



STRATEGOS™ CASE STUDY

Turning hospitality into a stately affair.

EST 2020
Bean Here!
COFFEE & ICE CREAM CO.

BUSINESS CASE

Our client, the Perak State Government, through its State Agency, Perak Teamwork Sdn Bhd (PTW), was tasked by the Perak State Government to formulate and execute a commercially-driven business model, which also aims to boost entrepreneurship and drive the local economy with a brand that is born and bred in Perak. In the process, PTW had to assess opportunities in formulating a business model that balances the commercial and the social responsibility elements. However, there were certain challenges to navigate; budget constraints, societal advancement, especially the B40, and under-utilised government assets. Strategos was engaged as a strategic business partner to come up with a business model for PTW to spearhead by efficiently using the State's existing assets and infrastructure. Through this initiative, a comprehensive business coin named Bean Here was born.

BUSINESS CHALLENGE

After a thorough analysis of the State's assets under the purview of PTW, Strategos developed a comprehensive strategic plan that encompasses all the criteria required by PTW, and more. After two months of implementation, design, training, and R&D, Bean Here was conceptualised as a State-owned coffee-centric brand. Bean Here is not your ordinary coffee place. On the surface, it presents itself as an impressive coffee bar. Take a closer look at its flagship debut, and you will realise its dual functionality. The first Bean Here @ PTTC, the Swanky Bar, was created as a coffee bar cum reception at PTW's headquarters. It is made to impress with its beautiful design coffee bar and double up as PTW's office reception as well.

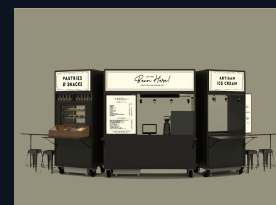
STRATEGIC BUSINESS MODEL

In business, there is no one-size-fits-all model. After a thorough discussion with PTW, Strategos has curated three different business models for Bean Here - the Petite Bar, Uber Bar, and Swanky Bar.



The Petite Bar is small and mighty. It is designed to be easily transported and can be used for places that requires only coffee, or event for one-off events.

The Uber Bar is a trifold compact cart that features coffee, pastries, and ice cream. Franchisees who are aspiring entrepreneurs will also be allowed to customise one of its offerings to showcase their products.



The Swanky Bar, which is also the flagship model, is long and sleek. The Swanky Bar was the first model which was built as a showcase in PTW's headquarters at Perak Techno Trade Center (PTTC).

A CAFÉ WITH A SOCIAL CONSCIOUS

The State Government had set its sight to utilise unused office space that was previously a tourism office in the Perak Techno Trade Centre ("PTTC"). Strategos killed two birds with a stone by curating a boutique co-working environment within the vicinity of its Swanky Bar within PTW's space. Within this nook, the establishment of Bean Here has opened up a new avenue to stimulate the growth of local entrepreneurs by inviting them to showcase their products in the cafe.

Other business entrepreneurs find themselves drawn to this cafe in the prestigious PTTC, and frequently conduct or request business catering packages. In essence, the presence of this Bean Here @ PTTC has transformed into a hub for business networking, entrepreneurship growth, and most importantly, allowing the State and PTW better access to the residents to boost the local economy by touching base with all the various visitors of Bean Here.

After a short hiatus during the pandemic, Bean Here established its second outlet at Canning Garden. The Uber model that was deployed at Canning Garden started as a pop-up store which eventually became a permanent establishment. The third and latest outlet anchored back to the mode of the first outlet, which was the Swanky Bar model located in 1Utama. This is a testament to the strength of the business model, that despite the onset of the Covid-19 pandemic, Bean Here managed to grow its presence in Malaysia.

THE DIFFERENTIATING FACTOR FOR THE B40

The key differentiator in this business model is the entrepreneurial opportunities, especially for the B40 segment of society. Strategos has designed a business model which, together with PTW's support, allows the B40 to set up their own Bean Here establishment via an innovative franchising model. The franchising model is simple, cost-efficient and most importantly, allows micro-entrepreneur to showcase their talents. At Bean Here, every franchisee is allowed to tailor 30% of their menu based on their local market or their specialty.

If you have a talent for making delectable local kuih, with Bean Here, you will be able to showcase your products in your very own coffee kiosk. This is a differentiating factor that will be beneficial to the B40, who are known for their cooking and dessert-making, especially in suburban areas. It allows the B40 to nurture and grow their talents in the food & beverage business.

PTW together with its fellow state agencies has also pushed for special financial assistance to aid these local entrepreneurs, and more. PTW, together with Strategos, goes a step further by providing business advisory as well to these entrepreneurs to ensure the successful growth of their businesses. This model is potentially a novel concept for both the B40 and the State government as it leads to more job creations, lower risk for the B40 to venture into entrepreneurship, and thus, fuelling the economy of the nation.



The genesis of this project and the business partnership with the State government is a transformative concept that can be replicated across other industries. This is a classic example of showcasing the strengths of Strategos. We are a boutique business advisory firm that offers our clients insights and innovative business models. We are unbiased with who we work with. We serve clients from both the public and private sectors and we pride ourselves in turning real-world business problems into future business growth.