

MOMO MILK TEA STORE

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ABSTRACT

Momo milk tea store is a low capital investment, a wide range of consumers, and a fast recovery cost. The operation and management of the milk tea shop does not need too much working capital, so it is very suitable for small capital, simple and clear, and can be remembered quickly. Our goal is to attract customers with the unique characteristics of ordinary tea shops and obtain large profits. After one year's time to build the reputation of "MOMO", establish brand effect and accumulate funds, we will expand our operations to other markets through investigation and pilot, and obtain greater benefits. Through continuous reform and gradual improvement in the course of operation, word of mouth is formed, market share is expanded, and chain "momo" tea Store are formed

1. introduction

This shop is an entrepreneurial project with relatively low capital investment, a wide range of consumers, fast recovery cost, and an easy-to-find facade. Generally, except for store rent, labor and daily expenses, the operation and management of tea shops do not need too much working capital, so it is very suitable for small businesses to start their own businesses. Our shop is called "MOMO Milk Tea Store", which is easy to remember and easy to remember. Our goal is to attract customers with the unique characteristics of ordinary tea shops and obtain large profits. After one year's time to build the reputation of "momo Milk Tea Store", establish brand effect and accumulate funds, we will expand our operations to other markets through investigation and pilot, and obtain greater benefits. Through continuous reform and gradual improvement in the course of operation, word of mouth is formed, market share is expanded, and a chain of "momo Tea Shop" tea shops is formed. 1.3 company purpose and philosophy

1.3 product positioning.

Any brand and product must have a clear and accurate positioning. If the positioning is not clear, all the marketing work will be confused, so naturally, there is no need to attack the city and draw villages in the market.

Always adopt the image of high-quality service and fresh raw materials to give consumers a sense of security;

Product positioning:

Selling: selling all kinds of milk tea;

Who will buy it: Attracting young consumers through tastes, types, mainly with the theme of post-90s and post-00s.

Geographical positioning: Focus on xxx market.

Consumer benefits:

A. Adopt good taste and high-quality service system to reach the standard of consumer satisfaction;

B. The project is complete, from milk tea to fruit tea, providing choices for consumers with different requirements and needs;

Overall positioning: based on the mid-range market, facing the mid-range group; 5 to 30 years old, pursuing new concept drinks such as fashion, health and luxury, and having certain spending power. To focus on the milk tea project. Drive the development of other product projects.

1.4 product introduction

Our shop mainly deals in all kinds of coffee, milk tea and ice cream. In addition, in the later stage, we will also deal in double-skin milk, shaved ice, milkshakes, various juices and beverages, such as melon seeds and roasted wings of various flavors, etc. to meet the consumer demand. In order to attract customers, our store will continuously try to develop new milk tea. The new milk tea will be the recommended drink this week, and will be sold at a special price two days before its launch. If the response is good, it will become our specialty product. In order not to be surpassed by imitation, we will constantly introduce new products, holiday products and anniversary products. For example, Valentine's Day: launch milk tea for lovers. Constantly attract customers because of their characteristics, which makes them deeply impressed by our store, and gradually forms a reputation, becoming the intangible brand assets of enterprises.

In addition, it will be operated by combining seasoning technology with the requirements of wine blending technology, which is a qualitative leap and an artistic enjoyment. The main ingredients of milk tea are: milk powder, tea, sugar, water (and ice) and spices (bubble tea also includes pearls). The taste of milk tea made of different water is very different. Tap water, mineral water or mountain spring water are completely different. Although mountain spring water is expensive, it tastes better. Only when the product is good can you have repeat customers. Ice, too, the ice-making process will also seriously affect the quality of each cup of milk tea. Therefore, for the long-term development of the enterprise, the operators have really learned how to make milk tea.

Basic knowledge: 1. Learn to taste milk tea; 2. Ingredients and formulas of raw materials; 3. Seasoning quantity and time; 4. Application of equipment and seasoning temperature; 5. Seasoning techniques; 6. Preservation of milk tea; 7. Packaging requirements of milk tea; 8. Changes of milk tea, including sample change and qualitative change.

Our tea shop is absolutely service-oriented, and will never despise any guests. We will try our best to serve all customers and strive for the satisfaction of every guest. The store will further expand publicity and improve service quality, do a good job in quality control, and form a good reputation. Ensure the satisfaction and praise of all customers.

1.5 top considerations for naming stores

According to the Regulations on the Administration of Enterprise Name Registration, an enterprise name shall not contain the following contents and words:

- (a) detrimental to the public interests of the state and society;
- (two) may cause deception or misunderstanding to the public;
- (3) the names of foreign countries (regions) and international organizations;
- (four) the name of the political party, the name of the party, government and military organs, the name of the mass organization, the name of the social organization and the number of the troops;
- (5) Chinese Pinyin letters (except those used in foreign names) and numbers;
- (6) Prohibited by other laws and administrative regulations.

1.6 legal issues

According to Article 20 of the Regulations of the People's Republic of China on the Administration of Company Registration, a registered company

The following documents are required:

- (1) The application for establishment registration signed by the legal representative of the store;
- (2) Certificates of designated representatives or jointly entrusted agents of all financing;
- (3) Articles of association of the store;
- (4) the shareholder's qualification certificate or legal person identity certificate;
- (5) The employment documents and identity certificates of the legal representative of the store;

(6) Notice of pre-approval of shop name;

(seven) other documents required by the State Administration for Industry and Commerce.

Where laws, administrative regulations or the State Council decisions stipulate that the establishment of a limited liability company must be reported for approval, relevant approval documents shall also be submitted.

2、 Industry analysis

2.1 industry analysis

According to our investigation and analysis, as well as the investigation reports issued by professional organizations such as Ai Media.com and Prospective Economist, it is found that the product market in this period still has great development prospects. At the beginning of the project, we sold this product in physical stores, Meituan, Hungry and other platform channels. According to market segmentation, we target the middle-end people with better economic ability, and divide them into the first target market and the second target market according to their age. According to the competitive analysis, it shows that the services and products of this product have high attention rate and value return rate in the consumer market.

2.2 project background

In the 21st century, now compound leisure food culture has become the mainstream culture in the catering industry, and consumers' perceptual consumption expenditure is far greater than rational consumption expenditure. Big consumers, who are regarded as fashion leaders, are playing an increasingly important role in this field, and their market share is increasing year by year. As a branch of the marginalization of the catering industry, operating the consumer-specific market is based on the accurate grasp of this information.

As students and white-collar workers, they are more and more eager for taste, more sensitive to the freshness of things, and more demanding for quality. However, the taste of milk tea is not innovative enough to meet the needs of consumers in all aspects. Therefore, the business of milk tea shops is becoming more and more difficult, so what we need to do first is to do a good job of consumer data investigation and analysis, and then do corresponding methods to stimulate consumption.

Customer demand analysis

After investigation, students and white-collar workers have two main requirements for milk tea industry. A product; The second is service. For some consumers, they are keen on the existing products in the market, while some consumers prefer to try new products, but no matter what kind of consumers, they value the service quality more. According to the difference of seasons, consumers have different demands for milk tea. In summer, consumers prefer cold drinks and in winter, they prefer hot drinks.

2.3 development background

In recent years, the appearance of milk tea, like a handsome new army, has swept the China market with an irresistible momentum in just a few years. As an industry with small investment, low threshold, wide consumer groups and fast recovery cost, it has occupied the first place of single-person entrepreneurship with its vigorous vitality. Moreover, in a society with unlimited business opportunities, the fashion attraction, numerous tastes, unique taste and healthy features of milk tea are destined to make milk tea continue to stand firm in the fast-selling industry and lead the mainstream of consumption in the beverage industry.

Although the milk tea shop is an entrepreneurial project with low capital investment, a wide range of consumers, fast recovery cost, and a very easy-to-find facade, it does not need too much working capital for its operation and management, except for store rent, labor and daily expenses for about 3 months. It is suitable for small-scale self-employed projects, and milk tea has a good development trend and great potential. However; the following points should be noted:

1. The operation must be distinctive. There is no market for products without characteristics.
2. The quality is good and the taste is consistent. I have been in contact with many of your peers, and I have

successfully done a good job in this respect.

3. Small shops should also be professionally managed.

4. Keep abreast of consumers' consumption hobbies and peer products, and adjust products and tastes in time.

2.4 definition and characteristics of China's new tea industry

The new tea drink is mainly made of tea leaves as the main raw material, supplemented by concentrated solutions extracted by different extraction methods, and blended with cream, milk, fruit, cheese nuts and various small ingredients according to consumers' preferences. New tea has made innovations and upgrades in the production process, raw material selection and brand operation, and has become a kind of drink that consumers like.

2.5 development of new tea in China

According to the survey data, 59.1% consumers of new-style tea in China said that the frequency of consumption will remain unchanged in the future, while 26.2% consumers said that the frequency of consumption will increase, accounting for only 14.7% of the consumers who will decrease. The consumers who will increase the frequency in the future are mainly aged between 22 and 40. The frequency of purchasing new tea consumers will increase, which will provide sufficient development momentum for the development of the industry.

2.6 development of China's new tea industry chain

The raw materials of the new tea industry are on the rise. With the upgrading of consumption, consumers' demand for food safety and quality has increased, and the production price index of milk, fruit, tea and vegetables has been continuously improved.

Ai Media Consulting analysts believe that the price quality of raw materials for new tea is closely related to the cost price of new tea, and pay attention to price changes and raw material output in real time to gain the first-Mover advantage in the market.

2.7 consumer portraits

2.8 development prospects

According to the data of (Ai Media Consulting), the market size of new-style tea in China in 2021 was 279.59 billion yuan. Through the iteration of Internet technology and the improvement of online payment technology, online shopping was more convenient, and to some extent, the loss of offline operation of new-style tea during the epidemic was alleviated.

The acceptance of new-style tea consumers is slowly rising, and the product categories are constantly innovating and broadening. Consumers' enthusiasm for new-style tea also continues to rise, and the demand rises accordingly. It is estimated that the market size of new-style tea will reach 374.93 billion yuan by 2025.

3、 Market analysis and marketing plan

After market research and comparative analysis of competitors, we divided the market into several parts, and at the same time, we targeted our customers at the young people who have a strong sense of identity with milk tea.

3.1 market size

With the continuous improvement of people's living standards and the prevalence of take-out platforms such as Meituan and Hungry, the new tea industry is also developing rapidly. In 2020, the COVID-19 epidemic affected global consumption. Under the call of local governments to celebrate the New Year on the spot, the catering industry expanded against the trend, and the new tea market also expanded further. The data shows that the scale of China's new tea market has increased from 44.2 billion yuan in 2017 to 97.8 billion yuan in 2019, with an average compound annual growth rate of 48.75%. It is estimated that in 2022, the scale of China's new tea market will exceed 117.4 billion yuan.

3.2 purchasing channels

According to the survey data, the purchase channels of new tea consumers are mainly online, and the ordering rate of small programs is higher than that of take-out platforms to some extent. Consumers will also choose to place orders online, with 63.7% of them coming to the store for self-collection. The reason why consumers choose online shopping accounts for more than half is that it is safer, inconvenient to go to the store to buy and save time.

3.3 consumer groups and factors

3.3.1 Consumer Groups

1. Students

I prefer bubble tea and innovative milk tea drinks. During the break, students will make an appointment to drink milk tea with some good friends. Whether it's a student union or a group discussion, a date, etc., a tea shop is the best place. As long as there is a location and air conditioning, students like it very much.

2. Office workers

Office workers prefer milk tea drinks with characteristics, and pay more attention to emotional appeal. Whether you go to work in the morning with breakfast or afternoon tea, you will prefer milk tea drinks.

3. High-end consumers

The packaging of drinks and the taste of drinks are also exquisite. This kind of consumer groups don't need too extensive requirements. They can retain many consumers only by providing good service experience.

According to the survey data, in 2022, 94.0% of new tea consumers in China bought new tea every week; 16-20 yuan is the range where consumers of new tea can accept the highest customer unit price, accounting for 41.9%.

Ai Media Consulting analysts believe that consumers' awareness of new-style tea market has deepened, and most new-style tea consumers have increased their purchase frequency. The highest acceptable customer unit price is mostly 16-20 yuan, and the number of tea brands in this price segment will increase.

3.3.2 Purchase Factors

The first three reasons for the increasing number of new tea consumers in China are: trying new drinks (62.1%), relieving stress (52.8%) and having good taste (50.2%); The first three reasons for the decrease in purchase times are: inconvenient purchase due to epidemic situation (44.8%), high price (37.1%) and decreased preference (35.0%).

3.4 competition pattern

Franchise chain brand occupies the leading position in the industry, and the scale of new self-operated brands is also expanding at a high speed. Honey Snow Ice City, the two leading brands in the new tea market, can maintain a steady growth level in 2018-2020 under the franchise mode. From 2018 to 2020, the sales growth rate of tea from Xi and Naixue is basically the same as the channel expansion rate, and accelerating store expansion drives the rapid growth of business scale.

It is estimated that in 2022-2023, new tea fruit tea will continue to be favored by the market, and 56.9% of new tea consumers express their preference for fruit tea series. Tea products have high face value and refreshing taste, which can effectively stimulate customers' desire to buy, and conform to consumers' consumption concept of pursuing healthy drinks. The vitality of product categories will continue. Some brands in the sub-category of tea have begun to take shape, such as LINLEE, Happy Lemon, Uncle Qiu Lemon Tea, 7 Minute Sweet and so on, and the industry track is also expanding.

3.5 marketing plan

Make the marketing plan from the marketing combination of product strategy, pricing strategy, channel strategy and promotion strategy. First of all, the products and concepts we own are introduced in detail, and the way in which the products will be put into the market is expounded. Then, combined with the situation of this

product, the product is sold through different channels. Finally, it expounds how to quickly open up the market through the product promotion strategy at the initial stage of our products entering the market.

3.6 overall marketing strategy

3.6.1 Overview of Marketing Strategy

Give full play to the store's own characteristics and adopt diversified marketing strategies.

"Customer is God", to meet the greatest needs of customers, to gain customer recognition,

Seek store development.

Do a good job in milk tea products, strengthen brands, refine channels and manage them carefully.

Carry out publicity through college students and online publicity.

3.6.2 Specific measures

1. Advertising

The popularity of the store, we will let customers know about the tea shop through leaflets, and we will set up posters at the door of the store to inform about the recent new product launches and recent promotions. Our store signs use conspicuous and eye-catching colors and styles. After accumulating a certain amount of funds in the later period, you can also invest in advertisements in newspapers, radio, television and internet. In addition, the staff are all wearing our work clothes.

2. Promotion plan

A. For members, 30 yuan/person, one-time consumption over 30 yuan can be handled free of charge, and members can get a 25% discount when using membership cards. Moreover, members will receive blessings and gifts from our store when they arrive at the store on their birthday.

B. Use strange and novel cups and straws to make people feel refreshed.

C. Couples' cups and straws are used. When couples come, you can recommend a couple's set meal and send gifts to couples.

D. Launch special holiday products and activities during various festivals to attract customers.

E. Give small gifts when one-time consumption arrives in 20 yuan. Sometimes, we can send our specially made souvenirs with our store name, which not only delights our customers, but also enhances our popularity.

3. Price

There will be a special price two days before each new product is launched, and the rest will be sold at the average market price. When you have your own brand in the later period, you will raise the price appropriately.

4. Team management

All staff should do their job well. In important affairs, the store manager will call staff to discuss and make decisions.

5. Service

The staff in the store should do a good job in service, keep a good mood, be careful and polite to customers, and not lose their temper with customers.

3.7 marketing strategy

3.7.1 Product strategy

1. Product compound management, which not only introduces milk tea as a single product, but also provides snack foods that are popular with consumers in the later period;

2. Compared with other tea shops, different health teas are introduced;

3. Introduce different products according to different consumers;

4. Pay more attention to the quality of the invisible product of service. Provide door-to-door service to consumers who have a desire to spend but are unwilling to buy by themselves;

Pay attention to the packaging of products, and give consumers wonderful enjoyment.

3.7.2 Price Strategy

According to consumers' spending power and product types, set reasonable prices:

Set a relatively low price compared with competitors.

Information release by means of the Internet;

Use instant messaging (WeChat QQ, etc.) to promote stores and products.

3.8 sales process

(1) Import/delivery mode

Offline: the buyer enters the store to buy, confirm and pay, the clerk makes the buyer wait, and the production is completed and delivered to the buyer.

Online: Buyers buy tea and pay for it → make delivery according to the submitted order → Buyers confirm receipt → Confirm transaction completion.

3.9 sales

3.9.1 Sales channels

Take physical stores as the main sales channel, and at the same time open online merchants to improve the popularity of stores.

physical store

The company invests in the establishment of physical stores, and adopts direct management to accurately implement the marketing ideas, principles and policies of the stores, so as to improve the popularity and reputation of the stores, and at the same time provide effective market information for store decision-making.

Meituan/Hungry

With the popularity of electronic products and the rapid increase of people surfing the Internet, online shopping orders have increased rapidly. It is the main group of college students' online consumption. We cooperate with Meituan Hungry to sell online.

3.10 resource planning

With the development of society, people have become the most precious resource, which is determined by people's initiative and creativity. To manage this kind of resource well, we should follow scientific principles and methods.

Product management risks and risk avoidance measures

Mainly responsible for purchasing raw materials and product marketing of milk tea products, and the shop leader is responsible for purchasing production materials, which makes it more difficult to control and supervise product quality.

In order to ensure the quality of products, it is necessary to increase the quality acceptance of raw materials and formulate detailed raw materials.

Acceptance criteria, strictly control each batch of raw materials, strictly prohibit shoddy goods, and avoid a large amount of waste of raw materials. Find out the reasons that affect the product quality in the production process in time, and ask the staff for correction. The production process should be strictly controlled to ensure the product quality.

VI. Financial projections

9.1 Statement of estimated financial income

9.5 Interest rate calculation

	First year	Second year	Third year	Fourth year	Fifth year
liquidity ratio	50%	170%	180%	264%	349%
currency ratio	8%	102%	149%	215%	311%

ratio analysis					
	2022	2023	2024	2025	2026
Sales growth	100.00%	66.67%	60.00%	50.00%	50.00%
gross profit rate	54.00%	70.00%	70.00%	71.67%	74.44%
Proportion of total current assets	22.22%	56.04%	59.89%	63.30%	73.52%
Return on equity	-17.80%	71.92%	126.67%	216.67%	366.67%
Net operating cash ratio	-5.00%	84.97%	148.62%	418.81%	567.68%
Asset-liability ratio	44.44%	33.05%	33.27%	24.00%	21.05%
Equity-liability ratio	80.00%	49.37%	49.85%	31.58%	26.66%
net present value	1.24	18.76	11.38	20.4	32.97
Payback period of investment	Second year				

Sales growth rate = sales growth this year ÷ sales last year = (sales this year-sales last year) ÷ sales last year.

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

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

Net operating cash ratio = net cash flow from operating activities ÷ total liabilities ×100%

Asset-liability ratio = total liabilities/total assets ×100%

Debt ratio = total liabilities/total equity