

# TEA LE TEA BEVERAGE" BUBBLE TEA SHOP BUSINESS PLAN

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## ABSTRACT

The bubble tea industry has always been a popular industry in the FMCG industry, and the products of the bubble tea industry have undergone different times and different stages of change. Tea Le tea drink bubble tea store as a new project, the target users to 18-28 years old young people mainly, store decoration mainly simple, fashion-oriented. Give consumers comfort-oriented. Tea music tea drinking bubble tea store main concept of "slow" life, sit down and enjoy a cup of bubble tea style. At the same time accompanied by different types of table games, free of charge, to increase the social fun, to meet the needs of contemporary young people. A wide range of bubble teas, healthy cups and ordinary cups provide different choices for consumption. The bubble tea products are cost-effective and the production process is open and transparent. There is no need to worry about food safety. For the existing bubble tea products, Tea Le Tea Drink bubble tea store will also continue to develop new bubble tea products, enhance publicity through the Internet platform, and create a brand effect.

This paper firstly introduces the background and the development goal of Tea Le Tea & Beverage bubble tea store; secondly, the basic situation, development plan, organizational structure and shareholding structure of the store are planned accordingly; firstly, the SWOT analysis is applied to clarify the strengths and weaknesses, opportunities and threats and development strategies, the 5 Forces Model analysis theory is applied to analyze the macro environment, then, the 4p theory is applied to analyze the marketing strategy; finally, the financial analysis of the entrepreneurial project is made and countermeasures are proposed. Finally, we analyze the financial aspects of the project, and also make a judgment on the risks that may be encountered in the operation of the project and propose corresponding countermeasures in advance, and conclude the project. The ROI was 15%, PBP was 2.6 / year, NPV 70.236, and IRR 63.8%.

**Keywords** bubble tea industry, slow life, food safety

## INTRODUCTION & COMPANY DESCRIPTION

"Tea Le Tea is a new project, and the project is in the early planning stage. It is planned to open a store in Guiyang, Guizhou. The store will be rented in a commercial area near the university campus.

Tea Le tea beverage project is mainly aimed at young people aged 18 to 28 years old in Guiyang high school (secondary) college students, undergraduate and graduate students, to provide them will be healthy, fresh, fast bubble tea drinks and free board games service. Table games are not new, as the classic table games such as Monopoly and flying chess belong to table games in the early years. This wave of "board game fever" comes from the development of educational games and the desire of young people for "face-to-face communication". As college students in the 21st century, the entertainment they appreciate is no longer simple relaxation, but more of a challenge from all aspects of ability and intelligence. The emergence of board games makes up for this deficiency, and in this regard, they should be happy to accept it. With the rapid development of the Internet, the university has become a platform to provide more development directions for college students, who are eager to find a gourmet "home" in line

with their spending power. Here, students can enjoy their youth, showcase their talents, and meet partners. This place is not a monotonous classroom, not a quiet library, and not a sometimes noisy, sometimes silent restaurant.

Tea Le Tea Beverage bubble tea store will be healthy and relaxing tone, therefore, the bubble tea store environment, mainly to create a relaxed, comfortable, simple and stylish environment. Tea Le Tea Beverage bubble tea store is a small venue, with an area of about 80 ~ 100 square feet, suitable for providing tables, providing a platform for students to communicate, more suitable for the initial stage of operation. Tea Le Tea Beverage will operate the venue in two parts: one part will mainly operate bubble tea, and the other part will establish a table game bar for young people to do social activities here.

Tea Le Tea Beverage bubble tea store project not only to operate a unique bubble tea and supporting food, but also join a series of activities to provide free table games. To provide a platform for young people to communicate.

Tea Le Tea Drink bubble tea store project bubble tea and fruit tea products.

1. The bubble tea section is divided into two sales modes: ordinary cups and healthy cups.

(1) bubble tea health cup.

One of the health cups is mainly fresh bubble tea made on site, with pure milk and freshly brewed tea production environment open to consumers, consumers can visually see the bubble tea production process. Pure natural, pure green, without any additives.

(2) bubble tea ordinary cup

Regular cups are brewed with milk powder and tea bags. Meets the needs of different consumers bubble tea products include Earl Grey bubble tea, vanilla bubble tea, pearl bubble tea, royal bubble tea, sweet pudding bubble tea, honey and green bean bubble tea, chocolate bubble tea. Oreo bubble tea.

2. Fruit tea products.

The fruit tea product section is also divided into two sales models: ordinary cups as well as health cups.

Healthy cups are made with fresh fruits as well as first brewed tea, while regular cups are made with canned fruits and tea bags.

Products include: Hami melon fruit tea, golden mango fruit tea, peach fruit tea, blueberry fruit tea, lemon black tea, assorted fruit tea.

3. In the venue settings, although the small venue space is limited, we will also propose a part of the venue to set up a smaller table games area, to the current hot table games, to attract some young people who like table games to play. Thus driving the consumption of drinks.

## **INDUSTRY ANALYSIS**

### **PEST Analysis/ 5 Forces Model/ SWOT Analysis**

In the early 17th century, Europe introduced black tea from India, China and other regions, but because of the astringent taste of black tea, they added some milk to the tea to increase the taste of lubricating experience, and so English bubble tea was born. In 1926, it was introduced to Taiwan, forming desktop bubble tea, and in 1987, pearl bubble tea was introduced to the world, and the curtain of the bubble tea industry was officially opened. 30 years later, the market economy has changed, the national consumption level has been upgraded, and the bubble tea industry has experienced several revolutionary rapid expansions and demise of the market. Each time, the wave of the times was accompanied by the "blowout" development of new brands and the disappearance of old brands.

## 1. SWOT analysis

### 1.1 Strengths

(1) Tea Le Tea Drink has a wide range of product types that cater to the youth of today. It also gives young people a place to socialize.

(2) Different types of products to choose from, health cups and ordinary cups are available to meet different consumer needs at the same time.

(3) Select raw materials and use high-quality ingredients to make drinks. We also make the production process open and transparent.

(4) The project is located in Guiyang City, Guizhou Province, which belongs to the sink market category. The competition in the same category is Honey Snow Ice City, etc. The products they deal with are different from ours.

### 2. Disadvantages (weaknesses)

(1) In the early stage of business, the brand of Tea Le Tea Drink is relatively young, and the recognition and brand awareness is not high.

(2) A certain amount of space is needed for table games, increasing the cost of space.

### 3. Opportunities (opportunities)

(1) China's food consumption structure has been changing silently. With the economic growth and policy guidance, casual dining has ushered in a huge business opportunity, "eating enough and eating well" is only the basic requirement for people's dining. The additional requirements for the catering industry are "healthy food, healthy food and leisure food".

(2) Tea Le Tea Drink bubble tea store operates not a single beverage store, but combines the mode of board games with bubble tea store, with a series of activities to cultivate students' interest in board games. As for consumers, the experience of coming to consume for the first time is very important, so the service level and management level need to be continuously improved to meet the needs of young people and make them choose.

### 4. threats (threats)

(1) Pearl bubble tea and many other bubble teas have been on CCTV's "Focus Interview" because of quality issues, and many people have questions about the quality of bubble tea. We will strictly screen our suppliers, strictly control the quality of raw materials, and increase the introduction and promotion of bubble tea. At the same time, we will open the operation room, so that the impression of spaciousness, brightness, hurry and neatness will be deeply rooted.

(2) The entry barrier to the bubble tea industry is low and the profit margin is relatively large, which easily attracts competitors to also target the student market. At the same time, bubble tea brands are highly replicable and can be easily cloned or imitated.

### 1.2 5Forces Model

#### 1. The threat of potential entrants

Casual dining, unlike traditional dining, has a low barrier to entry, and the scale of operating stores can be large or small, so substitutability is very high. The size of the threat posed by potential entrants to an industry is mainly the number of companies willing to enter the industry and the ease of entry into the industry. Tea Le Tea Drink also focuses on the development of new products and the holding of thematic activities to promote their brand and attract the attention of consumers.

#### 2. Threat of substitutes

bubble tea can be served hot or cold, with characteristics such as hygiene, convenience and speed. For bubble tea, the most threatening alternatives are soft drinks. Tea Le Tea Drink has to work on hygiene, service, and product variety activities to attract more customers.

#### 3. Existing competitor analysis

The food and beverage industry in your region is very well developed, and the competition for bubble tea is also very well developed in this area. The middle section with the

sinking market is less. Most of the book also burned sencha, honey snow ice city is the main. These bubble tea brand franchise fees are generally designed in accordance with the size of the store as well as the region, generally for 10 to 20m2 size store franchise fee of 11000 / year, because of the special restrictions received bubble tea, generally will not be in a larger scale bubble tea store.

#### 4. Supplier bargaining power

The suppliers are mainly raw material suppliers, landlords and employees. For the raw material suppliers are mainly tea merchants, dairy merchants and equipment suppliers. For tea suppliers, tea is a kind of raw material whose price is not transparent, and tea merchants have a high bargaining power. Milk as a drink that people often drink, its price is relatively transparent bargaining power is relatively low, equipment suppliers before the formation of the scale effect, most of the one-time purchase, the impact on the cost is not significant.

#### 5. Bargaining power of customers

The main target customers of Tea le tea drinks are young people, with different product choices, different choices of pricing is not high, basically in line with the psychological price of consumers, the price is within the range of consumers can accept. At the same time, the taste of drinks is high, providing students with table games social environment and communication places, therefore, the bargaining power of our target customers is in the middle.

### **1.3 4P marketing strategy analysis**

#### 1, Product Strategy

Tea Le tea beverage implementation of a variety of bubble tea products business, ordinary cup as well as health cup product design to give consumers different consumer demand, while in the bubble tea products continue to launch new bubble tea products, in line with the trend. For consumers to choose, to meet the needs of consumers.

#### 2, Price strategy

Regular cups as well as health cups offer different ways of consumption and are laid out among different consumers. The price is low for regular cups and moderate for healthy cups. It can meet the needs of different consumers in the market, so that consumers can afford.

#### 3. Channel strategy

The sales, promotion and publicity of bubble tea store products are provided through mall activities as well as online channels of the Internet. Among them, the online marketing approach is highly valued.

#### 4. Promotion strategy

Tea Le Tea Drink makes full use of the opening of the network store as well as the mall publicity to do a good public relations campaign, adding some interactive columns on the network platform. As a catering industry, the most important thing is to add some knowledge of diet and health. Through these measures to develop consumers as loyal customers. At the same time to carry out new product development, the launch of new products most eye-catching. bubble tea product making process is transparent. Meet the young people for health, hygiene, novel consumer demand.

## **MARKET ANALYSIS & MARKETING PLAN**

The target market of Tea Le Tea Drink is the commercial area near the university in Guiyang, Guizhou, targeting young people from 18-28. This part of the young people have disposable income as well as different social needs. Most of the young people will focus on their taste of life and social quality. A suitable environment is extremely important for this group of people.

In recent years, the bubble tea industry has seen the phenomenon of "consumption upgrade", that is, on the basis of the original consumption items, most customers are willing to

spend more money in exchange for more added value of goods or services. A large number of domestic bubble tea industry brands like Xi Cha and Nai Xue Cha have been rising. The emergence of these bubble tea brands has really brought the competition of "bubble tea" from pure sales to branding. In this period, it is no longer just about "taste", but also about experience, atmosphere, brand, convenience and other parallel sales.

During this period, product raw materials, space changes, branding and customers' consumption experience have been upgraded. Consumption upgrade is mainly targeted at the middle class, and the post-90s group is entering a period of income growth, i.e. becoming the mainstay of the middle class consumption power at this stage. This age group, due to the growth environment itself is more favorable to the bubble tea industry, at the same time because the disposable assets are not enough to meet the consumer demand, this group of middle class is characterized by the spiritual level first reached a more advanced level, but the material level is difficult to support. Therefore, there is an urgent need for a "light luxury" bubble tea brand to satisfy both the taste buds and the spiritual pursuit. Consumers' attention is more focused on product quality, such as taste, nutrition, health, etc., while at the top of the consumption hierarchy is the spiritual level, where consumers are concerned with the operation of the restaurant. Environment, service quality, etc.

In today's Internet era, the overall marketing strategy needs to be based on Internet promotion, supplemented by mall promotion. In the post-epidemic era, the Internet has become even more prominent in its importance. There has been a new round of change and progress in the development of the Internet industry, thus promoting the evolution and purification of economic forms, as well as driving the healthy and rapid development of the country's economic entities, while also bringing new development opportunities for enterprises as well as many individual merchants. Young consumers are no longer passive recipients, but increasingly active participants. Today, a new generation of consumers is more adept and courageous in expressing their opinions, they like to be outspoken in their objections and suggestions about products and services, and Internet platforms act as a bridge of communication: microblogs, WeChat, forums, video sites, official corporate accounts and self-published media aligned to go to the social platforms where consumers are active, making brands the talk of the town. In today's epidemic Internet environment, Tea le tea drink will focus more on the development of e-commerce. Quickly build an e-commerce brand to accumulate user groups. At the same time into China's large domestic e-commerce platform, through the platform to promote and spread the brand culture. Tea beverage market is seriously divided, the price range stratification is obvious, generally divided into high school and low 3 grades, high-grade general benchmark Starbucks, some bubble tea stores, such as "Xi Cha" juice milk cover series sold to more than 33 yuan, mid-range generally in about 20 yuan, the average bubble tea in the sinking market 9 yuan. Price positioning determines the brand positioning and attracts the consumer crowd.

Tea Le tea drinks are divided into healthy cups and ordinary cups, respectively, with different prices, distinguishing the price range. Provide consumers with different choices. Cost is one of the important factors to determine the marketing price, to make bubble tea, the main material is mainly milk and tea, fruit tea material is mainly fruit and tea. The cost of ordinary cups is lower, while the cost of healthy cups is higher, so the sales price should be greater than the cost price for the businessman to have profit. Product pricing according to the two levels of consumption, the average price of health cups in 20-30 / yuan, ordinary cups in 10-15 / yuan.

## **MANAGEMENT TEAM AND COMPANY STRUCTURE**

In the early stages of the project, when there are various factors that make it difficult to open a store, we should consider how to survive the organizational structure should be designed in a simple and effective way. Organizational structure should be relatively flat. According to

the characteristics of the project itself, the project initially adopts the form of a single store, staffing for the following: store manager, bartender, waiter, cashier.

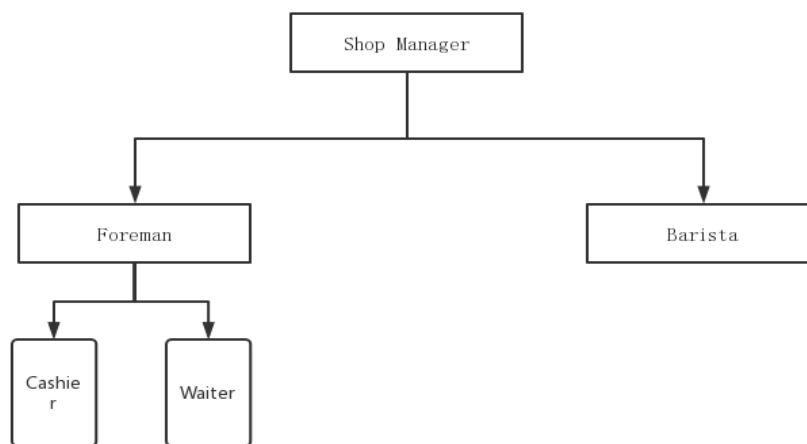
Store manager: able to lead the team, inspire team enthusiasm, friendly to customers, honest and trustworthy, with good professionalism

Beverage mixer: with senior professional qualification or above

Waiters: with appropriate work experience and good communication skills. Some work-study opportunities for college students are also available.

Cashier: holding an accounting license, familiar with computer operation, clear-headed, serious and cautious

**Figure 1**  
**Caption (Figure Numbers should be given consecutively)**



## **OPERATIONS & PRODUCTION PLAN**

### **1. Operations Model and procedure**

#### **(1) "Board game bar + bubble tea store" model**

The store provides a part of the place to provide free table games, which is a hot social activity among young people nowadays. This model has a lot of advantages, because all activities are basically self-help mode for consumers, in addition to the necessary publicity in the first stage, so that potential consumers understand the advantages of this new entertainment model compared to the original model, usually only a relatively small number of managers to maintain operations. In this store, the drink preparation requires a certain degree of professional skills, but the rest of the management personnel, both in terms of skills and quality, are only similar to the personnel of similar service facilities, so the human resources cost is low.

#### **(2) "Internet + bubble tea store" model**

Nowadays, the most basic online takeaway platform is available, consumers can order online, offline physical store orders, and consumers who need free table games can also book online. Such a combination of online and offline mode, so that the sales of physical stores are not limited to the flow of people around the store, as long as the publicity in place, word of mouth in place, online sales orders will also be very significant.

During the creation phase and operation of the Store, the Store may be subject to the following risks

**Financial Analysis & Feasibility Analysis (NPV, Payback period, IRR, ROI, Breakeven, etc.)**

## CONCLUSION AND FUTURE WORK

The main components of the investment cost of tea and tea drink bubble tea store include store rent, trademark royalty and cooperation deposit, decoration costs, equipment costs, raw material costs, as follows.

Store rent, store rent is the largest proportion of the cost components, store rent prices are mainly determined by the location, store size, etc., the establishment of the store location should be considered when selecting a store location, size, customer flow and other factors, choose a more conducive to the operation of the store.

Decoration cost, Tea Le Tea Drink not only provides bubble tea products, but also provides table games service. Its decoration style should be decided according to the current aesthetics of young people, and the store area is relatively large.

Purchase of equipment, the main equipment to start a bubble tea store include: refrigerator, holding tank, induction cooker, water dispenser, water purifier, coffee machine, juice machine, frother, cashier system, etc., the remaining can be added according to the operation of the store itself.

Purchase of raw materials, from the opening of the store that requires a certain amount of raw material reserves, bubble tea stores need to have a certain amount of raw materials in stock, the future can be appropriately increased or reduced according to the actual situation of sales, the first batch of inventory to be purchased on demand according to the varieties of bubble tea sold in each store, the main raw materials often used package expansion of a variety of raw leaf tea, fresh fruit, juice, milk, pearls, etc..

According to the fixed investment table and raw material table above the fixed investment is \$367,860 and the raw material investment is \$147,360 (based on one year). The total is RMB 515220.

The capital is the basis for the operation of the company's business turnover, without which there is no project to speak of. Regardless of the type or scale of operation of the project, under the premise of correct estimation, sufficient funds must be prepared to ensure the success of the investment, the company has a detailed budget for the funds required for investment in the project.

"Tea Le Tea Drink" bubble tea store single store (the first store) of a total of four shareholders, a joint contribution of 800,000, mainly as a project start-up capital, including project store rent, decoration costs, facilities and equipment costs, and other incidental costs and working capital, etc., by me as the initiator to raise capital, the store business operating mode Mainly cash, so the operation of a stable store can be more stable to create profits and cash flow, we will be appropriate to expand and re-operate according to the cash flow situation. The specific distribution and proportion of the share capital is shown in the following table.

Investment table of "Tea Le Tea" bubble tea store single store

Shareholder Name	Equity capital (million yuan)	Percentage of	Remarks
I	40	60%	
Shareholder 1	20	20%	
Shareholder 2	10	10%	
Shareholder 3	10	10%	
Total	80	100%	

The first stage of "tea music tea drink" bubble tea store business is 1 store, according to the visit to investigate the market existing bubble tea shop store sales of 200-500 cups a day, conservative to the average daily 200 cups of bubble tea to estimate, the average price of each cup of bubble tea is set at 15 yuan, then the daily single store turnover:  $200 \times 15 = 3000$  yuan; takeaway Turnover is 30% of the store turnover:  $3000 \times 25\% = 750$  yuan; a year business is set at 360 days of turnover:  $(3000 + 750) \times 360 = 1.26$  million yuan.

*Estimated total operating costs*

Based on the available market survey data, the estimated costs after the official opening are as follows.

Rent: Based on the current market price, the rent for an 80-square-foot store is about \$90,000 per year, and is set to remain the same for the first five years, with a 20% increase in the fifth year.

Store staff salary: store manager including store staff a total of 6 people, an average of 40,000 yuan per person per year, a total of  $6 \times 40,000 = 240,000$  per year, the same set the first 3 years unchanged, the fourth year the total salary up 30%.

Employee benefits: including various subsidies, social security, bonuses, etc., estimated at \$50,000 per person per year. Also set for 5 years.

Operation and management fee: the fee is tentatively set at 3% of operating income,  $126 \times 3\% = 37,800$  RMB

Depletion fee (operating equipment, etc.): the fee is tentatively set at 2% of operating revenue,  $1260000 \times 2\% = 25200$  yuan

Raw material: According to the raw material budget list, the cost of raw material use for one year is about: 147,360 yuan, with an annual price increase of 3%.

Other expenses (water, electricity, advertising, etc.): the cost can be provisionally set at 20% of operating income,  $1260000 \times 20\% = 252,000$  yuan

Equipment depreciation: according to the previous investment budget table, investment facilities and equipment comprehensive cost of about 3562860 yuan, calculated as a base, with the average depreciation method, the use of 5 years, depreciation of 35,600,000 per year

Please refer to the table below for the above post-operating expenses and detailed data. Breakdown of total cost of operating expenses

Unit: million yuan

Serial number	Projects	Year 1	Year 2	Year 3	Year 4	Year 5
1	Total turnover	126.0	176.4	226.8	277.2	327.6
2	Rent	9.00	9	9.00	9.00	10.8
3	Employee Compensation	24	24	24	31.2	31.2
4	Employee Benefits	5.00	5.00	5.00	5.00	5.00
5	Operating Management Fee	3.78	3.78	3.78	3.78	3.78
6	Depletion fee	2.52	3.276	4.032	4.788	5.544
7	Raw Materials	14.736	15.178	15.621	16.063	16.506
8	Other Expenses	25.2	35.28	45.36	55.44	65.52
9	Depreciation	3.56	3.56	3.56	3.56	3.56
10	Total cost	70.236	95.514	96.353	111.271	133.35



According to the table above, milk tea shops will recover costs in the second year and start profitable in the third year.

#### Profit and Loss Account

The approximate turnover can be deduced from the site traffic, and then the approximate ratio. Approximate profits can be speculated.

#### Statement of Profit and Loss

##### Income statement

Projects		Amount (\$)
Operatin	(based on average market sales of 200 cups per day)	1,260,000
	1. Product raw material cost	147,360
	2. Utilities costs (approximately 3% of operating income)	37,800
Operating Costs	3. Rent costs (fixed costs)	90,000
	4. Salary cost of staff (basic salary + piece rate.	240,000
		299,520
1	Less	
	Finance costs (income is shown by number)	5,000
	Selling expenses (approximately 5% of operating expenses)	63,000
	Administrative expenses (approximately 1% of operating	12,600
	Business taxes and surcharges (approximately 5% of operating	63,000
	Impairment losses on assets (depletion of fixed assets,	37,800
	Operatin (Losses are shown by number)	
2	Add. Non-operating income	
	Less. Non-operating expenses	
3	Total (Total losses are shown by number)	74,3400
	Less. Income tax (25% of profits)	185,860
4	Net profit (Net loss is shown by number)	557,640

$$\text{ROI} = \text{Return on Investment} = \text{average annual profit/investment} * 100\%$$

$$= 125.424/80.000 = 15\%$$

$$\text{PBP} = \text{Investment life} - 1 + (\text{last negative cumulative cash flow/net cash flow}) = 2.6/\text{year}$$

#### NPV and IRR

Year	Total turnover	Total profit
1	126.0	55.764
2	176.4	80.880
3	226.8	130.447
4	277.2	165.929
5	327.6	194.25
NPV	70.236	
IRR	63.8%	

ROI of 15%, PBP of 2.6/year, NPV of 70.236 and IRR of 63.8%.

### CONCLUSION

The writing of this business plan was done on the basis of our market research and literature study. A comprehensive analysis of the project background, project overview, marketing strategy, and financial planning regarding the project was conducted using the SWOT analysis and Porter's Five Forces model in management. The foundation was laid for the project.

Through the analysis of consumer behavior, we found that most college students now have a per capita disposable income of more than RMB 1,000 and have high consumption

ability. In addition to their studies, they need to expand their circle and enrich their spare time. In the survey, we also learned about students' knowledge and understanding of bubble tea and the key factors that influence their choice of the product. Through the analysis of market segmentation, target market, and market positioning, we understood the position of Tea le Tea Drink for the market, and developed relevant marketing strategies based on this. Studying the legal risk, industry risk, market risk, management risk and investment risk related to this project, we have a certain understanding of the problems we will face in the future development process. In the formal start of the operation, we minimize the risks according to the way we respond to them, guarantee the smooth operation of the project, and ensure the project has sustainable profit income.

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