



CASE STUDY:

The Boom Beverage Sdn Bhd

ENT 300: FUNDAMENTALS OF ENTREPRENEURSHIP

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1.Executive Summary

This study is conduct based in The Boom Beverage Sdn Bhd that being establish by 3 founder that is Azri Zahier Azmi, Zaid Hurairah and Errwan Haddie Arshad in 2014. this study purpose it to learn and find out the process that The Boom Beverage Sdn Bhd has being through to be able to make their product go all around the world. this include knowing one of the founders and what his future goal they want to achieve from making a Hausboom drink.

based on the founder and chief executive officer (CEO) Azri Zahier Azmi, he finds a need on making a premium, halal, carbonate beverage that made of real fruit that is getting popular in competitive global beverage market. as a Malaysian he finds that Malaysia is one of the countries that frequently held a halal food festival and want to be champion in halal food industry. This give him idea to make a Hausboom drink that is halal.

Their targeted market has no limit, whether it a young generation or old generation. this is thanks to the product that not contains alcohol. but it more focus toward younger generation because its product is reflecting about lifestyle.

2.1 Entrepreneur background

Azri Zahier Azmi is one of the founders of The Boom Beverage Sdn Bhd in 2014. most people call him “John Lemon”. He quite famous for being a material guy from a young age. this happen because when he was 10, he has already started to take a job and do business that is selling Durian that he buys from his grandfather. It is started because he does not like school bag brand that his brother and sister use. he really like the famous brand like Dueter that cost RM200 ringgit, but his mother buys a Rm30 ringgit bag only.

His latest education is Bachelor of Material surveying at University Malaya. even though he started with Bachelor of Science (Applied chemistry) he changes his major because its not his cup of tea. not only that, but he is also convince due to most lecturer under Bachelor of Material surveying is using luxury car such as BMW, Porsche, and others. for him, this show that all this lecturer is making use to what they thought to the student.

Due to changes of faculty in the University, his PTTN is cancelled, and he need to find a way to cover all the expenses he needs in the University. He started his own business again that is photography because he like gadget and arts. so, this photography business is very suitable to him, he started saving some money to buy a camera, camera lenses, and laptop. the asset that he has for the camera has reach 6-digit Malaysia ringgit at that time. this are some experiences that has Mr Azri Zahier Azmi has going through in his life.

2.2 Background Of the Business

Hausboom has a simple definition that is a sparkling drink that tasted delicious, as simple as that. The founder really amazes with the with sparkling juice that is common in Europe, and they decided to bring that fresh bright look to Malaysia. the name Hausboom itself represent Malaysia because “Haus” mean thirsty in Malay for the “boom” at the back it refers to the sensation when anyone take the first sip, your taste buds will go BOOM!

One of the reasons Mr Azri Zahier Azmi started The Boom Beverage Sdn Bhd is because he what a product that has no limitation. From his experience, he knows that lot of business has its own limitation. he started to do some research and without knowing he really inspired by Coca cola at the time. Coca cola is really a good example for him because Coca cola really known by all people around the world. That really show that this kind of business really has lot of potential. not only that, but he also wants to rise Malaysia name that held lot of halal festival. so, with Hausboom he can fill the void in the market for premium, halal, carbonated beverages containing real fruit juice.

In their first year of building Hausboom brand, they already produce over 250,000 bottles monthly. not enough with that Hausboom also rapidly expand their product to several other country that include Malaysia, Dubai, Kuwait, Singapore, Thailand, Arab Saudi, and Japan. according to Mr Azri Zahier Azmi after their initial market research, they went straight into mass production. in this first year, Mr Azri Zahier Azmi stated that his company already invest in a lot of equipment and other. by investing into 4-acre factory, state of the art production equipment from Germany, manpower plus business consultants for good business practice this have expand the production capacity by five-fold within the first year of business.

Hausboom already targeted to be retail at one of the most popular convenience stores in Malaysia that is 7eleven and other leading modern retailers. They already expect this will occur in October 2017. by now, most of the convenience store and supermarket are selling their product.