

# Gembah Case Study

## Ma Fête, Parties in Style

Believing that every child should be celebrated, every party should be beautiful, and imagination should be effortless.



"I didn't know how this all worked, so I was looking for a company that could connect me with a factory. One of the main values Gembah offered was connecting me with a golden factory, a single factory capable of producing everything I needed."  
Anna Bacon, Founder, Ma Fête

**SOLUTION**  
Factory Selection,  
Color Matching,  
Compliance Testing



### RESULTS



**FACTORY SELECTION**  
Located a single factory to produce every product, saving time and money in shipping and communication



**COMPLIANCE**  
Guided products through lab testing to ensure they were food safe



**COLOR MATCHING**  
Worked with the factory to ensure colors matched across products and materials, ensuring continuous flow of the theme





## CHALLENGES

- Finding a factory capable of producing both handmade and paper products
- Navigating delays caused by Covid outbreaks and Chinese New Year
- Taking products through lab testing to ensure safety and compliance

## A BEAUTIFUL PARTY

Anna Bacon is never far from a party. As someone who loves to celebrate, she took on the role of designing beautiful celebrations for her children using items she bought online. She started with birthdays, quickly adding Valentine's Day, Halloween, and nearly every other holiday to her ever-growing celebration repertoire. But as her parties became more involved, she began noticing how difficult it was to find pieces matching the themes she was trying to create.

After countless hours spent scouring party websites for the perfect pieces, she wondered how many other parents were doing the same thing. Anna started thinking about how she could curate a party experience for kids without their parents spending a ton of time or money.

## FUN IN A BOX

First, she thought about curating a box of items from different vendors, creating an entire box that parents could buy containing everything they needed for an incredible party. After meeting roadblock after roadblock, Anna decided on a different approach: she'd design and create everything for the box herself.

But it wasn't as easy as it seemed. She spent months researching how to start her business, working with multiple vendors for designs and illustrations for all her products. And as she neared the final steps of her project, she needed a way to get her designs into factory production.

## CELEBRATION CREATION

Anna knew she needed a pro to guide her project through the last steps, and that's when she reached out to Gembah. Gembah sourced their factory contacts to get several quotes and discuss factory capabilities. They discovered a single factory capable of producing each piece, including pieces that had to be finished by hand.

After they selected the factory, Gembah worked through the guidelines for each product, making sure colors matched and that every piece was created correctly. Next, Gembah made sure that each product through the necessary testing, making sure each item that touches food complies with all food safety standards.

After a year of hard work, Ma Fête's celebration boxes are in production now. "This is the first time I started on my own, I've never run a business before. I was looking for someone to connect me with factories because I didn't know how it all worked," said Anna. "I really like the team at Gembah. They're very supportive, always easy to get in touch with, and very helpful."