



BOBOBABA

CASE STUDY: COMPANY ANALYSIS

BOBOBABA

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BOBOBABA COMPANY**

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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 as well as to allow any customization accordingly to fit each individual customers' needs. It comes in a variety of different flavors which comes with their own preparation tea kits which consists 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 doesn't need constant stirring, affordable, easy and quick while still maintaining the quality of its product.

BOBOBABA was established back in January 2021. It was merely an online business establishment that started off 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 comes 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 each and every customer that includes fast response on 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 is to ensure that each of their customers are getting the best and delightful shopping experience from the establishment.

With this report, we were hoping that by analysing their nature of business and solving a few issues faced by the company would be able to gain a few helpful insights that would give them an opportunity to skyrocket their business into new heights and promote their business in a better way in the future.

CHAPTER 1. INTRODUCTION

1.1 Background Of The Study

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 and collaboration with local brands, and utilize this to create greater brand awareness to enter local retail markets, and international markets subsequently.

1.2 Purpose Of The Study

The key purpose of this case study is to define the main elements of successful entrepreneurs in terms of how they handle and run the business as well as to define the issue that the company encountered. This case study also was performed to learn about and find possible or alternative solutions to the issue that the owner had previously encountered.

CHAPTER 2. COMPANY INFORMATION

2.1 Background

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 customising the flavours 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.