



SORAY
General Trading *Star*

Star it up.

**COMPANY
PROFILE**

WELCOME !



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COMPANY OVERVIEW

SORAY STAR SDN. BHD. is a dynamic trading and distribution company specializing in high-quality snack products, with a primary focus on potato chips and corn puff varieties. Originally founded in the Middle East in 2004, the company expanded its operations into Malaysia in 2025 to bring its successful snack portfolio to the Southeast Asian market.

With a strong commitment to quality, customer satisfaction, and efficient distribution, SORAY STAR SDN. BHD. continues to build long-term partnerships with retailers and wholesalers, ensuring that our products reach consumers fresh and full of flavor

Star it up.

VISION

Leading the Snack Revolution in Southeast Asia
Our vision is simple and effective:

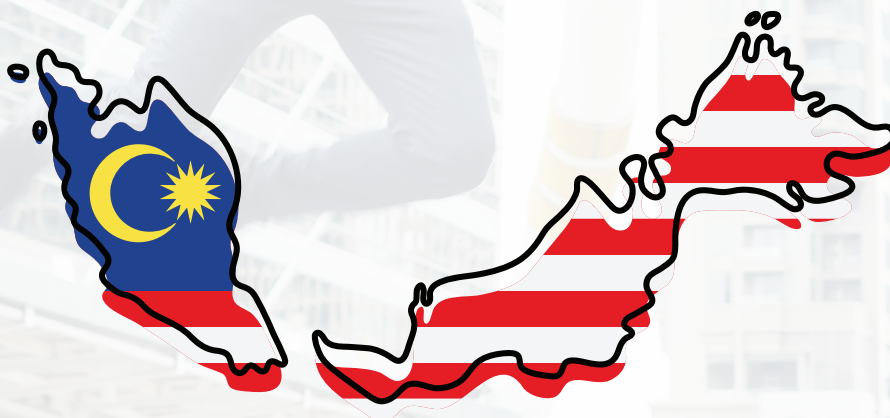
To set a new standard in the snack industry.

Soray Star aims to become the most trusted and fastest-growing distributor in Malaysia and Southeast Asia, bringing to market snack products that combine exceptional taste, halal standards, innovation, and reliability.

Products consumers crave

Products retailers are proud to carry.

Products that deliver success- every time.



MISSION

"Growing Together ... Succeeding Together"

We don't just distribute snacks... we build success stories.

With SORAY STAR

you're not just selling products –you're participating in a system of profit, growth, and stability

At Soray Star, we provide agents, retailers, and distributors with:

High-demand, fast-selling snack brands, Strong profit margins, A stable and rapid supply, And comprehensive business support from day one. Our mission is to improve the performance of every individual, increase the income of every agent, and strengthen every partner – today and for the long term.

Why Partner with SORAY STAR?

Because business growth shouldn't be a guesswork, but a comprehensive system.
And our system is designed for success.

- *Top-selling snack brands, loved by consumers*
- *Excellent profit margins for agents and distributors*
- *Fast delivery and reliable restocking from our warehouses in Malaysia*
- *Certified Halal products, trusted by families and retailers*
- *A brand backed by years of credibility from Al Fajr Center*
- *Marketing and promotional support to boost sales and visibility*

Our Growth

Our Growth Strategies – Designed for Agents and Distributors

1

EXPANDING THE SOUTHEAST ASIAN MARKET

Rapid expansion in Malaysia, Indonesia, Thailand, Vietnam, and Singapore – creating golden opportunities for new partners to secure territories and build market leadership.

2

CONTINUOUS FLOW OF NEW PRODUCTS

Every year, we launch new product programs to offer More choices for consumers, Higher purchase rates and give our agents a competitive edge.

3

FAST AND RELIABLE DISTRIBUTION

From our Petaling Jaya warehouse, Rapid restocking Constant supply without delay, And seamless shipping covering all of Malaysia.

4

COMPREHENSIVE AGENT SUPPORT INCLUDING:

Campaigns, Product presentations and sales, Social media support, Guidance and practical expertise, Continued support for your success.

5

QUALITY AND HALAL STANDARDS

Every SORAY STAR product is Halal – Safe – Fresh – and Guaranteed. This is the top leader in the market and current sales.

6

SUSTAINABILITY AND FUTURE MANUFACTURING

We are preparing for future steps that include Eco-friendly packaging, Reducing waste, And upcoming plans that will result in lower costs.



What makes Soray Star different?

What makes Soray Star different?

We hope to be not only the biggest but also the best, alongside our partners.

We don't just offer products

We offer a winning venture,
a long-term relationship, and a shared future.

Together we achieve more –and together we win.



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