



# CASE STUDY Alpha7 and BFF

Building an integrated and scalable ecommerce solution for today's digital economy



## Business Issue and Objectives

Starting a business is difficult and with so many risks associated with it, knowing where to start is challenging and scary.

After significant investment into testing, design and branding, BFF Wellness faced the major challenge of how to market and sell its first skincare product, given that it was a one-person shop. Eunice Tan, the founder and owner of BFF Wellness decided to pursue Ecommerce, although needed help in starting her store.

What Eunice then required was an Ecommerce store that could be easily monitored end-to-end and without the difficulty of monitoring multiple software programs, such as one for accounting, one for inventory and one for selling her product. The difficulty of being the sole owner and employee is that having multiple systems and multiple functions in a business is difficult to manage, hard to control and is extremely time consuming as you must manually update each system individually.

## Why Ecommerce ?

The biggest incentive to start an Ecommerce store is that it allows businesses to sell their products online and at their own pace, without the pressure of large bills and startup costs.

Ecommerce platforms such as Shopify are highly cost effective, because they are fully automated and have hundreds of additional plug-ins that can be integrated into it. These plugins provide targeted functions that can help you run your Ecommerce business, such as order tracking, inventory management and financial reporting. The plugins also can act as links to other applications such as Xero in this business case to manage accounting functions.

***“Ecommerce is the best way to launch your business and it is easy to use. As it is automated, I do not have to employ anyone and can run the business myself, which gives me the time to focus on my family.”***

## The BFF Wellness Solution

The BFF Wellness solution was to integrate Shopify and Xero. Their Ecommerce site is built on Shopify – an Ecommerce app and it is integrated with Xero – an accounting app, allowing Eunice to run the entire business from end-to-end. This meant that the data collected from her Shopify website will flow seamlessly into Xero so she doesn't need to enter data into her accounting app.



BFF (Best Friends Forever) is a beauty wellness online store that is owned and run exclusively by its founder Eunice Tan. They aim to be the consumer's best friend in their overall beauty wellness. They are committed "to bringing beauty wellness to everybody" and to replace the complicated steps of a beauty regime into a single product that "can be used by anyone, regardless of their age, gender, or skin condition."

**Industry:** Cosmetic  
**Segment:** Skincare and Wellness  
**Company HQ:** Singapore  
**Year Established:** 2016  
**Website:** www.bff.com.sg



BFF Wellness with its offices in Singapore started as an idea and has now created a product that is available online within a year. We are also in the process of developing a haircare product, which in testing has been extremely promising.

I brought Alpha7 and their team onboard because it was not just about setting up the platform, they also offered me a lot of ideas about how I can market my product and were on hand to show me how to use the tools.

My experience with Alpha7 was exceptional. They went beyond what was expected of them and were quick to implement my eCommerce strategy.

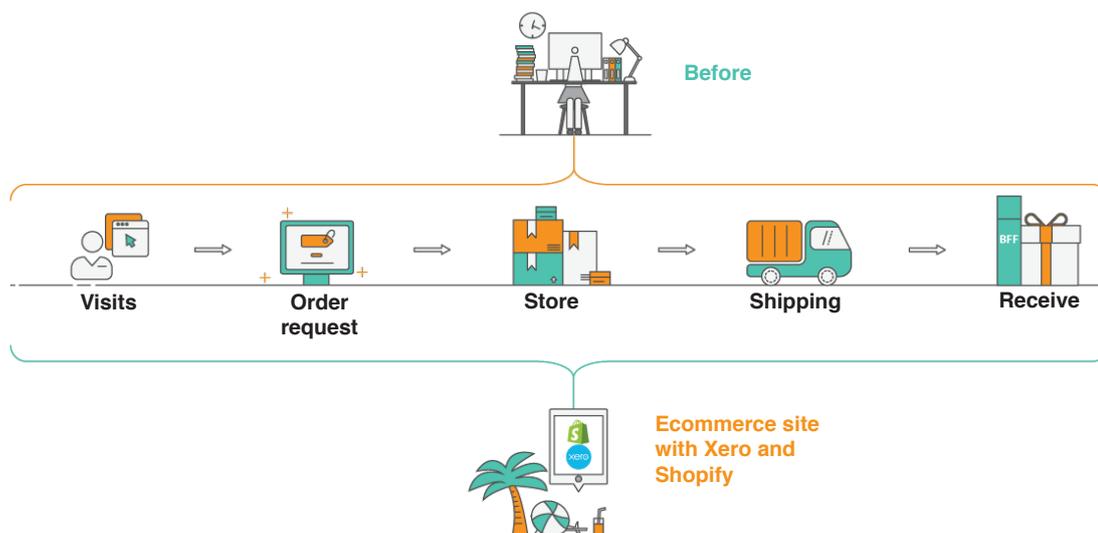
**Eunice Tan**  
**Founder & CEO**



This solution was a more holistic approach and addressed the problem on two levels, both the frontend and the backend. On the frontend, all the sales and marketing as well as the ability to monitor the customer journey is now taken care of through Shopify. This means Eunice can utilize analytics to see how engaged her customers are on her website and can communicate directly to her customers through her Ecommerce store. On the backend, both applications track orders, record payments and share data. Thus, Eunice does not have to export data between the two systems.

Having all the functions of her business on one dashboard with her data shared and stored across all applications now means she can easily monitor her business.

This was the most elegant and simple solution for BFF Wellness and can easily be applied to many other startups and SMEs. It allows Eunice the flexibility to run her company and means all the time spent updating each individual program is now gone, as Shopify and Xero integrate seamlessly and automatically.



The design also helped support the biggest concern to most SMEs and that is the risk of growing too quickly or being over confident in the size of your market and building up high startup costs. Here you can start small and take small steps towards scaling up, which was of great value to Eunice, who was showcasing her products predominantly through word of mouth. Shopify also allows businesses to add more applications that can help them with other functions of their business that may not be necessary when you are small, such as employee scheduling. However, as you grow these may become more relevant. The flexibility of adding functions means you can grow at the rate you want, without having to commit to functions that may not be relevant when you are a small company.

## Outcome

The challenges faced by small and growing businesses invariably boil down to cost, and finding a single platform to base an entire company's business functions that is easy to use can significantly relieve both the time and financial pressures on a business owner.

The process took just 2 months from setup to selling products and the major benefit of the integrated solution is that it monitors itself. Thus, the platform saves her significant amounts of time and energy, so she can better direct her attention to showcasing the fantastic product that she has created.

***“The invaluable part of Alpha7, wasn't just the level of professionalism but also the willingness to help and provide BFF Wellness with the assistance and guidance they needed, even long after Alpha7 had helped setup our eCommerce store.”***

Interested in more information, speak to one of our advisors today by submitting this [online form here](#).

### About Alpha7

Alpha7 helps small and growing businesses transform in today's Digital Economy. With our in-house data experts, Alpha7 introduces A7 loB® (A7 Internet of Business). A7 loB® is built to empower small and growing business to take charge of their biggest asset: business data. Thus, allowing businesses to use data and make smarter data-driven decisions.

Speak to us today! Contact Alpha7 at [www.alpha7.co/contact](http://www.alpha7.co/contact) to learn how your organisation can use technology and turn it into business advantage.