## **Doublewoot Online Fashion**

Maneuvering Through The Unprecedented Covid Times

## How Were We before Covid?



Doublewoot HQ

- Malaysian homegrown fashion label est. since 2005
- Founded by my sister, Heliene and I with a capital of RM1000 back in the year 2005
- E-commerce since inception via
  <u>www.double-woot.com</u>
- Doublewoot ships Worldwide to Malaysia,
  Singapore, Australia, Brunei, Thailand,
  Indonesia, US, UK, Phillipines, Hong Kong
  and more.
- To-date, the fashion label has garnered over
  100k unique registered customers , in over
  10 Countries.

## During the Early Years 2005-2011





Working from Home with Daphne Iking

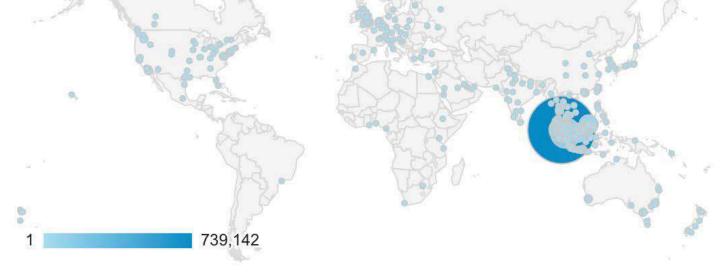
• Started off from our home

- **Blogspot** we shoot our own photos, me and my sister were the one who take turns to shoot and we get all the free labor which we can find.
- Manual order processing- everything is through emails
- Manually written consignment notes- we had to hire a dedicated person to just write consignment notes
- Manual payments All are through ATM bank transfers and frauds were very high , while huge amount of time were spent just to verify payments.
- Manual Marketing no facebook, no instagram, marketing through chatboxes
- At that time, we were literally working 24 hours a day

Contact : marketing@double-woot.com

# Shifting to E-Commerce - Year 2011- Present

- Order processing time was cut down to 98%
- Previously, one order can take up to 1-2 days to process but now, it's cut down to 30 minutes- 1 hour per order.
- This is definitely a breakthrough for us and it helped us tremendously in growing our business globally



#### www.double-woot.com

Contact : marketing@double-woot.com

# DOUBLEWOOT Online to Offline Marketing

#MYCYBER SALE Top Merchants Fashion

DOUBLEWOOT



DIS

B

GUVET

13

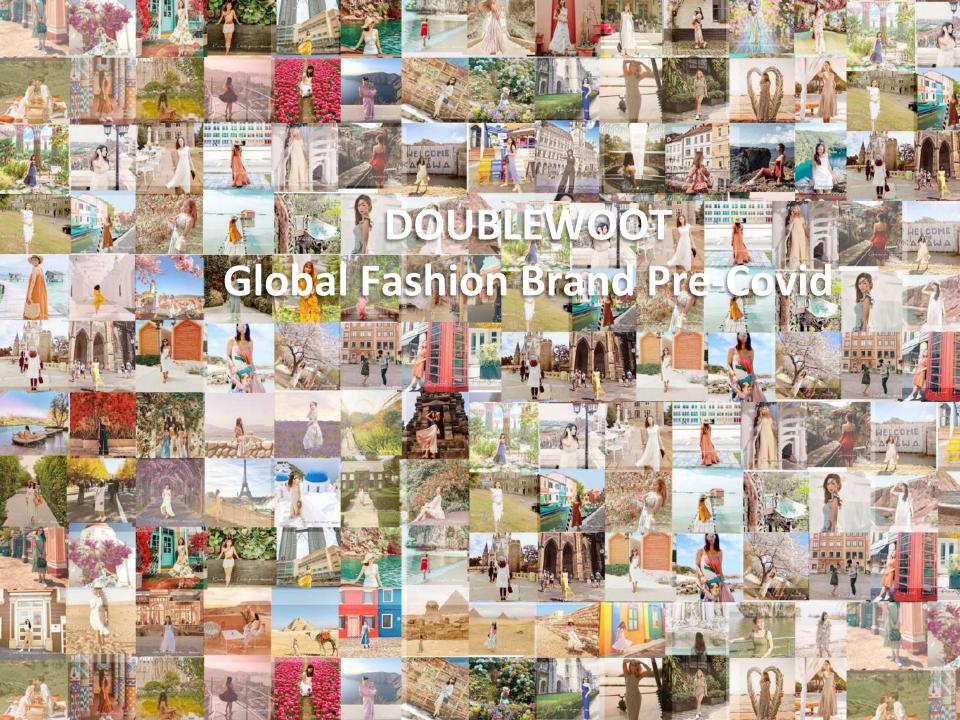
FOR SPRING / SUMMER



ECALANYA HIE

RUSINESS

ct marketing@double-woot.com



### Then... Covid Strikes

18 March 2020 MCO begins

Sales were down by 50% Production was disrupted Operations were closed It was nothing like we have ever experienced before

We were back to square one, like how we first started, only this time, we have TECHNOLOGY

www.double-woot.com









enthecure exilled on blezoot









COURAGE BUNDLE AVAILABLE IN XS, S, M, L AND XL RM 699.00



Worth RM828 TRUST BUNDLE AVAILABLE IN XS, S, M AND L RM 699.00

100



**RM978** GLADIOLUS BUNDLE AVAILABLE IN XS, S, M, L AND XL RM 699.00







**RM218)** 





DW GIFTCARD RM100 and Unique Sheen W (worth RM399) SHINE BUNDLE RM 219.00



DW GIFTCARD RM100 and UNIQUE BLISS S2 (worth RM323) SPARKLE BUNDLE AVAILABLE IN BUNDLE RM 209.00



**DW GIFTCARD RM100 and Automatic** Foaming Cleansing Massager (worth RM309) GLOW BUNDLE AVAILABLE IN BUNDLE RM 209.00



**Dahlia Massager and DIROLIER Dress worth** RM948 DIANTHUS BUNDLE AVAILABLE IN XS, S, M, L AND XL RM 699.00

#### THE NEW NORMAL

esssential wear category

www.double-woot.com



1.10

www.double-woot.com

