



GL TEA TRADING BUSINESS

by

CUIQIN LIANG

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

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Abstract

The purpose of this study was to better establish startups. This project is mainly to conduct in-depth research and understanding on the company's situation, industry market analysis, competitors' understanding, marketing, financial forecast, etc. through the start-up Guangxi Liubao Tea Trade Co., Ltd. It is committed to researching and developing P2 and P3 products of the company, P2 and P3 of Liubao Tea products as the main products and P1 as the auxiliary products for sales. As an innoTake brand as the core, establish enterprise image, establish industry reputation, and conduct international operation based on high value brand. Take management as means to reduce internal costs, integrate resources of all departments, and develop regional markets, domestic markets, Asian markets and international markets. According to the demand of the consumer market, with the brand development goal of "new products, excellent quality, good service and high value", the company will establish an innovative corporate image, make full use of the marketing advantages, product advantages, R&D advantages and supply chain advantages of the company and its partners to formulate a strategic development plan, and seize the high-end Liubao tea market at home and abroad.

Keywords: Liubao tea, cultural tourism, Chinese tea market, tea culture.

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Section 1

Executive Summary

1.1 Industry Analysis.

China's tea industry actively integrates and serves to build a new economic pattern. It has maintained stable development through continuous innovation. While traditional products and business types continue to exert their strength, many economic indicators such as total tea output, total output value, domestic sales volume, domestic sales volume, export volume and export volume have achieved historic breakthroughs.

1.2 Market Analysis.

In 2019, the retail scale of China's Liubao tea market was RMB65.5 billion, with a year-on-year growth of 6.8%; In 2020, the retail scale of Liubao tea market will reach RMB70.2 billion, with a year-on-year growth of 17.1%. In 2021, the national tea export volume will be 369400 tons, with a year-on-year growth of 5.9%; The export volume was US \$2.299 billion, up 12.8% year on year. From the perspective of market scale, product structure, market distribution, user research and competition pattern, benchmark enterprises and investment opportunities, the market is developing steadily.

1.3 Marketing Plan

Mainly local market, regional market, domestic market, and Asian market, supplemented by international market. The customer groups are mainly the elderly, white-collar workers and obese people. Marketing with products and advertising. The company is divided into three stages: initial stage, middle stage and long term.

1.4 Operations and Production Plan.

The company implements the base production online and offline operation mode and carries out the production plan according to six years. The first year is mainly for equipment, R&D and raw materials.

1.5 Management Team and Company Structure.

Guangxi Liubao Tea Trading Co., Ltd. will adopt the functional organization form. The Board of Shareholders, the CEO serve as the senior executive management, and the CEO uniformly organizes and manages the financial, production, market and product research and development departments

1.6 Financial Projections.

RMB330000 in the first year, RMB 1.37 million in the second year and RMB 1.94 million in the third year

1.7 Summary

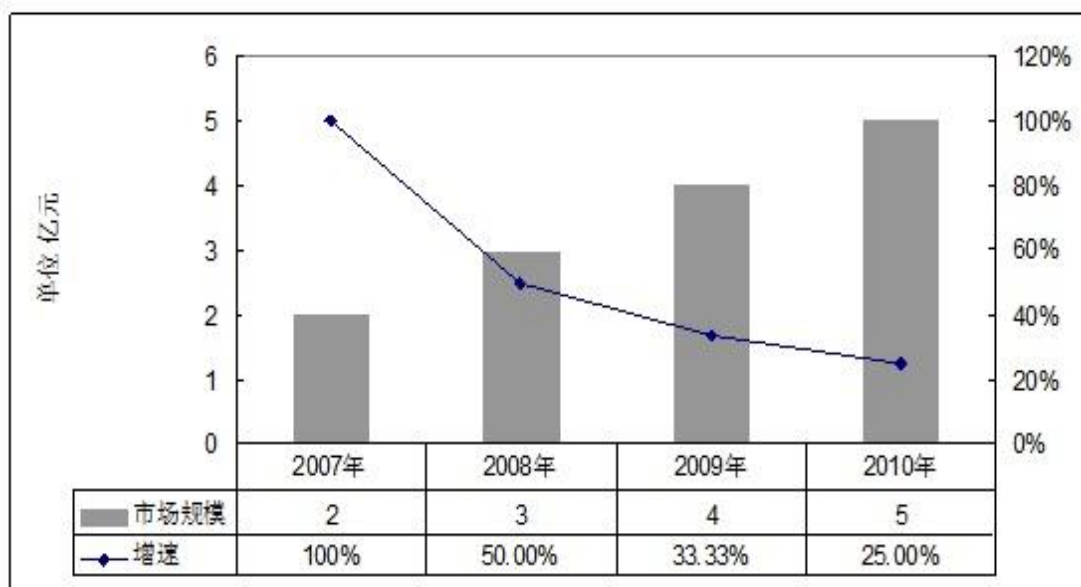
As a start-up, the company will seize the opportunity to actively explore domestic and foreign markets and fully implement the marketing strategy. According to the demand of the consumer market, with the brand development goal of "new products, excellent quality, good service and high value", the company will establish an innovative corporate image, make full use of the marketing advantages, product advantages, R&D advantages and supply chain advantages of the company and its partners to formulate a strategic development plan, and seize the high-end Liubao tea market at home and abroad.

Section 2

Industry Analysis

2.1 SWOT Analysis, Total Factors Analysis Summary. (TFAS)

2.1.1. Market scale: Through the analysis of the consumption scale and year-on-year growth rate of Guangxi Liubao tea industry in the past five consecutive years, we can judge the market potential and growth of Guangxi Liubao tea industry and predict the growth trend of consumption scale in the next five years. (Data comes from Liubao Tea Market Research Report):



2.1.2. Product structure, It is helpful for customers to grasp the product structure of Liubao tea industry in Guangxi and the market demand of various subdivided products.

2.1.3. Market distribution: analyze the market distribution of Liubao tea industry in Guangxi from the geographical distribution of users, consumption capacity and other factors, and conduct in-depth research on key regional markets with large consumption scale, including the consumption scale and proportion, demand characteristics and demand trends in this region.

2.1.4. User research: by dividing the user groups of Liubao tea products in Guangxi, the consumption scale and proportion of different user groups to Liubao tea products in Guangxi are given. At the same time, the purchasing power, price sensitivity, brand preference, purchasing channels, purchasing frequency, etc. of various user groups to purchase Liubao tea products in Guangxi are investigated in depth, and the factors that various user groups pay attention to Liubao tea products in Guangxi and their unmet needs are analyzed, It also forecasts the consumption scale and growth trend of various user groups for Liubao tea products in Guangxi in the next few years, so as to help Guangxi Liubao tea manufacturers grasp the current demand situation and demand trend of various user groups for Liubao tea products in Guangxi.

2.1.5. Competitive landscape. The competition pattern of Liubao tea industry in Guangxi is analyzed from five aspects: the competitiveness of existing competitors, the entry ability of potential competitors, the substitution ability of substitutes, the bargaining ability of suppliers and the bargaining ability of downstream users. At the same time, through the research on the existing competitors of Liubao tea industry in Guangxi, the market share index of enterprises in Liubao tea industry in Guangxi is given to judge the market concentration of Liubao tea industry in Guangxi. At the same time, according to the market share and market influence, the mainstream enterprises are divided into competitive groups, and the characteristics of each competitive group are analyzed; In addition, by analyzing the strategic trends and investment trends of mainstream enterprises, the investment enthusiasm of new entrants, market entry strategies, etc., we can judge the change trend of the future competition pattern of Liubao tea industry in Guangxi.

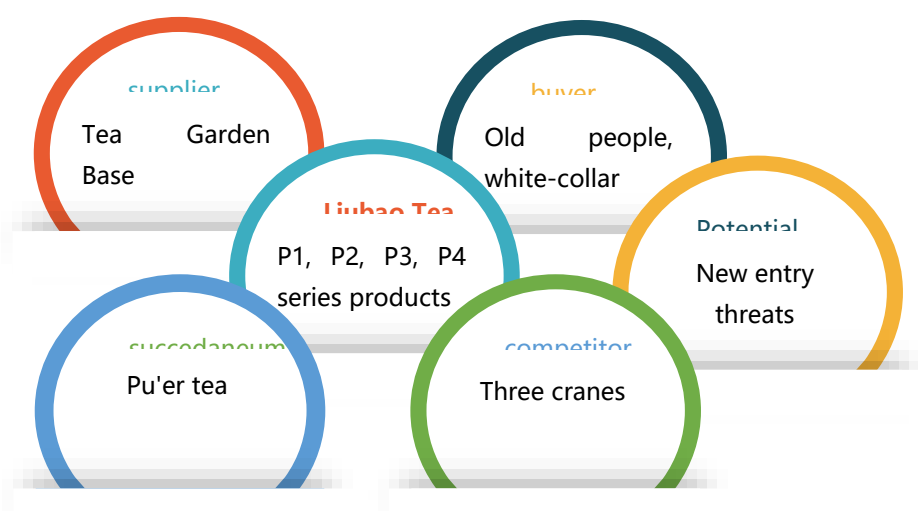
2.1.6. Benchmark enterprises. Investigation and research were conducted among 5-10 benchmark enterprises that are the largest and most representative in Liubao tea industry in Guangxi, including the industry status, organizational structure, product composition and positioning, business status, marketing mode, sales network, technical advantages, development trend, etc. of each enterprise. This

report can also adjust the number and method of selecting benchmark enterprises according to customer requirements.

2.1.7. Investment opportunities. The research on investment opportunities in Liubao tea industry in Guangxi is divided into general investment opportunities research and specific project investment opportunities research. The general investment opportunities are mainly analyzed and evaluated from the perspective of product segmentation, regional market, industrial chain, etc. The specific project investment opportunities are mainly for the research and evaluation of the projects to be built and seeking cooperation in Liubao tea industry in Guangxi.

According to the SWOT analysis, our company, as a start-up, will fully expand the domestic and foreign markets by investing in this industry.

2.2 Five Forces Model.



2.3 Industry size, growth rate, and sales projections.

According to the 2018 Ranking List of Public Brand Values in China's Tea Region jointly released by Zhejiang University CARD China Agricultural Brand Research Center, China Tea Brand Value Evaluation Research Group and other institutions, the brand value of Liubao tea is 2.017 billion yuan, ranking 29th in China's tea regional brand value.

According to statistics, in 2019, the retail scale of China's Liubao tea market was 65.5 billion yuan, with a year-on-year growth of 6.8%; In 2020, the retail scale of Liubao tea market will reach 70.2 billion yuan, with a year-on-year growth of 17.1%. In 2021, the national tea export volume will be 369400 tons, with a year-on-year growth of 5.9%; The export volume was US \$2.299 billion, up 12.8% year on year.

Serial No	Years	Order sales	Gross profit
1	1Year	61	39
2	2Year	47	29
3	3Year	137	83
4	4Year	194	118
5	5Year	188	112
6	6Year	207	131

2.4 Industry structure.

The hot sale of black tea at home and abroad has driven the development of Liubao tea industry, and the competition in the tea market is fiercer. Liubao Tea has begun the transformation from overseas sales to domestic sales, and its brand influence and popularity have been greatly improved. The domestic sales have almost been blank before 2003, and by 2017, it has developed to cover more than 20 provinces and cities nationwide, and the sales volume has also increased year by year. At present, the traditional sales areas of Liubao tea, such as Guangdong, Guangxi and Hong Kong, are still growing steadily. Beijing, Shanghai and emerging markets in the northeast, north and northwest are expanding rapidly. Liubao tea industry has entered a new stage of development.

2.5 Nature of participants.

The company's teams are all from postgraduate students. It has a certain relationship and foundation with the local tea garden base. The inheritors and

experts of Liubao Tea come from local and universities. It is composed of highly innovative technical talents.

2.6 Key success factors.

The success of the company depends on the industry and internal factors. The main reasons are with the strong support of the government, Wuzhou city actively responded to the national "the Belt and Road" initiative, seized the opportunity, worked hard, and closely focused on the strategic goal of building a 10 billion yuan tea industry, actively implemented the Liubao tea industry development plan of Wuzhou City (2016-2025). By the end of 2017, the tea planting area in Wuzhou had reached 88000 mu, and the annual output exceeded 13500 tons. The industry market grew. In 2019, the retail scale of China's Liubao tea market was 65.5 billion yuan, with a year-on-year growth of 6.8%; In 2020, the retail scale of Liubao tea market will reach 70.2 billion yuan, with a year-on-year growth of 17.1%. In 2021, the national tea export volume will be 369400 tons, with a year-on-year growth of 5.9%; The export volume was US \$2.299 billion, up 12.8% year on year.

2.7 Industry trends.

Liubao tea has unique technology and special quality and has certain collection value. At present, the public brand value of Liubao tea area has reached 3.764 billion yuan, ranking first in the tea category in Guangxi, and it has been rated as "the most powerful brand development brand of Chinese tea in 2021" and "the most powerful brand communication brand of Chinese tea in 2022". During the construction of the Belt and Road, the tea industry, especially Liubao tea industry, has welcomed new development opportunities.

2.8 Long-term prospects.

Government promotion: in recent years, under the correct leadership of the Party committee and government of the autonomous region, Wuzhou City has actively responded to the national "the Belt and Road" initiative, seized

opportunities, worked hard, closely focused on the strategic goal of building a 10 billion yuan tea industry, actively implemented the Liubao tea industry development plan of Wuzhou City (2016-2025), followed the three-year work keynote of "standardized tea garden construction year, market and brand promotion year, and tea culture popularization year", Initial achievements have been made in continuously consolidating and expanding the Liubao tea market, promoting the transformation and upgrading of Liubao tea industry, enhancing the brand awareness of Liubao tea, and carrying out cultural exchange activities. By the end of 2017, the tea planting area in Wuzhou had reached 88000 mu, and the annual output exceeded 13500 tons.

Good development environment: As a famous tea in Chinese history, Liubao Tea has a long history and strong influence. In 2012, the People's Government of Wuzhou City, the National Research Center for the Utilization of Plant Functional Components, the Research Center for the Modernization of Traditional Chinese Medicine of Tsinghua University, the Research Center for Aging Medicine of Peking University and other authoritative institutions jointly released the research results on the health care and health care efficacy of Liubao tea, providing a clear scientific basis for scientific drinking of Liubao tea. Liubao tea has unique quality and scarce resources. It has the characteristics of "red, thick, aged and mellow", and is resistant to long storage. The older the tea, the better. At the same time, Liubao Tea is a national geographical indication protection product, which is unique to Liubao Town, Wuzhou City, Guangxi Province, China.

Science and technology integration: Integrate scientific and technological forces, cooperate with scientific and technological breakthroughs, constantly consolidate the scientific and technological foundation for the development of Liubao tea industry, and improve the competitiveness of Liubao tea market. Wuzhou Liubao Tea Research Institute, focusing on the scientific research of Liubao tea, undertakes the basic research on the breeding, cultivation, processing and other technologies of Wuzhou Liubao tea, shoulders the new mission of scientific research

on Wuzhou Liubao tea industry, and effectively promotes the development of Liubao tea industry.

Section 3

Company Description

3.1 Company description.

The name of our start-up enterprise is Guangxi Liubao Tea Trading Co., Ltd. The enterprise will focus on the R&D, sales and operation of Liubao tea series products. At present, the P1 product of Liubao Tea has a good sales volume and response in the local market. At the same time, it has cooperated with farmers and bases to promote the market of Liubao Tea in domestic and foreign markets.

3.2 Company history.

The company was founded and formed a team based on the inheritance of Liubao tea, with experts and professors from colleges and universities as technical consultants, Liang Cuiqin, Jiang Ruoqi, Liang Yujing and others as the sales core, and carried out online and offline sales through offline cooperative wholesalers and agents at home and abroad. The company is committed to brand operation of the existing ecological Liubao tea and Liubao tea skin care products in Guangxi, and focuses on creating the original ecological series of Liubao tea and series of cleaning products. At present, the company has reached a cooperation intention with colleges and universities and Wuzhou Liubao Tea Planting Base.

At the same time, the company will research and develop Liubao tea products to form a series of brand products. The company's main products are: Liubao Tea P series products, Liubao Tea washing products, etc. With the help of the Internet big data platform, the product traceability system, the company integrates products and customer resources, implements various marketing modes such as online and offline combination, online promotion of offline experience, overseas purchasing on behalf of customers, and agent sales. With the help of Tiktok, xiaohongshu, Taobao, JD mall, community group purchase, tiktok, lazada, Shope, Alibaba platform and other platforms, Carry out the sales of Liubao tea and its by-products.

The company combines business development planning with rural revitalization and cultural tourism economic development to achieve "tourism culture+Internet agriculture+rural revitalization". Taking Wuzhou base in Guangxi Province as the center, a series of planting, breeding and tourism industry exploration with Liubao tea as the center was carried out. Through in-depth investigation and market investigation, based on Wuzhou's advantages in land, climate, water source and planting habits, we carried out the action of "rejuvenating Wuzhou through science and technology and revitalizing villages through Liubao tea". First, on the basis of the business model of "company+base+farmer" and under the principle of "government guidance, voluntary participation, benefit sharing and risk sharing", farmers are guided to establish professional cooperatives, implement unified development, unified management and unified sales, and develop and expand Liubao Tea Base. Second, through the construction of Liubao Tea Factory, order farming and protective price purchase, the problem of selling Liubao Tea to farmers was solved, which not only increased farmers' income, but also increased their enthusiasm for planting, solved the problem of raw materials for enterprises, and at the same time, realized the "blood making" rural revitalization to help farmers. The third is to use the advantages of the Internet to closely combine with cultural tourism, take local high-quality Liubao tea as the central product, widely publicize "Liubao tea, invigorate the countryside", and contribute to the development of cultural tourism economy and rural revitalization.

3.3 Mission statement.

An authority predicted the market of Liubao tea products and believed that Liubao tea products would develop from a lower level to a higher level. As the old tea is a scarce resource, the price of Liubao tea this year also increased slightly compared with the previous year, with a price increase of 20% - 30%. Therefore, the annual rate of return on the collection value of Liubao tea is expected to be more than 20%. With the rising trend of tea drinking, Liubao Tea has also received the attention of consumers. After a hundred years of rise and fall, Liubao Tea is facing a good opportunity to revive the past and accelerate its development. Wuzhou

Municipal Party Committee and Wuzhou Municipal Government have successively launched various promotion measures such as holding Liubao Tea Expo and marketing Liubao Tea globally. The value of Liubao Tea has also risen correspondingly, and its market share has gradually expanded.

According to the historical advantages of Wuzhou Tea Factory, combined with the characteristics of Guangxi ethnic minorities, add the elements of Zhuang packaging. Build national brand influence. Carry out in-depth research, development and innovation with the local rural tea planting base in combination with the current rural revitalization policy. In addition to the quality of the tea, the appearance and packaging form the characteristics of ethnic minorities and reflect the historical tea culture of Wuzhou Liubao Tea. Through the local Liubao tea inheritors, a series of product development was carried out. Through the recruitment of famous designers or social designers, early product development and packaging design, the product was effectively publicized. Combine company+farmer+base to promote rural economy and form influence. Therefore, the current tasks of the Company are:

1. Investment in the development of new products has further enhanced the company's market position.
2. Develop new markets other than the local market and further expand the market area.
3. Expand the production scale of the base, adopt modern means of production, and strive to improve production efficiency.

3.4 Products and services.

Among the P series products of Liubao Tea, Liubao Tea P1 is the basic product, Liubao Tea P2 is a partially improved product, and Liubao Tea P3-P4 is a high-end product. In the first year, Liubao Tea P1 products will be sold. After 1 and 5 years, Liubao Tea P2 and P3 products will be the main products, supplemented by Liubao Tea P1 products. Due to the high cost and low profit, the P4 product of Liubao Tea decided not to be developed from the perspective of the company's profit.

Finally, in addition to the above product lines, the company's Liubao tea products, in combination with the online and offline, as well as the national "Belt and Road" development strategic objectives, take the company's Liubao tea culture history as the expansion of the international market. Create the company's Liubao tea brand culture and story.

3.5 Current status.

The company is newly established and to be registered

3.6 Legal status and ownership.

Legal representative after registration, patent and trademark application

3.7 Key partnerships (if any).

wuzhou university

Section 4

Market Analysis and Plan

According to the 2018 Ranking List of Public Brand Values in China's Tea Region jointly released by Zhejiang University CARD China Agricultural Brand Research Center, China Tea Brand Value Evaluation Research Group and other institutions, the brand value of Liubao tea is 2.017 billion yuan, ranking 29th in China's tea regional brand value.

The hot sale of black tea at home and abroad has driven the development of Liubao tea industry, and the competition in the tea market is more fierce. Liubao Tea has begun the transformation from overseas sales to domestic sales, and its brand influence and popularity have been greatly improved. The domestic sales have almost been blank before 2003, and by 2017, it has developed to cover more than 20 provinces and cities nationwide, and the sales volume has also increased year by year. At present, the traditional sales areas of Liubao tea, such as Guangdong, Guangxi and Hong Kong, are still growing steadily. Beijing, Shanghai, and emerging markets in the northeast, north and northwest are expanding rapidly. Liubao tea industry has entered a new stage of development.

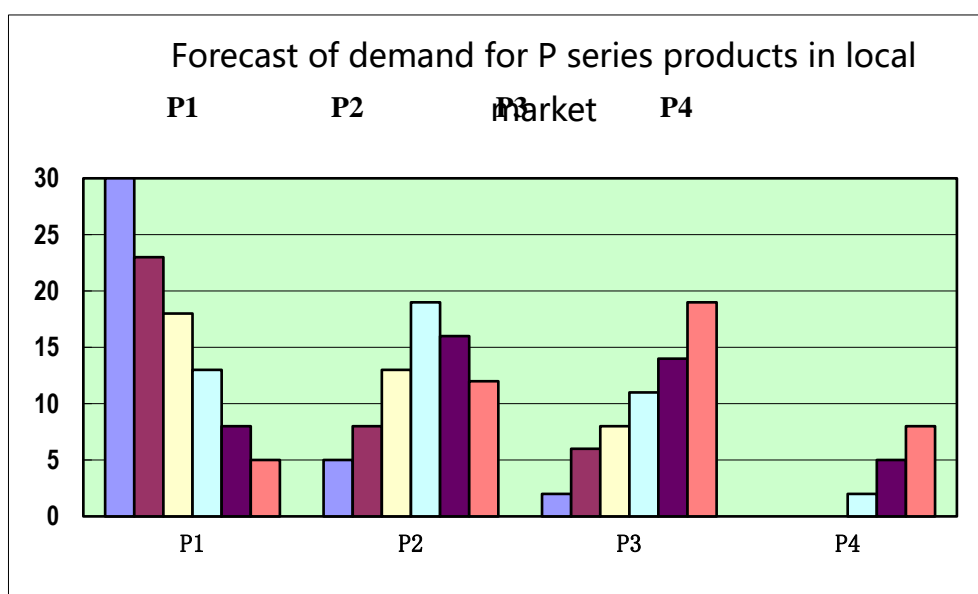
4.1 Market segmentation and target market selection.

Analysis of the national tea market: In recent years, China's tea industry has actively integrated and served to build a new economic pattern and has maintained a stable development through continuous innovation. While traditional products and business types continue to develop, new trails such as new tea drinks, new bags, herbal tea, and mixed flavor tea have risen, online and offline consumption has flourished, total tea output, total output value, domestic sales, export volume In terms of tea import and export, as a large tea producing country, China's tea trade has always maintained a situation where exports exceed imports. Since 2015, China's tea exports have shown a trend of continuous growth. According to statistics, the retail scale of China's Liubao tea market in 2019 was 65.5 billion yuan, an increase of 6.8% year on year; In 2020, the retail scale of Liubao tea market will

reach 70.2 billion yuan, with a year-on-year growth of 17.1%. In 2021, the national tea export volume will be 369400 tons, with a year-on-year growth of 5.9%; The export volume was US \$2.299 billion, up 12.8% year on year. China's tea exports are mainly concentrated in Southeast Asia. In 2021, China's tea exports to Hong Kong will be the largest, reaching US \$647.917 million; Malaysia and Morocco followed closely, with exports of US \$256.634 million and US \$228.259 million, respectively.

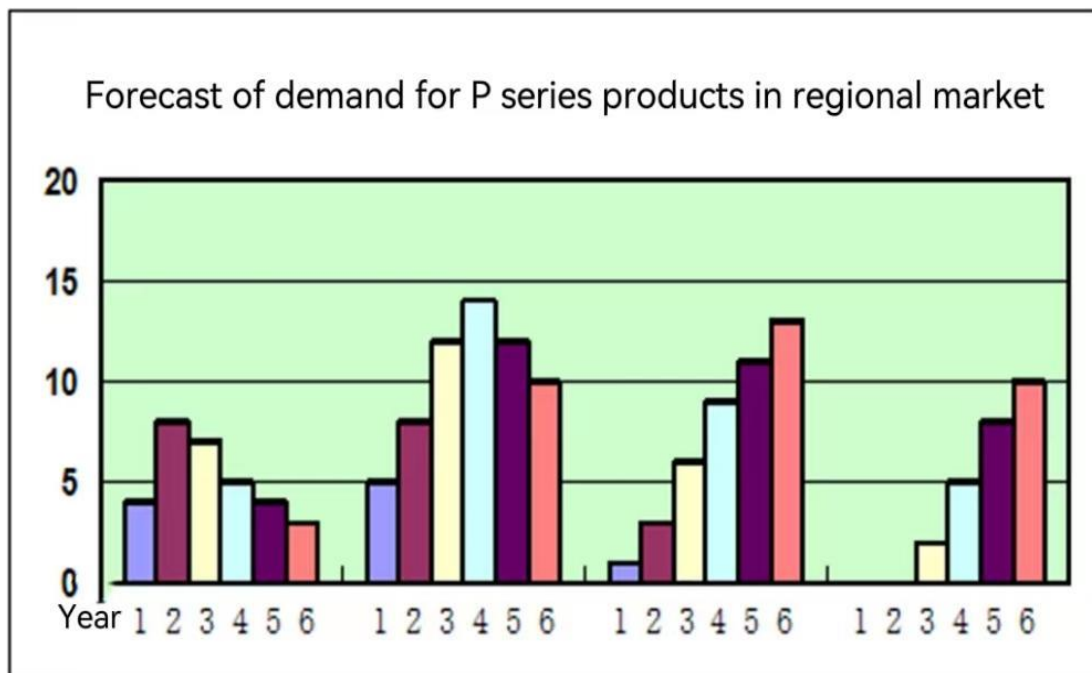
Market demand Forecast

1. local market



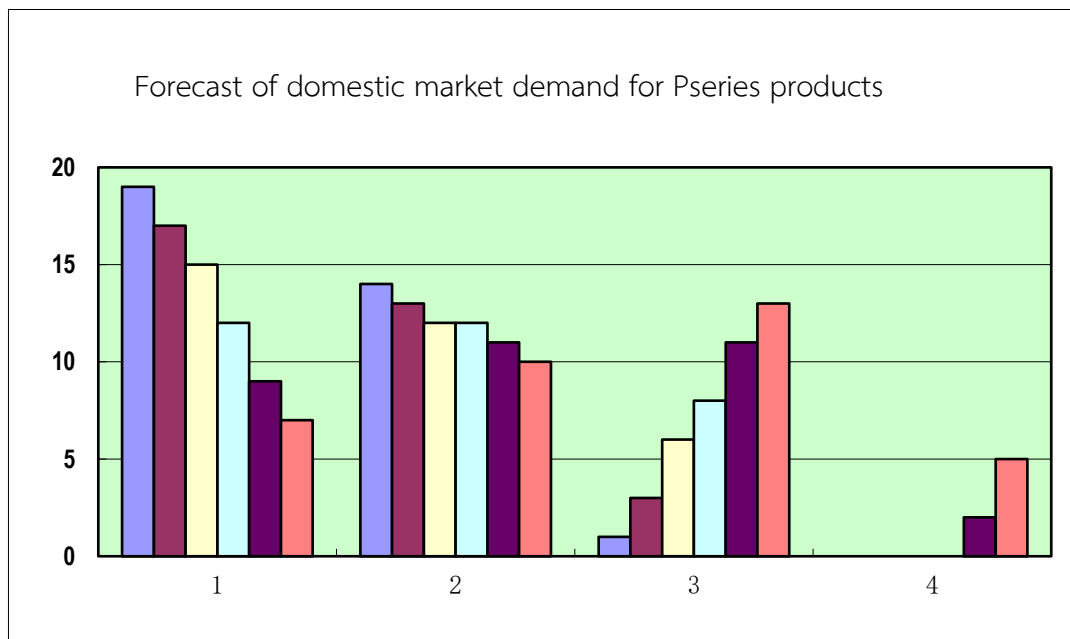
The local market will continue to grow, and customer demand for low-end products may decline. With less demand, the prices of low-end products are likely to gradually fall. In the next few years, with the maturity of high-end products, the market demand for P3 and P4 products will gradually increase. At the same time, as time goes by, customers' quality awareness will continue to improve, and the following years may have more requirements on whether manufacturers have passed the ISO9000 certification and ISO14000 certification.

2. Regional Market



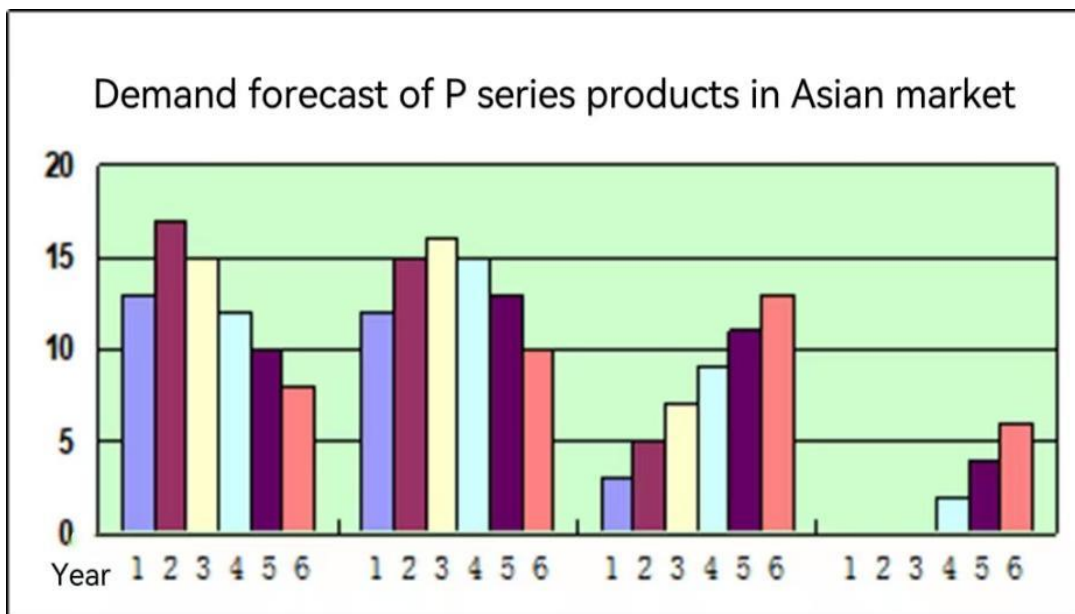
Customers in regional markets' preferences for P series products are relatively stable, so the fluctuation of market demand is also likely to be relatively stable. Because it is close to the local market, the trend of product demand may be similar to the local market, and the price trend should be roughly the same. Customers in this market are more willing to accept new things, so they will also be more interested in high-end products, but due to geographical restrictions, the total demand in this market is very limited. And the customers in this market are relatively picky, so in the following years, the customers will have higher requirements on whether the manufacturer has passed the ISO9000 certification and ISO14000 certification.

3. domestic market



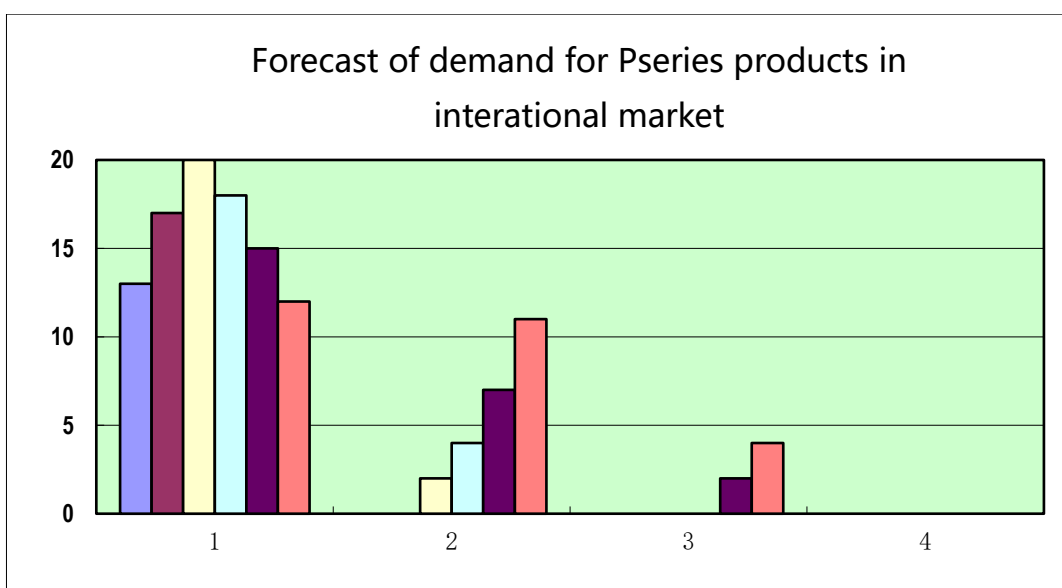
Because P1 products have a strong regional color, it is estimated that the domestic market will not have a lasting demand for P1 products. But because P2 products are more suitable for the domestic market, so it is estimated that the demand will be relatively stable. With the gradual recognition of the new technologies of P series products, it is estimated that the demand for P3 products will develop rapidly, but the customers in this market do not so agree with P4 products. Of course, for high-end products, customers will pay more attention to product quality assurance.

4.Asian Market



Customer preferences in this market have always fluctuated greatly and are not easy to grasp, so the demand for P1 products may fluctuate greatly. It is estimated that the demand trend of P2 products will be similar to that of P1. But the market is very sensitive to new products, so it is estimated that the demand for P3 and P4 products will develop rapidly, and the price may not be cheap. In addition, consumers in this market are keen about the quality of their products, so in the coming years, ISO9000 and ISO14000 certification will be difficult to sell.

5.international market



Entering the international market may take a long time. There are signs that customers in this market have already identified with P1 products, and the demand will be relatively strong. For P2 products, customers will cautiously accept them, but it will still take some time to be accepted by the market. For emerging high-end technologies, customers in this market will mainly wait and see, so the demand for P3 and P4 products will be very slow. Because product demand is mainly concentrated at the low end, customers' requirements for ISO are not as high as several other markets, but they do not rule out this demand in the later stage.

4.2 Buyer behavior.

4.2.1. Customer group

Liubao tea has the effects of anti-aging and digestion. For the elderly, white-collar workers and other groups, Liubao Tea is the main part of their daily consumption.

1.The elderly. By the end of 2021, the population aged 60 and above in China will reach 267 million, accounting for 18.9% of the total population; The elderly population aged 65 and above reached more than 200 million, accounting for 14.2% of the total population. It is estimated that during the "Fourteenth Five Year Plan" period, the total population of the elderly aged 60 and above will exceed 300 million, accounting for more than 20%, entering the stage of moderate aging. Around 2035, the number of people aged 60 and above will exceed 400 million, accounting for more than 30% of the total population, entering the stage of severe aging. Liubao Tea will be the mainstream customer group for their consumption.

2. White collar workers. According to the relevant statistical data, there are obviously more white-collar workers who have less exercise, more social activities, and stay up late. Their main symptoms are hypertension, hyperlipidemia, and high weight. Most white-collar workers are keen on their own work. They spend more time on work and less time on other sports. They are addicted to smoking and drinking, staying up late, overweight, and as regular guests of banquets, the

imbalance in their work lifestyle and diet structure has determined that they become one of the high-risk groups of cardiovascular and cerebrovascular diseases. Therefore, the right choice of drinking tea can effectively solve this problem. For example, our Liubao tea can help white-collar workers reduce their aging and help digestion.

3. Fat people. In recent years, the incidence rate of obesity in China is on the rise. According to relevant statistics, the prevalence of obesity among young students under 18 years old in China has increased from 3.4% to 7.2% for girls and from 2.3% to 8.7% for boys. Obesity may bring them high blood pressure and diabetes to a great extent. Therefore, the causes of obesity and the prevention and treatment of obesity have become a hot topic of concern for every young person.

4.3 Competitor analysis.

4.3.1. Competitors

1. Substitutes: other Liubao tea and tea
2. Analysis of the advantages and disadvantages of our company compared with the famous ten brands of Liubao Tea (taking Wuzhou Sanhe Tea as an example)

4.3.2. Competitor advantages

1. Capital scale: Sanhe is a Guangxi Wuzhou Tea Factory, which was founded in 1953. The annual output value is 1 billion yuan. Moreover, the expansion of the industrial park has formed a brand operation enterprise, which has successively developed into a well-known "cradle of China's Liubao tea industry" in China.

2. Technology: large-scale machine production

- 4.2.3. Product popularity: Founded in 1953, it is one of the top ten brands of Liubao Tea and a famous trademark in Guangxi Province.

- 4.2.4. Shortcomings of competitors and opportunities and advantages of the company

1. Raw materials: The raw materials of Liubao tea used by Sanhe are all artificially planted. Our company uses pure and original Liubao tea that grows naturally.

2. Development and utilization of other values of Liubao tea: At present, large companies and enterprises mainly engaged in Liubao tea mainly develop other values of tea for tea trees, such as: the use and development of betel nut flavor and ancient tea leaves are not perfect, or even no other development and utilization. This is the direction of our company's future product development and innovation.

3. Origin advantages: Our company can make full use of ASEAN's tourism advantages to develop tourism, farmhouse, etc., transform the beautiful tea garden with ecological advantages into industrial advantages and product advantages, and develop the tea garden with origin into a rural green production base and tourism base, so as to carry out on-site tourism and sightseeing sales and improve product popularity.

4. Liubao Tea Trade Co., Ltd.: The company will establish Nanning, the permanent host of China ASEAN Expo, which is located in the center of Southeast Asia and the Great Southwest of China. It is in an important strategic position in the major exports of the Great Southwest and the coastal economic region of Guangxi, and is the most convenient sea passage connecting China and Southeast Asia. It will help to exploit the Southeast Asian market by taking advantage of ASEAN's absolute advantages.

5. In the early stage of development, cultivate small-scale loyal brand advocates, and establish the position of their own brands in the minds of consumers by means of word-of-mouth communication, advertising, public service promotion, etc. of initial members. Conceptual marketing: make full use of consumers' pursuit of quality of life, change consumers' tea eating structure from the concept, and develop Liubao tea market from a macro perspective.

6. Under the condition of sufficient funds in the middle and later stages, the finished products of Liubao Tea will be graded from the perspective of quality and price by using R&D extraction technology. While maintaining the demand of high-end consumers, the advantages of the "long tail theory" will be brought into play to develop and meet the needs of some low-end consumers.

4.4 Feasibility Analysis

1. Revenue drivers and profit margins.

Among the P series products of Liubao Tea, Liubao Tea P1 is the basic product, Liubao Tea P2 is a partially improved product, and Liubao Tea P3-P4 is a high-end product. In the first year, Liubao Tea P1 products will be sold. After 1 and 5 years, Liubao Tea P2 and P3 products will be the main products, supplemented by Liubao Tea P1 products.

The company developed its production capacity in the first and second years, and its profits were not ideal, but it began to make profits in the third year, paid off the loans in the fourth year, and doubled its profits in the fifth and sixth years. With two planting bases and seven processing production lines, the company is expected to grow steadily in the future operation, with good profitability, operation and debt paying ability.

The profit margin reaches 14%, 55% and 65% respectively according to P series products

2. Fixed and variable costs.

The company's fixed costs mainly include equipment, management salaries, R&D expenses, etc. The variable costs mainly include technological innovation, Liubao tea planting and raw material procurement, etc.

3. Operating leverage and its implications

Operating leverage and its influencing factors are mainly tea garden base, plant equipment, raw materials, market sales, competitive market, etc. Will have a great impact on the company. If the company's fixed operating costs are too high and the market sales volume is low, the profits will become less, leading to problems in the company's operation.

4.5 Start-up costs.

MB 880000 (mainly equipment, office rent, personnel cost, etc.)

4.6 Break-even chart and calculations.

$$\begin{aligned} \text{Breakeven point} &= \text{fixed cost} / (1 - \text{variable cost} / \text{sales revenue}) \\ &= 88 / (1 - 12/33) &= 137.5 \end{aligned}$$

From the financial income of the first year, when the break-even point reached 137.5

5.6 Feasibility analysis.

During the "Fourteenth Five Year Plan" period, the government made the tea industry into a hundred-billion-yuan industrial strategic decision. The national "the Belt and Road" construction and the "Three Orientations" given to Guangxi have made it a bridgehead for China's opening up and cooperation with ASEAN. As one of the tea products in Guangxi, Liubao tea is a treasure of tea with Guangxi characteristics and unique cultural advantages. It plays an important role under the "the Belt and Road" strategy. Liubao Tea is also a famous "overseas Chinese tea". In the late Qing Dynasty, Liubao Tea, with the developed water transport in Wuzhou, brought Liubao tea culture out of the cultural soul.

The tea garden area in Wuzhou has exceeded 200000 mu, with an annual output of 25000 tons of Liubao tea and a comprehensive output value of 11 billion yuan. By 2033, the comprehensive output value of Wuzhou Liubao tea industry will reach 20 billion yuan.

Our market will be divided into local market, regional market, domestic market, Asian market, and international market. Although the unit price of products will increase one by one, according to the market price forecast, the local market and regional market prices will be slightly higher, and the international market development will take a long time. From the perspective of the company's profitability, we decided to take the local market and regional market as the main market, and the international market as the secondary market for product sales.

5.7 Marketing Plan

The name of our start-up enterprise is Guangxi Liubao Tea Trading Co., Ltd. The enterprise will focus on the R&D, sales, and operation of Liubao tea series products. At present, the P1 product of Liubao Tea has a good sales volume and response in the local market. At the same time, it has cooperated with farmers and bases to promote the market of Liubao Tea in domestic and foreign markets.

The company was founded and formed a team based on the inheritance of Liubao tea, with experts and professors from colleges and universities as technical consultants, Liang Cuiqin, Jiang Ruoqi, Liang Yujing and others as the sales core, and carried out online and offline sales through offline cooperative wholesalers and agents at home and abroad. The company is committed to brand operation of the existing ecological Liubao tea and Liubao tea skin care products in Guangxi and focuses on creating the original ecological series of Liubao tea and series of cleaning products. At present, the company has reached a cooperation intention with colleges and universities and Wuzhou Liubao Tea Planting Base.

At the same time, the company will research and develop Liubao tea products to form a series of brand products. The company's main products are: Liubao Tea P series products, Liubao Tea washing products, etc. With the help of the Internet big data platform, the product traceability system, the company integrates products and customer resources, implements various marketing modes such as online and offline combination, online promotion of offline experience, overseas purchasing on behalf of customers, and agent sales. With the help of Tiktok, xiaohongshu, Taobao, JD mall, community group purchase, tiktok, lazada, Shope, Alibaba platform and other platforms, Carry out the sales of Liubao tea and its by-products.

The company combines business development planning with rural revitalization and cultural tourism economic development to achieve "tourism culture+Internet agriculture+rural revitalization". Taking Wuzhou base in Guangxi Province as the center, a series of planting, breeding and tourism industry exploration with Liubao tea as the center was carried out. Through in-depth investigation and market investigation, based on Wuzhou's advantages in land, climate, water source and planting habits, we carried out the action of "rejuvenating Wuzhou through science and technology and revitalizing villages through Liubao tea". First, on the basis of the business model of "company+base+farmer" and under the principle of "government guidance, voluntary participation, benefit sharing and risk sharing", farmers are guided to establish professional cooperatives, implement

unified development, unified management and unified sales, and develop and expand Liubao Tea Base. Second, through the construction of Liubao Tea Factory, order farming and protective price purchase, the problem of selling Liubao Tea to farmers was solved, which not only increased farmers' income, but also increased their enthusiasm for planting, solved the problem of raw materials for enterprises, and at the same time, realized the "blood making" rural revitalization to help farmers. The third is to use the advantages of the Internet to closely combine with cultural tourism, take local high-quality Liubao tea as the central product, widely publicize "Liubao tea, invigorate the countryside", and contribute to the development of cultural tourism economy and rural revitalization.

5.8 Overall marketing strategy.

The company will take advantage of the advantages of "Internet+" and the domestic and foreign customer resources accumulated in the development of the company to implement the cooperation mode of group purchase, agency, purchase agency, dealers, agents, hotels, travel agencies, etc. through domestic and foreign agents, and give full play to the role of offline agents to drive them to upgrade their product marketing mode, so as to achieve O2O, B2C marketing, Rely on the marketing mode of combining online promotion and offline experience exhibition, establish the company's Liubao tea product brand, gradually improve pre-sales, sales and after-sales services, increase publicity and promotion, and ensure the market share of the product.

Implement the O2O (combination of online and offline) mode of operation. To explore new and possible needs and requests of customers we need with "pre-sales" perseverance; Careful communication and service with "on sale"; With the sense of responsibility of "after-sales", this is to solve customers' common progress and realize all their worries, which are interdependent. Increase product sales by developing distribution, agency and other forms.

Explore the membership system. Let members spread their social reputation at the lowest cost, but the effect is the best. Moreover, this kind of social circle brings a very high conversion rate. Once high-end consumer groups recognize your

brand, they often have high loyalty. This is one of the best brand communication methods. Membership system creates opportunities for consumers to visit physical stores and experience Liubao Tea Production Base, and even make tea on the spot, so that members can see, smell, and taste. From smell, taste, vision and other dimensions, it can bring consumers a more intuitive and real feeling. At the same time of price concessions, quality assurance and supply guarantee, it is combined with public welfare activities. For example, 5 yuan will be drawn for each box of Liubao tea sold as the fund to subsidize poor children in Liubao tea producing areas.

Combination of tourism and sales. Integrate the concept of "green" and "health" into industrial poverty alleviation, sign Liubao tea planting contracts with farmers in the mode of "company+base+technology+farmers", provide tea farmers with free seedlings and planting technologies, drive poor farmers to develop tea production, and transform the ecological advantages of tea gardens into industrial advantages and product advantages, and develop rural tourism bases and green production bases in combination with tea gardens where they are located, Carry out field tourism sales.

Prepare for cross-border e-commerce. It is planned to make use of the geographical and policy advantages of Wuzhou to explore the sales of Liubao tea on international platforms such as Amazon, Alibaba International Station and Dunhuang Network, so as to lay a foundation for Liubao tea to go out of the country and into ASEAN.

Achieve school enterprise cooperation with the school. The school enterprises achieve the goal of win-win. Relying on the talents of each school, the school enterprises establish good enterprise teams for teachers and students. The student entrepreneurship practice base establishes a student marketing practice team to develop the school market. Explore the establishment of product research and development laboratories in schools to ensure the continuous innovation of products.

5.9 Product, price, promotions, and distribution.

Serial No	Product category	cost	price
1	P1	100-200	15%
2	P2	300-400	40%
3	P3	400-500	55%
4	P4	1000	66%

5.9 Sales process (or cycle).

Order of the first year

order number	market house	product	quantity	Order sales	prime cost	gross profit
LP1-5/10	this locality	P1	5	28	10	18
LP1-1/10	this locality	P1	2	11	4	7
LP1-3/10	this locality	P1	4	22	8	14
tote				61	22	39

Order for the second year

order number	market house	product	quantity	Order sales	prime cost	gross profit
RP1-1/4	region	P1	2	11	4	7
RP1-3/4	region	P1	2	11	4	7
RP1-4/4	region	P1	1	6	2	4
RP3-1/2	region	P3	2	19	8	11
tote				47	18	29

Third year order

order number	market house	product	quantity	Order sales	prime cost	gross profit
RP1-2/4	region	P1	1	5	2	3
LP2-3/6	this locality	P2	2	18	6	12
LP2-5/6	this locality	P2	2	18	6	12

LP3-2/4	this locality	P3	3	28	12	16
RP3-1/3	region	P3	1	10	4	6
RP3-2/3	region	P3	3	29	12	17
RP3-3/3	region	P3	2	20	8	12
LP3-3/4	this locality	P3	1	9	4	5
tote				137	54	83

Fourth year order

order number	market house	product	quantity	Order sales	prime cost	gross profit
LP1-6/6	this locality	P1	2	9	4	5
RP1-2/3	region	P1	2	10	4	6
RP1-3/3	region	P1	1	5	2	3
LP1-2/6	this locality	P1	3	14	6	8
RP2-3/6	region	P2	4	38	12	26
LP3-4/6	this locality	P3	1	10	4	6
LP3-2/6	this locality	P3	3	29	12	17
LP3-3/6	this locality	P3	2	19	8	11
RP3-2/5	region	P3	2	20	8	12
RP3-3/5	region	P3	3	30	12	18
RP3-5/5	region	P3	1	10	4	6
tote				194	76	118

Fifth year order

order number	market house	product	quantity	Order sales	prime cost	gross profit
CP1-2/7	international	P1	3	18	6	12
CP1-4/7	international	P1	2	12	4	8
CP1-7/7	international	P1	3	18	6	12
RP2-4/5	region	P2	3	26	9	17
CP2-3/4	international	P2	1	9	3	6

LP3-3/6	this locality	P3	2	20	6	14
RP3-3/5	region	P3	3	32	12	20
RP3-4/5	region	P3	3	32	12	20
RP3-5/5	region	P3	1	11	4	7
DP3-2/5	internal	P3	1	10	4	6
tote				188	76	112

Year 6 Order

order number	market house	product	quantity	Order sales	prime cost	gross profit
RP1-2/2	region	P1	2	9	4	5
CP1-1/6	international	P1	3	16	6	10
CP1-2/6	international	P1	2	11	4	7
CP1-6/6	international	P1	1	5	2	3
CP2-1/6	international	P2	1	9	3	6
CP2-3/6	international	P2	3	26	6	20
LP3-2/7	this locality	P3	2	21	8	13
RP3-1/6	region	P3	3	33	12	21
RP3-3/6	region	P3	4	44	16	28
RP3-4/6	region	P3	1	11	4	7
RP3-5/6	region	P3	2	22	8	14
tote				207	76	131

5.10 Sales tactics.

5.10.1. Product strategy

Liubao Tea P1 is in demand in all markets, and the demand in the past few years is large. P2 and P3 have high profits, P4 costs are high, and the profits are not much different from P3. From the perspective of the company's profits, it is decided to take P2 and P3 as the main products and P1 as the auxiliary products for sales, so as to maximize the company's profits.

1.Liubao tea is divided into three grades: high, medium and low. P1 is the low grade. As the basic series of the market, P2 and P3 are the middle grade, and P4 is the high grade.

2.High grade tea is mainly used as gifts. Fine packaging and blessing words are given free of charge when you buy it.

3.The middle grade tea is mainly for families who like to make and drink tea. It is specially designed for families who are thrifty. When a certain amount of tea is purchased, there will be discounts, small gifts and other activities.

4.The low-grade series of tea, also known as "public tea", is mainly for small profits but quick turnover, and mainly for volume. The main customers of this type of tea are the buyers with large demand and low requirements, such as restaurants, who generally require free door-to-door delivery services to provide necessary after-sales protection.

5.10.2. Advertising strategy

First Year 1 (Local)				
product	advertise	Single	9000	14000
P1	1			
P2				
P3				
P4				

Year 2 (Region)				
product	advertise	Single	9000	14000
P1				
P2	1			
P3	2			
P4				

Third year (domestic)				
product	advertise	Single	9000	14000
P1				
P2	1			
P3	2			
P4				

Year 4 (Asia)				
product	advertise	Single	9000	14000
P1				
P2	2			
P3	3			
P4				

Year 5 (International)				
product	advertise	Single	9000	14000
P1				
P2	3			
P3	4			
P4				

Section 6

Design and Development Plan

According to the planting situation of Liubao Tea Base, different production lines will be set up in the joint base. Through standard quality inspection, it meets the factory requirements. The outer packaging is designed according to the company's series of products. It can even be customized according to customer orders. Make it personalized. To meet the needs of different customers.

6.1 Development status and tasks.

It is committed to researching and developing P2 and P3 products of the company, with P2 and P3 products as the main products and P1 as the auxiliary products for sales. As an innovative enterprise in this field, the Company will seize the opportunity, actively explore the market and generally implement the overall strategic objectives. According to the demand of the consumer market, with the brand development goal of "new products, excellent quality, good service and high value", the company will establish an innovative corporate image, make full use of the marketing advantages, product advantages, R&D advantages and supply chain advantages of the company and its partners to formulate a strategic development plan, and seize the high-end Liubao tea market at home and abroad. Based on the existing foundation, market demand and industrial development trend, the development strategy is formulated as follows:

The first step is to take technology as the guide, adhere to technological innovation, expand technological advantages, expand local markets with innovative products, and form a technology leading R&D company in the first five years.

The second step is to reduce internal costs by means of management, integrate resources of all departments, and develop regional markets, domestic markets, Asian markets and international markets.

The third step is to take the brand as the core, establish the corporate image, establish the industry reputation, and conduct international operation based on the high value brand.

The fourth step is to form an industrial chain of our brand products with Liubao tea produced in Liubao Town as the main raw material. Create a series of company brands with Liubao tea as the main raw material.

The fifth step is to serve the development of regional economy and solve the employment problem.

The sixth step is to build a high-quality production education integration demonstration base.

Step seventh is to on the basis of the existing international exchange and education bases, we will promote the Liubao tea industry chain and series products to the international market by training students from China, ASEAN, countries and regions along the "the Belt and Road".

The eighth step is to use the RCEP policy to promote the international market of the company's Liubao Tea. At present, a tea company in Wuzhou City applies for the export of a batch of Liubao tea to Malaysia with the tax number of "ID card" for the import and export of black tea. This is the first time for Liubao tea to be exported under a new tariff line after the State Council Tariff Commission adjusted the import and export tariff on December 21, 2020 and added the "black tea" tax category. The RCEP was signed on January 1, 2022, providing tariff policy support for the export of Liubao tea to Southeast Asia.

6.2 Challenges and risks.

6.2.1 Technical risks and countermeasures

This project is mainly aimed at the concern of contemporary people about food safety. More and more people are paying attention to health care, and aging is becoming more and more serious. We position our project as a green, healthy and natural health care product. Through market survey, we found that our projects and products are in line with market development and consumer demand. However, Guangxi tea has problems such as low popularity and low product sales price, Now the main research projects and product promotion and popularization. At the same time of the implementation of the project, we should consider responding to national policies and public welfare activities such as "rural revitalization", "mass entrepreneurship and innovation", bring big benefits with small projects and small inputs, and solve big problems.

The production process of this project is relatively mature, and technical innovation is often accompanied by cost increase. The Company's current Wuzhou Liubao Tea aims at different markets and customer needs, and the technology of these products is easy to spread and copy. To solve these problems, we have formulated the following countermeasures:

1. The company has developed a strict confidentiality system for its core technologies to prevent the spread of core technologies, and signed confidentiality agreements with core technicians and partners; Special attention shall be paid to timely application for patent protection, and legal means shall be adopted to safeguard the intellectual property rights of the subject.

2. Accelerate the industrialization process, strive to form brand awareness in a short period of time, control the high-quality Liubao tea supply chain, and form a brand competitive advantage;

3. Increase scientific research investment and constantly improve production process standards to maintain the speed of technology iteration.

In addition, according to the current team composition and the problems and deficiencies in the company's operation process, the lack of high-end technology and talents (including technical, legal and senior management talents) has been found. Although the new mode of school enterprise cooperation has been implemented, schools and enterprises seek common development to achieve mutual benefit, ensure product quality, research and development of new products, and promote the long-term development of the company to achieve real mutual benefit and win-win results, However, high-end technologies and talents are still being cultivated and sought.

6.2.2 Financial support

There will be a certain period from the beginning of the project planning to the delivery of the investment project with the raised funds, and there will be many links involved. If the investment management is not good and the budget is broken, the investment project may not be completed as scheduled, or some force majeure accidents or problems in a link may occur, which may also affect the implementation of the investment project as scheduled, which will inevitably affect the implementation planning of the entire project. The countermeasures are as follows: the Company will strictly use and approve R&D funds by establishing strict

fund management system and financial management system; Strengthen the realization of core management and core product R&D; Strengthen cost control and improve the establishment and perfection of the reputation system within the platform; Enhance the efficiency and controllability of technology upgrading, production and sales; Establish an effective financial risk early warning system and financial supervision mechanism to achieve financial risk early warning and avoidance. This investment has been fully demonstrated by industry experts and professional institutions, and will further improve the economic and social benefits of the project enterprise after the implementation of the project. According to the current situation of the company's projects and the main problems, the development strategy was formulated after the discussion of the shareholders' meeting, the guidance of experts and teachers, and the team's research and inspection of the market:

1. Implement the O2O (combination of online and offline) mode of operation, explore customers' new and possible needs with "pre-sales" dedication, provide "in sales" serious service and careful communication, and solve all customers' worries with "after-sales" sense of responsibility to achieve mutual progress and interdependence with customers. Increase product sales through the development of agency, distribution and other forms.

2. Explore the membership system and combine it with public welfare activities while offering price concessions, quality assurance and supply guarantee. For example, 5 yuan will be drawn for each box of Liubao tea sold as funding for children in difficulties in the production area of Liubao tea.

3. Actively respond to the national call for "rural revitalization", combine relevant policy support, fulfill corporate social responsibility, integrate the concept of "green" and "health" into the industrial rural revitalization, sign Liubao tea planting contracts with farmers in the mode of "company+base+technology+farmers", drive farmers to develop Liubao tea production, provide free tea farmers with seedlings and planting technology, and transform the beautiful ecological advantages of the tea garden into industrial advantages. Product advantages: develop rural tourism base and green production base in combination with tea garden of origin.

4. Carry out cross-border e-commerce, explore the sales of Liubao tea on Amazon, and lay a foundation for Liubao tea to go out of the country and enter ASEAN.

5. Cooperate with schools and enterprises to achieve the goal of win-win. Rely on the talents of schools and colleges to establish a new model of good teacher-student enterprises to promote mutual development and solve the problem of technical talents for enterprises.

In the implementation process of the company's strategy, as well as with the expansion of the company's scale and the updating of product categories, invention and refinement, although crowdfunding, project application and fund application have also been carried out, due to the long cycle, the company's expansion and product update are subject to certain constraints due to insufficient funds.

6.2.3 Market Risk Management and Countermeasures

Due to the broad prospect of the product market, it is likely that the same type of enterprises will copy this product after entering the market, making illegal profits and harming the interests of our enterprises and consumers; At the same time, because we insist on producing 100% pure and natural Liubao tea without additives, we are vulnerable to the low price impact of Liubao tea, which is a mixture of good and bad in the current market. Countermeasures:

1. Strengthen intellectual property protection, protect key technologies and products, apply for multiple patents, trademarks, etc., and strictly enforce technical management and confidentiality system to ensure a stable market share with leading technologies.

2. Actively adopt various channels to publicize the difference between genuine Liubao tea and other Liubao tea, take legal measures to crack down on counterfeit Liubao tea, safeguard the rights and interests of the company and consumers, guide rational consumption in the market, and strive for the market with quality.

6.2.4 Supply risk and countermeasures

For Liubao tea products, which are our main products at present, we are faced with the problems of low production in the planting base, more trouble in the process of picking and making, and low efficiency. Most tea farmers are unwilling to manage and pick them, or even uproot and replace them, resulting in the impact of

gradually decreasing Liubao tea resources. However, this problem does not exist for the Liubao tea promoted in Wuzhou.

On the other hand, the development of Liubao tea can be used for health high-end products because of its unique characteristics. Therefore, our company plans to protect resources through the mode of "company+farmer+health tourism", attract customers and tourists in combination with the local development of Liubao Tea Farm Paradise, and drive the development of the tertiary industry to increase the income and benefits of local farmers.

6.3 Projected development costs.

It is estimated to invest RMB880000 in the early stage, mainly for company registration, personnel costs and sales costs. As well as new production line equipment, new technology research and development and raw material procurement.

brand names).

Strengthen intellectual property protection, protect key technologies and products, apply for multiple patents, trademarks, etc., and strictly enforce technical management and confidentiality system to ensure a stable market share with leading technologies.

Actively adopt various channels to publicize the difference between genuine Liubao tea and other Liubao tea, take legal measures to crack down on counterfeit Liubao tea, safeguard the rights and interests of the company and consumers, guide rational consumption in the market, and strive for the market with quality;

Section 7

Production and Operation Plan

First Year Production Plan

Plan project / quarter	1.1	1.2	1.3	1.4
Product research and development investment	P2, P4			
Accept and pay for the ordered raw materials		5*R1,10*R2	4*R3	
Place the raw material order	4*R3,5*R1,10*R2			
Update for production / finished storage	1*P1	2*P1	1*P1	
Line adjustment / investment in new equipment			2 Fully automatic	
Start new production				
delivery				Hand in 11 * P1
keep in repair				
factory building	rent B			

Production plan for the second year

Plan project / quarter	2.1	2.2	2.3	2.4
Product research and development investment				
Accept and pay for the ordered raw materials		7*R1,22*R2	11*R3	
Place the raw material	7*R1,22*R2,1			

order	1*R3			
Update for production / finished storage	2*P1	2*P1	1*P1,2 *P3	2*P2,2*P3
Line adjustment / investment in new equipment	1 Semi-automatic, 1 fully automatic	1 Fully automatic	Fully automatic	1
Start new production				
delivery				Submit to 5 * P1,2 * P3

Third-year production plan

Plan project / quarter	3.1	3.2	3.3	3.4
Product research and development investment				
Accept and pay for the ordered raw materials		28*R2,12*R3	12*R3	
Place the raw material order	12*R1,28*R2, 12*R3			
Update for production / finished storage	2*P2,2*P3	2*P3	2*P2,3 *P3	1*P1,3*P3
Line adjustment / investment in new equipment				
Start new production				
delivery				Submit 1 * P1,4 * P2,10 * P3

Fourth year production plan

Plan project / quarter	4.1	4.2	.3	4.4
Product research and development investment				

Accept and pay for the ordered raw materials		28*R2,12*R3	2*R3	
Place the raw material order	12*R1,28*R2,12*R3			
Update for production / finished storage	2*P1, 2*P2, 3*P3	2*P1,3*P3	*P2,2 *P1,3 *P3	2*P1,3*P3
Line adjustment / investment in new equipment				
Start new production				
delivery				Submit 8 * P1,4 * P2,12 * P3

Fifth year production plan

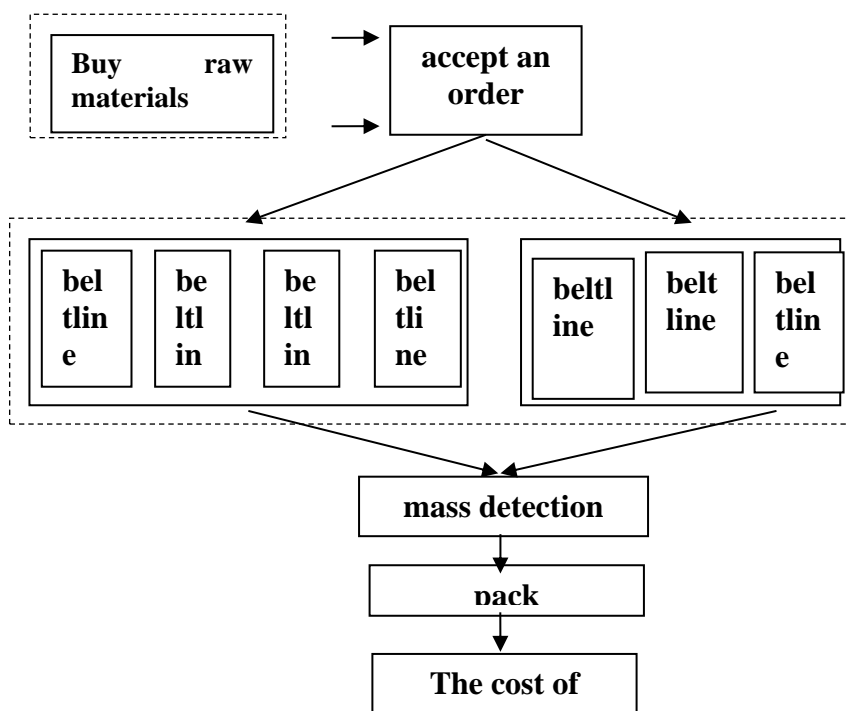
Plan project / quarter	5.1	5.2	5.3	5.4
Product research and development investment				
Accept and pay for the ordered raw materials		28*R2,12*R3	12*R3	
Place the raw material order	12*R1,28*R2,12*R3			
Update for production / finished storage	2*P1, 2*P2, 3*P3	2*P1,3*P3	2*P2,2*P1,3*P3	2*P1,3*P3
Line adjustment / investment in new equipment				
Start new				

production				
delivery				Submit 8 * P1,4 * P2,12 * P3

The sixth year of the production plan

Plan project / quarter	6.1	6.2	6.3	6.4
Product research and development investment				
Accept and pay for the ordered raw materials		28*R2,12 *R3	12*R3	
Place the raw material order	12*R1,28*R2,1 2*R3			
Update for production / finished storage	2*P1, 2*P2 , 3*P3	2*P1,3*P 3	2*P2,2*P1,3 *P3	2*P1,3*P3
Line adjustment / investment in new equipment				
Start new production				
delivery				Submit 8 * P1,4 * P2,12 * P3

8.1 General approach to operations.



7.2 Business location.

Wuzhou City, Guangxi

8.3 Facilities and equipment.

Serial No	Equipment name	explain
1	workshop	
2	Tea making equipment	
3	Tea Garden Base	
4	raw material	
5	other	

Section 8

Management Team and Company Structure

Guangxi Liubao Tea Trading Co., Ltd. will adopt the functional organization form. The Board of Shareholders, the Board of Directors and the CEO are the senior executive management, and the CEO uniformly organizes and manages the financial, production, market and product research and development departments. In this way, the division of labor is clear, and it is convenient for coordination and organization. See the following figure for details:

8.1 Management team.

Position	Main responsibilities	Operating responsibilities
CEO CUIQIN LIANG	<p>Information provided by each role of the integrated team</p> <p>Decide whether to do everything or not</p> <p>Be responsible for decision-making and overall operation of everything</p> <p>Develop financial budget</p> <p>Control cash flow</p> <p>Develop financing strategy</p> <p>Conduct financial analysis</p> <p>Provide necessary financial information for CEO decision-making</p>	<ul style="list-style-type: none"> ● Organize annual planning and budgeting ● Follow the steps in the operation manual step by step
CFO YUJING LIANG		<ul style="list-style-type: none"> ● Complete cash flow forecast calculation ● Pay various financial expenses ● Payment of investments ● Manage loan borrowing and repayment

		<ul style="list-style-type: none"> • Manage accounts receivable and accounts payable • Prepare annual financial statements
CSO KOFFI	<p>Thorough market analysis</p> <p>Learn about competitors</p> <p>Study market entry strategy</p> <p>Research product R&D</p> <p>strategy</p> <p>Study advertising investment</p> <p>strategy</p> <p>Understand capacity and product resources</p> <p>Provide necessary market information for CEO decision-making</p>	<ul style="list-style-type: none"> • Develop an advertising plan • Participate in bidding for sales orders • Assist COO to organize production according to the order • Sell according to the order • Assist CFO in calculating sales and direct costs • Assist CFO in accounts receivable management
COO STEVE.LIU	<p>Forecast the breakeven of R&D products</p> <p>Calculate production capacity</p> <p>Forecast procurement</p> <p>strategy</p> <p>Develop equipment and plant investment plan</p> <p>Control inventory and reduce capital occupation risk</p> <p>Provide necessary production information for CEO decision-making</p>	<ul style="list-style-type: none"> • Formulate a comprehensive production plan according to the sales plan • Scheduled raw materials • Execute raw material procurement • Implement the production plan • Execute product R&D plan • Purchase/sale of production line • Purchase/sale of plant
Financial Assistant RUOQI JIANG	<p>Assist CFO in expense management</p>	<ul style="list-style-type: none"> • Statistical financial data • Assist in preparing reports
corporate espionage AMY	<p>Assist CSO in market analysis</p> <p>Understand the operation of other groups</p> <p>Provide necessary business intelligence for CEO decision-making</p>	

8.2 Board of directors (Board of advisers).

9.2.1. Shareholders' Meeting

Decide on the business policy and investment plan of Guangxi Liubao Tea Trading Company; Elect and replace directors and supervisors who are not staff representatives, and decide on the remuneration of directors and supervisors; Review and approve the report of the Board of Directors; Review and approve the reports of the Board of Supervisors or supervisors; Review and approve the Company's annual financial budget plans and final accounting plans; To review and approve the Company's profit distribution plans and loss recovery plans; Make resolutions on the increase or decrease of the Company's registered capital; Make resolutions on the issuance of corporate bonds; Make resolutions on the merger, division, dissolution, liquidation or change of corporate form of the Company; Amend the Articles of Association of the Company; Other functions and powers stipulated in the Articles of Association.

9.2.2. Board of Directors

Convene the shareholders' meeting and report to the shareholders' meeting; Implement the resolutions of the shareholders' meeting; Decide on the company's business plan and investment plan; Formulate the Company's annual financial budget plan and final accounting plan; Formulate profit distribution plans and loss recovery plans of the Company; Formulate plans for the Company to increase or decrease its registered capital and issue corporate bonds; Formulate plans for the merger, division, dissolution or change of corporate form of the Company; Determine the establishment of the Company's internal management organization; To decide on the appointment or dismissal of the Company's manager and his remuneration, and to decide on the appointment or dismissal of the Company's deputy manager and the person in charge of finance and their remuneration according to the manager's nomination; Formulate the basic management system of the Company; Other functions and powers stipulated in the Articles of Association.

8.3 Company structure.

8.3.1.CEO

Preside over the production, operation and management of the Company, and organize the implementation of the resolutions of the Board of Directors; Organize the implementation of the Company's annual business plan and investment plan; Draw up the plan for the establishment of the Company's internal management organization; To formulate the basic management system of the Company; Formulate specific rules and regulations of the Company; Propose the appointment or dismissal of the Company's deputy manager and financial principal; Decide on the appointment or dismissal of management personnel other than those who shall be appointed or dismissed by the Board of Directors; Other authorities granted by the Board of Directors.

8.3.2. Finance Department

Responsible for a series of financial work of the company, including the company's financing decision, investment decision, capital structure determination, profit distribution principle determination, etc. Lead the Ministry of Finance to manage the daily accounting and tax work of the company.

8.3.3. Base Production Department

Be responsible for the company's production planning, including the company's annual production quantity, changes in production lines, and suggestions for production change.

8.3.4. Marketing Department

Responsible for the formulation and implementation of the company's development and customer planning plans, as well as the guidance and management of advertising creativity and production; Long term planning and promotion of the company's product brand; Maintenance of company image system.

8.3.5. Product R&D Department

Be responsible for the improvement of core technology, research and development of new products and product testing. The research institute constantly

carries out technical innovation, and the quality inspection department carries out finished product testing, providing technical impetus and guarantee for the long-term strategic development of the company.

8.4 Shares of stock authorized and share options.

None

8.5 Names, addresses, and resumes of directors and officers.

CEO CUIQIN LIANG

Master of Business Administration, responsible for coordinating the work of all members of the team, ensuring internal unity, presiding over meetings and making decisions.

CFO YUJING LIANG

Accounting management is responsible for preparing annual financial statements, ensuring the continuous flow of funds, and conducting financial analysis and prediction.

CSO KOFFI

Major in international trade, responsible for investigating market conditions, formulating advertising plans, and formulating annual sales plans.

COO STEVE.LIU

Engineering management discipline, responsible for purchasing production lines, calculating raw materials, and formulating annual production plans.

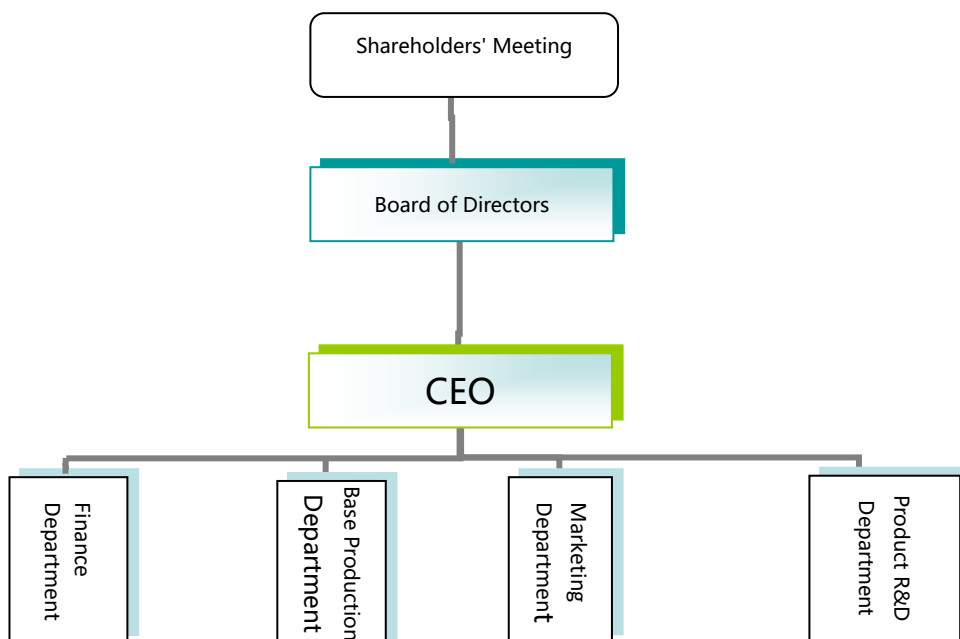
Financial Assistant RUOQING JIANG

Education management major, responsible for contacting with CSO and COO and providing data support for CFO.

corporate espionage Shiko

Marketing major, responsible for assisting CSO in market analysis and stealing business intelligence.

8.6 Organization chart.



8.7 Incorporating the venture.

Guangxi Liubao Tea Trading Co., Ltd

8.7.1 Completion of prototypes.

The company consists of inheritors of Liubao Tea, university technical experts and core management team to form a team of high-tech and innovative talents

8.7.2 Rental of facilities.

After registration, the company will cooperate with the local Liubao Tea Base. Purchase equipment, raw materials and other related equipment. Rent office space and production base.

10.4 Obtaining critical financing.

Build a core team and find angel investment.

8.7.3 Starting production.

The financing is in place and the base starts production. At the initial stage, we cooperated with the base.

8.7.4 Obtaining the first sale.

Through the cooperation between colleges and enterprises, we can obtain the support of colleges and universities. And through online sales, obtain orders. Through public welfare, we can gain brand influence.

Section 10

Financial projections

Invest in the first year, reach the breakeven point and make profits in the second year, and make profits in the third year.

10.1 First Year Financial Statements

account of business		
sales volume		33
direct cost		12
gross profit		21
Comprehensive cost		24
Pre-depreciation profit		-3
depreciation-changing percentage of cost less scrap method		8
Profit before interest		-11
cost of financing		4
nonbusiness income		0
non-business expenditure		0
profit before tax		-15
income tax		0
net margin		-15

Cash flow volume tracking statement	The first quarter	The second quarter	The third quarter	The fourth quarter
Cash on stock at the beginning	118	52	47	41
Tax payable last year	2			
Marketing investment	1			
Discount charge / interest (Short-term loan)	0	0	0	0
Short-term loan to account	0	0	0	0
Pay for short-term loans due	0	0	0	0
The receivables are due	0	0	0	0
Cash is paid for raw material purchase	25	0	0	0
Product research and development investment	3	3	3	3
Production line investment	32	0	0	0
Change fee	0	0	0	0
Processing costs	2	1	2	2
All expenses before receiving the cash	66	4	5	5
Payment of administrative expenses	1	1	1	1
Interest (Long-Term Loan)				4
Long-term loan to account				0
Pay for long-term loans due				0
Equipment maintenance costs				4
rent				3
Buy new buildings				0
Market development investment				3
ISO Certified Investment				2
Other (expenses + revenue-)	0	0	0	0
Inventory cash balance	52	47	41	19

Financial statements for the second year

account of business			
sales volume		+	47
direct cost		—	18
gross profit		=	29
Comprehensive cost		—	22
Pre-depreciation profit		=	7
depreciation-changing percentage of cost less scrap method		—	13
Profit before interest		=	-6
cost of financing		—	4
nonbusiness income		+	0
non-business expenditure		—	0
profit before tax		=	-10
income tax		—	0
net margin		=	-10
balance sheet			
fixed assets:		be in debt:	
Land construction	32	fixed liability	40
machinery equipment	88	short-term liability	60
Total fixed assets	120	due	0
circulating assets:		tax ability	0
ready money	8	gross liabilities	100
AR	0	rights and interests:	
articles being processed	0	equity capital	45
end product	10	Profit retention	3
raw material	0	Profit of this year	-10
Total current assets	18	owner's equity	38
total assets	138	Debt plus equity	138

		73		34
Tax payable last year				
Marketing investment				
Discount charge / interest (Short-term loan)				3
Short-term loan to account				
Pay for short-term loans due			0	0
The receivables are due				
Cash is paid for raw material purchase		0		
Product research and development investment	3	3	3	3
Production line investment				
Change fee	0	1		0
Processing costs	4			4
All expenses before receiving the cash	39	21	18	23
Payment of administrative expenses			1	
Interest (Long-Term Loan)				
Long-term loan to account				
Pay for long-term loans due				
Equipment maintenance costs				
rent				
Buy new buildings				
Market development investment				
ISO Certified Investment				
Other (expenses + revenue-)	0	0	0	0
Inventory cash balance	73	52	34	8

Third-year financial statements

account of business		
sales volume	+	194
direct cost	—	76
gross profit	=	118
Comprehensive cost	—	18
Pre-depreciation profit	=	110
depreciation-changing percentage of cost less scrap method	—	0
Profit before interest	=	110
cost of financing	—	4
nonbusiness income	+	0

Tax payable last year	0			
Marketing investment	3			
Discount charge / interest (Short-term loan)	0	0		0
Short-term loan to account				
Pay for short-term loans due		0		0
The receivables are due				
Cash is paid for raw material purchase	32	0		0
Product research and development investment	0	0	0	0
Production line investment	0	0	0	0
Change fee	0	0	0	0
Processing costs	4	6	5	3
All expenses before receiving the cash	39	6	5	6
Payment of administrative expenses	1	1	1	1
Interest (Long-Term Loan)				4
Long-term loan to account				20
Pay for long-term loans due				0
Equipment maintenance costs				7
rent				3
Buy new buildings				0
Market development investment				1
ISO Certified Investment				1
Other (expenses + revenue-)	0	0	0	0
Inventory cash balance	85	78	72	29

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