

WHY

JP ENTERPRISES ?



JP ENTERPRISES

- “ We Customsied Apparels To Your Needs”

- **JP Enterprises** was established in Singapore in Year 2021, specialising in apparel production such as t-shirt, jackets, overall, shorts, caps & premium gifts.

At **JP Enterprises** we strive to be the reliable supplier for corporate apparels & premium gifts.

- We are strongly committed to deliver the right products and services to fulfill the business needs. The added value we offer is based upon our continual research for green products and based on ethical business dealing, upholding integrity and being honest in building our future with our customers.

ARCHETYPE AND STORY

LOYALIST

- JP Enterprises is a Singapore apparel production company. While JP Enterprises may be a small company in the country, but its portfolio of services and quality products has proven more than enough to turn into successful name to the Singapore market. Their methods ranges from designing, printing, embroidery, silk screen and heat transfer, which shows variety of services that they can provide.
- As it expands, the company has continued to innovate not lagging behind the ever evolving competitiveness of the clothing market.
- Not only that, the company also values its corporate social responsibility mainly using green products as much as possible.
- JP Enterprises best selling point is that they offer an affordable option to the consumers while at the same time not compromising its quality.
- The main component of the success of JP Enterprises is its understanding of the market.
- With this, JP Enterprises thrives and will continue to do so for a long period of time.

HERITAGE

- **JP Enterprises** (ancell) started in 2001 inherited strong brand from ancell and customer base.
- Meowprint.sg started in 2015
- Luminous Printing started in 2012
- T-shirt Guys started in 2013

BRAND EXPERIENCE

- **JP Enterprises** (ancell) – Trusted brand in government sectors with quality service & competitive prices.
- Self-explanatory from the website.
- Meowprint.sg - <https://meowprint.sg/faq/>
- Luminous Printing - <https://www.luminousprinting.com.sg/faqs>
- T-shirt Guys - <https://www.tshirtguys.com.sg/faq/>

MARKETING CHANNEL

- **JP Enterprises** (ancell) – Facebook, Whatsapp and Website.
- Meowprint.sg - Facebook, Instagram, Whatsapp, Twitter, Youtube and Website.
- Luminous Printing – Facebook, Instagram, Whatsapp, Twitter and Website.
- T-shirt Guys - Facebook, Whatsapp and Website.

SWOT ANALYSIS

STRENGTHS

- OEM Products
- Diversified portfolio of products
- Able to fulfill omnichannel customers,.



WEAKNESSES

Lack of social media presence on Tik Tok, Facebook, YouTube & Instagram etc



Customers are more willing to purchase OEM items on virtual platform.

OPPORTUNITIES

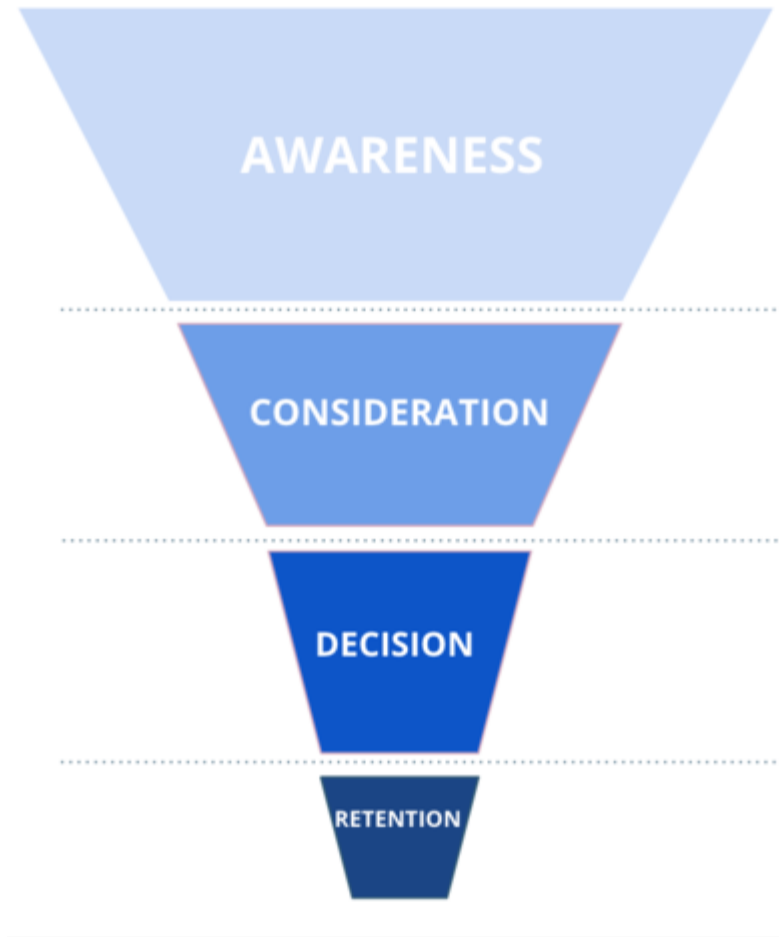


Lack of manpower due to current pandemic & break of manpower supply chain

THREATS



B2B MARKETING FUNNEL



Content Marketing/promotion by social media/newspaper ads
Tactic: produce video ads to showcase the product, customer experience

Content Marketing
Tactic: Showcase on the customization of the clothe

Content Marketing
Tactic: Promotion for existing customer or new customer, to attract new customers to visit the Website

Social Media Community Management
Tactic: Post articles on new product