



Synergy House Berhad Group of Companies
- Marketing Policy (B2B)

Synergy House Berhad (201646-K)

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1. INTRODUCTION/PURPOSE

This Marketing Policy outlines the strategies and guidelines for Synergy House as a professional home furniture company specializing in providing high-quality, customized furniture solutions to businesses under B2B business model. Synergy House focus on the design, development and sale of home furniture, to meet the specific needs of our B2B clientele.

2. SCOPE


Marketing policy for Synergy House B2B business model encompasses a comprehensive, covering all key elements of the marketing strategy, ensuring a clear and well-structured approach to reach and engage targeted clients, generate leads, and drive business growth.

3. MARKETING POLICY FOR B2B

3.1. B2B Distribution Channels and Sales Strategy

Synergy House sell home furniture to online retailers, chain-store retailers and wholesalers via a B2B sales model. Home furniture sold via B2B sales model are branded under third party brand names.

For the home furniture sold via retailers under B2B sales model are subsequently sold to end-consumers through their respective e-commerce platforms. Further, chain-store retailers will mainly sell home furniture to end-consumers in physical stores, and/or through e-commerce platforms if established whereas home furniture sold to wholesalers may be distributed to retailers for onward sales to end-consumers.

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3.2. Unique Selling Proposition (USP)

3.2.1. Product Categories

Offer a diverse range of furniture products but not limited to living room, bedroom, dining room, outdoor, and home office furniture.

3.2.2. Product Development

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

3.2.3. Customization Expertise

With the strong in-house design team that collaborates with clients to create tailored furniture solutions.


3.2.4. Materials

Synergy House main focus is producing on wood panel products such as plywood, particle board and medium-density fibreboard. However, this does not limit the material options as Synergy House innovatively offering product with mix and match materials which significantly optimizing the cost and enhance the beauty of the designs.

3.3. Marketing Channels

3.3.1. Sales and marketing materials

Sales and marketing materials such as digital corporate profiles and digital catalogues with corporate information and details of the products to be presented to existing and potential customers. These materials assist in conveying the information and descriptions of the products accurately during contact with existing and potential customers.

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3.3.2. Showroom

Synergy House display products in the showroom to showcase and market the new designs and capability of Synergy House. Existing / Potential customers is welcome to visit Synergy House showroom to view samples of home furniture.

3.3.3. Corporate Website

Synergy House corporate website provides brief information on the company. Enquiries received through the corporate website are channeled to the sales and marketing personnel for their handling.

3.3.4. Trade Fairs & Exhibition

Synergy House may choose to participate in local/oversea third-party trade exhibitions either as exhibitors showcasing the products or as visitors. Regularly attending overseas trade fairs and exhibitions as visitors allows Synergy House team to source potential customers among the exhibitors/visitors and promote Synergy House products and services to them. Furthermore, these trade fair and exhibition visits enable sales and marketing team to stay updated on the latest market trends and demands.


3.4. Customer Relationship Management (CRM)

3.4.1. Dedicated and customer-oriented sales and marketing personnel

Sales and marketing personnel are responsible for:

- a. The advertising, promotion and sales of home furniture
- b. Maintaining relationships with customers.
- c. Liaising with existing and potential customers by providing them with information on the products as well as addressing their sales needs.
- d. Constantly in touch with our existing customers to gather first-hand information and feedback.

Information gathered from customers will be used as reference to better

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understand the latest market trends and consumer preferences, which eventually helps Synergy House to stay innovative and design more relevant and up-to-date home furniture.

3.4.2. Direct approach for Potential Customers

Sales and marketing personnel will first identify and shortlist potential customers by conducting research through public directories and corporate websites. Thereafter, Sales and marketing personnel will establish contact with shortlisted potential customers through phone calls, emails, video calls and/or face-to-face communication to promote and keep the potential customers updated with the latest product offering.

3.5. Pricing Strategy

3.5.1. Competitive Pricing


We consistently study and analyze market pricing by comparing it with our customer's competitors to ensure that the prices we offer to our customers remain competitive and relevant, allowing them to effectively sell to their end-users.

3.5.2. Negotiated Pricing

Synergy House customize prices based on individual negotiations with large B2B clients, taking into account their specific needs and order volumes.

3.5.3. Rebate Pricing

These benefits are exclusively available to customers who have a rebate scheme agreement with Synergy House and do not apply to all customers. The rebates or cashback amounts are determined by specific purchase milestones or volume targets, which vary depending on the terms and conditions of the contracts and agreements.

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3.6. Data and Analytics

3.6.1. Data-Driven Insights

Utilize data analytics to collect and analyze customer data, track product / category performance, sales analysis and trend.

3.6.2. KPI Monitoring

Establish key performance indicators (KPIs) such as projected revenue, Number of leads generated from marketing efforts, Conversion rate of leads to qualified prospects, Conversion rate on product inquiries / quote requests and Market Share.

3.7. Compliance and Ethics

3.7.1. Legal and Ethical Standards

Ensure that all marketing activities adhere to legal requirements, including data privacy regulations and export country compliances.


3.8. Budget

3.8.1. Budget Allocation

Allocate marketing resources based on a comprehensive budget that considers the growth expectation of different leads.

3.8.2. Regular Budget Review

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

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4. WARRANTY, DEFECT RESOLUTION AND CUSTOMER COMPENSATION

Synergy House does not have a specific warranty policy against defects for our products for the B2B customers.

In cases where our customers notify us about any defects on the products that they have received, Synergy House will first investigate the cause(s) of the defects and decide the next course of action.

As a general practice, Synergy House will differentiate the source of the defect.


4.1. Defect caused by third-party manufacturers

Any defect caused due to manufacturing activities, packaging and loading process, Synergy House will report the defects to the third-party manufacturers responsible and claim the defects from the respective third-party manufacturers, and thereafter provide product replacements or issuance of credit notes to our customers.

4.2. Defects caused by improper handling of products

Any defect due to improper handling by logistics service providers during the storage and delivery process, Synergy House will report the responsible party, and either direct the customers to claim defects from the party responsible or claim the defects from the party responsible on behalf of our customers.

Synergy House are not liable for any defects caused by normal wear and tear, wilful damage, negligence, abnormal working conditions, failure to follow instructions (oral or written in terms of usage, installation, handling and functions), misuse or alteration or repair of the products without any written approval.

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5. REVIEW AND UPDATE

Annually review and update this marketing policy to adapt to changing market conditions, customer preferences, evolving business strategies and ensuring it remains agile and responsive to industry changes.