

PHASE 1 · MALAYSIA MARKET ACCESS

A structured and verified route for ASEAN manufacturers to enter the Malaysian consumer market.

About FO2U

FO2U Global Sdn Bhd is building a structured market-access platform for selected ASEAN manufacturers seeking to enter Malaysia. Unlike an open marketplace, each manufacturer and product goes through verification, document review and compliance checks before listing — giving Malaysian consumers a trusted route to authentic ASEAN products, while allowing manufacturers to test real demand before committing to full market expansion.

Phase 1 Focus Categories

- Beauty & personal care
- Wellness & functional products
- Functional food & beverages
- FMCG & everyday consumer products
- Home & lifestyle products
- Halal-friendly products, where applicable

What We Are Looking For

- Export-ready manufacturers or brand owners
- Products suited to Malaysian consumer demand
- Company and product documentation available
- Consistent supply and complete packaging information
- Open to product and compliance review

Why Manufacturers Join FO2U

Malaysia Market Access

Test real Malaysian demand through a structured, lower-risk route before full market expansion.

Product Trust & Visibility

Verification-backed positioning helps build buyer confidence in your products from the start.

Logistics Coordination

Cross-border transport, customs, tracking and returns are coordinated through approved logistics partners.

Fulfilment Flexibility

Orders may be fulfilled by the manufacturer or an approved partner under the agreed operating model.

Simple Phase 1 Onboarding



Phase 1 Commercial Model

RM0

No onboarding fee, listing fee or monthly platform fee — ever.

Once an order is completed, the

Customer Product Price

is built up from the manufacturer's own price plus a combined 12% platform & fulfilment allocation — the manufacturer's price is never reduced.

RM100

Manufacturer
Base Price (kept in full)

+

RM9

FO2U
platform fee (9%)

+

RM3

Fulfilment fee (3%)*

=

RM112

Customer Product
Price (before logistics)

+ **Logistics (customer-paid, varies by shipment)** — e.g. RM20 → total customer payment RM132. Delivery and cross-border logistics are calculated separately and added before checkout; the 12% is not calculated on logistics, taxes or duties.

*Allocated to whichever party performs approved fulfilment. If the manufacturer fulfils the order directly, the manufacturer receives this RM3 (3%) in addition to its RM100 base price.

Next Steps

Share your company profile, product catalogue, export-ready product list, certification/compliance documents and target categories. FO2U will review suitability for the Phase 1 shortlist and arrange an initial discussion.

There is no obligation at the initial discussion stage. Participation remains subject to suitability review, compliance review and final onboarding approval.

Let's Talk

FO2U Team

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Phase 1 Details



WhatsApp



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