

# Tregothnan Tea Japan

*Pure British Tea. Grown in England. Celebrated in Japan.*

- Established in 2019
- Exclusive distributor of Britains only homegrown tea
- Operating in Japan: Mitsukoshi fairs, e-commerce, and Amazon
- Expanding into Southeast Asia

# Bringing Britains Private Tea to Japan

*Introducing British-grown Tregothnan tea to a curious Japanese market*

## Company Overview

- Based in Cornwall, England; teawiculture as UKs first homegrown tea
- Serves classic British tea blends and infusions

## Achievements

- Entered the Japanese market in 2019
- Sold tea at British fairs in Tokyos Mitsukoshi department stores

## Funding Request

- > Seeking seed funding of 25,000 to 65,000

# Meet Hana-chan

*Our Cultural Bridge & Brand Ambassador*

- Young Japanese woman who fell in love with British tea
- Represents our ideal customer: curious, discerning, loyal
- Drives visual identity and emotional storytelling
- Used in TikTok, LINE, seasonal branding and gift packaging
- Licensing potential across Asia

# Financial Projections (3-Year Roadmap)

*Figures in JPY and GBP (approx. 1 = 190)*

Yr 1 Revenue: 36,000,000 (189,000) | Profit: 3,400,000 (17,850) | Margin: 9.4%

Yr 2 Revenue: 60,000,000 (315,800) | Profit: 9,500,000 (50,000) | Margin: 15.8%

Yr 3 Revenue: 145,000,000 (761,250) | Profit: 21,500,000 (112,875) | Margin: 14.8%

- Gross Margin ~65%
- Breakeven: Month 8
- ROI: 138.5%
- Jobs Created: 4

# Use of Funds

*Planned allocation of 60,000 seed funding*

- 10,000 SaaS integration (Shopify, FBA)
- 15,000 Digital marketing (LINE, TikTok)
- 10,000 Hana-chan content development
- 12,000 Packaging and logistics upgrades
- 8,000 Southeast Asia market research
- 5,000 Contingency reserve