



BOBOBABA

BUSINESS MODEL CANVAS

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): BUSINESS MODEL CANVAS

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In the name of Allah, the Most Gracious and the Most Merciful.

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EXECUTIVE SUMMARY

BOBOBABA is a company that specializes in selling instant, 2 minute DIY bubble tea kits across Malaysia. Each kit is individually packed for convenience and allows any customization accordingly to fit each customers' needs. It comes in a variety of different flavors which come with their preparation tea kits which consist of Taro Milk Tea, Assam Milk Tea Black, Matcha Sugar Latte Brown, Green Latte Tea, Earl Milk Tea Grey & Earl Grey Sugar Milk Tea Brown, ranging from the price of RM7-RM10. The instant bubble tea kits are convenient and accessible that don't need constant stirring, affordable, easy, and quick while still maintaining the quality of their product.

BOBOBABA was established back in January 2021. It was merely an online business establishment that started from the owner's experience coming across a bubble tea kit ad online that comes in bulk serving of only one flavor, with a thought that customers would probably leave the kit in a cupboard after the first serving because of the amount of time it takes to make one glass of milk tea. Thus, the owner Paula has a vision of creating bubble tea kits that could easily be prepared in a matter of a few minutes and come in a package with various flavors in it that people can store in the kitchen.

Besides that, the company also has a goal of providing good quality products and aims to offer excellent customer service to every customer that includes fast response to any inquiries within just a few minutes and also attending to customers' special requests such as preparing specific gift messages, specific delivery time and more. This ensures that each of their customers is getting the best and delightful shopping experience from the establishment. In this BMC report we are hoping that we could provide a great improvement for the business in order to be recognised and efficient in their business strategies.

1. INTRODUCTION

1.6 Company Background

BOBOBABA was co-founded by Paula, the CEO of the company, and her partner, King Yew. Paula mostly manages customer service, marketing, and operations while King Yew takes care of the laboring parts. Their main aim is to expand BOBOBABA products as a lifestyle product alongside Milo and Nescafe that consumers can buy in supermarket chains and minimarts. Their current strategy is to get major exposure through online platforms, collaborate with local brands, and create greater brand awareness to enter local retail markets and international markets.

BOBOBABA, based in Ara Damansara, was founded in January 2021 and sells one of Malaysia's most famous instant DIY (do it yourself) Boba Kits. BOBOBABA was established with a mission, to make bubble tea more accessible and affordable to anyone, such that one can prepare and consume it anywhere. Consumers have the option of purchasing an individual pack and customizing the flavors and sweetness to their liking. As long as the consumers have access to hot water, they can prepare it anywhere and at any time. Their goods can be prepared in as little as two minutes.

1.6.2 Organizational Structure

BOBOBABA was co-founded by Paula and her partner, King Yew. BOBOBABA the organizational structure is pretty simple. King Yew takes care of the laboring parts while Paula takes on most roles, Customer Service, Marketing Manager, and Operational Manager.

They aim to expand BOBOBABA products as a lifestyle product alongside Milo and Nescafe that consumers can buy in supermarket chains and minimarts. The current strategy is for them to get major exposure through online platforms, collaborate with local brands, and create greater brand awareness to enter local retail markets and international markets.

1.6.3 Products/Services

BOBOBABA was introduced as DIY Bubble Tea Kits in just 2 minutes. This beverage is an instant boba that offers bubble tea that is accessible to anyone, anytime & anywhere. The one that doesn't need constant stirring, affordable, convenient, easy, and quick.