



YOUTH TEA DRINKS SHOP

BY

BUQIANG JIA

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT  
OF THE REQUIREMENT FOR THE DEGREE OF MASTER OF  
BUSINESS ADMINISTRATION (INTERNATIONAL PROGRAM)

SOUTHEAST ASIA UNIVERSITY

ACADEMIC YEAR 2022

COPYRIGHT OF SOUTHEAST ASIA UNIVERSITY



YOUTH TEA DRINKS SHOP

BY

BUQIANG JIA

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT  
OF THE REQUIREMENT FOR THE DEGREE OF MASTER OF  
BUSINESS ADMINISTRATION (INTERNATIONAL PROGRAM)

SOUTHEAST ASIA UNIVERSITY


ACADEMIC YEAR 2022


COPYRIGHT OF SOUTHEAST ASIA UNIVERSITY

**Independent Study Title** Youth Tea Drinks Shop  
**Author** Buqiang Jia  
**Program** Master of Business Administration (International Program)  
**Advisor(s)** Arphaporn Jongwiriyaenchai, Ph.D.

---


Graduate School, Southeast Asia University, was approved as partial fulfillment of the requirements for the degree of Master of Business Administration. (International Program)

  
 ..... Dean, Graduate School  
 (Puttithorn Jirayus, Ph.D.)

  
 ..... Director, Master of Business Administration  
 (Assoc.Prof. Napaporn Khantanapha, Ph.D.) (International Program)

#### Independent Study Committees

  
 ..... Chairman  
 (Assoc.Prof. Thanakorn Thanathanchuchot, Ph.D.)

  
 ..... Committee  
 (Assoc.Prof. Napaporn Khantanapha, Ph.D.)

  
 ..... Advisor  
 (Arphaporn Jongwiriyaenchai, Ph.D.)

Independent Study Title	Youth Tea Drinks Shop
Number of pages	80 pages
Author	Buqiang Jia
Program	Master of Business Administration (International Program)
Advisor	Arphaporn Jongwiriyaenchai, Ph.D.
Academic Year	2022

### Abstract

This research is qualitative research. The current pattern of the ready-made tea drinks industry is stable, and the consumption of ready-made tea drinks has normalized. The tea shop adopts an operational model that combines offline shop sales and online sales. The team management adopts a flat management mechanism, with team members unified by the shop manager responsible for communication and coordination. The company's strategic goal is to build a well-known domestic tea beverage chain brand shop in five years. The analysis of project risks shows that the main risks faced by tea beverage projects are policy risk, market risk, and management risk. These three risks impact the project but can be partially avoided and mitigated through adopting relevant measures, thus making the overall risk manageable. The paper also focuses on the funding plan and financial indicators. In the investment profitability calculation, the ROI = 127%, indicating that the project has a very good return on investment. This suggests that the project is economically viable.

**Keywords:** youth tea, drinks shop, ready-made, tea drinks industry

## Acknowledgement

Without the help of several educators, this business plan would not have been achievable. I'd like to thank my advisor, Assoc.Prof. Dr. Napaporn Khantanapha, Dr.Supot Rattanapun, for their advice throughout this business plan, who read my multiple modifications and helped me make sense of it all.

I'd like to express my gratitude to my chairman and committee members of the independent study, who provided guidance and support.

Thank you to Southeast Asia University, Graduate School, and International Program for offering me an independent study completion fellowship, which enabled me to attend the International Conference and finish this business administration degree. Finally, I'd like to thank my parents and numerous friends who supported and loved me throughout this long journey.

Buqiang Jia

## Table of Contents

Abstract.....	IV
Acknowledgement.....	V
Table of Contents.....	VI
Section 1 Executive Summary.....	1
Section 2 Company Description.....	3
Section 3 Industry Analysis.....	9
Section 4 Marketing Plan .....	21
Section 5 Management Team and Company Structure .....	32
Section 6 Operations and Production Plan.....	39
Section 7 Financial Projections.....	58
References.....	65
Biography .....	66

## Section 1

### Executive Summary

As the standard of living of Chinese residents has improved and consumer attitudes have changed, beverages have moved from being a luxury item in the past to a daily necessity. At the same time, the beverage market is also evolving in terms of demand for variety as consumers' awareness of the need for health and naturalness continues to increase. The tea beverage market in China can be subdivided into three main categories: ready-made tea beverages, tea leaves, tea bags, tea powder, and ready-to-drink tea. The current tea beverage market is steadily increasing, with mass-produced tea beverages growing the fastest. By 2020, the total size of China's tea beverage market will reach 410.7-billion-yuan, accounting for over 35% of China's non-alcoholic beverage market share. At present, the size of China's ready-made tea market has reached 100 billion yuan and has achieved rapid growth in recent years, with the market share growing from 16.4% in 2015 to 27.7% in 2020. In 2021, the number of ready-made tea shops nationwide has exceeded 500,000, and the annual consumption amount of the national market has exceeded 140 billion yuan. Ready-made tea is expected to become the largest sub-circuit in the tea industry in the future.

From the market environment, consumers will buy ready-made tea almost every day; about 27% of consumers consume it 3-5 times a week, and about 31% of consumers buy it 1-2 times a week; the consumption habit of ready-made tea has gradually developed. From the market segmentation analysis, it is concluded that the post-90s have become the mainstream consumer group. There is more room for development in second and third-tier cities, with customers paying more attention to the offline consumption experience. Therefore, the product positioning of the project is healthy and youthful, and the target market will be the main youth students, the auxiliary market for white-collar workers, and the potential market for middle-aged and older adults.

At present, the tea market is the best time to enter the market, and youth tea shops are "people-oriented" as the company's primary purpose, adhere to the responsibility of healthy tea, continuous innovation products, accumulate market reputation, and eventually operate as a nationally renowned chain of tea shops.

The And Youth tea drinks shop is designed to offer a range of products such as milk tea, fruit tea, and freshly brewed tea. The staff organization includes a general manager, shop manager, cashier, operator, etc. The structure of 4-5 people. The initial investment cost is 124,100 yuan. Annual operating income of 864,000-yuan, yearly costs of 595,200-yuan, annual profit of 240,000 yuan, the first year to recover the entire investment and achieve profitability.

This paper details the business plan for the And Youth Tea Drinks Shop through nine chapters, including a company introduction, industry analysis, and market analysis.

## Section 2

### Company Description

This chapter highlights the project background, the company profile, products and services, and relevant regulations and policies.

#### 2.1 Project background

As the standard of living of Chinese residents has improved and consumer attitudes have changed, beverages have moved from being a luxury item in the past to a daily necessity. At the same time, as consumers' awareness of health and naturalness continues to rise, the demand for variety in the beverage market is also changing.

The definition given by the media is that ready-made tea drinks are mainly Chinese beverages made from high-quality tea leaves, fresh fruit, and fresh milk, such high-quality and fresh raw materials complemented by a rich tea base and a wide range of ingredients. It has become an important entry point for young people to get in touch with tea.

In the short span of five years since the emergence of this trend, ready-made tea drinks have gone through three iterations, with more brands innovating and changing their ingredients in the first three years. In this process, many head brands have improved the quality of their raw materials by building their tea factories and orchards.

After the drinks became increasingly homogenised, the ready-made tea industry quickly entered the 2.0 era - categories were integrated into multiple scenes, and brands began to upgrade their spaces and service experiences, expanding from food and beverage to entertainment and culture.

And today, more and more brands are beginning to realise that selling tea is about the front-end product experience and the back-end industrial upgrading. Therefore, more and more brands have started to carry out digital transformation, operating their membership system and online digital marketing, building their digital

supply chain, and managing the entire chain.

The ready-made tea shop is a low capital investment, has a wide range of consumers, fast cost recovery, and is very good to find the front of the business project, generally in addition to retaining a few months or so of shop rent, labour and daily expenses, tea shop management without much working capital, very suitable for small independent business. We have taken this opportunity to create and youth tea shop.

## 2.2 Company profile

- 1、 Shop name: Sanhe City, Hebei Province, And Youth Tea Drinks Shop
- 2、 Nature of company: Individual business
- 3、 Store structure: a dynamic and energetic team, always attentive to the emotional needs of the mall, with an entrepreneurial spirit to work together, including shop managers, cashiers, operators, etc.
- 4、 Store operation: The shop is open all day, with business hours from 8 am to 10 pm. Considering that tea shops are divided into low and high seasons in spring, summer, autumn, and winter, we will make reasonable adjustments to the time and staff as appropriate to the actual situation.
- 5, the shop's purpose: "and youth, drink health," adhering to the people-oriented purpose of the shop, always adhere to "green health" as the main idea.
- 6、 Management philosophy: "Service first, quality first, innovation as the spirit, win-win as the way" business philosophy.
- 7、 Product services and features: The shop mainly provides a series of products, such as tea drinks, smoothies, shaved ice, milk tea, etc. The shop is modern and simple in style, with a small, elegant room comfortably separated for customers to chat and rest. The shop has a wireless network for customers with laptops to access the Internet wirelessly for leisure.
- 8、 Our goal: insist on independent innovation, constantly improve the quality of tea drinks, stick to their brand, develop this brand into a famous brand in the market, and lay down a piece of sky in the whole Hebei and even national market.

## 2.3 Key legislation and policy

Serial number	File name	Document number	Issued by	Date of issue	Main content
1	Food Safety Law of the People's Republic of China (2018 Amendment)	President's Decree No. 21	Standing Committee of the National People's Congress	December 29, 2018	<p>The State Council establishes a Food Safety Commission, the duties of which shall be prescribed by the State Council. The food safety supervision and management department of the State Council shall, in accordance with this Law and the duties prescribed by the State Council, exercise supervision and management over food production and operation activities. The administrative department of health under the State Council shall, in accordance with this Law and the duties prescribed by the State Council, organize food safety risk monitoring and risk assessment and, in conjunction with the food safety supervision and management department under the State Council, formulate and publish national food safety standards. Other relevant departments of the State Council shall, in</p>

				<p>accordance with this Law and the duties prescribed by the State Council, undertake work relating to food safety. Food production operators are responsible for the safety of the food they produce and operate. Food production operators shall engage in production and operation activities in accordance with laws, regulations and food safety standards, ensure food safety, act in good faith and self-discipline, be accountable to society and the public, accept social supervision and assume social responsibility. Food operators shall store food in accordance with the requirements for ensuring food safety, regularly check their stocks of food and promptly clean up any food that has deteriorated or exceeded its shelf life. The food business operator shall mark the name of the food, the date of production or production batch number, the shelf life, the name of the producer and the contact</p>
--	--	--	--	---

					details in the storage position.
2	Food business permit management methods	State Food and Drug Administration Order No. 17	State Food and Drug Administration	August 31, 2015	This method shall apply to the application, acceptance, examination, decision and supervision and inspection of food business permits. The State Food and Drug Administration is responsible for supervising and guiding the national food business license management. Local food and drug supervision and management departments above the county level are responsible for the management of food business licensing within their administrative regions. Local food and drug supervision and management departments are responsible for the management of food business license within the administrative region.
3	Commercial Franchising Regulations	Decree No. 485 of the State Council of the People's Republic of China	State Council	6 February 2007	The commercial franchise referred to in these Regulations (hereinafter referred to as franchise), refers to the registered trademarks, corporate logos, patents, proprietary technology and other business resources of enterprises (hereinafter

					<p>referred to as the franchisor), in the form of a contract will have its business resources licensed to other operators (hereinafter referred to as the franchisee) to use, the franchisee in accordance with the contract to carry out operations under a unified business model, and to pay the franchisor franchise fees The business activities. The franchisee shall have a mature business model and have the ability to provide continuous business guidance, technical support and business training services for the franchisee.</p>
4	Outline of the Thirteenth Five-Year Plan for National Economic and Social Development of the People's Republic of China	-	-	March 18, 2016	<p>Implementing food safety strategies, improving food safety regulations and systems, raising food safety standards, strengthening governance at source, fully implementing the main responsibilities of enterprises, implementing grid-based supervision, increasing the frequency of supervision and inspection and the coverage of sampling and monitoring, and implementing</p>

					<p>traceable management of the entire industrial chain.</p> <p>2018 saw the promulgation of policy documents on food production and food safety by a number of departments, strengthening the supervision and management of food safety work.</p>
5	<p>Notice on accelerating the reform of food business licensing</p>	<p>State Municipal Food Supervision and Economics [2018] No. 213</p>	<p>State Administration of Market Supervision and Administration</p>	<p>November 9, 2018</p>	<p>To further optimize the conditions of food business permits, simplify the permitting process, shorten the permitting time frame, accelerate the implementation of electronic approval, continuously improve the permitting system, continue to improve the level of food business permitting facilitation and intelligence, and make food business-related permits more convenient.</p>

## Section 3

### Industry Analysis

This chapter analyses the current state of the Tea Drinks industry, the Target situation, and the Tea Drinks industry development opportunities. The five forces model and SWOT analysis tools are also used to analyze the industry's strengths and weaknesses.

#### **3.1 Current status of the ready-made tea beverage industry**

For more than 30 years since its emergence, the number of ready-made tea beverages has exceeded **500,000** shops nationwide, with annual consumer spending reaching over \$100 billion. China is the home of tea, and the rapid development of the ready-made tea industry in contemporary China is largely due to this historical origin. Looking back at the development of the freshly brewed tea industry, it can be described as a history of change in modern consumer demand, which can be roughly divided into four stages.

It can be described as a history of the transformation of modern consumer demand, which can be broadly divided into four stages.

##### **Phase I: 1998-2007 - The birth of the ready-made tea beverage chain brand**

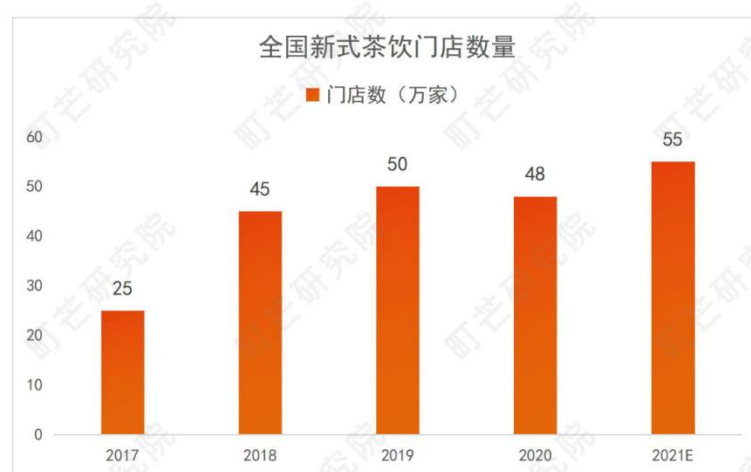
Before the advent of ready-made tea drinks, the market was flooded with cheap premixed powdered concoctions that were hindustrialisedialized. As the economy developed and people's disposable income grew rapidly, consumers' needs were no longer satisfied with sweet-to-sweet powders and poorly flavoured flavours, flavours, the higher quest for hygiene and quality of drinks, and the ready-made tea beverage industry, therefore, began to change. This phase represents the chain brands Shelter Tea Drinks and Honey Snow Ice City.

##### **Phase 2: 2007-2012 - The ready-made tea market opens up, and consumption habits are formed**

The emergence of the Taiwanese brand **Coco** and a little bit in 2007 opened up a new phase in the ready-made tea industry. Compared to the previous mass-produced tea chain brands, these two brands made a great update; both milk and tea are made with natural ingredients, targeting customers with higher consumption levels and the pursuit of healthy drinks, conveying to them the signal of "careful use of materials", forming a crushing trend to other ready-made tea brands. At this stage, **Coco**, a little bit, Happy Lemon, and Shu Yixiancao are the representative brands of this chain.

### Phase 3: 2012-2018 - Explosive brand growth and the arrival of a new era of tea drinking

2012 was a landmark year for the ready-made tea industry. This was the year the founder of Xi Cha made the first cup of freshly brewed tea with cheese, followed by the launch of the "Chi Chi Mang Mang" and other internet sensations. This drink, made on-site by hand using natural ingredients such as high-quality tea leaves, fresh milk, and fresh fruit, is known as "freshly brewed tea." Unlike traditional tea shops, they emphasise the freshness of the ingredients and the new and beautiful appearance. By the end of 2018, the number of ready-made tea shops nationwide had reached 450,000, an increase of 74% in one year, and the new tea era had officially arrived. This phase represents the chain brands Xi Cha and Nai



资料来源:《2020 新式茶饮白皮书》

Xue's Tea.

Phase 4: **2019** - Present - Market landscape takes shape as brands seek to

transform

After 2018, the ready-made tea industry began to form market barriers, and the brand ladder has stabilised over the past few years, with the market pattern taking shape. **In the** high-end market, the oligarchy of Xi Cha, Nai Xue's Tea, and Lele Tea in first-tier cities has been formed; in the mid-tier market, the pattern of brands such as Cha Yan Yue Se, a little bit, and **Coco** Du Ke has stabilised, with the number of shops steadily increasing; at the same time, inexpensive tea drinks such as Honey Snow Ice City, Shu Yi Shao Xian Cao have sunk into the market, spreading across third and fourth-tier cities. The number of shops has reached **20,000**.

After **2020**, the landscape of the ready-made tea industry stabilises, and the consumption of new tea beverages enters normalization. With the saturation of the tea market in first and second-tier cities and the outbreak of the epidemic, brands began to seek transformation through shop style creation, concept overlay, and cross-border co-branding. At the same time, sales channels also progressed towards the construction of online private domain traffic.

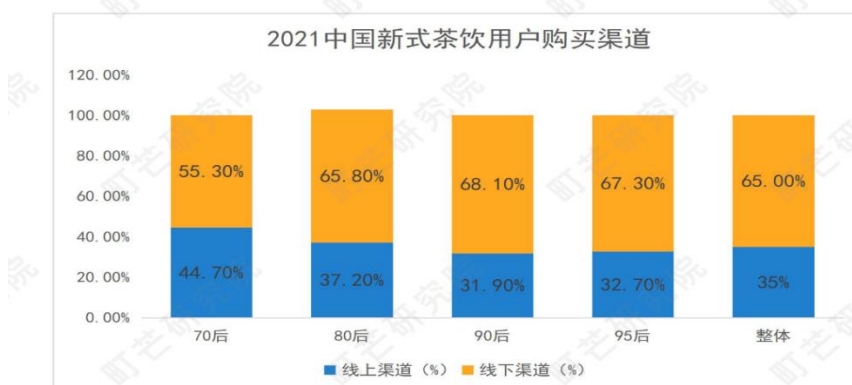


Image source:

Source: Exploring China's New Consumption: Open an Insight Note on Ready-Made Tea Beverage Consumption

## 3.2 Environmental analysis of the ready-made tea beverage industry

### 3.2.1 Favorable policies in the consumer sector

On the policy front, with the global economy entering the recessionary phase of the Campo cycle, coupled with the ongoing impact of the new crown

mutation virus **Omicron** and the increased downward pressure on China's economy, the central bank began to shift towards the implementation of an accommodative monetary policy and stability maintenance continued to be enhanced. Favourable policies in the consumer industry, including ready-made tea beverages, have been introduced one after another, laying a good business environment for the innovative development of new business formats, business mode models, and product forms.

### 3.2.2 Consumer upgrading has put forward new requirements for the ready-made tea drinks industry

On the economic front, China's per capita disposable income will slow down in **2020** due to the impact of the new global epidemic. According to the National Bureau of Statistics, **China's per capita disposable income will be RMB 32,189 in 2020, up 4.7% year-on-year.** In the first three quarters of **2021, China's per capita disposable income was RMB 26,265, up 10.4% over the same period last year, net of price factors.** In 2020, China's total retail consumption will reach **39.2 trillion yuan, soon overtaking the US and becoming the world's largest single consumer market.**



Data source: National Statistics Office public data

With the new wave of consumption upgrades, people need new brands and categories to meet the demand for consumption upgrades. There are four trends in

consumption upgrading," said Zhang Jianqiu, Executive President of Yili Group: "First, consumption quality is upgrading, from being able to eat to eating well; second, consumption form is upgrading, from buying products to buying services; third, consumption mode is upgrading, from offline to online; and fourth, consumption behaviour is upgrading, from crowd-sourced to personalised. " Consumption upgrade to the ready-made tea beverage industry product quality, service and other aspects of the new requirements, to promote the brand to achieve diversified expansion of business mode further, brand value, technology to empower, user experience to enhance.

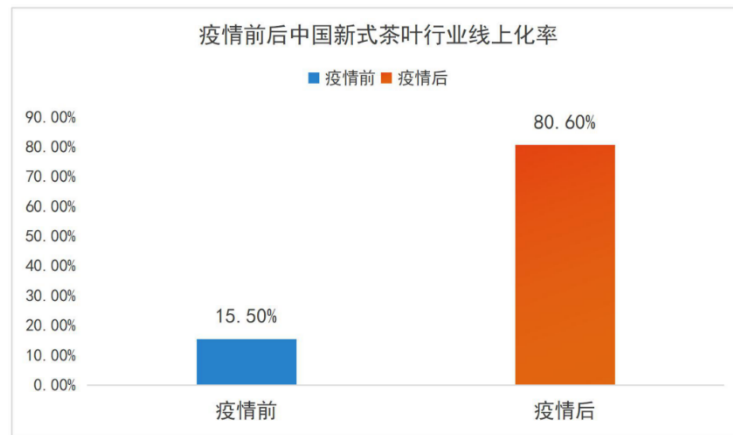
3.2.3 Traditional culture and consumption habits make tea drinks more popular among Chinese consumers. Most Chinese people are far more receptive to tea than coffee due to the influence of the Chinese tea culture. From 1996 to 2021, the market for freshly brewed tea was 10.9 times larger than freshly ground coffee in just 25 years. As a functional beverage with caffeine and addictive properties, tea has a higher acceptance and mental status in Chinese consumers' minds than coffee.

On the other hand, traditional consumption habits' existence and evolution are also driving forces in the new tea-drinking era. Tea beverages have basic functions in traditional consumption habits, such as quenching thirst, satisfying the tastebuds, and relieving stress. Still, with the changing needs of consumers, there is a transition to the spiritual needs of high-value products to heal and the health needs of body management and health/wellness. Ready-made tea beverages can fully meet the consumer upgrade demand of ready-made tea beverage consumers.

3.2.3 The internalization of consumption has become an inevitable trend

In terms of technology, today's mobile internet era has given rise to a new generation of personalised consumer demand for "experience + social" and "product + brand". For example, the third space of entertainment/business-style social, thematic co-branded new tasting, Netflix brand preference, etc. In addition, due to the impact of the new crown epidemic, the offline shop traffic for ready-made tea

drinks decreased dramatically in 2020, and the number of online orders in the food and beverage industry surged, which the online growth of the ready-made tea drinks industry was the fastest, at approximately 744.0%. Many ready-made tea drinks brands had to accelerate their shift to online sales channels such as third-party takeaway platforms, APPs and WeChat mini-programs.



Source: Avery Research Institute

### 3.3 Ready-made Tea and Drinks Industry Size

#### 3.3.1 2015-2025 global tea and drinks market size forecast

The global tea drinks market scale continues to rise. In 2018, the global tea drinks market exceeded 200 billion U.S. dollars. Until the epidemic outbreak in 2020, the global tea drinks market scale has been steadily rising; in 2021, the epidemic is initially controlled, and it is expected that the total market scale will reach 318.56 billion U.S. dollars in the future by 2025.



### 3.3.2 China's tea drinks market size and year-on-year growth forecast from 2015-2025

The tea drinks market size is about two times that of coffee. The ready-made tea drinks market is growing at the fastest rate, with the total size of China's tea drinks market reaching 410 billion yuan by the end of 2020, and the gap between tea drinks and the coffee market size is expected to expand further in the coming years. Brewed and ready-to-drink tea are growing faster, with the fastest growth rate of ready-made tea, with a market size of 113.6 billion in 2020, and is expected to reach 340 billion by 2025, with a CAGR of 25.5%.



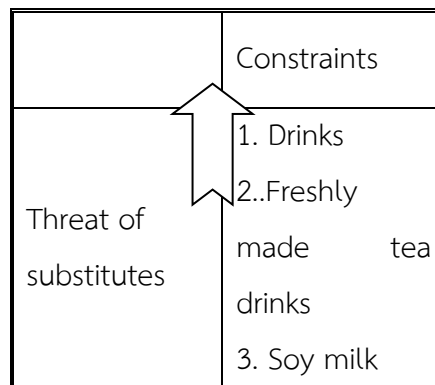
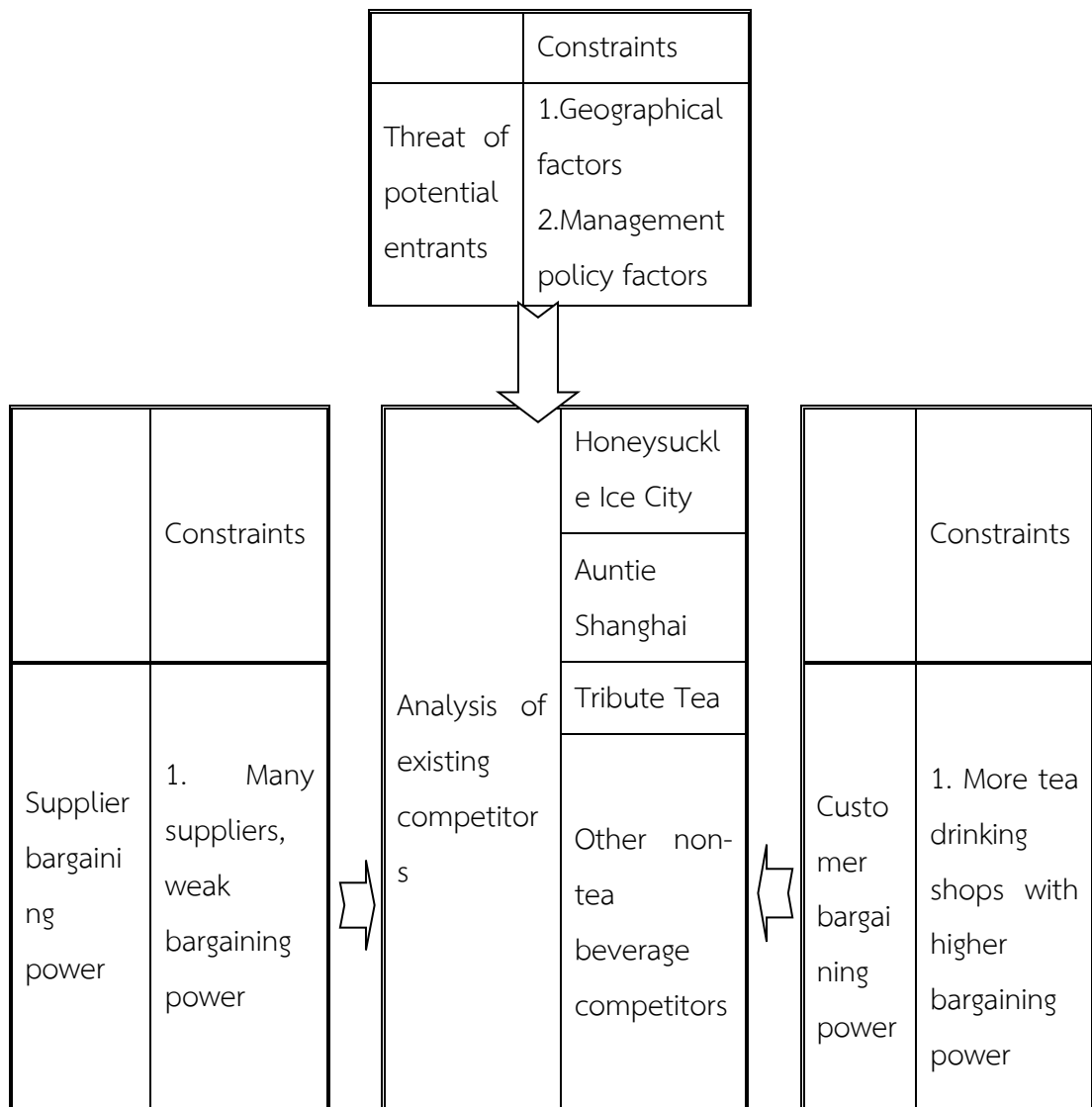
### 3.3.3 The number of tea drinks stores in 2022 as a percentage

In 2022 the freshly made tea drinks category accounts for 61.9% of the number of stores in the beverage circuit, occupying a certain size of the drinks market; the number of stores of coffee shops accounts for 17.84% of the number of drinks stores is the second largest store drinks after tea drinks. Yogurt fresh milk drinks in the number of tea drinks stores in the least, accounting for 2.44%.

## 3.4 Five Forces Model Analysis

Based on the information obtained from the market survey, combined with the characteristics of the ready-made tea drinks project, determine the competition area of the project, and focus on the analysis of the key shops in the area to target the project competitors.

A competitive analysis of the market based on Michael Porter's five forces model of competition is shown in the diagram.



Porter's Five Force Model - The M Project's Competitive Analysis

### 3.4.1 Threat of potential entrants

#### 1. Barriers to entry

Brand loyalty is low, capital requirements are common, and switching costs are not high, but two factors constrain geographical factors and regulatory policy constraints that prevent casual mass entry.

#### 2. Barriers to exit

Low fixed asset specialisation and placement costs, low synergy and low exit barriers

Conclusion: As seen from the above, there are certain barriers to entry but low barriers to exit in the existing manufactured tea beverage industry due to objective factors.

### 3.4.2 Analysis of existing competitors

1、 The number of existing similar businesses is high: such as a little bit, Honey Snow Ice City, Shanghai Auntie, etc.

2. Competitors of different natures: dessert shops, soya milk shops; fruit stalls next to bulk herbal teas; fruit, mainly frozen watermelon and cantaloupe; freshly squeezed juices. These products are not expensive but are highly favoured by students

Conclusion: There is a fierce rivalry between the existing manufacturers.

### 3.4.3 Threats from substitutes

All beverages can be alternatives to the ready-made tea category.

1、 Supermarkets have herbal teas, sugar water and desserts that are less expensive than ready-made tea and drinks, which are attractive in terms of price

2. Other shops have nutritious soymilk, which is widely popular in terms of taste and high level of satisfaction

3. The drinks in the ready-made tea category are similarly priced, with low switching costs and difficulty for purchasers to switch to alternatives.

Conclusion: High threat of alternatives

### 3.4.4 Buyer-supplier bargaining power

1. Buyers. There are many ready-made tea drinks shops, and consumers are at the top

2, suppliers. Because it is a franchise, the raw material market raw material suppliers, suppliers' bargaining power is low, in the lower peak

Conclusion: both are not visible enough in the industry

Analysis of the five forces model led to the following.

1. Two of the five factors have the greatest competitive forces: the threat of substitutes and the resistance between existing players.

2, bargaining power is low for consumers, but for suppliers, bargaining power is relatively high.

3. Difficult to enter, easy to exit.

Corresponding strategies.

1, to reduce the threat of substitutes, for brand loyalty is not high, you can strengthen the promotion, increase the audience rate, and gradually form a belief.

2. Differentiated management can be used to increase competitiveness. Strengthen the propaganda of nutritional value so that more people consume.

3. It is recommended that differentiated products and prices Different products and prices should be set according to the surrounding market.

### 3.5 SWOT analysis

#### 1. Strengths

China's freshly made tea market is developing rapidly, gradually transforming from a summertime cool-down drink to an enjoyment-based casual drink, with seasonal differences fading progressively away from concentrated sales in the summers all year round. Nowadays, young people and other age levels like to buy a glass of juice or have a cup of freshly made tea while shopping or playing. As a result, sales are constantly increasing, and there is more potential for growth.

#### 2. Weaknesses

Many ready-made tea beverage drink shops do not have their signature drinks, or many shops have similar signature drinks. And the products are relatively single;

seasonal consumption is still apparent now, with most being summer drinks and fewer hot drinks. The taste is monotonous and insufficient to attract customers to make a second purchase or spend a higher value on it. There is no greater technical content in the drinks, and the phenomenon of imitation and copying among drink shops is serious.

### 3. Opportunities

Due to the rise in public culture, consumers are now more willing to pay for products with unique meaning or cultural value, even for money and time, far beyond the product's value. In recent years, the nation's most popular online beverage shops, such as a little bit, hi-tea and other ready-made tea beverage shops, rely on their unique decoration style, fashionable product design and rich taste to attract many young people queuing up to buy.

### 4. Threats

The high sugar content of ready-made tea drinks has been repeatedly reported to be detrimental to health. It can lead to obesity, which has deterred some beauty lovers and fitness professionals from drinking ready-made tea. There have also been reports of shady practices in some ready-made tea shops and the unsafe nature of various raw materials, reducing consumer trust.

## Section 4

### Market Analysis

This chapter illustrates the study of the ready-made tea beverage market in Sanhe using a questionnaire, which provides a reliable basis for the project's market analysis and competitive environment analysis, thus determining the best market positioning for the product.

Market analysis is the analysis of the various factors that underlie changes in market supply and demand and their dynamics, the Trends analysis of the market. The process of analysis is to: collect relevant information and data, use appropriate methods, analyse and research, explore the laws of market change, understand the views and requirements of consumers on product varieties, specifications, quality, performance and prices, understand the market demand for a product and sales trends, understand the market share of the product and the market share of competing units, understand the changes in the purchasing power of social commodities and the number of social entities available. And to determine the different situations of the balance of supply and demand (balance or supply exceeds demand, or demand exceeds supply) for the enterprise production and management decisions - rational arrangement of production, market competition, and objective management decisions - correct regulation of the market, balance production and sales, economic development. It provides an important basis for enterprises' production and management decisions - to rationalise production and market competition, and for objective management decisions - to correctly regulate the market, balance production and sales and develop the economy.

**The role of market analysis is manifested in two main ways.**

I. is the correct formulation of a company marketing the basis for

The marketing strategy of an enterprise can only be based on a solid market analysis. Only after fully understanding and mastering the external factors affecting demand and the internal factors affecting the enterprise's purchase, production and

marketing can mistakes be reduced, and the scientific and correctness of decisions be improved, thus minimising the business risks.

Secondly, it is a guarantee for the implementation of the marketing strategy plan

.In the process of implementing the marketing strategy plan, enterprises can test and judge whether the marketing strategy plan needs to be modified and how to modify it to suit the new situation that has emerged or that has not been grasped by the enterprise in advance, to ensure the smooth implementation of the marketing strategy plan.

## **4.1 Market research**

### **4.1.1 Purpose of the survey**

Investigate and analyse the current market situation and investment feasibility of tea drinks shops in and around Sanhe to provide a good orientation for investment and better development of tea drinks shops.

### **4.1.2 Subjects of the survey**

All youths, middle-aged and older people in Sanhe.

### **4.1.3 Method of investigation**

This market analysis is a market research study using a questionnaire. Collecting facts, opinions, motivations and other relevant material on consumers' purchase and use of goods and studying and analysing them.

### **4.1.4 Content of the survey**

- 1、 Survey on the current sales situation of tea beverage shops
- 2、 Survey on the sales environment of tea drinks shops
- 3、 Survey on consumers' views related to tea-drinking products
- 4、 Survey on investment analysis of tea beverage shops

### **4.1.5 Form and content of the questionnaire**

The questionnaire consists of two parts: basic and subject information. The basic information includes consumers' personal information and whether they are interested in ready-made tea beverages and contains the following six items.

#### Basic information

**(1) What is your age range?**

- A Under 15 years old    B 15-25 years old    C 26-35 years old  
D 35-45 years    E 45 and above

**(2) What is your gender?**

- A Male    B Female

**(3) Your occupation**

- A Student            B White collar    C Blue collar  
D Visitor    E Other

**(4) Do you drink freshly made tea beverages?**

- A. Yes (skip to the main part of questionnaire)  
B. No (end visit after skipping to questions 5 and 6)

**(5) What are your reasons for not drinking freshly made tea?**

- A. bad taste            B. bad for health  
C. Too expensive    D. Other \_\_\_\_\_ (please specify)

**(6). Will you try it in the future?**

- A. Maybe    B. Won't be    C. Not sure

The main body of information includes consumer surveys related to branded tea shops, beverage varieties, frequency of tea purchases, and tea service and prices, and contains the following eleven items.

#### Subject Information

**(7) Which of the following tea drink shops do you frequent?**

- A Honeysuckle Ice City 100    B Auntie Shanghai    C Shu Yi Shao Xian Cao  
E Duco COCO            F Gong Cha    G Others

**(8) Which of the following drinks do you like best?**

- A Freshly made tea 92    B Coffee            C Fruit juice  
D Light meals    E Others

(9) For you, the main purpose of buying ready-made tea beverages is (multiple choice):

A Unique tastes B Recreation C Lifestyle

(10) The main way for you to buy ready-made tea drinks is (multiple choice):

A In-store purchase B Online purchase C A la carte delivery

(11) How often do you buy freshly brewed tea?

A Always, almost every day B Often, a few times a week

C Occasionally, a few times a month D Never

(12) Why do you often visit a freshly brewed tea shop? Multiple choice possible

A Good price B Street level, close by, easy to buy

C Good environment and good service D Good taste and variety

(13) What are your main concerns about the following services provided by ready-made tea drink shops? Multiple choice possible

A Service attitude B Shop decoration style C Music

D with café Wifi charging E magazines and books

(14) Prefer that form of promotion?

A Buy one get one free B Prize draw

C Discount promotion D Free tasting

(15) What is a reasonable price range for ready-made tea beverages?

A Less than \$4 B \$4-\$8

C \$8-\$12 D \$12 or more

(16) Do you prefer new products when buying freshly brewed tea beverages?

A Will B Won't C Depends

(17) What do you think are the shortcomings of the current ready-made tea beverages, and in what areas do you think improvements need to be made?

#### 4.1.6 Summary of the survey analysis

200 research reports were sent out, and 186 valid words were received. We can draw the following conclusions based on the questionnaire study.

### 1. Price acceptance for drinks

Regarding consumers' acceptance of the price of milk tea shop drinks, regardless of their cost of living, overall, 63.76% of them can accept the price of \$0.55-\$1.63 per serving, which is now the common price of tea shop drinks in Sanhe. However, there are still a small number of people who can accept higher prices.

### 2、 The reason why consumers like to drink tea

In the survey of the reasons why consumers want to drink tea, the survey shows that the number of people who like the unique taste of drinks to drink tea accounted for 56.88% like to drink tea in leisure and entertainment accounted for 45.18% because the habits of life to drink tea accounted for 7.2%. Through the data, we can find that consumers who buy tea drinks first focus on the taste of the glass, so a tea shop has good quality goods to attract customers so that the next time they buy, they form a stable customer.

### 3. Analysis of the frequency of tea drinking

According to the survey results, 56.13% of people drink a few times a week, 33.94% drink a few times a month, and 6.81% drink almost daily. Although a large proportion of students rarely drink tea, and not many drinks them faithfully, more than half of them drink them several times a week.

### 4、 Selection of tea shops

According to the survey, 61.12% of the customer base chose Snow Ice City, followed by Shanghai aunties. The main reason is that the price of Honey Snow Ice City is mainly in the range of \$0.55-\$1.63, with special drink prices going up to \$0.55-\$1.63 . At the same time, most Honey Snow Ice City shops are street-level shops, making it easy to buy when shopping.

### Summary

After this market survey, consumers are more concerned about the taste of tea drinks when they buy them. When selling tea drinks, tea shops should focus on blending and developing new flavours. Tea shops should focus on integrating and developing new flavours when selling tea drinks. At the same time, the aesthetics of the outer packaging of the tea drinks can be enhanced, and some promotional discounts on tea drinks can be carried out. It is also important to create a good

atmosphere and mood to attract consumers.

## 4.2 Market segmentation

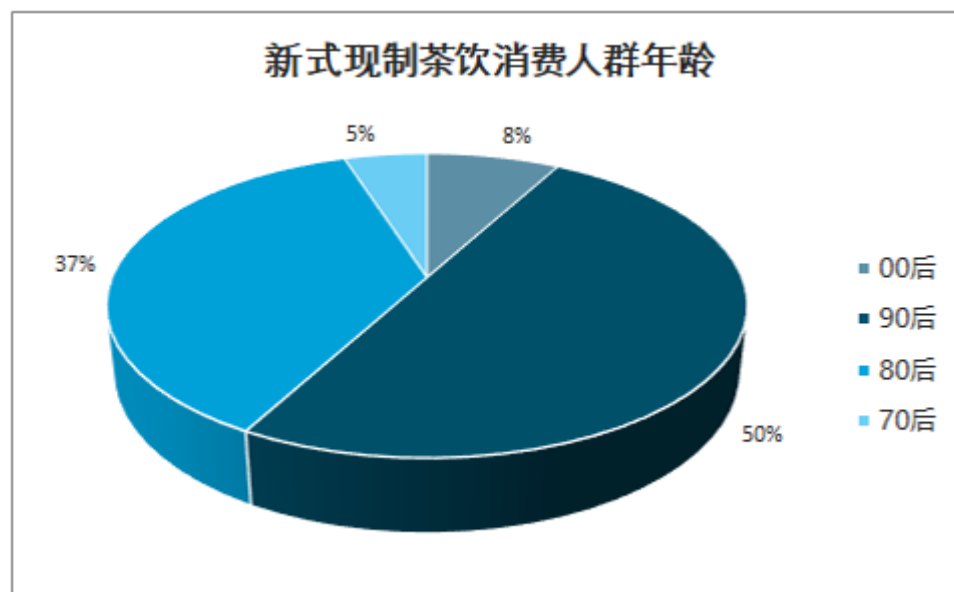
Market segmentation means that a company divides its customers into several customer groups according to certain criteria, each of which constitutes a sub-market, with distinct differences in demand between the different sub-markets.

Market segmentation is the basis for selecting a target market. Marketing activities in a business include segmenting a call and using it as the company's target market, designing the right "mix" of products, services, prices, promotions, and distribution systems to meet the needs and desires of customers within the market segment.

### 1、 Post-90s become the mainstream consumer group

Young people are the main consumers of new-style ready-made tea, with the post-90s accounting for 50% of the new-style ready-made tea consumers and the post-80s accounting for 37%.

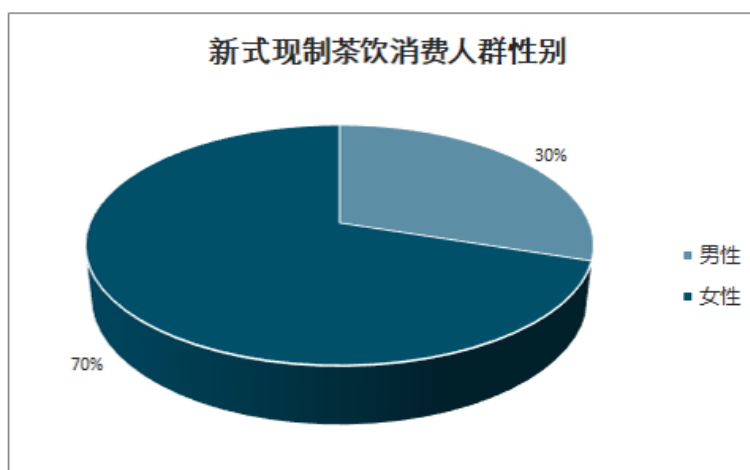
The age of the new ready-made tea drink consumer



### 2. Female consumers dominate

Men are weaker than women when it comes to the consumption of new ready-made tea, and women are the main consumers of fresh ready-made tea, accounting for 70% of new ready-made tea consumers.

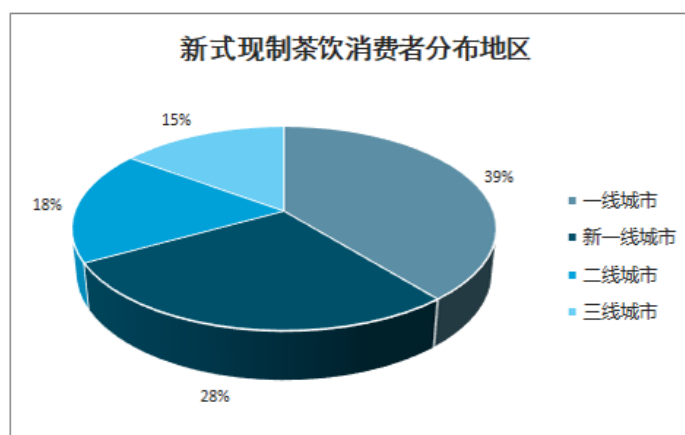
Gender of new ready-made tea drink consumers



### 3、 More room for development in second and third-third-tiered cities

According to the data, consumers of new ready-made tea in China are mainly concentrated in first-tier cities, with 39% of consumers in first-tier cities and 28% in new first-tier cities. The market for female consumers in Tier 1 cities is becoming saturated.

Distribution of new ready-made tea drink consumers by region

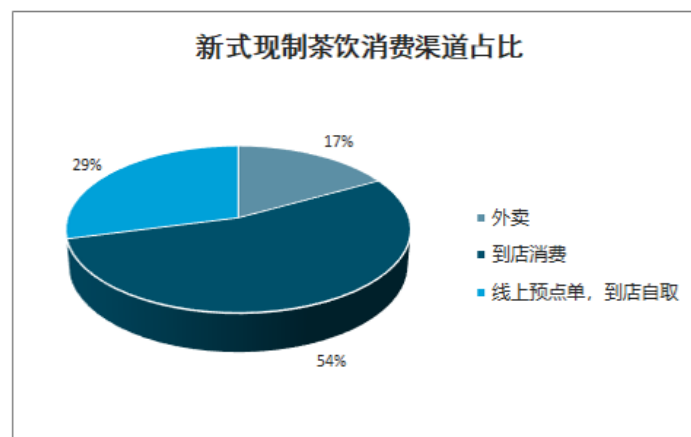


The number of ready-made tea shops in Tier 3 cities and below has increased by 138% compared to two years ago, while the growth rate in Tier 1 cities is only 59%.

#### 4、 Consumers focus on offline scene consumption experience

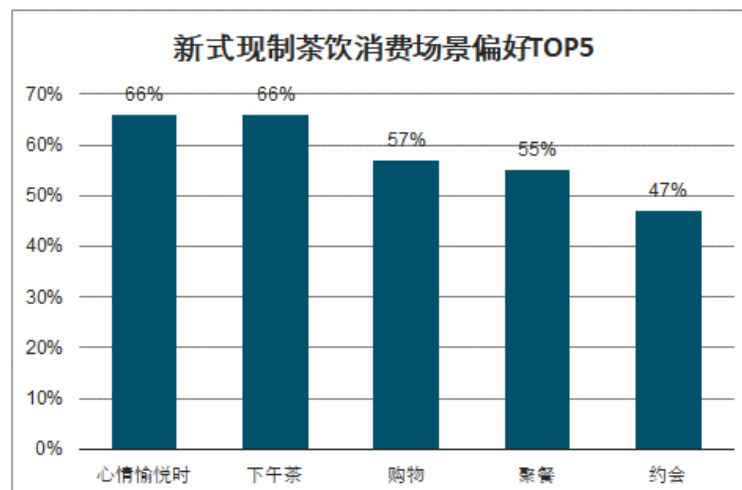
The trendy and comfortable environment and attentive service are one of the brand values of the new freshly brewed tea. They are the main attraction for consumers who prefer to consume offline, with only 17% choosing takeaway.

Percentage of consumption channels for new ready-made tea drinks



At the same time, the consumption scenario of consumers reflects the value of social attributes of the new ready-made tea, with 66% of consumers choosing to consume it during afternoon tea, 55% during a dinner party and 47% during a date.

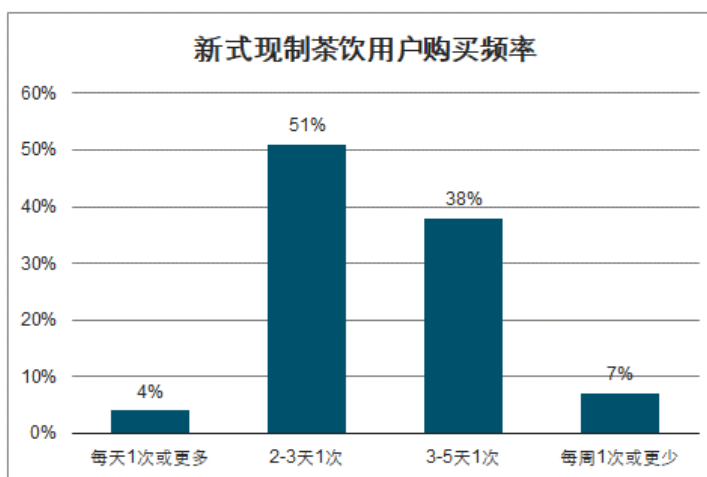
Top 5 new ready-made tea consumption scene preferences



### 5、 Higher user loyalty and stickiness

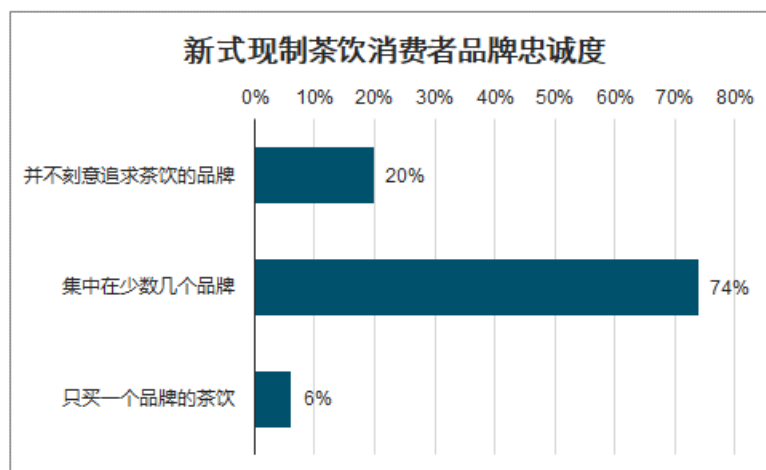
In terms of the average monthly purchase frequency of consumers, the survey results show that 93% of users buy new ready-made tea drinks multiple times a week, with 51% of them buying once in 2-3 days, which reflects the high loyalty and stickiness of the new ready-made tea drink consumer group. For brands, there is a risk of aesthetic fatigue and a higher demand for quality from familiar customers, so brands must focus on maintaining and improving user stickiness.

Frequency of purchase by users of new ready-made tea drinks



With 74% of consumers choosing between a handful of brands and only 6% consuming almost one brand, this suggests that the oligopoly of top brands is largely in place and competition between them is fierce.

Brand loyalty among consumers of new ready-made tea drinks



### 4.3 Competitive market analysis

The main competitors in Sanhe: are Hare oney Snow Ice City, Shanghai Auntie, Tribute Tea, Shu Yi Shao Xian Cao Duke COCO, etc.

#### 4.2.1 Analysis of Honeysuckle Ice City

Honey Snow Ice City currently has a total of nine chain shops in Sanhe, which are mainly concentrated in the two major shopping areas of Fuda Mall and Hualian Shopping Centre, mainly for low-end and middle-end consumption, with sales prices mainly below 10 yuan, which is relatively popular for third and fourth tier cities. It is currently in the development stage.



#### 4.2.2 Analysis of Auntie Shanghai

Auntie Shanghai currently has 10 chain shops in Sanhe, mainly in Yanjiao town, which is part of Sanhe. There are only two shops in Sanhe, which focus on mid-level consumption, sell for around \$2.05 and are relatively popular.



#### 4.2.3 Analysis of other shops

The three shops are mainly located in Yanjiao Township, which is part of Sanhe City, and there are no relevant shops in Sanhe City locally.

#### 4.2.4 Summary of key competitors

As Auntie Shanghai has fewer shops in Sanhe and other tea drink shops have not opened in Sanhe, Snow Ice City will be the main competitor in the project's future customer resource market.

## Section 5

### Marketing Plan

This chapter provides sales planning for the project in terms of overall marketing and promotion ideas, analysis of sales timing and selling points, marketing mix, promotion strategies and advertising and promotion systems.

#### 5.1 Timing of entry into the market

With the global economy entering the recessionary phase of the Campo cycle, coupled with the ongoing impact of the new crown mutation virus Omicron and increased downward pressure on China's economy, the central bank began to shift to the implementation of an accommodative monetary policy and stability maintenance continued to be enhanced. Favourable policies in the consumer industry, including ready-made tea beverages, have been introduced one after another, laying a good business environment for the innovative development of new business formats, business models and product forms.

#### 5.2 Marketing analysis

Through market segmentation, we decided to choose the third-tier city of Sanhe, Hebei Province, to set up our tea drinks shop, with the 12-35-year-old consumer group as our main target market.

##### 5.2.1 Image and class positioning

According to the regional market characteristics of the new tea drink "and youth", considering the competition from other local brands, the image of tea drink can be organically integrated with the image idea of youth, taking the road of green, healthy, young, and energetic branding.

##### 5.2.2 Branding

Contemporary companies survive in an era of branded buyer's markets.

Successful brands with exclusivity, execution, appeal, and compatibility derive their core values from timely and innovative products, reasonable price levels and value-for-money extra benefits and aim for customer loyalty, thus achieving corporate branding.

#### 1. Establishment of the Visual Identity

Shapes, patterns, and colours are a silent lure. With the fierce competition in the market, it is far from enough to rely on packaging and logos alone, but also to fully use the identification system to reflect and capture consumers' desires and intentions. A professional company should design a VI identification system, a logo scheme should be developed, and the basic colours of the logo, standard characters, and the evolution of the logo should be determined for uniform application. The shops' advertising system, assets, materials, displays and gifts shall be designed uniformly.

2. The establishment of an information transmission system Use the means of information to establish the visibility of the company, establish product advantages, establish quality services to establish the reputation of the company, and then through a continuous cycle of persistent high-quality services, product reputation, and company reputation to achieve company loyalty, and finally complete the shaping of the brand.

### 5.2.3 Product positioning

Through research on the market in Sanhe, we found that tea drink users are divided into two levels, middle and low-end, mainly covering more youth. Therefore, our products are represented primarily by students and white-collar tea drinks, covering all young and middle-aged people. We lead the way in green tea drinking with "youth and health".

### 5.2.4 Target market analysis

1. Main market - young students (80%)
2. Secondary market - middle-aged people (15%)
3. Potential market - older people (5%)

### 5.3 Strategic planning for project promotion

#### 5.3.1 Project Promotion Theme Concept

The theme of the "He Youth" tea shop project is "He Youth - Drink Healthy".

#### 5.3.2 Project promotion objectives

Given the Power project location in Sanhe, Hebei Province, a third or fourth tier fourth-tier city, it is targeted at students, teenagers, and white-collar workers.

#### 5.3.3 Analysis of the project's selling points

The "selling point" is the soul of the project's promotion strategy and has become the key to the project's success. With the improvement of living standards, most residents' consumption tendencies and consumer psychology have also changed, "organic and green" has become the mainstream today, "healthy positioning will seize the psychology of the target consumer groups, the successful implementation of green and youth concept sales.

### 5.4 Marketing Mix

The combination of various marketing factors will be used to optimise the variety and coordination of each to bring their respective strengths into play, ultimately completing the marketing and promotion objectives.

#### 5.4.1 Promotional marketing phase

The marketing of the "Wagner Youth" project is divided into five phases.  
Stages

##### 1. The build-up phase

This phase's main objective is establishing the project's brand image, which mainly includes.

##### (1) On-site packing

After determining the project's logo, posters were put up on shop walls and doors to show the corporate image and the project logo, which enriched the advertising content of the project and saved costs.

## (2) Soft news topics

Soft articles and videos are posted on apps such as Jitterbug and Racer to generate widespread social interest and to spread the shop's message to the target audience.

## 2. Strong promotion phase

This phase is a period of strong selling, accompanied by the following measures.

### (1) Outdoor advertising

The purpose of outdoor advertising is to bombard intensively before the opening with bunting, aerial floats, and inflatable arches to create a warm sales atmosphere and to make plenty of bright and eye-catching guide signs to direct customers into the shops.

### (2) Media mix advertising

Focus on a certain number of print ads.

### (3) Celebrity campaigning

Invite local celebrities or performance teams to perform to build momentum, create a sales atmosphere and raise awareness of the project and the company.

### (4) Dynamic advertising

Strengthen the promotion and publicity of the project through the targeted and roving distribution of commercial advertisements to raise social awareness.

## 3. Smooth roll-out phase

After a strong campaign in the early stages and an explosive effect, the project will attract many target customers, and potential buying groups and sales will enter a holding period. This period is mainly for potential swing customers to strengthen the publicity.

The best way is to stabilise the old customers and rely on high-quality service to win word of mouth, thus tapping into and gaining new customers. Numerous successful sales experiences have shown that the owner's recommendation is an effective way to sell, so the brand image is crucial to the sales of tea drinks. Therefore, it is important to integrate the company's strategic brand image into the entire promotion and sales process, highlighting the advantages and highlights and

enhancing the company's public image in society.

#### 5.4.2 Promotional Strategies

For specific groups, the production of targeted special drinks, such as white-collar special drinks; Establish member points mechanism; Holiday discounts and other promotional methods to improve the company image.

##### 1. Direct sales to target markets

Specialised student and white-collar products for youth groups and targeted marketing to enhance the company's business concept.

##### 2. Spot selling strategy

Combining the characteristics of the project, the concept of youth, health, and green are combined to capture and cater to the psychology of the target customers for special sales.

##### 3. Commitment-based sales strategy

How to make customers buy tea with confidence? Promise-based sales combine green, healthy, and other issues of close concern to consumers, such as the use of features and services to make promises and remove the customer's doubtful mind Network-integrated rated sales strategy

Integrate information resources on the internet and use regional websites and your online platform to create a special webpage on the project to attract the attention of your client base.

#### 5.4.3 Advertising

##### 1. Basic principles of advertising and promotion

As advertising is public, permeable, and expressive, advertising should follow the following principles directions: continuity of the overall strategy; specificity of the target customer; orderly and structured phases; uniqueness of the "selling point" publicity; uniqueness identity of the appeal point.

##### 2. Analysis of advertising eff

process of advertising, good advertising effects will enable brand building and sales to reach the desired results more quickly, mainly through the following means.

###### (1) Sensational effect

Use the media mix to increase the frequency and scale of advertising. Through unique news events, socially relevant information is embedded in the advertisements; another influential TV station is chosen to draw the audience's attention; at the same time, a meaningful public relations campaign is launched to attract media coverage and create a sensational effect.

#### (2) Cumulative effect

The cumulative effect will occur when the advertising and promotion activities reach a certain number and frequency, and this effect will be particularly effective later, usually in the following ways.

- i. Clear selling points and promotional themes.
- ii. Planning of serial and creative advertising programmers.
- iii. Increase the frequency of releases in the early stages.

#### (3) Method of Adoption

The tight advertising and innovative PR campaign arranged in the early stages will create a big buzz, laying the foundation for the cumulative effect of the advertising later.

### 3. Theme of the advertising campaign

#### (1) Theme tagline

The project theme will be expressed in a strong slogan that will be discussed and refined with the advertising agency's use. The slogan must be used throughout the entire advertising process to help build the brand image of the project and the company.

#### (2) Building and promoting the company's brand image

The combination of project promotion and corporate image building and the mutual promotion of each other creates a brand effect and adds value to intangible assets.

### 5.4.4 Pricing strategy

Sanhe City belongs to the third or fourth tier city, the income level is not too high, the price of Honey Snow Ice City is positioned under \$0.55–\$1.6, Shanghai aunt price is set at \$1-\$2 yuan, so our price strategy for low, medium, and high

population full coverage:

Fees are initially proposed in three bands, A, B and C.

Of which: A. Special tea: \$0.5-\$0.8 per cup

B. Normal tea drink:\$1.1-\$1.4/cup

C. Special tea:\$1.6/cup

#### 5.4.5 Sincere marketing

Use relatives and friends to sell at the same time and use personal social network and word of mouth to improve the popularity of the tea shop and product taste.

## Section 6

### Management Team and Company Structure

This chapter focuses on the company's organisational structure and key team-building strategies.

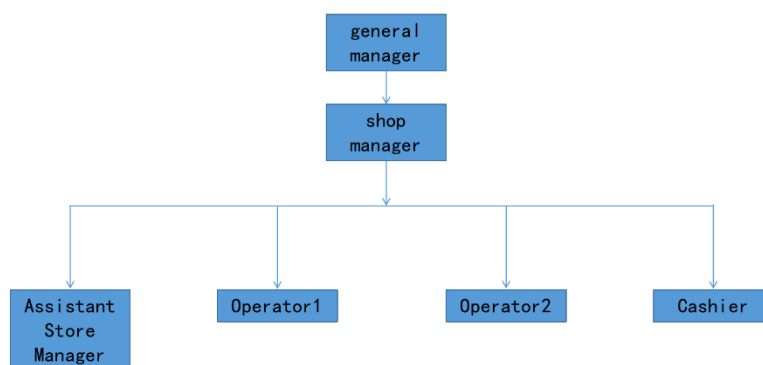
In terms of the marketing strategy, we have integrated and analysed the project's selling points and formed a complete marketing mix of promotional marketing, sales promotion, advertising, price strategy and sincere marketing. We have proposed marketing methods for packaging, soft press, advertising, pricing, and word of mouth.

#### 6.1 Organizational structure

The tea shop staff consists of a general manager, a shop manager, a cashier, and an operator. There is a manager, a deputy manager to assist with the affairs of the shop, a cashier, and two to three operators.

The number of staff will be adjusted according to the ability of the team and the theme of different periods of the business. After the business has stabilised, the number of employees can be adjusted appropriately.

The organisation's organisational chart is as follows.



Shop manager: responsible for the overall store, staff, and personnel

management; Responsible for making daily, weekly, monthly, quarterly, and annual business plans; leading all teams to implement various tasks actively and business indicators, analysing and reporting annual, quarterly, and monthly business conditions, responsible for sales promotion plans and sales process supervision, etc.

Cashier: mainly responsible for customer orders, promoting tea drinks shop products, cashiering, answering phone calls and record keeping, etc.; target customer building and cultivation; cashier report collation and handover, etc.

Operators: responsible for producing various beverages in the tea drinks shop, providing customer service, promoting tea drinks shop products, and maintaining the environment of the tea drinks shop.

## **6.2 Introduction to the team**

1、 General Manager: Mr Buqiang Jia, General Manager of And Youth Catering Co. He has more than 20 years of experience in the Internet industry and management experience. He has worked in major Internet companies. He has rich experience in Internet marketing and has accumulated rich industry contacts and resources.

2、 Store manager: Ms Ying Liu, and youth ready-made tea drinks shop manager, college graduate majoring in finance, with many years of experience in large chain brand tea drinks management positions, familiar with mastering the workflow of catering, work proactively, full of enthusiasm for the service industry, with good team spirit and sense of customer service.

## **6.3 Team Building**

The good or bad of team building symbolises whether the subsequent development of an enterprise has the strength but also the full embodiment of the cohesion and combativeness of this enterprise. Team building should start with the manager, the manager's heart always be loaded with staff and support the work of the staff. Eastabout the life of the steam with the manager's actions and true feelings to infect every employee around, usually more communication with the team, to the smoke with exemplary guidance, to catch the staff's flash point, to

stimulate the enthusiasm and creativity of the staff, more importantly, the manager should sink and staff. Staff Integration lets the team participate in the management, creates a platform for the team to show themselves, the formation an atmosphere of solidarity so that employees feel the warmth of the family; in this family, the division of labour is not divided into families, share the blessings, share the pain, personal matters are the team, the team is everyone's business. Treat everyone and everything seriously and responsibly.

### 6.3.1 Excellent organisational leadership

For a large corporate collective, a small function, or a working group to be organised strongly and for team members to have a high level of loyalty, it is vital that a team leader preferably chooses who is recognised by all. This organisational leader should generally have the following qualities.

1) High character. Character is talent; an excellent skill with good character can make the organisation's members crowded, become the organisation's spiritual leader, lead everyone to overcome difficulties and usher in one success after another.

2) Strong ability. To guarantee the organisation team unites as one, let everybody work calmly battle on an effective platform, optimisation of the enterprises or organisations, head of the group must have certain expertise, also is to have the outstanding ability, the exceptional ability will inevitably bring superior performance, only on the capacity, performance, not overtake subordinate degree, We can be convinced, avoid internal strife or internal friction so that subordinates can work and handle things at ease, the person in charge may be technical, may also be managed, and may even be developed from low to high and belong to the practical type.

3) Lead more, manage less. As a team leader, how to just rely on granting authority to management subordinates? This takes a temporary solution, not effect a permanent cure, by the authorised organisation is the foundation of team construction and management, but through the way of "leadership", which is through personal inner being promoted, showing their discipline, governs

incorruptibly personality glamour, To get rid of the lack of humanity caused by "high-pressure management" through organisational mandates.

### 6.3.2 A shared vision of the business

Whether an organisation can go further and longer together comes down to whether the team has a common idea, that is, the team's beliefs. The reason why the Communist Party was able to stand firm in the face of the White Terror and even shed their lives and blood was that we all shared a common belief in the "well-being" of the people and the achievement of communism, and this belief drove us forward without fear. The common vision of the cause included the following.

- 1、 Find the value and meaning of the organisation's existence. People leave a name; geese leave a voice, walk in the world once, always leave something; a person who cannot find a reason to live is destined to be like a walking corpse and spend their life in emptiness. For example, Microsoft's vision is to bring computers into every home and use Microsoft software; Ford's to bring cars into homes; China Mobile's vision is to create a world of unlimited communication and be a pillar of the information society, etc.

2. organisational division of labour and responsibility for realising the business. To achieve the business vision or mission of the company, team members should have their corporate administrative division of labour, clarify their own responsibilities or the business, and clearly understand their respective duties; we work together to achieve the organisation's long-term planning better.

### 6.3.3 Clear team goals

Once the team has developed a clear vision or mission, to achieve it better, the team leader, as the team leader, must plan further and implement the team's goals. This includes the following elements.

- 1, the development of the organisation's business objectives, for example, sales targets, industry status targets, brand building targets, profit targets, etc. This goal should include the organisation's long, medium, and short-term goals, including

the milestones of smaller organisational units, for example, three-year, five-year, and ten-year goals, including the goals of each department, each work group, and each person.

2. The interests of individual members of the organisation. Organisational goals are the basis of personal goals, but to better achieve the goals of the organisation, the interests of team members, that is, the "motivation" goals of team members are also indispensable; it is the guarantee of the realisation of organisational goals. Therefore, the organisation should plan the career plans for its team members and draw up the future "prospects" and "money" for its subordinates so that everyone has a goal in mind and an action in the body.

## Section 7

### Operating Plan

This chapter introduces the business model, premises, and facilities, as well as the rules and regulations and strategic management necessary to operate the tea drinks shop.

An operational plan is predictable that is needed to move a project toward its normal goals. Through the careful implementation of a functional strategising program, the project can achieve the desired results through the detailed implementation of an operational plan. It is essential to have an operational working plan to develop a background project. Only with a specific and reasonable operational plan can the project be carried out in a structured and planned manner. There are mainly strategic and tactical plans that need to be developed. With set objectives, the project can have operational value, and the operational plan can be developed and created in a planned manner.

#### 7.1 Business model

##### 7.1.1 Classification of business models

###### 1. Consumption pattern

There are a variety of business models for tea shops, and the broad categories are divided into operational and strategic business models. The consumption model is heavy on sales and is influenced by price. It is a fast type, which is summarized in eight words. Order, make, checkout, and go.

###### 2、 Friendship mode

The dating morganite organises social events, which are held in the tea shop, using parties and events to build the tea shop's business model and promote consumption in the tea shop. The dating model requires a very strong social team or idea to organise and plan the event, which tests the social skills of the tea shop owner.

###### 3、 Stall truck style tea drinking model

This business mode is the lowest cost of investment in tea and is more suitable for those who do not have enough capital to start a business and for some young people who have just graduated and want to start a business. However, this type of business is more about speed and convenience. As the population of tea drink consumers gradually increases, the quality of tea drinks will also be progressively taken seriously by the industry will take the quality of tea drinks seriously.

#### 4、 Composite tea drink shop model

The current tea market is gradually expanding, and some entrepreneurs who want to run tea shops will also match their expertise to open their shops, wh. In contrasted, owners will match fit matchbooks, flowers, furniture, hairdressing, etc., to enhance the business of their shops.

#### 5、 Action style tea shop

A mobile tea shop is a new form of business that has emerged in recent years. This is suitable for scenic areas, amusement parks, or near the site of various parties. The business owner can simply drive a modified truck with tea brewing equipment to a crowded location and open for business as he pleases. By opening a sunshade, placing a few tables and chairs, or even installing seats directly on top of the large truck, it becomes a tea shop where customers can watch the sunrise and sunset, listen to the wind and birdsong, and enjoy the rich aroma of tea making the pleasure of sipping tea free from the fixed shop décor.

The most important thing about this type of tea shop is that it gives customers a comfortable feeling and usually focuses on creating an atmosphere inside the shop, which must be designed and planned with the help of professionals.

### 7.1.2 Business model options

The And Youth Tea Drinks Shop adopt an operational consumption model, combining offline shop sales with online sales.

## 7.2 Business premises

### 7.2.1 Principles of shop selection

- 1、 To choose the location according to the business positioning of their shops

Before choosing a shop location, you should first define your business scope and business positioning. If you are dealing with fast-moving consumer goods, such as daily necessities and foodstuffs, you will need to choose a residential area or community; if you are dealing with durable consumer goods, such as furniture and electrical appliances, you will need to select a commercial location with convenient transportation. In addition, you should also consider your target consumer group, whether it is mainly for the public consumer group or mainly for the middle and high-class consumer group; simply put, you should choose a place that can be close to more target consumer groups. Generally, most shops are suitable in neighbourhoods with high pedestrian traffic, especially in mature business districts where local business activities are more frequent and commercial facilities are denser.

2. Avoid choosing a site in the street subject to traffic control and have a suitable location for parking in front of the shop

Many cities have traffic controls on major roads to facilitate traffic management, such as one-way traffic, restrictions on the type of vehicles, restrictions on the hours of traffic, etc. These should be avoided in the location of your shop. Try not to open a shop in the street with a barrier in the middle of the road, as this will restrict the flow of people from the opposite side of the street. Even if your shop signage is eye-catching, customers from the opposite side of the road will only be able to "look at the shop". Convenience is one of the key factors in choosing a location, and it is advisable to have a bus stop and a taxi pick-up/drop-off point nearby. In addition, there should be a car park or open space in front of or adjacent to the shop to make it easier for customers to shop.

3. To choose the area where the residents gather, and the population is concentrated, do not open a shop in an area with fewer residents and slower growth of residents

Popular sites are generally good for shops, especially supermarkets, convenience stores and dry cleaners. Newly developed areas of the city with few inhabitants and a sparse population at first are not suitable for shops if they also lack a large mobile population. Although it is sometimes possible to open a shop in

a newly developed area and sell goods, it is often difficult to support the shop's daily operations due to the small number of customers.

4、 To know in advance whether the shop is likely to be demolished shortly, whether there are disputes over property rights or other problems in the house

In our city's rapid development, old towns are likely to be transformed, so it is important first to investigate and understand the local urban planning situation and avoid setting up shops in "dangerous" areas prone to demolition. When renting premises, it is also important to investigate the use of the premises, such as the quality of the building, whether the owner has property rights or other debt disputes, etc. Neglecting these details can often lead to the death of a shop and losses for yourself.

5、 To pay attention to the characteristics of the street where the shop is located and the direction and classification of the street traffic

A road will have different parts due to traffic conditions, history and culture, and location, so chooses a street with smooth traffic at both ends of the road and more traffic to avoid opening a shop on a "dead-end street". The location and orientation of the shop are also very important. The shop front should be as wide as possible, facing north to avoid the wind in winter, facing west to avoid the sun in summer, etc. On both sides of the same street, the flow of passengers may not be the same due to pedestrian habits, so be careful to observe the direction of the flow of passengers and choose a location on the side with more traffic. Long-distance bus stations, railway stations and the city's main traffic arteries, although the flow of people is also very large, the flow of passengers is faster, many people's purposes are not shopping, stay shorter, in these places to open a shop, according to their business needs to choose carefully.

6、 To choose a neighbourhood where similar shops are more clustered or pick a professional market suitable for your shop

"It is a common shopping practice for many people to shop in a neighbourhood with a concentration of similar shops, making it easier to attract a larger target group. Markets or malls with a high degree of specialisation, such as electronics markets, flower markets and markets, are also good for opening shops. It is important to note

that when choosing a specialised mall to open a shop, it is important to examine the management level, size and influence of these markets and malls in the local area and to be cautious about moving into smaller ones, those that have been open for a shorter period and that period and the poor management.

### 7.2.2 Shop address selection

Sanhe City is a county-level city with a relatively high concentration of people around shopping malls and parks. So the address was positioned near the Hualian shopping mall in Sanhe City, next to the People's Park, the cinema and the residential area. A district's rent for the street-level shops is relatively low, but the customer flow is also relatively high, it is preferred as our business premises.

## 7.3 Operating facilities and equipment

### 7.3.1 Furnishings and facilities

The decoration is designed and furnished per the amount of investment and the level of consumption in the product mix. The decoration style should be such that it probably meets the consumption capacity but also looks comfortable, hygienic, simple, and generous. For the concept of young people, the design should be more characteristic so that young people like it. Special attention should be paid to the flowing design of the bar, which should be programmed according to product demand and equipment availability, operating smoothly while considering the space required for product changes inland and equipment additions as much as possible. This also includes the layout of the water and electricity and the hydraulic power requirements.

Specific design options.

(1) The shop is divided into two rooms, the operation room, and the storage room, which can be about 18 square meters. Be external operation room is divided into two parts, part of the staff operating area, working at the counter; the other part is the customer waiting area and on-site tea drinking area.

(2) The overall four styles, spring, summer, autumn and winter, to achieve the effect to be expressed, respectively: light green, orange, light yellow, black, and

white, the cabinet paste the corresponding colour wallpaper, staff with the complementary colour apron, hat, summer to give people a cool and refreshing feeling, winter to give people a warm and homelike feeling feel.

(3) The mugs used are made professionally, with our professional manufacturers and our shop name, slogan and address printed on the wall.

### 7.3.2 Operating equipment

The equipment used is specified as follows.

1、 Equipment for making tea beverages: the tools needed for making tea beverages, large and small, are operating tables, heat preservation buckets, water purifiers, water boilers, fruit sugar dosing machines, induction cookers, electronic scales, etc.

2, refrigeration equipment: the general production of cooler summer tea, fruit drinks, and tea drinks is required to use: refrigerated cabinets, ice machines, smoothie machines, shaved ice machines, snow melt machines, juice machines, etc.

3、 Packing equipment: The equipment and materials needed for packaging are: sealing machines, cups, straws and packing bags.

4. Other gadgets: shaker cups, ice scoops, fruit powder boxes, fruit powder spoons, straw buckets, measuring cups, bar spoons, food clips, lemon clips, strainers, cash registers, etc.

Operating table: stainless steel is where employees make tea and drinks; it is the most often used, so the countertop should be strong, wear-resistant and t, and fire-resistant, with a sink bar to water resistance. Stainless steel bar is the most prominent in the sink and countertop into one, hardness; hardness and shock resistance, and other properties are more excellent, especially after embossing; brushed stainless steel countertop is not only bright, beautiful and elegant, and anti-friction, temperature resistant, a better solution to the penetration, cracking, deformation and other problems.

Sealing machine: The sealing machine is the most commonly used and necessary tea-drinking equipment for spilling tea-drinking cups.

Induction cooker: The induction cooker is for cooking tea soup, pearl powder

ball balls, etc. The two main ingredients are an induction cooker; if you want to do pearl tea drink, this is a must-use induction cooker; induction cooker is beautiful and generous, does not take up too much space, and is very suitable for tea drink shop use.

Ice machines: Ice machines are generally used by beverage shops to make ice, and the amount of ice used by tea drink shops in summer is relatively large. If funds allow, it is best to buy ice machines with a larger output to prevent insufficient production during peak periods, which affects business.

#### **7.4 Operational strategies and plans**

Our shop is actively implementing the "people-oriented" purpose, improving the ability of independent innovation, improving the quality of tea, and constantly improving the management of enterprises so that customers in our first-class quality and first-class see more support our shop. To this end, we will develop our development strategy in four areas. They are assessment, positioning, planning, and testing.

The first step is to assess. Consider it from three points, the first being the organisation itself, which must be analysed from an operational point of view, a financial point of view and a structural and personnel point of view. The second point is market data - the current and potential market and current and potential customers. You need to see the feedback and the value proposition of the behaviour. The third is what I call "STEEP": social and cultural, technological, economic, environmental, and political factors. Develop a complete picture of your shop.

The two-step is positioning. Set goals for store development. Short-term plan: to establish a stable consumer market in commercial urban areas and increase market share; The long-term goal is to improve the store's image and establish develop brand culture among consumer groups. Step three is planning. Plan the shop's investment and revenue, understand the shop's profitability, and prevent risks.

Step four testing. Regular questionnaires are conducted to determine what

customers want and need. This is summarised, and adjustments are made to technical and sales deficiencies.

## Section 8

### Product Design and Development Plan

This chapter describes the relevant products and services, development plans, and investment plans for the "Harmony Youth" tea drinks shop. The challenges and risks encountered are analysed accordingly.

Production planning and development planning is an important parts of an enterprise's business plan and is an important basis for production management. It is an important means of achieving the enterprise's business objectives. It is also the basis for organising and guiding the production activities of the enterprise in a planned manner. The rational arrangement of production planning is also conducive to improving production organisation.

#### 8.1 Products and services

With the following 6 product lines, the And Youth Tea Drinks Shop offers a complete product mix in the beverage category, catering to consumers who prefer a variety of tastes and prices.

##### 1. Milk tea series

Milk tea is a must-have range for every tea drink shop. Every year there are several new products in the milk tea category hit the market because of fresh milk fresh tea ingredients, with products such as several new developments in the milk tea category hit the market because of new milk fresh tea ingredients, with products such as pearl milk tea, oat milk tea, coconut milk tea and red bean milk tea.

##### 2. Smoothie and milk cap series

Mix the right amount of tea base, ice, fresh fruit, and other ingredients to make a cup of smoothie, then top it with two spoons of creamy milk cap to make a delicious and thirst-quenching drink. Products include Cheese Milk Cap Tea and Cheese Milk Cap Four Seasons Spring.

##### 3. Fruit Tea Series

In the heat of summer, bilanguage icecaps of fresh-cut fruit tea are sure to be a hit. People gulp rich and fruity iced sweet fruit tea while munching on a cup full of large new fruit flesh and instantly feel less hot. Taro Grape, Peach Seasonal Spring and Red Grapefruit Fruit Bar are pouructs.

#### **4.Freshly brewed tea series**

Many consumers also enjoy a simple cup of freshly brewed tea with a distinctive flavour. We have prepared two or three flavoured tea bags to choose from, including alpine green tea, hilltop black tea, and rose and osmanthus tea.

#### **5. Special Drink Series**

Produce two good value specials covering products such as Youth Lemon Tea and Youth Jasmine Green Tea.

#### **6.Burst series**

Finally, for each series to do a pop drink product of their own, taste in the peer one of the best, belong to the first product, the treasure of the shop, products are: youth taro milk tea, youth Yang Zhi Gan Lu, the youth rose osmanthus tea and so on.

## **8.2 Development Plan**

The first two years: establish your brand, invest in publicity, ensure quality to win the trust and affection of your customers, identify your main consumer groups, treat every customer with good service, recover your initial investment, accumulate intangible assets, and start making a profit after the second year. Although there are many teas drink shops in the area, we will increase the company's visibility to maximise market share. A market share of 20% in Sanhe is expected in this phase.

Third and fourth years: further expand the company's projects, develop new products, and standardizestandardise the process with both hands. Make the company have a certain brand influence, grow the company's sphere of influence power, and lay the foundation for occupying a larger market in the future. It is expected that the market share in Sanhe City will reach 40% at this stage and that the company will start to the company will establish provincial chain outlets and expand to better economic areas.

Fifth, six years: to ensure the quality of service and improve the level of service. To further enhance the company, expand the scale of construction, and create a well-known domestic tea drinks company as the company continues to grow.

Product Launch Plan.

A. Initial stage: invest money in publicity, ensure quality to win the trust and love of guests, confirm the main consumer groups, to treat every customer with a good service attitude.

B. After a period of operation, increase the material booking channel. Expand the scale of product production. Increase the variety and quantity of tea drink products. If the business is booming, open a branch in the city.

C. Ensure service quality and improve service levels. The staff in the shop must master the necessary etiquette norms, the faces of male and female attendants, the dress code and the attitude and methods of communication with customers.

### **8.3 Initial investment costs**

**Associated costs include.**

1. Opening license and promotion fees
2. Rent
3. Decoration costs
4. Equipment procurement
5. The cost of raw materials
6. Miscellaneous utilities
7. Liquidity
8. Personnel salaries

Total initial investment: \$124,100, as detailed in the following table

Fee Schedule						
Classification	Projects	Fees	Unit	Number	Subtotal	Remarks
Underlying investments	Renovation costs	\$4,819.08	Item	1	\$4,819.08	
	Equipment costs	\$4,130.64	Item	1	\$4,130.64	
	Opening Fee	\$1,376.88	Item	1	\$1,376.88	Business license, preliminary publicity, etc.
	<b>Total underlying investments</b>				<b>\$10,326.60</b>	
Operating investments	Shop rent	\$509.45	Item	1	\$509.45	\$0.479/day/sqm
	Personnel salaries	\$413.06	Month	5	\$2,065.32	5 people
	Miscellaneous Utilities	\$55.08	Item	1	\$55.08	
	Purchase fee/raw material fee	\$4,130.64	Item	1	\$4,130.64	
	<b>Total working capital</b>				<b>\$6,760.48</b>	
	Liquidity	\$2,574.76	Item	3	\$7,724.29	
	<b>Total liquidity</b>				<b>\$7,724.29</b>	
<b>Total investments</b>					<b>\$17,087.07</b>	
Note: Working capital is calculated as 3 times the sum of staff salaries + shop rental costs						

## 8.4 Challenges and risks

### 8.4.1 Managing risks and countermeasures

Open tea drinks shop, although the technology and meal knowledge can be trained, as well as some management operations and marketing will also be involved, but specifically to each shop, or need to combine the actual situation to do marketing activities. If you don't know how to do it, but also to do it, the shop is also very difficult to operate.

Therefore, we should fully understand and collect various needs in the early stage of the project, do sufficient targeted training, and develop and improve multiple service emergency plans. Integrate high-level professional management into the project environment to form an effective management model and escort for my entrepreneurship.

### 8.4.2 Policy risks and responses

On the policy front, with the global economy entering the recessionary phase of the Campo cycle, coupled with the ongoing impact of the new crown mutation virus Omicron and the increased downward pressure on China's economy, the central bank began to shift towards the implementation of an accommodative monetary policy and stability maintenance continued to be enhanced. Favourable policies in the consumer industry, including ready-made tea beverages, have been introduced one after another, laying a good business environment for the innovative development of new business formats, business models, and product forms.

So, the tea drinks industry policy is mainly affected by the epidemic mainly affects tea drinks industry policy, especially in the first and second-tier major cities with the outbreak in the case of. Physical shops easily receive the impact, but the effect of third and fourth-tier cities is not very big. In this case, as far as possible, we need to do a good job of epidemic prevention measures to consider opening shops in third and fourth-tier cities.

### 8.4.3 Market risks and countermeasures

The market risk for this project is primarily sales risk. The main factors closely

related to sales risk are changes in the price of the project and, to a lesser extent, deviations in the project's positioning.

The target audience for the "He Youth" tea shop is mainly the mid-range segment, which has a higher price tolerance than the average buyer but does not exclude the possibility of lower prices due to homogeneous competition. If there is a sales risk, the basis for pricing may be off, and we must face this risk. In the event of a sales price fall, the project's profitability usually falls more quickly. Therefore, the use of promotions with significant price reductions is not recommended. Try to create differentiated competition through the pull of demand and the push of the brand, stay away from brutal price wars, defuse market risks, and achieve satisfactory returns.

## Section 9

### Financial Analysis

A series of interactive decisions, such as investment portfolio and investment income, constitute the project financial analysis system. The economic analysis of a project is one of the most central elements of a business plan. To create a new project, an accurate and detailed financial plan must be prepared, the purpose of which is to do an economic feasibility study of the business plan. The preparation of the financial plan begins with the determination of the assumptions and premises, followed by the forecast of sales revenue, cost of sales, period costs, taxes, and fees, and ultimately the net profit of the project and the profitability of the investment project as the core of the analysis and judgment.

Financial assumptions.

Summer: average sales price of \$1.38 per cup, with sales of about 300 per day.

Winter: average sales price of \$1.38 per cup, 60% of summer sales per day, approximately 180 visits.

#### 9.1 Basic data

1. Size: The shop is 35m<sup>2</sup>, with one external shop manager, one cashier, and three servers.

2. Progress: Renovation and preparation at the end of the year before opening. In the first year, the production load is up to 100% of the design capacity. The production period is 5 years, and the calculation period is 5 years.

#### 9.2 Investment costs

The basic investment capital is \$10,326.60, the working capital is 56,100 yuan, and the annual operating expenses are \$81,951.71. The estimated investment in the first year is \$100,002.57. See the following table for details:

Fee Schedule						
Classification	Projects	Fees	Unit	Number	Subtotal	Remarks
Underlying investments	Renovation costs	\$4,819.08	Item	1	\$4,819.08	\$137.6/sqm
	Equipment costs	\$4,130.64	Item	1	\$4,130.64	
	Opening Fee	\$1,376.88	Item	1	\$1,376.88	Business licence, preliminary publicity, etc.
	<b>Total underlying investments</b>				<b>\$10,326.60</b>	
Operating investments	Shop rent	\$509.45	Month	12	\$6,113.34	\$0.48/day/sqm
	Personnel salaries	\$2,065.31	Month	12	\$24,783.72	\$413/month for 5 persons
	Miscellaneous Utilities	\$55.08	Month	12	\$660.90	
	Purchase fee/raw material fee	\$4,130.64	Month	12	\$49,567.66	
	Depreciation	\$68.84	Year	12	\$826.08	
	<b>Total annual working capital</b>				<b>\$81,951.71</b>	
	Liquidity	\$7,724.27	Item	1	\$7,724.27	
	<b>Total liquidity</b>				<b>\$7,724.27</b>	
<b>Total investments</b>					<b>\$100,002.57</b>	
Note: Working capital is calculated as 3 times the sum of staff salaries + shop rental costs						

### 9.3 Sources of funding

The project is entirely self-funded.

## 9.4 Total cost estimate

Depreciation cost calculation: Assuming a fixed asset life of 5 years, annual depreciation cost = product cost / 5.

Total cost estimate table						
Serial number	Name	First year	Second year	Third year	Fourth year	Fifth year
1	Room rent	\$6, 113. 34	\$6, 113. 34	\$6, 113. 34	\$6, 113. 34	\$6, 113. 34
2	Workers' wages	\$24, 783. 72	\$24, 783. 72	\$24, 783. 72	\$24, 783. 72	\$24, 783. 72
3	Miscellaneous Utilities	\$660. 90	\$660. 90	\$660. 90	\$660. 90	\$660. 90
4	Raw materials	\$49, 567. 66	\$49, 567. 66	\$49, 567. 66	\$49, 567. 66	\$49, 567. 66
5	Depreciation	\$826. 08	\$826. 08	\$826. 08	\$826. 08	\$826. 08
6	Initial investment	\$18, 050. 86				
	<b>Total cost of ownership</b>	<b>\$100, 002. 57</b>	<b>\$81, 951. 71</b>	<b>\$81, 951. 71</b>	<b>\$81, 951. 71</b>	<b>\$81, 951. 71</b>

## 9.5 Sales forecast revenue

It is estimated that in summer, the daily traffic will be 300 people at a cost of \$1. 38 per person; in winter, the daily traffic will be 60% of that in summer at the expense of \$1. 38 per person, which is about 180 people.

Operating throughout the year, the estimated annual sales revenue is \$864,000. Details are shown in the following table.

## 9.6 Calculation of sales tax and surcharges

The company is self-employed in nature and is subject to business tax, urban maintenance and construction tax and education surcharge. The regulations calculate annual sales tax and surcharge tariffs, and the products are subject to business tax at a rate of 3%, urban maintenance and construction tax at a rate of

5% of business tax and education surcharge at a rate of 3% of business tax.

Annual sales tax and surcharges				
Serial number	Projects	Amount of tax	Amount	Remarks
1	Product sales revenue		\$119,232.00	
2	Total sales tax and surcharges		\$3,863.12	
3	Business tax	3%	\$3,576.96	
4	Urban and rural construction and maintenance tax	5%	\$178.85	
5	Education surcharge	3%	\$107.31	

## 9.7 Financial analysis

### 9.7.1 Breakdown of profit per year

Profit and Loss Account						
Serial number	Projects	2023	2024	2025	2026	2027
1	Total cost	\$100,002.57	\$81,951.71	\$81,951.71	\$81,951.71	\$81,951.71
2	Total operating income	\$119,232.00	\$119,232.00	\$119,232.00	\$119,232.00	\$119,232.00
3	Operating profit	\$19,229.43	\$37,280.29	\$37,280.29	\$37,280.29	\$37,280.29
4	Amount of income tax	\$3,863.12	\$3,863.12	\$3,863.12	\$3,863.12	\$3,863.12
5	Net profit	\$15,366.31	\$33,417.17	\$33,417.17	\$33,417.17	\$33,417.17

## 9.7.2 Cash flow statement

Financial Cash Flow Statement						
Serial number	Projects	2023	2024	2025	2026	2027
1	Production load/%	100.00	100.00	100.00	100.00	100.00
2	Opening investments	\$18,050.86				
3	Sales revenue	\$119,232.00	\$119,232.00	\$119,232.00	\$119,232.00	\$119,232.00
4	Operating costs	\$81,125.63	\$81,125.63	\$81,125.63	\$81,125.63	\$81,125.63
5	Sales tax and surcharges	\$3,863.12	\$3,863.12	\$3,863.12	\$3,863.12	\$3,863.12
6	Net cash flow	\$16,192.39	\$34,243.25	\$34,243.25	\$34,243.25	\$34,243.25
7	Accumulated net cash flows	\$16,192.39	\$50,435.65	\$84,678.90	\$118,922.15	\$153,165.41

## 9.8 Investment evaluation and analysis

ROI = average annual profit / total investment

The initial investment in the And Youth Tea Drinks Shop project is \$17,087.07. According to the financial calculation table above, the average annual profit for 5 years will be \$29,807.00. The calculated ROI = 173% (table below), indicating that the project has a very good return on investment

ROI calculation table						
Serial number	Projects	2023	2024	2025	2026	2027
1	\$15,366.31	\$33,417.17	\$33,417.17	\$33,417.17	\$33,417.17	\$15,366.31
2	Average annual profit			\$29,807.00		
3	Aggregate investment			\$17,087.07		
4	ROI			174%		

## 9.9 Summary

With the improvement in living standards and the change in consumer attitudes in China, tea beverages have been transformed from luxury items to daily necessities. A ready-made tea shop is a low capital investment, has a wide range of consumers, fast cost recovery, and is a very easy-to-find business project suitable for small capital-independent businesses. We have taken this opportunity to create and youth tea drinks shop.

The business plan for the And Youth tea drinks shop is a business plan executed for the landing end. The study analyses the theoretical executability and practical marketability of the And Youth project based on its strengths and the current state of the industry scale to give a comprehensive plan for the successful execution of the And Youth project guidance document.

Through the collection of practical data and the reading of relevant literature, the MBA course is actively applied to learn the theoretical knowledge and tools for the project in terms of macro environment, industry environment, five forces model analysis, SWOT analysis, marketing strategy, team structure, and financial analysis in-depth and to provide a detailed theoretical basis for the successful implementation of the project. A comprehensive and detailed analysis of the project leads to the following conclusions:

(a) This business plan identifies the enterprise's development strategy and target market by analysing the internal and external environment. It understands the market demand for products and sales trends, the market share of products and the market share of competing units, the changes in the purchasing power of social commodities, and the number of social entities available, and discerns from them that the demand for commodities exceeds the supply, and provides an important basis for the enterprise's production and management decisions - to rationalise production, to compete in the market, and to make objective management decisions --- correctly regulate the market, balance production, and sales, and provide an important basis for economic development.

(b) This business plan plans and sorts out business operations, product marketing, and financial management; analyses the problems encountered in the actual

operation process of the project; clarifies product market positioning; determines product, price, channel, and promotion strategies; makes financial forecasts and assessments, and calculates production costs and sales revenue. Through relevant theoretical analysis, conclusions can be drawn that the project is feasible and the investment is worthwhile.

(c) To ensure the project's actual implementations necessary to establish a sound operational management system for the company. According to the overall layout of the company's internal training system, incentive mechanism, risk response, financial forecasting, and other comprehensive arrangements, the corresponding responsibilities will be set up separately to ensure that the company's basic operations are built to be foolproof.

After an exhaustive analysis of all the relevant impact parameters of this business plan, it was concluded that the And Youth Tea Drinks shop development project has the advantages of low investment costs, high returns, short operational cycle, and manageable risks and that the investment is feasible and can yield high returns.

## References

- Exploring China's new consumption: making public a ready-made tea beverage consumption insight note. Insight Research Report, 2021.
- Nai Xue's (2021). Inventory 2021: A big collection of new products from Nai Xue's Tea throughout the year. Dumbo Tea, 2022.
- Krückl, J. S., Moeller, J. Gaupp, R., Meier, C.E., & Huber, C. G. (2021). Implementing home office work at a large psychiatric university hospital in Switzerland during the covid-19 pandemic: field report. **JMIR Mental Health**, 8(9), e28849.
- Li, C., Khantanapha, N., & Rattanapun, S. (2022). Express Parcel Packaging Waste Recycling Platform. **International Journal of Health Sciences**, 6(S4), 1425–1433.
- Li, J. (2020). Byte Dance launched "Lark" after the rise of online office. **Computer and Network**.
- Zhou, X. F. (2021). **Big Data for Smart Communities**. Shanghai: Science and Technology Press.

## Biography

name-surname	Buqiang Jia
Date of birth	
Place of birth	
Workplace	
Position	-
Education	MBA Southeast Asia University



**THE ICBTS 2022**

International Academic Multidisciplines Research Conference London 2022

*London, United Kingdom  
15 – 17 November, 2022*

**CERTIFICATE OF PRESENTATION**

*Handed to*

**Buqiang Jia**

**For outstanding research paper presentation**

*YOUTH TEA DRINKS SHOP*

**Organized by ICBTS Conference Center & IJBTS International Journal of Business  
Tourism & Apply Sciences at London UK**

\_\_\_\_\_  
**Professor Dr. Kai Heuer**  
Academic Program Chair

