

Beryl's Chocolate and Confectionery Sdn Bhd to Enter Malaysia Market

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ABSTRACT

Chocolate and confectionery food market is really competitive in Malaysia. This paper will elaborate ways how Beryl's Chocolate and Confectionery Sdn Bhd to enter and introduce it product in local market. Beryl's Chocolate is a brand name for high quality with affordable price overseas, especially Japan. But Beryl's Chocolate is an unknown brand for local citizen.

Introduction

Chocolate industry keep rising from the past decade and it is expected will achieve high percentage of growth in year ahead. It is also has been acknowledged as one of most profitable components in confectionery industry. Chocolate is prominent as sweet gift giving in many special occasions such as birthday party, valentine days, graduation day, retirement party and so on. There are so many confectionery manufacturers in the world. The very most preferred by consumers are Mars Inc, Ferrero Group, Hershey Co, in which the one mentioned was said to be the top 10 in confectionery manufacturers in the world. Our project will be on Beryl's Chocolate and Confectionery Sdn Bhd.

Beryl's Chocolate and Confectionery Sdn Bhd is one of the chocolate and confectionery company which was established in 1995 with the mission to produce premium quality chocolate and fine confectionery delicacies. Beryl's is among the company that applies reasonable prices policy for every chocolate produced without ignoring the quality of the chocolates. Beryl's products are sold both locally and also in overseas. Although Beryl's is quite popular in global market but Beryl's seems to have not been well received in the local market.

When a company pretty well-known globally, does it mean the company management are going smoothly without any problems? Or in this case, are the company are not facing any issues within the entity? It is impossible for a company not to have problem or issues in the management or within the company. So, our team has analyzed a real problem that actually happened in the Beryl's organization. We have taken into account several important factors that contributed to the issue happened in the company. While analyzing this company problem, we tried to provide practical or applicable solution for the company that might be useful for their organization. However, there will be some challenges for the company to execute the solution provided such as the solution might increase the cost that will be borne by the company. Even so, the solution we provide might be benefited to the company.

The data was collected by doing several methods.

Company Background

Beryl's Chocolate and Confectionery Sdn Bhd is a chocolate company. It was established in 1995 and their aim is excellence and focusing on producing the very best chocolates for both local and global markets. The first factory is located in the small town of Desa Serdang at the southern zone of Kuala Lumpur. Beryl's started with manufacturing consumer-packed chocolates and then were sold to duty-free shops and supermarkets across the country

They relocated their new factory in the Seri Kembangan Industrial Area in 1998, to increased their product lines to provide diverse range of chocolate products to fulfil the promise to offer high quality chocolates to the customers. They expand their business in 2008 and 2013 by opening two more factories to keep up with growing demands and to further develop new treats that their customer would love. Beryl's Chocolates now become well-loved consumer brand throughout the country and beyond. Beryl's Chocolate can now be found in over 15 countries around the world.

The company's vision is to become leading international chocolatier that emphasis on excellence and perfection by creating the finest and most indulgent chocolates with the spirit of innovation. Their mission is they passionate about the art of the chocolate- making and they are continuously striving to create perfect premium chocolates that will put a smile on their customer's face. They will continue to use nothing but the finest quality ingredients and implement strict operational procedures to ensure that the chocolates produced are perfect.

Beryl's is the premium chocolate brand and is exported to overseas to many countries in the world. It offers more than 100 varieties of chocolates. They offer chocolate lovers some of the finest selection in the region. The bar chocolate all the way down to no sugar added chocolates. The product is made from cocoa beans from Ghana and it always give continuous improvements in the quality and feature of product.

Beryl's also have its own museum to gives opportunity to the public to visit the factory. It is located in Seri Kembangan, Jalan Raya 7/1, Kawasan Perindustrian Seri Kembangan, 43300 Seri Kembangan, Selangor Darul Ehsan, Malaysia. It is open on Monday to Saturday and this tour will take approximately 20 minutes. They will provide a comprehensive tour includes video presentation about the history of Beryl's and the process of chocolates production.

Beryl's Company



Methodology

The Methodology proposed in this research is composed with a literature review, with some search information on the internet, which information is supported by fact and the component correspondent to the company's website, magazine, news, as well as articles. In this way, the reader will understand Beryl's challenge in local market and how to overcome it. Thus, Beryl's will be able to establish a market in Malaysia.

Finding

Problems faced by Beryl's Company

- Huge number of competitors. Since Beryl's company is a type of confectionery & chocolate industry, there were a huge number of competitors that Beryl's should look for. For instance, in Malaysia there were quite strong competitors like cadbury, kit kat, lions, kinder bueno, vochelle, ferrero rocher, toblerone, mars and so on.

Those brands are easy to get at any retail store and supermarket rather than beryl's chocolate. Some of the brands also has a reasonable and affordable value either for teenagers or adult. Their positioning strategy and price skimming strategy should be alert by Beryl's company in order to retain Beryl's name in the heart of customers especially in Malaysia.

It is because, this problem or challenge will make Beryl's may lose their customers if they did not use their strengths efficiently. So that, the company should use their strength efficiently in order to compete with those company. Beryl's should utilize their technology, advertising skills, community service in order to gain customers' trustworthy and branding their name throughout the whole of Malaysia.

Beryl's Chocolate and Confectionery use this method to measure the assets turnover. Beryl's Chocolate and Confectionery analyse the number of assets turnover for every month in the year 2014. If the number of asset turnover for the month is increasing it shows that the sales is increasing and if the number of assets turnover for the month is decreasing thus it proves that the sales is decreasing. Other than that in order to measure that the sales for every month is increase every month in the year 2014, Beryl's Chocolate and Confectionery had ensure that all of the stock that been deliver to the wholesaler and retailer is not late and it is punctual. This is in order to ensure that the product is always available for the customers to purchase wherever they want and whenever they like.

Secondly for external, the time of measurement for in process such customer satisfaction, relative product quality, relative service quality, intentions to purchase and product awareness. Next for end-result metrics are such market share, customer retention, relative new product sales, revenue per customer and market growth rate.

Challenges

The biggest problem Beryl's company is lack of market share in local confectionery chocolate market. This problem has led Beryl's chocolate brand unknown by the Malaysian. Even though Beryl's is a local brand. According to Say.com, Beryl's product is distributed across Asia as well as major stores and hypermarkets nationwide. Beryl's brand name well known at Japan, Macau, Thailand and Hong Kong.

Solution

Target Audience

First, Beryl's need to has a clear target customer. Marketing activity can run to attract certain segment of customer. But this activity can create certain image to Beryl's chocolate product. For example, Coca-cola's marketing strategy are targeting young and energetic segment. Thus, it's eventually become the default soda drinks to choose from younger generation people. With a clear target on the basis of geography or demography, the demographic audience is one that has distinctive trait and social classes whereas geographic audience. Chocolate is normally associated to kids and young one's but in reality, it is a product that is used by everyone old or young.

Promotional Tools

The promotional tools for marketing campaign have evolved over the years. In the past it was an offline marketing method. It used to be print media for marketing but now electronic media and digital sources changed the marketing campaign. Beryl's need to plan a comprehensive marketing plan in order to success. So, several marketing tools has to be used.

- Target market:

Marketing using new range of product can attract public attention also it makes the brand name more alive. In order to be able to constantly attract potential customer attention, Beryl's need to launch their product as often as possible. The aim of launching new products is to apply publicity, in addition to this business aims at generating more sale and to give something new to customers

- Sales Promotion:

In marketing campaign, the product is also presented in new way to give a refreshing touch to the product. Here Beryl's will need to do sales promotion by offering something new to customers. This can be in term of new packaging. Also, Beryl's can launch a limited-edition version of certain chocolate. It is one of the most common tools for marketing and it does help in increasing sales as well as attraction of products.

- Internet Marketing:

Beryl's need to utilise the internet in order to compete with big market holder like Kit Kat or Cadbury. This both companies are using internet as they most effective marketing tools. Beryl's need to launched its marketing campaign through Facebook, twitter and Tumbler which helped in disseminating the information through social media. The access of campaign increases through social media and more people can have information about new products from the brands thus using social media could be key to success of this campaign.

Benefit

Using those promotional tools can bring benefit to Beryl's. The first advantage from Market target is, it will allow Beryl's to has a clear view and able to gather enough information about targeted segment on the basis of geography or demography. Next is sales promotion. This tools advantage is will bring new life to the product and can become short term boost for business. Besides, it is the best way to attract customers also allow the product to become more familiar to public. Last tools are internet marketing. With marketing via internet, Beryl's will able to reach more potential customer. This help in disseminating the information through social media and more people can have information about new products from the brands thus using social media could be key to success of the marketing.

Conclusion

Beryl's Chocolate Company rely mostly on a traditional type of marketing strategy. Also, Beryl's prefer to be focus more on their own outlet then. It is always better to have a strong market share at local place to feel more secure. It is importance for a company to know it market environment before dive into it. With the right tools and reliable information, it can favor Beryl's.

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