



AGL × AB AQSHA MINIMART

GLOBAL HOLDING GROUP · FLAGSHIP MODULE, MALAYSIA

KLANG'S FIRST DIGITAL-FIRST GROCERY MODEL

Community trust, engineered with modern infrastructure — a flagship module of AGL, a global holding group.

Why Traditional Kedai Runcit Are Losing Ground



Rising rent and operating costs squeeze margins across Klang



Most local grocers have zero online presence or ordering system



E-commerce giants pull customers away from neighbourhood shops



Younger shoppers expect WhatsApp ordering, delivery, digital payment

*No local mini mart has combined trust with technology. **Until now.***



SINCE 2024

A Real, Community-Rooted Store

Pulau Indah, Selangor — layered with a full digital stack most Klang grocers do not have.

02 • THE MODEL

Trust + Technology



Live Branded Website

abaqshaminimart.com — SSL secured, professionally hosted



Unified WhatsApp Ordering

One number across every channel — no fragmented contact points



Integrated POS Systems

CashCow + StoreHub tracking 2,800+ products in real time



16-Channel CCTV

Full operational visibility — safety for staff and customers

Five Firsts in Klang

01

First mini mart in the area with a professionally hosted live website

02

First to unify WhatsApp, Facebook, Instagram, and Shopee under one number

03

First to publicly claim and verify a Google Business presence

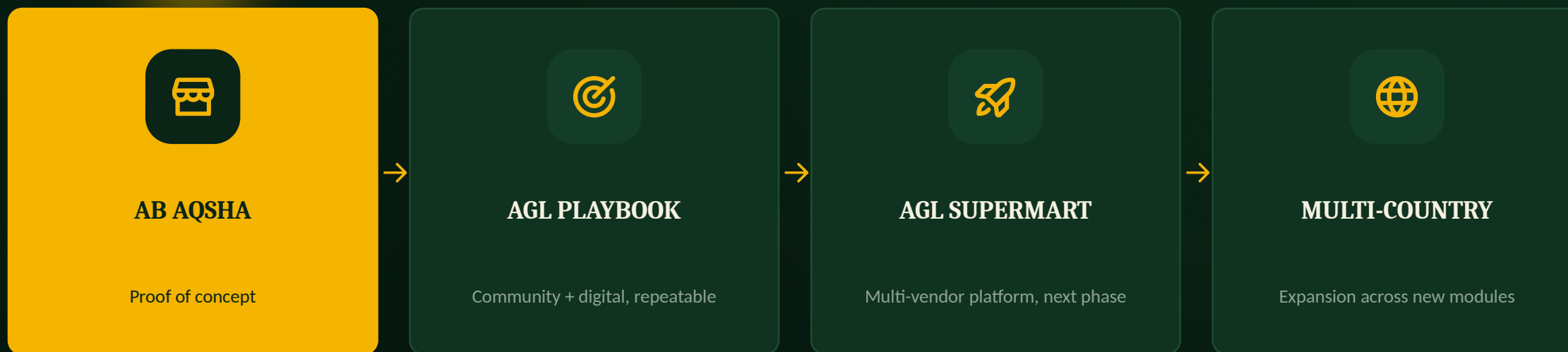
04

Retail and wholesale in one operation — serving households and businesses

05

Open 6:30 AM to 2:30 AM every day — one of the longest windows locally

From Proof of Concept to Global Module System



Domain aglsupermart.com secured — built on AGL's own licensed source code, structured for multi-country expansion.

Why We're Studying Daraz

South Asia's largest hyperlocal-to-regional marketplace — and the closest real-world proof that AGL's model works at scale.

5

Countries served
PK • BD • LK • NP • MM

550K+

Active sellers on
the platform

100M+

App downloads
on Google Play

2018

Acquired by
Alibaba Group



Hybrid marketplace — direct sales plus third-party vendors, not either/or



Localized storefronts per country — same platform, local pricing and language



Layered revenue — seller commission, delivery fees, and advertising



Integrated logistics and local payment options, including cash-on-delivery

*Daraz proved the hyperlocal-to-regional playbook works in emerging markets. **AGL Supermart is built on the same principles.***

Mapping the Model to AGL

THE DARAZ PLAYBOOK

THE AGL APPLICATION

Started narrow (fashion), then expanded categories



Started with grocery (AB Aqsha), expanding module by module

Localized storefront for each country it entered



Independent country modules, one shared AGL playbook

Hybrid marketplace: first-party + third-party sellers



AGL Supermart: multi-vendor platform, licensed source code

Revenue from commission, delivery fees, and advertising



Same layered revenue model planned for AGL Supermart

Integrated logistics and localized payment methods



StoreHub POS, unified WhatsApp ordering, unified checkout next

A Model Built to Outlast the Competition



For the Community

A mini mart that never really closes, and always answers



For Wholesale Partners

A digitally trackable, professionally run buyer



For Other Businesses

A blueprint they can eventually plug into



For the Long Run

Built to outlast rising costs and shifting competition



Let's Build the Next Chapter Together



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