



اَوْبَهُرْ سَبِيْتِي بِاَتِيْكُوْلُو كِيْنِي مَبَادِرَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND ADMINISTRATION

ENT530

PRINCIPLE OF ENTREPRENEURSHIP

CASE STUDY: COMPANY ANALYSIS

COOLBLOG SDN BHD

CLASS: RBA2433C

PREPARED FOR :

DR SHAFIQ BIN SHAHRUDDIN

PREPARED BY:

STUDENT NAME	STUDENT NUMBER
NOR SHAFARINA IZREEN BINTI MOHD AZMI	2021327435
NOOR SHUHAIZA NADIA BINTI GHAZALI	2021502755
NUR ALIA HAZIRAH BINTI NORASHID	2021122251
NURATUL SHAKIRAH BINTI SHAHRIZAN	2021118271
NURUL AIN IZZYANIE BINTI JAMALUDDIN	2021756323
NUR SYASYA INSYIRAH BINTI MASWARI	2021127685

Table of Contents

ACKNOWLEDGEMENT	i
1.0 EXECUTIVE SUMMARY	3
2.0 COMPANY INFORMATION	4
2.1 Background	4
2.2 Organizational Structure	5
2.3 Products/Services	6
2.4 Business, Marketing, Operational Strategy	8
2.4.1 Business Strategy	8
2.4.2 Marketing Strategy	8
2.4.3 Operational Strategy / Plan	10
3.0 COMPANY ANALYSIS	11
3.1 Key Segmentation	12
3.5 Revenue Streams	16
3.6 Key Resources	16
3.7 Key Activities	17
3.8 Key Partnership	18
4.0 FINDING	20
4.1 Low brand awareness.	20
4.2 Lack of promotion	21
4.3 Customer dissatisfaction and loyalty issues	21
5.0 DISCUSSION	22
5.1 Low brand awareness	22
5.2 Lack of Promotion	23
5.3 Customer dissatisfaction and loyalty	24
6.0 RECOMMENDATION	25

7.0 CONCLUSION	27
8.0 REFERENCES	28
9.0 APPENDICES	29

1.0 EXECUTIVE SUMMARY

Jerrene Pang established Coolblog in 2005 and it was initially incorporated in Singapore. Since 2005, Coolblog has served the best-tasting, best quality and most reasonably priced beverages. Coolblog is the first to introduce tea-based beverages in Singapore and Malaysia that come in 25 various flavours. Additionally, Coolblog has described a three-year expansion strategy to add 150 stores to local markets in Malaysia and Singapore. They had accomplished their goals in 2011. They set a new goal of adding 400 outlets in the following two years.

In 2022, Coolblog is not that famous. It is because they do not have as many advertisements as other competitors. They also only maintain the same menu and do not add new interesting menus. They do not follow the trend. As a result, we picked Coolblog for our case study in the ENT530 project.

In this case study, we focus on Coolblog and include information about the company's history, organisational setup, business strategy and offered goods and services. In addition, we also make statements about the company executing Coolblog's operating strategy and estimated financial statements. From all of this data, we can easily identify Coolblog's business issues, such as lack of promotion, low brand recognition, and the challenge of satisfying and keeping customers. We also can offer some recommendations, such as creating a variety of promotional strategies for their drinks such as social media advertisements.

By implementing these case studies, we were able to train everyone who was accountable to be critical thinkers and problem solvers, as well as inspire us to be more innovative in handling problems by guaranteeing that the solutions will bring the company a lot of benefits and money in future.

In the future, we intend to support our ideas. Coolblog might become the best beverage in the world, which would benefit them in many ways and bring in a lot of profit for their business.

2.0 COMPANY INFORMATION

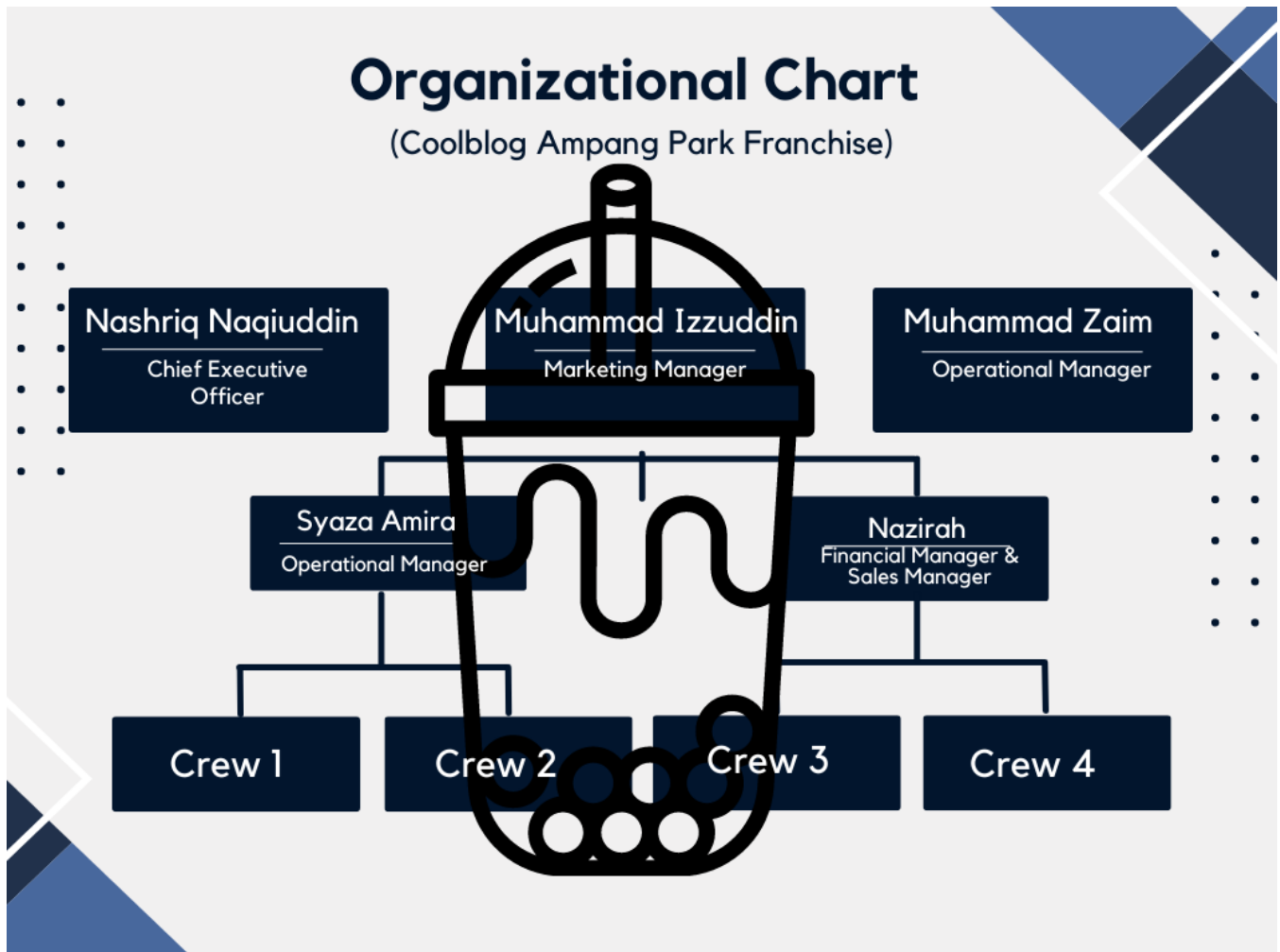
2.1 Background

Coolblog is a Malaysian kiosk café that also serves as a juice bar. They sell a variety of delectable beverages, including fruit juices, teas, chocolate drinks, and smoothies. Jerrene Pang established Coolblog in 2005, and it was initially registered in Singapore. Jerrene Pang is the Executive Director of the Coolblog collective. Coolblog is the first to break new ground in Singapore and Malaysia with 25 flavours and 300 product lines. Furthermore, Coolblog announced a three-year development strategy to increase local markets to 150 stores in Malaysia and Singapore. They had attained the milestone in 2011. They then established another goal of 400 additional stores in two years. Coolblog will be able to carry out the strategy effectively as it is growing highly popular in Malaysia and is also rapidly expanding abroad.

Coolblog relocated its headquarters to Johor Bahru, Malaysia, in 2008, and launched its first Coolblog shop at Sutera mall. They built its first franchise location at Batu Pahat Mall, also in Johor, in 2009. Not only that, but they had also launched its first corporate shop in Klang Valley, in Giant Shah Alam. Coolblog's goods were certified as 100% Halal by Malaysia's JAKIM organisation in 2010. As previously stated, Coolblog successfully fulfilled their goal of reaching 150 outlets in 2011. In addition, they have launched their first shoplot concept location in Taman Sri Andalas, Klang. Coolblog earned three honours in 2012. The Golden Bull presented the inaugural award to the 2012 100th Outstanding SME. The second is the SME Rising Star 2012 award from SME Corp. The Best Booth for HALFEST 2012 was the year's third award (Halal Festival, PWTC).





In 2013, Coolblog successfully surpassed 300 Coolblog outlets and got two more prizes that year. The first was for SME Brand Excellence 2013, and the second was for Best Pavilion at HALFEST 2013. They were named the Best Special Design Booth for FIM in 2014 (Franchise International Malaysia, June '14). Furthermore, on July 24, 2014, a private equity fund, Ekuiti Nasional Berhad (EKUINAS), invested in Coolblog. Furthermore, Coolblog has joined the Food & Beverage portfolio of Integrated Food Group Sdn Bhd (IFG). In 2015, Coolblog received another award, the Malaysia EY Women Entrepreneur of the Year 2015. They were named Best Special Booth Design at Franchise International Malaysia 2015 (FIM, May '16) in 2016. Coolblog now has a total sales volume of RM 70 million and over 1500 people.

2.2 Organizational Structure



2.3 Products/Services

The Coolblog offers a menu in a variety of 25 flavors and 380 products. Coolblog focuses on beverages. They also produce their beverages according to the latest trends. On the biscoff trend, Coolblog also produces beverages with biscoff elements such as the Biscoff cheese lemon mouse series. Below are some basic Coolblog products.

Product	Description
 <p>BASIC TEA</p> <p>Original Milk Tea (with pearl) 700ML RM 5.90</p> <p>Flavoured Milk Tea (with pearl) 700ML RM 6.90 <small>Honeydew Green Apple Blue Coral Mango Strawberry Vanilla Yuzu Sour Plum Blueberry Kiwi Passion Fruit Lemon 荔枝 凤梨</small></p> <p>Chocolate Milk Tea RM 5.90</p> <p>Iced Lemon Tea (with pearl) RM 5.90</p> <p>SUGAR LEVEL</p> <p>Extra Normal Half Slight</p>	<p>This is the basic tea of Coolblog beverages</p>
 <p>SIGNATURE TEA</p> <p>Brown Sugar Milk Tea (Harimau) 700ML RM 6.50</p> <p>Thai Milk Tea (ice / no blend) 500ML RM 4.90</p> <p>Thai Milk Tea Smoothie 700ML RM 6.50</p> <p>Teh Tarik (ice / no blend) 500ML RM 4.90</p> <p>Teh Tarik Smoothie 700ML RM 6.50</p> <p>Little Harimau 500ML RM 5.60</p>	<p>This is the Coolblog signature tea which has 6 beverages.</p> <ul style="list-style-type: none"> • Signature tea is the main menu Coolblog • This beverages also can add any toppings
 <p>SIGNATURE SMOOTHIES</p> <p>Unicool Magical 700ML RM 7.50</p> <p>Unicool Dazzle 700ML RM 7.50</p> <p>Unicool Twinkle 700ML RM 7.50</p> <p>ABC Kaw Kaw 700ML RM 8.80</p> <p>Teh Tarik Kaw Kaw 700ML RM 8.80</p> <p>Chocolate Kaw Kaw 700ML RM 8.80</p> <p>Strawberry Cheese 700ML RM 8.80</p>	<p>There are have 7 types of signature smoothies</p> <ul style="list-style-type: none"> • Can add any toppings • This smoothies also make people refreshing
 <p>CHOCOLATE</p> <p>Chocolate Ice Blended 500ML RM 3.90</p> <p>Chocolate Smoothie 500ML RM 5.60</p> <p>Tiramisu Chocolate Ice Blended 500ML RM 4.90</p> <p>Tiramisu Chocolate Smoothie 500ML RM 6.50</p> <p>Upgrade to 700ml +RM1.50</p>	<p>This is the 4 types of chocolate beverages</p> <ul style="list-style-type: none"> • This drink can help make people mood better • This drinks also can help boost energy

OREO



	500ML
Original Oreo Smoothie	RM 5.60
Strawberry Oreo Smoothie	RM 6.50
Chocolate Oreo Smoothie	RM 6.50
Cappuccino Oreo Smoothie	RM 7.50
Minty Choc Oreo Smoothie	RM 7.50
Original Oreo Smoothie With Choc Chip	RM 7.50

Upgrade to Oreo +RM1.50

This is 6 types of oreo beverages

- This beverages can add on any topping such as pearl
- This drink suitable with people loves oreo
- This is the favourite drinks to the customer

COFFEE



	Ice Blended 500ML	Smoothies 500ML
Single Flavour	RM 4.90	RM 6.50
Double Flavours	RM 5.90	RM 7.50
Latte Lingo	RM 6.50	
Brown Sugar Coffee	RM 6.50	

Upgrade to Oreo +RM1.50

This is Coolblog coffee which have 4 types of beverages

- This beverages helps to keep awake because of the caffeine

FRUITTI



	Ice Blended 500ML	Smoothies 500ML
Single Flavour	RM 3.90	RM 5.50
Double Flavours	RM 4.90	RM 6.50
Triple Flavours	RM 5.90	RM 7.50

CHOOSE FROM THESE 14 FLAVOURS :



TOPPINGS



Upgrade to Oreo +RM1.50

There are many types of fruit beverages

- Get to taste the delicious and refreshing fruit drinks
- Give unique taste of fruits to the customer

2.4 Business, Marketing, Operational Strategy

2.4.1 Business Strategy

A business strategy refers to all of the choices and activities made by a company in order to achieve a wider goal. Understanding what business strategy is and how to implement it correctly may help organisations become market leaders in their field. Specifically, a business plan is the backbone of any firm, and any flaws might imply that the corporate objectives are lost in the middle. When leaders develop a strategy, they get a better understanding of their own strengths and shortcomings. This allows them to capitalise on their strengths while improving on their weaknesses. It guarantees that every part of a company's operations is planned. This implies more efficiency and more successful planning.

For CoolBlog, they wish to have current shops in East Malaysia, and beverage manufacturer CoolBlog intends to create additional outlets in Sabah and Sarawak as it seeks more East Malaysians to join as master franchisees or individual franchisees. Coolblog also has an "open door" policy, which allows franchisees to freely express their thoughts with Headquarters (HQ) and collaborate to enhance the brand. They believe that the East Malaysia market is significant for a brand like Coolblog. Their beverage business is aimed at the mass market, with a product selection and price that appeal to East Malaysians.

CoolBlog, as a kiosk-based dessert beverage company, assures that its goods and prices are ideally suited to the mass market, since CoolBlog's flavours are made to fit what consumers desire. They also guarantee that the price is reasonable for the intended market and that it remains in that range even with new goods. With the new product line, their prices start as low as RM2 and go up to RM7.50. With that price, all the customers can buy and enjoy the drink because it is cheap compared to other brands.

2.4.2 Marketing Strategy

A marketing strategy is a company's method of persuading potential customers to use its goods or services and turning them into paying customers. A marketing strategy includes the organization's uniqueness, a key brand message, data on the target consumer segments, and other high-level elements. This focuses on how they make it easy for their customers to share their brand-related content in order to help determine the right price for the organization's goods and services in accordance with the market demand forecasting.

Coolblog has released the Coolblog X Shopee Pay day campaign voucher to attract their customers. It is valid for only one day. After the customer's payment using shopee pay with a min spend of Rm 15 for any drink the customer will get a cashback of Rm 8 into the shopee e-wallet account. By doing this, Coolblog customers will be happy and interested in getting Cashback. In this situation, it means buying in at the same time the customer will get benefit.



Coolblog also joined a venture with grabfood which is 50% off promotion. Customers have to buy in grabfood and used HOTDEALS code to get this promotion. It is valid for order Rm 25 above. Usually, working customers will buy with their friends in grabfood because they have no time to go to their stalls.



Coolblog also does election promotion during the PRU 15. Customers have to show their finger ink to get free topping with any drink purchase. It makes customers feel excited to go vote and then they can claim free topping for their beverages. The toppings that Coolblog provides are pearl, mango jelly and lychee jelly. It is only valid for one day.



Coolblog also does the promotion which 11.11 deals. The deals give two drinks for Rm 11. Customers will select 2 fruiti drinks of 14 available flavours. It is valid for 5 days. It will also make customers feel that it is worth buying for only Rm 11.

2.4.3 Operational Strategy / Plan

An operations strategy is a collection of decisions made by a company about the production and distribution of its goods. Organizations may view each step toward manufacturing or delivering a product as an operation, and all choices concerning these numerous operations constitute the operations strategy. The operations strategy of a company works in unison with its overall business strategy to help the company accomplish its long-term goals and increase its competitiveness in the marketplace.

Meanwhile, at Coolblog, they organise their operations to guarantee that their company meets the expectations of its clients, which include manufacturing characteristics such as quality, quantity, and cost. In Coolblog, they use a lot of flavour in addition to people, machines, and equipment, as well as capital as the contribution. A wide range of flavours that Coolblog produces, including strawberry, blueberry, orange, mango, grape, green tea, chocolate, vanilla, red tea, coffee and many more. All of this information is converted into a value-added, high-quality product. All processes involved had been meticulously prepared to ensure a seamless flow of operations and to decrease future manufacturing costs.

3.0 COMPANY ANALYSIS

Table Of Business Model Canvas (BMC)

<p><u>CUSTOMER SEGMENTS</u></p> <ul style="list-style-type: none"> • Age (16 to 40 years old) • Gender (Female & Male) • Location of the place (Strategic location) 	<p><u>VALUE PROPOSITIONS</u></p> <ul style="list-style-type: none"> • Variety choice of drinks • Affordably price drinks of good quality • All drinks is up to date • Suitable for all category of age • Easy to access 	<p><u>CHANNELS</u></p> <ul style="list-style-type: none"> • Facebook • Twitter • Website • Brand Ambassador
<p><u>KEY ACTIVITIES</u></p> <ul style="list-style-type: none"> • Selling • Management and production • Marketing • Customer service 	<p><u>KEY PARTNERSHIP</u></p> <ul style="list-style-type: none"> • Ekuiti Nasional Berhad (EKUINAS) • Archipelago Capital Partners • Third party riders- Grabfood, Foodpanda, Shopeepay, ShopeeFood 	<p><u>COST STRUCTURE</u></p> <ul style="list-style-type: none"> • Cost of raw material • Social media advertisement • Rental of the shop • Utilities bills • Employee salary

<u>CUSTOMER RELATIONSHIP</u>	<u>REVENUE STREAM</u>	<u>KEY RESOURCES</u>
<ul style="list-style-type: none"> • Personal Assistant • Giveaway of exclusive merchandise by joining contest • Special promotion of hot deals • Membership card – all members will get free drinks on their birthday. 	<ul style="list-style-type: none"> • Sales Revenue 	<ul style="list-style-type: none"> • Ingredients • Platform • Human Resource – Manpower • Technological Resource– Machines • Financial Resource

3.1 Key Segmentation

The statistics for people between the ages of 16 and 40 are the central focus of Coolblog. This is because Coolblog, which specialises in selling to families, students, and teenagers, often attracts customers between the ages of 16 and 40. Generally, customers over the age of 40 are unlikely to approach Coolblog since they are aware this stall serves different preferences in terms of taste and flavor as they normally provide chilly drinks like ice-blended beverages and other non-favorites. Teenagers between the ages of 16 and 19 have the desire to enjoy cold, sweet drinks even if they do not have their own money. However, despite lack of pocket money, they tend to ask their parents to purchase the drinks on their behalf. Additionally, adults

between the ages of 20 and 40 occasionally enjoy sipping cold beverages when they have leisure time such as on the weekend.

Moreover, as Coolblog does not define its product in terms of either gender, it does focus on gender-specific demographics where both men and women can use and buy products from their stalls. However, it may be expected that the ratio and percentage of customers of each gender who purchase beverages and goods from Coolblog tend to lean more toward females than male, where teenage boys will make up about 40% of visitors, while teenage girls will make up about 60%. Females tend to enjoy sweet beverages with a range of flavours, much like the cold drinks from Coolblog. As a result, women made up the majority of visitors to the Coolblog stall in terms of gender.

Additionally, the site also has a significant impact on a business' performance. As for Coolblog, they established and run their operations in a town center, particularly in a mall or near to the locals that reside close to the stall. As we are aware, urban areas often have higher populations than rural areas. Therefore, consumers can readily obtain beverages from Coolblog at the stall located inside the mall, where they may acquire it after purchasing their household goods. Otherwise, customers can still order beverages online and have them delivered. In this way, Coolblog can maximize their profit and gain in the right place and location.

3.2 Value Proposition

The Coolblog company sells beverages with various styles. Also, Coolblog also has a minimal food cost and is simple to make, which allows for optimal service speed up to keep up with huge traffic numbers. Coolblog dessert and beverage is an excellent choice for the selective consumer. They believe that high-quality products do not have to be expensive. To be accessible to all, they are devoted to keeping their products as affordable as possible while never compromising on quality or taste. Then it gives satisfaction to customers because it comes with a variety of drinks at an affordable price. Furthermore, their stalls are generally placed within malls, which encourages customers to visit more frequently if they are in the mall. On the other side, there is the cost savings. Besides that, the convenience of the beverages that they had used to serve the customers. The employees normally serve the customers in plastic cups and plastic straw.

3.3 Channels

A distribution channel is a network of enterprises or intermediaries that transports a report or service from the manufacturer to the final customer or end user. Wholesalers, distributors, and internet users can all be part of distribution networks. It is the method through which all commodities and services are delivered to the target customer. It also shows how funds are transferred from the end user to the original vendor. The number of intermediaries necessary to distribute a product or service may dictate whether a distribution channel is short or lengthy.

➤ Websites

Web pages and their associated material are collected also known as websites and published on at least one web server using a shared domain name. First and foremost, Coolblog promotes its products on its own websites, <https://www.coolblog.com.my/> . This is where management promotes Coolblog and conveys its visions and objectives. Furthermore, this website offers the firm's background, pricing franchise application, outlet location, current news about the company, and contact information for the headquarters address.

➤ Facebook

Instead of utilizing marketers-based advertisement material, companies may utilize Facebook marketing to encourage customers and internet users to publish content made by users such as online reviews, comments on goods and so on that is also known as "earned media". Marketing through Facebook can be used to advertise a product or service. This platform will be used by customer support to reply to client complaints.

➤ Twitter

Also, Coolblog may generate material via Twitter. Content marketing is a wonderful technique to indirectly advertise Coolblog's organization to clients by providing them with useful or entertaining information. Twitter is literally on every mobile phone, and research shows that it is widely utilized by a large number of users worldwide, as a result, having an active Twitter channel will undoubtedly reach the majority of the target population. Marketing on social media Coolblog websites utilize Twitter since people currently use such networks more effectively.

➤ Brand Ambassador

A brand ambassador is a person who represents and advertises a company, supports its offers and acts as the embodiment of the company's corporate identity through words and actions. Brand ambassadors are experts when it comes to talking about the brand online and offline. Coolblog had been paying a few influencers as their Brand Ambassador, such as Elfira Loy and Heliza Helmi who is a well-known actress and singer. Coolblog uses their figure to be printed as a standing 3D cardboard figure to be displayed as a marketing tool. Hence, the popularity and fame of the ambassador will raise Coolblog's public image.

3.4 Customer Relationships

Coolblog is more focused on their customers towards ages of 16-40 years old. This because customers at the age of range from 16 to 40 years old is assumed normally always visiting Coolblog stall than the people ages above 40 years because of different preferences in terms of taste and flavour. Teenage ages 16 to 19 years old intend to love cold and sweet drinks even if they do not have their own money but they also can ask for them to buy the beverages for them. Besides, adults with ages 20 to 40 years old sometimes love to drink cold beverages when they have time. Moreover, at these ages usually they already work and have their own pocket money to buy beverages.

Other than that, Coolblog focuses on demographics towards the gender of female and male. Female and male, both can consume and buy the product from the coolblog where the Coolblog itself did not specify its product to any gender. However, it can be assumed that the ratio and percentage of gender that buy the beverages and the products from the coolblog stall tend to be higher on the side of females than male. This is because females tend to love and like something sweet and a variety of flavours such as the cold beverage from Coolblog. Thus, the number of genders that visited the Coolblog stall will be a female gender.

Apart from that, location is part and role that are very crucial to a business. As for Coolblog, they set up their businesses in the urban area especially in the shopping mall or near to the citizens that live near to Coolblog stall. We know that populations in the urban area tend to be higher than other areas. Plus, beverages from the Coolblog itself can be easily accessed by the customers because the stall itself is placed inside the mall where the customers can buy it after they buy their household item. In this way, Coolblog can maximize their profit and gain in the right place and location.

3.5 Revenue Streams

The numerous channels via which a company receives income from the selling of goods or the rendering of services are known as revenue streams. The types of revenue that a company registers on its books depend on the types of operations it conducts. In general, retail businesses' revenue statements are more diverse than those of businesses that provide services. Revenue streams are used to categorize the earnings from the firm that produce them through specific price structures and distribution channels. Revenue stream is a crucial component as it serves as the Key Performance Indicator (KPI) for all firms. The revenue streams model of a company can be used to forecast its performance. Due to the many revenue strategies that each organisation uses, each performance is different. Therefore, choosing the appropriate income models into utilisation is crucial for a business owner. These are the revenue streams that Coolblog employs to generate income:

➤ Sales Revenue

This kind of revenue model is acquired from the client using a one-time-only payment method to cover the cost of the goods or services provided. Cash, debit or credit cards, QR pay, internet banking, or any other payment method can be used for the one-time payment. Regarding Coolblog, the usual methods of payment are cash, debit/credit cards, and QR pay. Since Coolblog is one of the brands that sells beverages, the earnings are typically made right there before the drinks are served to the consumer. Customer service generates revenue, which is calculated over time. Small businesses like Coolblog receive this kind of earnings through platforms like Grab and Foodpanda. Given that Coolblog provided the services of preparing the goods for them to deliver to customers, the Grab and Foodpanda companies are clients of Coolblog in this instance.

3.6 Key Resources

Four key resources have been practised by Cool Blog where it is the most important element required for a business model to work.

➤ Human Resources

The crew at Coolblog places a high priority on basic training. Newcomers or new employees will start as trainees in order to learn and gain experience from their seniors on how to run the Coolblog stall in terms of management operations.

➤ Physical Resources

The first corporate store in the Klang Valley was launched at Giant Shah Alam, and the first Coolblog licenced store was built in Batu Pahat while the second Coolblog warehouse was established in Puchong, Selangor. As of 2021, Coolblog operated 270 outlets in Malaysia and rapidly grew their business. Most of them are mall-based, small kiosks, or even joint ventures with gas stations. To ensure public awareness, the same theme and design were applied throughout all of the stores' renovations. Along with that, Coolblog reaches the Philippines market within March 2022 by launching their stores in manila.

➤ Intellectual Resources

In addition to being a brand, Coolblog also has a unique partnership that is seen in its extensive client databases and significant partnerships.

➤ Financial Resources

Coolblog will gain financial profit from both walk-in purchases and transactions made through its food delivery app. Coolblog uses the Food Panda app to take part in the process of receiving delivery requests from customers. In addition, Cool Blog includes Shopee as one of the web platforms to generate income. Customers purchased coupons provided in Shopee to use in real stores from the official Coolblog.

3.7 Key Activities

The key activities of a company are among its most important features as it represents what the company needs to do in order for the business to be successfully guided in the right way and function efficiently. A company needs to engage in several key actions to develop and communicate its value proposition, access markets, maintain good customer relations, and increase revenue. For instance, we can go through the pricing activities:

➤ Bundle Pricing Strategy

Bundle pricing has been used by Coolblog for their limited-time offer series of drinks. For instance, in May 2022, Coolblog introduced a new limited-edition drink labelled as 'Riuh dengan Oreo with Coolblog'. The drink had a bundle pricing system whereby, if we purchased two drinks, we would receive RM15 in exchange of paying the full price

➤ Price Skimming Strategy

The price of a new drink line introduced by Coolblog is often much more expensive than the price of their normal offers.

➤ Promotional Pricing Strategy

As an alternative, Coolblog has been implementing strategies for discounted promotional prices on its products. For instance, on Coolblog 11/11 deals in 2022, Coolblog offered 2 drinks for RM11 of its Fruitti and Signature series with 14 available flavours.

3.8 Key Partnership

Ekuiti Nasional Berhad (Ekuinas) is a private equity firm owned by the government of Malaysia. Later, Ekuinas invested RM 400 million in a speculative Orkim project by CoolBlog. Ekuinas reported that Integrated Food Group Sdn Bhd, its retail food and beverage division, invested RM50.8 million for 60% of its stake in CoolBlog, a locally owned franchised dessert and beverage expert. Ekuinas' Chief Executive Officer, Datuk Abdul Rahman Ahmad, stated that this investment will enable Ekuinas to collaborate with smaller Malaysian and Bumiputera entrepreneurs and assist them in creating stable incomes. Therefore, this demonstrates that coolblog is an affiliate partner of Ekuinas. In addition, Ekuiti Nasional Bhd (Ekuinas) sold to Archipelago Capital Partners its entire 60% stake in Coolblog Sdn Bhd for an equity value of RM75 million. Syed Yasir Arafat, the chief executive officer of Ekuinas, claimed that the company had implemented a value development strategy and that Ekuinas' investment in Coolblog had reached the point of maturity for disposal.

Archipelago Capital Partners is a private equity investment firm which actively seeks investment opportunities in the most intriguing small- to mid-market companies in South East Asia. It is an organisation, which was founded by a group of investors with extensive leadership

and investing experience, specialises in generating wealth through creative strategy and superior execution of all of their ventures. The company's top priorities are building high-performance companies in all of its target industries, developing talented management teams in each of its portfolio companies, and providing investors with exceptional returns. Targeting the mainstream market in Malaysia, Coolblog is one of the top brands in the dessert beverage market, with more than 270 outlets and more than 25 different flavour and product variant options.

EkuiNAS made an investment in Coolblog in 2014 and showed a strong development trajectory supported by a proven track record. Sales increased from RM34.0 million to RM46.9 million with a 17.4% compound annual growth rate (CAGR), between FY2017 and FY2019. The primary forces behind this were expansion, stronger outlet output across the region, as well as creative and aggressive product offerings. In order to ensure that Coolblog's sustainable growth continues, Archipelago is looking forward to working collaboratively with the management group, franchisees, suppliers, and other stakeholders.

3.9 Cost Structure

Cost structure is the aggregate of the various types of costs, fixed and variable, that make up a business' overall expenses. Companies use cost structure to set pricing and identify areas where expenses can be reduced. For cost-structures themselves, the book suggests the following characteristics, firstly fixed-cost, which will usually be the same regardless of scale such as manufacturing-plant. For instance, Coolblog has its fixed costs are wages for the staff and monthly rentals. Next is variable-cost which is linked to volume, scale, consumables, economies of scale which cost reduce with increasing scale and economies of scope which reuse in other contexts. Coolblog spends approximately RM15,000 for raw materials, utility RM500.00 monthly and royalty fee of RM1280.00.

ITEMS	AMOUNT
Cost of Raw Material	RM 17,000
Social Media Advertisement	RM 1,500

Rental	RM 4,000
Utilities Bills	RM 700
Employee Salary	RM 6,000

4.0 FINDING

After the findings have been evaluated, the discussion's goal will be to examine various perspectives or thoughts on the subject while also analysing and describing the importance of our findings in light of what we have learned about the research topic. The topic will always be related to it through the queries we make on the analysis or the theories and literature we have read, as opposed to merely restating or rearranging the introduction. The conclusion of the presentation should always include an explanation of how our study influences the audience's thoughts on the research issues they are presented with. In this case, we have identified the main query and problem with Coolblog.

4.1 Low brand awareness.

It cannot be denied the fact that Coolblog is well-known to some people, however, they are certainly not the first choice to those people who knows this brand. As a result, Coolblog has a low brand awareness problem. Brand awareness can be defined as a marketing term for the degree to which consumers recognize a product by its name. Ideally, consumers' awareness of the brand may include positive perceptions of the qualities that distinguish the product from its competition. Furthermore, the lack of audience interacting with the brand is one of the underlying problems of this low brand awareness. An unengaged audience could be the reason why no one was interested in buying Coolblog in the first place. Consumers may have already seen them, but if this company were placed next to other beverage brands like Tealive, most people would be more interested in buying Tealive because they have good interaction with the public through membership. The public can see Coolblog from afar, but unfortunately consumers don't care. No meaningful branding of the brand can be one of the symptoms of low brand awareness. To remember the brand, the company must have a term that forces people to

replace the original terms with the brand name. This term here specifically means a product whose quality is recognized by everyone and forgets the original term. For example, Malaysians always confuse the term instant noodles with Maggi, which proves that Maggi company has a high level of brand awareness among Malaysians.

4.2 Lack of promotion

A successful business needs both advertising and promotion. These include building your brand, expanding into your target market sector, finding new secondary markets, developing customer loyalty, and defending off competition. Coolblog's main issue is that the corporation is overly focused on making promotions on the official website rather than performing actual marketing. For example, the Coolblog firm promoted themselves more on their official website, Facebook page, and Instagram than they did through traditional means such as handing out fliers or pamphlets. They also failed to promote their products in TV commercials or banner ads to attract more customers to buy their products. Their promotions are widely shared on their social media platforms. That is why people who cannot afford internet will find it hard to get updates as they will learn about the promotion later and must wait for new menus and banners to show up. Therefore, customers who have not registered to their website will not know about the promotion. Compared to other brands, they do not advertise much on TV.

4.3 Customer dissatisfaction and loyalty issues

Customer satisfaction is not enough to keep customers loyal to a particular brand, so the goal of customer satisfaction is key to keeping the brand in the mind of the customer. To satisfy customers, it is not enough to provide what they want, but to give them what they need or what they do not realize they need. It's also about building a good relationship with customers. However, it can be extremely difficult to please customers the way they want. A small seating area or no seating area at all can be one of the underlying reasons. It may seem like a minor issue to some, but in reality, the seating area can play the most important role in attracting customers. Coolblog kiosks that offer a seating area can actually attract more customers than kiosks that don't. The logic is that when a customer buys a drink from a kiosk and sits in the seating area to enjoy his drink, while waiting, a potential customer passing by the kiosk may have seen the other customer. are enjoying, this could be a potential customer attraction. and will eventually get them to buy and participate to sit down and enjoy a drink.

Not only that, lack of staff or no service team to help customers who may have difficulty tracking and resolving their issues. This is also one of the major causes of the crash. When there are not enough employees to keep customers happy, it is impossible to keep them and renew purchases from the brand. A great service experience is one of the keys to ensuring customers will repurchase and stay loyal to a brand. Therefore, it is important to hire more employees to be able to provide good customer service to buyers.

5.0 DISCUSSION

5.1 Low brand awareness

We can see that the Coolblog company has a few major flaws and problems, which affects its ability to be the most popular drink among customers. The first one, lacks promotion. Promotion is the key to building a successful business and attracting new customers. This has the potential to influence the development of a brand, expansion within a certain market, the discovery of new secondary markets, and much more. What Coolblog needs to do is promote their company to other social media platforms such as TikTok. Nowadays, the TikTok platform is the fastest and easiest way to promote any kind of product. With great content about a Coolblog drinking, it can generate a new customer as well as generate income for the company. Promoting on social media is also less expensive than traditional marketing, which can reach a global market without incurring additional costs. Despite the benefits, Coolblog should be aware that the process is time-consuming. Learning what does and does not work for the Coolblog business requires significant investment of time. After that, Coolblog will be able to plan its actions and use the most efficient methods, cutting down on wasted time. So, Coolblog should have a good plan with strategies that work before it gets into online marketing. Not only that, Coolblog's social media marketing efforts cannot reach everyone. Customers utilize social media differently. Some groups are not on social media. This is why internet marketing techniques need customer research. Various individuals use different platforms. For example, Instagram is popular among female youths, whereas Facebook is popular among elderly.

Advantages:

- Social media advertising such as Tik Tok is the fastest and easiest way to promote a product.
- Using Tik Tok is less expensive than traditional marketing.

Disadvantages:

- Social media advertising is time consuming.
- It is ineffective for a certain age group.

5.2 Lack of Promotion

The second one is, Coolblog has a low brand awareness among other beverage companies, which makes people skeptical of their drink quality. Customers will constantly have doubts about the quality of their beverages since they do not trust the Coolblog brand every time a new flavour is introduced. When coolblog has a strong brand, customers will be more likely to stick with them instead of choosing Tealive first. Customers that are loyal to a brand are more likely to make repeat purchases, as well as enthusiastically anticipate new offerings from that brand. A strong brand, happy customers, and repeat customers are the direct results of providing exceptional service and creating memorable experiences for your customers. It is founded on one person's interaction with a business. Coolblog's development and success are directly tied to the level of recognition the consumer has for their brand. If people did not know who they are, they would not be attracted to their products or services. Customers' doubts about the quality of Coolblog's drinks may be one reason why the company's brand is not as well-known as it could be. The quality of Coolblog's drinks would not seem like a competition to Tealive's when the brand is well-known and respected among consumers.

Advantages:

- Customers that are loyal to the brand are more likely to make repeat purchases.
- A strong brand, happy customers, and repeat customers are the direct results of providing exceptional service and creating memorable experiences for your customers.

Disadvantages:

- If people did not know who they are, they would not be attracted to their products or services.
- Customers' doubts about the quality of Coolblog's drinks may be one reason why the company's brand is not as well-known as it could be.

5.3 Customer dissatisfaction and loyalty

To build a good relationship with a customer, Coolblog must make sure their customer is happy and loyal. Customer satisfaction is measured by how well a company's products or services meet the needs of its customers. Customer service has a big effect on both customer satisfaction and customer loyalty. It is about matching up with what the customer wants, needs, struggles with, and dreams about. It is about giving them a level of service that makes their lives better. Providing better customer service can also help a company make more money. Customers will also pay more if they have a great experience. Not only that, but it can also make customers like the brand more. When customers trust the brand, they stick with it. When loyal Coolblog customers tell their friends and family good things about the beverage's taste, it really starts to add up. Customers who are happy with the brand feel like they can tell their friends and family about it because they have had good experiences with it. In this age of the Internet, it is important to keep Coolblog's reputation in good shape so that it does not get damaged. When a company's reputation is bad, sales can go down, but what is more important is that word-of-mouth marketing goes drastically down. If customers start giving Coolblog products a lot of bad reviews, the company would not be able to make more money and will slowly lose loyal customers.

Advantages:

- Providing better customer service can also help a company make more money.
- When loyal Coolblog customers tell their friends and family good things about the beverage's taste, it really starts to add up.

Disadvantages:

- When a company's reputation is bad, sales can go down, but what is more important is that word-of-mouth marketing goes drastically down.
- If customers start giving Coolblog products a lot of bad reviews, the company would not be able to make more money and will slowly lose loyal customers.

6.0 RECOMMENDATION

In our opinion, Coolblog can implement automated based kiosks. This is due to the fact that saving resources and one of the most important benefits of self-service kiosks is saving their staff time. Moreover, by self-service kiosks, they could concentrate on other tasks that help to increase sales and improve customers' experience in Coolblog. For instance, there would be more staff who can mount orders quickly and keep customers from having to wait too long as there would be fewer staff at the cashier registers. Additionally, since the customer's order is sent directly from the kiosk to the kitchen, there is very little opportunity for errors to occur. Additionally, staff members of Coolblog will be able to interact with customers to evaluate their satisfaction with the service and use their communication skills.

Coolblog also may provide offers and happy hours. One of the best ways to attract already existing and new customers to their kiosk is surely by offering offers on special occasions. Offering specials on important occasions is unquestionably one of the finest ways to draw both new and existing customers to any business. Although this strategy is frequently used, it always succeeds in drawing more customers to Coolblog. This strategy will always boost the revenue at their business over the festive season. Customers are frequently attracted to complementary goods and offers. The best part about 'Happy Hours' is that they are targeted at the time of the day when sales are slow. So that they draw customers to their kiosk during lean hours and increase company sales. They have to market the offers and deals well on all marketing channels. Emails have been known to prove useful in publicizing deals and discounts.

When a new flavour comes out, customers will always have doubts about the quality of their drinks because they don't trust the Coolblog brand. Appointing a well-known figure as a brand's ambassador may increase consumer confidence in the company. Many of the ambassador's potential new sponsors and supporters will be attracted to this. The ambassador's promotional skills may also be used to win over customers' confidence in the company. Customers' doubts about Coolblog's beverage quality might be cleared up by building trust with them via ambassadors. In addition, they may protect Coolblog's standing in the industry. Brand ambassadors defend Coolblog company's good name in the event of negative press coverage, responding efficiently and quickly to any negative articles or reviews published about their business. Brand ambassadors are often high-profile persons or celebrities that connect with Coolblog target demographic.

One method for keeping customers loyal to Coolblog is to provide unique deals to persuade them to return for more. By offering customers incentives such as loyalty stamps or reward cards. Maintain their loyalty by providing them with something of value, such as a complimentary drink with a minimum purchase. The more people return to the Coolblog kiosk, the more sales Coolblog may make. People like free things, so utilise it to encourage them to return. Furthermore, lunch discounts will assist Coolblog in attracting more customers who are seeking reasonably priced lunch packages. Furthermore, special events or timely discounts are an excellent method to attract new customers. Increase company income throughout festive seasons with unique deals or even specific menu items, such as around Christmas, Coolblog produces a special drink that may reflect Christmas celebration perhaps with a redder colour that can show a Santa Claus. Unique flavours and appearance might attract a customer to try it and suggest it to other customers.

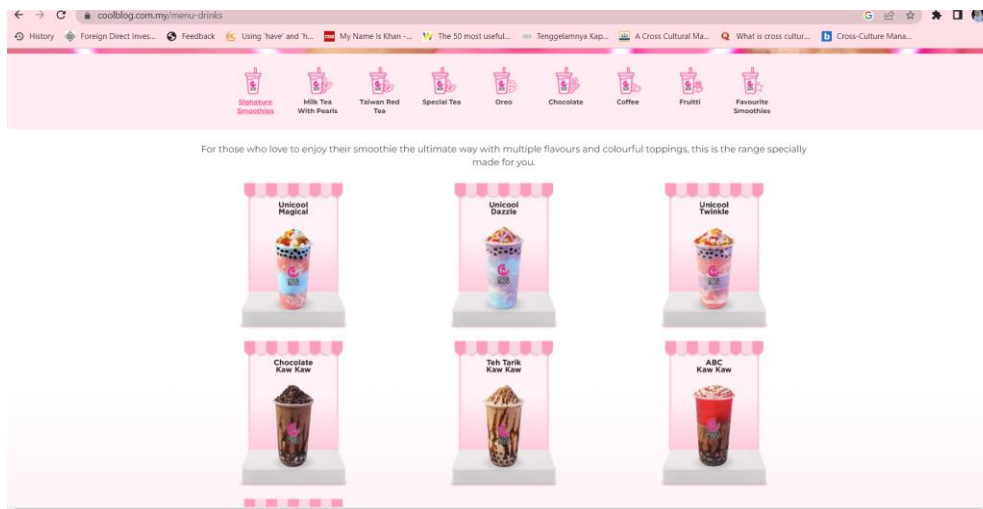
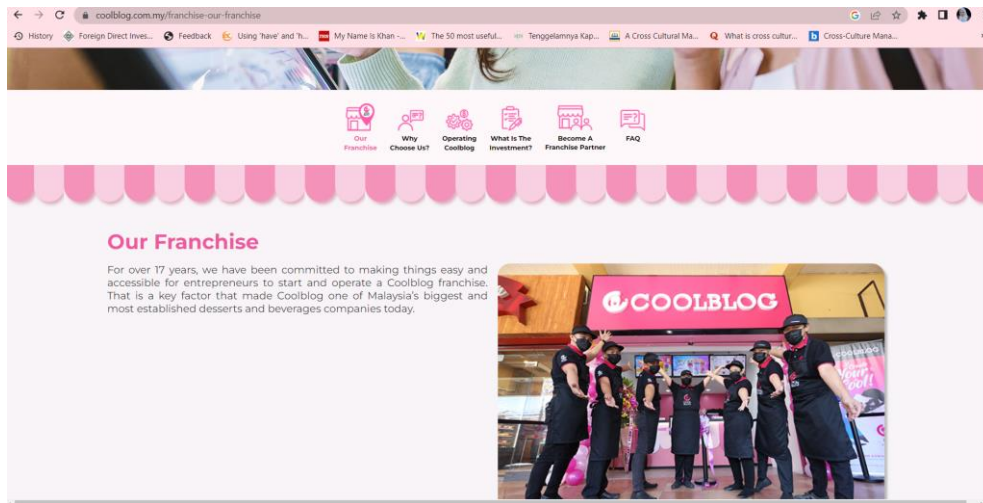
7.0 CONCLUSION

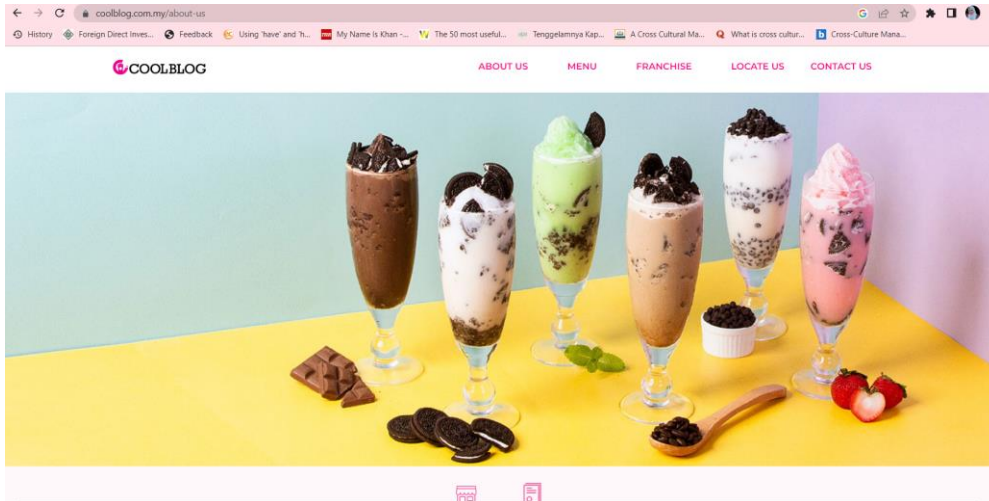
In short, the main problem is too focused on promoting promotions on websites rather than physical promotion. Thus, to solve the problem, the company can develop their advertising on new trendy social media such as many users like TikTok because it can attract more buyers or by affiliated with another brand help to inherit some of their image and reputation and create external brand evangelist's circle. It's a great way to get a huge number of new contacts along with your organic marketing effort. After that, their notoriety was also low. This means that most of us are aware of the existence of Coolblog but it's not their first choice because of low brand awareness. Moreover, lack of audience engagement with the brand is one of the fundamental problems of this low level of brand awareness. So, for this brand to be memorable, the company should have a term that makes people replace the original terms with the brand name. It is a means of product production planning known for its quality and making customers choose them for the first choice. Therefore, Coolblog should also do charity work to increase brand awareness. Many people will know and many people will know the existence of Coolblog. Finally, the problem of satisfying and retaining customers, which means they don't have enough space for customers to come to their store because they only provide a small seating area or there are no seats at all. This may seem like a minor issue to some, but in reality, the seating area is the most important. It plays an important role in attracting customers, especially for waiting customers. So, they have to grow their lounge area to attract more customers. They also lack staff service which is slow and makes customers wait a long time before receiving their order. To solve this, it is important to hire more trained staff because they can provide good customer service.

8.0 REFERENCES

- COOLBLOG | Desserts and Beverages. (n.d.). Retrieved from COOLBLOG | Desserts and Beverages website: <https://www.coolblog.com.my/>
- About Us - Halal | COOLBLOG MALAYSIA. (n.d.). Retrieved December 10, 2022, from www.coolblog.com.my website: <https://www.coolblog.com.my/about-us-halal>
- nazirah. (2022, September 14). Coolblog Malaysia : Menu & Senarai Harga Terkini 2022. Retrieved December 10, 2022, from eCENTRAL website: <https://ecentral.my/menu-coolblog-malaysia/>
- CoolBlog Malaysia Complete Menu. (2021, April 8). Retrieved from LOKATASTE.COM website: <https://www.lokataste.com/coolblog-menu-malaysia/>
- Franchise - Our Franchise | COOLBLOG MALAYSIA. (n.d.). Retrieved from www.coolblog.com.my website: <https://www.coolblog.com.my/franchise-our-franchise>
- Stella, S. (2022, December 2). *Top 11 Advantages and Disadvantages of Online Marketing / A Detailed Guide*. NotifyVisitors Blog. Retrieved December 10, 2022, from <https://www.notifyvisitors.com/blog/advantages-and-disadvantages-of-online-marketing/>
- 7 Major Benefits of a Strong Brand*. (n.d.). Frontify. <https://www.frontify.com/en/blog/7-major-benefits-of-a-strong-brand/>
- Owen, J. (2020, February 20). *10 Disadvantages Of Social Media Marketing & What To Do?* Techjackie. <https://techjackie.com/disadvantages-of-social-media-marketing>

9.0 APPENDICES





coolblog.com.my/about-us

Brand Purpose Our Value Policy

Brand Purpose

Since 2005, Coolblog served some of the best tasting, high quality and affordable desserts and beverages in your neighbourhood. It is true for us then as it is now.

That is why we are committed to provide unmatched customer experience through our service, products, value & availability; we make it as easy and accessible as possible for our franchisees to own and operate their own business and we create an environment for our employees to build and grow their careers.

Everything we do starts from one belief: everyone can treat themselves with the very best whenever they want to and as often as they like.

