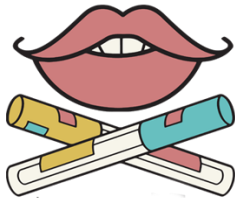




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Sobella®

CASE STUDY: COMPANY ANALYSIS

SOBELLA COSMETICS

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

FACULTY & PROGRAMME : FACULTY OF BUSINESS AND MANAGEMENT
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EXECUTIVE SUMMARY

In this case study, business of Sobella Cosmetics was studied to analyse the company relating to the business which include organization structure, product and services, business, marketing and operation strategy, financial achievement. Other than that, this case study also focusing on business model canvas that include customer segments, value proposition, channel, customer relationships, revenue stream, key resources, key activities, key partners, cost structure and lastly findings and discussion.

As in product and services, we can conclude that Sobella produce lipstick, eyeshadow, foundation and other cosmetics products. For business strategy, we are focusing on finding opportunity and also using social media to growth their business. Next, for marketing strategy, the marketing strategy Sobella Cosmetics use are product strategy, price strategy, distribution strategy and promotion strategy. After that, Sobella Cosmetics ensuring to performing quality check, improving experience and make sure to do production planning in operation strategy. As for financial achievement, Sobella Cosmetics able to gain RM5 Million profit from business operation from 2018 to 2022.

Next after we have done research about this company, we can ensure that Sobella Cosmetics customer segments are woman, university student, beauty expert and beauty enthusiastic. For channels, Sobella using online platforms and cosmetic physical store as their channel in their business. Next, in order to appreciate their customer Sobella Cosmetics usually held a sales promotion, giveaway program, interactive services and passionate agents to ensure their customer are satisfied with their product and services. Sobella earn money from sales of cosmetics product and advertising. Next, the key resources for Sobella Cosmetics are, industry experts, sales person and manufacturing machine. As for their main activities are, marketing, selling, production and administration. Their key partners are collaboration with local shops, production house, agents via online platform and content creator endorsers. And lastly their cost structure is operation management cost, marketing cost and equipment.

1.0 INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Entrepreneurship is the activity of an entrepreneur, which can be defined as ‘carrying out innovation, finance, and business in an effort to transform and produce an innovation on goods and services in the economy’. This can result in new organizations or can be part of invigorating mature organizations in response to perceived opportunities. The most obvious form of entrepreneurship is starting a new business (referred to as a startup company). However, in recent years, the term has been expanded to include forms of social and political entrepreneurs carrying out activities in a large firm organization it is referred to as entrepreneurship.

This semester, in the subject of entrepreneurship which is the principle of entrepreneurship (ENT530), is a mandatory course for all degree levels in UiTM. This course explains about entrepreneurs and gives a wide knowledge of the world of business and entrepreneurship. The aim of this ENT530 course is to provide knowledge about the field of business to students as well as to open new opportunities also to attract students on how to do business or improve the existing business in terms of marketing, product development, and so on. With this, students are assigned to choose a company to make a case study report. In this assignment, students need to research their company background and entrepreneurial competencies.

1.2 PURPOSE OF THE STUDY

For this case study, we choose the SME company (small medium enterprise) which is Sobella Cosmetics. Through this assignment, we are using Business Model Canvas (BMC) for the business analysis because it will give us in depth understanding regarding the case study. In this study we can analyze on how this company manages and operates their business in this cosmetic industry to achieve their mission and vision so that they can be one step ahead from their rivals. Moreover, the purpose of this study is to know the strengths and weaknesses of the Sobella Cosmetics company during the establishment of the business. We gain a lot of knowledge about the structure of the business besides knowing their financial cash flow in managing their cost of business operation and their financial achievements.

Aside from that, the purpose of this study is to discuss over the identification of the business competencies and give out solutions and recommendations for the business to improve entrepreneurial aspects for a better business progress. In addition, by doing this case study, we will get more information about this company. Thus, we found a lot of efforts that have been made by the founder of Sobella Cosmetics in developing their business. Besides, this company started with little capital and only sold at home but now their company is well developed and well known in Malaysia. There are many obstacles that the company faced from difficult to successful as it is now. The company initiative concerns high quality of their products, systematic planning and persuasion some key characteristics that make Sobella Cosmetics to be a successful and a well-known brand.

2.0 COMPANY INFORMATION

2.1 BACKGROUND



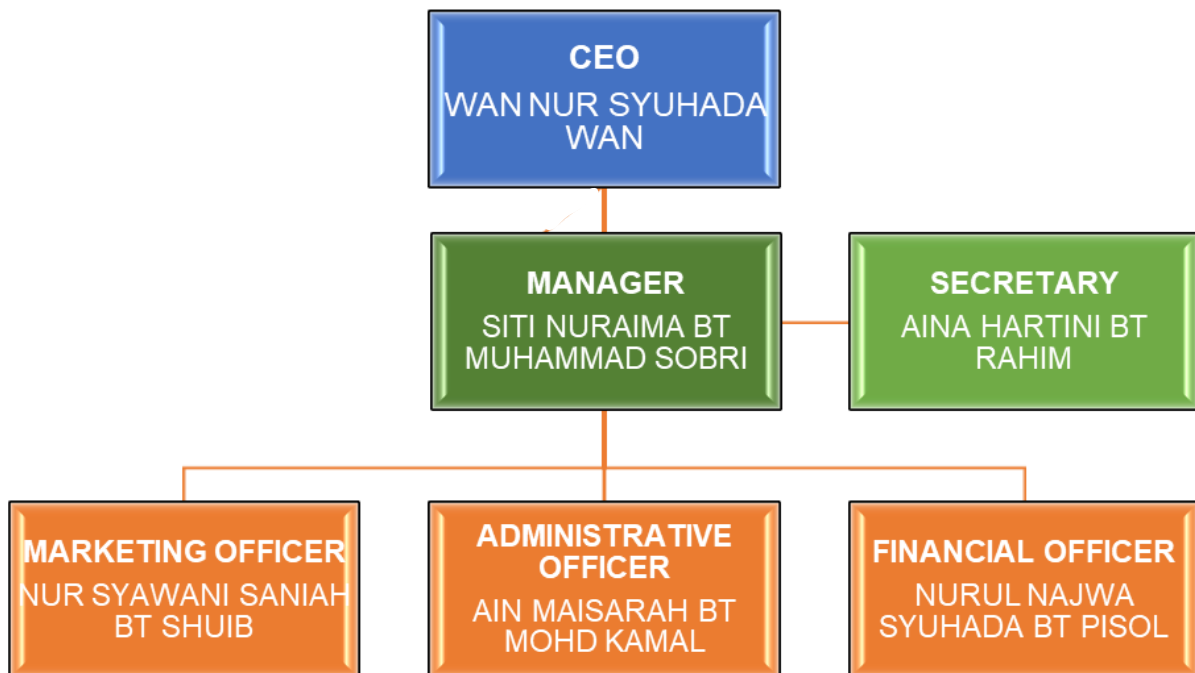
FIGURE 1: SOBELLA'S LOGO

The company that we had chosen was Sobella Cosmetics. The business was established in 2018. This cosmetics company was founded by Wan Nur Syuhada or also known as Syusyu. She was born in Kelantan, Malaysia and has successfully run the business for five years with her husband. The headquarters of this company is located at Kota Bharu, Kelantan. The mission of this company is introducing Sobella Cosmetics products to the Malaysian market meanwhile the vision of the company is to extend the product market to the Southeast Asian countries such as Indonesia, Thailand, Singapore and China.

In addition, the inspiration of the company name is inspired from Italian words. The meaning of Sobella is So (very) + Bella (beautiful) an Italian word, which means VERY BEAUTIFUL. Coinciding with Sobella's motto "SoBella Solawa". The name is easy to say and

easy to remember. 100% Syu's own idea with the help of her husband who drafted the art concept in SoBella. Ideas and concepts are made from scratch, from the smallest of ideas to the final product of Syu's ideas. Sobella Cosmetics is the first local business to produce lip matte in a limited-edition format. When customers have this concept, they feel special. Sobella Cosmetics also provides advice on product quantity and adheres to the concept of "brand exclusivity."

2.2 ORGANIZATIONAL STRUCTURE



2.3 PRODUCTS/SERVICES

One of the ways to attract customers is definitely by developing products that meet the customers' needs and wants. As for Sobella Cosmetics they have produced many cosmetic products such as Eyeshadow Stick Combo, Lip Matte, Foundation Sobella, Shading Stick, Lip Polish Scrub, Lip Gloss Treatment, Makeup Cleansing Balm, Blusher, and others cosmetic products. Moreover, all those cosmetic products that were produced by Sobella Cosmetics are affordable to purchase by all ages and gender, easy to wear, travel-friendly, and has a variety of colors that can suit every skin color in Malaysia as there are three main races which are Malay, Chinese and Indians in Malaysia which made Malaysian have a variety of skin colors.



FIGURE 2: LIPSTICK, LIP POLISH AND MAKEUP MELTAWAY BALM



FIGURE 3: LIPSTICK SOBELLA



FIGURE 4: LIPSTICK SOBELLA (FLIRTY EDITION)



FIGURE 5: FOUNDATION AND BEAUTY BLENDER SOBELLA

2.4 BUSINESS, MARKETING, OPERATIONAL STRATEGY

2.4.1 BUSINESS STRATEGY

A business strategy is a powerful tool for achieving business objectives by identifying strategies and tactics as well as providing significant guidance for a business. This is a critical component that must be implemented by the owner of a business or organization. In addition, business strategy must consider the market, business environment, and competitors, as well as the business's structure, strengths, and limitations. It should also be adaptable enough to handle change. To plan and develop a company strategy, significant skills in strategic planning and

business analysis are required, as well as a thorough understanding of tasks such as marketing, sales, and distribution. Therefore, Sobella Cosmetic has developed several business strategies to boost their position in the market as well as gaining an excellent impression from the customers or potential buyers.

2.4.1.1 FINDING OPPORTUNITY

Sobella Cosmetics' first strategy is to identify and develop business opportunities. As previously stated, she established this small business with her own determination and the support of a close family, particularly her husband. Syuhada, the owner, came up with the idea of venturing into the cosmetics field after learning that most customers, particularly young people and beauty enthusiasts, preferred online shopping due to industry trends and insights. Sobella Cosmetics also held the Sobella Convention 2022, which included all Sobella staff and agents, as well as product models, to make their brands known all around Malaysia while promoting their products. Hence, as a serious business owner, she uses the opportunities and starts to seize them in any situation by first analyzing her surroundings.

2.4.1.2 USING SOCIAL MEDIA

According to Syuhada, despite the fact that her business initially struggled due to the increasing competition from Kamelia Beauty, Beautyra, and others, she was able to get ahead by utilizing social media. As we all know, the internet and social media platforms have become essential in business over the last five years. The majority of Sobella products are promoted through social media advertisements, and they manage to capture the hearts of buyers through creative and unique seasonal promotions and collaborations with other cosmetic brands. Sobella Cosmetics has been actively promoting the business through Instagram and TikTok, garnering free visibility and promotion. Social media has a close connection with business opportunities because these platforms offer several advantages in marketing strategy. Aside from that, Syuhada stated that using social media improves her own product identification and allows her to create trust with clients and other social media users. Not to mention that these business strategies are linked to Sobella Cosmetics' marketing and operational plans.

2.4.2 MARKETING STRATEGY

The founder of Sobella cosmetics, Syuhada is an entrepreneur who is good at communicating with people because she is used to conversing with clients, customers and staff whether online or in person. From here, the most significant thing is how Syuhada provides good communication and services to customers as delivering good services could lead to a market for their items.

2.4.2.1 PRODUCT STRATEGY

In terms of giving the best quality products for the users, significant research of the product materials, the manufacturing, various types of the attributes within same line products along with the suppliers were made by the owner of Sobella Cosmetics. After in-depth research and finding the best among all, Syuhada opted to sell trendy and cute products. It is extremely popular among young people in Malaysia. For example, their lipstick that was created to suit the skin type of Malaysian people has made their items to be worn anytime and anywhere or occasion because of the non-sticky texture. In addition, Sobella Cosmetics produces multiple flavors from range to the colors. Strawberry, Orange, and Peach are some of the hot selling flavors among the customers. Furthermore, the key product strategy that she does is by presenting their goods as exclusively limited, which makes people desire to acquire the products because the product may not be available in the future.

2.4.2.2 PRICE STRATEGY

As for the price strategy, it is important to ensure that the buyer gets to buy the product conveniently. Sobella Cosmetics used Shopee, Tiktok, an online website and WhatsApp Messenger as a platform for payment methods. However, Sobella would recommend to the customer to buy through Shopee or Tiktok application because it is easier and cheaper for the shipping payment. If they buy through normal payment transfer, those who lived in Peninsula had to pay for RM7 and RM15 for people in Sabah & Sarawak. If they used Shopee or Tiktok, usually there is a free shipping voucher given based on the seller's providence which is much better in terms of benefits.

2.4.2.3 DISTRIBUTION STRATEGY

After having a responsive analysis phase with the products research, Syuhada takes her sweet time in learning to operate this small business and makes efforts in spreading her products into the marketplace. Until there was time Sobella Cosmetics grew and reached a wider audience, she decided to take a gamble by stocking up on an extra and broader range of new cosmetic preferences. She consistently reloads the goods every time it becomes low, be better and more knowledgeable about promoting them to ensure the audience will have a trust on her products since cosmetics is something that is crucial to the users' tolerance and body reaction. If the products are running low in supply, her agents will notify her as soon as possible so that she can distribute them before they run out.

2.4.2.4 PROMOTION STRATEGY

Syuhada is a successful company owner who enjoys interacting with others. She takes advantage of the opportunity to broaden her market reach by developing her own product video to promote on her business social media channels such as Instagram reels and Tik-Tok. Customers are likely to watch her video updates and how she implicitly references her social media. She did, however, create material in her own unique style, where not all videos are about her product and she casually chats with her viewers. It might be a spontaneous storytelling video of her while packing orders for clients, or it could be her offering recommendations for her customers or others who are related to her. People were interested in witnessing the video as well as how Sobella Cosmetics utilizes social media to promote their products indirectly. She has proved that the product she sells by explaining ways of applying them and reviewing the results when it is applied on model texture so that they could see the product outcome.

2.4.3 OPERATION STRATEGY

Operational strategy is defined as an area of operations management involved with company's customer service and business strategies in a long-term planning. Moreover, operational strategies are concerned with the company's objectives and aspirations, including the specific plans for achieving those goals. These strategies are in charge of ensuring that the right procedures and technology are in position to assist the business in achieving its objectives.

On the other hand, this means that strategic planning by Sobella Cosmetics should address not only the analysis of current processes and technologies, but also the supply chain, customers, competitors, their own weaknesses and strengths, and commercial facilities. There are numerous operational strategies carried out by Syuhada, owner of Sobella Cosmetics.

2.4.3.1 PERFORMING QUALITY CHECK

Firstly, it is crucial to ensure that the quality check is done on a regular basis. According to Syuhada, ensuring the quality of her stocks is an important task as it contributes a huge impact in her business. By having operational strategy, Sobella can easily determine the desired quality of its product as well as the service, ensuring that the goals are met at each level of the process. This indicates that the products are functioning as desired and that all elements match to the design and qualities were specified as the standard set by Syuhada herself.

2.4.3.2 IMPROVING CUSTOMER EXPERIENCES

Since Sobella Cosmetics is fully operated on social media along with a physical store, the owner must give attention on keeping the customers satisfied. For instance, Sobella Cosmetics is committed enough in providing information on their Instagram, TikTok and Shopee accounts regarding their products to their customers whether it is done directly or indirectly. According to Syuhada, she always makes time to read the messages, feedback, and comments from her customers as a means to keep them engaged and connected to Sobella Cosmetics, thus increasing the chance of them to repurchase the products. This assurance additionally allows customers to predict their expectation and experience each time they engage with Sobella Cosmetics.

2.4.3.3 PRODUCTION PLANNING

The last operational strategy implemented by Sobella Cosmetics is the production planning. An efficient production plan reduces preparation time, which is the duration that elapses between the time an order is placed and the time it is completed and delivered. Based on the information gained from Syuhada, as she receives any order from customers, she would immediately prepare them in three working days or less before shipping out. She stated that it is crucial to deliver the best service and avoid any delay unless there is any issue from the

business and the customers. Since Sobella is more online oriented rather than a walk-in store, they need to put a little care about the products. Moreover, Sobella Cosmetics has made a lot of improvement in equipment and tools used in packing order from time to time such as transforming from the use of printers to thermal printing for airway bills.

2.5 FINANCIAL ACHIEVEMENT

Financial achievement is important for the brand to ensure the smoothness of their business. As for this company, Sobella Cosmetics has been running their business for more than five years. Throughout these five years of their establishment in the cosmetic industry they had managed to have more than 6,000 agents to sell her products that eventually also brought profit to the company. The estimated for their net profit for these five years from 2018 to 2022 in the industry is about 5 million ringgits according to the Berita Harian's news. Each product that has been sold with profit in return can be used to upgrade its service in terms of packaging, quality and safety of the product before reaching to the customers. This has indicated that the business has successfully achieved their financial achievement target.

Moreover, with the increasing success of the business, Sobella Cosmetics managed to reward their agents by giving the Top 5 best seller Sobella leaders to get their dream car from the cash rewards and profit from selling the brand's products. According to a famous website entitled Nona, it stated that the names of cars handed over to the 5 best agents are Mercedes AMG45, Mustang, Range Rover and Ford Ranger. We can conclude that Sobella Cosmetics received a lot of profits where they can use the excess profit to reward and appreciate their agents and staff.

3.0 COMPANY ANALYSIS

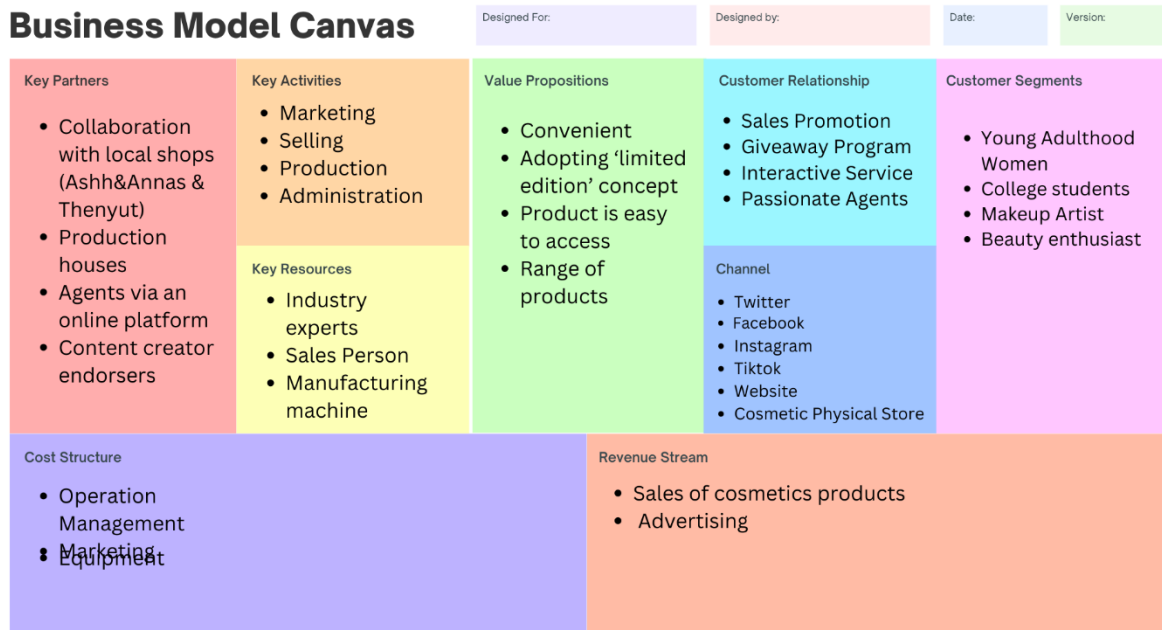


TABLE 1: BUSINESS MODEL CANVAS (BMC) OF SOBELLA COSMETICS

3.1 CUSTOMER SEGMENTS

3.1.1 YOUNG ADULTHOOD WOMEN

Customer segments are the groups of people or businesses to whom you want to market your products or services. Sobella’s main target demographic is women, as most of their merchandise is made for women who are more likely to wear makeup. Sobella focused on marketing their products to young adult women aged early 20 to 35. Usually, women spend their money on cosmetics as a reward for themselves to keep themselves alive and motivated. According to Sinar Ahad, Malaysian women spend between RM3,600 and RM6,000 a year on personal health and cosmetic items. They have a considerable interest in beauty and fashion, largely to keep up a good appearance. According to research, there are two main reasons why women use makeup. First is camouflage whereby women who are worried and insecure seek to conceal themselves with makeup. Secondly, seduction which is women who wish to appear more attractive apply makeup to appear more confident and sociable.

3.1.2 COLLEGE STUDENT

Other than that, Sobella's product is also famous amongst the university's students. With the deepening of society's concept of beauty makeup, makeup has become one of the essential cosmetics for young women especially college students. It is common for college students to look beautiful and presentable when attending class. This is because students usually want to be confident, make other students and lecturers feel comfortable, and gain trust from other students and lecturers. According to Z Shi (2020), in universities, cosmetics are used by about 90% of students, and the amount spent on them each semester is rising. The economic status of college students continues to rise as does their purchasing power. The money that they earn can come from their scholarships, part-time jobs and living costs.

3.1.3 MAKEUP ARTIST

Sobella also chose a makeup artist as their customer segment. Makeup artists are professionals at tinting, concealing, or otherwise altering a person's appearance for the sake of beauty. Makeup artists always use a variety of products from different brands as their makeup tools to use on clients. Since Sobella offers a variety of makeup products including lipsticks, foundations, mascaras, eyeshadows, compact powder and blushes, makeup artists have a variety of makeup options they can purchase.

3.1.4 BEAUTY ENTHUSIAST

Another segment of Sobella's customers is beauty enthusiasts. Beauty enthusiasts are people who are completely obsessed with everything new and noteworthy in cosmetics. They like to do trial and error in applying makeup, until they find the right makeup for them. This is because they believe in the necessity of makeup to make people feel good. Sobella is known for their limited-edition concept, which makes people eager to get and buy their products, especially beauty lovers. Usually, beauty enthusiasts are easily swayed by the latest releases of cosmetic products. For them, by buying various cosmetic products it can help them to learn and explore about cosmetics.

3.2 VALUE PROPOSITION

3.2.1 CONVENIENT

It is on the thing business is going to deliver to its customers either it is on quality or quantity. An innovation, service or feature that tries to make a firm or product more appealing to customers is referred to as a value proposition. Sobella focuses mostly on their make-up items. Sobella's travel size pack, as we all know, is incredibly convenient for users because they can easily bring it everywhere and are simply to apply. It's small and simple, and it's ideal for customers to wear makeup.

3.2.2 ADOPTING “LIMITED EDITION” CONCEPT

Sobella adopted the limited-edition concept in the production of cosmetics. Sobella is the first local product brand that has implemented the concept whereby they want to make their customers feel special and exclusive. Each product quantity is produced in line with Sobella's efforts to maintain the exclusivity of the brand.

3.2.3 PRODUCT IS EASY TO ACCESS

All their products are easy to access as customers can purchase through online or directly walk-in to their store. Sobella has recruit many agents sobella from each states which now reached 6,000 people that sell Sobella’s product. For customers who want to purchase Sobella product can directly go to their website or others online platform such Instagram, Facebook, TikTok, Shopee, and Lazada. On the other hand, customers who want to buy offline can go to their store or buy through an agent.

3.2.4 RANGE OF PRODUCTS

The company also produces a range of cosmetics products. The cosmetics product that they have are lipsticks, foundations, mascaras, eyeshadows, compact powder and blushes. In addition, Sobella also have different color shades for each product. For lipstick, Sobella have nude, pink, red, orange and mauve. Next, Sobella’s foundation have three color shade for

different color skin which are, natural skin, fair skin, and tan skin. allowing clients to select the shade that they prefer with reasonable price. There are two different color shade for compact powder which are beige and fair color. Sobella produce various range of makeup to give value to the customers that have flaws in getting a better look and beauty that results in them becoming more physically attractive, increasing feelings of self-esteem, attitude, and personality with their preference makeup look.

3.3 CHANNELS

3.3.1 ONLINE PLATFORMS

With the advancement of technology, internet connectivity and e-commerce have significantly made customers tend to do online shopping and explore new products over the internet compared to buying products direct from the physical store. As for Sobella Cosmetics, they used online platforms such as Instagram, Facebook, TikTok, Shopee, Lazada, and their website as their selling channel to sell and promote their product to their target market customers. By using online platforms, it will be easy for customers to reach their company's brand.

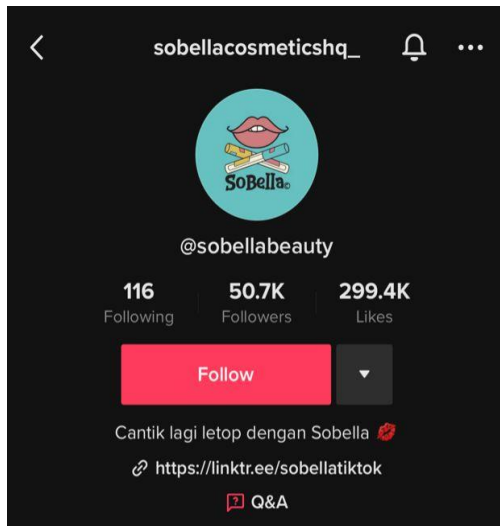


FIGURE 6: OFFICIAL TIKTOK



FIGURE 7: OFFICIAL INSTAGRAM

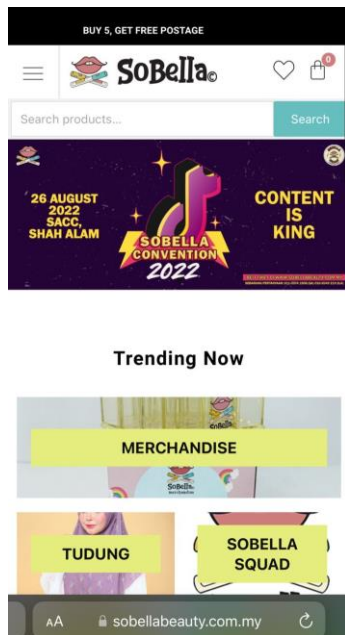


FIGURE 8: OFFICAL WEBSITE

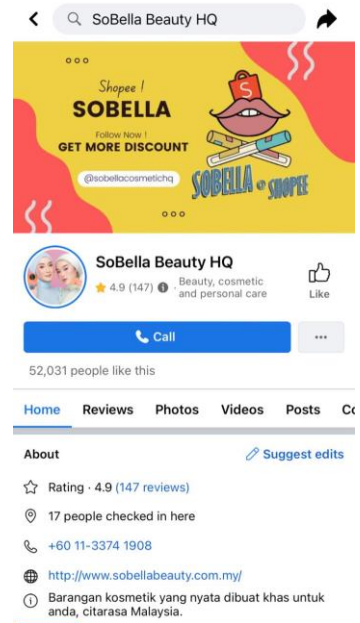


FIGURE 9: OFFICIAL FACEBOOK

3.3.2 COSMETIC PHYSICAL STORE

Sobella Cosmetic also uses the cosmetic physical store as one of its channels. A physical location has the potential to provide an immersive experience that symbolizes the brand's overall goals. As for Sobella cosmetics, their physical store was located in Kota Bharu, Kelantan. They placed all their cosmetic products there so that customers who preferred physical shopping can buy their cosmetic products at their physical store easily without having to buy them through their online platform.



FIGURE 10: SOBELLA HQ

3.4 CUSTOMER RELATIONSHIP

3.4.1 SALES PROMOTION

To appreciate their customers, Sobella Cosmetics has done many promotion days and also gives a discount for their customers such as during Year and Sales promotions, Merdeka sale promotions, Hari Raya promotions, 8.8-sales day promotions, and many more. By doing this promotion and discount, Sobella Cosmetics has eventually convinced people to purchase their items that are on sale which can help the company to increase its sales and revenue.

3.4.2 GIVEAWAY PROGRAM

Sobella Cosmetics has done many giveaway programs such as by giving their cosmetics product, money, and other interesting prizes to their existing and non-existing customers. For example, giveaway programs during Hari Raya, Merdeka's day, and others. This giveaway program will help them build their relationship with existing and new customers as by doing this kind of program, many people will be interested in joining the program which eventually will make many people will know about their brand and their products.

3.4.3 INTERACTIVE SERVICE

Sobella Cosmetics has provided an interactive service for their customers such as by providing efficient customer service to customers. This company has provided a link that can be directed easily to their customer service platform so that customers can give any feedback, complaint, and any comment regarding their products. Through this efficient customer service, they can easily detect all the problems that were faced by their customer when buying their product and make the refundable process easier when their customer receives a broken product. With this, more improvements can be made from time to time which will help them to ensure their customers will be satisfied with their products and services.

3.4.4 PASSIONATE AGENTS

A strong customer relationship helps in building trust and brand reputation with customers. As for Sobella Cosmetic, they use agents to engage with their customers as they

have numerous agents that know how to communicate with customers efficiently which made the customer feel comfortable in dealing with the agents when they want to buy Sobella's products with them as they are very friendly in the buying and selling process with their customers. This has resulted in them having many regular customers. Moreover, most of the agents also are very passionate and hardworking in finding customers and creative in promoting the products which made customers feel attracted to buy the Sobella Cosmetics products. For example, their agents are very creative in making videos on Tiktok, Instagram, and other social media platforms to attract target market customers.

3.5 REVENUE STREAMS

3.5.1 SALES OF COSMETIC PRODUCTS

The terms of 'product sales' is referred to as the sale of a product to a customer. Sobella cosmetic products will be advertised via online reseller, agent and HQ where they can be purchased by customers. This type of revenue comes from the products that they sell to their customers.

3.5.2 ADVERTISING

This Revenue Stream results from fees for advertising a particular product, service, or brand. While advertising their products, Sobella also earns a lot of money by promoting their partners' products to gain revenues from advertising. Moreover, Sobella's creative decision to advertise their product with the concept of limited edition has made customers not want to miss the chance to grab the limited product as claimed by Sobella Cosmetics. It is clear that Sobella cosmetics have started relying more heavily on advertising revenues.

3.6 KEY RESOURCES

3.6.1 INDUSTRY EXPERTS

The main key resources for Sobella Cosmetics is surely industry experts which includes professional dermatologists and experts in their business to criticize the products. It is because creating a high-quality foundation and lip products needs the knowledge of professionals.

3.6.2 SALES PERSON

Since Sobella Cosmetics has a walk-in-store in Kelantan, the sales person plays a big role in the company to cater the wants and needs of customers while attracting them to buy the products.

3.6.3 MANUFACTURING MACHINE



FIGURE 11: FILLING MACHINE

Sobella has a manufacturing factory to produce their cosmetic products. Cosmetic manufacturers require intensive production facilities, whereas the industry experts will focus more on the quality of products. Manufacturing machines is one of the most important key resources for Sobella Cosmetic to strive for business success. The machine includes lipstick heating, stirring, filling, and melting liquid machine.

3.7 KEY ACTIVITIES

3.7.1 MARKETING

Marketing is an important part of business activities. Marketing can help the consumer know about Sobella products in the market and recognize the advantage and uniqueness of their products. In this case, Sobella cosmetics uses its social media platforms and campaigns to make marketing. As we know and see, social media platforms will bring a positive impact on business because they can widely connect with the audience to build their brand and increase sales.

3.7.2 SELLING

Sobella products are mostly sold on online platforms and cosmetic stalls. Their team such as agents will take their responsibilities and roles in the handling process of selling the cosmetic products. They need to have good communication and content in selling products to make customers attracted to their product and make customers impressed with the product. When the customers love the product, they will be giving positive feedback so that it can improve Sobella cosmetic's product sales.

3.7.3 PRODUCTION

Sobella Cosmetics are producing a lot of cosmetic products with high quality at the factory. They make the research and development process first because it is an important part of producing the product to meet customers' needs and satisfaction.

3.7.4 ADMINISTRATION

In each business, administration activities are also one of the important things in order to operate successfully. Service plays a key role in customer experiences. It is the main reason that makes the customer become loyal to the products. For Sobella Cosmetics, they are providing customer services via online platforms such as their official website. These customer services will be handled by the administration team as they need to respond to customer complaints and have the power to circumvent the situation and seek customer satisfaction.

3.8 KEY PARTNERS

3.8.1 COLLABORATION WITH LOCAL SHOPS

When local small businesses partner with other local businesses, it helps to expand their diverse customers and build buzz as well as expose the company to new ideas and tactics. Thus, it is important to collaborate with the local shop because it will expand their businesses. For example, Sobella Cosmetics had made a collaboration with other local shops such as ASH&ANNAS and THENYUT in order for them to get new customers and increase their market share hence a lot of people will recognize their existing products.



FIGURE 12: SOBELLAXASH&ANNAS



FIGURE 13: SOBELLAXTHENYUT

3.8.2 PRODUCTION HOUSES

In order for Sobella Cosmetics to gain more sales, this company also had made a collaboration with production house such as Astro Production Sdn. Bhd by advertising their products in television ads and also made a product placement in some of the famous Malay dramas such as “Perempuan Tanpa Dosa” starring by famous actors Uqasha Senrose and Kamal Adli. This action indirectly can boost their product sales as most people will influence to buy the product by watching the dramas as they will feel eager to buy the cosmetic products to look the same as the artist when they are watching the drama.



FIGURE 14: PRODUCT PLACEMENT IN MALAY DRAMA

3.8.3 AGENTS VIA AN ONLINE PLATFORM

Technology nowadays has improved far way advanced. Now with new technology and e-commerce business, Sobella cosmetics are getting more agents that contribute to selling the products on an online platform. Even businesses are doing well using e-commerce platforms like Shopee, TikTok Shop, Instagram, Facebook, and others as a marketplace. This partnership will charge a little bit to our business. But we still can manage to gain profit out of the agreement, and it is easy for customers to use and access the platform. By using an online platform, the company only needs to bear a little cost of expense. With the platform, agents also can advertise cosmetics products online and attract more customers.

3.8.4 CONTENT CREATOR ENDORSERS

Sobella cosmetics had approached content creators and well-known influencers to become their brand ambassadors in order to attract new customers and also to expose their product to the public. This is because nowadays, content creators have their own fans and followers on social media platforms, especially Tik Tok apps. For example, Sobella cosmetics hire Nur Salihah (Sally), Nellysa (Nelly), and Mia Azhar (Mia), Shahira Azlan (Shira) as their brand ambassadors due to their obviously beautiful looks and goods content creator. As a result, they can attract their fans and followers when they wear the products.



FIGURE 15: COLLABORATION WITH CONTENT CREATOR

3.9 COST STRUCTURE

3.9.1 OPERATION MANAGEMENT COST

Operating costs for Sobella include direct costs of goods sold and other operating expenses often called selling, general, and administrative which include labour cost and overhead cost

First of all, Sobella needs to pay all of their employee wages every month. The wages are included in the direct labour cost. These are paid to the Sobella employees generally on an hourly basis for the goods production or provision of services.

Second cost in operation management is overhead cost. The cost of overhead for Sobella includes the cost for electricity that they use in their office, air purifier, sewer systems, and water used during an operation period. Other than that, overhead costs include costs for continuous phone and internet service that Sobella is using to operate their business. Since there is typically a fixed fee component as well as a variable price that is based on actual usage, this expense is seen as a mixed cost.

3.9.2 MARKETING COST

Costs associated with marketing are those incurred when a product is being sold to a customer. This can include expenses for distribution, marketing, pricing, and promotion. As for Sobella, their marketing costs include the cost of sponsorships. For instance, Sobella sponsors media influencers on TikTok and Instagram by giving the influencers free items of Sobella products and payment for them to review it.

Other than that, marketing costs for Sobella include advertising. As we always see in the Television, Sobella advertise their products using television advertising. In addition, Sobella's name also can be heard while we drive, so that means they also advertise their products using radio stations. This also will include the marketing cost for Sobella.

3.9.3 EQUIPMENT

Since Sobella did not manufacture the products directly, they were spared the expense of buying the machinery necessary to do so. However, as they must make sure their storage area is both accessible and well utilized, the equipment like shelves, displays, and storage is essential. In order to keep their products organized, the majority of their equipment costs go into shelving, displays, and storage boxes.

4.0 FINDINGS AND DISCUSSION

4.1 FINDINGS

4.1.1 LOW QUALITY OF PRODUCT AND PACKAGING

Sobella promises that they would offer high quality products and ensure that their loyal clients receive the highest product quality as soon as they use the product. Despite what Sobella has claimed, many customers report that the products do not meet their expectations in terms of quality. Furthermore, the packaging of Sobella's lip matte is mostly made of plastic tube portable as we all know plastic is durable packaging. However, this does not rule out the possibility of breakable. Sobella uses low quality plastic where the product packaging is easily detached.

4.1.2 SIMILAR AND UNATTRACTIVE PACKAGING WITH OTHER BRANDS

The primary problem Sobella has is that there are numerous cosmetic brands with packaging and products that are identical to those of Sobella. As an illustration, the "Sobella Soulmate Edition" product's packaging is nearly identical to those of other companies. This could lead to consumer confusion and give the impression that Sobella or other brands copied each other companies' product packaging, even if they didn't and the products' quality was unquestionably distinct. But as a result of this issue, you will face negative responses from the others. This is related to the fact that Sobella and other brands use the same packaging company. So other brands can also use the same packaging that attract them, and same goes to Sobella.

4.1.3 EXPOSED TO COUNTERFEIT PRODUCTS

The third issue in Sobella is the sale of counterfeit goods in Malaysia. A registered Sobella reseller brought up this issue, saying that some customers had claimed that she had discovered counterfeit Sobella products that were indistinguishable from the originals yet sold for significantly higher prices. This could happen because some Sobella cosmetics are limited edition and customers are still attempting to purchase them even though they haven't been produced anymore. Therefore, the other party may use this and produce the counterfeit. Additionally, the founder, Wan Syuhada, also became aware of the matter and expressed her disappointment about it on her Facebook page. This will negatively affect the Sobella business itself. Because a consumer can believe they are buying an authentic product when they are buying a counterfeit, they may experience poor quality and believe Sobella sold it to them. This will harm the reputation of the Sobella brand.



FIGURE 16: FAKE PRODUCT



FIGURE 17: FAKE PRODUCT

4.2 DISCUSSION

Based on the previous findings, there are a few suggestions that Sobella Cosmetics can use to solve its problem. Though this may not be the most effective idea, it must be implemented by the owner during production and monitored on a regular basis to determine how these solutions may have the desired impact on Sobella Cosmetics.

4.2.1 IMPROVE THE QUALITY OF THE PRODUCT AND PACKAGING

To meet the expectations of customers, Sobella Cosmetics need to improve the quality of their products as it is crucial to keep the loyalty to customers. There are tons of cosmetics packaging companies out there where Sobella can buy packaging at wholesale prices. For example, they can also get custom bottles, boxes or tubs designed, which can make their product stand out on shelves, but will definitely cost them more than a pretty penny.

The company can solve the problem with the low quality of product packaging by switching from plastic to glass containers. As we know, when looking for a new cosmetic, a customer will focus primarily on the product's ingredients, but once they have the product in their hands, the packaging and container will definitely be the first thing that they will notice. With this, we suggest that Sobella Cosmetics switch from using cheap plastic to high-quality glass for their cosmetics packaging. This is because product packaging made of glass provides a premium look and choice in terms of feel, look, and weight, making it a good option for a brand looking to promote a precise image in marketing.

Furthermore, according to Howard, 2018, glass packaging is 100% recyclable, which means that when glass is recycled, the resulting product packaging retains its quality. Furthermore, because glass packaging can be washed and sterilized, it can be reused. Next, it is less porous than plastic, it is non-toxic, free of potentially harmful chemicals, and is generally not associated with a negative impact on customers' health in the long term.

However, transportation costs more than plastic. It is because glass is much heavier than plastic, it can result in higher transportation costs from the manufacturer and throughout the supply chain, as well as additional costs when transporting the final product to its

destination. It is also brittle and rigid. Glass can break without much effort. Because of the sharp shards, it can be extremely dangerous when broken.

Advantages

- Glass packing will make the product appear to be premium
- Recyclable
- Non-toxic, less porous and free from potentially harmful chemicals

Disadvantages

- Transportation cost for glass packing will cost a lot of money than using plastic packaging
- Highly fragile

4.2.2 MAKE A NEW INTERACTIVE PACKAGING DESIGN

As Sobella Cosmetics has an arising issue where the customers said that their packaging is similar to the other brand cosmetic products, we come up with solutions that the business can do which is they can improve their packaging by making a new interactive design and attractive colors that can attract customers and in order for them to recognize that the packaging is a signature by Sobella Cosmetics so that the brand name will be acknowledged by most users. As we know, most cosmetics packaging is mostly the same as others.

So, from that, we would like to suggest them to enhance their idea in creative design for their packaging. For example, they can use a block color as it will make the consumers will get eye-catching because using block color, it can make the packaging interesting and complementary color combinations. It is commonly associated with fashion as well as in the beauty industry. According to Bailey, monotonous and bold blocks of colour in packaging will subtly convert items into statement pieces while increasing both physical and digital retail appeal. Thus, it's no secret that product packaging has a substantial influence on a product's overall performance, but in the case of cosmetics, that impact is increased. Consumers' lives are influenced by cosmetic companies. Consumers are always looking for appealing packaging for their cosmetic items. At the same time, the quality of the product inside must not be compromised. So, packaging plays a significant role in serving both quality and aesthetics (Srivastava et al., 2022).

However, in providing a new packaging design, there will occur some cons such as the company will need to invest a lot of money in producing the new packaging. This is because customizing the design will indirectly raise the production cost and the final retail price. According to (G.D. Palmer, 2018), packaging can account for up to 40% of the selling price of a product in industries such as cosmetics. New packaging can be costly to develop and will be increasing the cost of products.

Advantages

- Consumers will get eye-catching.
- Give an impact on overall performance.

Disadvantages

- Companies will need to invest a lot of money.
- Will increase the cost of products.

4.2.3 IMPLEMENT A BATCH NUMBER AND A UNIQUE NAME

In the findings, Sobella Cosmetics also recognized that their products are falling prey to counterfeiters. The founders said that the fake packaging is exactly the same as the original version. To reduce the counterfeit product, we think that before Sobella produces the product, they should make a batch number and unique name for each product during the production process.

For them to produce the product, we would like to suggest Sobella Cosmetics to make a serial number or batch number that will show the differences between the fake and the original. According to, Cosmetic Europe, 2011, the batch number's aim is to ensure the identification of a specific batch of cosmetic items across the whole supply chain, particularly in the unlikely event of a recall. The batch number must be printed on the container as well as the packaging. For instance, the company implements one section in their website that enables consumers to scan the barcode that was provided on the product packaging to check whether the product that they bought are original or fake. For cosmetics such as lipstick or lip balm, it is impossible for practical reasons because the products are too small, however, the batch number can be printed only on the packaging. By doing this, the label will actively alert

customers about the counterfeit issue and encourage them to buy from authorized stores and dealers. Not only that, it even made improvements to deter copycats.

However, the cons are that Sobella Cosmetics will face increased storage costs for large quantities of produced products. This is because when the product is being sorted by batch number, it must be separated from each batch to ease their process in selling the product. Moreover, the other cons of this solution is that, when the website has an error it will make it difficult for the customer to scan the barcode on the product. By this it will also increase the brand cost in terms of maintenance for their official website as they have to always make sure that their website is free from error so that the customers can use it anytime to check their product's originality.

Advantages

- Know the differences between the fake and original.
- Avoid counterfeit issues.
- Easier for customers to check product's originality through a website.

Disadvantages

- Increased storage costs.
- Increase website's maintenance costs.

5.0 RECOMMENDATION

Regarding the discussion above, we can summarize that Sobella Cosmetics need to improve their quality of product and packaging, make an attractive packaging design and implement a batch code and unique name for each product. They need to change from using plastic to glass container as it is reusable, less porous, non-toxic and make the product appear to be more premium or classy. Other than that, they need to have an idea to create an attractive packaging where it can catch the attention of customers and can give impact on overall sales performance. In addition, customers can differentiate the differences between original and fake product.

Aside from that, we would like to recommend Sobella Cosmetics to introduce a full makeup set which include foundation, lipstick, blusher, eyeshadow and shading that suitable

for people who are new to makeup and want to try using it. Moreover, by implementing this bundle set, it will be easier for the customer as the product in the makeup bundle are complete which made them does not need to think what makeup that they need in their basic daily makeup routine. Customer also can choose the product with just one click because the bundle set will automatically appear in the website which it can be time convenient. Basically, when the company offer the bundle set, the price will be much more affordable rather than buying it in separate purchase.

After that, we suggest the Sobella Cosmetics to offer engraved product service for their customer. By offering this service, the customer especially youngster will be excited to buy the product as they can engrave the product with their name, birthday date, nickname, initial and others which will made they feel sense of belonging when it appears on the cosmetic product. This will eventually increase the profit of the company as this service is on trend and people will desire to follow the trend to engrave the product. This service also is suitable for customer who want to buy the product as a birthday gift, self-reward or present to loved ones.

Lastly, since Sobella Cosmetics usually come out with exclusively limited concept, it is better for them to open a pre order batch especially for the loyal customers or also known as innovators. Most of the customers, want to be the first person to own the latest collection from Sobella Cosmetics. By using this method, Sobella Cosmetics can estimate the quantity of the limited product that they need to produce. So, it will not occur a surplus or shortage in their quantity supply of the products.

6.0 CONCLUSION

The Sobella Company, which manufactures and distributes cosmetics, has many clients who will be returning customers. However, as the company grows, there will undoubtedly be a thousand and one challenges that disrupt the smooth operation of the business. This occurs because we are dealing with humans who have a million and one reason. Not only that, Sobella must identify their target market and produce the right product to meet with customer's expectation because each person's tastes are diverse.

According to the findings and discussions, Sobella Company is experiencing a number of concerns, including low quality of product, similar and unattractive packaging with other

brands, and exposed to counterfeit products. As a result, if Sobella wish to expand, they must make improvement. Sobella Cosmetics can implement the solution that has been explain in the discussion which are improve the quality of the product and packaging, make a new interactive packaging design, implement a batch number and a unique name. However, there are pros and cons from the solution that has been provided. In order to control how these solutions may have the impact on Sobella Cosmetics, they must implement it during production and monitored on a regular basis.

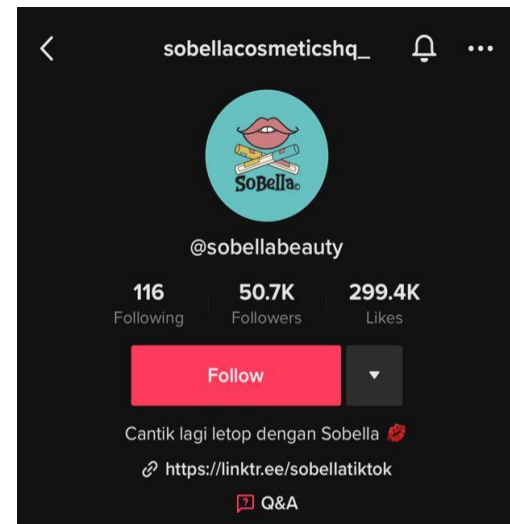
Furthermore, we also have explained the Business Model Canvas (BMC) of the Sobella Beauty. A business model canvas is a diagram that highlights all of the important strategic components of a business model. In other words, it is the rationale of how an organization creates, delivers, and captures value. It can give company the structure of a business plan. The benefit that Sobella can get from using BMC is they can aid in defining the means through which Sobella will distribute their goods to consumers. Along with giving Sobella a competitive advantage, it enables Sobella to create a successful firm through both product innovation and smart business design. In addition, BMC can help businesses to reduces the risk of failure. The business model canvas aids the company in completing the necessary stages to bring its concept to market.

Based on the recommendation, Sobella Cosmetics can improvise its product by producing a full makeup set that is suitable for customers who begin wearing makeup. It can help customers to know makeup products that can be used for their daily makeup routines. Customers can get affordable prices by buying the bundle set. Next, Sobella Cosmetics can offer engraved product services to attract the customer, especially youngsters. These additional services can give customers a sense of belonging. Lastly, Sobella Cosmetics should open a pre-order batch for limited edition products to loyal customers. It can help Sobella Cosmetics to estimate the quantity of the limited product that they need to produce. By using this method, Sobella can avoid having a surplus or shortage in their quantity supply of the products. In conclusion, Sobella needs to control and operate its business wisely in order to achieve business objectives and avoid any losses.

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APPENDICES



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ZONESUN
Filling Machine





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Sue Ramli
14 Oct 2019

TOLONG JANGAN BUAT ADUAN SEKIRANYA ANDA BELI DI SHOPEE ! Lepas ni nak jawab "Padan muka" je . Penat explain panjang-panjang taknak baca . Geram tau geram .

Pegi tanya seller di shopee kenapa bibir saya terbakar pakai SoBella ?? Dah sah-sah FAKE item . Orang lain pakai ORIGINAL SoBella , bibir pink , makin lawa . Dia pakai bibir berdarah sebab pakai FAKE . Berbuluh mulut Syu bagitau JANGAN BELI DI SHOPEE . Takkan tak faham lagi ! Ada sebab kenapa kita larang . Dengan harganya yang langsung tak masuk akal , harga leader pun tak dapat harga tu , korang rasa seller ni jual original SoBella ke ?

Cuba lah fikir logik sikit . Kenapa dorang ni jual murah ? Takkan la taknak untung . Sah-sah la jual yang fake . Haih ! Penat dah nak layan aduan shopee . Lawyer kita masih lagi tengah fight dengan shopee untuk take down our product dalam shopee . Kena sabar sikit je lagi , urusan macam ni bukan ambil masa sekejap .

TAK PERLU LETAK iklan-iklan Shopee yang membongkang tu . Kalau tak sekali dengan awak pun saya block . Jangan bagi marketing free kat dorang .

Jom educate customers untuk membeli dengan seller sah ada ID ! Apa kelebihan beli dengan agent sah ? First dah sah-sah original HQ . Tak perlu takut bibir rosak , bibir berdarah , rosak kulit dan sebagainya . Second , if ada defect semasa terima barang , kita ada polisi

fake product sobella

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Aanisa Mohd Khawi is with Naniey Farraa and 2 others.
5 Feb

BILA WUJUDNYA "FAKE PRODUCT"
CANCEL ORDER ❌
ADD ON ORDER ✅

Kami tak pentingkan KUANTITI kami pentingkan KUALITI !!
Bukan packaging yang kami pertikaikan tapi dari segi warna nak jugak disamakan dan konsep nya pun sama..Tapi sokeyy adat meniage walaupun menu yang sama resepi belum tentu sama kan??
Begitu jugak lah lipmatte or adik beradik nya lipmatte bersepah sepah jer ada tapi adakah teksture nya sama?? raw material nya sama??

Semalam mendiamkan diri tak sempat nak ulas atas faktor kesihatan haa hari nie tiberrr nak jadi pengulas 😅
Haa #teamnisaletops maros benar tengok soul-mate edition bodek nak add on semacang tak layan wasep dorang call , stock catu pulok gak koho maros.

Sobella terpapat dihati ikat mati bukan ikat tepi 💕
Together we are stronger gituhh #sobellalipmatte #soulmate

