



FUBIZO

FOOD BUSINESS SOLUTIONS

MARKET RESEARCH,
PRODUCT DEVELOPMENT,
BRANDING & DIGITAL
MARKETING

FACTS



120 Products Developed



40 Million Units Sold



RM **350 M**illion
Incremental
Client Revenue



Products Available in
65+ Countries



LOCATION
Originated in Boston, USA
now in Penang, Malaysia



FOUNDING YEAR
2017



TECHNICAL TEAM
Product Developers, Nutritionist, Flavor
Chemist, Chefs, Engineers,
Packaging Experts



BUSINESS DEVELOPMENT TEAM
Market Researchers, Digital Marketers,
Branding Personnel, Graphic and
Industrial Designers

Facilities Include Pilot Plant,
Development Lab, Design Studio





Market Research

Beginning with the consumer in mind, FUBIZO always identifies accurately what the consumer wants/needs and the cost consumers are willing to pay. Targeting consumers and their habits are also an important part of this process.



Product Development

Products are made by our technical team based on findings of marketers or client's requirements. FUBIZO takes into account the production capacity and cost considerations too when developing a product. FUBIZO also has thorough understanding of the Malaysian and export markets regulatory requirements.

Services We Offer



Branding

Understanding consumers and how they interact with the product, our graphic and industrial designers are laser focused on user experience. We pay close attention to the shape and size of the container, identify the key points of a client's brand and show it off in the most original manner so that the consumer can experience the brand, thus creating brand loyalty.



Training

With the projects FUBIZO conducts, the client's in house team is also trained to have an advantage. FUBIZO also provides salesman training and expo/roadshow preparation drills to ensure a product is presented in the most effective manner to the consumer.



Digital Marketing

FUBIZO has a team of digital marketers that focuses on market research, consumer surveys, understanding brand perceptions and effectively reaching out to the right audience with the right message. Our team also uses this data and recommends how a brand should be communicated in the most effective manner. We conduct short term (festivals) and long term (brand awareness) campaigns

Why **FUBIZO**



FUBIZO develop and brand products based on market analysis, thus ensuring the success of a product when launched.

FUBIZO collects project fees only when results are seen; thus guaranteeing results for our client. During a project kickoff however, FUBIZO does collect a deposit.



FUBIZO would produce a prototype product within 3 months of project kickoff.

At **FUBIZO**, we have a diverse range of people from multiple industries, multiple product type within the food industry and with different skillset from marketing, to technical development, to engineering to designing and packaging experts





PRE DEVELOPMENT

We focus on current market conditions, trends, understanding the client and operational capabilities so that minimal to no machine investment has to be made, strengths and weaknesses of the client, nutritional analysis considerations (such as low fat, low sugar, zero sugar, zero trans fat or high protein), regulatory compliance (concerning taxes, import/export laws), competitor analysis, product positioning and costing for the new product developed. FUBIZO will also consider packaging in this stage, for example, how would the consumer experience the product and the shape and size to enhance every interaction the consumer has with the product. FUBIZO's team would also interact directly with the customer (importer and distributor) and consumers in their locality. For example, if our client says that they want to focus on China market, we actually go to China and directly interact and collect data there.



DEVELOPMENT

The actual product prototype is made after thoroughly understanding the above in the pre-development stages and flavours are set.

Ingredient Innovation: We develop ingredients that are innovative that only a certain product can use to secure a competitive advantage.



PRODUCTION TRIAL & TRANSFER

The actual product is manufactured and production challenges are taken note of and will be troubleshoot by our team. Yield, wastage and stability issues will be addressed at this stage.



BRANDING

In this stage, FUBIZO will also help with packaging design, brochure design, exhibition booth design and provide salesperson training. We would also make a product information catalogue/presentation file so that salesperson could present to their customers.

Project Scope

ACTIVITY	ACTION	TIMELINE
Predevelopment Work	<ol style="list-style-type: none"> 1) Understand the pain points in current offerings, pricing structure, offering in other industries and competitors within the same industry. 2) Confirm the theme of the product and marketing concept. This will be stressed during branding. 3) Determine the form of the products and machines to be used. Basic idea of packaging is also done here. 4) Visit the consumer's country and understand the market 5) Basic ingredient innovation work 	3 months for research and pulling in experts to weigh in on the issue
Product Form	<ol style="list-style-type: none"> 1) Flavor: Understand theme direction and inspiration of flavors 2) Texture 3) Health Related Claims- fat levels, sodium levels etc 	1 month (done in conjunction with Predevelopment Work)
Prototype Product	<ol style="list-style-type: none"> 1) Determine flavor, texture and manufacturing requirements of the product 2) Ingredient Innovation 3) Locking in suppliers 4) Product Cost Analysis 	2-3 months depending on suppliers' speed
Production Transfer	<ol style="list-style-type: none"> 1) Visitation of manufacturing plant with factory manager to understand the client's production abilities and limitations so that correct product formulation from the beginning is done and takes into account machine capabilities, product losses and yield rates so that the prototype made would be more accurate and minimizes/ prevents rework. 2) Transfer of the lab scale formulation to larger scale production. 3) Product packaging and flushing/vacuuming level required if applicable. 4) Amount of product deterioration during manufacturing while manufacturing which needs to be accounted for when formulating. 5) Manufacturing/processing conditions and environment like humidity etc. 	In Conjunction with Prototype Development

Project Scope

ACTIVITY	ACTION	TIMELINE
Packaging	<ol style="list-style-type: none"> 1) Understand the consumer's reaction towards packaging 2) Understand shipping conditions in terms of size reduction so that more can be transported efficiently without breakage. 3) Determine specifications required for optimum product quality. 4) Recommendation of packaging and concept design 5) Packaging Design and Color Scheme based on theme and consumer behavior 	2 months
Branding Efforts	<ol style="list-style-type: none"> 1) Marketing Materials Required: Presentation Pitch, Flyer Preparation 2) Complete design and copywriting for all materials used for branding/ marketing efforts: billboards, presentation slides, flyers, display stands, and booths 3) Key Words used are based on market research conducted to ensure the product's essence is communicated clearly and consistently to consumers. 	1 month
Salesman Prep	<ol style="list-style-type: none"> 1) Understand the style of different salesperson and training on how to react accordingly with customer's reaction. 2) Focused on strengths of each individual salesperson and the advantages of the company + product 3) Understand the customers at trade fairs and predicting questions that would be asked so that preparation could be made and effectively boost salesperson's confidence. 	At least 1 month
Trade Expo/ Road Shows	<ol style="list-style-type: none"> 1) Similar preparation work done for salesman prep and branding efforts 2) Promoter training on how to collect feedback for improvement. 	The first expo client attends after product is ready