

ICHITAN EXPANSION:

MARKET SELECTION



Quantitative Analysis: Criteria & Weight

MARKET POTENTIAL

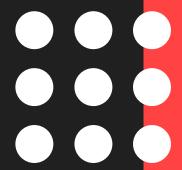
WEIGHT CRITERIA Market Size (million USD) 10%

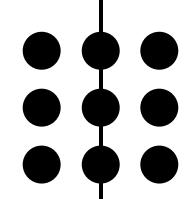
POLITICAL FACTORS

ECONOMIC **FACTORS**

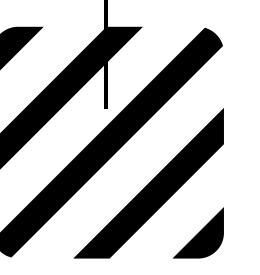
CULTURAL FACTORS

Market Size (Million USD)	10%
Historical Growth rate 5 yrs (CAGR%)	2%
Market growth 5yrs Forecast (CAGR%)	11%
Competition (Market Share of top 2-3 companies)	10%
Ease of Doing Business 2020 (Rank)	5%
Corruption Perceptions (Rank)	3%
Logistic Performance Index (Rank)	10%
Real GDP Growth (Period Growth)	10%
Profit Tax Rate (%)	1%
% of Urban population	2%
% of age 15-19	3%
% of age 20-24	3%
Total % of consumer expenditure in foods/beverages	10%
% of internet users	10%
Frequency of daily internet usage	10%





	RTD Tea Market Potential			Political, Legal, and Other Factors		Economic Factors		Cultural Factors								
Countries	Market Size (million USD)	Historical Growth Rate 5 yrs	Market growth 5yrs Forecast	Competition	Ease of Doing Business 2020	Corruption Perceptions	Logistic Performance Index	Real GDP Growth	Profit Tax Rate (%)	% of Urban populati on	% of age 15-19	% of age 20-24	Total % of consumer expenditure in foods/beverages	% of internet users	Frequency of daily internet usage	Total Z-score and weight
China	16,127,290	-3.9	8.2	55.7	31	78	24	2.348	6.3	60.37%	5.51%	6.53%	21.85%	65.20	54.2	0.35
Finland	27,234	28.2	65.5	39	20	3	3	-3.203	12.1	85.48%	5.40%	5.68%	13.04%	90.90	82.5	0.46
Japan	14,457,417	0.8	5.6	69.1	29	19	6	-4.788	23.9	92.11%	4.43%	5.09%	15.74%	93.40	82.2	0.39
South Korea	501,886	5.5	40.8	33	5	33	26	-0.941	18.2	81.36%	4.49%	6.40%	11.58%	96.70	92.5	0.44
Sweden	20,015	38.3	135.6	49.4	10	3	5	-2.981	13.1	87.53%	5.56%	5.66%	13.07%	95.20	87.5	0.74
United Kingdom	112,303	14.3	121.3	50.6	8	11	11	-10.72 5	16.6	83.68%	5.51%	6.16%	9.36%	93.50	85.6	0.39
USA	11,165,65	-1.7	15.5	62.6	6	25	15	-3.505	20.7	82.18%	6.32%	6.57%	6.71%	91.20	85.6	0.39



PAST PERFORMANCE

Top 6	Total Weighed Score
Sweden	0.74
Finland	0.46
South Korea	0.44
United Kingdom	0.39
USA	0.39
Japan	0.39
China	0.35

TOP THREE COUNTRIES





SWEDEN





FINLAND



SOUTH KOREA

Finland South Korea Sweden

Perception toward foreign products

Internet Usage

Consumer **Expenditure on food**

Preference on Tea

Moderately Accepted foreign products	Highly Accepted foreign products	Moderately Accepted foreign products
87.5% of all population87.5% access internet daily	90% of all population82.5%access internet daily	96.71% of all population92.5% access internet daily
13.07% of all customer expenditure	13.04% all customer expenditure	11.58% all customer expenditure
 Kombucha Promoting Health and Wellness 	 Kombucha Promoting Health and Wellness 	 Refreshment/Hydration solution Sugar-free Tea Grain infusion tea

Sweden	Finland	South Korea		
Thai-EU	Thai-EU	ASEAN-Korea FTA		
8055 KM	7608KM	3641KM		
People per square: 22.9 / sqrt.km	People per square: 186 / sqrt.km	People per square: 503 / sqrt.km		
7% growthstable after covid	 6% growth Increasing online shopping due to changing lifestyle 	9% growthHigh adoption rate in all customer segments		

STRATEGY STATEMENT

Trade Regulation

Distances

Population Density

Digital E-Commerce

