



HEARTBEAT FRUIT WINE BUSINESS

BY

YAHUI CHEN

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 project uses a lot of first-hand data and secondary data, through questionnaires and industry research reports issued by professional institutions combined with various management analysis tools such as: STP, SWOT, PEST, Porter's five forces analysis, 7Ps, etc. It is found that there is a lot of room for development in China's fruit wine market, and there is a huge market in low alcoholic beverages, especially fruit wines. According to the contemporary young people's consumption habits, consumption level, consumption concept, consumption preference, as well as the technology, resources, contacts, and other factors that we have. We want to create a wine brand that truly belongs to young people and belongs to the new era of young people. We will create a new fashionable fruit consumption concept, integrate fruit wine culture in fresh fruit supermarkets, create a fruit wine brand, and combine our own advantages to create surplus fruit processing products, give fruit a variety of sales forms, and at the same time innovate product procurement, sales models, etc., to attract customer consumption with low prices, convenience, fashion, and other elements. While adapting to market demand, we enrich the diversity of fruit products and create surplus value of fruits.

Keywords: Heartbeat, Fruit Wine

Acknowledgement

Without the help of several educators, this business plan would not have been achievable. I'd like to thank my advisor, Assoc.Prof. Napaporn Khantanapha, and 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.

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Yahui Chen

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Section 1

Executive Summary

The current rate of growth of lower alcoholic beverages is significant, and fruit wine flavors are diversifying. Our wine culture has developed so far that some modern consumers prefer lower fruit wines. Based on our questionnaire survey, data released by professional organizations such as Insight Research Report and Ariadne Consulting, we found that fruit wine has great growth prospects. We positioned our main consumer group at the young age group of 18-28, and we adopted a combined online + offline sales model to attract traffic with low-cost fruit, and to firmly lock customers in with a core of customized fruit wines. We have created a new model based on custom fruit wine, using seasonal fruits as raw materials to produce a variety of organic fruit wines. As for the project team, our members are not only highly educated, but also have professional fruit wine brewers and a consulting team with rich experience in company management. The team structure is complementary and reasonable, and the overall strength is strong. The cost recovery period of this project is one year, and the average profit is expected to be 954,100 per year for the next 5 years, with a total return of 4,770,570,000 RMB, and the calculated RoI is 64%, which shows that this project has a good level of return on investment.

Resistance of similar competitors in the industry: There are many well-known wine companies in the industry, but there are fewer competitors in the industry specializing in fruit wines. For example, Jiang Xiaobai, Mei Mei, Zhang Yu, etc. are all relatively strong rivals, and they are currently at the head of the fruit wine industry. A comprehensive view of the competitive pressure of competitors in the same industry, we need to have a unique way and method of development.

Bargaining power of suppliers: At present, we have long-term cooperation agreements with partner companies for both our fruit ingredients and fruit wine products, and as fruit and wine are in a competitive industry, we can easily find alternative partners, so we have strong bargaining power.

Bargaining power of buyers: The bargaining power of customers in the fruit wine industry is weak as people have not consumed the products when they first came out.

Threat of potential competitors: Those companies that may enter the industry to compete are from fruit suppliers, fruit wholesalers, other alcohol brands, etc. However, since the fruit wine market is still under development and the profitability of entering a small segment is limited for large companies, the threat of potential competitors is not significant.

The threat of alternative competitors: The fruit wine industry market is now involved in

several companies, the major wine companies are more or less involved, but our in-depth study of the fruit wine industry market found that the fruit wine market today is not very competitive. And the existence of fewer substitutes, beer, white wine, red wine, foreign wine, etc. have their unique characteristics, fruit wine as a substitute for other alcoholic beverages is more likely, a comprehensive view of the threat of substitutes is not large.

Market segmentation. (fruit wine) According to the price, we will divide it into high, medium and low grade to meet the needs of consumers at different price levels; according to the composition of alcohol, we will divide it into fermented fruit wine, prepared fruit wine; according to the function of the product, we will divide it into healthy drinking type, health and health type (anti-cancer, delay aging, beauty and skin care, etc.) According to the gender and age of the population, we can divide it into youth (20 years old -45 years old) fruit wine, teenagers (15 years old-18 years old) fruit wine and the elderly (45 years old and above) health wine. According to gender and age, we can classify them into young people (20-45 years old) fruit wine, teenagers (15-18 years old) fruit wine and elderly people (45 years old and above) health wine.

Operation mode and procedure Based on the current market demand and the company's development strategy, our fresh fruits are provided by the strong Meicai network and the surrounding high-quality farms with rich varieties of fresh and healthy fruits to solve the supply of fruit raw materials. The production of fruit wine is entrusted to Xinjiang Xueshuifang Company, which makes use of Xinjiang's high-quality fruit resources to produce high-quality fruit wine. The standardized standards and access permits for fresh fruit and secondary processed fruit products are low, so the production of freshly squeezed fruit juice and nutritional jam, etc. is done in stores. At the same time, taking advantage of the scale of Meilai, the advantages of the surrounding farms, we can get relatively low prices can reduce the cost to carry out our project.

The initial planned investment for the Heartbeat Fruit Wine project is \$1.5 million, and the average profit is expected to be \$954,100 per year for the next five years, with a total return of \$4,770,570,000 and a calculated ROI of 64%, this project has a good level of return on investment.

Section 2

Introduction to the company

1.1 Development of the company

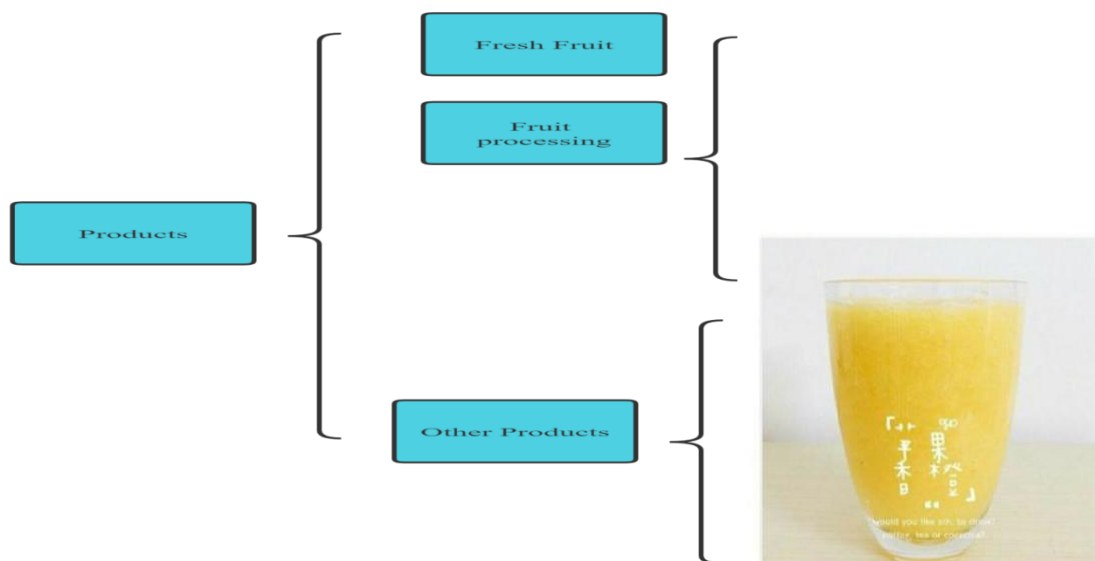
Heartbeat Fruit wine Ltd. was founded in 2022 by a group of highly educated entrepreneurial team dedicated to creating a young fruit wine brand - "Heartbeat Fruit Wine" team was formed to create a new fashionable fruit consumption concept, in the fresh fruit supermarket combined with their own advantages to create fruit In order to create a new fashionable fruit consumption concept, the company combines its own advantages to create fruit processing products in fresh fruit supermarkets, giving fruit a variety of forms of sale, while innovative product procurement, sales and other modes, to establish a low price, convenient, fashionable, honest and high-quality corporate culture.

1.2 Mission Statement

The company is committed to providing young people with a healthy and delicious fruit wine at an affordable price, and is determined to be a fruit wine brand that truly belongs to the modern young people, and to make the voice of the young people in today's era of the explosion of various types of alcoholic beverages in China. With the background of China's long history and profound technology of wine making, we have added high quality fruit ingredients to provide the young people of this generation, who are full of individuality in the Z era, with a high quality wine that meets their core demand of micro-brewing and health.

1.3 Products and services

The main products of Fujian Heartbeat Food Co., Ltd. are divided into 4 categories, fruit wine, fresh fruit, fruit products (jam, juice, and dried fruit).



1. Fresh fruit. The store mainly provides all kinds of fresh fruits, mainly in season, and appropriately imports some high-grade fruit products, such as tamarind, papaya, lotus flower, snake skin fruit, grapefruit, etc.

2. Fruit wine. Our heartbeat fruit wine is the product of natural fermentation of fruit and alcohol, is a natural, green flavor drinks. Such as wine, plum wine, apple wine, kiwi wine, lychee wine, pear wine, etc., mainly based on market demand, targeted according to market demand for production.

3. Juice Freshly squeezed fruit juice can effectively supplement the nutrition and vitamins for college students, and the taste is rich and more easily accepted. And the juice is convenient to consume, which can effectively solve the time problem of college students.



4. Jam. It can be used as the first choice of college students' breakfast with bread, rich in nutritional value, and can effectively solve the problem of spoilage and rotting occurring in fruit

stagnation. There are many types of jam, which can be divided into ketchup, applesauce, strawberry jam, orange jam, etc.

5. Other products of the project Our company will make full use of the residual value of fruits, except for the main fruit wine products, we will also develop a series of additional products of fruits, such as fruit salad, fruit platter, fruit ice cream, etc. to increase the added value of fruits, and strive to expand the benefits to the maximum.

1.4 Current Status

The current status of the company, is currently preparing for the incorporation of the company, is expected to be established in December 2022

Members of the company: Yahui Chen (40% of the shares), Dazhi Liu (30% of the shares), Dagui Wang, Xueli Xue, Hongan Lu (30% of the shares)

Office location is initially set at: No. 108, Long cheng Street, Anxi County, Quan zhou City, Fujian Province, China

Specific situation: we are currently raising funds and then registering the company in Quan zhou, Fujian Province.

1.5 Legal Status and Ownership

1. The Company is a partnership limited liability company, and ownership is based on the actual shareholder's percentage. The limited partnership consists of general partners and limited partners, with the general partners bearing unlimited joint and several liability for partnership debts, and the limited partners being liable for partnership debts to the extent of their capital contributions.

2. As a non-tax paying entity, the income from production and operation of such enterprise and other income are paid by general partners and limited partners respectively in accordance with relevant national tax regulations, avoiding the double taxation under the corporate system.

1.6 Reasons for the name of the company

Our main source of income is from our Heartbeat fruit wine, and our team's original intention is to provide a healthy fruit wine and its additional products to today's youth (especially college students), and our company is named Heartbeat even though our main consumers will have the desire to buy our products/services when they see them. Our company is located in Fujian, China, so we named it Fujian Heartbeat Food Partnership Co.

1.7 The first consideration for naming a business

The first element of naming a business is to see if it conforms to the local legal environment. We will set up our business name according to Chinese laws and regulations in accordance with the law and will not violate Chinese laws and regulations. We will set up our business within the scope of the law and will not show any illegal content and its words.

1.8 Legal issues

According to the Chinese laws, the following documents are required to register a company.

- (a) Application for registration of establishment signed by the legal representative of the company.
- (ii) Proof of designated representative or jointly appointed agent of all shareholders.
- (C) Articles of Association.
- (D) proof of the shareholders' principal qualifications or proof of identity of natural persons.

Section 2

Industry Analysis

2.1 Overall market status.

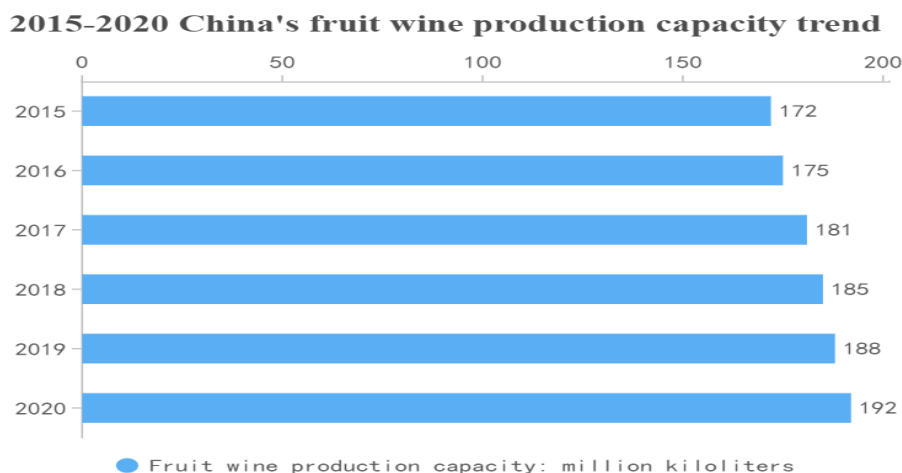
2.1.1 Large demand for fruit consumption

In 2020, China will consume 366 million tons of fruit (including fruit processing), with a CAGR of 4.54% from 2018 to 2020. From the perspective of per capita consumption level, China still has a big gap from the world average. 32kg per capita annual fruit consumption in 2015 (only ready-to-eat fresh fruit), the General Office of the State Council issued "China Food and Nutrition Development Outline (2017-2023)" predicts that China's per capita fruit consumption will reach 60kg in 2020. However, at the current level, compared with the health standard of 70kg, there is still a big gap, less than half of the 105kg per capita fruit consumption in developed countries.

2.1.2 The fruit wine industry is emerging

With the popularity of the concept of health and wellness, a large number of red wine, fruit wine and beer have emerged. Industry data from 2021 show that among the five major wine types, including white wine, beer, yellow wine, wine and other alcoholic beverages, other alcoholic beverages completed sales of 32.872 billion Yuan last year and achieved total profits of 4.465 billion Yuan, up 26.28% year-on-year from 2020. From the point of view of total profits, fruit wine is far less than white wine and other mature alcoholic beverages, but as can be seen from the data, in the form of white wine and other categories of annual growth figures remain in the single digits, fruit wine close to 30% growth rate is a phenomenon that has to be taken seriously.

With the improvement of people's living standard and the change of consumption concept, the characteristics of low alcohol, high nutrition and good taste of fruit wine are being recognized and accepted by more and more consumers. In recent years, China's fruit wine industry has ended its long-term languishing situation and has shown a good development trend.



2.1.3 The freshly squeezed juice market is yet to be developed

In today's world where the area of fruit trees is expanding, fruit production is growing, and the traditional dietary structure of human beings is changing greatly, the demand for fruit processing is mentioned as increasingly important. In today's world where the area of fruit trees is expanding, fruit production is growing, and the traditional dietary structure of human beings is changing greatly, the demand for fruit processing is mentioned as increasingly important. On this basis, we launch various kinds of fruit processing products to solve the different needs of college students for fruit products. As living standards continue to improve and people's awareness of health care grows, the demand for freshly squeezed fruit juice is bound to increase. From this point of view, the freshly squeezed juice market does have a lot of room for development. College students usually study under pressure, unbalanced absorption of nutrition, juice can effectively supplement the nutrition and vitamins for college students, and rich taste, more easily accepted. And juice consumption is convenient, can effectively solve the time problem of college students.

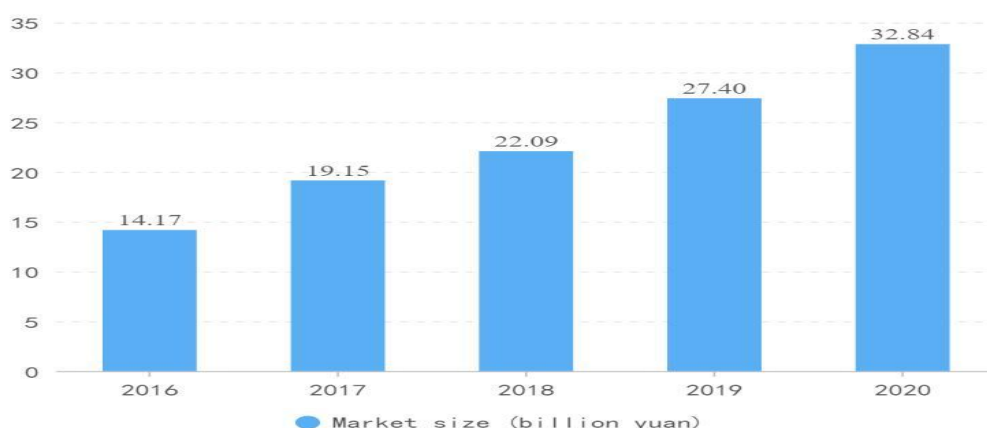
2.1.4 Sales Forecast

According to iiMedia Research, from 2017 to 2021, the overall market size of low-drink wine sales in China will maintain high growth, and is expected to exceed 500 billion yuan in 2022. Analysts at iMedia Research believe that on the supply side, both traditional and new brands are laying out the low wine market, and the market is well supplied; on the consumption side, Generation Z has become a new force in social consumption, and low wine is in line with Generation Z's consumption philosophy in terms of product form and brand marketing, so the market development prospects are favorable.

2.2 Industry characteristics

2.2.1 Macro environment

In 2020, the market size of fruit wine reached 58.924 billion RMB, and the market of non-wine fruit wine was 12.08 billion RMB, accounting for 10.1% of the whole market, and showed a gradual expansion and development trend. At present, the annual consumption of fruit wine in China is increasing at a rate of 15%. China's annual consumption of fruit wine is more than 300,000 tons, accounting for only 5% of the total national consumption of alcohol, which is equivalent to an average annual consumption of - 750ml bottle of fruit wine per 2 people, accounting for 6% of the world's per capita fruit wine consumption. In recent years, the bulk of alcohol consumption is changing from grain to fruit wine and beer, and the consumption of domestic fruit wine, especially dry fruit wine, is increasing year by year, with an annual sales volume of nearly 300,000 tons, and the market potential is huge.



2.2.2 Competitive dynamics

Fruit wines have been moving a lot in the past few years. In addition to the earliest emergence of plum wine, a variety of products have emerged in the market, including plum wine, apple wine, hawthorn wine, litchi wine, mango wine and so on. The huge fruit wine market has attracted many well-known liquor companies to come and strike gold, with Guizhou Maotai and Wuliangye being among the representatives. At present, the development of fruit wine in China is still relatively slow and does not match the market's expectation of fruit wine, as consumers quickly return to other wine categories after being exposed to fruit wine. There is a high level of experimentation, but not a high rate of repeat business. It is difficult for the fruit wine industry to achieve a large and stable consumer base and market, so it can only exist as a niche product in the market. The competitive dynamics are more intense.

Year	Fruit wine production: million kiloliters	Total fruit wine demand: million kiloliters
2015	151.99	187.48
2016	131.21	169.60
2017	133.76	170.52
2018	140.1	178.37
2019	150.2	204.90
2020	152.5	215.49

2.2.3 Whether there are unicorn enterprises

Although Wuliangye, Maotai, Luzhou Laojiao, Guyue Longshan and many other leading alcoholic beverage industries have joined the fruit wine industry, they have not completed the deep promotion of the whole fruit wine industry, and the market construction is still slowing down without forming a large-scale trend, and there are no fruit wine unicorn enterprises with rich variety.

2.2.4 Value chain

The company is in the middleman position between suppliers and consumers in the value chain, buying from suppliers and selling to consumers after processing. The main products are: fruit wine, fruit, freshly squeezed juice, jam, etc.

The company's operating profit is mainly put on processed fruit products, the main market is the college student market, and will adopt a combination of online and offline mode to provide fruit and its products for college students.

The company's competitors are fresh supermarkets and fruit retail stores near schools, the products operated by our company are more targeted compared to fresh supermarket products, DIY fruit wine concept, fruit cutting and washing delivery and other services are more attractive for college students' consumption behavior; compared to fruit retail stores the scope of operation and service is more complete, consumers can experience more fruit-related products and services in our offline online store.

Secondly, our company and one of our suppliers' neighboring farms will also jointly provide college students with orchard picking tour services, so that consumers can directly see the

source of the products and enjoy themselves at the same time, which can be a good place for college students to go out and party.

Therefore, we have an irreplaceable position in the market compared to fresh supermarkets and fruit retail stores.

2.2.5 Porter's Five Forces Analysis

Resistance of similar competitors in the industry: There are many well-known wine companies in the industry, but there are fewer competitors in the industry specializing in fruit wines. For example, Jiang Xiaobai, Mei Mei, Zhang Yu, etc. are all relatively strong rivals, and they are currently at the head of the fruit wine industry. A comprehensive view of the competitive pressure of competitors in the same industry, we need to have a unique way and method of development.

Bargaining power of suppliers: At present, we have long-term cooperation agreements with partner companies for both our fruit ingredients and fruit wine products, and as fruit and wine are in a competitive industry, we can easily find alternative partners, so we have strong bargaining power.

Bargaining power of buyers: The bargaining power of customers in the fruit wine industry is weak as people have not consumed the products when they first came out.

Threat of potential competitors: Those companies that may enter the industry to compete are from fruit suppliers, fruit wholesalers, other alcohol brands, etc. However, since the fruit wine market is still under development and the profitability of entering a small segment is limited for large companies, the threat of potential competitors is not significant.

The threat of alternative competitors: The fruit wine industry market is now involved in several companies, the major wine companies are more or less involved, but our in-depth study of the fruit wine industry market found that the fruit wine market today is not very competitive. And the existence of fewer substitutes, beer, white wine, red wine, foreign wine, etc. have their unique characteristics, fruit wine as a substitute for other alcoholic beverages is more likely, a comprehensive view of the threat of substitutes is not large.

2.3 Industry development prospects and trend forecasts

2.3.1 PEST model analysis

Political factors (Political):

On March 1, 2021, the "Catalogue of Encouraged Industries in the Western Region (2020)" issued by the National Development and Reform Commission came into force. Now "fruit wine manufacturing" has been included in the new encouraged industries in the western region. The state proposes that the western region, especially the provinces rich in fruit resources, should develop fruit wine manufacturing industry according to local conditions, and take fruit wine industry as an advantageous characteristic industry to help rural revitalization.

Economic factors (Economic):

With the increase of people's income and the rapid development of the Internet, which makes the Internet market of campus services expand rapidly, it is also an unparalleled development opportunity for the campus service industry. The global campus services market continues to expand and is expected to continue to grow and develop in the future. The development of campus services also has economic spin-offs.

Foster and drive the formation of new economic growth points in the tertiary industry. According to the survey of National Bureau of Statistics, college students in large and medium-sized cities in China generally have higher requirements for campus services.

I. Social factors (Social):

At present, the annual consumption of fruit wine in China is increasing at a rate of 15%, on the contrary, the consumption of grain wine is decreasing year by year. The development potential of fruit wine is considerable. Although the consumption of fruit wine in China is unlikely to grow explosively in a short period of time, the fruit wine market in China has ample room for development and market prospects. According to statistics, China's annual fruit production is about 80 million tons, less than 10% of which is used for processing. Therefore, in the face of China's very rich fruit resources and the fast-growing fruit wine consumer market, the implementation of the diversification of fruit wine varieties in accordance with local conditions will have a very positive significance and far-reaching impact.

II. Technical factors (Technological):

(1) In 2010, the fruit wine industry introduced digital extraction technology. It avoids the possible impurities, low purity and slow absorption of fruit extraction, and starts to establish standardization. Starting with common basic standards, a system of fruit wine standards was gradually established; defective products such as through the calibration of quantities.

(2) Process flow: The process flow of fermented fruit wine, distilled fruit wine and sparkling fruit wine is more complicated and requires more delicate, while the process of preparing fruit wine is relatively simple and will not be elaborated here.

2.3.2 Industry trends

Health consciousness has generally increased, and Chinese consumers have become more aware of the trend of drinking in moderation and quality. In terms of alcohol consumption, "moderate" and "appropriate" amounts are widely advocated, and drinking has become a fun experience. The domestic consumption concept of alcohol has also changed from focusing on brand to quality, and consumers are putting forward higher requirements on the taste and flavor of alcohol, and the experience of drinking alcohol has become an important measure of product repurchase.

Although the domestic wine market has a wide variety of categories, the two major categories of liquor and beer have held a high market share for years. With the shift in domestic consumers' drinking habits, the low wine market has opened up new business opportunities, and the fruit wine category has ushered in a windfall in the liquor market and has shown continued growth momentum, becoming a potential stock in the liquor track. The momentum of the fruit wine market consumers are concentrated in young consumer groups, the active fruit wine consumer market has attracted a lot of capital attention

Section 3

Market analysis and marketing plan

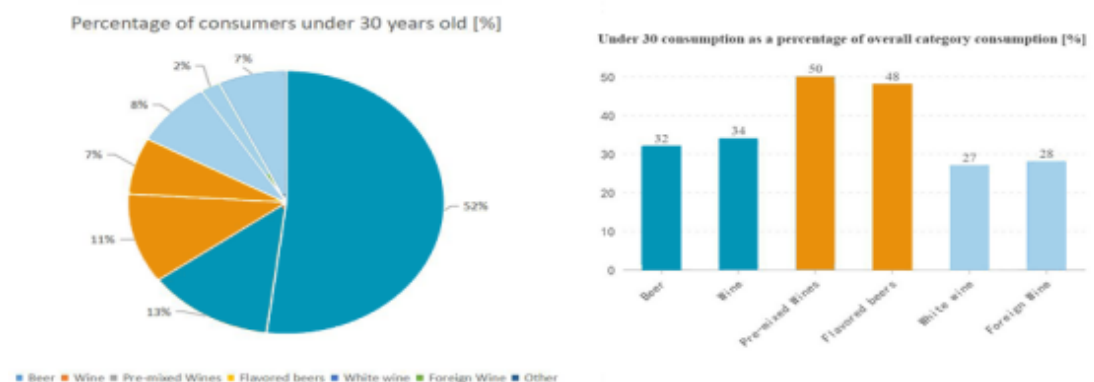
3.1 Market segmentation and target market selection

3.1.1 Market segmentation

1. (fruit wine) According to the price, we will divide it into high, medium and low grade to meet the needs of consumers at different price levels; according to the composition of alcohol, we will divide it into fermented fruit wine wine, prepared fruit wine wine; according to the function of the product, we will divide it into healthy drinking type, health and health type (anti-cancer, delay aging, beauty and skin care, etc.) According to the gender and age of the population, we can divide it into youth (20 years old -45 years old) fruit wine, teenagers (15 years old-18 years old) fruit wine and the elderly (45 years old and above) health According to gender and age, we can classify them into young people (20-45 years old) fruit wine, teenagers (15-18 years old) fruit wine and elderly people (45 years old and above) health wine.

Young consumers' alcohol consumption habits

- High alcohol category
- Low alcohol traditional category
- Low alcohol emerging category



2. (Freshly squeezed juice) According to the price, we divide it into high, medium and low grade to meet the needs of consumers at different price levels. According to the freshly squeezed juice ingredients, divided into freshly squeezed apple juice, freshly squeezed orange juice, freshly squeezed grape juice, freshly squeezed mixed juice and so on. According to the function

of the product is divided into sports thirst quenching type, beauty and health type, freshly squeezed original flavor type, etc. According to the gender and age of the population, we can divide them into youth (20-45 years old), teenagers (15-18 years old) and the elderly (45 years old and above).

3. (Jam) According to the price, we divide it into high, medium and low grade to meet the consumers with different price demands. According to the type of jam, it is divided into apple jam, grape jam, mixed jam and so on. According to the function of the product, it is divided into nutritious and healthy jam, delicious weight loss jam, etc. According to the gender and age of people, we can divide them into youth (20-45 years old), teenagers (15-18 years old) and senior citizens (45 years old and above).

4. (Fresh fruit) According to the price, we divide it into high, medium and low grade to meet the needs of consumers at different price levels. According to the types of fruits, we divide them into berries, melons, oranges, walnuts and nuts. According to the function of the product is divided into healthy life category, delicious light food category, weight loss meal replacement category. We can classify our products into youth (20-45 years old), teenagers (15-18 years old) and seniors (45 years old and above) according to their gender and age.

3.1.2 Target Market (Market Targeting)

1. Select the target market

With the continuous improvement of the economy, people's living standards are constantly improving, the consumption level is also increasing, and in today's stressful world, healthy living is also increasingly valued by most consumers, and the demand for fresh fruits and processed fruit products is gradually increasing.

(1) According to the region: we will target the market in Quanzhou, Fujian, the university city area

(2) According to the age: Our target customers are mainly 18-25 years old college students.

2. Target market based on product consumers

According to the data of the fifth national census of Quanzhou City, the total population of Quanzhou City has exceeded 7 million, reaching 7,280,700 people. Among them, men are 3,725,900, accounting for 51.18%, and women are 3,554,800, accounting for 48.82%. Our company will focus on the fresh fruit and fruit processing class demand gradually increasing young female and male consumers (especially for college students' market), because the health awareness of the younger generation is gradually increasing, coupled with college students for fresh fruit and fruit processing class demand, plus they have a certain knowledge and culture, for consumption will have a more correct concept. Therefore, we will launch strong fruit

processing products with fashionable elements. Because of the fresh fruit sales as the basis and relying on and joint with a number of enterprises to launch fruit processing products, the contemporary college students due to unhealthy lifestyle, unhealthy drinking between the association classmates and friends party, young beauty women for weight loss meal replacement fruit needs of college students market will be our company's main development market.

In response to the demand of college students for fresh fruit and fruit processing products, the company cooperates with other enterprises, farms, wineries, etc. to provide fresh fruit of the day, low health fruit wine, delicious freshly squeezed juice, nutritious jam. The new products are mainly healthy and delicious, with strict quality control and new trendy packaging. We will also launch a fresh fruit plate to help customers clean and cut fresh fruit, for college students have home delivery service to provide high-quality service, will launch a healthy fruit salad for lovers of beauty type and weight loss healthy fruit meal replacement, etc.

3.1.3 Market Positioning

As we do is based on the sale of fresh fruits and based on the joint launch of fruit processing products with a number of enterprises, products and services tend to be diversified, for different products and services we will have different positioning. According to the differences in product positioning, our products are mainly based on college students for fresh fruits and fruit processing products with different positioning such as for fruit wine, we Focus is on taste diversity, low health type, packaging novel trend personalized. Moreover, we will achieve product innovation and continue to launch innovative products for high quality new products will have a higher market positioning.

According to the differentiated positioning of the services provided, although fresh fruit is our core product, but fruit processing products are our main way of profit, so the value-added services of unequal value have different market positioning. According to the difference of price, we are based on the high quality and high price of the products positioning way, our fruit processing products from raw materials to process production process are strictly supervised and controlled, determined to product high quality, enhance the company's brand influence according to the contemporary college students' consumption psychology, consumption habits, consumption ability, etc., we will be mainly located in the low-end market (a small number of products for high-end products), we are committed to creating affordable and high quality products. We are committed to creating affordable and high-quality products. Focus on product quality control, design new trendy and beautiful packaging.

3.2 Buyer behavior

(i) Middle and old age groups.

1. Stable purchasing psychology, not easily influenced by advertising.
2. Wish to purchase products with good quality, fair price and guaranteed after-sales service.
3. Mostly belong to the rational purchase, more confident when buying.

(ii) Youth, college students customers:

Due to the age factor, they do not need to bear too much economic burden, and purchase products with higher quality requirements without much economic consideration.




3.3 Competitor Analysis

3.3.1 Main Competitors

The product category of our project is mainly fruit wine, and our competitors are distributed in many places such as online e-commerce and offline stores, so we will benchmark our main competitors as well-known to-be businesses. In this environment, our initial development is difficult, but with our unique business model and targeted niche areas we still have room for survival and development.

3.3.2 Competitive Analysis

No.	Company Name	Basic Fact Sheet
1	 Ningxia Hong	1、 Main market: Zhi Zhong and Guo Yang and Wu Jia Pi occupy the high-end and low-end market respectively, but lack of terminal consumer groups. 2、 Marketing method: direct sales 3、 Market positioning: Ningxia Red covers the low, medium and high-end market.
2	Zhang Yu 	Founded in 1892 by Zhang Bishi, a famous patriotic Chinese industrialist in modern China, Yantai Zhang Yu Group is the first industrialized wine producer in China. Main products: The Group's leading products are wine,

		brandy, sparkling wine and health care wine, with a combined annual production capacity of more than 100,000 tons.
3	<p>Twelve Ridges</p> 	History: Founded in 2006, the company's predecessor was the Yu'nan County Research Institute, a wine R&D and production base established in the 1970s. In August 2002, the company invested heavily in technological reform and formally moved towards "base-based, campus-based" large-scale production.
4	<p>Lanzhou</p> 	Lanzhou products focus on the concept of "comfort, smoothness and relaxation", and is committed to seeking a change in the perception of new consumers and exploring new types of alcoholic beverages that are more in line with the new generation of social culture.
5.	<p>Rio Cocktails</p> 	Bairun's premixed cocktail business mainly includes the research and development, production and sales of "RIO" brand premixed cocktail products, and promotes industry segmentation through channel innovation, product innovation, digital marketing and comprehensive business development. At present, Bairun's pre-mixed drinks and cocktails on sale cover a wide range of products with different alcoholic strengths, offering a wide range of flavors to meet the needs of different consumers and different consumption scenarios.

3.4 Overall marketing strategy

3.4.1 Methods of attracting traffic

1. WeChat small program to attract traffic, develop WeChat small program and add the function of small program network platform to place orders and pay. Post the small program QR code in its stores, set up voucher bonus (2-99) and free order activities. Introduce students and other nearby crowd traffic.
2. Stores WeChat public number to attract traffic, registered WeChat public number and through the form of attention to the public number lottery. Post the public number QR code in its stores, set up voucher bonus (2-99) and free order activities. Introduce students and other nearby crowd traffic.
3. Open xxxxxx likes activity, the top three likes get imported high-grade fruit, fruit processing products, merchants' vouchers, etc.) quickly expand awareness, the introduction of traffic.
4. Community attraction method, by adding the shopkeeper WeChat way. Carry out community marketing, the introduction of traffic.

3.4.2 Marketing methods

1. The store sells products through a combination of online WeChat public number/small program order, and offline store sales.
2. Small program WeChat public number, to carry out the convenient service of online ordering and home delivery. Open commodity collocation mode (couples two people collocation, four to six people dormitory groups, class groups of twenty to fifty people etc.)
3. Establish a membership points list, customer product consumption corresponding points. Points for the month and year as a unit, set up monthly points activities products for the more expensive products, such as a box of carrion, cherries, imported high-end fruit and processed fruit products, etc.) to take the top three consumption points amount. Each year to take the total consumption list points list, the first three gifts of goods.
(Specific commodities are variable subject to the actual situation)
4. Through the provision of part-time platform to recruit the employment of school students in the form of internal discounts for employees. Use the staff network resources to promote the product to broaden the product sales.
5. Use the company's resources combined with college students is keen to consume tide brand clothes and shoes, and well-known headphones electronic products. Carry out marketing activities to broaden product sales.

6. In Father's Day, Spring Festival, Mother's Day and other holidays, attract customers to the store to participate in making wine for (parents, friends, and family) to make fruit wine. Launch package gift boxes to negotiate cooperation with courier companies express to home.

3.5 Sales process and promotion mix

3.5.1 Product strategy: five hearts + new

(1) Careful selection of materials

- ① In-depth market research in the production area to understand the basic information of fruit garden.
- ② Fruit selection for fruit suppliers that meet the requirements
- ③ The orchards of classmates' families, the channels of stagnant fruit farmers and the channels of seniors' fruits are the main sources for selecting materials. One Mu Tian App is used as a secondary source to provide non-seasonal fruits.

(2) Mix and match as you like

There are whole fruit, cut and less variety matching, cut and more variety matching, fruit + nut, fruit and nut matching.

Fruit + nuts, fruit + salad, fruit + yogurt, fruit + ice cream, fruit nutrition set, etc. to meet the diverse fruit consumption needs of college students.

(3) Fresh and low price

Fruits are picked on the same day and shipped on the same day according to the order forecast, ensuring the freshness of fruits in small batches and multiple batches.

(4) Transportation

The transportation is limited to 100 kg by daily express, windy refrigerated, and Deppon logistics, and within 100 kg by daily express, and in small batches and large batches by 10 kg.

(5) Buy with ease

"What you see online, what you get offline, no waiting, delivery to bed". The project team has established its own campus sales model (fruit retailing and fruit box sales) through the online and offline integration model (OMO) to create the hottest fruit box on campus and provide better service for university students.

3.6 Distribution and sales

3.6.1 Distribution

(1) We will release some of our products to student teams for sales

(2) We will distribute part of our products to other non-competitor stores to carry out our sales in the form of cross-industry alliances and build our sales network.

3.6.2 Sales

Combine the analysis of the real situation and use the Internet technology. Develop WeChat small program, WeChat public number to carry out community marketing. Let customers enjoy quality services such as being able to place orders online and have products delivered to their homes.

Using the advantages of offline stores can allow customers to participate in the production of fruit wine, especially for college students for groups (classes, dormitories, couples, etc.) to personally participate in brewing fruit wine and making jam to improve the feelings between customers.

3.7 Marketing 7p analysis

1. Products

In order to better serve our customers with differentiated services, in our Heartbeat fruit wine, we mainly provide not only fruit wine but also fresh fruit and secondary fruit processing products (jam, dried fruit, freshly squeezed juice, etc.), so as to meet the needs of different people in different scenarios. At the same time, our private custom diy fruit wine can help us build a strong barrier and firmly lock in customers.

2. Channels

The channels we currently use are not only offline stores, but we are also preparing to develop an online mini-program to combine online and offline. At the same time, we will also cooperate with neighboring merchants to establish a cross-industry alliance, and cooperate with school student associations and campus confession walls to establish cooperation channels.

3. Price

(1) The tail number hanging zero pricing method. Common fruit box with the sale price of 1.9 Yuan a box (small box), 6.6 Yuan a box (medium box), high-end fruit 9.9 Yuan a box, to meet the psychological needs of consumers, so that they feel good value for money.

(2) Differential pricing method. Fruit products sold at different prices, can simplify the pricing method, increase customer sensitivity to price. First, time difference pricing. According to the

different time of the day, the freshness of the fruit is different; we will adjust the price at any time to facilitate customers to choose different time periods according to their needs, different price levels of fruit, so that the fruit box is not overnight to ensure product quality.

4. Promotion

(1) Online promotion

Before the product officially enters the market, through new media such as WeChat public number, WeChat Friend Circle, QQ space, Sina Weibo, or hiring agencies, the relevant fruit sales information is delivered to the target customers through these ways to attract their attention, stimulate the desire to buy, and promote their purchase, such as message lucky person reward, half price for the first order, free for the first 10.

(2) Offline promotion

We deliver leaflets in bed, event promotions (half price for the second order, referral discount, etc.), holiday promotions (10% discount sales, 12% discount sales, etc.). Through word-of-mouth marketing we have established a good brand image on campus, impressing consumers and forming repeat customers.

5. Personnel

Our staff mainly comes from the staff of the company's stores and some part-time college students. College students' part-time jobs are not only cheap, but also can expand to become our customers and bring us better publicity effect.

6. Process

We use the low price of fresh fruit as a diversion to attract customers into the store/small program such as 1.99 strawberries. For example, 1.99 strawberries, 2.99 carrots, 3.99 blueberries. Here we have the price advantage, hold the initiative and we provide a more complete after-sales service compared to the market fruit stores (for example, fruit peeling, cutting, secondary packaging, etc.), while we can provide on-site juicing services on this basis, to our fruit wine brewing, private diy customization services.

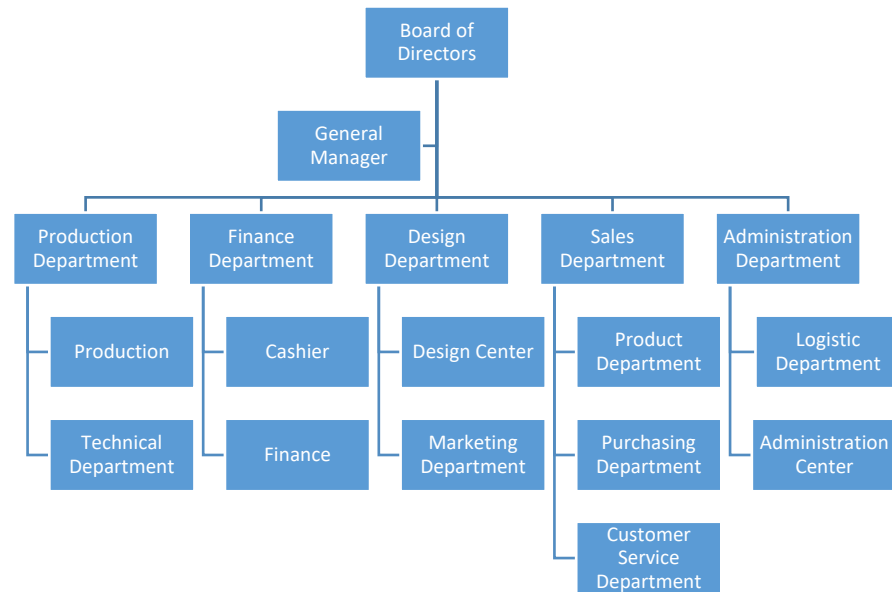
7. Tangible display

We will set up a bottle display storage wall in our offline store. The customer's storage and production of alcoholic beverages will be placed inside, and the customer's written messages and emotional quotes will be posted. Auxiliary with the corresponding decoration design, lighting rendering, to create a good atmosphere.

Section 4

Management team and company structure

4.1 The company management team and its structure



4.1.1 Company personnel structure

Name	Position
Yahui Chen	President
Dazhi Liu	General Manager
Dagui Wang	Director of Design Department and Sales Department
Xueli Xue	Director of Finance Department
Hongan Lu	Director of Administration Department
Dali Li	Director of Production Department

4.1.2 Company management system

Personnel System	<p>① Establish and improve the Group's staff recruitment and deployment, training and development management system.</p> <p>② Formulate the Group's recruitment work plan and organize the implementation of internal and external recruitment according to the manpower needs of the Group and its subsidiaries.</p> <p>③ formulate the Group's annual staff training plan and organize its implementation.</p> <p>④ management of staff deployment within the Group.</p> <p>⑤ Management of the posting (promotion and appointment and removal) of employees in various departments of the Group.</p>
Compensation and Benefits	<p>① Establishing and improving the remuneration and benefit system of the Group and its subsidiaries.</p> <p>② Organizing the formulation of the remuneration budget of the Group and each subsidiary.</p> <p>③ Organizing job value assessment, labor cost analysis, social salary survey, etc. to provide basis for the formulation and adjustment of the Group's salary and benefit policies.</p> <p>④ Daily management of the Group's staff salary scale formulation, salary accounting and salary changes in each department.</p>
Labor Management	<p>① Establish and improve the labor quota index management system and guide the subsidiaries to standardize management.</p> <p>② organize the preparation and revision of product production assessment output value, and supervise and inspect the statistical report of production assessment output value and its decomposition</p>
Culture construction	<p>① drawing up the annual work plan of enterprise culture construction and organizing and coordinating the implementation of relevant departments.</p> <p>② Prepare and improve the <Mu Lei Enterprise Culture Manual>.</p> <p>③ Organize and implement "corporate culture" education work</p>

4.2 Board of Directors

4.2.1 Members of the Board of Directors

- (1) Chairman: Yahui Chen (40% of shares)
- (2) General Manager: Dazhi Liu (30% of shares)
- (3) Independent directors: Dagui Wang, Xueli Xue, Hongan Lu (30% of shares in total)

4.3 Advisory Board

- (1) Academician Datong Liu
- (2) Professor Dali Li
- (3) Personnel of Golden Gate Distillery Technology
- (4) Product packaging designers

4.4 Other professionals

- (1) Senior practitioners in the wine industry
- (2) Master winemakers
- (3) Marketing masters
- (4) Packaging design masters

Section 5

Operation plan, production design, development plan

5.1 Operation mode and procedure

Based on the current market demand and the company's development strategy, our fresh fruits are provided by the strong Meicai network and the surrounding high-quality farms with rich varieties of fresh and healthy fruits to solve the supply of fruit raw materials. The production of fruit wine is entrusted to Xinjiang Xueshuifang Company, which makes use of Xinjiang's high-quality fruit resources to produce high-quality fruit wine. The standardized standards and access permits for fresh fruit and secondary processed fruit products are low, so the production of freshly squeezed fruit juice and nutritional jam, etc. is done in stores. At the same time, taking advantage of the scale of Meilai, the advantages of the surrounding farms, we can get relatively low prices can reduce the cost to carry out our project.

5.2 Core model

We will create a new type of fruit supermarket, not only to provide fresh fruit sales also provide fruit wine, juice, fruit platter, fruit salad, etc. Create a leisure place where you can work, study and party in the store during the day, and a light bar in the evening, providing drinks. Meet the needs of young college students in every aspect.

The labor source of the store will be mainly part-time college students, college students have their own circle of life and friends, we will take advantage of this special advantage, while advertising and expanding the influence of the store in the university city and its surrounding market, as far as possible not to consume funds, compress the additional costs arising from sales, and can develop the part-time college students in the store as the store's second We can develop the part-time college students in our store as the second main sales force and the labor cost of college students is low. We will cooperate with Meilai.com and neighboring farms to ensure that the main core resource of our store is fruit. We will negotiate with neighboring farms for logistics delivery, which will solve the problem of raw material transportation for the store.

The main profit source of this program is fruit processing products, and the sale of fruit is for the sales of fruit processing products to attract traffic, so as to promote for the special fruit processing products, so that consumers understand, familiar with, deep into the hearts of people, so that consumers have the consciousness to pay for the store's healthy life business

thrust. At present, we will focus on creating special fruit wine as the focus of fruit processing products, and at the same time develop with fruit juice, jam, dried fruit, etc. In the future, according to market demand, we will continuously expand other types of fruit processing products (such as vinegar, canned fruit, etc.) to expand the industrial chain and promote synergistic development so as to ensure sustainable profit. After we reach a certain stage of development, we can also develop an app to upgrade our industry, and we can also develop the current popular farming carnival, etc.

5.3 Business Location

We will open an offline physical integrated fruit supermarket in No. 178 Fengming Street, Anxi County, Quanzhou City, Fujian Province, and will open our online store on Taobao, Jingdong and other online e-commerce platforms.

5.4 Facilities and equipment

Computers, printers, office desks, chairs and benches, photography equipment, promotional materials, warehouses, juicers, ice machines, sterilizers, dryers, slicers, etc.

5.5 Operation strategy and plan

Most of the fruit stores in the market are selling fruits as the main source of profit, while we sell fruits mainly to attract customers and attract traffic, where we have price advantage and hold the initiative; and the current new fruit store "new" is mainly to provide a more complete after-sales service compared to the previous fruit stores (for example, fruit peeling, cutting, secondary packaging). For our store, this is the most basic, on this basis, we can provide on-site juicing service, and even provide fruit wine brewing service, consumers can participate in the brewing process, the store will track the fruit brewing situation in real time, this novel business model will attract many young people to understand the consumption, which is in line with the location of the store in the university city and its surrounding areas, in full compliance with the Young people, college students consumer positioning.

At the same time, our store staff is also part-time college students, and our main consumers are also college students, so the gap between the same age stage is not large, which is conducive to communication, and we will carry out quality education, such as greeting and courtesy store training before the store staff formally start working, so as to ensure that our brand image will not be damaged, and constantly build a quality brand image. In this era of information, we will take information access and protection for consumers, we will leave the consumer's phone,

WeChat, QQ and other contact information and social tools to facilitate our regular return visits in the future. In order to avoid the harassment of consumers, we will gradually build the store's WeChat public number or micro blogging and other official social accounts, through the WeChat public number and micro blogging publicity and corresponding preferential activities, so that consumers actively participate in our return visit activities, as far as possible to avoid malicious people through the trust of consumers to our consumers, fraudulent consumers. Regarding the upgrade and expandability of this innovative model, there is not yet a brand in the market that combines fruit and its fruit processing products, most of them focus on the sale of fruit, not in fruit processing products, so this model is based on fruit processing products, supplemented by fruit, forming a new fruit sales new model, and there is no business model of the same type in the market, so there is a huge market potential, and thus for us The market share in the future is very objective.

At present, we will focus on creating special fruit wine as the focus of fruit processed products, and at the same time develop synergistically with fruit juice, fruit jam, dried fruit, etc. In the future, we will continue to expand other types of fruit processed products (such as vinegar, dried fruit, canned fruit, etc.) according to market demand, in order to expand the industrial chain and promote synergistic development.

5.6 Development status and tasks

At present, the internal and external packaging of the product has also been designed, and the fruit wine series products are still in the batch testing is expected to achieve mass production in 1-2 months. We are currently negotiating with Metsä.com and neighboring farms to secure our main source of raw materials. And the willingness to cooperate with Snow Water Place Distillery has reached the stage of negotiating a letter of intent to cooperate for our main source of profits in processed fruit products in the main fruit wine, freshly squeezed juice, jam sales. We are also in talks with the design department of Kangding Big Bug to produce cups, wine bottles and other supplies for us. At the same time, we are also negotiating with Chongqing Zuoyan Trade Co., Ltd. to fully prepare for our future business expansion; he can push our products to a larger market through existing channels to provide security for our future online sales.

Section 6

Financial Forecast

6.1 Financial Forecast

Sources and Use of Funds

Funding Sources			
	Amount	Fund Type	Source of Funds
	500,000	Equity investments	Shareholders' contribution
	500,000	Short-term loans	Bank loan
Total	1,000,000		

Use of funds	
Payment	Amount
Renovation payments	7
Fixed assets	22
Rent	9
Personnel salaries	30
Promotion and marketing	9
Purchase of goods	23

6.2 Monthly income statement

Income Statement

Unit Name:

Unit: million Yuan

Item	1	2	3	4	5	6	7	8	9	10	11	12
I. Operating income	18.80	14.60	13.30	14.00	13.80	13.30	11.80	12.00	11.30	11.50	11.60	12.00
Less: Operating costs	5.70	4.44	4.04	4.26	4.20	4.04	3.57	3.65	3.44	3.50	3.51	3.65
Selling expenses	8.57	6.24	3.88	4.06	2.80	3.08	2.42	3.10	3.28	3.06	3.11	3.40
Administrative expenses	4.02	3.58	3.50	3.50	3.58	3.58	3.58	3.48	3.48	3.58	3.54	3.58
Finance costs	0.182	0.182	0.182	0.18	0.18	0.18	0.18	0.18	0.18	0.18	0.18	0.18
Of which: Interest expenses	0.182	0.182	0.182	0.18	0.18	0.18	0.18	0.18	0.18	0.18	0.18	0.18
Interest income												
II. Operating profit (loss is shown by "-")	0.33	0.16	1.70	2.00	3.04	2.42	2.05	1.59	0.92	1.18	1.26	1.19
Add: Non-operating income												
Less: Non-operating expenses												
III. Total profit (total loss is shown by "-")	0.33	0.16	1.70	2.00	3.04	2.42	2.05	1.59	0.92	1.18	1.26	1.19
Less: Income tax expense	-	-	-	-	-	-	-	-	-	-	-	-
IV. Net profit (net loss is shown by "-")	0.33	0.16	1.70	2.00	3.04	2.42	2.05	1.59	0.92	1.18	1.26	1.19

Legal Representative:

Head of Accounting:

Head of Accounting Institution

6.3 Annual income statement

Income Statement

Unit Name:

Unit: million Yuan

Item	Note	2022	2023	2024	2025	2026
I. Operating income		158.00	296.00	348.00	410.00	500.00
Less: Operating costs		48.00	89.92	105.72	124.56	151.90
Selling expenses		47.00	50.32	59.16	69.70	85.00
Administrative expenses		43.00	49.00	55.45	68.34	75.89
Research and development expenses						
Financial expenses		2.18	1.74	2.18	2.18	3.05
Of which: Interest expenses		2.18	1.74	2.18	2.18	3.05
Interest income		-				-
II. Operating profit (loss is shown by "-" sign)		17.82	105.02	125.49	145.23	184.17
Add: Non-operating income						
Less: Non-operating expenses						
III. Total profit (total loss is shown by "-" sign)		17.82	105.02	125.49	145.23	184.17
Less: Income tax expense		-	21.00	25.10	29.05	36.83
IV. Net profit (net loss is shown with a "-" sign)		17.82	84.01	100.39	116.18	147.33
VI. Total comprehensive income						
vii. Earnings per share.						
(a) Basic earnings per share		-				-
(2) Diluted earnings per share		-				-

Cash received from borrowings	50.00			-	-	-	-	-	-	-	-	-
Subtotal of cash inflows from financing activities	150.00	-	-	-	-	-	-	-	-	-	-	-
Cash paid for debt repayment												50.00
Cash paid for dividends, profits and interest payments	0.18	0.18	0.18	0.18	0.18	0.18	0.18	0.18	0.18	0.19	0.18	0.19
Net cash flow from financing activities	149.82	-0.18	-0.18	-0.18	-0.18	-0.18	-0.18	-0.18	-0.18	-0.19	-0.18	-50.19
Net cash flow	121.02	-8.02	-2.43	-3.68	-1.97	-3.01	1.46	1.52	-0.45	0.44	2.41	-52.57

6.5 Annual Cash Flow Statement

Cash Flow Statement

Unit Name:

Unit: million Yuan

Item	2022	2023	2024	2025	2026
I. Cash flows from operating activities					
Cash received from sales of goods	126.90	269.21	308.85	410.00	500.00
Subtotal of cash inflow from operating activities	126.90	269.21	308.85	410.00	500.00
Cash paid for goods and services	48.00	89.51	112.72	122.55	151.89
Cash paid to and for employees	70.00	70.31	80.00	93.04	111.89
Cash paid for other operating activities	20.00	19.06	35.19	45.00	59.00
Sub-total of cash outflow from operating activities	138.00	178.88	227.91	260.59	322.78
Net cash flows from operating activities	-11.10	90.33	80.94	149.41	177.22
Cash flows from investing activities					
Cash paid for construction of fixed assets, intangible assets, and other assets	32.00		6.00	10.00	2.00
Net cash flows from investing activities	32.00	-	6.00	10.00	2.00
Cash flows from financing activities					
Cash received from investment	100.00	-	-	-	-
Cash received from borrowings	50.00	40.00	50.00	50.00	50.00
Subtotal of cash inflows from financing activities	150.00	40.00	50.00	50.00	50.00
Cash paid for debt repayment	50.00	40.00	50.00	50.00	50.00
Cash paid for dividends, profits and interest payments	2.18	65.75	52.57	67.36	92.51
Net cash flow from financing activities	97.82	-65.75	-52.57	-67.36	-92.51
Net cash flow	54.72	24.58	22.37	72.05	82.71

Legal representative:

Head of Accounting Institution:

6.6 Balance Sheet

Balance Sheet

Unit Name:

2021/12/31

Unit: million Yuan

Item	End of 2022	End of 2023	End of 2024	End of 2025	End of 2026
Monetary Funds	54.72	79.30	101.67	173.72	256.43
Accounts receivable	67.10	57.89	87.04	64.35	20.89
Other receivables	16.00	10.40	22.81	14.28	11.85
Inventory	-				-
Total current assets	137.82	147.59	211.52	252.35	289.17
Fixed Assets	32.18	27.30	27.90	26.00	20.00
Construction in progress	-				-
Intangible assets					
Long-term amortization	-				-
Total Assets	170.00	174.89	239.42	278.35	309.17
Short-term loans	50.00	40.00	50.00	50.00	50.00
Accounts payable		11.41	35.07	68.00	97.82
Taxes payable					
Other payables	2.18	1.74	2.18	2.18	2.18
Of which: Interest payable	2.18	1.74	2.18	2.18	2.18
Total current liabilities	52.18	53.15	87.25	120.18	150.00
Total liabilities	52.18	54.89	89.42	122.35	152.17
Share capital	100.00	100.00	100.00	100.00	100.00
Capital surplus					
Undistributed earnings	17.82	20.00	50.00	56.00	57.00
Total owner's equity	117.82	120.00	150.00	156.00	157.00

6.7 Ratio Analysis

Item	First year	Second year	Third year	Fourth year	Fifth year
Current Ratio	264%	278%	242%	210%	193%
Cash Ratio	105%	149%	117%	145%	171%
Year	2022	2023	2024	2025	2026
Sales Growth	100.00%	87.34%	17.57%	17.82%	21.95%
Gross margin	69.62%	69.62%	69.62%	69.62%	69.62%
Percentage of total current assets	81.07%	84.39%	88.35%	90.66%	93.53%
Return on Equity	17.82%	105.02%	125.49%	145.23%	184.17%
Net Cash from Operations Ratio	-21.27%	164.57%	90.52%	122.12%	116.46%
Gearing Ratio	30.69%	31.39%	37.35%	43.96%	49.22%
Equity Debt Ratio	44.29%	45.74%	59.61%	78.43%	96.92%
Net Present Value	54.72	24.58	22.37	72.05	82.71
Investment payback period	First year				

Sales growth rate = current year sales growth ÷ previous year sales = (current year sales - previous year sales) ÷ previous year sales

Gross profit margin = (sales revenue - cost of sales)/sales revenue × 100%

Total current assets ratio= Current assets/total assets*100%

Net cash flow from operating activities = Net cash flow from operating activities ÷ Total liabilities × 100%

Gearing ratio=Total liabilities/Total assets×100%

Equity Debt Ratio=Total Liabilities/Total Equity

Year	2022	2023	2024	2025	2026
EBIT	20.00	85.75	102.57	118.36	150.38
Average EBIT	95.41				
Total Investment	150				
Investment Margin	64%				

Year	Amount
Investment	-100
2022 Net income	17.82
2023 Net income	84.01
2024 Net income	100.39
2025 Net income	116.18
2026 Net income	147.33
IRR Calculation	60%

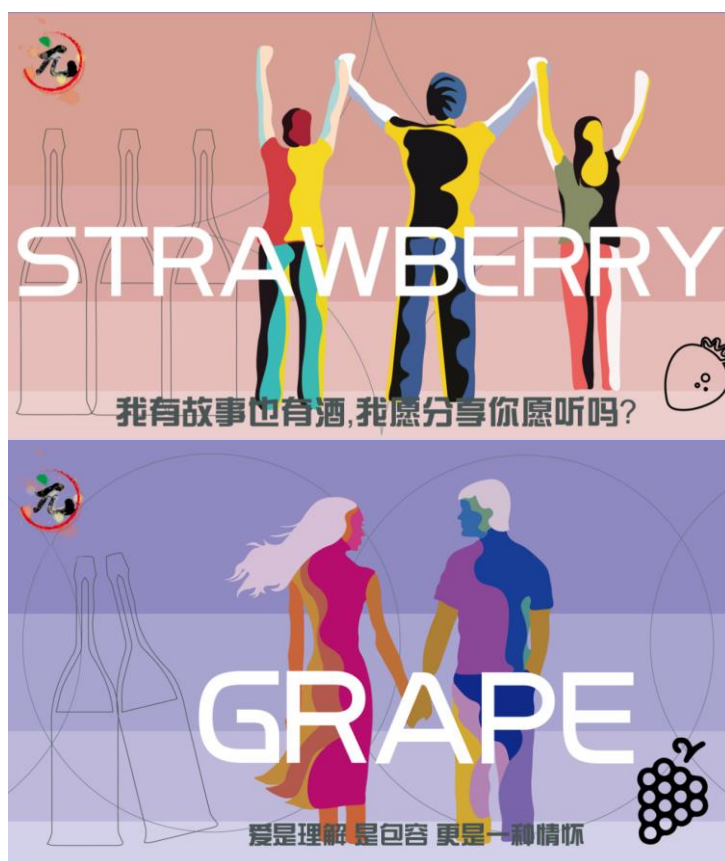
The initial planned investment for the Heartbeat Fruit Wine project is \$1.5 million, and the average profit is expected to be \$954,100 per year for the next five years, with a total return of \$4,770,570,000 and a calculated RoI of 64%, this project has a good level of return on investment.

Appendices

1. Product logo



2. Product packaging



3. Questionnaire

College students' consumption intention questionnaire

Question 1 What is your gender? [\[Single-choice\]](#)

Options	Subtotal	Proportion
Male	630	41.72%
Female	880	58.28%
This question is valid to fill in the number of people	1510	

Question 2 Do you know the benefits of fruits for the human body? [\[Single-choice question\]](#)

Options	Subtotal	Proportion
General Understanding	630	41.72%
Understanding	620	41.06%
Very well understood	220	14.57%
No knowledge	40	2.65%
This question is valid to fill in the number of people	1510	

Question 3 Do you like to eat fruits? [\[Single-choice\]](#)

Options	Subtotal	Proportion
Dislike	20	1.32%
General preference	510	33.77%
Like	670	44.37%
Especially like	310	20.53%
This question is valid to fill in the number of people	1510	

Question 4 How often do you eat fruit? [\[Single-choice\]](#)

Options	Subtotal	Proportion
Eat daily	350	23.18%
Two or three times a week	770	50.99%
Once or twice a month	200	13.25%
Rarely eat	190	12.58%
This question is valid to fill in the number of people	1510	

Question 5 How much money do you spend on fruit each week? [\[Single-choice\]](#)

Options	Subtotal	Proportion
Under \$20	530	35.1%
20 to 40 RMB	610	40.4%
40~60RMB	170	11.26%
Above \$60	200	13.25%
This question is valid to fill in the number of people	1510	

Question 6 What is your favorite type of fruit? [\[Multiple choice\]](#)

Options	Subtotal	Proportion
Berries (e.g. grapes, strawberries, etc.)	1040	68.87%
Melons and fruits (such as watermelon, cantaloupe, etc.)	970	64.24%
Orange fruits (such as orange, grapefruit, etc.)	1050	69.54%
Drupes (such as peaches, mangoes, etc.)	880	58.28%
Nuts and fruits (such as pears, apples, etc.)	860	56.95%
This question is valid to fill in the number of people	1510	

Question 7 What do you pay most attention to when you buy fruit? [\[Multiple\]](#)

choice]

Options	Subtotal	Proportion
Reasonable price	1000	66.23%
Fresh, tasty, more taste	1370	90.73%
Environmental Health	650	43.05%
Easy to buy	430	28.48%
This question is valid to fill in the number of people	1510	

Question 8 What is your biggest concern when buying fruit? [Multiple choice]

Options	Subtotal	Proportion
Not fresh, with decay	1450	96.03%
Pesticide residues	1010	66.89%
Unglamorous appearance with contaminants	840	55.63%
Packaging failure	350	23.18%
Other	130	8.61%
This question is valid to fill in the number of people	1510	

Question 9 Where do you usually buy fruits? [Multiple choice]

Options	Subtotal	Proportion
Hypermarkets	790	52.32%
Nearby fruit stalls	1170	77.48%
Inside a specialized fruit store	820	54.3%
This question is valid to fill in the number of people	1510	

Question 10 What is your current opinion of fruit stores around your school? [Single-choice]

Options	Subtotal	Proportion
Overpriced	610	40.4%
Acceptable	900	59.6%
Low price	0	0%
This question is valid to fill in the number of people	1510	

Question 11: Would you increase your spending on fruit if fruit stores improved both quality and price? [\[Single-choice\]](#)

Options	Subtotal	Proportion
will increase	980	64.9%
To be considered	510	33.77%
Will not increase	20	1.32%
This question is valid to fill in the number of people	1510	

Question 12 If a new fruit store is opened, which of the following services are you more likely to be attracted to? [\[Multiple choice\]](#)

Options	Subtotal	Proportion
Juicing service with fresh fruits of your choice	700	46.36%
Craft DIY Fruit Wine	570	37.75%
Fruit Salad	730	48.34%
Free cleaning, cutting and dividing	1090	72.19%
Other	200	13.25%
This question is valid to fill in the number of people	1510	

Question 13: Would you like to make fruit wine in the store if the merchant offers you storage services? [\[Single question\]](#)

Options	Subtotal	Proportion
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Willingness	1090	72.19%
Very willing	90	5.96%
Reluctance	330	21.85%
This question is valid to fill in the number of people	1510	

Question 14 Do you need a merchant to provide fruit delivery service for you? [\[Single-choice\]](#)

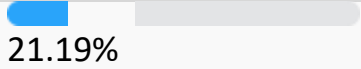
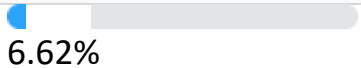
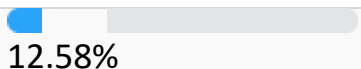
Options	Subtotal	Proportion
Consider	1060	70.2%
Not really needed	280	18.54%
Very much needed	100	6.62%
No need at all	70	4.64%
This question is valid to fill in the number of people	1510	

Question 15 Would you like to work part-time in a fruit store? [\[Single-choice\]](#)

Options	Subtotal	Proportion
To be considered	840	55.63%
Willingness	410	27.15%
Very willing	70	4.64%
Reluctance	190	12.58%
This question is valid to fill in the number of people	1510	

Question 16: Are you willing to help the owner deliver fruits to the student dormitory when you pass by the fruit store (with a shopping bonus ranging from 5 to 99 RMB per order)? [\[Single-choice question\]](#)

Options	Subtotal	Proportion
Consider	900	59.6%

Willingness	320	 21.19%
Very willing	100	 6.62%
Reluctance	190	 12.58%
This question is valid to fill in the number of people	1510	

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