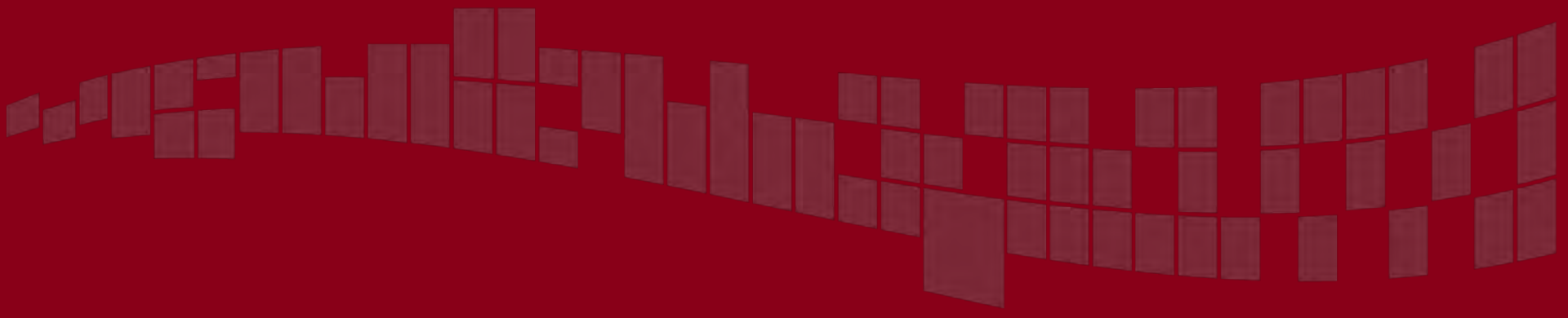


Mr Bean – The Story of A Singapore Brand

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Presentation Overview

The Need – *Practical* Education

The Want – Case

The Product – *Mr Bean - The Story of A Singapore Brand*

The Product Delivery - Teaching & Learning

The New Product Development

The Need – *Practical Education*

Learning For The Real World

Bringing the **BUSINESS WORLD**
Into the **BUSINESS SCHOOL**

Bringing the Business School into the Business World

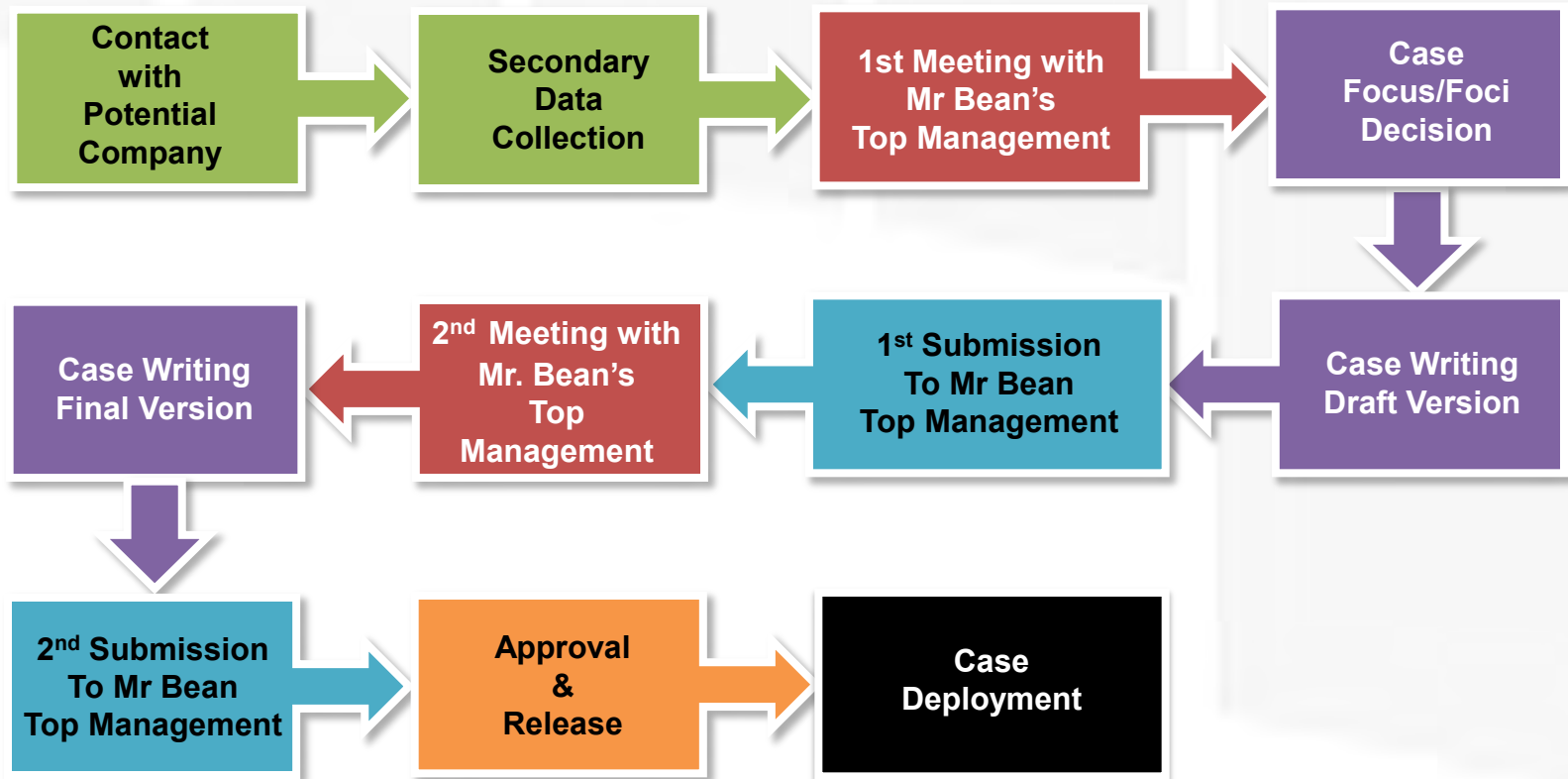
The Want – The Case

Product Development Process

1. Contact with potential organisation
2. Secondary data collection
3. 1st meeting with *Mr. Bean*
4. Case focus/foci decision
5. Case writing - Draft version
6. 1st submission to *Mr. Bean*
7. 2nd meeting with *Mr. Bean*
8. Case writing – Final version
9. 2nd submission to *Mr. Bean*
10. Approval & Release
11. Case Deployment

The Want - The Case

Product Development Process



The Product – *Mr Bean* - The Story of A Singapore Brand

Targeted Market Segment

- **Population** - SIM University Students
 - Working adults
 - 21 year old and above
 - Minimum of 2 years of working experience
 - Polytechnic diploma or equivalent
- **Targeted Market Segment** - MKT202 Marketing Management Students
 - Undergraduate degree students
 - BSc Marketing
 - BSc Business
 - BSc Finance
 - **1st or 2nd semester** degree course
 - **Last** face-to-face session of the course

The Product – *Mr Bean - The Story of A Singapore Brand*

Product Positioning: Case Focus / Foci

- **Marketing**
 - Branding
 - Corporate social responsibility
- **Entrepreneurship**

The Product – *Mr Bean* - The Story of A Singapore Brand

Product Positioning: Case Difficulty ⁽¹⁾

- **Conceptual**
 - “What theories, concepts or techniques might be useful in the understanding and/or resolution of the case situation?”
- **Analytical**
 - “What is the case reader’s task with respect to the key decision or issue of the case?”
- **Presentation**
 - “What is really important and relevant information and what is missing?”

(1) Leenders, Michiel R.; Mauffette-Leenders, Louise A.; Erskine, James. A. (2010) Writing cases, 4th ed., Ivey Publishing, London, Ontario.

The Product – *Mr Bean - The Story of A Singapore Brand*

Product Benefits – Learning Outcomes

After reading the case and answering the questions related to it, students should be able to better understand how to apply basic marketing concepts to a retail F&B business.

Specifically, students will be able to:

1. Understand the changing marketing environment of a retail business
2. Discuss how Mr Bean can differentiate itself from its competitors
3. Propose a suitable communications mix strategy
4. Comprehend brand management and customer relationship management
5. Understand the key decisions that a business must make when considering expansion into foreign markets.

The Product Delivery - Teaching & Learning

Case Facts Overview

- *Mr Bean* is a Singapore-based company selling soya bean food and beverages with more than 50 outlets located island wide.
- *Mr Bean: The Story of A Singapore Brand*
 - Trials, tribulations and successes of a genuine Singapore-based start-up retail business (*entrepreneurship*)
 - Using corporate social responsibility and coordinated marketing activities to create and develop a sustainable brand (*CSR, marketing and branding*)

The Product Delivery - Teaching & Learning

Case Teaching & Learning Process

1. Before Face-to-Face Session

- Case distributed on LMS one (1) week prior
- Students instructed to read case beforehand.
- Questions not given prior to face-to-face session

2. During Face-to-Face Session

Answer Preparation to Case Question

- Groups formed (3 to 5 students)
- Questions allocation – depending on class size:
 - Each question answered by 1 group only
 - Each question answered by 2 or more groups
- Each group discusses and prepares answer & presentation (30 mins)

Answer Presentation & Discussion

- Each group present answer to allocated question
- Discussion on substantive value of each presentation

The Product Delivery - Teaching & Learning

Questions

1. **Explain** how the demographic and economic environments can affect the business potential of the company.
2. To build brand awareness, the company plans to invest heavily on marketing. **Propose** how the company can use Advertising, Marketing Public Relations and Sponsorships to build brand awareness.
3. In order to differentiate the brand from its competitors, the company is looking into the possibility of differentiation. **Employ three (3)** possible types of differentiation that the company can adopt to achieve competitive success.

The Product Delivery - Teaching & Learning

Questions

4. In order to develop an effective brand positioning, a brand must **define** the appropriate *points-of-difference* and *points-of-parity* associations. **Explain** the concepts *points-of-difference* and *points-of-parity* associations and **discuss** them in the context of the case scenario
5. The company decided that it would like to generate high sales volume in order to capture a larger market share. **Employ** an appropriate pricing strategy that the company could adopt. **Discuss** the conditions that would favour the adoption of this pricing strategy.
6. **Discuss** three (3) key decisions that the company needs to consider in deciding which markets to enter.
7. To achieve long-term success in Singapore, the company needs to build strong customer loyalty. **Discuss** two (2) possible ways in which the company can build loyalty and customer retention.

Q. 6 Discuss three (3) key decisions that the company needs to consider in deciding which markets to enter.

Students' Answer

① The number of markets to enter
Waterfall approach, starting with neighbouring countries.

② ^{In} ~~to~~ developed or developing markets
Developing as the cost is lower and there are lesser competition.

③ Evaluation of potential markets

Starting off with neighbouring countries as there are lower market risk as Soybean is more ~~are~~ popular & acceptable in Asia. ~~is~~ Due to the proximity & culture, it is easier for Mr. Bean to enter such markets.

Q. 7 To achieve long-term success in Singapore, the company needs to build strong customer loyalty. Discuss two (2) possible ways in which the company can build loyalty and customer retention

Students' Answer

1. Redemption Card. (eg. 5 chops get 1 free)
2. Rebates Card. (eg. Discount)

Q. 7 To achieve long-term success in Singapore, the company needs to build strong customer loyalty. Discuss two (2) possible ways in which the company can build loyalty and customer retention

Students' Answer

Building Loyalty:

- ⑦ ① Developing Loyalty Benefits
→ such as Issuing a loyalty card for consumer to collect 'stamps' and redeem it for free product
- ② Retention through social benefits means (Corporate Social Responsibility)
→ ie. Metta welfare Association - Mr Bean contribute to their fund raising projects, product sponsorship & vouchers
- ie. 'Smile with Me' Campaigns - organize public donation drives to provide financial support

The New Product Development

Suggested Feature Improvements

Problem: 1 question per group OR 1 group per question:

- Tunnel vision
- Other questions: Low level of discussion

Solution:

- Case to be given at the beginning of the semester
- One (1) question given:
 - at beginning of each session
 - 1 week prior
- All groups prepare the same question
- Case discussion tied to individual and group evaluation

Problem: Traditional case format = Low level of engagement

Solution:

- e-Case

The New Product Development

e-Case

Mr Bean: The Story of a Singapore Brand



- Introduction
- Background of Soya Bean Milk
- The Beginnings of Mr Bean**
- Branding
- National & Community Involvements
- Conclusion

The Beginnings of Mr Bean



As close friends and former classmates from Singapore's Chinese High School, Mr Kang and Mr Loh, both bitten by the entrepreneurial bug, wanted in on the soya bean industry. They soon realized however that its growth potential was being curtailed by existing market practices, technology and the nature of the product itself.



How The Idea Came About

When they studied the market, Kang and Loh understood that drink stall operators at hawker centres did not prepare their own soya bean milk. Instead, they ordered it from a supplier who produced it at a central kitchen and delivered it fresh to their stall every morning, but in limited quantity that had to be consumed within hours of its delivery because of the product's very short shelf life. As a result, drink stalls would run out of fresh soya milk before noon each day. As soya bean drink lovers, Mr Loh and Mr Kang thought that it would be a good idea to



Credits

Videos

Exhibits

PDF Version

The New Product Development

e-Case

Mr Bean: The Story of a Singapore Brand 

 Introduction  Background of Soya Bean Milk  The Beginnings of Mr Bean  Branding  National & Community Involvements  Conclusion

Videos



How the story began



Overcoming challenges



Driving global expansion



Thank You