



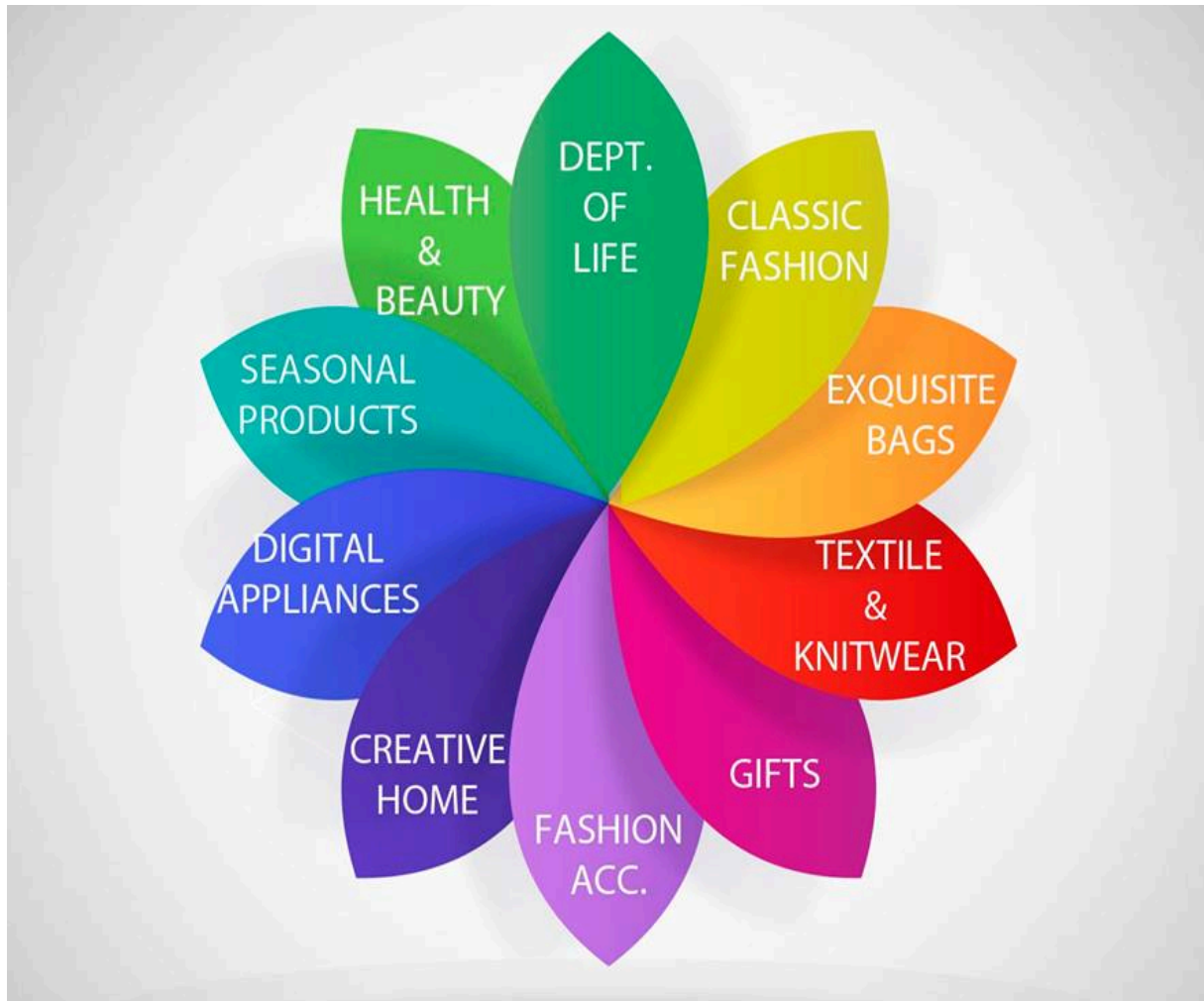
The word **KIODA** was inspired by the Korean word “neo gwi yeap da”.

It simply defines as cute! Our first **KIODA** concept store was launched in the year 2015 at Mount Austin, Johor Bahru. Today, **KIODA** is the trending news due to its pioneer concept in Malaysia and expects to flagged more department stores in the year of 2016.



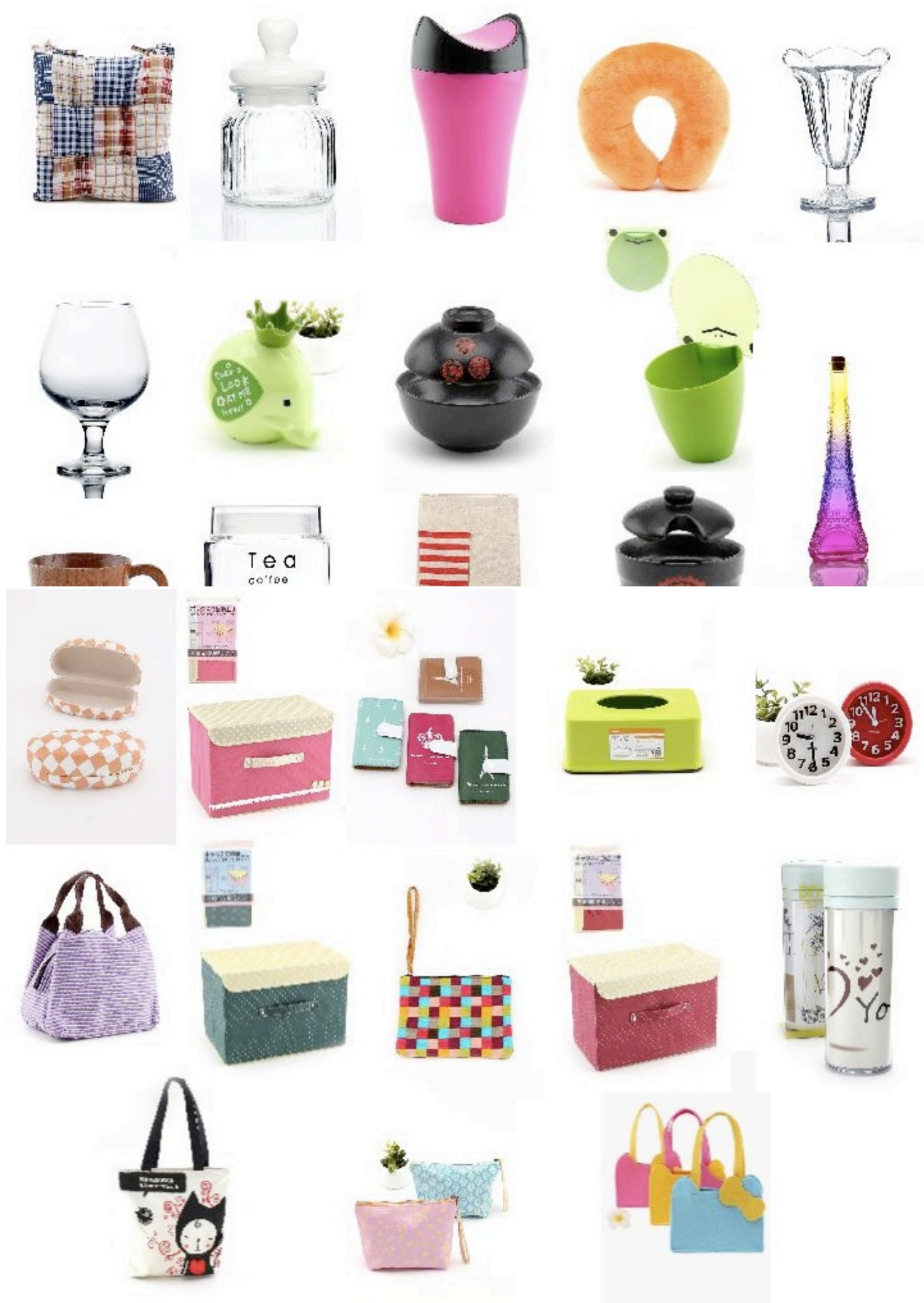
This concept originally inspired by the Korean cute and trendy concept style. In **KIODA**, we incorporate the idea of Korean fashion themes into every product and offer earthlings with products from Korea with colorful theme and adorable content in it. We believe simplicity is perfect! So the perfection is dedicated to all the fans out there. Ultimately, we aim to provide our shoppers with different kind of experience when step into our concept store.



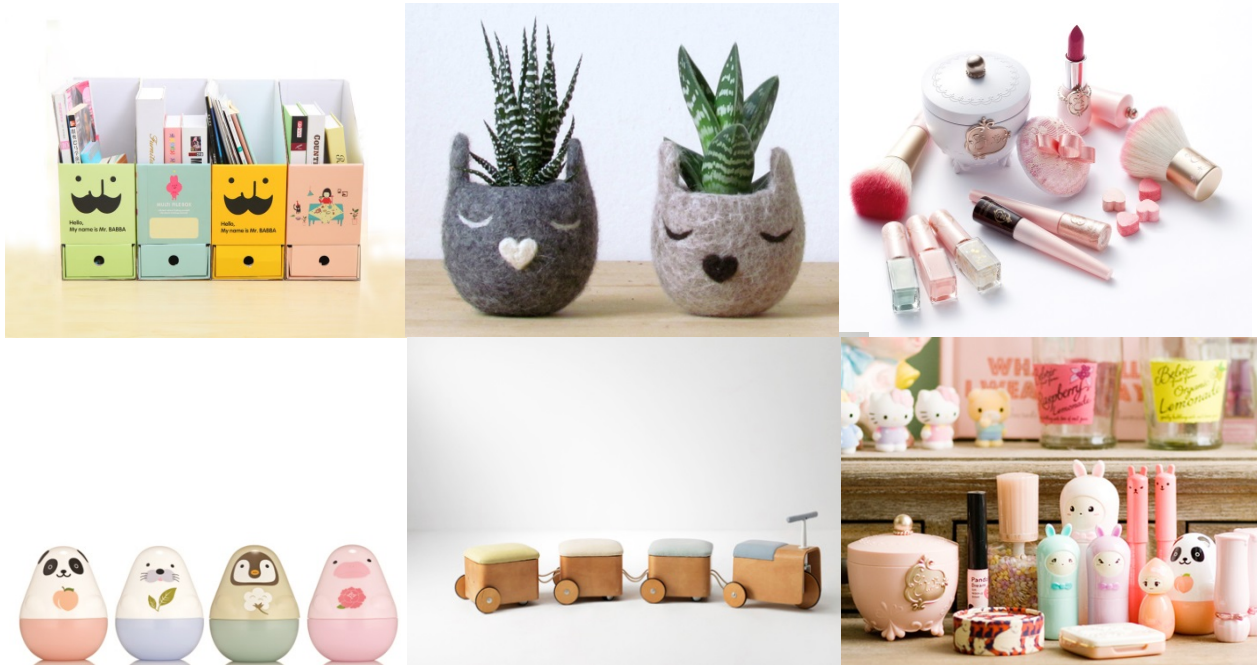


In **KIODA**, unique product layout design is our utmost practice in our production line. With the availability of famous designers across the globe innovating new ideas, shoppers will be seeing new batch of products every quarter. This is our promise to shoppers, stay in style and trendy and will never be out-dated when you shop in **KIODA**.

KIODA products are mainly imported from Korea and partially manufactured by the authorized partner in China. 70% of the items will be priced at a very affordable rate of ONLY RM10 storewide! We pledge to provide the fans with quality products at affordable price. So, just witness the cuteness of **KIODA** products from different angle.



Besides founded on the basis of providing good and unique quality products at affordable prices. It is also a one-stop location where our customers can get a wide range of iconic Korean fashion trendy products.





We are also the partners and offline exclusive distributor of few famous Korean cosmetic brand. This advantages allow us to offer a more competitive price and constantly bringing surprise to our customer.

And yes! this is our commitment to customer! It is a shopping paradise overwhelmed with 9 categories from cosmetic to household that you can shop till you drop, together with variety of Korean snacks and drinks to fill your tummy in between shopping.



The feeling of shopping in Seoul! Whenever people think of Korean concept store, they think of us! And it will surely bring in the crowds!



We are confident to attract more than **10,000 customers** visiting our shop and generate total sales of **260,000 - 350,000 per month**. The closing sales ratio is **70%** with the calculation of **840 invoice** generated at the average of RM35/ transaction. With our plan on expanding this brand to more branches, be it local or international; it will definitely create the impact for the customer to travel for our brand. That's where we boost the crowd.



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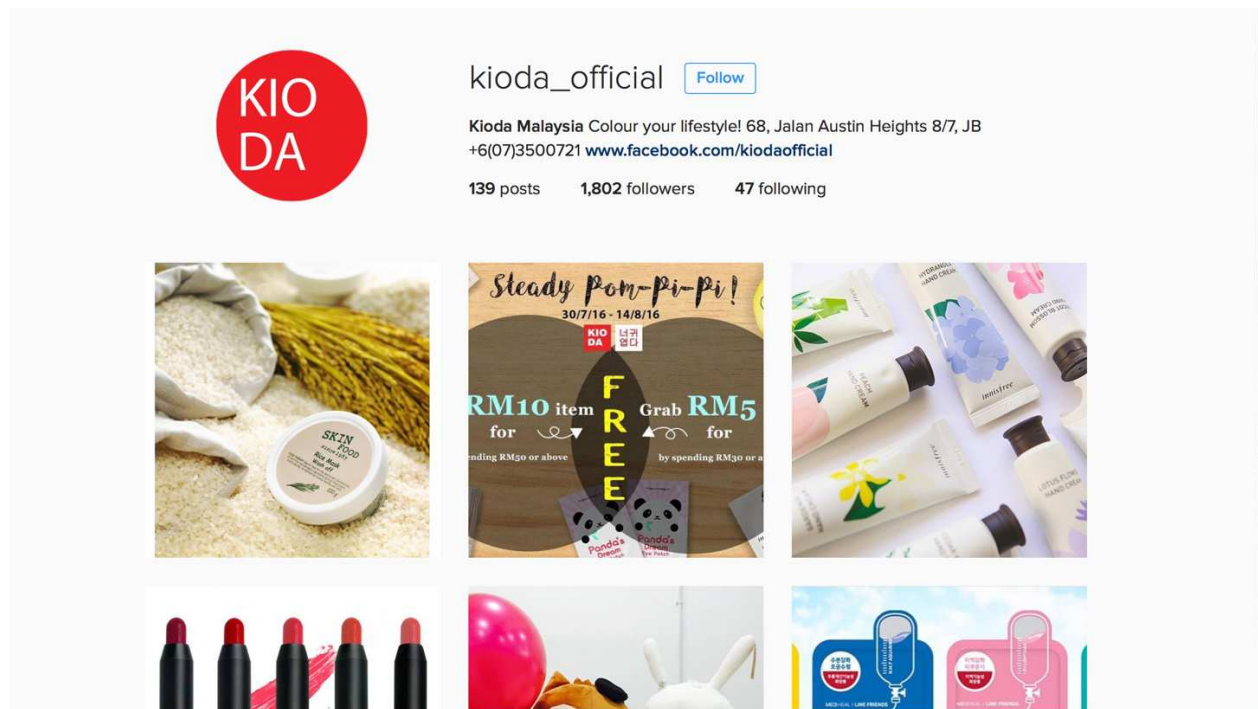
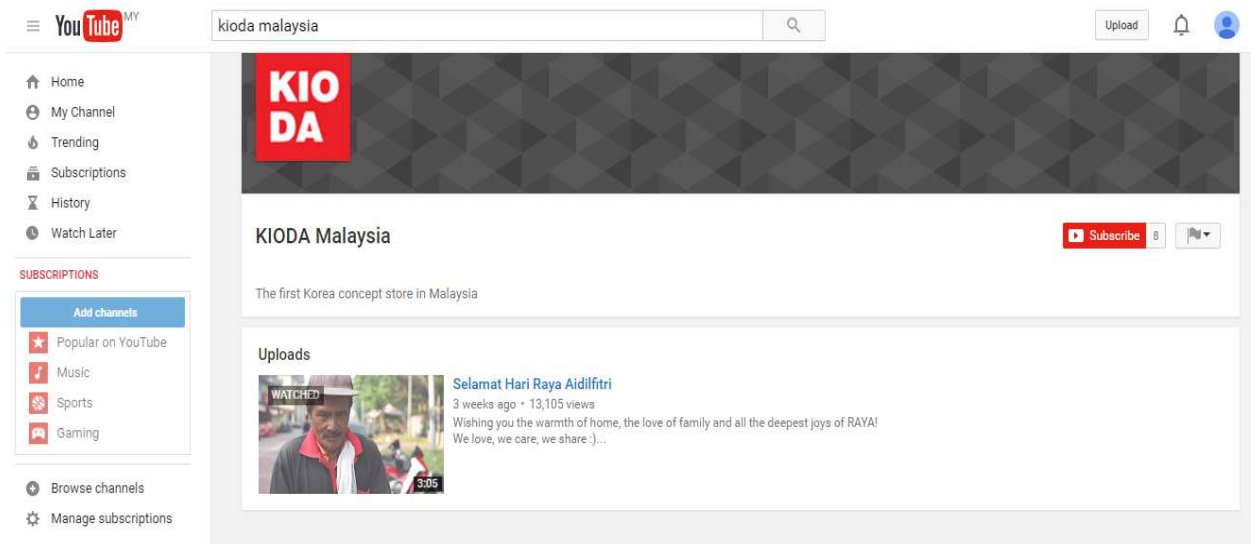


KIODA is a very unique and different brand from others because of the fusion idea of young and colorful Korean lifestyle fashion. The products offerings are extremely popular among the young professionals and students as well as housewife at the age of 16 to 43. Our products always of the latest trend found in Korea, which is very popular among the local community. These are the groups of traffic that **KIODA** is generating on a regular basis.

Coupled with exciting offers plus loyalty program, it will definitely make the customer not to forget about us. When they think of Korea they think of **KIODA**! Alternately, we do running on a series of promotional activities to create awareness of our shop and our brand.

No doubt that social media has actually helped us skyrocket our business in reaching more target audience. In **KIODA**, we have our very own interaction with customers via Facebook, Instagram, WeChat and YouTube. Due to **KIODA**'s uniqueness, our followers increase rapidly to thousands in just few month time.





With the forming of the shop design, personalized sales team, wide and appealing layout as well as products offering at affordable price; we are very confident that **KIODA** will certainly attract crowds wherever we go.

