



Synergy House Berhad Group of Companies
- Marketing Policy (B2C)

Synergy House Berhad (201646-K)

Issued Date OCTOBER 2023



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1. INTRODUCTION/PURPOSE

The purpose of this marketing policy is to establish guidelines and strategies for promoting and selling furniture products to individual consumers in the B2C (business-to-consumer) market. This policy will help ensure consistency, effectiveness, and ethical practices in all marketing efforts.

2. SCOPE

Marketing policy for Synergy House B2C business encompasses a comprehensive approach to effectively reach, engage, and retain customers in the highly competitive furniture market.


By adhering to this policy, Synergy House B2C business aims to establish a strong brand presence, meet customer expectations, and achieve sustainable growth and success in the furniture market while ensuring legal compliance and ethical practices.

3. MARKETING POLICY FOR B2C

3.1. B2C Distribution Channels and Sales Strategy

Synergy House sell home furniture directly to end-consumers through in-house online store and third-party e-commerce platforms via a B2C sales model.

Synergy House products sold on in-house online store are all labelled under in-house brands. On the other hand, depending on the requirements of each third-party e-commerce platform operator, Synergy House products may be labelled under our in-house brands or under third party brand names.

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3.2. Market Analysis

3.2.1. Market Segmentation

Identify target customer segments based on demographics (age, income, location), psychographics (lifestyle, preferences), and behavioral factors (purchase history, buying patterns).

3.2.2. Competitor Analysis

Conduct regular assessments of competitors, their product offerings, pricing, and marketing strategies to maintain our competitive edge.

3.2.3. Market Trends

Stay up-to-date with industry trends, including sustainable and eco-friendly products, and adjust our offerings accordingly.

3.3. Value Proposition


3.3.1. Unique Selling Points (USPs)

Communicate our USPs prominently in marketing materials and messages beautifully designed furniture, affordable pricing, and outstanding customer service.

3.4. Product Mix

3.4.1. Product Categories

Offer a diverse range of furniture products, including living room, bedroom, dining room, outdoor, and home office furniture, as well as home décor and accessories.

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3.4.2. Product Development

Continuously innovate by introducing new product lines to captivate customer interest.

3.5. Pricing Strategy

3.5.1. Competitive Pricing

Regularly analyze market pricing to ensure our products remain competitive and fairly priced.

3.5.2. Dynamic Pricing

Implement dynamic pricing, which factors in demand, seasonal fluctuations, and market trends.

3.5.3. Financing Options

Collaborate with financing partners to offer affordable payment plans and credit options for customers.

3.6. Distribution Strategy


3.6.1. Supply Chain Efficiency

Optimize the supply chain for timely deliveries, streamlined inventory management, and reduced operational costs.

3.7. Marketing Channels

3.7.1. Website and Platform Store Page

Maintain an easy-to-navigate, mobile-responsive website / store page with secure checkout and personalized shopping recommendations.

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3.7.2. Social Media

Utilize platforms such as Facebook, Instagram, and TikTok for engaging visual content, paid advertising, and influencer partnerships.

3.7.3. Email Marketing

Create tailored email campaigns for product launches, promotions, newsletters, and abandoned cart reminders.

3.7.4. Content Marketing

Develop an informative digital content with videos, and infographics on furniture trends, care tips, and interior design ideas.

3.7.5. SEO and SEM

Invest in search engine optimization (SEO) to improve organic search rankings and use search engine marketing (SEM) to bid on relevant keywords.

3.7.6. Influencer Collaborations

Partner with interior design and home improvement influencers to showcase our products and increase brand visibility.


3.8. Customer Experience

3.8.1. Exceptional Customer Service

Offer exceptional customer support through multiple channels, including live chat, phone, and email, with well-trained, empathetic staff.

3.8.2. User-Friendly Online Shopping

Continuously improve the online shopping experience with easy navigation,

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secure payment gateways, and virtual room planning tools.

3.8.3. Feedback and Improvement

Regularly solicit and analyze customer feedback to enhance products, services, and overall customer satisfaction.

3.9. Brand Awareness

3.9.1. Strong Brand Identity

Maintain a consistent and visually appealing brand identity across all marketing materials

3.9.2. Loyalty Program

Develop and promote a loyalty program that rewards repeat customers with exclusive discounts, early access to sales, and special offers.


3.10. Advertising and Promotion

3.10.1. Regular Promotions

Execute periodic promotions, discounts, and clearance sales to attract new customers and retain existing ones.

3.10.2. Advertising Mix

Allocate budgets for online advertising, including Google Ads, social media ads, e-commerce platform Ads, based on their effectiveness in reaching the target audience.

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3.11. Data and Analytics

3.11.1. Data-Driven Insights

Utilize data analytics tools to collect and analyze customer data, track website traffic, monitor conversion rates, and gain insights into customer behavior.

3.11.2. KPI Monitoring

Establish key performance indicators (KPIs) such as customer acquisition cost (CAC), customer lifetime value (CLV), and return on investment (ROI) to evaluate the effectiveness of marketing efforts.

3.12. Compliance and Ethics

3.12.1. Legal and Ethical Standards

Ensure that all marketing activities adhere to legal requirements, including data privacy regulations, compliance and advertising standards.


3.13. Budget and ROI

3.13.1. Budget Allocation

Allocate marketing resources based on a comprehensive budget that considers the ROI of different marketing channels.

3.13.2. Regular Budget Review

Periodically review and adjust the budget to optimize resource allocation and ensure efficient use of resources.

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3.14. Product Liability Insurance

As a cross border e-commerce seller, Synergy House is protected with Product Liability Insurance. Product liability insurance is a vital safeguard for every furniture companies. It not only protects against potential financial losses but also helps manage legal responsibilities and maintain the company's reputation. It is an essential component of risk management and legal compliance in the furniture industry.

4. PRODUCT RETURN POLICY

4.1. Purpose

This product return policy outlines the process and guidelines for customers who wish to return furniture items purchased from B2C platform. It promotes transparency, customer satisfaction, and a clear framework for addressing issues with product quality or order accuracy.


4.2. Eligibility for Returns

Customers may initiate returns within specific days of the delivery or purchase date. This subject to the general return policy drawn by each selling platform.

Eligible items include damaged or defective products, incorrect orders, or items with significant quality issues.

4.3. Non-Returnable Items

Items damaged due to customer misuse or negligence are also non-returnable.

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4.4. Return Process

- a. Customers must contact our customer support team to initiate the return process.
- b. Provide a clear description of the issue and, if possible, photographs of the item to support the claim.
- c. Return Options: Customers may choose from the following options:
 - Refund: A full refund will be issued to the original payment method.
 - Replacement: A new, identical item will be sent to replace the defective or damaged product.
 - Repair: For minor defects, we may offer repair services (Local platform).

4.5. Return Shipping Cost & Arrangement

For eligible returns, the cost of return shipping will be covered by Synergy House. Customers will receive instructions for the return shipping process.


In the situation where customer insist to return for non-eligible return item, return shipping cost to be bear by customer with the condition that the goods are still in sellable condition.

4.6. Inspection and Verification

Upon receipt of the returned item, warehouse team will inspect it to verify the issue and categorized into sellable / non-sellable condition.

4.7. Refund Process

Refunds will be processed after successful verification. The time it takes for the refund to appear in the customer's account may vary depending on the payment method and bank processing times.

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4.8. Replacement or Repair Process

Replacements and repairs will be initiated promptly upon successful verification. Customers will be informed of the estimated delivery or repair timeline.

4.9. Customer Responsibility

Customers are responsible for safely packaging and returning the item in its original packaging.

4.10. Return Exceptions:

In cases where an item is returned, and it is determined that there is no issue or damage, the customer may be responsible for the return shipping costs.

4.11. Customer Communication

Customers will be kept informed at each step of the return process, including verification, refund, replacement, or repair.

5. REVIEW AND UPDATE

Annually review and update this marketing policy to adapt to changing market conditions, customer preferences, and evolving business strategies.