



VegeBuddy Mart

Merchant partnership · 商家合作提案

Sell to Malaysia's Vegetarian Shoppers.

让更多马来西亚素食消费者，认识并购买您的产品。

A dedicated vegetarian marketplace, launching with standard delivery across West Malaysia.

专注于素食消费者的线上商城，首阶段提供西马标准配送服务。

VegeBuddy Technologies · Made with ❤️ in Malaysia 🌱

The Problem on Big Marketplaces

大平台上的三大痛点

Fees stack up

Every sale gets sliced

层层费用蚕食利润

Commission, transaction fees, service fees, campaign co-funding — then ads on top just to be seen. 佣金、交易费、服务费、活动分摊，还要再买广告才有曝光。

1 in millions

Lost among every product

淹没在海量商品之中

"Vegan" search returns thousands of listings; ranking higher means bidding for ads. 搜「素食」出来上千个商品，想排前面就得竞价买广告。

Wrong crowd

Vegetarian buyers can't find you

素食买家找不到您

The people actively shopping for vegan products are not being routed to your store. 真正想买素食产品的人，却找不到您的店铺。

WHO WE ARE · 认识 VegeBuddy

VegeBuddy at a Glance

The all-in-one vegetarian lifestyle app for Malaysia — every user opens it for one reason: to eat vegetarian.

马来西亚素食生活一站式 App —— 每位用户打开它，只为吃素。

Discover restaurants

发现素食餐厅

AI menu Scan

AI 菜单扫描

Community & meetups

社区与聚餐

Mart — where you come in

线上商城 —— 您的舞台

500+

downloads &
growing

下载量持续增长

Jun '26

app launched
正式上线

100%

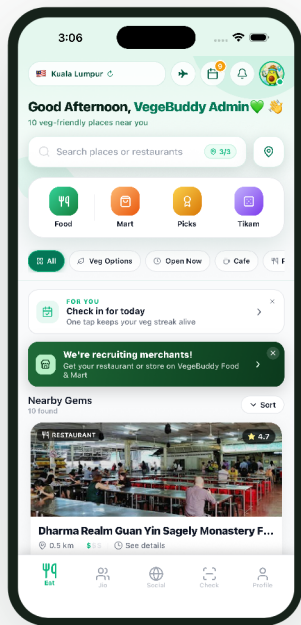
vegetarian-focused
platform

专注素食生活

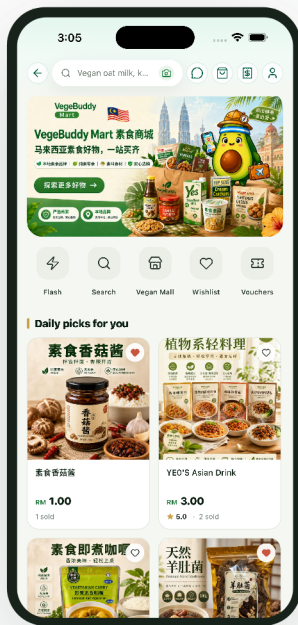
English · 中文 · Bahasa Malaysia — app & merchant
portal

WHERE YOUR PRODUCTS LIVE · 应用内展示

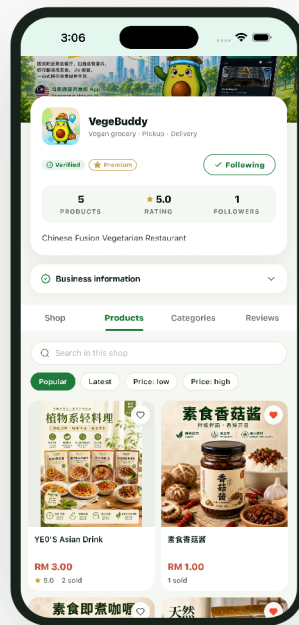
Inside the app 你的商品在应用里长什么样



01 App home 应用首页



02 Mart storefront 商城首页



03 Your shop page 你的店铺页



04 Product page 商品详情页

Live screens from the VegeBuddy app. 以上为 VegeBuddy 应用实际界面。

YOUR CONCERN № 1 · 佣金

Commission Structure

佣金结构 —— 可灵活升级或降级，无长期绑约

FREE

RM0 / month · 月费

9%

per Mart order · 每笔商城订单

Pickup 自取* **3%**

Weekly payout · 每周结算

TRUSTED BADGE · 认证徽章

PLUS

RM49 / month · 月费

6%

per Mart order · 每笔商城订单

Pickup 自取* **2%**

Payout 3x a week · 每周三次结算

PRO

RM149 / month · 月费

4%

per Mart order · 每笔商城订单

Pickup 自取* **0%**

Daily payout · 每日结算

All new merchants enjoy 0% VegeBuddy commission for their first 30 days. Standard plan rates apply from Day 31.

所有新商家首 30 天享有 0% VegeBuddy 平台佣金，第 31 天起按所选方案收取正常佣金。

Rate is locked on each order at checkout — never changed retroactively. 佣金率在下单当刻锁定，绝不追溯调整。

Flexible upgrade or downgrade, with no long-term contract. 可灵活升级或降级，无长期绑约。

No signup fee, no ad fee, no ranking fee and no lock-in contract. Payment processing fees are charged separately at actual provider cost. 无入驻费、广告费、排名费或长期绑约。支付处理费将按支付服务商实际收费另行扣除。

*Pickup rate applies when self-pickup launches. 自取佣金率于自取功能上线后适用。

Plan Package Details

三个方案的完整功能对照

FEATURE · 功能	FREE	PLUS	PRO
Monthly fee 月费	RM0	RM49	RM149
Mart commission · delivery 商城佣金 · 快递	9%	6%	4%
Mart commission · pickup* 商城佣金 · 自取*	3%	2%	0%
Storefront badge 店铺徽章	—	Trusted 认证	Premium 高级
Published products 可上架商品数	50	Unlimited 无限	Unlimited 无限
Active vouchers 同时进行的优惠券	1	10	Unlimited 无限
Staff accounts 员工账号	—	2 seats	3 seats
Payout cadence · minimum 结算频率 · 最低金额	Weekly · RM50	3× a week · RM20	Daily · RM5
Sales analytics 销售数据	7 days	90 days + advanced	+ AI digest
AI auto-replies / month · chat + reviews AI 自动回复 / 月	100 + 50	1,500 + 400	5,000 + 1,000
AI knowledge base AI 知识库	Locked 未开放	10 docs · 300 pages	50 docs · 1,500 pages

Every plan includes the full merchant portal, EasyParcel booking and itemised settlements.
所有方案均包含完整商家后台、EasyParcel 快递下单及逐项结算明细。

Upgrade or downgrade anytime.
可随时升级或降级。



**commission for the
first 30 days**

所有新商家首 30 天佣金全免

WHAT YOU GET · 您获得什么

Every new merchant receives 0% VegeBuddy commission for the first 30 days — no registration deadline.

所有新注册商家首 30 天享有 0% VegeBuddy 平台佣金，无注册截止日期。

From Day 31, the standard commission rate of the selected plan applies.

第 31 天起，按照商家所选方案收取正常佣金。

Subscribe to Plus or Pro by 30 September 2026 — 50% off the monthly fee for your first 3 billing months.

凡在 2026 年 9 月 30 日前首次订阅 Plus 或 Pro，可享首 3 个账单月月费半价。

No paid-plan commitment required — merchants may remain on Free at RM0/month.

无需承诺订阅付费方案，商家可继续使用 RM0 月费的 Free 方案。

Plus — RM24.50 / month for the first 3 billing months, then RM49 / month

Pro — RM74.50 / month for the first 3 billing months, then RM149 / month

No signup fee · no setup fee · no hardware cost — you only need a phone or laptop. 零入驻费、零设备成本，一部手机或电脑即可开卖。

Paid-plan 50% offer ends 30 September 2026. New subscriptions from 1 October will be charged at the standard monthly price.

半价优惠截止于 2026 年 9 月 30 日，之后按正常月费收费。

SHOW ME THE MONEY · 实际到手

A RM60 Basket, Compared

同一张 RM60 订单，您能拿到多少？

Illustrative marketplace fee scenario

其他平台费用示例 · 12% all-in*



RM52.80

VegeBuddy Free

9% commission · est. 2.5% processing fee ·

佣金 9% · 预计 2.5% 支付处理费



~RM53.10

VegeBuddy — New Merchant Offer

0% commission · est. 2.5% processing fee ·

0% 佣金 · 预计 2.5% 支付处理费



~RM58.50

Approx. RM5.70 more retained on an RM60 basket during the 0% commission period.

首 30 天 0% 佣金期间，每张 RM60 订单预计可多保留约 RM5.70。

*Illustrative only. VegeBuddy figures assume a 2.5% card processing fee on RM60; actual fees vary by payment method and are deducted at cost.

Commission excludes shipping and SST.

以上仅为示例。金额以 2.5% 支付处理费估算，实际费用依付款方式而定并按实扣除；佣金不含运费及 SST。

YOUR CONCERN № 2 · 运费

RM5.90

**Standard Delivery
paid by the buyer**

标准配送费，由买家支付

West Malaysia only 目前仅限西马

Up to 2 kg per parcel 每个包裹不超过 2kg

Charged per seller order 每个商家订单分别计算

Launch coverage: West Malaysia

East Malaysia is not included in the current launch coverage. 东马暂不在首阶段配送范围内。

01 Buyer pays RM5.90 at checkout

买家在 checkout 支付固定 RM5.90 标准配送费。

02 Merchant chooses the courier

商家收到订单后，通过 EasyParcel 比较并选择 courier。

03 Actual courier cost is reconciled

Below RM5.90 → you keep the balance

Above RM5.90 → only the difference is deducted

实际运费低于 RM5.90，余额归商家；高于 RM5.90，则从结算中扣除差额。

Free Shipping Campaign — optional seller-funded, off by default

Offer free shipping above a minimum spend you set. 满额免运由商家自愿承担、自设门槛，默认关闭。

NO LOGISTICS TEAM NEEDED · 无需物流团队

Shipping with EasyParcel

EasyParcel 快递整合 —— 内置在后台里

Compare couriers before you book

下单前比较各家快递价格 —— 更便宜的快递，差额归您。

One click to book, straight from the order

在订单页一键预约快递上门取件。

Tracking number goes to the customer automatically

追踪号自动同步给顾客，App 内实时查看。

Printable packing slip for every order

每笔订单可打印装箱单，拣货不出错。

Prefer your own courier? Just enter the tracking number

想用自己的快递？填入追踪号即可发货。

IN YOUR PORTAL · 后台画面

Book courier · 预约快递

EASYPARCEL

J&T Express

next-day pickup · 次日取件

RM4.90

Pos Laju

same-day pickup · 当日取件

RM6.30

You keep · 差额归您

+RM1.00

Onboarding Journey

入驻流程 —— 一次搞定，一周开卖

1

Set up your shop

设置店铺

Guided wizard: shop info, photos, tax & bank details, agreement. 引导式设置：店铺信息、图片、税务与银行资料、协议。

~30 min · self-serve wizard
· 引导式自助设置

2

Verification

平台审核

Our team reviews your listing. SSM & product licences uploaded during onboarding where applicable. 团队审核您的店铺；SSM 与产品执照可在入驻时上传。

1-2 days · 1-2 天

3

List your products

上架产品

Photos, prices, stock & SKU, expiry, dietary tags — vegan, lacto, no onion-garlic. Change anything, anytime. 图片、价格、库存、SKU、保质期与饮食标签，随时修改。

same visit · 当天完成

4

Go live

正式开卖

Your store appears in Mart categories & vegetarian search — with your 0% pilot running. 店铺进入商城分类与素食搜索，首月免佣同步生效。

within a week · 一周内

You are not left alone: contact us anytime if you need help — before, during or after setup.

遇到任何问题，随时 WhatsApp 联系我们。

Order Flow, End to End

从下单到送达的全流程

1

Customer orders & pays in-app

顾客下单，在线付款（FPX / 卡）

2

Your portal rings with the new order

后台响铃提醒新订单

3

Pack the items — print the packing slip

按装箱单拣货打包

4

Compare rates & book the courier

比价后一键预约快递

5

Courier pickup or drop-off — shown per courier

上门取件或自寄，视所选快递而定

6

Customer tracks the parcel live

顾客凭追踪号实时查询

7

Delivered — order completed

送达后订单自动完成

✓

Order value flows into your settlement automatically

货款自动进入结算，等待提款

Your only two touches: pack the order, and book the courier. Everything else is automatic.

您只需两步：打包、约快递，其余全自动。

YOU STAY IN CONTROL · 商家后台

Your Merchant Portal

用手机或电脑就能管理，免设备租金

Live orders with sound alerts

订单看板，响铃提醒

Your own storefront page in the app

App 内专属店铺页面

Returns handled with clear steps & photo evidence

退货流程清晰，附照片存证

Sales analytics & top sellers

销售分析与热卖排行

Products, prices, stock & SKU — edit anytime

产品价格库存随时改，即时生效

Vouchers & free-shipping promos you control

优惠券与免运活动由您决定，不强制促销

Statements, payouts & per-order breakdown

对账单与每笔订单明细

English · 中文 · Bahasa Malaysia

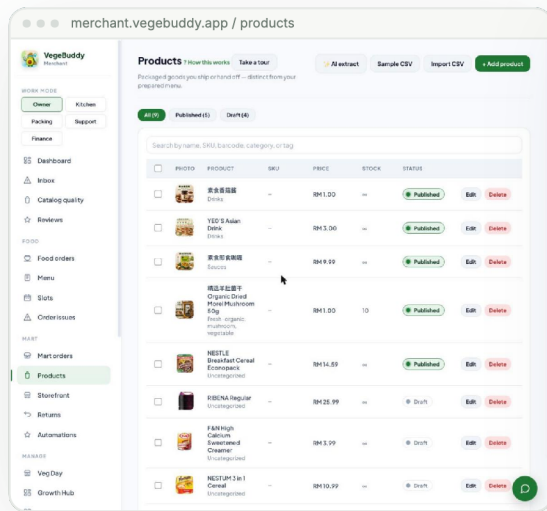
后台支持三语，团队都会用

No equipment rental, no POS hardware — a phone or laptop is all you need. 无需租用设备，一部手机或电脑即可管理全店。

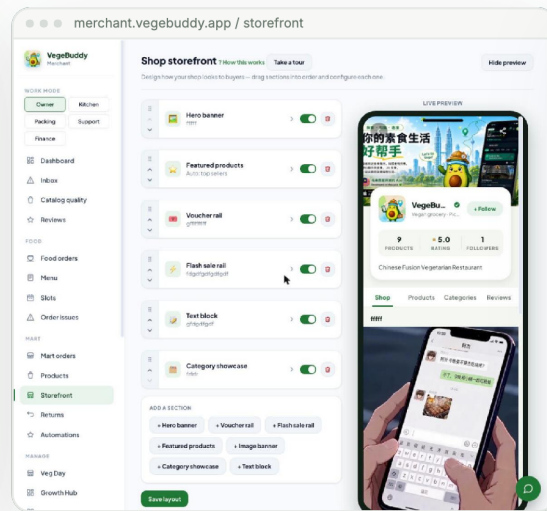
A LOOK AT THE BACK OFFICE · 后台实际界面

Managing your shop 你的店铺后台

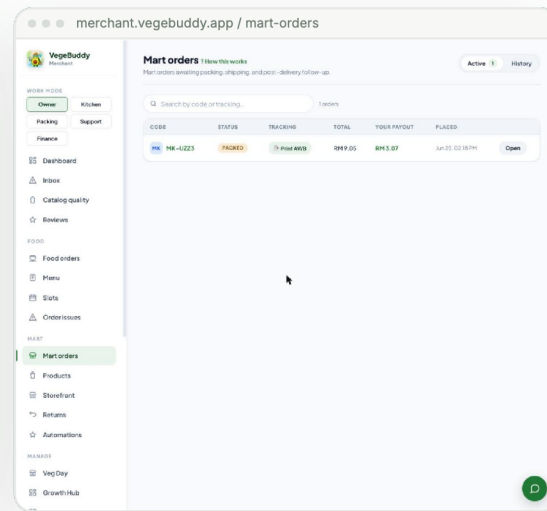
01 Products 商品管理



02 Storefront 店铺装修



03 Mart orders 商城订单



Returns, payout statements, vouchers and reviews sit in the same sidebar. 退货、结算报表、优惠券与评价也在同一后台。

Payouts & Settlement

Transparent settlement — every order, every fee, every payout. 透明结算 —— 每一张订单、每一笔费用都清清楚楚。

Customer pays online

顾客在线付款 · 安全支付



Itemized settlement per order

每笔订单逐项结算 · 一目了然



Payout to your bank

款项转入您的银行 · 按周期发放

NEW MERCHANT OFFER

First 30 days: 0% commission · Weekly settlement · Minimum RM50

新商家首 30 天: 0% 佣金 · 每周结算 · 最低 RM50

FREE

Weekly payout · Min RM50

每周结算 · 满 RM50

PLUS

3x a week payout · Min RM20

每周三次 · 满 RM20

PRO

Daily payout · Min RM5

每日结算 · 满 RM5

Net payout = Product subtotal + SST – commission – actual payment processing fee ± shipping reconciliation – merchant-funded promotions, refunds and adjustments

净结算金额 = 商品小计 + SST – 佣金 – 实际支付处理费 ± 快递费差额 – 商家承担的優惠、退款及调整

Every order is itemised down to the sen. 每笔订单逐项列明，一清二楚。

VegeBuddy vs the Big Marketplaces

与 Shopee / Lazada 的对比

	VegeBuddy	Shopee / Lazada
Commission 佣金	9% — down to 4% · 最低至 4%	commission + transaction + service fees 佣金 + 交易费 + 服务费层层叠加
Audience 客群	Vegetarian-intent audience · 具有素食消费意向的客群	mass market, mostly non-veg 大众市场，多为非素食者
Being found 曝光	Curated Mart categories & veg search · 商城分类与素食搜索直达	pay ads to rank 靠买广告才有排名
Shipping 运费	Buyer pays RM5.90 (W. Malaysia, ≤2kg) — courier difference reconciled in your settlement · 买家付固定运费，差额结算中列明	free-shipping campaigns often co-funded 免运活动常需商家共同承担
Support 支援	Direct line to the founders · 直接联系创始团	ticket queues 客服工单排队

Honest note: their reach is bigger today. VegeBuddy is not a replacement — it's a second channel where every user is relevant to your product category, at a fraction of the cost.

坦白说：大平台流量更大。VegeBuddy 是您的第二渠道 —— 平台用户都与您的素食产品高度相关，成本却低得多。两者可并行。

MADE FOR YOU · 专属方案

Recommended Pilot Programme 建议的试跑方案

- **5-10 bestselling, courier-friendly SKUs**
首批上架 5-10 款畅销、方便配送的商品
- **Same retail pricing strategy to be confirmed together**
双方确认线上售价策略
- **Review sales and customer response after 30 days**
30 天后共同检视订单与市场反应
- **Payment processing fee deducted at actual provider cost**
支付处理费按支付服务商实际费用从结算中扣除
- **No exclusivity and no paid-plan commitment**
不独家、无需承诺订阅付费方案
- **Start with noodles, snacks, sauces and lightweight products**
优先考虑面类、零食、酱料及较轻的产品
- **VegeBuddy assists with product import and storefront setup**
VegeBuddy 协助导入商品及设置店铺
- **30-day 0% commission period for every new merchant**
所有新商家均享首 30 天 0% 平台佣金
- **Optional: subscribe to Plus or Pro by 30 September for 50% off the first 3 billing months**
可选择在 9 月 30 日前订阅 Plus 或 Pro, 享首 3 个账单月月费半价

30 days

to learn what vegetarian shoppers buy from you — at 0% commission.

用 30 天、0% 佣金，看清素食消费者真正会购买什么。

Next Steps

- 1 Agree on a 5-10 SKU pilot**
确认首批 5-10 款试跑商品
- 2 Confirm business entity, documents and fulfilment details**
确认签约主体、证书、收款及出货资料
- 3 We build your storefront and import the products**
VegeBuddy 协助建立店铺与导入产品
- 4 Launch with 0% commission for the first 30 days**
正式上线, 首 30 天享 0% 平台佣金

Interested in becoming a founding partner?

Every new merchant receives 0% commission for the first 30 days. Subscribe to Plus or Pro by 30 September 2026 to qualify for 50% off the monthly fee for the first 3 billing months.

首 30 天佣金全免。9 月 30 日前订阅 Plus 或 Pro, 享首 3 个账单月月费半价。

No signup fee · no exclusivity · no commitment. 零入驻费、不独家、无需承诺。

Ready to join? WhatsApp 011-11229835 or email vegelahmy@gmail.com

Register directly · 直接注册: merchant.vegebuddy.com/sign-in



Made with ❤️ in Malaysia 🌱