# Milk Tea Shop Project Meeting

Meeting topic input  
How to open a successful milk tea shop. We hope to find the most suitable store location, design a popular menu, identify and avoid possible risks, and finally develop a practical and feasible operation plan to ensure the smooth opening and long-term operation of the milk tea shop.

Character and model configuration

### Opinion discussion (multi-agent concurrent speech)

|  |  |  |
| --- | --- | --- |
| **Character Name** | Model | **Features** |
| Meeting host (host agent) | GPT-4o-mini | Calm, organized, good at coordination and guidance |
| Business Strategy Consultant | GPT-4o | Rich experience, focus on data and market trends |
| Product Menu Consultant | GPT-4.1 | Creative and user experience-oriented |
| Financial Risk Advisor | O3 | Rigorous, focused on cost control and risk assessment |
| Operations Executive Consultant | DeepSeek-V3 | Efficient and attention to execution details |

### **III. Meeting Process and Dialogue**

### **(I) Opening (Moderator)**

### **Moderator (GPT-4o): "Hello everyone, and welcome to the discussion on 'How to Open a Successful Milk Tea Shop.' The goal of this meeting is to, through multiple rounds of discussion, clarify the location, design a popular menu, identify and mitigate potential risks, and develop a practical operational plan. We will proceed through perspective discussion, risk verification, plan evaluation, voting, roundtable debate, resolution authorization, and summary. Please feel free to speak up."**

**(II) Discussion (Multiple Rounds)**

**Round 1**

**Business Strategy Consultant: "According to market research, universities and areas with dense office buildings are the primary locations for milk tea consumption. University students and young professionals are the primary consumers of milk tea, and they have high expectations for freshness and quality. We recommend prioritizing locations in areas with dense universities and office buildings, targeting young professionals and students, and ensuring a balance between foot traffic and rent. When selecting a location, consider the business performance and rental levels of surrounding milk tea shops, choosing a shop with high foot traffic and relatively reasonable rent. For example, rent for shops near universities may range from 5,000 to 8,000 yuan per month, while rent in office areas may range from 8,000 to 12,000 yuan per month. We recommend choosing a shop with a monthly rent of around 8,000 yuan to ensure cost control."**

**Product Menu Consultant: "For the target customer group, we recommend focusing on low-sugar fresh fruit tea and cheese milk tea series. Low-sugar fresh fruit tea is in line with health trends, while the cheese milk tea series is a classic bestseller. We will also develop new products incorporating local specialty ingredients, such as local fruits or specialty teas, to meet diverse needs. The preliminary menu design includes classic cheese milk tea, low-sugar fresh fruit tea series (such as strawberry fresh fruit tea and mango fresh fruit tea), and seasonal new products (specialty fruit teas or holiday-themed drinks based on the season). The cost of each drink is kept between 3-5 yuan, and the selling price is between 15-20 yuan, with an expected gross profit margin of 60%-70%."**

#### ****Financial Risk Advisor: "The overall budget is controlled at 300,000 yuan, with the following allocation: Rent is expected to account for 30% of the total budget (approximately 90,000 yuan), renovation costs approximately 60,000 yuan, equipment purchases approximately 50,000 yuan, raw material purchases approximately 30,000 yuan, employee salaries approximately 40,000 yuan, and a marketing budget approximately 30,000 yuan. Pay special attention to rental and labor cost risks to ensure that rents are within a reasonable range and avoid excessively high rents that lead to cost spiraling out of control. Market research shows that rents in university and office areas are generally high. When selecting a location, it is recommended to strictly control rent within 30% of the total budget, meaning no more than 90,000 yuan."****

#### ****Operations Execution Advisor: "We recommend introducing a smart ordering system and food delivery channels to improve operational efficiency. The smart ordering system can reduce manual ordering errors and increase order speed; the food delivery channel can expand service coverage and increase revenue sources. Furthermore, we will optimize the store layout to ensure a comfortable customer experience and improve customer satisfaction. The estimated investment in the smart ordering system is 20,000 yuan, and the monthly operating cost of the food delivery channel is 1,000 yuan."****

#### ****Host Summary: "This round of discussions clarified our target customer positioning, menu features, and budget priorities, and the operational plan has taken shape. The business strategy consultant provided site selection recommendations, the product menu consultant designed a preliminary menu, the financial risk consultant provided a budget allocation plan, and the operations execution consultant proposed smart ordering and delivery channels. With everyone's thinking clearly, we're ready to continue with in-depth discussions."****

**Round 2(Including Dynamic Role Demonstration)**

****Financial Risk Advisor (DeepSeek-R1, model migration complete): "To ensure financial security, we recommend allocating the budget in phases. In the first phase, 40% of the total budget (120,000 yuan) will be allocated for store renovation, equipment procurement, and staff recruitment; in the second phase, 30% (90,000 yuan) will be allocated for raw material procurement and marketing promotion; and in the third phase, the remaining 30% (90,000 yuan) will be allocated, with adjustments dynamically adjusted based on initial operational performance. Furthermore, dynamic KPIs should be established to mitigate risks, such as monthly sales and customer satisfaction. Specific KPIs are set as follows: first-month sales reach 100,000 yuan and customer satisfaction reaches over 80% before subsequent budget allocations are made."****

****Business Strategy Advisor: "Establish a membership system to encourage repeat purchases. This membership system can include points redemption, birthday offers, and exclusive member discounts. This membership system collects customer data, analyzes customer preferences, and delivers targeted new products and promotions to enhance customer loyalty. The estimated initial investment in the membership system is 10,000 yuan, with ongoing operating costs of 500 yuan per month."****

****Product Menu Advisor: "We regularly launch seasonal new products to maintain market vitality. We launch one to two new products each quarter, incorporating seasonal characteristics and holiday themes, such as a smoothie series in the summer and a hot drink series in the winter. At the same time, we adjust the menu in a timely manner based on customer feedback to ensure that products meet market demand. The estimated R&D cost for each new product is 1,000 yuan, and the promotion cost is 500 yuan per product."****

### ****Operations Execution Consultant: "Strengthen employee training to improve service quality. Training content includes product knowledge, service procedures, and customer communication skills. Develop standardized service procedures to ensure every employee provides high-quality service. Also, optimize the takeout delivery process to ensure timely and accurate delivery of takeout orders. Estimated employee training costs are 2,000 yuan per month, and takeout delivery optimization costs are 1,000 yuan per month."****

### ****(New User Role) Marketing Consultant (DeepSeek-R1): "Use online social media and local KOLs to promote the opening and increase brand exposure. Distribute store information, new product announcements, and promotions through platforms like WeChat Official Accounts, Xiaohongshu, and Douyin. Invite well-known local KOLs to visit the store and share their experiences to attract followers. Pre-launch promotions begin a week before the opening, posting 1-2 relevant content daily. Estimated online promotion costs are 10,000 yuan, and KOL collaboration costs are 5,000 yuan."****

### ****Host Summary: "The second round further refined budget management and promotion strategies, with the addition of new roles injecting fresh ideas into the marketing plan. The financial risk advisor proposed phased budget allocation and the establishment of dynamic KPIs; the business strategy advisor emphasized the importance of the membership system; the product menu advisor proposed a strategy for seasonal new products; the operations execution advisor emphasized employee training and service quality; and the marketing advisor proposed online promotion and KOL collaboration. Everyone worked together smoothly, and the meeting progressed smoothly."****

### **(III) Risk Verification**

### **Moderator: "Now entering the risk verification phase, please review each potential risk individually."**

### **Financial Risk Consultant: "Rent accounting for over 40% of the total budget poses a significant risk. According to market research, rents in university and office areas are generally high. We recommend that you strictly control rent within 30% of the total budget, or no more than 90,000 yuan, when selecting a location. If rent exceeds the budget, profit margins will be severely impacted. For example, assuming monthly rent is 10,000 yuan, the annual rent is 120,000 yuan, representing 40% of the total budget, which would be beyond our budget control."**

### **Operations Executive Consultant: "Part-time recruitment channels are limited. We recommend expanding our recruitment channels. Currently, recruitment channels are primarily focused on campus recruitment and local recruitment websites. We recommend expanding recruitment through social media, collaborating with campus clubs, and recruiting in the local community to expand our recruitment scope and ensure sufficient staffing. The estimated cost of expanding recruitment channels is 500 yuan per month."**

### **Marketing Consultant: "Marketing budgets should be precisely aligned with sales targets to avoid wasted funds. We recommend setting a marketing budget based on market research and projected sales. For example, if sales are expected to reach 100,000 yuan in the first month of opening, the marketing budget should be kept within 30,000 yuan. Evaluate marketing effectiveness through data analysis and adjust marketing strategies promptly. The estimated cost of marketing effectiveness evaluation is 1,000 yuan per month."**

### **The host concluded: "Risk points have been identified. We recommend focusing on rental and recruitment risks."**

### **The suspension went smoothly, and the meeting resumed normal operation.**

**(IV) Plan Evaluation (AI automatically generates a plan evaluation matrix with conflicts highlighted)**

**Plan A:**

**Location: In an area with a high concentration of universities and office buildings, with rent kept within 90,000 yuan.**

**Menu Design: Focus on low-sugar fresh fruit tea and cheese milk cap, developing new products incorporating local ingredients. Release 1-2 seasonal new products each quarter.**

**Budget Allocation:**

**Rent: 90,000 yuan**

**Renovation: 60,000 yuan**

**Equipment Procurement: 50,000 yuan**

**Raw Material Procurement: 30,000 yuan**

**Employee Salaries: 40,000 yuan**

**Marketing Budget: 30,000 yuan**

**Marketing Strategy: Integrate online social media and local KOLs to promote the opening, starting a week before the opening, posting 1-2 relevant content daily. Marketing Budget: 150,000 yuan, allocated in phases.**

**Operational Strategy: Introduce a smart ordering system and takeout channels, optimize store layout, and enhance the customer experience. Strengthen employee training to improve service quality.**

**Plan B:**

**Location: In an area with a high concentration of universities and office buildings, with rent kept within 90,000 yuan. Menu Design: Focus on low-sugar fresh fruit tea and cheese milk caps, developing new products incorporating local ingredients. Release 1-2 seasonal new products each quarter.**

**Budget Allocation:**

**Rent: 90,000 yuan**

**Renovation: 60,000 yuan**

**Equipment Purchase: 50,000 yuan**

**Raw Material Purchase: 30,000 yuan**

**Staff Salaries: 40,000 yuan**

**Marketing Budget: 30,000 yuan**

**Marketing Strategy: Integrate online social media and local influencers to promote the opening, starting a week before the opening, posting 1-2 relevant pieces of content daily. Marketing Budget: 100,000 yuan, allocated in phases.**

**Operational Strategy: Introduce a smart ordering system and delivery channels, optimize store layout, and enhance the customer experience. Strengthen employee training to improve service quality.**

****Program Evaluation Matrix:****

****Table****

| **plan** | **Business Strategy Consultant** | **Financial Risk Advisor** | **Product Menu Consultant** | **Operations Executive Consultant** | **Overall score** | **Notes (conflicts highlighted in red)** |
| --- | --- | --- | --- | --- | --- | --- |
| A | 9 | 7 | 8 | 7 | 7.75 | Financial risk points are higher (highlighted in red) |
| B | 7 | 9 | 7 | 8 | 7.75 | Better risk control, slightly less attractive |

### ****The host concluded: "Option A and Option B each have their advantages, with financial risk being the key difference. Option A emphasizes rapid promotion and market dominance, but carries a higher financial risk; Option B focuses on risk control, but has slightly less market appeal. Next, please vote on your decision."****

### **(V) Voting Decision (Moderator's Unified Output)**

### **Moderator: "The voting results show that Option A has majority support. The financial risk advisor recommends Option B, but the overall trend favors Option A."**

#### **(VI) Roundtable Debate (3 Rounds)**

#### **Moderator: "Let's initiate a roundtable debate regarding budgetary disagreements. The main differences between Plan A and Plan B lie in marketing budget and risk control. Plan A proposes a marketing budget of 150,000 yuan, while Plan B proposes a marketing budget of 100,000 yuan. Please discuss this disagreement."**

#### **CEO: "Approved to convene the roundtable meeting."**

#### **Round 1**

#### **Financial Risk Advisor: "Rapid expansion carries the risk of funding pressure. We recommend keeping the marketing budget within 100,000 yuan and allocating it in phases to ensure financial security. For example, allocate 30,000 yuan in the first month and then decide whether to allocate subsequent budgets based on market feedback."**

#### **Business Strategy Advisor: "Adopt a dual-track strategy, balancing stable operations and rapid expansion. Initially, invest 100,000 yuan in basic promotion and gradually increase the budget based on market feedback. For example, if the first month's market feedback is positive and sales reach over 80% of the target, allocate an additional 50,000 yuan."**

#### **Marketing Advisor: "Integrate online and offline promotion to quickly build customer base. We recommend an initial investment of 150,000 yuan, using social media and local KOLs for comprehensive promotion to quickly increase brand awareness. For example, invest 80,000 yuan in online promotion and 70,000 yuan in KOL collaboration."**

#### **Round 2**

### **Marketing Consultant: "Budgets should be flexible; excessive restrictions will impact effectiveness. We recommend an initial investment of 150,000 yuan, with dynamic budget adjustments based on market feedback. For example, if the first month's market feedback is positive and sales reach over 80% of expectations, we can then decide whether to increase the subsequent budget."**

### **Financial Risk Consultant: "We recommend a 150,000 yuan promotion budget, with phased KPIs. For example, if first-month sales reach 100,000 yuan and customer satisfaction exceeds 80%, we can allocate subsequent budgets. This ensures financial security while allowing for flexible budget adjustments based on market feedback."**

### **Third Round**

### **Operations Execution Consultant: "While ensuring financial security, we can flexibly adjust the operational strategy. We recommend an initial investment of 100,000 yuan, with gradual budget increases based on market feedback. For example, if the first month's market feedback is positive and sales reach over 80% of expectations, we can allocate a further 50,000 yuan."**

### **Business Strategy Consultant: "We agree to phased allocations, with dynamic adjustments based on market feedback. We will initially invest 100,000 yuan, with gradual budget increases based on sales data and customer feedback. For example, if the first month's market feedback is positive and sales reach over 80% of expectations, we can allocate a further 50,000 yuan."**

### **Host Summary: "After three rounds of thorough debate, we unanimously agreed to adopt a 'dual-track strategy': on the one hand, ensuring financial security and risk control, and on the other, flexibly promoting market promotion. The promotion budget is recommended to be set at 150,000 yuan, allocated in phases and aligned with clear KPIs. The operational strategy will be dynamically adjusted based on market feedback. The consensus reached in this debate will serve as a guiding plan for subsequent implementation."**

**(VII) Resolution Authorization and Summary**

**Moderator: "Thank you all for your active participation. The meeting reached a consensus: Adopt Plan A, with a promotional budget of 150,000 yuan, allocated in phases and with established KPIs. Product innovation and customer feedback will be pursued simultaneously, with operational efficiency being a priority. A location will be selected in an area densely populated with universities and office buildings, with rents kept below 90,000 yuan. The menu will incorporate low-sugar fresh fruit teas and cheese milk caps, with new seasonal products introduced quarterly. Operational strategies include introducing a smart ordering system and delivery channels, optimizing store layouts, strengthening employee training, and improving service quality."**