



DIGITAL TRANSFORMATION PROPOSAL

Maypreen × AINNA

Digital Commerce & AI Capability Proposal

Build a cleaner, greener future with digital commerce and AI-powered capability.



PROPOSAL 1

**Full Digital
Commerce Website**



PROPOSAL 2

**AI Training &
Internal Capability**



MAYPREEN TODAY

A Trusted Brand with a Clear Purpose

Maypreen is a Malaysian brand focused on cleaner, safer and more sustainable household care products for families and businesses.



Plant-Based Formulation

Gentle for family, safer for the home



Quality Manufacturing

Consistent and reliable production



Trusted Brand

Preferred by households and businesses



Sustainability Focus

Supporting a cleaner and greener future



Wide Product Range

Household care, personal care and specialised solutions



Own Manufacturing

Local production capability with quality control



Commitment to Sustainability

Responsible sourcing, eco-friendly practices and reduced environmental impact



Serving Families & Businesses

Trusted for everyday homes and commercial use

OUR RECOMMENDATION

Two Strategic Proposals

To build a stronger digital presence and an AI-ready organisation for Maypreen.

We propose two focused initiatives that can be implemented separately or together, depending on Maypreen's priorities and resources.

PROPOSAL 1



Full Digital Commerce Website

A modern corporate and e-commerce website to showcase Maypreen's brand, products and manufacturing capability to the market.



Corporate Profile

Brand story, manufacturing, certifications and ESG



E-commerce Platform

Product catalogue, cart, payment and shipping



OEM / ODM Enquiry

For business customers and distributors



Full Admin System

Manage products, orders, customers and content

Build the Platform →



PROPOSAL 2



AI Training & Internal Capability

A practical training programme to equip Maypreen's team with real AI skills for marketing, sales, operations and management.



AI Foundation

Understand AI, prompt engineering, data privacy and governance



AI for Marketing

Content creation, social media, ads and campaign planning



AI for Sales & E-commerce

Product listing, customer response, analysis and reporting



AI for Operations

SOP, inventory, document processing and workflow automation



AI for Management

Insights, reporting, decision support and Agentic AI introduction

Build the Capability →



PROPOSAL 1

The Digital Commerce Vision

A modern, trusted and inspiring website to grow Maypreen's brand, products and business in the digital era.



Modern Brand Experience

Showcase Maypreen's values, products and story beautifully.



Full E-commerce Platform

Easy and secure shopping experience for all customers.



B2B & OEM/ODM Enquiry

Support business customers and distribution partners.



Sustainability Showcase

Communicate Maypreen's commitment to a cleaner, greener future.



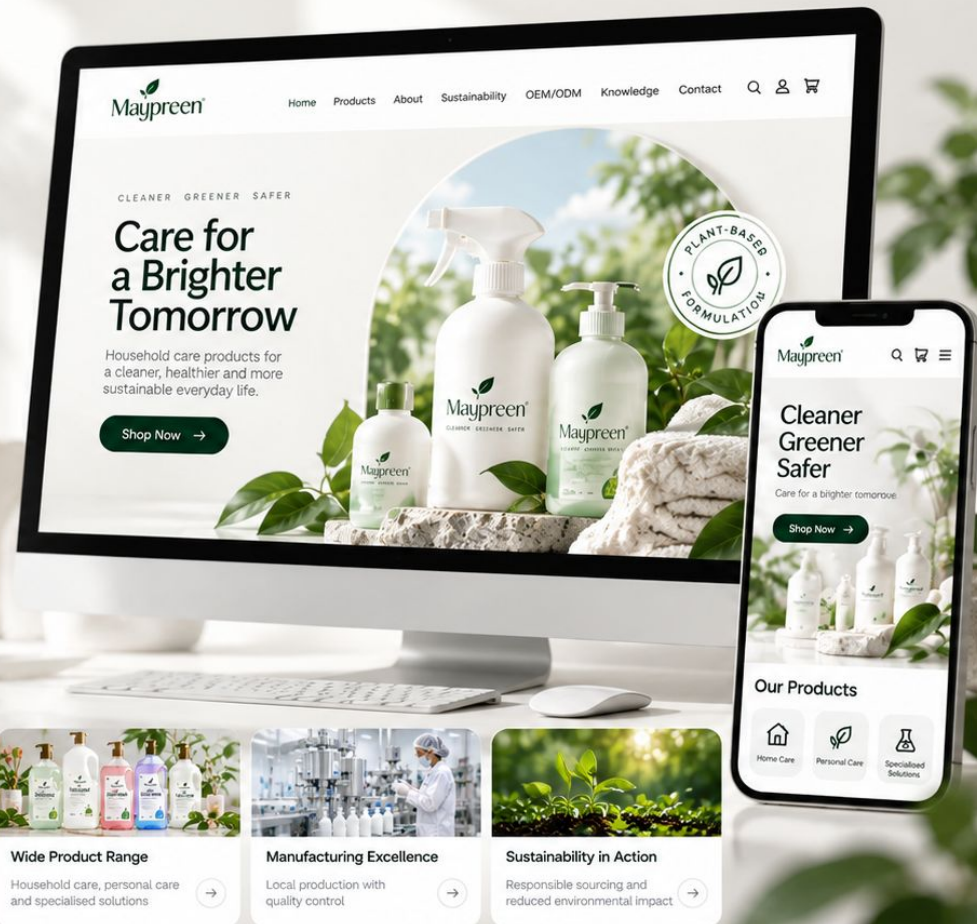
Education & Product Knowledge

Help customers make informed and confident choices.



Built for Growth

Scalable, SEO/GEO-ready and ready for future AI integration.



PROPOSAL 1

Full Website Scope

A complete corporate and e-commerce website designed to showcase Maypreen's products, capabilities and values with a seamless and professional user experience.



Corporate Profile

Company story, vision, manufacturing capability and certifications



Product Catalogue

Full product range with categories, search and filtering options



E-commerce

Cart, checkout, payment gateway and customer account



Shipping Integration

EasyParcel integration with real-time delivery tracking



OEM / ODM Enquiry

Enquiry form for business customers and distribution partners



Sustainability / ESG

Sustainability story, initiatives and impact information



Blog / Knowledge Hub

Articles, usage tips and product education



Certifications & Trust

Display certifications, test reports and quality assurance



Admin CMS

Easy-to-manage content and product management



Analytics Dashboard

Sales, orders, customer insights and reports



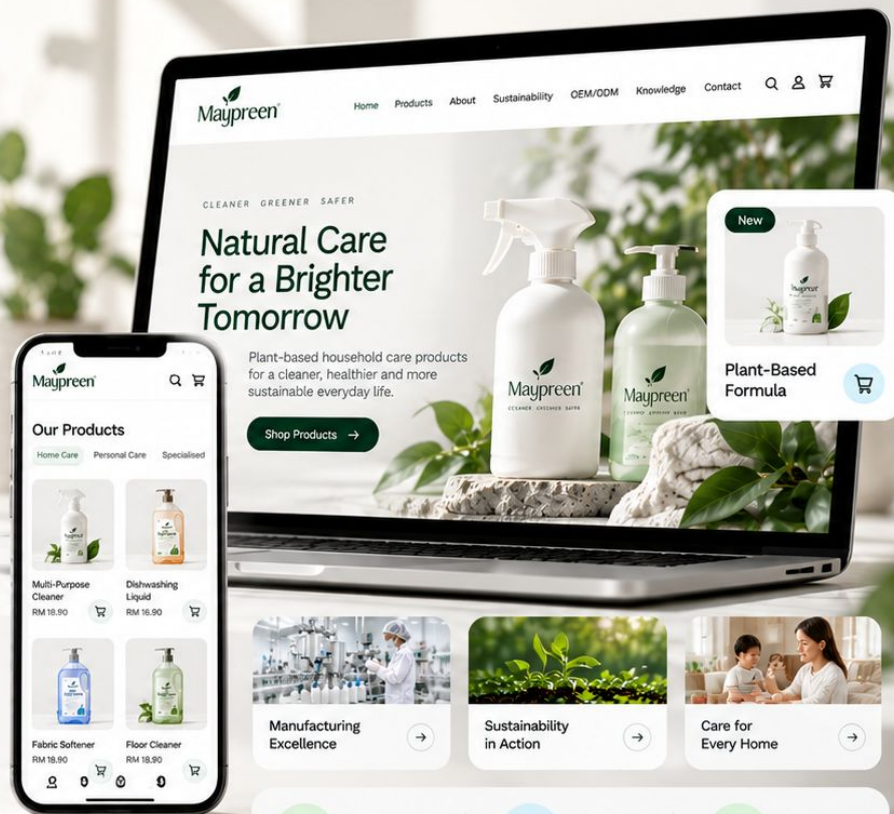
Automated Notifications

Order, enquiry and customer notifications



SEO & GEO Ready

Optimised structure for search visibility and AI indexing



Secure Checkout



Trusted Brand



Sustainable Products

PROPOSAL 1

Customer & Business Flow

A seamless journey from discovery to repeat purchase, with options for individual customers and B2B/OEM business enquiries.



From care today to a cleaner tomorrow

01

Discover

Find Maypreen through search, social media, reviews or direct visit.

02

Learn

Explore products, benefits, ingredients, certifications and sustainability story.

03

Compare

Compare product range, variants, bundles and usage information.

04

Purchase

Add to cart, secure payment and receive order confirmation.

05

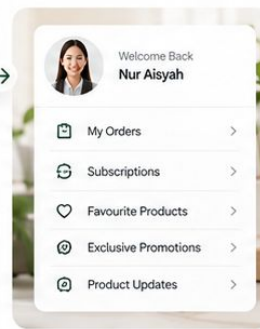
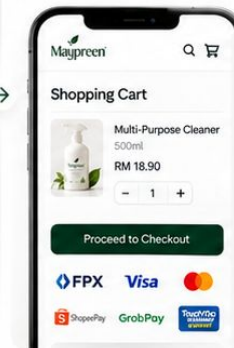
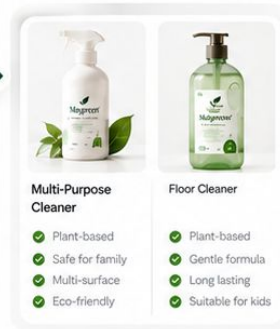
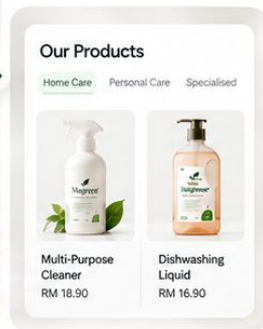
Delivery

Order processed, shipped via EasyParcel and track in real-time.

06

Repeat Purchase

Save favourite products, subscribe, receive promotions and new product updates.



B2B / OEM / ODM Enquiry Flow

A dedicated flow for business customers, distributors and OEM/ODM partners.



Submit Enquiry

Fill in enquiry form (product, volume, OEM/ODM requirements).



Discussion

Our team reviews and discusses requirements.



Quotation

Receive customised proposal and pricing based on requirements.



Sample / Trial

Arrange sample production if required (OEM/ODM).



Partnership

Proceed with agreement, production and ongoing support.

PROPOSAL 1

Design & Technology Direction

A modern, minimalist and high-performance website built with an Apple-inspired design approach, combining beauty, speed, security and scalability.



Minimalist Apple-Inspired UI

Clean design, elegant typography and premium product visuals



Responsive & Mobile-First

Optimised for all devices with a seamless experience



High Performance

Fast loading, smooth animation and optimised images



SEO & GEO Ready

Optimised structure for search visibility and AI indexing



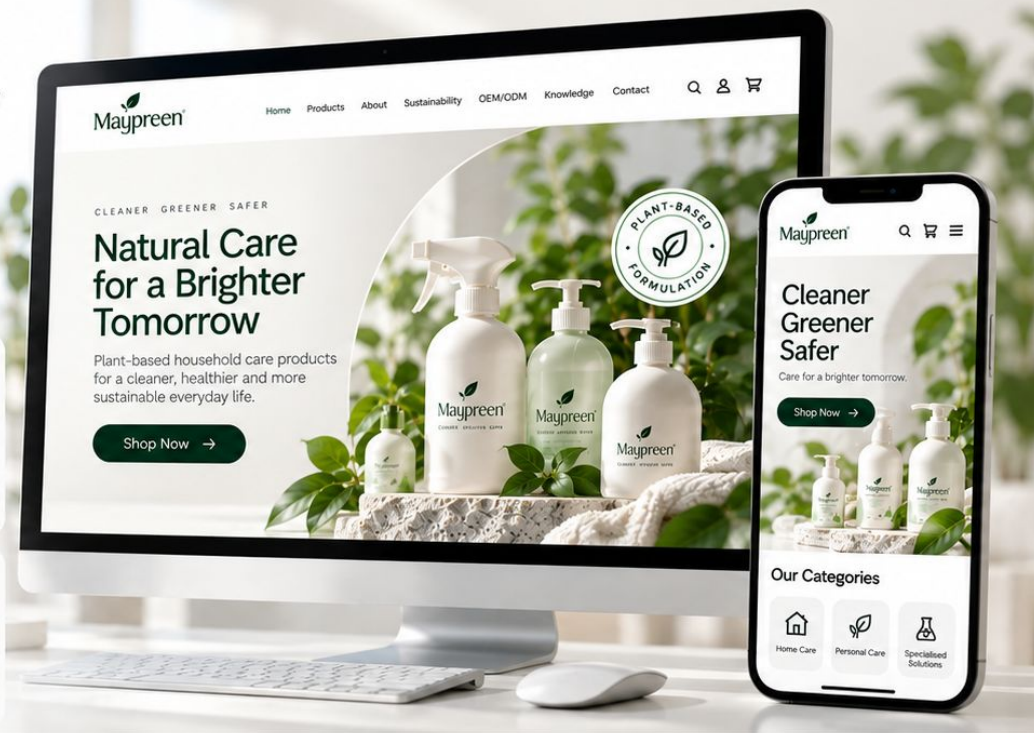
Secure & Scalable

Secure payment, data protection and ready for future growth



Integrated Ecosystem

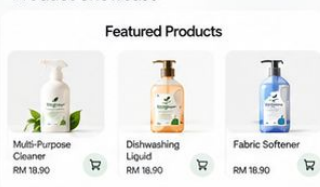
Payment gateway, EasyParcel, analytics and third-party tools



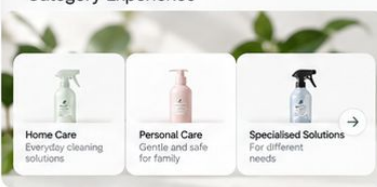
Clean Interface



Product Showcase



Category Experience



Story & Sustainability



Manufacturing & Trust



PROPOSAL 2

AI Capability Programme

A practical training programme to equip Maypreen's team with real AI skills that can be applied directly in marketing, sales, operations and management.

KEY TRAINING MODULES



1. AI Foundation

- Understand AI tools
- Prompt engineering
- Data privacy & security
- Practical hands-on



2. AI for Marketing

- Content creation
- Social media
- Product visuals
- Ads and campaign planning



3. AI for Sales & E-commerce

- Product listing
- Customer response
- Sales support
- Analysis and reporting



4. AI for Operations

- SOP documentation
- Inventory analysis
- Document processing
- Workflow automation



5. AI for Management

- Insights and reporting
- Decision support
- Internal knowledge hub
- Agentic AI introduction

PRACTICAL USE CASES



Content Generation

Product visuals, captions, videos and campaigns.



Product Listing

Create and optimise listings faster.



Customer Response

AI-assisted responses and FAQ.



Reporting & Analysis

Sales, inventory and performance reports.



SOP & Documentation

Turn processes into clear SOPs with AI.



Internal Knowledge

Build a searchable knowledge base.



Workflow Automation

Automate repetitive tasks with AI agents.



Real Case Study

Hands-on exercises using Maypreen's actual projects.

LEARNING OUTCOMES



Work Faster

Reduce time on repetitive tasks.



Better Decisions

Use data and AI insights.



More Productivity

Let team focus on high-value work.



Practical & Applicable

Real use cases for Maypreen's operations.



Build Internal Capability

Create a team that can continue using and growing with AI.

PROPOSAL 2

Training Modules & Use Cases

A structured and practical training programme with real use cases, tailored for Maypreen's team and business operations.

TRAINING MODULES





1 AI Foundation for Business

- AI basics and mindset
- Useful AI tools
- Prompt engineering
- Data privacy & security





2 AI for Marketing & Content

- Product content creation
- Social media content
- Video & image generation
- Campaign planning





3 AI for Sales & E-commerce

- Product listing
- Customer response
- FAQ automation
- Sales analysis





4 AI for Operations

- SOP documentation
- Inventory & production
- Order processing
- Workflow automation





5 AI for Management & Reporting

- Data analysis & reporting
- Dashboard and insights
- Decision support
- Strategic planning





6 Team Practice & Real Use Cases

- Hands-on workshops
- Department use cases
- Guided exercises
- Q&A and problem solving





7 Sustainability & Innovation

- AI for ESG reporting
- Sustainable business initiatives
- Future opportunities



REAL-WORLD OUTCOMES



Faster Content Production

Produce product content, images and videos quickly.



More Efficient Operations

Automate repetitive tasks and documentation.



Better Decisions

Use data and AI insights for planning and growth.



Stronger Team Capability

Confident and independent in using AI tools.



Supports Sustainability

Apply AI for ESG and long-term initiatives.



Ready for the Future

A more innovative, competitive and resilient business.

PROPOSAL 2

Two Partnership Options

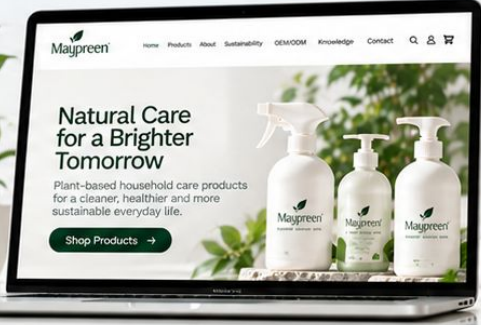
Choose the approach that best fits Maypreen's goals, resources and long-term vision.

Option 1

AINNA Builds & Manages

A complete, ready-to-use solution managed by AINNA under an agreed scope.

Faster Implementation



Full Website Development by AINNA



Hosting, Security & Maintenance Managed by AINNA



Ongoing Support and System Enhancement

VS

Option 2

Build Internal Capability

Train your team to build and manage, with guidance and support from AINNA.

Build Your Own Capability



Hands-on Training for Your Team
(Website, E-commerce, AI Tools)



Templates, Guides and Best Practices Provided by AINNA



Ongoing Advisory and Technical Support



Comparison at a Glance

Both options lead to a professional e-commerce website and stronger digital capability for Maypreen.



Implementation Speed



Internal Workload



Team Capability



Cost Structure



Long-term Flexibility

Option 1 AINNA Builds & Manages

Faster (ready-to-use)

Lower (managed by AINNA)

Minimal (focus on operations)

Fixed scope (predictable)

Can scale with AINNA

Option 2 Build Internal Capability

Progressive (with training)

Higher (team involvement)

Stronger (in-house skills)

Training & setup cost

Full internal control

Implementation Roadmap

A clear and structured plan to move from planning to launch, with measurable milestones and ongoing growth support.

*Step by step
towards a stronger
and more sustainable
Maypreen.*

1



Discovery & Planning

2 – 4 weeks

- ✓ Requirement gathering
- ✓ Business process review
- ✓ Content & product planning
- ✓ Project setup & timeline

2



Design & Development

6 – 10 weeks

- ✓ Website design (UI/UX)
- ✓ System development
- ✓ E-commerce setup
- ✓ Payment, shipping & integrations
- ✓ Testing & optimisation

3



Training & Handover

2 – 4 weeks

- ✓ Team training (admin & staff)
- ✓ User guides & SOP
- ✓ Hands-on practice
- ✓ Final review & go-live preparation

4



Go-Live & Growth Support

Ongoing

- ✓ System launch
- ✓ Monitoring & support
- ✓ Performance review
- ✓ Feature enhancement
- ✓ Continuous improvement

Week 1



Kick-off
Align goals
and requirements

Week 2–4



Discovery
Business process
and content planning

Week 5–10



Development
Website, e-commerce
and integrations

Week 11–12



Training
Team training
and handover

Week 13



Go-Live
Official launch

Ongoing



Growth
Support, optimisation
and new features



**Key Success
Factors**



Clear Objectives
Aligned with
business goals



Active Participation
From Maypreen team



Close Collaboration
AINNA and
Maypreen working together



Practical Training
Real hands-on
learning



Continuous Support
System improvement
and future growth

A Cleaner, Greener Tomorrow

Together, we build a stronger Maypreen with digital, sustainable and people-focused growth.



Stronger Brand Presence

Modern, professional and scalable online presence.



More Efficient Operations

Save time, reduce manual work and improve productivity.



Capable Team

Real AI skills and practical hands-on experience.



Sustainable Growth

A future-ready business with long-term value.



LONG-TERM VALUE



Grow Your Business

More sales, wider reach and new opportunities.



Data-Driven Decisions

Use real data and AI insights to plan and grow.



Empowered People

Your team gains valuable and practical AI skills.



Sustainable Impact

Cleaner products, healthier communities and a greener future.



Future Ready

A stronger, more innovative and competitive Maypreen.