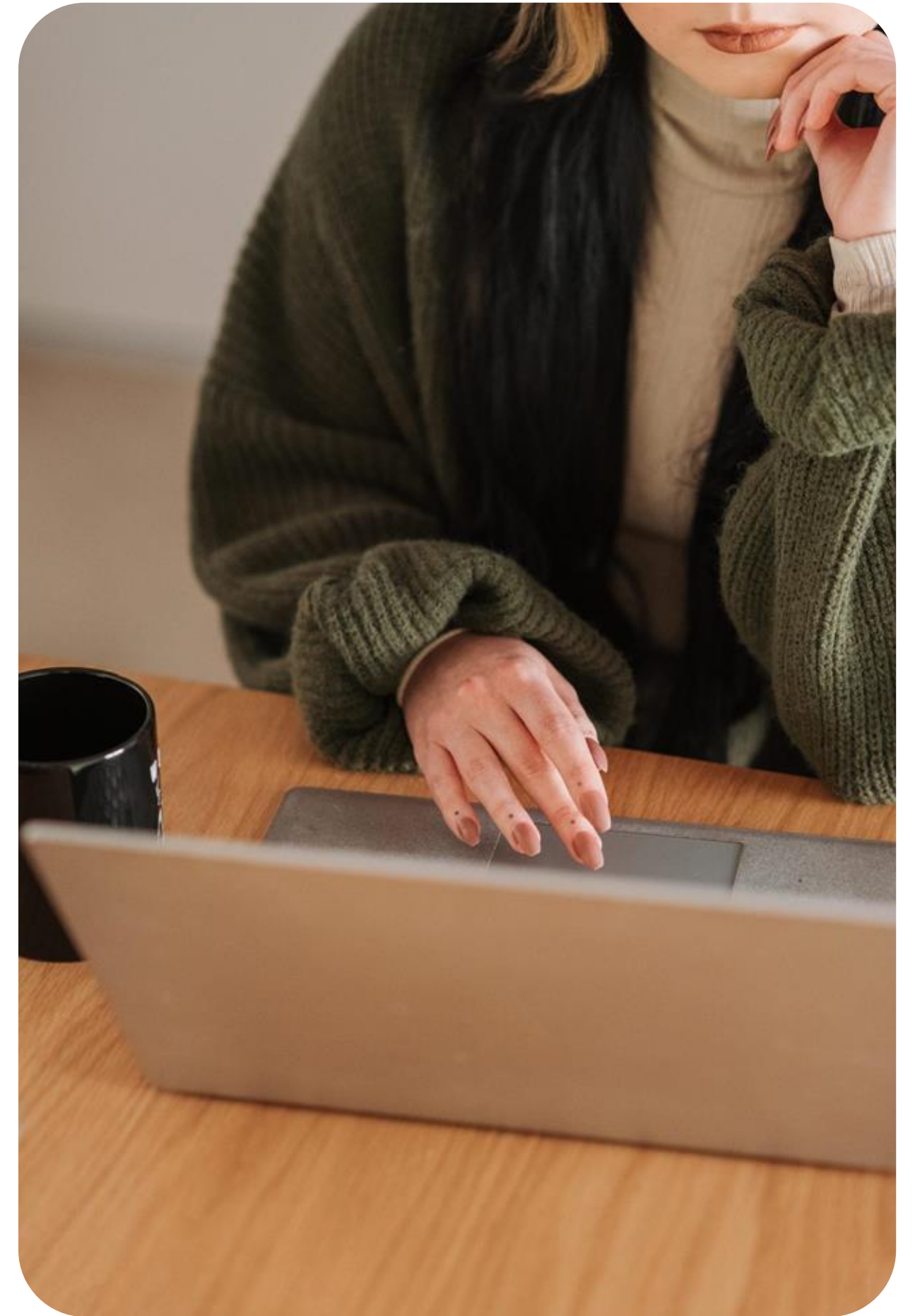
Shwe Khit



E-commerce

Mar 11, 2022

START HERE



Overview of Goals

1

CREATE SOCIAL MEDIA
CHANNEL

Online Audience



2

BUILD AN B2C
E-COMMERCE WEBSITE

System and Products



3

DRIVE SALE THROUGH
SOCIAL MEDIA CONTENT

Customers



DONE



ONGOING



Goal #1

Create social media channel



DONE



SHWE KHIT ONLINE TV

KNOWLEDGEABLE
VIDEOS, IMAGES, LINKS



WHERE WE'RE AT

- 2M Followers on Facebook
- 13K Followers on Instagram
- 71K Subscribers on Youtube
- 100K Monthly Visitors on Website

BLOCKERS

- Still cannot start live sale video and other programs

ACTION ITEMS

- Hire presenters
- Collaborate with content creators

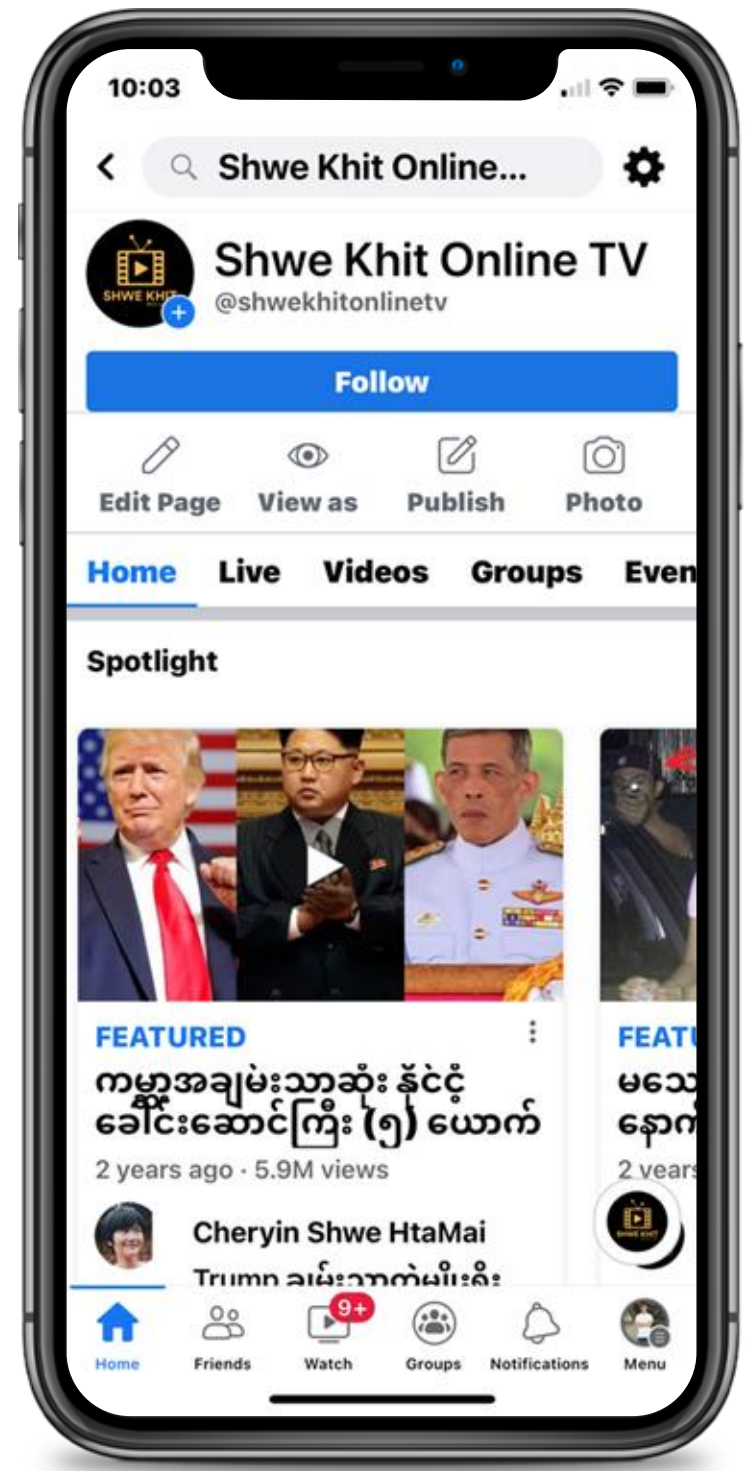
ESTIMATED AUDIENCE SIZE in Myanmar = 19,400,000

Women

34%
Your Followers

Men

66%
Your Followers



Last 28 days: Feb 10, 2022 – Mar 9, 2022

6.6M

People reached
▲ 55% from previous 28 days

38.1K

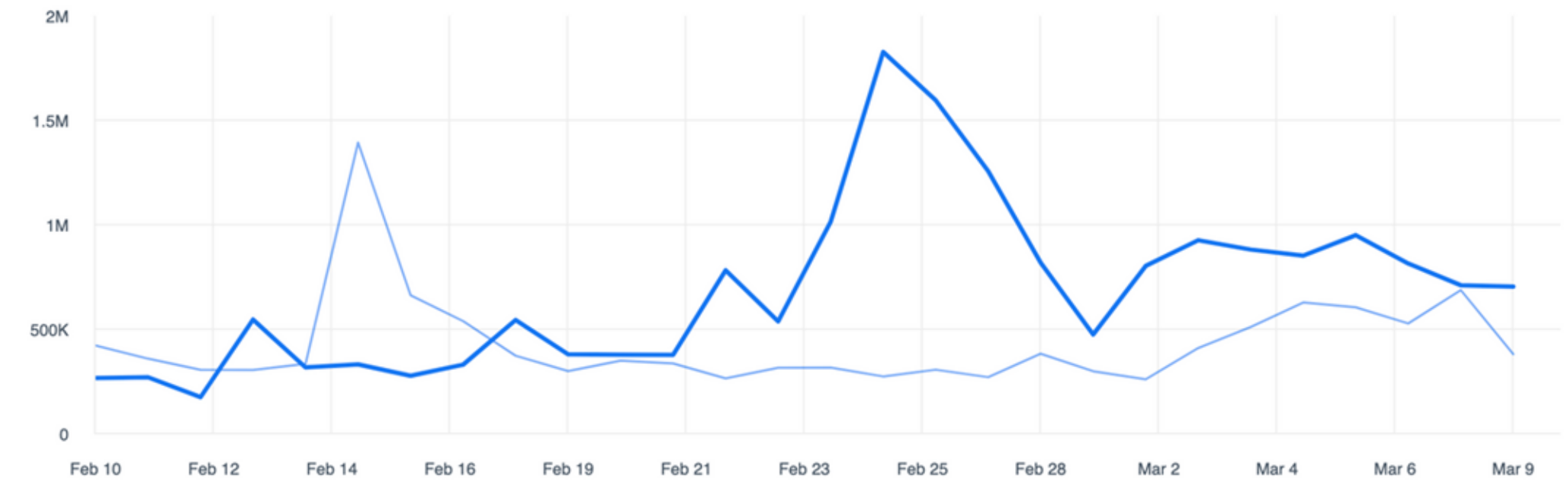
Net followers
▲ 90.2% from previous 28 days

3.7M

Engagement
▲ 87.9% from previous 28 days

People reached

Feb 10, 2022 – Mar 9, 2022
6,558,127 People reached 4,231,663 Previous period



Shwe Khit Online TV

WHERE WE'RE AT

- System need to be developed
- Research product designs

BLOCKERS

- Building an e-commerce website is a challenge for now

ACTION ITEMS

- Schedule a meeting with the developer



Goal #2

Build an B2C e-commerce website



ONGOING



SHWE KHIT ZAY

OUR PRODUCTS, OTHER
PEOPLE'S PRODUCT





Our products and other people's product will be sold through our system.



WHERE WE'RE AT

- Turn online audience into customers

BLOCKERS

- E-commerce system and products are not still ready

ACTION ITEMS

- Schedule a meeting with the developer

3

Goal #3

Drive sale through
social media content



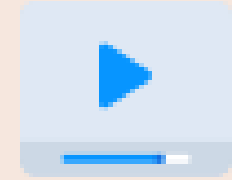
ONGOING



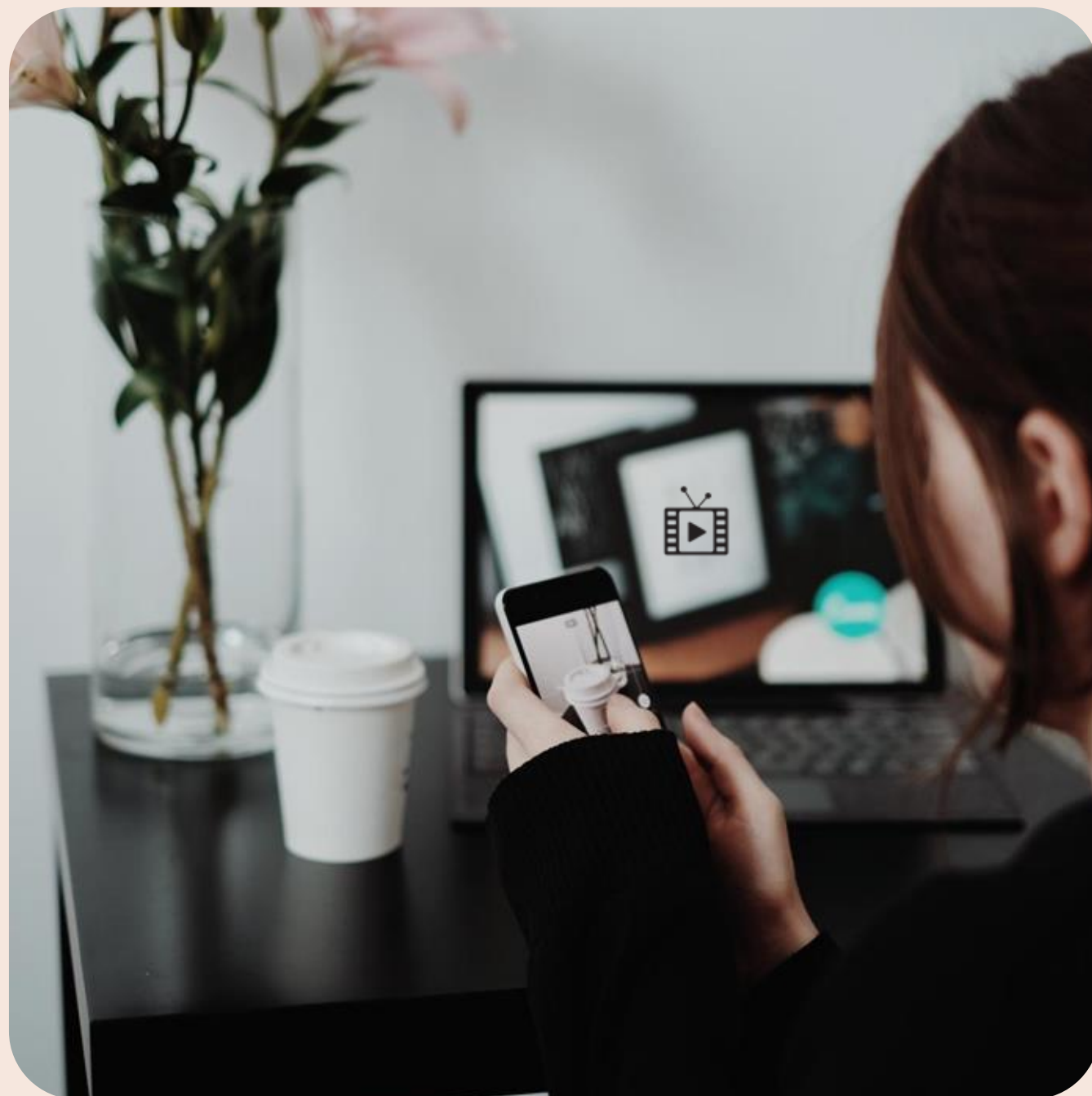
SHWE KHIT ONLINE TV +
SHWE KHIT ZAY

LIVE SALE, VIDEO AD,
BANNER AD, FACEBOOK
SHOP





We will create social media content to turn followers into customers.



700,000 MMK

LAST MONTH REVENUE FROM NEW AND
ADDITIONAL PROJECTS WITH EXISTING CLIENTS

Thank you!

Linn Linn Maung

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Do you have any questions?