



FOR IMMEDIATE RELEASE

**An Xing Tech alleviates pandemic fatigue with regional Snacks e-Commerce platform**

A gastronomic relief for the Avid Traveller's collective weariness

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In December 2021, Tech incubator, An Xing Technology Pte. Ltd launched G App – with the goal of becoming a consolidated shelf of the region's highly-rated snacks to be on.

G App intends to alleviate the Consumer's growing pandemic fatigue.

In view of a possible prolonged pandemic, the Consumer's anticipation for a sense of normalcy fluctuates when governments toggle between stricter travel restrictions and their decision to relax them. Consumers face a growing pandemic fatigue and wanderlust for a different environment. With the ease of travel not plausible at the current stage, G App alleviates the Consumer's built-up wanderlust with regional snacks imported and delivered to their doorsteps. Known to follow where the food cravings lead them, travel-deprived Singaporeans have taken to e-commerce platforms to order snacks from countries they would have, otherwise, travelled to.

Our major e-commerce platforms may not carry the Consumer's item which results in their hopping from one e-commerce platform to the next. This hopping across Singapore's major e-commerce platforms to purchase a variety of snacks, will lead to an unconsolidated tracking of purchases. Should the product be available offline, the snack is often sold out and Consumers must check its availability across grocery outlets. If Consumers decide to purchase from specialised but huge marketplaces like TaoBao, they must be wary of the potential unscrupulous seller that hawks counterfeit products on top of the less than accurate language web translation.

Importing a country's trending snacks, those frequently out-of-stock across in-store and major e-commerce platforms, G App's shelves also bring in the rarer snacks that are hard to find in Singapore. Standing out from major e-commerce platforms, G App reinvents the way online shelves are stocked. They do this by updating their inventories from feedback gathered through G App online consumer poll. For these reasons, G App may boast the most extensive snack inventory amongst major e-commerce platforms.

This dedicated regional snack platform offers competitive prices and eliminates the Consumer's possible miscommunication and cumbersome navigation with international suppliers, due to the language barrier.

With China as G App's first onboarded country, the Tech incubator will assess the demand for international snacks as a temporary relief for the avid Singaporean-traveller, before inviting other countries aboard.

G App empowers locals to enjoy the luxury of ordering regional snacks on instantaneously-gratified manner without the wait for an in-store or online shelf restock. To ease the stifle of the world's partial lockdown, G App follows the User's cravings and bring the edible portion of a foreign country to the Users.

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**About An Xing Technology Pte Ltd**

Incorporated in 2019, An Xing Technology Pte. Ltd. is an IT development company known for her mobile application capabilities that serve the global user. The company attributes her rapid scale-up to the growing demand in remaining digitally-connected. With the Team's unwavering integrity and reliability, An Xing Technology is committed to providing mobile application services that deliver results. With remaining relevant in the evolving tech landscape as a priority, An Xing Technology takes pride in her team of highly-skilled digital natives. An Xing Technology creates the next breakthrough. Everyday, they push beyond their boundaries and own what they deliver. The Mission To secure a standing in the technological landscape as an in-house incubator for novel applications of emerging technologies.

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