

Terer by Digital Zero Sdn Bhd sets sights on beverage sector in Malaysia

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Terer, a startup mobile application by Digital Zero Sdn Bhd, has unveiled a strategic plan to focus and gain momentum in the beverage sector before embarking on its expansion journey. Launched in September 2022, Terer has quickly become a game-changer in the F&B industry, with a primary focus on the beverage sector in Kuala Lumpur and Selangor, Malaysia.

Founder Azureen Rashid chose this approach because of her firsthand experience and belief that the beverage industry holds a central position in every consumer's daily routine.

Azureen recognised the importance of testing the product-market fit before fully implementing their subscription-based business model. As part of this strategic approach, Terer introduced the 'purchase multiples' concept - this enables users to buy 3 cups, 5 cups, or even 10 cups of their favourite beverage at discounted rates and redeem them on the go. For example, Terer's exciting collaboration with Cocolicious offers a special Terer deal at RM52 for 5 cups of any shake from their Coconut Shake Series, as opposed to the regular price of RM65 for 5 cups.

The innovative approach of Terer empowers consumers with cost savings, and a hassle-free buying experience while providing merchants with a pool of loyal customers and upfront cash benefit.