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**CASE STUDY: COMPANY ANALYSIS  
WAKAKA CAFE SDN BHD**

PRINCIPLES OF ENTREPRENEURSHIP (ENT530) : CASE STUDY

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## **EXECUTIVE SUMMARY**

After the spread of the COVID-19 pandemic, now entrepreneurs and small traders are trying to rebuild their finances despite the numerous challenges and risks that they had to face before. This case study is being conducted to see how the Business Model Canvas (BMC) may be used to put the concepts gained in this course into practise. For this case study, we chose to study about Wakaka F&B business which was established since 2017. Wakaka F&B is a business which sells beverages and waffles. Wakaka has branches almost in every state in Malaysia including Malacca, Johor, Selangor, Perlis, Kedah, Penang, Langkawi, Perak, Kelantan, and Pahang. However, even though it has many branches, Wakaka F&B still can't get a lively reception like other local F&B businesses such as Tealive, and Chatime. Other than because of the lockdown, Wakaka also face other major problems which is problems in workers, competitor, lack of promotion, beverages are too sweet, and bad customer service. In order to overcome this situation, we suggest some solutions including hiring employees who fit in at your company, adding new products, leveraging social media, adding sugar-level options, and improving customer service.

## **1.0 INTRODUCTION**

### **1.1 Background of the Study**

The Principles of Entrepreneurship course, also known as ENT530, exposes students to the business world and offers guidance. In this course, students must complete a case study with a Small and Medium-sized Enterprises (SME) business or organization. Students will gain and develop their entrepreneurial abilities in this course, as well as learn more about market needs, customer insights, and business prospects. This entails coming up with ideas, networking, and formulating and putting the business strategy into action. A group of students will conduct interviews with Small and Medium Enterprise (SME) owners as part of this case study in order to understand more about the realities of business. Students are then expected to offer the best ideas to resolve the issues that arise. A business tool that helps in understanding a company's business model is called the Business Model Canvas (BMC). Students must next evaluate the issue and compile a list of potential solutions. In this case study, our group chooses the Malaysian food and beverage company Wakaka Cafe.

Other than that, this course will give students a greater understanding of how to manage and operate any business. The fact that this subject encourages people to brainstorm and think creatively in order to solve difficulties in the future is another great benefit for students.

### **1.2 Purpose of the Study**

The purpose of a case study is to learn as much as possible about the company. In this case study, the main emphasis is on identifying the significant concerns or problems that the company is expected to face. The results and analyses of this case study were discovered through web research. Examining an organization's operations is the main objective of this case study. Additionally, this case study was conducted to identify difficulties that the firm may not be aware of when operating the business and to provide the best advice or remedy for the company on how to address its challenges in order to improve its competitiveness in the future.

## 2. Company information

### 2.1 Background

The business we chose to study is Wakaka F&B. The first branch was opened in Sungai Petani, Kedah. This business has several branches in several areas including Sungai Petani, Bandar Puteri Jaya, Bakar Arang, Padang Serai, Taman Keladi, Homemart Lunas, Sungai Lalang, and many more. Wakaka F&B usually operates every day from 10.00 am to 10.00 pm. It is a retail business and its objective is to deliver happiness through their food and sweet beverages.

Wakaka is a local business that sells waffles and various types of sweet beverages at reasonable prices. Wakaka F&B is famous for its cute logo which is the green dinosaur logo. The reason this business is called Wakaka is because the word 'wakaka' simply means laughter with happiness. Therefore, Wakaka's punchline is 'Eat and drink until WAKAKA' which means customers can enjoy their food and drink as much as they want until they laugh freely and have a happy heart while enjoying waffles and various sweet beverages offered by Wakaka F&B.

### 2.2 Organization structure

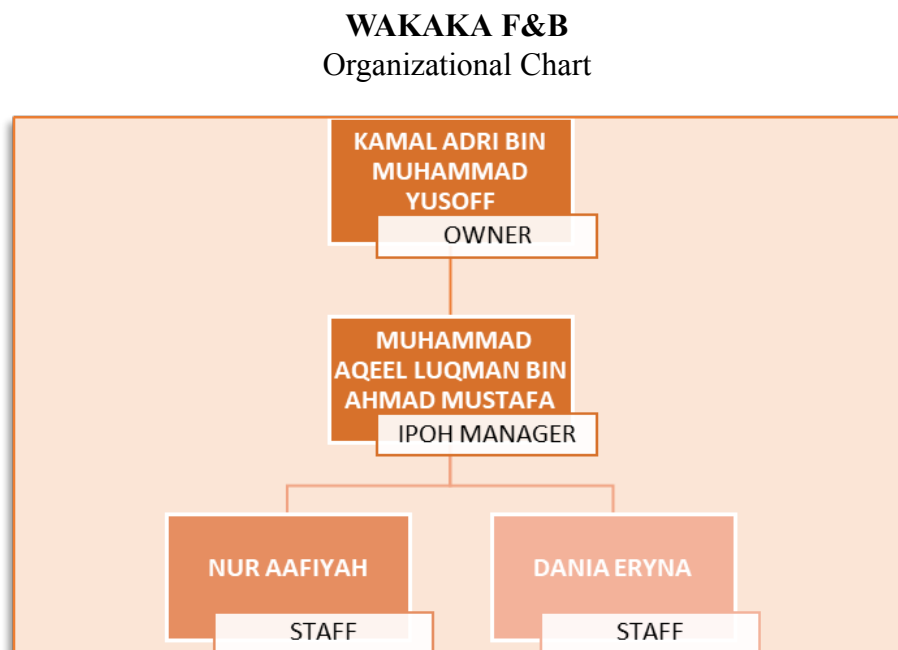


Table 1: Organizational Structure of Wakaka F&B

## **2.3 Product services**

Wakaka F&B launched its product on March 2, 2017 and the first product introduced at that time was Pearl Milk Tea and Milk Tea with a price of RM2.50 and RM2.00 respectively. Not only that, Wakaka also introduced their waffles with two flavors, peanut butter and blueberry. During that time too Wakaka F&B sells popcorn and sweet corn at a cheap price. However, as popcorn and sweet corn receive less attraction, Wakaka decided to stop selling these two products. Wakaka also provides delivery services through the Grabfood and Foodpanda application for those who prefer to order it from their home. What's interesting is that the drinks offered by Wakaka F&B always look attractive and tempting but still at a reasonable price. Plus, for every festival, Wakaka will introduce drinks with new flavors and new look to attract more customer from every ethnic, for example, Wakaka introduce their new beverages series which is a sparkling series during Christmas celebrations.

## **2.4 Business, Marketing and Operational Strategy**

### **2.4.1 Business Strategy**

Although it is simple to define, how it is formed and carried out is what distinguishes a firm. A business's decisions and actions made to realize its wider vision collectively constitute its business strategy. Businesses can become market leaders in their industry by understanding what a business plan is and how to implement it effectively. A business strategy is the foundation of every company, and any flaws could result in the corporate objectives slipping out of reach.

The goal of Wakaka is to make drinking as enjoyable as possible. They are enthusiastic about beverages and wish to spread that enthusiasm to others. Their goal is to be a company that people can rely on and trust to meet all of their needs while also raising the bar for quality and service in the industry.

Wakaka is committed to providing their consumers with a first-rate experience in order to fulfill the mission to be a brand that improves and makes people's lives healthier. Their mission

is to excel in customer service and become known for their products' high quality, variety, and innovation.

### **2.4.2 Marketing Strategy**

A marketing strategy is a long-term plan for attaining a company's objectives by figuring out how to best serve customers and forging a distinctive competitive edge. It covers every aspect, including choosing which channels to employ to reach your target audience and identifying who your clients are. With a marketing strategy, you can specify how your business positions itself in the industry, the kinds of items you manufacture, the strategic partners you work with, and the kinds of advertising and promotion you engage in.

Wakaka Cafe Sdn Bhd comes with reasonable prices for all of its beverages, with prices ranging from RM5.00 to RM10.00. The Waffle prices are also reasonable and tasty. Even though Wakaka Cafe is a vendor Cafe that is located in a big supermarket or big mall, the pricing is fair and affordable for all age ranges.

Through social media sites like Instagram and Facebook, they have utilised a variety of contexts to advertise their products. They will regularly post feedback from customers in order to thank their customer. Wakaka also utilised their social media to promote the new products that they are launching. Wakaka also shares about their upcoming and ongoing promotions on their social pages. So that their loyal customer wouldn't miss out the chances to grab it. Moreover, to show their respect for all celebrations in Malaysia. The admin of their social media pages will share the celebration post on Instagram and Facebook.

### **2.4.3 Operational Strategy**

Operations, also known as operational strategy, is a set of choices that determines how all long-term operational capabilities will be used and how they will contribute to the overall achievement of a strategy. Simply said, it's a set of choices that can aid a company in putting sustainable and competitive business strategies into practice. It advocates connecting

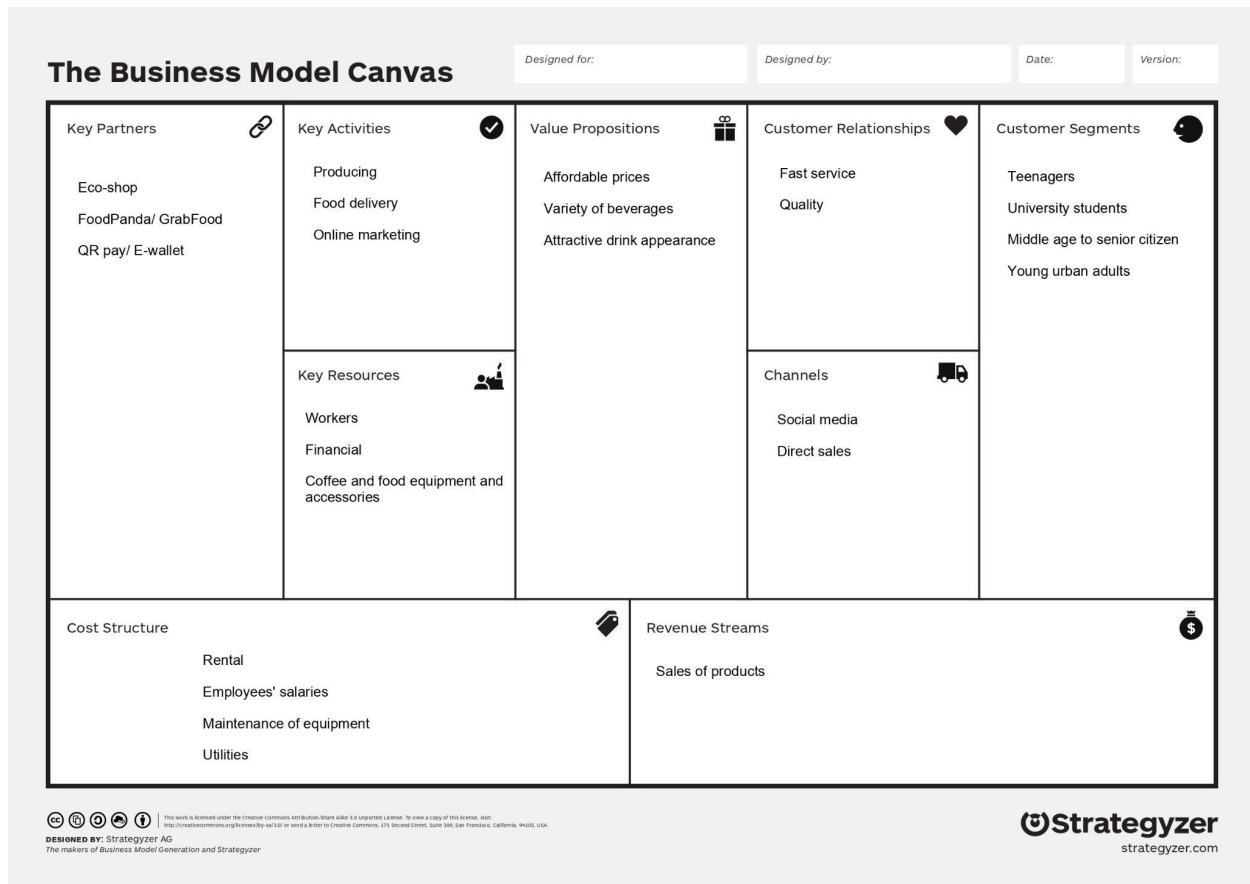
operational-level decisions at the long-term and short-term with corporate strategy. From a strategic perspective, this enables organizations to make important operational decisions while maintaining coherence with their overarching goals.

Wakaka Cafe also collaborated with FoodPanda and Grab to make sure that everyone gets to try their products without leaving their house or their workplace business. For now, Wakaka Cafe has more than fifteen branches in Malaysia. It was one of the strategies Wakaka Cafe devised to spread the word about their waffles and beverages to all Malaysians. similar to their branding, "Wakaka," simply meaning laughter with happiness. Through their products, they hope to spread happiness around the world.



### 3.0 BMC ANALYSIS

#### 3.1 Business Model Canvas



#### 3.1.1 Customer Segments

Customer segment is a practice of dividing a business's customer base into different groups or segments based on shared characteristics or preferences. The goal of this practice is to better understand how different customer segments behave and make purchase decisions, so that businesses can create better products or services that appeal specifically to these segments, or in other words: market to them more effectively. Wakaka Customer Segment can be divided into two categories, firstly, it was for Teenagers and University Students. Most teenagers and University Students ought to buy their flavored beverages to fill their stomach when they go to shopping or sightseeing with friends. Youngster mostly will go for an easier option such as Wakaka bevarages because it was quite affordable for them. Wakaka also targets working adults as their shop is open everyday from 10am to 10pm which makes it more convenient for working

adults to order beverages and waffles from the shop with the help of Wakaka Cafe, key partner of FoodPanda and Grab.

### **3.1.3 Channels**

Channels are the means by which products or services are distributed from the manufacturer or supplier to the consumer. In today's world, there are a variety of channels that can be used to reach customers, including direct sales, distributors, retailers, online sales, and various types of marketing. It's the job of the business to identify and determine the most effective channels for its products or services, and to create a strategy that uses these channels to best meet the needs and preferences of its customers. Wakaka Cafe has two active social media sites where they used to show the upcoming release of new beverages and food while also share about the new promotion available in the stores. Customer can visit their Facebook and Instagram pages to see and being updated about Wakaka Cafe.

### **3.1.4 Customer Relationship**

#### Fast Service

A concept called fast service is focuses on how quickly and effectively customers are served in cafe. This may involve activities like ordering, taking orders and preparing the food. Fast service at cafe can result in return customers. Additionally, it may increase employee morale, which can inspire future instances of quicker service. Therefore, quick service in cafe may be advantageous to both employees and customers. Not everyone has a lot of time on their hands, hence Wakaka came out with fast service of their products and foods. After taking order from their customers, employees will as soon as possible prepare their order and customer only need to wait for 10 to 15 minutes approximately for their order to finish if they were not a lot of orders.

#### Quality

To provide a quality product, Wakaka Cafe will satisfy and surpass their customers' expectations on their product. Wakaka always search for a good opportunity to come out with a great product that can attract more consumer to try them out. For every special occasion, Wakaka will provide

a special menu for a limited time, hence customer can try out their new special menu. By concentrating on these characteristics, Wakaka can develop and produce high-quality goods that distinguish them from rivals and add value for their customers .

### **3.1.5 Revenue Streams**

#### Sales of products

The actions that result in the sale of products or services are referred to as sales. Wakaka Cafe earns its revenue primarily from sales of its product. Wakaka Café sells beverages and waffles. They offered various range of beverages and waffles. Their menu can be categorized as Dessert, Biscoff Series, BrownSugar Boba Series, Rainbow Boba Milk Tea Series, Magical Unicorn Series, Shake Kaw Kaw Series, Oreo Smoothies Series, Mix Fruitti Smoothies Series, Chocolate Smoothies Series, Coffee Smoothies Series, and Premium Black Choc Series. The favorite items on Wakaka's menu are Mochacchino Biscoff Frappe, Choco Biscoff Frappe, Brown Sugar Milk Tea, and Rainbow Boba Honeydew Milk Tea.

### **3.1.6 Value Proposition**

#### Affordable Price

With the quality of the ingredients used, Wakaka F&B makes sure to offer reasonable product prices. Based on the menu, Wakaka offers beverages prices as low as RM7 for Rainbow Boba Milk Tea Series and Shake Kaw Kaw Series beverages. The price offered is considered to be worth the quality of the beverages provided if compared to the price of beverages at other F&B businesses. In addition, Wakaka F&B also offers a Rahmah menu which is RM5 for customers who buy 2 cups of regular Milk Tea. As a result, customers will be more interested in buying beverages from Wakaka because the price is quite cheap in addition to the Rahmah menu offered. Not only that, but Wakaka also provides snacks which are waffles at a relatively cheap price which is RM5 for the original and RM7 for the chocolate one. Customers can enjoy delicious food and water at an affordable price.

### Variety of Beverages

The beverages offered by Wakaka F&B are diverse. There are many flavors available including milk tea, Brown Sugar Series, Smoothie Series, Rainbow Boba Milk Tea Series, and Biscoff Frappe Series. With a diverse beverage menu, Wakaka gives customers the option to choose beverages from a variety of flavors according to their tastes. Customers can also try flavors they have never tried from products provided by Wakaka. This will certainly attract the attention of customers because they can choose from the various menu options provided, and they also have the opportunity to try flavors that they have not tried yet.

### Attractive drink appearance

Since Wakaka provides beverages with various flavors, it is certain that the appearance of each beverage is also different. That's what makes the beverages at Wakaka able to attract the attention of customers because of their diverse, colorful, and mouth-watering appearance. For example, the most mouth-watering beverages is from the Biscoff Frappe Series. The attractive appearance of this beverages further convinces that the beverages provided by Wakaka F&B are of high quality but still offer a price that is not too expensive.

### **3.1.7 Key Resources**

#### Workers

Another most important assets in a business are employees. Without employees, a company cannot operate its business. Employees are important because they carry out business mission and have influence over the customers. Wakaka F&B have at least two to three workers for every branches. It depends on the size of the store and most of them are a full-timers worker. Wakaka also provides training and development programs for their employees in order to improve their skills as well as enhance their productivity and to meet the customer needs. Most of their workers are friendly, efficient and well-trained in production management. Their workers also know how to treat their customers right and assist customers in selecting the best products that fit with the customer taste. This could help to boost the business marketing sells and attract more customers.

### Coffee and Food Equipment and Accessories

In order to ensure that the products provided are of high quality and healthy to be provided to customers, Wakaka F&B always ensures the ingredients used such as coffee beans, ingredients for the preparation of beverages such as fruits, drink powder, and drink decorations such as jellies, boba, biscuits and so on are all well kept. Equipment such as coffee machines, waffle makers, and other electrical equipment are also ensured to be regularly maintained and cleaned carefully so that they are not easily damaged and can be used for a long time.

### Financials

Financial resources are one of the most important key resources that an entrepreneur should have if they want to start a business since funds and assets are two items that support the operations and investments of a company. There are two types of financial resources in a business which is internal financial resource and external financial resource. Capital that comes from within a company is referred to as internal sources of finances while capital that comes from outside a business is referred to as external sources of finances.

The financial resources that Mr. Kamal used for its business is bank loans and personal investment. The reason Mr. Kamal choose bank loans as its financial resource is because to start up a business especially in a F&B business, the funds needed is quite a lot, so Mr. Kamal decided to make a loan from the bank since they offered a low interest rate, flexibility, and maintain control. Mr. Kamal also contributes his personal investment since the bank loan only can cover the financial cost up to 60% and other 40% must be borne by Mr. Kamal himself.

### **3.1.8 Key Activities**

#### Producing

As a F&B business, of course Wakaka business focus on producing their best products to their customers. Wakaka F&B goals is to deliver happiness to their customers through their foods and sweet beverages. Therefore, they always ensure that the food and beverages that they serve meet their customers expectation and need. In order to produce the best quality of food and

beverages, Wakaka always make sure to maintain and manage their stores well so that the ingredients they used for their food and beverages are being kept well. Not only that, to provide more varied options for the customers, Wakaka often experiment on new recipes to provide customers with new dishes to bring new customers. Wakaka also try to learn more about the customer so that they can provide food and beverages that fit with their customers taste and like. Moreover, Wakaka F&B frequently learn new production techniques to improve its products so that Wakaka able to provide the customer with products and services that could satisfied the customer needs and wants.

### Food Delivery

In addition to conducting business physically in the store, Wakaka F&B also conducts business online, which provides food delivery services to provide customers with access to limited time offers and promotions. A restaurant food delivery service will provide food to a customer as part of a retail food delivery service. Typically, orders are placed using a restaurant's website, smartphone app, or online food delivery service. For online food delivery apps, Wakaka F&B used the most familiar apps which is Foodpanda and Grabfood to deliver food to the customers. By providing food delivery services, its not only benefit the customers as it more convenient and dependable for them to order food and beverages, but it also give benefit to Wakaka since the apps include the ability to streamline orders because everything is handled online via an efficient online ordering process.

### Online Marketing

Since the implementation of lockdown which make all business have to stop their operations, online marketing has become a common way for business to boost up their sells. Therefore, Wakaka F&B also use social media to promotes their food and beverages. Social media sites often used by Wakaka to promote its products are Instagram and Facebook. On its social media page as well, Wakaka often posts about festivals that were celebrated in Malaysia. That can certainly attract the attention of the public to see Wakaka who cares about the festivals celebrated in Malaysia. Wakaka also often reposts Instagram stories about its waffles and beverages which were posted by customers. This action therefore makes customers feel that their feedback is valued and further makes them happy to continually give their feedback on their

social media. Thus, it will boost up the marketing sells of Wakaka's food and beverages since social media is the best platform to reach public interest.

### **3.1.9 Key Partner**

#### Eco-shop

Most of Wakaka Café will be located near Eco-shop. ECO Shop is an everyday brand for every household in Malaysia. Eco-shop currently has more than 200 outlets around Malaysia. This can increase the customer base. The group of people who frequently utilize an organization's services or purchase its goods is known as its customer base. These clients interact with the company on a regular basis and bring in the greatest money. One proven strategy to increase the customer base is to collaborate with other companies. With many outlets of Eco-shop, Wakaka Café can be recognized by new customers.

#### Foodpanda/ GrabFood

Foodpanda and GrabFood is an online food delivery company in Malaysia. Through its website or mobile app, it enables users to order food from a range of local restaurants. Customers have real-time access to menu browsing, order placement, and delivery tracking. Wakaka Cafe collaborated with Foodpanda and GrabFood to deliver their product everywhere and anytime through mobile applications.

#### QR Pay/ E-wallet

Wakaka cafe products purchase can be made through QR Pay or E-wallet. In order to complete a transaction, QR code payments use the information about the merchant and payment provider that is included in the barcode-looking picture. When a customer scans a QR code, the transaction is often completed through their smartphone. After being scanned, clients are directed to a payment page where they can enter the payment information of their choice. A form of an electronic card called an e-wallet is used for online purchases through a computer or a smartphone. It serves the same purpose as a credit or debit card. To make payments, an E-wallet must be connected to the user's bank account. A user can keep money in an e-wallet, which is a form of pre-paid account, for use in any later online transactions.

### **3.1.10 Cost Structure**

#### Rental

Rent expense is the cost a business pays to occupy a property or location. To maintain its operation, Wakaka Cafe pays rent expenses every month. For Wakaka Cafe, location is everything. It is crucial to be placed close to the company's target market and in an area with lots of foot traffic. Prime sites are frequently where businesses allocate a major portion of their rental costs.

#### Employees' salaries

Salary is a fixed, regular payment made by an employer to an employee, particularly a professional or white-collar worker. It is normally paid on a monthly basis but is frequently represented as an annual sum. For both the employer and the employees, the salary of the employees is of utmost importance. Every month, Wakaka Café pays its employees' salaries at each outlet.

#### Maintenance of equipment

Wakaka Café needs to keep the maintenance of the waffle maker. Even though it requires little maintenance, the grids should be cleaned daily. Any spills must be immediately cleaned up from the waffle maker's housing surface. Letting spillover dry can create grease spots on the unit. Although these stains have no impact on the waffle maker's functionality, they are unsightly and may give the impression that the operation has a dirty kitchen to consumers. Spills that get into the housing can ruin its internal components and make the machine malfunction. Utilizing the right amount of batter reduces food waste and helps prevent spills. Wakaka Café uses high-quality blenders to make smoothies. This is to maintain its product quality. They used high-quality equipment for all food and beverage preparation. This is to ensure that operations run smoothly. Downtime will always be decreased, and repair expenses will remain as low as possible. Additionally, it is to reduce the likelihood of errors and avoid expensive downtime. They can make sure that any defects are found early on by performing routine maintenance on the machines.



## Utilities

A utility bill is a monthly statement that details how much money a company owes for utilities or other necessary services. Examples of utilities include electricity, water, and gas. Wakaka Cafe's monthly energy consumption largely determines the costs it must pay on its power bill. In compensation for a service used, a utility bill is paid at the end or beginning of each month. Technically, the bill is an invoice sent by the organization responsible for the utility.

## **4.0 FINDINGS AND DISCUSSION**

### **4.1 Findings**

#### **4.1.1 Problems in Workers**

One of the most crucial people in the business is the employee. Without employees, a business cannot operate its operations efficiently. The problem Wakaka Cafe is dealing with is the frequent staff turnover. Most of the outlets we visited had a single staff member, forcing them to complete all tasks on their own. Even the manager was nowhere to be found. As a result, their employees are forced to perform many tasks at once. They will become exhausted as they struggle to do their work effectively.

#### **4.1.2 Competitor**

When there is competition, buyers and sellers frequently compare their prices with those of each other. Since they are a small company, they have numerous competitors nearby. They probably face local or regional rivals. They mainly offer the same products and services, but some sellers offer them at lower prices while others charge more, forcing them to compete for the interest of customers. One of the issues with the Wakaka Cafe is that there are other competitors around who sell the same products and services. We saw a lot of competitors around them such as the common Tealive, Chatime and even the newest competitor which is Semooth Cafe that lately got customers interested to try them.

#### **4.1.3 Lack of Promotion/Marketing**

Lack of proper marketing can certainly be reflected in an organization's promotional efforts, which include advertising, sales promotion, public relations and events. Marketers today have the ability to choose from a broad range of communication channels to get information about their products and services to their target audiences, but they must choose wisely both to ensure that resources are used effectively and that results are positive. From the review, many Wakaka's customers knew or heard about the franchise from an online food delivery platform

called Foodpanda and not from advertising. Lack of Wakaka advertising in the market has lead to people not knowing the existence of the franchise.

#### **4.1.4 The Beverages Are Too Sweet**

As an F&B-based business, it is inevitable that the products offered by Wakaka are not far from sweet food and beverage because lovely food and drinks are necessarily a favorite of many. However, there are some customers who complain that the beverage sold are too sweet for them even though they have asked for less sweetness. As we all know, drinking too much sweet is not good for your health since people can get diabetes, heart disease, kidney disease and etc just from consuming sweet things. Furthermore, everyone has a level of sweetness that they can and cannot tolerate. If this matter is left and not acted upon, it will cause Wakaka's sales rate to decline because customers who are not fond of the sweet beverages sold and whom are care about their healthy will switch to other F&B businesses that sold less sweet beverage that suits to their taste. This will open up opportunities for competitors and cause businesses to be unable to grow.

#### **4.1.5 Bad Customer Service**

Wakaka F&B also provides delivery services, however, according to the reviews from the Foodpanda application, most of the customers complaint about how Wakaka's employees does not care about their request per-order. The comments that are often expressed by customers are that the waffles they order are burnt, some are not fully cooked, and some get cold waffles that look like they have been cooked for a long time. Not only that, but some customers have also requested that their drinks be sweetened, but the drinks they received still taste too sweet. There were also other requests from customers that were not fulfilled by the employees, such as customers who asked to put black pearls on drinks but were not placed and that was the second time the customer made that request. This shows that employees do not care about the opinions and requests of customers.

## **4.2 Discussion**

### **4.2.1 Hire Employees Who Fit in at Your Company**

Finding individuals with the abilities and personalities that fit with your team and support its growth while putting in place a good onboarding process is more important than just hiring additional employees. Identifying that these traits and work styles are not compatible with the job long-term, we added in messaging about expectations of the job in the interview process—so applicants would be more aware up front and have the ability to opt out—and also developed a set of behavioral questions that could be used to identify those specific personality traits in candidates from the start.

Advantage: Can find the most suitable employees for the position.

Disadvantage: Cost a lot of money and take time.

### **4.2.2 Add new products**

Add new products that can attract new customers. Your chances of appealing to a larger audience and purchasing market increase with the number of products you have. Market growth can provide you a stronger grip on your present market and expose your company to new customers.

### **4.2.3 Leverage social media**

There are many appealing ways to communicate with customers on social media. A company may post images or videos of its goods and interact with customers through messages and comments. Social media is a platform where clients may learn more about the company or its sector. Customer interaction increases brand loyalty and improves customer service.

- Partner with influencers

Social media users that have developed a following or an audience they can appeal to are considered influencers. Influencers who support business objectives or strategies may form partnerships with businesses. Influencers can spread the word about a product by informing their followers about it, wearing it, or using it themselves. Influencers can contribute to the creation of value through first-hand experience to influence purchasing if the company's products and sales mechanisms are in place. Influencers who align with the company's target market can help it attract additional clients.

#### **4.2.4 Add sugar level option**

Recipes can be changed, or lower sugar alternatives can be provided. The primary goal is to consistently provide the clients with something delightful and nice. This sugar-reduction trend is a component of a bigger movement towards better food choices overall. By adding a sugar level option, it can give customers the freedom to set the level of sugar they want. This improvement also makes it easier for employees to set the level of sugar desired by the customer and reduces the risk of disappointing the customer if the drink ordered is too sweet to drink. In addition, Wakaka can also help customers maintain health by reducing excessive sugar intake.

**Advantage:** Being able to satisfy customers because their requests and complaints are taken into account, at the same time being able to train employees to be more sensitive to customer wishes.

**Disadvantage:** Maybe increase the work of employees because they have to be more sensitive to every order made by customers in order to maintain the reputation of the business.

#### **4.2.5 Improve Customer Service**

Customers are one of the most important resources for a business because without customers the business will not be able to continue its business operations. Employees must take care of requests and complaints from customers to improve the customer's impression of the

business. In addition, it has become the duty of an employee to fulfill customer requests and receive complaints from customers as long as they do not exceed the limit in order to improve the product provided.

**Advantage:** Can retain regular customers, attract new customers and improve the relationship between customers and businesses.

**Disadvantage:** Businesses should always take care of customers' feelings and fulfill their requests in order to maintain the business's reputation.

## 5.0 RECOMMENDATION



After the findings, we come out with our own company which is “Outstanding”. The company that will provide a product to the market. The name of our product is OatReward. By offering wholesome, delicious, and sustainably sourced oat beverage options, we're passionate about assisting people in achieving their health and wellness objectives. We're also dedicated to offering top-notch customer service and building a community of oat drink enthusiasts. Our goal is to use the power of sustainable oats to improve people's lives and the environment and contribute to the development of a better future for all living things. We intend to grow, evolve, and extend in order to contribute to having a greater impact on the world. We are on a mission to develop a powerful brand founded on community, trust, and transparency.

We want to create a community of individuals who are passionate about oat-based beverages and their effects on people and the environment. We are developing a brand that is synonymous with healthy and sustainable living. We believe oat beverages can play a significant role in assisting people in making better decisions for the benefit of their health and the health of our world. As we spread the word about the advantages of oat drinks and the significance of sustainable living, we hope to become the industry's top brand of oat beverages. We look forward to continuing to expand and innovate in this field.

Our values are based on respect for the environment and the planet, openness and transparency in our business practices, dedication to excellence and integrity in our products and services, and creation of a welcoming and encouraging community of like-minded people who are passionate about leading sustainable and healthy lifestyles. Our constant decisions and

actions in our professional and personal life are influenced by these principles, which are at the core of everything we do. Through our goods and business practices, we are dedicated to improving people's lives and the environment because we firmly think that we can be a force for good in the world.

Because they are low in calories and saturated fat and high in fibre, protein, vitamins and minerals, oats drinks are an excellent alternative for breakfast. They are the perfect choice to start the day because they give you constant energy and can help you stay full for longer. Depending on your preferences, an oatmeal drink can be served warm or cold. To match your tastes, you can also add fruits or seasonings.

If you're after a nutritional and delightful way to start the day why not give an oatmeal drink a try today! It was our trademark for OatReward.



## 6.0 REFERENCES

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