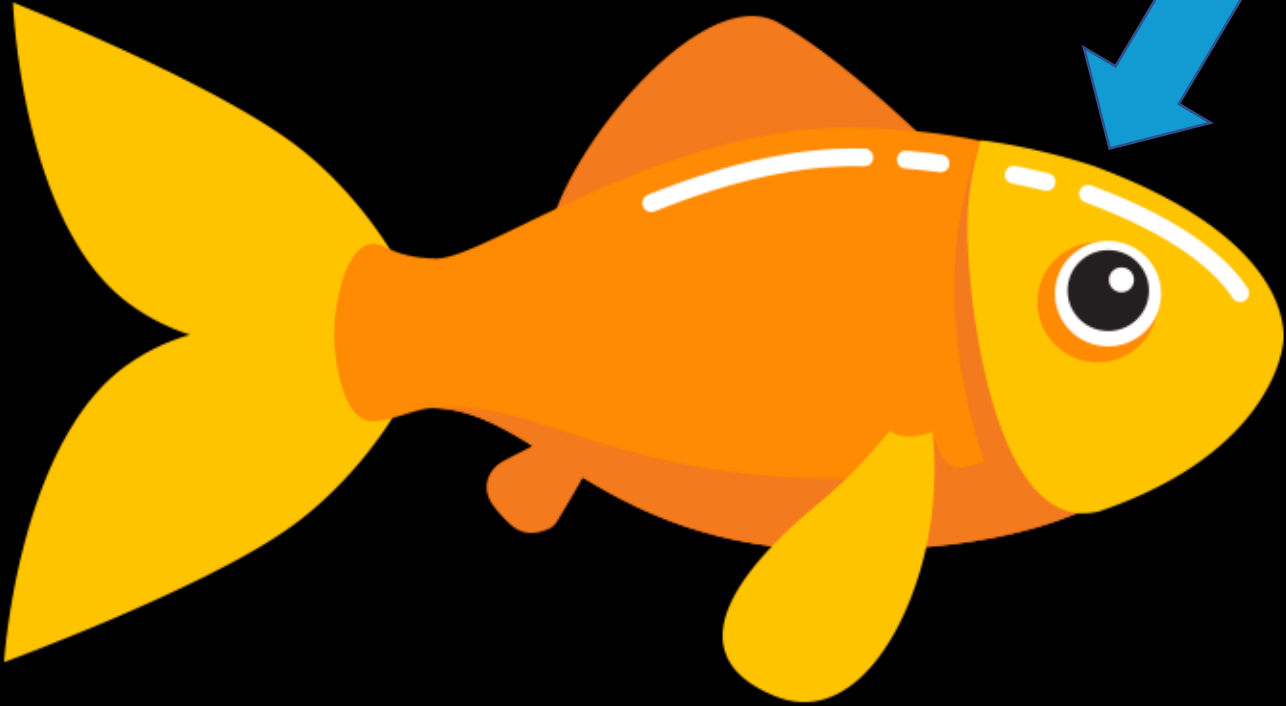
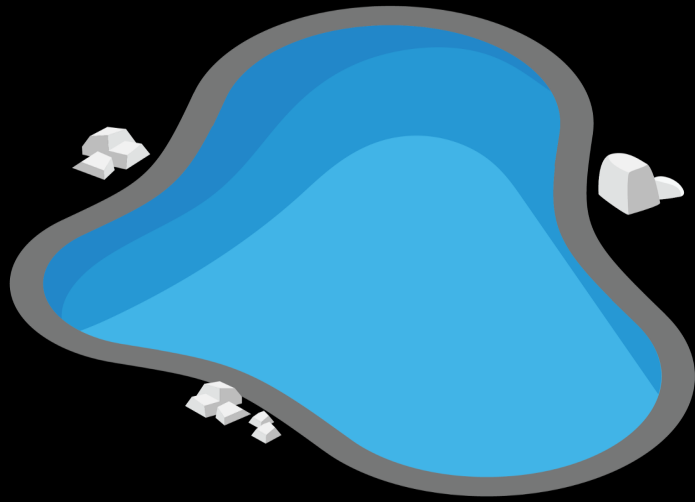


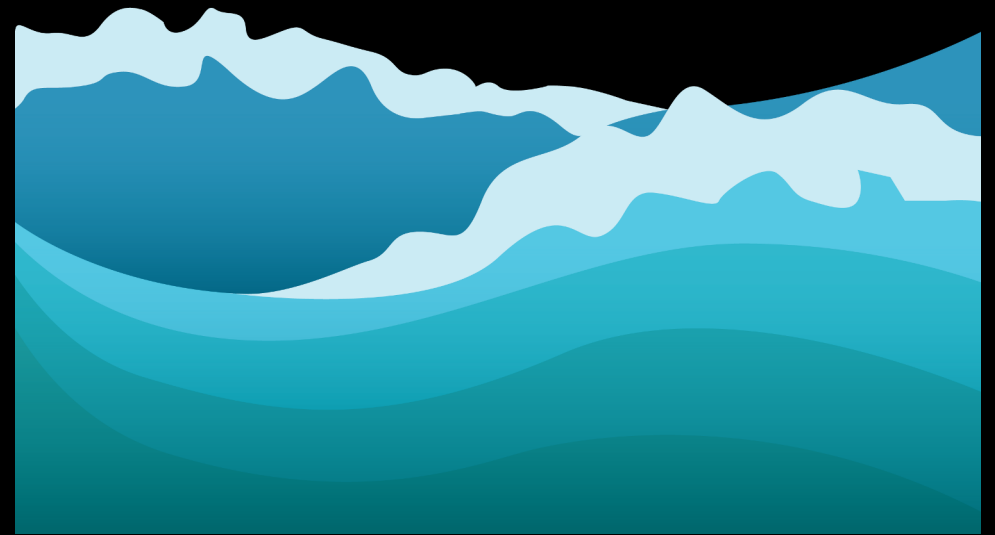
This is You







Niche Market



Wide Market

**Dr. Phang**  
**Cardiologist**

**Dr. Chin Yee**  
**General Practitioner**

**mis-claire**  
FOR PLUS SIZE WOMEN

THING ▾ FEATURED ▾ RAYA 2019 ▾ BASICS ACTIVE TRAVEL SLEEPWEAR

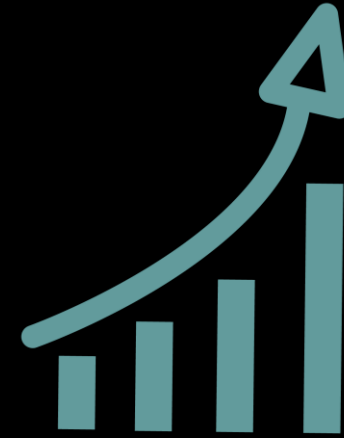


WHAT  
**YOU WE**  
**TO W**  
NEXT W

[SHOP O](#)



Phang Chin Yee  
Co-Founder  
Of Cytron



Ecommerce Strategy:  
Scaling in a Niche Market

Niche  $\neq$  small

Niche  $\neq$  small

Niche  $=$  Specialize







[www.cytron.com.my](http://www.cytron.com.my)



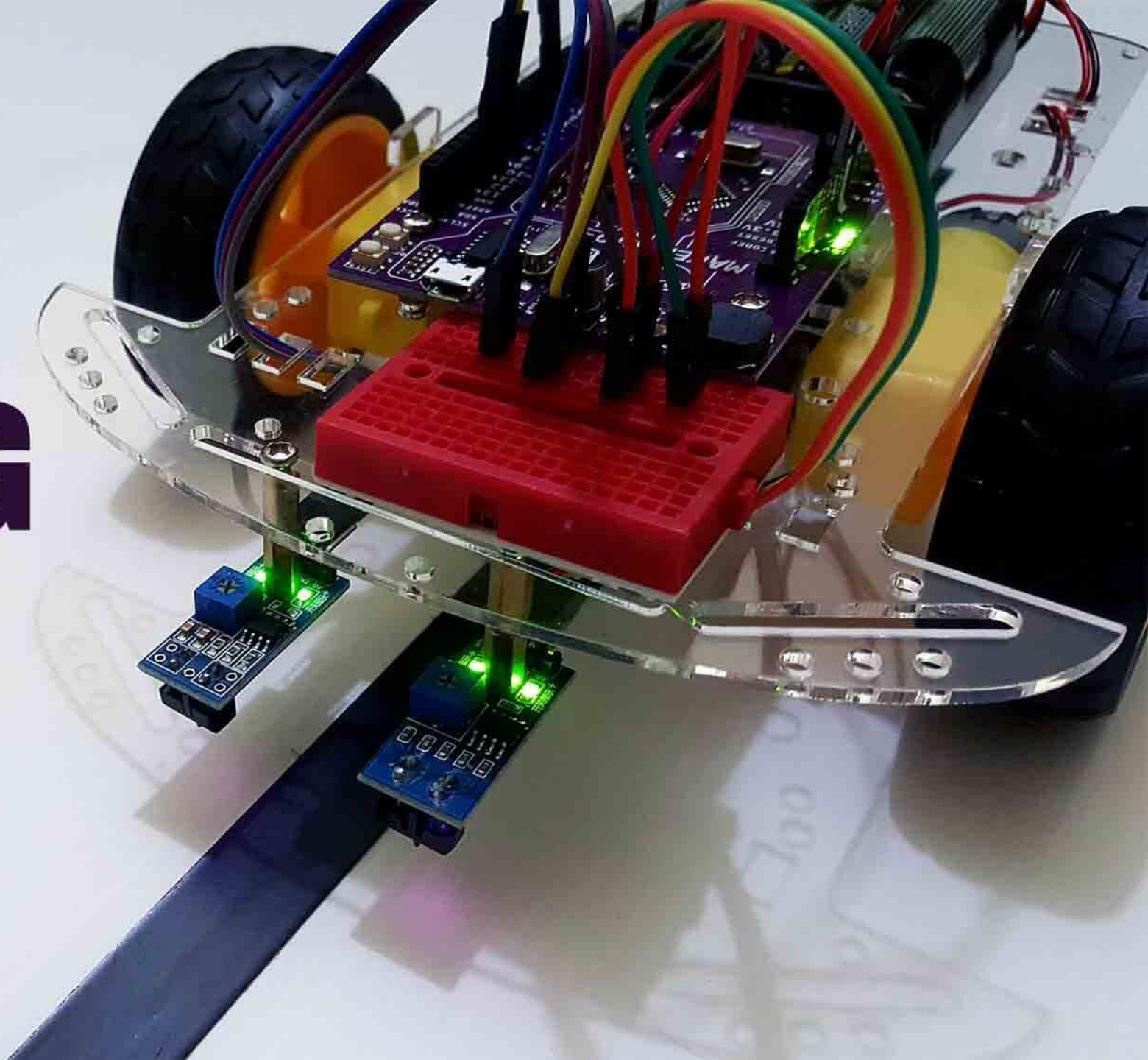


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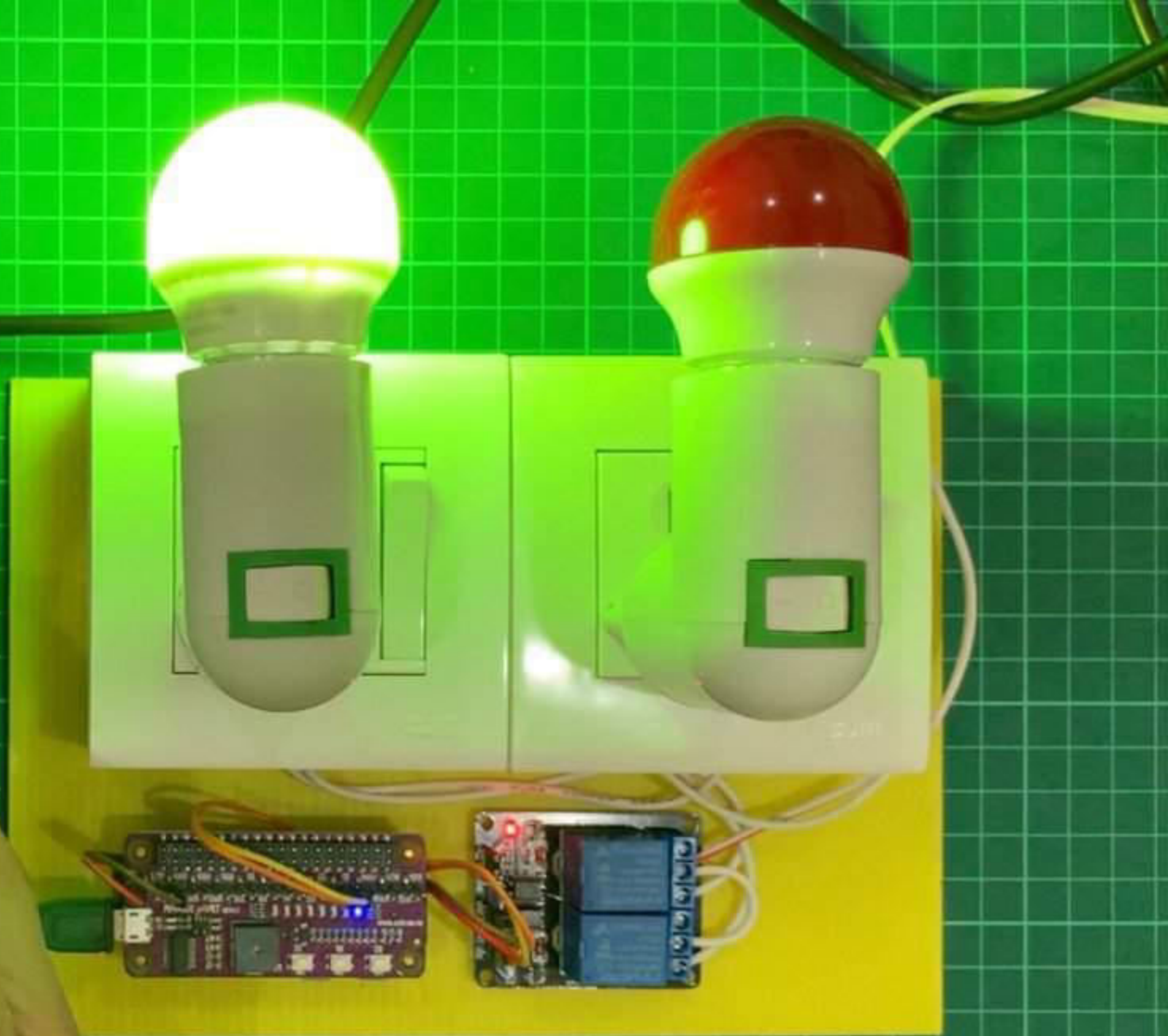
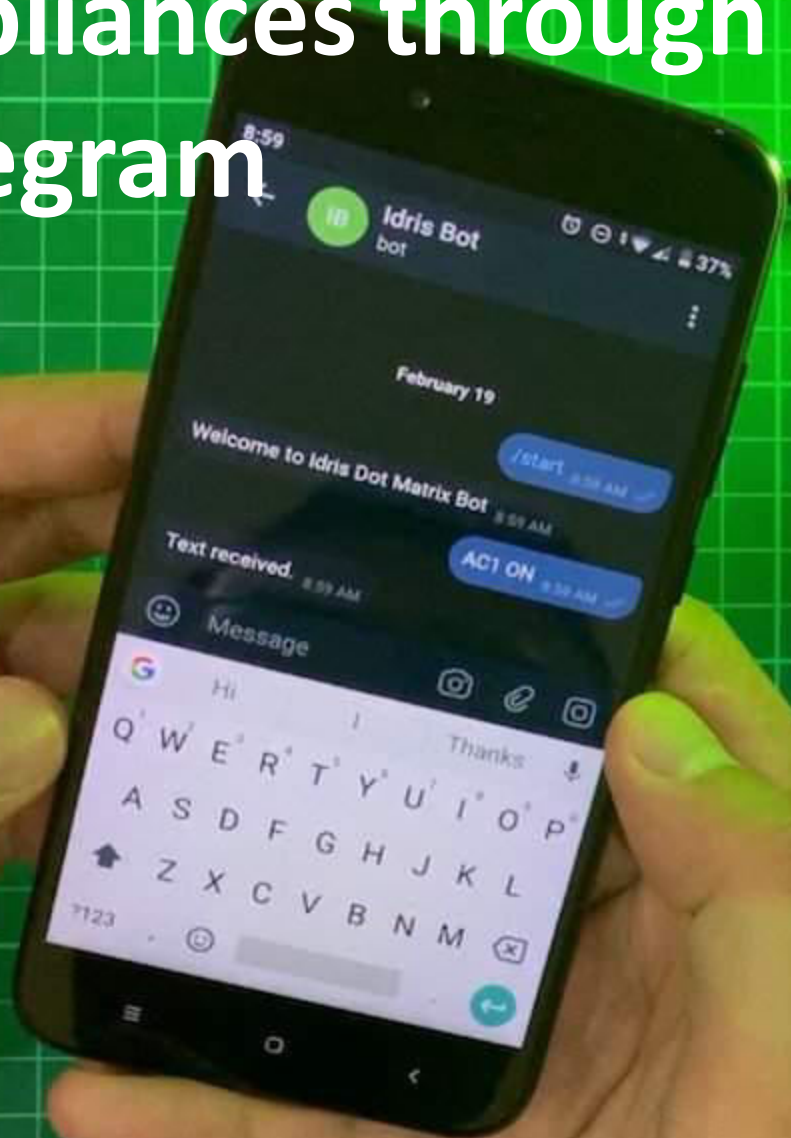
**Malaysia Largest  
Digital Maker Marketplace**

[www.cytron.io](http://www.cytron.io)

# LINE FOLLOWING ROBOT



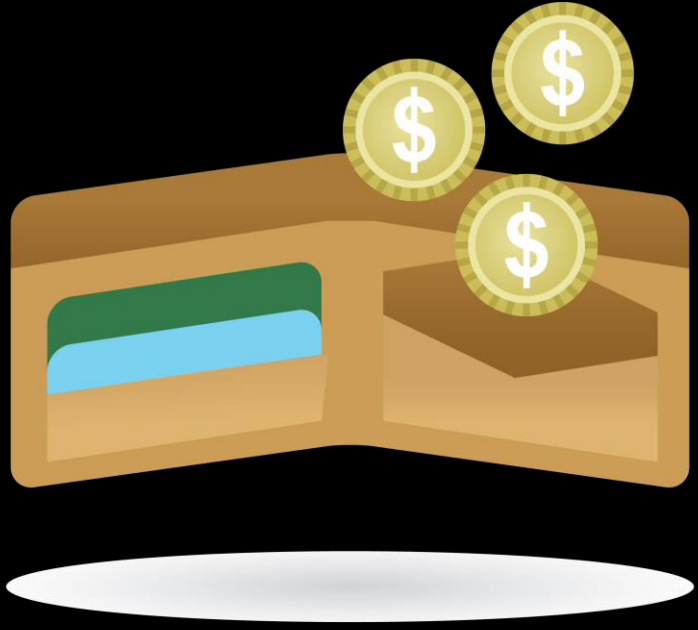
# Controlling Electrical Appliances through Telegram





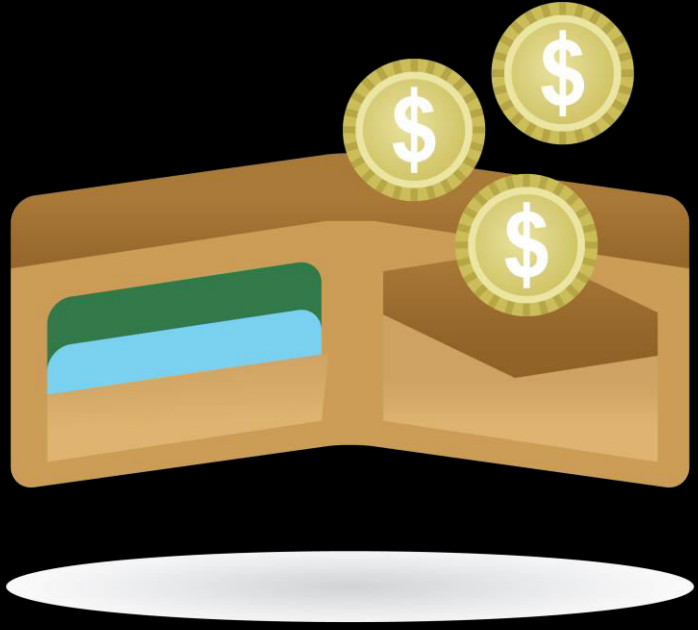
# 3 things we learn about niche

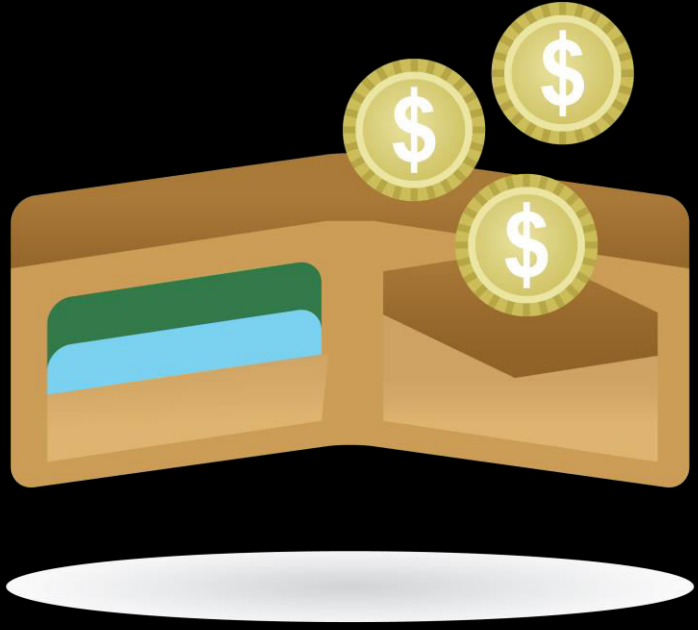


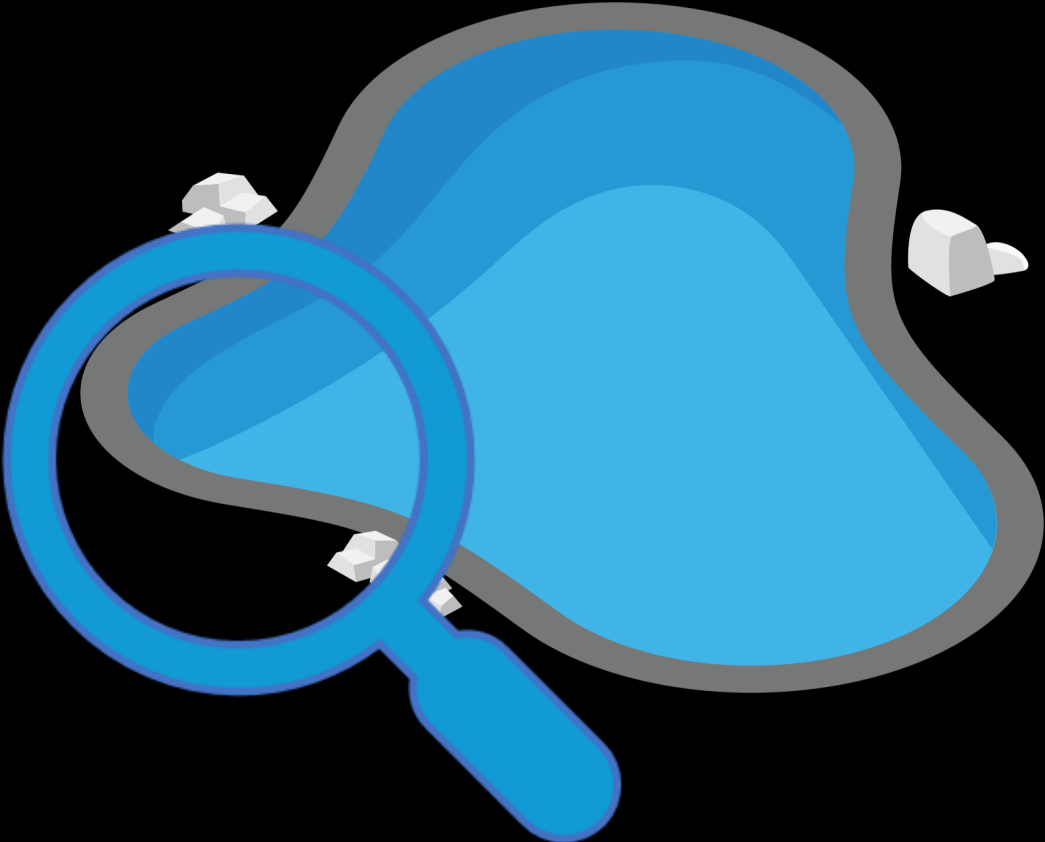




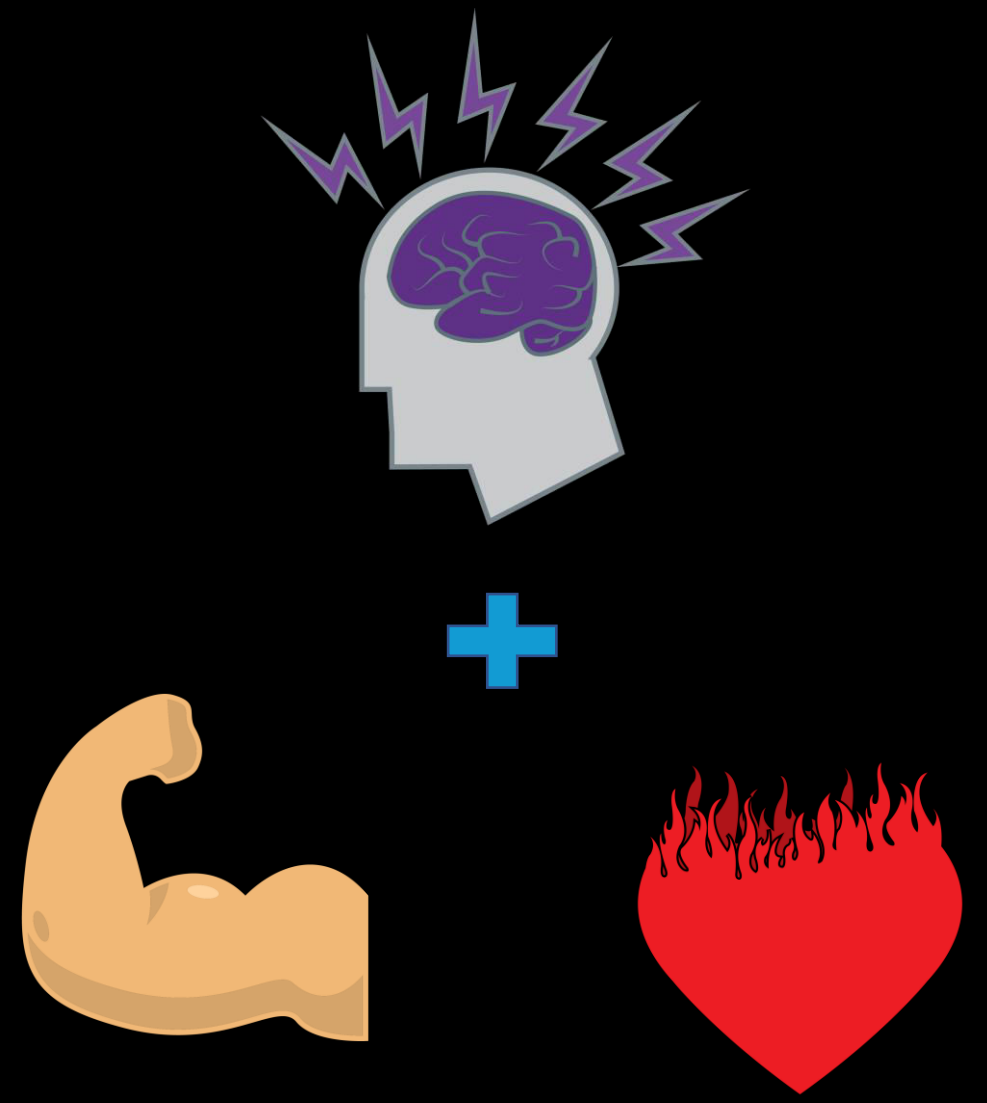




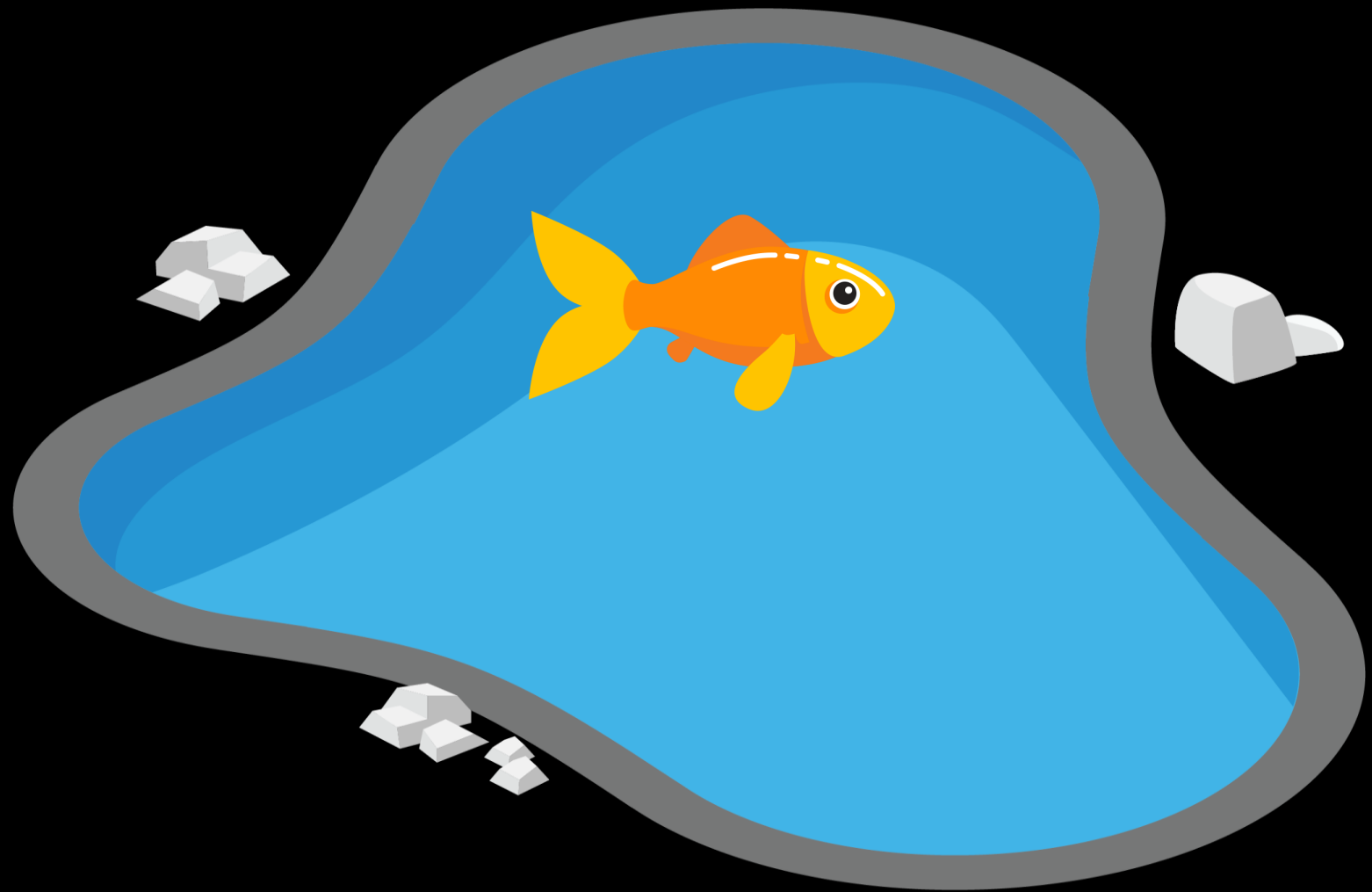




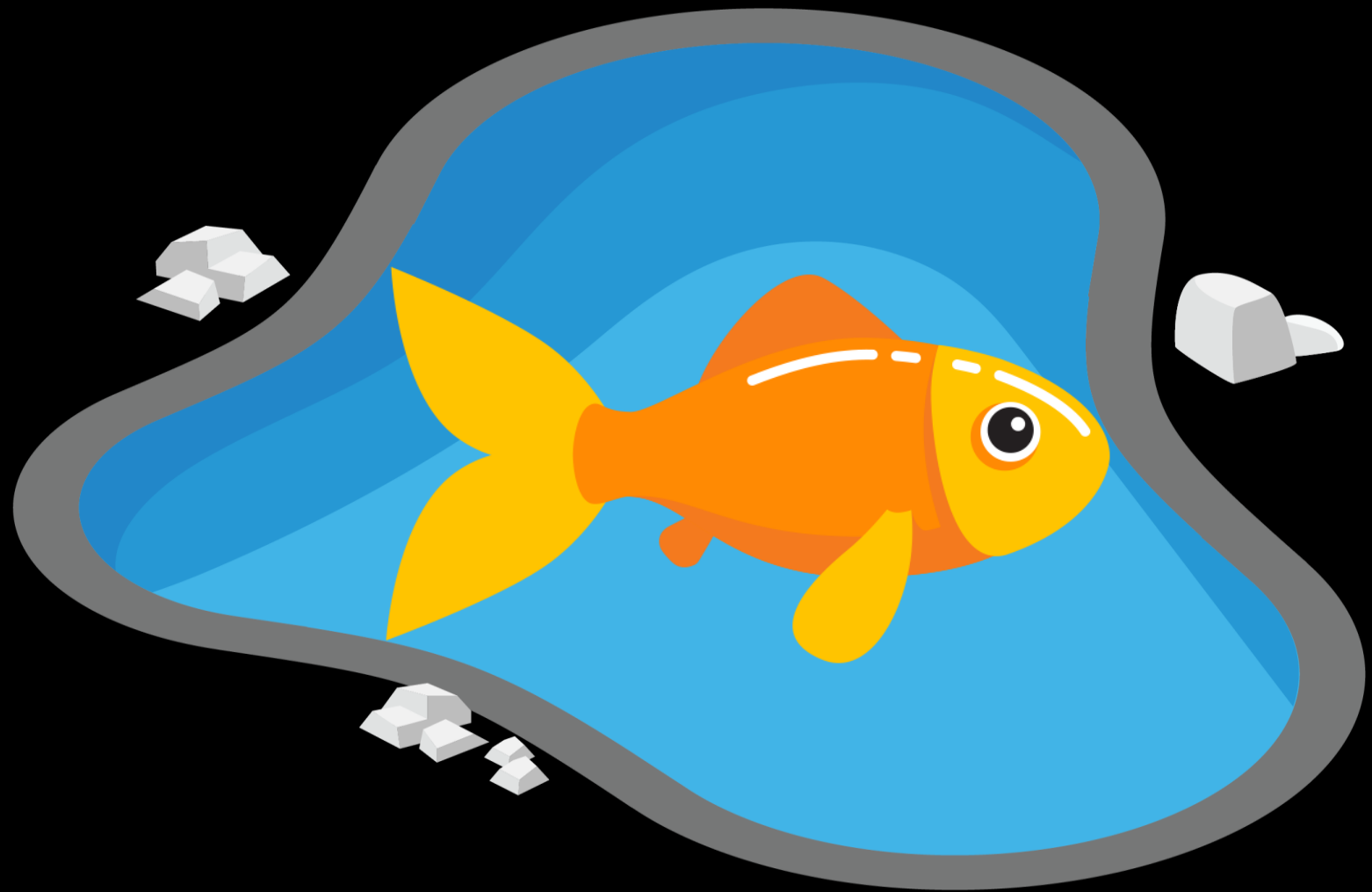


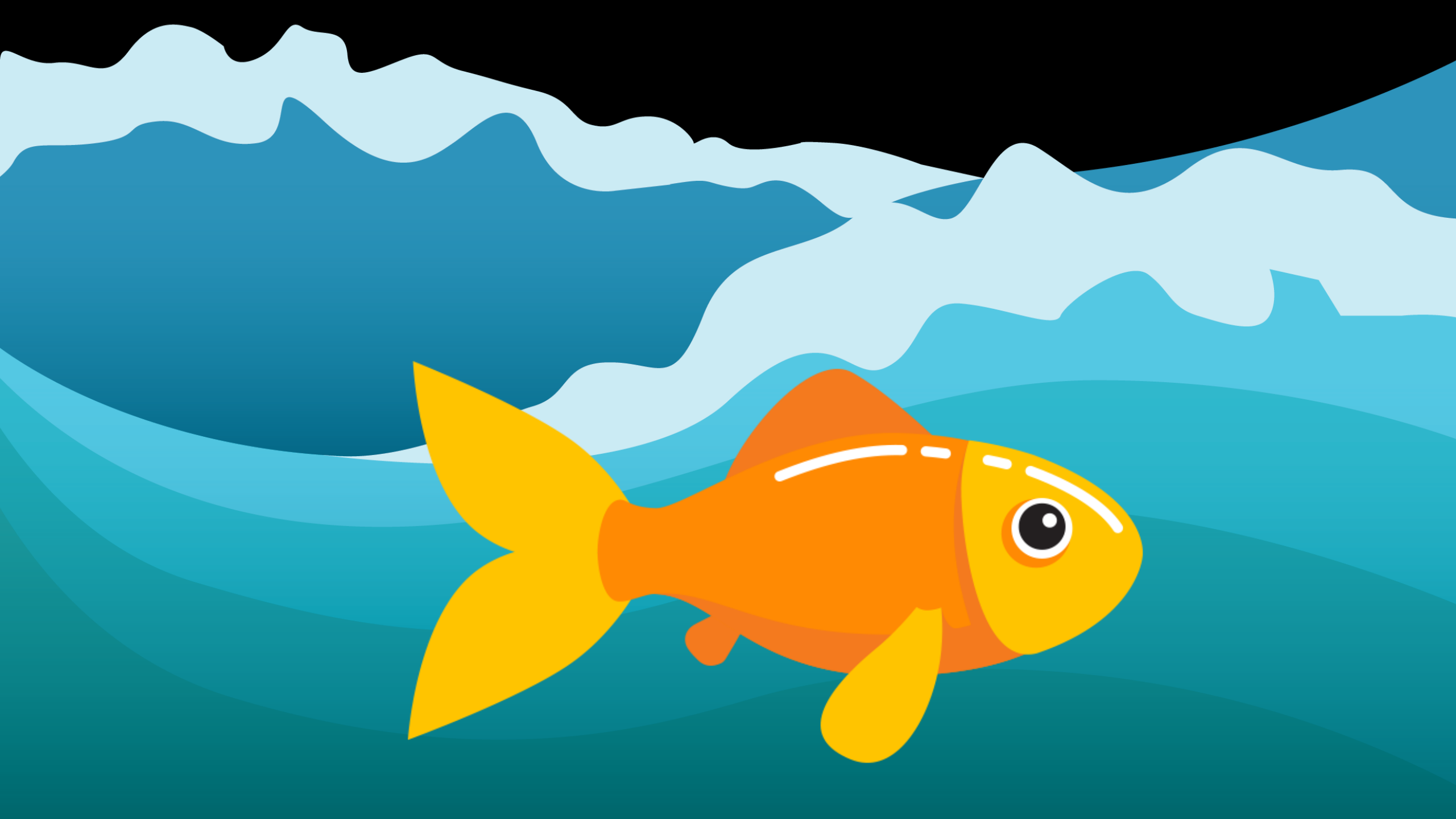




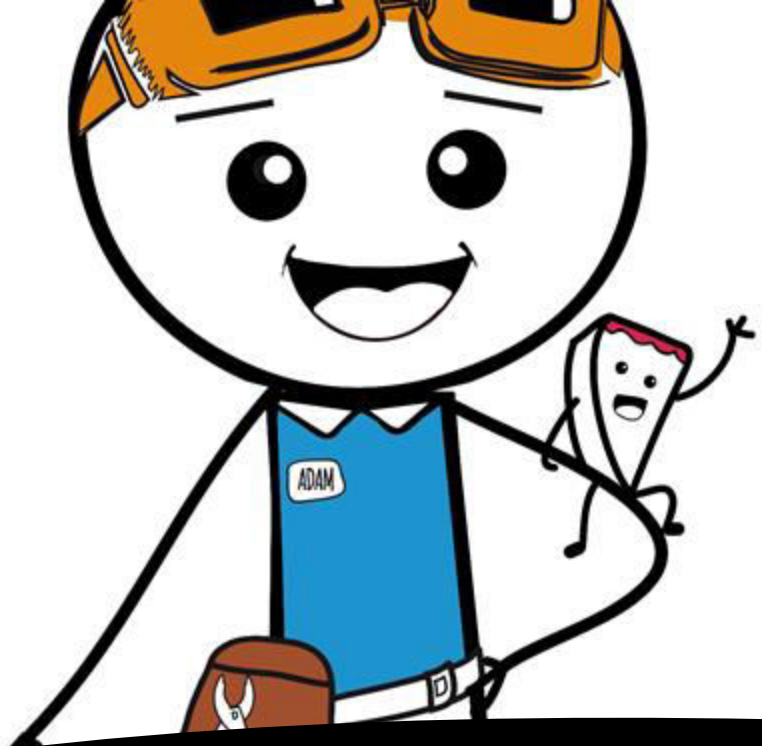












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The Digital Maker Marketplace

Let's be in touch

- [phang@cytron.io](mailto:phang@cytron.io)
- 012-4506083
- my.cytron.io
- Fb.com/cytrontech