

COMPANY PROFILE 2026

Shenly Marketing

SDN BHD

Retail supply, OEM & ODM manufacturing, and licensed IP merchandise — supplying the retail trade in Malaysia and Singapore for over two decades.

21

Years in
retail supplies

10

Years in the
IP business

20+

Brands & IPs
carried

20-40

New items
launched monthly

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EMAIL

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LOCATION

Penang, Malaysia

WHO WE ARE

About Shenly Marketing

Shenly Marketing Sdn Bhd has spent **21 years** supplying the retail trade in Malaysia and Singapore. What began in general retail supply has grown into a business built on two engines: a licensed **intellectual property** portfolio developed over the past decade, and an in-house **OEM & ODM** capability that takes products from concept to shelf for both IP and non-IP lines.

Today we carry over 20 brands and character IPs, launch between 20 and 40 new items every month, and supply across nine retail channels — from hypermarkets and convenience chains to toy shops, furniture retail and cinemas.

WHAT WE DO

Capability

OEM & ODM

A dedicated in-house team for both IP and non-IP products — handling design, specification, sourcing and production through established manufacturing partners.

Licensed IP

Ten years in the IP business, carrying global character franchises alongside specialist collectible and designer toy labels.

Speed to Market

A rolling pipeline of 20–40 new items each month, keeping retail partners stocked with current, trend-relevant product.

WHAT WE SUPPLY

Core Product Categories

Electrical Appliances

Kidult Toys

Collectible Toys

Home Furnishing

Soft Furnishing

Furniture

Disposable Paper Products

Stationery

Bags & Luggage

Bedding Items

HABA Items

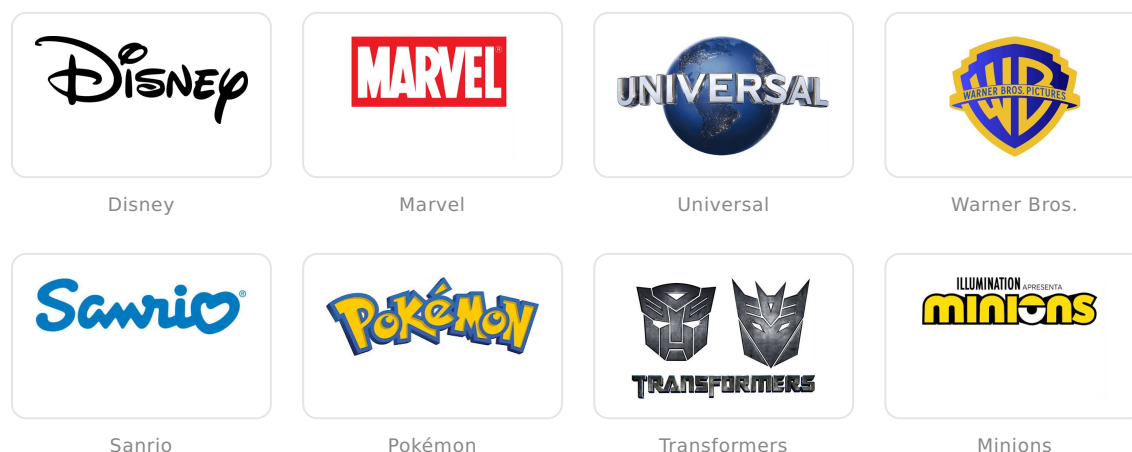
Hardware Items

Brands & Intellectual Properties

We carry and distribute the following brands and character IPs across toys, collectibles, stationery and consumer goods.

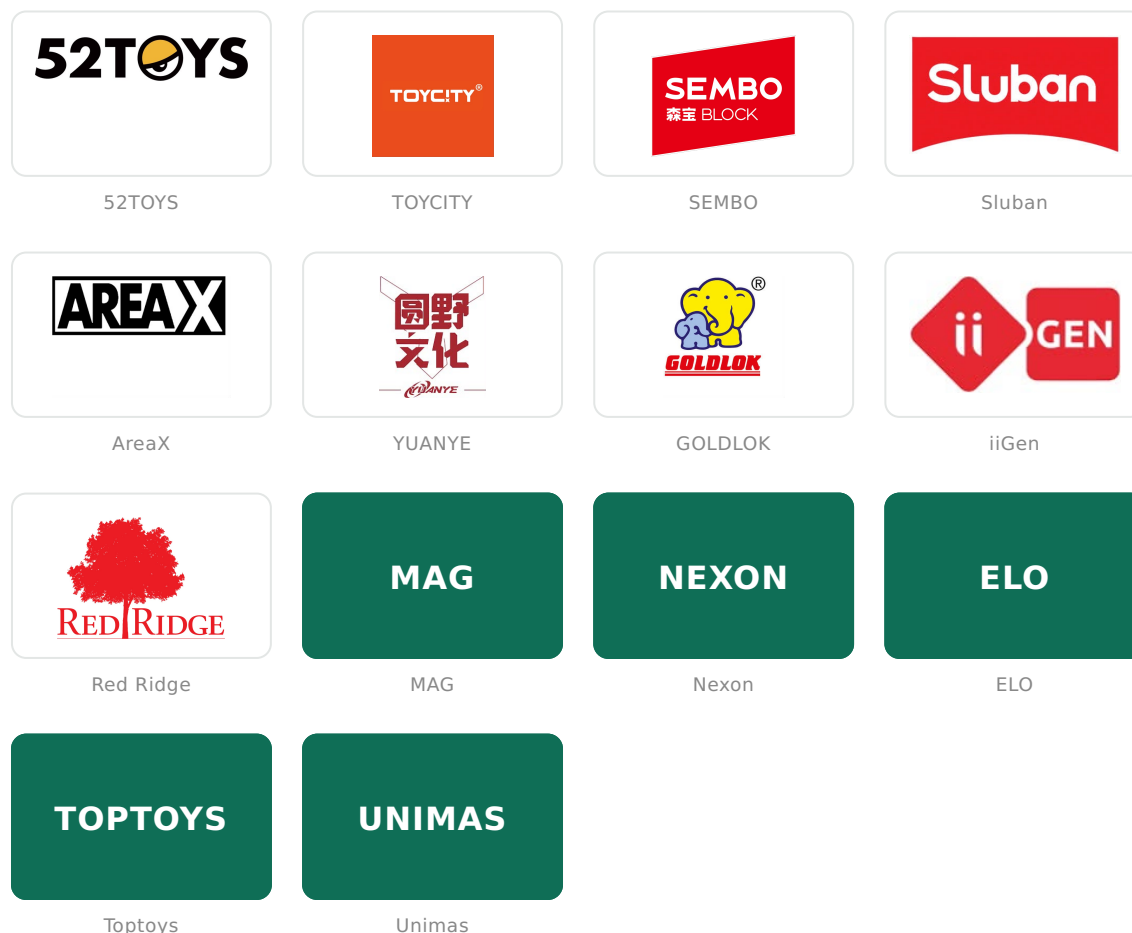
LICENSED CHARACTER IP

8 franchises



TOY, COLLECTIBLE & PRODUCT BRANDS

14 brands



Customer Sectors

Our products reach consumers through nine distinct retail channels across Malaysia and Singapore.

01

Hypermarkets

02

Supermarkets

03

Convenience Stores

04

Health & Beauty Stores

05

Toy Shops

06

Wholesale

07

Electrical Shops

08

Furniture Shops

09

Cinemas

AT A GLANCE

Why Partners Work With Us

Breadth

Twelve core product categories under one supplier — from electrical appliances to bedding, stationery and collectibles.

Reach

Nine distinct retail sectors served, giving brands access to the full spread of Malaysian and Singaporean trade channels.

Continuity

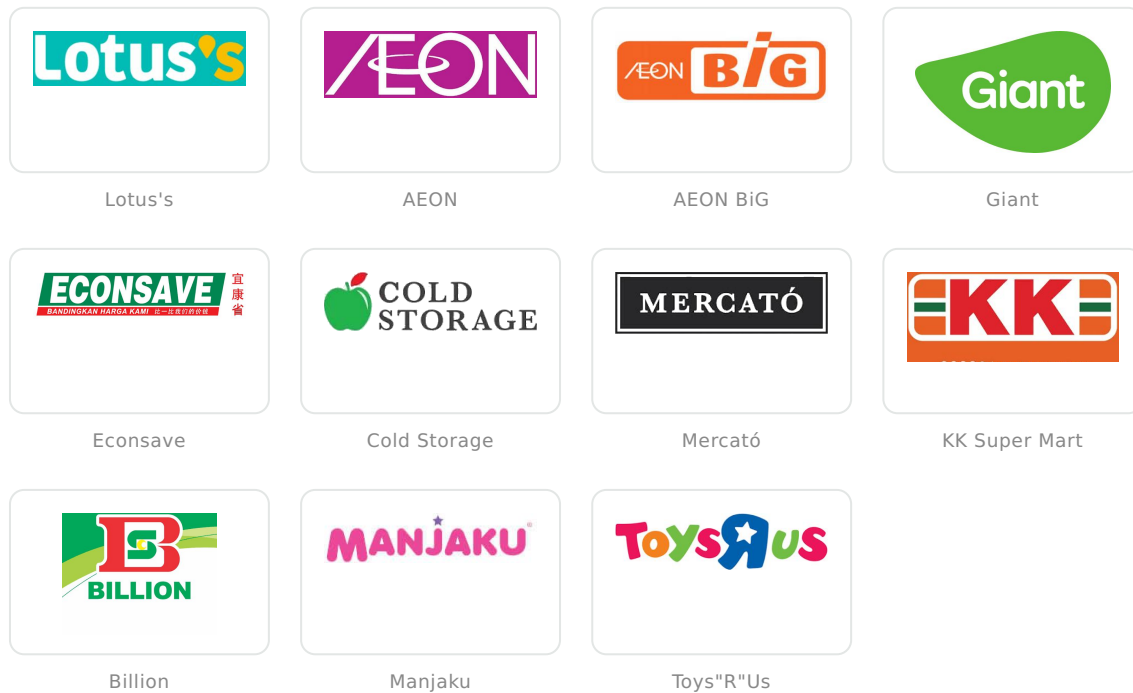
Two decades of trading history and long-standing supplier relationships behind every order.

Where Our Products Are Sold

Our products reach shoppers through leading hypermarket, supermarket, convenience and specialty retail chains across two markets.

MALAYSIA

11 chains



SINGAPORE

4 chains



Let's work together

We welcome new retail partners, brand collaborations, and OEM & ODM enquiries.

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