

# Smart Vending Machines To Disrupt Conventional Retailing

智能自动贩卖机颠覆常规零售业



# Our Stories

## 识别市场问题

Fun Vending Sdn Bhd was established in 2017 with the objective of pioneering innovative vending machines in Malaysia. Inspired by advanced vending machine trends in neighbouring countries, the company is on a mission to revolutionize conventional vending machine businesses and automating traditional retail methods in the country.

Fun Vending Sdn Bhd prioritizes excellent customer experience, hence emphasizing on the reliability of its machines and softwares for the ideal user experience.

Fun Vending Sdn Bhd is a subsidiary company of MIG O2O Berhad, both of which are sister companies of MIG Group of Companies. The Group was incorporated in 2011, and has since established a strong foundation in the field of real estates in Malaysia.

As part of The Group's strategy, Fun Vending Sdn Bhd was founded to provide a cross-platform of vending machine business solutions via joint-venture methodology.

MIG Group of Companies has a long list of successful track record in penetrating and growing local and international markets with real estates, business solutions, mobile payment technology, as well as education.

## Core Values 核心价值

We strive to transform modern retail into an interactive and fun automated experience, by empowering businesses to embrace new retail concepts and improve business efficiency with better deployment of human capital.

Fun Vending Sdn Bhd 成立于 2017 年，旨在为客户提供最具创意与最具娱乐性的自动贩卖机。受到更先进邻国的自动贩卖机趋势的启发，我们希望为传统自动贩卖机带来颠覆性革新，并让国内零售业自动化。

Fun Vending Sdn Bhd 是 MIG O2O Berhad 的子公司。这两家姐妹公司隶属于2011年成立的世达集团，在马来西亚房地产领域拥有雄厚的基础。

在颠覆传统的自动贩卖机业务之际，Fun Vending Sdn Bhd 也力求通过其有趣且可靠的互动式自动贩卖机提供最佳的客户服务。

作为集团多元化营运的一部分，Fun Vending Sdn Bhd 的诞生旨在通过合资方案提供跨平台的自动贩卖机业务解决方案。

世达集团在国际房地产、商业解决方案、移动支付技术、以及教育领域方面有着数不胜数的成功历史。

我们致力于将现代零售业务转变为互动有趣的自动化体验，通过更好地调配人力资本，赋予企业新的零售理念并提高业务效率。

# Identifying Market Challenges

## 应对市场挑战

Times have changed. In the present digital era, there are demands and risks that business owners must be sensitive to. This means more challenges for businesses in staying relevant and keeping up with the current trends.

时代变了。在这个数码时代，企业所有者必须对新的需求与风险保持敏锐性并即时做出反应。这意味着企业在保持业务相关性，并与潮流趋势并进方面将面临更多挑战。

### High Capital & Startup Costs

Starting and running a new business by conventional methods can be expensive.

### 高额资本和创业成本

使用常规方法开办和运营新业务可能代价高昂。

### Competitive & Saturated Market

Profit margin is lowered in a marketplace where competition is high, and may incur losses during economic downturns.

### 竞争性大且市场已饱和

在竞争激烈的市场中，利润率下降，在经济低迷时期可能蒙受损失。

### Inventory Management Problems

It takes the right skills, experience, and human resource to manage the logistics aspect of the business.

### 库存管理问题

业务的物流管理需要正确的技能、经验和人力资源。

### Extra Financial Liabilities

Ever increasing monthly expenses like bills and rentals could affect business profits.

### 额外的财务负担

每月不断增加的支出、账单和租金可能会影响企业利润。

### Complicated Hiring Process

Acquiring high-performing employees involves multiple screening processes and paperwork.

### 复杂的招聘过程

聘用高绩效员工涉及多个筛选流程和文书工作。

### Bound by Location

Business owners may experience difficulties in relocating, should opportunities or threats arise.

### 受地点限制

无论面对机遇或威胁，企业所有者可能会在搬迁时遇到困难。

# The Potential Of Vending Machines

## 自动贩卖机的无限潜力

Naturally, every business comes with its pros and cons. In the case of Fun Vending Machine, business owners no longer need to worry about cash theft related risks. With multiple digital payments as an option, the pros of owning a vending machine business have far outweighed the cons and will soon prove to be a viable form of business in big cities.

当然，每个企业都有其利与弊。在Fun自动贩卖机的案例中，企业拥有者无需负担与现金盗窃相关的风险。有了多种电子支付选项，拥有自动贩卖机业务的优势远远超过了坏处，很快将成为大城市中可行的商业形式。



### Save Manpower

Automating retail means hiring less people; business owners only need to pay for maintenance of the machine.

### 解决零售人力问题

零售业管理自动化意味着解决人力成本上升的问题，企业拥有者只需支付机器的维修费。



### Operates All-Day & All-Year Long

Not only it is convenient and always accessible to customers, business owners can also cut down on various expenses incurred from traditional retail methods.

### 全年经营无淡季

不仅方便且顾客随时可以光顾，企业拥有者也可以减少传统零售方式带来的各种费用。



### Takes Up Minimum Space

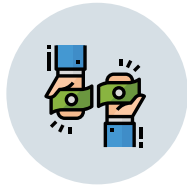
Renting a spacious shop lot is no longer necessary. You don't need a shop lot anymore. Build a passive income stream with the minimum expenses from vending machines that only occupy small spaces.

### 占用最小的空间

无需租赁一间宽敞的店铺。利用只占小空间的自动贩卖机来建立源源不断的被动收入。

Today, vending machines are a commonplace global retail staple with technology that can support the sale of anything from fresh crabs in China to Moët at Selfridges in the U.K.

Source : American Marketing Association



### Low Entry Barrier

Compared to the cost of starting a conventional retail business, owning a vending machine is relatively cheaper.

#### 创业门槛低

与开办传统零售业务的成本相比，拥有自动贩卖机相对廉宜。



### Cashless Payment Enabled

Customers don't have to worry about lose change, and owners don't have to worry about cash theft.

#### 无现金化支付功能

顾客无需担心缺少零钱，业主不必担心现金被盗。



### High Recurring Sales

Even regular vending machines experience consistent earnings. With enhanced UI/UX, customer loyalty to the brand will ascend to new heights.

#### 高回报销售额

即使是普通的自动贩卖机也能获得稳定的收益。有了增强用户界面与用户体验的设计，将提升顾客的忠诚度。



### Generating Advertising Revenue

More advanced vending machines come with ad spaces to be leased; that's more income for you.

#### 自动产生广告收入

更先进的自动贩卖机配备可出租的广告空间，为你带来更多收入。

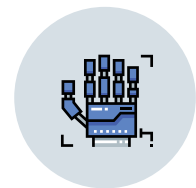


### Offer An Endless List of Products

Think beyond F&B; flowers and gifts, clothes and swimwear, comic books and newspapers, digital devices, over-the-counter medicines, etc.

#### 产品包罗万象

餐饮、鲜花和礼物、衣服和泳装、漫画书和报纸、数码电子设备非处方药物等。



### Tech Innovation Easily Integrated

Vending machines can easily have features such as facial recognition and fingerprint-enabled transactions to customize a fun experience for customers.

#### 整合科技创新资源

自动贩卖机拥有诸如面部识别和指纹识别交易等功能，为顾客打造愉快的购物体验。

# The Market Trend

## 市场趋势

There is no limit as to what items can be sold in vending machines. Think beyond the conventional F&B items and answer to the current demands creatively; explore sanitary items, DIY parts, books, souvenirs, and even fresh produce. Moreover, vending machines with unique features to enhance user interaction are currently being developed one after another in many countries.

自动贩卖机里所销售的物品没有任何限制，不再受限于传统的餐饮商品，而是用创意回应当前的市场所需，从卫生用品、DIY 配件、书籍、纪念品、甚至新鲜农产品等商品的可能性。此外，目前许多国家正在陆续开发具有独特功能的自动贩卖机以增强用户互动体验。





## Japan Is The Land Of Vending Machines

There are about 5.5 million vending machines in Japan alone, giving them the highest prominence rate in the world when calculating the population ratio.

### 日本是自动贩卖机之城

仅日本就有约550万台自动贩卖机，在计算人口比例时，它们在世界上的知名度最高。



## Taiwan Experiences The Shift From Regular Stalls

Vending machines in Taiwan are interactive, and also dispense 'advanced' food items such as cakes and pastries. People line up to use these machines.

### 台湾经历了从普通摊位的转变

台湾的自动贩卖机是互动式的，还可以提供高级食品，如蛋糕和糕点。人们排队使用这些机器。



## Dubai, Where Vending Machines Dispense Gold

Known as the Gold-to-Go ATM, it is equipped with a real-time gold price monitor and allows the public to buy any weight of gold from 2.5g to a 1 oz gold bar.

### 迪拜的自动贩卖机分发黄金

被称为黄金现收自动提款机，它配备了一个实时的黄金价格监控器，让公众购买从2.5克至1盎司的黄金。



## Jack Ma's Alibaba Explores Car Vending Machines

The ultimate goal of this project is to make car purchases as simple as buying a can of Coke. Alibaba plans to open over a dozen more outlets across China this year in 2018 itself!

### 马云的阿里巴巴探索汽车自动贩卖机

这个项目的最终目标是让购买汽车就像购买一罐可乐一样简单。阿里巴巴计划在2018年在中国开设十多个据点。

# Introducing

# FUN<sup>TM</sup> VENDING MACHINE

## Smart Vending Machines To Disrupt Conventional Retailing

### 隆重推荐 Fun 自动贩卖机

### 智能自动贩卖机颠覆常规零售业

Fun Vending Machine operates with a smart payment method and integrated payment system which does not involve any cash transactions. Instead, customers can easily pay with their credit cards, QR codes and e-wallets.

On top effortless payment, Fun Vending Machine are built to enhance customer experiences by bringing innovation and quality closer to where people live or work; shopping malls, colleges, hospitals, condominiums, community centers, gyms, and offices alike.

There's no limit to the kind of items which can be sold in Fun Vending Machine - be creative with answering to the demands of current trends.

Fun自动贩卖机采用智能支付方式和综合支付系统，不涉及任何现金交易。取而代之，顾客可以轻松地使用他们的信用卡、二维码和电子钱包支付。

在最轻松的支付方式下，Fun自动贩卖机的创建目的是通过将创新与有品质的商品带入更贴近人们居住或工作的地方，如购物商场、学院、医院、公寓、社区中心、健身房和办公室等，以此增强顾客的购物体验。

Fun自动贩卖机所销售的商品种类没有任何限制——以无限创意回应当前趋势的需求。

“

**There's no limit to the kind of items which can be sold in Fun Vending Machine.**

Fun自动贩卖机所销售的商品种类没有任何限制。

”



“

**Operates with a smart payment method and integrated payment system which does not involve any cash transactions.**

采用智能支付方式和综合支付系统运营并不涉及任何现金交易。

”

# 8

# SMART Features

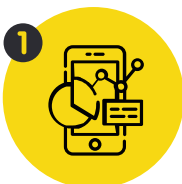
What sets Fun Vending Machine apart from the rest.

Every Fun Vending Machine is incorporated with eight SMART features that integrates with its hardware seamlessly, committing to innovations that are beneficial to both customers and business owners alike; enjoyable, convenient, and worry-free.

## 8大智能特征

Fun自动贩卖机与对手之间的关键性区别。

Fun自动贩卖机结合了八大智能特征，与硬件完美整合，致力于创新，让顾客与企业拥有者彼此互惠互利。



### 1 User-Friendly Back End App

Monitor real-time sales, order for restocks, and calculate daily revenues all on a single app on a tablet or smartphone.

#### 方便用户操作的后台应用程序

透过平板电脑或智能手机上的单个应用程序监控实时销售量、订购补货、并计算每日收入。



### 3 32" Advertising Touchscreen Display

Brands will be quick to leverage on your interactive ad space for an uninterrupted conversation with your customers, one-to-one.

#### 32寸广告触控屏显示器

品牌将迅速利用你的互动式广告空间，与你的顾客进行不间断的一对一交流。



### 2 Multiple E-Payment & E-Wallet Support

Cashless payment system for the convenience of Funmaii Pay, AliPay, WeChat, VISA Pay Wave, user and more.

#### 支持多款电子支付与电子钱包

非现金支付系统，方便 Funmaii Pay、支付宝、微信、VISA Pay Wave 的用户使用。



### 4 SMART Alert System

Electronic alert will be triggered in the events of errors, malfunctions, or vandalism.

#### 智能警报系统

电子警报将在出现错误、故障或被故意破坏的情况下触发。



### 5 SMART Lighting System

Energy-efficient lighting automatically adjust brightness to accommodate day and night conditions.

#### 智能照明系统

节省能源。灯光自动调节亮度以适应日间和晚间的情况。



### Built in GPRS 3G/4G For Remote Monitoring

Monitor real-time sales, order for restocks, and calculate daily revenues all on a single app on your tablet or smartphone.

#### 内置 GPRS 3G/4G 远程监控

通过平板电脑或智能手机上的单个应用程序监控实时销售量，订购补货，并计算每日收入。



**Running a vending machine business has never been easier and more worry-free with Fun Vending Machine.**

有了Fun自动贩卖机，经营自动贩卖机业务变得简单，且无忧无虑。



### 7 Customers Insights & Analytics

Real-time data gives you the power to optimize your marketing strategy according to current trends.

#### 深入了解顾客与分析

根据当前趋势，实时数据为您提供优化营销策略的能力。



### 8 Immediate Notification

Upon detecting machine malfunction and system updates.

#### 智能贴士通知

检测机器故障和系统更新，并立即发出通知。



# Investing In The Revolution Of Shopping

## 投资在购物消费革命之际

New technologies continue to transform how consumers choose, play, and shop for goods and services. Fun Vending offers a disruptive landscape compared to retail shopping as we know it, and it will be the change that digital-savvy customers are expecting to see.

Physical and digital worlds are converging. Hence, Fun Vending is offering a smarter alternative to retail which combines mobile, social engagements, and Internet of Things (IoT). This ultimate combo generates real-time data from connected devices to help business owners gain competitive advantage through insights and innovation.

新技术不断在改变消费者的选择习惯、游戏和购买物品与服务的倾向。与我们所知道的零售购物相比之下，Fun Vending Sdn Bhd 提供了一个颠覆性的环境，它将会是电子产品爱好者们所期待看见的改变。

实体零售和电子世界相互结合，Fun Vending Sdn Bhd 为零售业提供了一个更精明的方案，这结合了手机、社交活动、和物联网 (IoT)。通过连接设备产生实时数据，这个终极组合能够以远见和创新帮助企业拥有者获得竞争优势。

“

**Fun Vending offers disruptive retail landscape and changed customers' expectations.**

Fun Vending 提供颠覆性的零售环境，并改变消费者的期望。

”

# Fun Vending is founded on the same principles of retail fundamentals.

Fun 自动贩卖机建立在零售业的基本原理上。

## What Retail Should Focus On 零售业者应该关注什么？

### Shopping and Customer Experience

Gain customer insights, personalize their shopping experience, and apply it seamlessly across all touchpoints.

#### 购物与顾客体验

深入了解顾客，将其购物体验个性化，并在所有据点中无缝运用。

### Creative Merchandising

Backed by unique and superior products, dynamic supply chain and partner collaboration.

#### 创意商品

以独特卓越的产品，充满活力的供应链与合作伙伴为后盾。

### Operations

Profitable business model which comes with unparalleled support.

#### 运营

无可比拟的盈利模式来自无与伦比的支持。

## The Key For Businesses To Achieve Better 让生意更红火的关键

### Big Data Computing

Refers to the system that is built for gaining customer data. The system computes the data into meaningful insights for businesses to remain competitive and profitable.

#### 大数据计算

针对获取顾客数据而构建的系统。该系统将数据转化成有意义的内容见解，以协助企业保持竞争力和获取利润的能力。

### Internet-of-Things (IoT)

Growing the range of Internet-connected devices in capturing and generating information everyday. From mobile phones to cashless payment readers, IoT devices merge digital and physical retail for seamless customer experience and merchandising supply.

#### 物联网

日益增加的网络设备有助于业者收集和获取资料。从移动电话到无现金支付阅读器，物联网设备将数字和实物零售合并为一体，实现无缝客户体验和商品供应。

### Blockchain

The blockchain stores every single separate transaction of a Fun Vending Machine, visible to all parties to ensure 100% transparency and trust across Fun Vending business networks.

#### 区块链

各方都可以看到区块链存储记录了Fun自动贩卖机的每一次单独交易，确保在自动贩卖业务网络中实现100%透明度和信任。

The Time To  
**Disrupt**  
Conventional  
Retail Is Now

打破传统零售业的时代已经降临



Join us as a partner today and  
be part of the shopping revolution.

立即加入我们，成为购物革命的一份子。

#### **Non-Disclosure Statement**

The information in this document shall not be disclosed, duplicated, or used for any purpose other than to study and understand the Fun Vending Machine, the product and anything related to it. You shall not have the right to duplicate, use or disclose the information other than the purpose of internal use, to the extent provided by the contract only within your organization.

This restriction does not limit your right to use the information contained in the document if it is obtained from another source without restriction.

#### **保密声明**

本文件中的资料不应被透露、复制或用于除了研究和理解市场销售工具之外的任何用途。在合同规定的范围内，除了用于企业组织内部之外，你无权复制、使用或透露任何信息。

若文件中包含的资料源自其他途径获得，则不受此限。

A Member Of



Address

1-01 & 1-02, 1st Floor, Block A,  
Axis Business Campus,  
No.13A & 13B, Jalan 225,  
Seksyen 51A, 46100,  
Petaling Jaya, Selangor,  
Malaysia.