

MILK TEA SHOP BUSINESS PLAN

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ABSTRACT

An Internet celebrity milk tea shop in Qingdao, Shandong Province, innovating to create the form of "fresh tea + dessert", with young women aged 20-35 as the main customer group, insist on changing the tea base every 4 hours, desserts will not stay overnight, limited supply. We insist on providing modern people with a good life experience of milk tea drinks, and hope to become the promoter of Chinese milk tea to the world. Our milk tea shop has never only provided a drink and dessert, it is an ultimate emotional carrier, allowing everyone to have a wonderful visual experience while enjoying the food. The financial analysis shows that Return on investment (ROI) is 77.3%, it can be seen that the rate of return of the project is relatively high. The milk tea shop is a high-return project. According to the discounted cash flow model, it can be calculated that NPV is 123556.12 yuan, IRR is 45.86%, indicating that the internal rate of return of the milk tea shop is high.

Keywords: milk tea shop, Chinese milk, milk tea drinks

COMPANY DESCRIPTION

Us milk tea shop is a newly built project, and the project team plans to open an online celebrity milk tea shop in Qingdao, Shandong. The proposed name of the milk tea shop is Us Milk Tea.

Us represents us, and the meaning is our milk tea, that is, our commitment to breaking the aesthetic distance between consumers and stores, holding a cup of hot drink, and making everyone in this city warmer.

The company's milk tea team has rich experience in the sales field and milk tea new product development experience, and introduces advanced business management policies into the company's daily operations.

- Brand concept: We insist on fresh tea brewing, fresh milk tea, fresh and visible;
- Enterprise purpose: take employee growth as the foundation, customer value as the guide, and management quality as the core;
- Core value: developing advanced products, integrating human resources, meeting customer needs, being sincere and sincere, and making customers' experience perfect is our everything; The way of management: dedication, trust, competition, learning; Talent concept: eclectic, make the best use of talents.

INDUSTRY ANALYSIS

2. SWOT analysis

2.1 advantage analysis

The address of our project is located in a certain district in Qingdao, Shandong. The surrounding competitors are COCO and Lujiaoxiang. The main advantage of our competitors is that they have been open for a long time. The masses have the inertia of consumption and like to go to the milk tea shop they are familiar with, but the products of the opponent are

relatively general, Most of the tastes are similar to imitation, there is no innovation, the environmental hygiene of the store has declined for a long time, and the categories of business are different from ours.

2.2 Weakness

2.2.1 The business area of milk tea is limited, and the scope of services provided is limited;

2.2.2 Some customer service staff of new store openings do not know much about their basic situation such as taste, which affects sales to a certain extent;

2.1.3. Product innovation For consumers who are keen on traditional milk tea products, it takes time to slowly guide them;

2.3 Opportunity

2.3.1 The income level of residents in Qingdao is relatively high, the number of young people is large, and the market is far from saturated. There is a large profit space and a relatively large number of milk tea consumers. The market prospect is broad, and the current strength and number of competitors are limited;

2.3.2 Good taste, serious service attitude and professional operation level have established a good reputation among customers;

2.3.3 The products are rich in variety, unique in taste, and have certain competitive advantages.

2.4 Threat

2.4.1 Competitors have a fixed range of consumer groups, and they will definitely take corresponding measures if they are not willing to reduce the market share of milk tea ;

2.4.2 With the continuous increase in the types and numbers of various food supplies, consumers have more and more choices in fields, more and more choices, and insufficient product differentiation. Beverages such as cola, orange juice, coconut juice, milk, To a certain extent, pure water has divided the demand market.

MARKET ANALYSIS

Before opening a new store, we have conducted sufficient market research on the market where the project is located. We have carefully designed a questionnaire (see appendix), and distributed the questionnaire to potential consumers aged 18-29 at the university town, subway entrance, and community gate. According to statistics, we have distributed a total of 1,000 market survey questionnaires, and 8,000 have been effectively recovered. In addition, we have conducted more than 100 face-to-face recorded interviews with some milk tea-loving consumers. The local market provides first-hand data support.

The address of our project is located in the Chengyang area of Qingdao. The surrounding competitors are C OCO and Cha Xiaoe. The main advantage of our competitors is that they have a long opening time. The masses have consumption inertia and like to go to the milk tea shop they are familiar with, but the products of their opponents are relatively general. , Most of the tastes are similar to imitation, there is no innovation, the environmental hygiene of the store has declined for a long time, and the categories of business are different from ours.

MARKETING PLAN

Overall Marketing Strategy ,In terms of marketing, in the early stage, through the market penetration strategy, publicize the image of the mini program, build a brand, increase the market share, and later strengthen the service quality of the milk tea shop, enrich the content of private customized services, and enhance customer stickiness.

Pricing strategy of commercial information in the Internet age, the slogan of our products with unique taste and favorable price will spread rapidly in Tibet. Therefore, it is particularly important to seize the market and quickly ferment word of mouth through an effective price strategy. The company provides customized services for different customer types according to the needs of different customers.

Sales process and promotion mix, In addition to the high-quality products of milk tea shops, in order to capture the hearts of customers, it is also necessary to find strategies in the promotion of milk tea shops.

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Promotion strategy: Take advantage of holidays or opening days to engage in full-scale reduction activities, which can attract customers' attention and promote consumption, and secondly, it can also allow customers to have a better understanding of the brand's impression, which can better promote the next consumption and consumption. publicity effect. The more reasonable promotions are: buy one get one free/buy a second cup for half price, these two are in line with the current situation of most people shopping, many are with friends or lovers, so these two have always been the most attractive to customers. Satisfied promotion.

Social acquaintances: We can let customers who come to consume to send a circle of friends, and after reaching a certain number of likes, they can come to the store to get a cup of milk tea for free. For customers who can accept this method of obtaining milk tea, most of them are young people. If this method works, the promotion effect of the store will be very impressive. People around the forwarder can learn about their own brand, and the cost of promotion is also very low.

New product popularity: Use the latest new milk tea sold or the popular Internet celebrity milk tea to create a wave of offline popularity. Placing a big title milk tea detail display board in the milk tea shop will attract the attention of many young people who want to try something new.

MANAGEMENT TEAM

Our entrepreneurial team consists of 4 people, who are responsible for various entrepreneurial tasks. The team members have strong team spirit and high entrepreneurial skills, work hard, high scientific and cultural quality, can bear hardships and stand hard work, and have a sense of innovation, and can constantly enrich and develop themselves. The milk tea shop is full of confidence, carries forward the spirit of "positive value, integrity, pragmatism and innovation" and the corporate tenet of "pursuing excellence and repaying the society", and provides customers with more and better products with excellent product service, reliable quality and first-class service. of quality service.

OPERATION PLAN

Due to the industry characteristics and competition considerations of this project, the operation and management of membership system is a business strategy that our milk tea shop must adhere to. Therefore, the core of customer development strategy is how to convert experience customers into member customers. And through high-grade, high-quality, humanized interactive services to retain customers and stabilize members. Enterprises can develop for a long time. As far as business operations are concerned, early recovery of costs can minimize risks. Membership fees are based on a membership system, that is, the annual fee is charged in advance. Growing membership is the quickest way to recoup your costs .

Place of business, The milk tea shop is located near Qingdao High-tech Industrial

Development Zone.

Facilities and **Equipment, Store**-specific equipment includes: a water dispenser 1500 yuan, a fructose dosing machine 3000 yuan, a milk tea sealing machine 1000 yuan, a temperature display tea bucket 300 yuan, a cash register 800 yuan, a coffee machine 1600 yuan, refrigeration A cabinet is 2000 yuan.

FINANCIAL ANALYSIS

(1) Gross profit margin analysis

The operating income of the project in the past five years is 1.68 million yuan, 2.016 million yuan, 2.42 million yuan, 2.903 million yuan and 3.4836 million yuan, and the operating costs are 899, 700 yuan, 993,300 yuan, 1,026,400 yuan, 1,145,400 yuan and 1,208,900 yuan, and the gross profit remained above 35 %.

It can be seen from the indicator analysis that the gross profit margin of the project is relatively high and relatively stable.

Table 1 Gross Margin Table

subject	the first year	The second year	The third year	fourth year	fifth year
Operating income	1,680,000.00	2,016,000.00	2,419,200.00	2,903,040.00	3,483,648.00
Operating cost	899,700.00	993,300.00	1,026,421.00	1,145,365.20	1,208,898.80
gross profit	780,300.00	1,022,700.00	1,392,779.00	1,757,674.80	2,274,749.20
gross profit margin	55.00%	49.27%	42.43%	39.45%	34.70%

(2) ROI

Return on investment = net profit / investment = $54.11/70 = 77.3\%$, it can be seen that the rate of return of the project is relatively high. The milk tea shop is a high-return project.

(3) NPV

According to the discounted cash flow model, it can be calculated that NPV = 123556.12 yuan, IRR=45.86%, indicating that the internal rate of return of the milk tea shop is high.

CONCLUSION

The milk tea shop is currently in preparation for operation, and the decoration of the new shop is expected to be completed within 6 months. The next step for the company is to raise funds to purchase milk tea raw materials, production machines, and formulate operating guidelines for milk tea shops to optimize the division of labor among team members.

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