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# Sukha Media: Navigating the Bohemian Lifestyle Niche

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## EXECUTIVE SUMMARY

*This case study focuses on Sukha Media, a microbusiness which specialises exclusively in the “Bohemian Lifestyle” niche of the advertisement and content creation industry. The company has established itself as a niche player in an industry marked by low barriers to entry and intense competition by employing a premium positioning strategy and addressing the unique needs of its highly specific target audience. Key challenges include: (1) financial constraints and absence of robust financial management systems, (2) its niche specialisation, which constrains potential customer outreach; (3) a need to emphasise sustainable practices; and (4) inadequate engagement with creators from marginalised backgrounds. Some solutions include: (1) ensuring financial resilience alongside strategic management (e.g., continuous learning, human resource management, innovation); (2) diversifying product offerings and stakeholders to manage risks; and (3) understanding market dynamics and cultivating growth through robust research, product diversification and outreach, for example.*

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## Introduction

Sukha Media, a microbusiness, specialises exclusively in the “Bohemian Lifestyle” niche of the advertisement and content creation industry, by catering specifically to individuals committed to conscious living. It is dedicated to creating impactful content which resonates with its target audience by inviting individuals on soul-enriching journeys that highlight the beauty of unconventional ideas and inventions. Its dedication to a bohemian lifestyle leads to its focus on creating impactful content beyond the ordinary—i.e., a commitment to alternative lifestyles. Sukha Media's holistic approach to content creation emphasises authenticity, societal impact and a deep understanding of its target audience while strategically positioning itself to carve out a niche in the industry. By extension, it may potentially wield pricing power within this unique market segment.

Its ethos is prominently implied through its content platform, BohoBureau.co, which features a captivating content journey featuring diverse experiences obtained through meticulous research and interviews. Its commitment to meaningful and diverse content testifies to its corporate goal of producing innovative content which transcends the ordinary, thus establishing the company as a unique and influential industry player. Sukha Media aims to foster a sense of community by featuring niche business actors—e.g., a Zerrin Pop-Up Store, a Jal Yoga retreat and My Tribe's wellness retreats. It is also committed to uncovering and sharing stories celebrating craftsmanship and sustainable living, such as Rumi Spice Afghan Artisan.

## Industry Context

Being strategically positioned within the “Bohemian Lifestyle” segment, Sukha Media meticulously cultivates a unique brand identity centered on authenticity and societal impact. Thus, the company establishes itself as a niche player in an industry marked by low barriers to entry and intense competition. This deliberate approach aligns with the economic principle of product differentiation, potentially allowing Sukha Media to command premium pricing and foster customer loyalty.

In response to intense competition, the company strategically invests in branding and customer relationship management, as per Porter's (1980) Five Forces framework. These investments reduce competitive rivalry by creating a unique and recognisable brand, positioning Sukha Media as a distinct entity within the “Bohemian Lifestyle” content creation space. Its commitment to continuous innovation further aligns with a Schumpeterian perspective on economic development, i.e., recognising innovation as a pivotal driver of sustained competitive advantage (Schumpeter, 1934). Thus, it remains at the forefront of the industry by offering innovative and compelling content to distinguish its work from competitors, effectively influencing competitive forces within the market. These strategic initiatives embody Sukha Media's proactive approach by shaping its position within the industry and reflecting a nuanced understanding of both economic principles and competitive dynamics (Bernstein, 1998; Freeman, 1984).

By positioning itself at the intersection of content creation and advertising, the company employs a premium positioning strategy by addressing the unique needs of its highly specific target audience. This premium approach aligns with the perceived value derived from its exclusive and specialised offerings. Sukha Media's revenue is derived from commission-based revenue streams, and strategic partnerships with digital marketplaces such as Shopee and Shopee complement its core business (i.e., content creation).

## Challenges and Solutions



Overall, Sukha Media faces challenges associated with its: (1) financial constraints and absence of robust financial management systems; (2) niche specialisation (which may constrain potential customer outreach); (3) emphasis on sustainable practices;<sup>1</sup> and (4) inadequate engagement with creators from marginalised backgrounds. These challenges are broadly addressed in three overlapping yet distinct key areas, as discussed below.

### *Financial Resilience and Strategic Management*

In the highly competitive content creation and advertising industry, the threat of price wars and reduced profit margins looms large. Sukha Media strategically manages day-to-day costs by opting for a virtual office model that enhances operational efficiency and minimises fixed costs. Its primary cost components are content creation, platform maintenance and marketing. Notably, it focuses strategically on variable costs, showcasing its adaptability to market dynamics by efficiently allocating resources based on evolving demands. Furthermore, adept cash flow management underscores a commitment to financial principles, especially regarding liquidity management amidst unpredictable market conditions (Merton, 1987).

Sustained growth hinges on strategic management, which requires the astute application of managerial theories encompassing continuous learning, human resource management, innovation and market responsiveness. A continuous commitment to market responsiveness, including the establishment of a robust real-time market monitoring system, ensures the prompt assessment of trends within its niche (Kaplan & Norton, 2008). It has strategically cultivated a unique value proposition, aligning seamlessly with niche marketing principles to position itself as a thought leader within a specific audience segment.

Its financial strengths emerge through successful diversification via affiliate marketing, reducing reliance on a single income source. This strategy strengthens the bond between Sukha Media and its audience, thus containing them within a mutually beneficial ecosystem. Given its limited customer base, Sukha Media must strategically explore avenues to expand its audience reach without diluting its original niche identity. Targeted marketing campaigns and collaborations with adjacent markets can help achieve this delicate balance.

Overall, the company should also institute stringent financial controls, robust budgeting practices and cost-effective marketing strategies. In augmenting financial literacy, Sukha Media's commitment to eco-friendly practices must not be compromised. Therefore, it is crucial to explore funding avenues from sustainability-focused investors or grants to provide the essential capital for growth. Ultimately, to incorporate sustainable practices holistically, Sukha Media's financial strategy must align with its commitment to sustainability and inclusivity, where prudent investments in branding, customer relationship management and strategic collaborations should reflect a holistic and forward-looking approach that considers both financial sustainability and social responsibility.

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<sup>1</sup> The need for sustainable practices leads to possible discrepancies with operational procedures, besides being hampered by insufficient knowledge of sustainable alternative practices, thus requiring the dissemination of information on sustainable practices to stakeholders to ensure a holistic approach to environmental responsibility.



## *Product Offerings and Stakeholders*

Addressing weaknesses related to its limited customer base and niche perception is crucial. Sukha Media's strategic initiatives extend beyond merely creating content to explore lifestyle products, engage in exclusive collaborations and provide digital offerings to mitigate the risks associated with this limited customer base. Diversification, a well-established risk management strategy (Bernstein, 1998), is inherent in Sukha Media's approach. Its educational initiatives position the company as an authoritative source, in alignment with its unique value propositions. Strategic branding initiatives, informed by core values and sustainability, distinguish it from competition by reinforcing authenticity, appeal and resonance with the target community. A notable strength is its mastery of creative storytelling, which not only differentiates the brand from competitors, but also contributes significantly to enhanced brand appeal—which fosters brand loyalty and heightened audience engagement.

Strategic initiatives are crucial to expand beyond Sukha Media's niche while maintaining brand authenticity. The intricacies of supply chain dynamics pose risks that warrant a meticulous microeconomic analysis of Sukha Media's bargaining power with suppliers. Here, insights from transaction cost economics (Coase, 1937) provide valuable guidance for decisions on vertical integration or strategic partnerships, where the optimisation of supply chains minimises potential disruptions and enhances overall efficiency. It is also crucial to foster diversity in terms of content creation and enhance engagement with a broader range of creators.

## *Market Dynamics and Cultivating Growth*

To build on the previous point, how is it possible to achieve sustainable growth without being pigeonholed as a niche player? This dilemma echoes Porter's (1985) caution against being "stuck in the middle", underscoring the need for strategic decisions to avert competitive disadvantages as well as economic vulnerabilities tied to potential fluctuations in sales and revenue.

Sukha Media niche reliance leaves it susceptible to the shifting popularity of particular lifestyles or evolving consumer preferences. Concurrently, it struggles to cultivate a substantial social media following, which constrains its brand visibility. To mitigate these risks, the company must strategically diversify its content themes by extending its appeal beyond the "Bohemian Lifestyle" niche. This step entails vigilant market research to stay abreast of emerging trends. Such research can identify competitors and comprehend market dynamics. Regular research updates ensure adaptability to industry changes, where the challenges emerging from inaccurate cost estimates can be alleviated by implementing a robust budgeting system, coupled with regular financial performance reviews and financial management education. Sukha Media must strategically position itself as a niche leader while highlighting its adaptability and innovativeness, thus managing market perceptions for long-term sustainability. An assessment of cyclic consumer preferences is therefore crucial, especially in considering potential impacts on the "Bohemian Lifestyle" market.

In line with economic theories of strategic alliances (Dyer & Singh, 1998), Sukha Media actively seeks partnerships with influencers, organisations or events sharing its values. Strategic collaborations offer valuable avenues for Sukha Media to expand its reach within the "Bohemian Lifestyle" community, which can lead to cross-promotion, tapping into new audience segments, resource-sharing as well as strategically optimising costs and enhancing revenue. Actively seeking partnerships aligned with Sukha Media's values is crucial for broadening its impact and strengthening its niche



position. These collaborations enhance brand visibility, contribute to positive brand perception and foster sustained growth. The centrality of sustainability initiatives to brand identity resonates with the target audience and aligns with principles of corporate social responsibility (Carroll, 1991). Through comprehensive strategic initiatives, Sukha Media aims to not only attract a “Bohemian Lifestyle” audience but also establish itself as a trusted and influential voice within the broader market.

Sukha Media also strategically deploys active social media participation aligned with managerial economics and the principle of utility maximisation. By establishing a robust presence on TikTok and Instagram, it seeks to optimise the utility derived from its content, which not only fosters a sense of community but also contributes to a broader societal impact (Hirshleifer, 1980). Rising public engagement with companies on social media presents a significant opportunity for Sukha Media to amplify impact by intensifying social media strategies, prioritising user-generated content and fostering a sense of community. From an economic standpoint, this approach aligns with principles of demand management and customer relationship-building. However, inclusive content creation poses another complex set of challenges, i.e., addressing varied audience perspectives and ensuring inclusivity.

The emergence of new technologies may enhance content delivery and audience engagement. By integrating technologies like virtual reality, augmented reality or interactive content platforms, Sukha Media can align itself with efficiency principles and enhance overall user experience.

## Conclusion

As a microbusiness in the advertisement and content creation industry, Sukha Media faces unique challenges and opportunities. This business case study provides a holistic view of its challenges and hopes to guide Sukha Media towards informed decision-making and long-term success. In navigating the dynamic content creation and advertising landscape, Sukha Media prioritises adaptability and a proactive approach (e.g., actively engaging with audiences, fostering collaborations with influencers and embracing agile content creation). Being in line with economic theories of responsiveness and efficiency, these approaches allow Sukha Media to stay ahead in a fast-paced industry (Fisher, Green, & Smith, 2011). Overall, we have recommended three key areas of improvement, which align seamlessly with Sukha Media’s commitment to sustainability. The result is improved financial stability and diversified revenue streams, thus showcasing a good corporate grasp of Keynesian economic principles. A tangible economic impact can be demonstrated through escalating sales figures, in line with the correlation between consumer spending and overall economic growth (Keynes, 1936).

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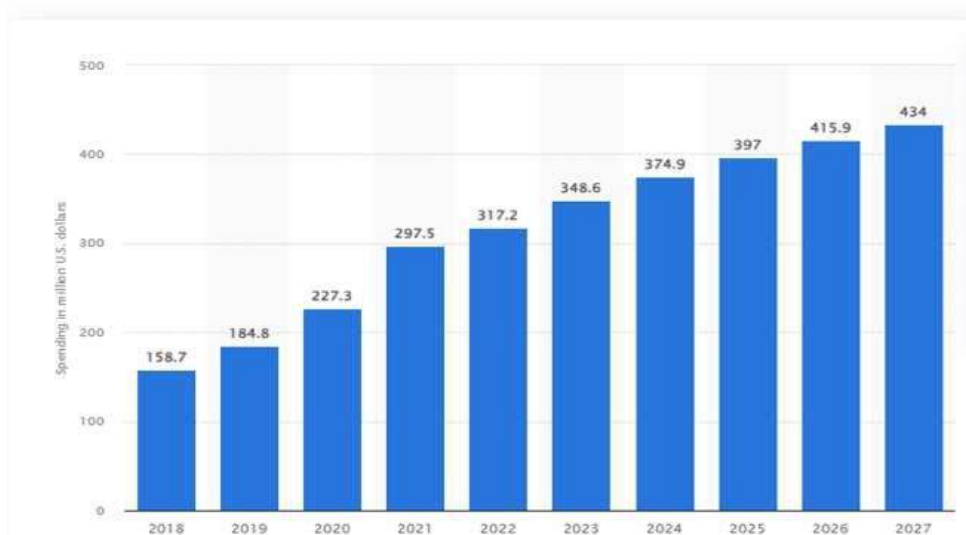


# Appendices

## Project Description

Company Background	Business Name - Sukha Media
Owner	Dayana Sobri and Partner
Contact Email	<a href="mailto:dayanasobri89@gmail.com">dayanasobri89@gmail.com</a>
Website	[Sukha Media](https://bohobureau.co/)
Established & Location	Sukha Media PLT (LLP 0030593-LGN), Cyberjaya, Selangor
Service Options	Content creation, storytelling, impact-focused media
Menu Highlights	Bohemian Lifestyle storytelling, positive change content
Customer Exp. & Marketing	Growing engagement on social media platforms, collaborations with influencers (TikTok & Ig.)
Competition	Distinguished in Bohemian Lifestyle niche
Community Engagement	Actively involved in societal conversations and impactful storytelling
Future Plans	
Resource	Implement comprehensive impact measurement framework, enhance diversity initiatives
Technology Integration	Invest in emerging technologies for sustained engagement.

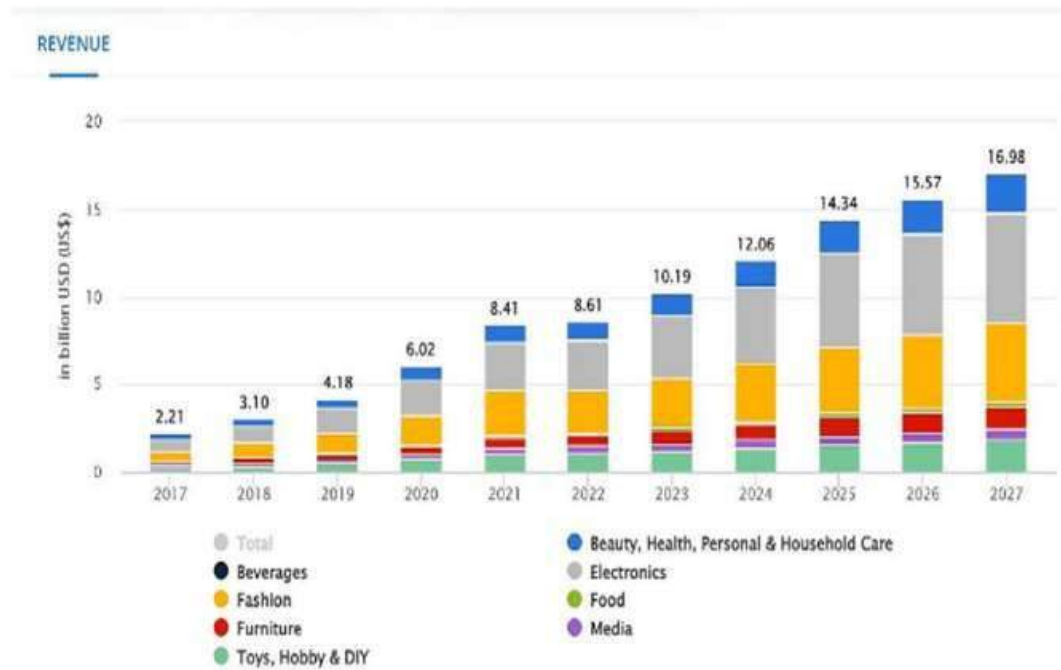
## Graph of Projected Profitability<sup>2</sup>



<sup>2</sup> Data obtained from <https://www.statista.com/forecasts/1380729/malaysia-social-media-advertising-market-revenue>.



## Business Trends<sup>3</sup>



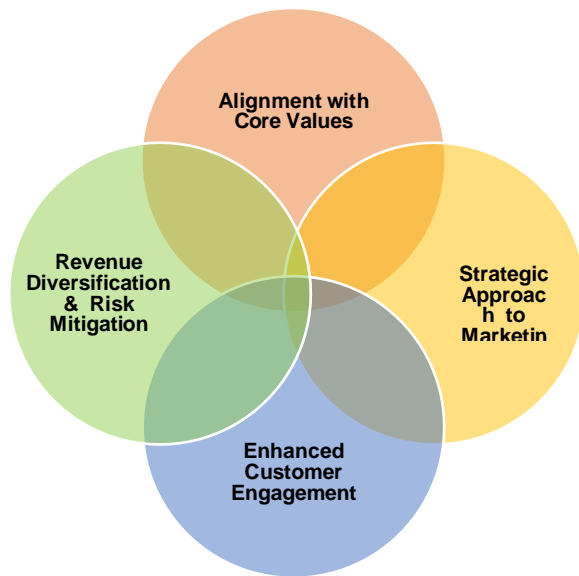
## Detailed Components of Sukha Media's Business<sup>4</sup>



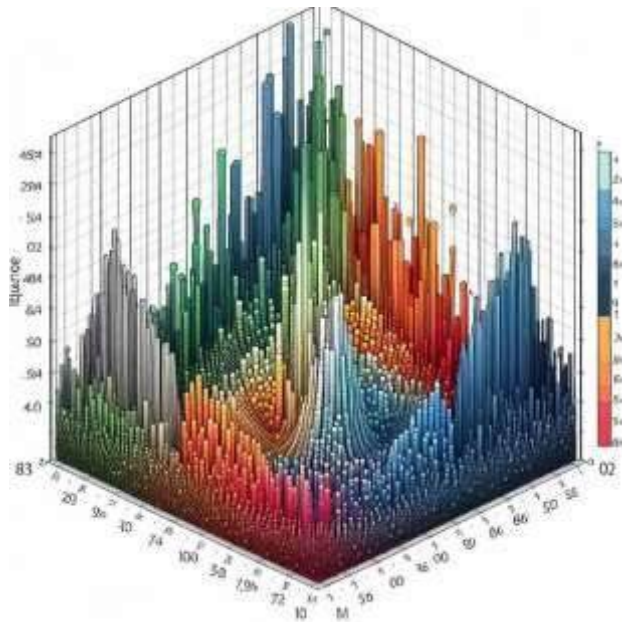
<sup>3</sup> Data obtained from <https://unicommerce.com/blog/ecommerce-trends-in-malaysia-become-top-seller-with-right-approach/>

<sup>4</sup> A distinctive aspect of Sukha Media's strategy involves a focus on variable costs, thus ensuring adaptability to market dynamics.

## Venn Diagram of Sukha Media's Strategy Alignment<sup>5</sup>



## Visualisation of Various Factors Within Sukha Media's Business Landscape<sup>6</sup>



<sup>5</sup> Alignment with vision towards growth considers Porter's Five Factors and Economical Benefits.

<sup>6</sup> The data are generated using a multidimensional AI tool by inserting multiple factors. Different colours depict different areas: green=eco, blue=dynamic growth, and yellow=the start-up scene.