



**Assalaamu'alaikum Enterprise Pte Ltd  
SALES PROPOSAL**

UEN: 201922804E  
30 Loyang Way #06-07 Singapore 508769

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Dear Sir / Madam,

Thank you so much for taking the time to read through this sales proposal. I am writing to express my interest in selling my business and to provide you with some background information about the company. Attached is Assalaamu'alaikum Enterprise Pte Ltd's proposal for the sale and takeover of its running business. The buyer will gain 100% share and control over Assalaamu'alaikum Enterprise Pte Ltd (AEPL).

## **BACKGROUND**

As one of the founders of Assalaamu'alaikum Enterprise Pte Ltd, I have dedicated countless hours and resources into building a successful and profitable enterprise.

We started our family moving business in 1997 by helping family and friends move homes. As word of mouth spread, the business grew. By 1999, we had started doing moves to West Malaysia and began providing storage services for our growing pool of clients. With ever-increasing demand, we then set up a sole proprietorship in 2013 under the name "Assalaamu'alaikum Enterprise". In 2016, we started doing project moves under GeBIZ tender jobs. We became a GST Registered Company and converted to a Private Limited company called "Assalaamu'alaikum Enterprise Pte Ltd" in 2019.

Over the years, we have grown significantly and have established ourselves as a leader in the industry. Our success can be attributed to our commitment to quality, customer service, and innovation. We did all of these while our company's core personnel remained the same. Only recently has age caught up with us, and several of the core staff are retiring. Thus, we find it hard to cope with the ever-rising demand.

As the market has evolved, we have come to the difficult decision to sell the business to a qualified and motivated buyer. I believe that the business has significant potential for growth and expansion, and I am confident that it will continue to thrive under new ownership.

I have included an overview of the business for your review. Financial statements and operational information will be provided to serious buyers. I would be happy to schedule a meeting to discuss the details of the business and answer any questions you may have.

Thank you for your time and consideration. I look forward to the opportunity to work with you.

Sincerely,  
Muhammad  
81618971



## WHAT WE DO

We are a logistics, relocations, and warehousing services provider for commercial, government boards, and private and residential clients. We provide full-package moving locally and to Peninsular Malaysia with professional packing and customs clearance. For international moves, we refer our clients to our trusted associates. Our budget storage options are tailored to meet our clients' long- and short-term needs. We handle a multitude of jobs daily: from large projects and complex moving jobs to the smallest single-item furniture deliveries, and from oversized and fragile decorative items to pianos, "clean room" deliveries, gym equipment, and more.

AEPL is a well-known household brand that is recognised by the Malay community in Singapore. If you have other solid business ideas, besides moving and storage, you may use the brand for those as well – to help you towards making it a success.

## EXISTING BOOKINGS FOR MOVING SERVICES

We are almost fully booked until the end of May 2023. June bookings have started to be confirmed. The total value of future jobs through the end of May will be shared with serious buyers. If you are interested in taking on more jobs, you will need to open up more teams.

## STORAGE SERVICES

We have made our storage services very flexible to serve all of our clients' needs. We have contract storage clients as well as ad hoc residential clients.

Some of our storage clients are:

1. NTUC Club (contracted since 2015)
2. Playbill Pte Ltd (since 2020)
3. Singapore Government Staff Corp Pte Ltd (since 2012)
4. Private online small businesses
5. Residential clients waiting for BTO or doing renovations

Our storage is running at 90% full and during peak season, we run at 100% capacity.

## TANGIBLE ASSETS

### 1. Vehicle List

Vehicle	COE Expiry	Vehicle Lifespan	Finance Company	Period	Loan Amount	Monthly Instalment	Balance Loan	Resale Value	Remarks
YP4647C	17.11.2026	17.11.2036	Daimler Fin Svc	16.12.2016-15.12.2023	161,186.39	1,919.00	17,271.00	\$85,000	Box + Tailgate
YM6665C	26.07.2031	26.07.2041	UOB	05.08.2021-04.08.2028	110,573.87	1,317.00	84,173.00	\$98,000	Box
YM7389T	31.07.2027	25.09.2027	Car Financial P.L.	04.08.2022-04.07.2024	28,809.52	1,201.00	19,201.52	\$45,000	Box
GBG7561R	16.10.2027	16.10.2037	Mitsubishi HC Capital	30.11.2020-30.04.2024	31,332.00	746.00	9,698.00	\$42,000	
GZ2700E	16.02.2026	16.02.2026				NIL	Nil	\$35,000	
GBA9392E	10.04.2023	10.04.2028	Ethoz Capital	01.08.2018-31.07.2022	24,444.00	NIL	NIL	\$55,000	Box + Tailgate

### 2. Loyang Warehouse

Size	: 11,946 sq ft
Monthly Rental	: \$15,502.45 (incl 8% GST)
<b>Deposit</b>	: \$43,062.36
Total Number of Rentable Lots:	
i. 72 sq ft lots	: 57 units
ii. 84 sq ft lots	: 13 units
iii. 36 sq ft lots	: 63 units
iv. 24 sq ft lots	: 14 units
v. Condenser Rooms	: 4 units
Total Number of Existing Clients	: Will share details with serious buyers
Current Monthly Collection	: Will share details with serious buyers

### 3. Equipment

i. Pallet Jacks x 5	: \$1,500
ii. Trolleys x 60	: \$2,500
iii. Racking x 53 sets (Set up) x 20 sets (Spare)	: \$30,000 (Estimate Value)
iv. Tools, Portable Drills	: \$2,000

## INTANGIBLE ASSETS

### 1. Website

We spent over \$16,000 creating and updating our website. It is mobile responsive and can be edited on the backend. We will link you to the company that set up the website and they will be able to assist you if there is anything you are unsure of. There are “Enquiry” and “Request for Quotation” forms on the website which are well used and popular. We also have two videos and other details about our services. Our website is active and we receive daily inquiries from interested parties.

- 1-year Google Accounts (9 accounts) Renewal for [www.aelogistics.com.sg](http://www.aelogistics.com.sg) \$98.00 per account = \$864.00, inclusive of GST
- 1-year 15GB Web Value Hosting Renewal for [www.aelogistics.com.sg](http://www.aelogistics.com.sg) - \$144.00, inclusive of GST
- 1-year Domain Renewal for [www.aelogistics.com.sg](http://www.aelogistics.com.sg) - \$60.00, inclusive of GST

### 2. Hotline

The number 98532124 is our market-established hotline that we have been using for decades. It has been advertised on every marketing channel, viz: trucks, newspapers, radio, magazines, websites, Facebook, Instagram, flyers, and much more. This number receives inquiries daily even without any marketing expenditure now.

### 3. Email

Our email domain is @aelogistics.com.sg. You can add and delete any accounts. A few well-known and important accounts are:

- [Admin@aelogistics.com.sg](mailto:Admin@aelogistics.com.sg)
- [Enquiry@aelogistics.com.sg](mailto:Enquiry@aelogistics.com.sg)

Both accounts receive enquiries via the “Enquiry” and “Request for Quotation” forms on the website.

### 4. Google My Business

We have 80 genuine reviews with an average rating of 4.9 stars. All our marketing efforts and expenditures over the years are complemented by happy and satisfied clients, which has solidified our company’s presence in the market. Daily job leads are relentless, so much so that our schedule gets filled up more than a month ahead.

## 5. Google Analytics

We have spent thousands of dollars to create a keyword selection for the best results so you can enjoy promoting any type of services within both moving and storage. You just have to set your budget and won't need to work on keywords as we have already set all of that. You can pay the lowest amount with the best result per keyword.

## 6. Facebook and Instagram

We have 19,000 followers on Facebook, and 6,500 followers on Instagram. You can edit and delete any posts and information based on your preferences. We have many high-quality posts and videos which you can boost anytime you feel you want more engagement. Everytime we post on our social media accounts, we will immediately get another 3 to 5 jobs per day. This is why we seldom post nowadays in order not to turn clients away.

## 7. Videos and Posts

We have spent thousands of dollars and a lot of time creating and making videos and posts. Videos on our services are pinned on our social media accounts:

1. Packing Materials
2. Team in Action
3. Our Trucks and Their Usage

## 8. Marketing Exposure

Over the years, we have spent more than \$1,000,000 in advertising through various media, including ads in newspapers, *Expat Living* magazine, and Expat Choice portal, and on radio and Google. We have also collaborated with celebrity influencers and companies on videos for marketing purposes.

## 9. Xero Accounting

We have invested \$15,000++ for this accounting software to be customized for our company. It is easy to use and all our clients' data is here. The monthly subscription is affordable with multiple-user capabilities.

## 10. CarTrack (GPS Vehicle Locator)

All our vehicles are equipped with CarTrack so we can track their whereabouts. In addition, CarTrack allows you to track the speed, narrow turning, engine idling, and driver's safety. The monthly subscription is \$25 per vehicle.



## 11. Client Base

Our regular clients include: HDB condominiums, Landed Property and Sentosa Coves residents; celebrities and national footballers; highly respected people such as Datuks, doctors, and CEOs; private and public sector organisations and companies (to name a few: ST Integrated, NTUC Clubs, People's Association, Land Transport Authority, LG's President, Majlis Ugama Islam Singapura, Neosys, Mendaki, Darul Andalus, Homegym.sg, Far East Organisation, Royal Palm, Royal Selangor, MyOutlets, Biomedical Sciences Institutes-part of A\*Star Group, Health Promotion Board, Kuwait Embassy, International School, and PCF Kindergartens); and the list goes on.

These are some of the large office moves we have completed:

- i. Kuwait Embassy
- ii. St Integrated Engineering Pte Ltd
- iii. Tiong Seng Construction Pte Ltd
- iv. Goldzone Consultants
- v. Universal Music
- vi. Singapore Prison Service Headquarters
- vii. Enterprise Singapore
- viii. Singapore Customs

and many more.

## 12. Testimonials and Happy Client Feedback

We have many testimonials from a myriad of happy clients. They range from regular people to influencers, high-profile individuals, companies, and organizations. In fact, AEPL was awarded a Letter of Appreciation by the Commissioner of Prisons for our handling of the Singapore Prison Service Headquarters move (600++ staff).

### Some of our Awards and Achievements

- SME500 awards in 2015 to 2016
- Bizsafe Level 3 certified (about \$2,000 for set-up, course and audit)
- SNEF member (About \$800 per year)
- SLA member (\$1,600 per year)
- "Best Mover" category by *Expat Living* Reader's Choice Awards 2020
- *Expat Living* Preferred Service Partner Award 2022
- Music video with Sheikh Haikel for his last album release





## **INTELLECTUAL PROPERTIES**

All intellectual properties will belong to the purchaser. Namely: logo, slogan, systems, partner and supplier details, and the designs of all marketing materials.

## **SERVICE BLUEPRINT**

We will hand over our service blueprint for both moving and storage as well as warehousing. It covers the workflow process from assisting clients with their enquiries and follows all the way through to accepting payment. We will also give guidance on how to solve common issues.

## **EMPLOYEES AND SUPPORT**

We will provide a list of our current employees and the ones who are retiring soon, as well as how many administration staff will provide support for 2-3 months during the handover process.

## **KEY CONTACTS**

- Packing Materials: Cartons, plastic wraps etc.
- Website
- Xero accounting
- CarTrack
- ID cards, banners, stickering, and uniforms
- Malaysia third-party truck and customs clearance
- Skid Bin for disposal jobs
- Vehicle servicing
- Accounting and bookkeeping
- Work permit agent

## POTENTIAL AREAS FOR EXPANSION

### 1. West Malaysia relocation

There is strong demand for relocation to and from Peninsular Malaysia. Our contacts for customs documentation and clearance are proven and reliable. Plus, we have good contacts with Malaysian trucking companies.

### 2. Expand fleet of 10 ft trucks with 2 men

There is strong demand for smaller commercial and residential deliveries.

### 3. Provide storage and delivery services for small online businesses

There is quite a good demand on storage service for online businesses.

### 4. GeBIZ tender jobs

We have a good reputation with the Ministry of Education and the Ministry of Home Affairs. We are regularly invited to tender for relocation jobs for schools and government offices as we have built up a good reputation for efficient, competent, and friendly services. We enjoy good word of mouth amongst the school operation managers and have been awarded projects due to our good track record even though our quotes were higher than some of our competitors. You will have full access to AEPL's GeBIZ account.

### 5. Creating An App

With the high market presence and strong demand, there is a great opportunity to expand by creating a delivery/moving App like Lalamove and Gogovan.

### 6. Globalisation

We have a good pool of expatriate clients who always come to us saying "We come highly recommended". This has the potential to expand into International relocations. Furthermore, we have a great relationship with the Kuwait Embassy hence there is a good opportunity to branch out to Kuwait and the Middle East.



## CONCLUSION

Our genuine effort and our warm relationship with clients is in the DNA of our company. Our excellence has turned “word of mouth” recommendations into organic growth. We have lifelong, loyal clients who identify us as their “family movers” just as they view their “family doctors”. We are glad to affirm that even corporations and Government Statutory Boards keep returning to AEPL for their logistics needs.

With this in mind, we are making a selective approach to such companies that we feel can do justice to our market reputation and continue to build Assalaamu’alaikum Enterprise Pte Ltd into the future.

## GeBIZ PROJECTS UNDERTAKEN BY TENDERER

*(Clients' detail will be disclosed to serious buyer)*

No	Contract No. / Name of Project	Client	Contract Sum	Scale of Operation	Contract Period		Value (%) of Work Completed
					From	To	
1	School relocation from Northview Secondary to Northland Secondary		\$16,000	Removal service for school equipment, furniture, piano and grand piano. Specialist removal of wushu carpets. Specialist packing and handling of fragile skeleton exhibits.	23 November 2016	25 November 2016	100%
2	Relocation of 6500 boxes of documents (LTA) from Sengkang to Gali batu		\$11,800	To relocate archived documents ensuring all boxes located in sequence to serial numbers and to specify storage locations. Provide protective layering of walls, lift, wall edges and plywood cover on carpeted floor.	16 January 2017	19 January 2017	100%
3	NTUC CLUB Events Logistics and storage services		\$48,000 per annum	Provide logistics support for events, storage facility and stock management.	1 April 2016	31 March 2017 and extended to 31 March 2019	On going Term Contract
4	Homegym.sg		\$30,000 per annum	Weekly distribution service	January 2015	On Going	On-going Collaboration
5	Packing and shifting of 145 pallets of workstation from 2 locations to one location		\$4,280	Packing and shifting of 145 pallets of workstation from 2 locations to one location	22 March 2017	24 March 2017 and 4 April 2017	100%
6	Provision of mover services for Damai Primary School		\$25,800	Supply of boxes and packing materials. Relocation and disposal services.	27 November 2017	30 November 2017	100%
7	Provision of mover services for Singapore Prison Service (Women's Prison)		\$7,950	Supply of boxes, seal and pack furniture. Maintain list of inventory for accountability. Relocation of items within stipulated time. Provision of manpower, vehicles and equipment.	18 September 2017	16 October 2017	100%

8	Relocation for Tiong Seng Construction Pte Ltd		\$10,850	Supple of packing material and cartons. Relocation of a large company to new building including packing of furniture.	8 December 2017	10 December 2017	100%
9	Relocation Service for Singapore Prison Headquarters		\$50,600	Supply of cartons,inventory auditions, mover services and manpower services	20 January 2018	30 April 2018	100%
10	Office Relocation for Spring Singapore		\$11,030	Supply of cartons, labels and packing materials. Moving services (Internal & External move)	26 April 2018	28 April 2018	100%
11	School Relocation CHIJ (Kellock)		\$17,202	Supply of cartons and	30 October 2018	19 November 2018	100%
12	School Relocation for East Coast Primary		\$11,800	Supply of cartons and	26 November 2018	28 November 2018	100%
13	Prison Move for Admiralty West Prison		\$15,200	Supply of cartons and	20 June 2018	30 October 2018	100%
14	Customs Move From Revenue House and Keppel Road		\$28,380	Packing of PC's, Supply of Boxes and Moving services	10 May 2019	12 May 2019	100%
15	Tanjung Katong Primary School Move		\$48,000	Full School Move	13 July 2020	23 July 2020	100%
16	Department of Statistics Office Move for 531 Staff		\$19,685	Full Office Moving. Services with items tracking and move planning for 531 staff and archive documents	21 September 2019	29 September 2019	100%