

FINE TEA

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MAY 5, 2022

9414

Business Profile

a. Name

- Fine Tea

b. Tag Line

- Everything is going to be Fine, Tea (Teh)!

c. Business Location/Address

- 9HMV+534, Bakakeng Rd, Purok 6, Baguio, 2600 Benguet

BUSINESS LAYOUT

a. Façade only

Location: 9HMV+534, Bakakeng Rd, Purok 6, Baguio, 2600 Benguet

Currently Known as Quibad's Place Cafeteria

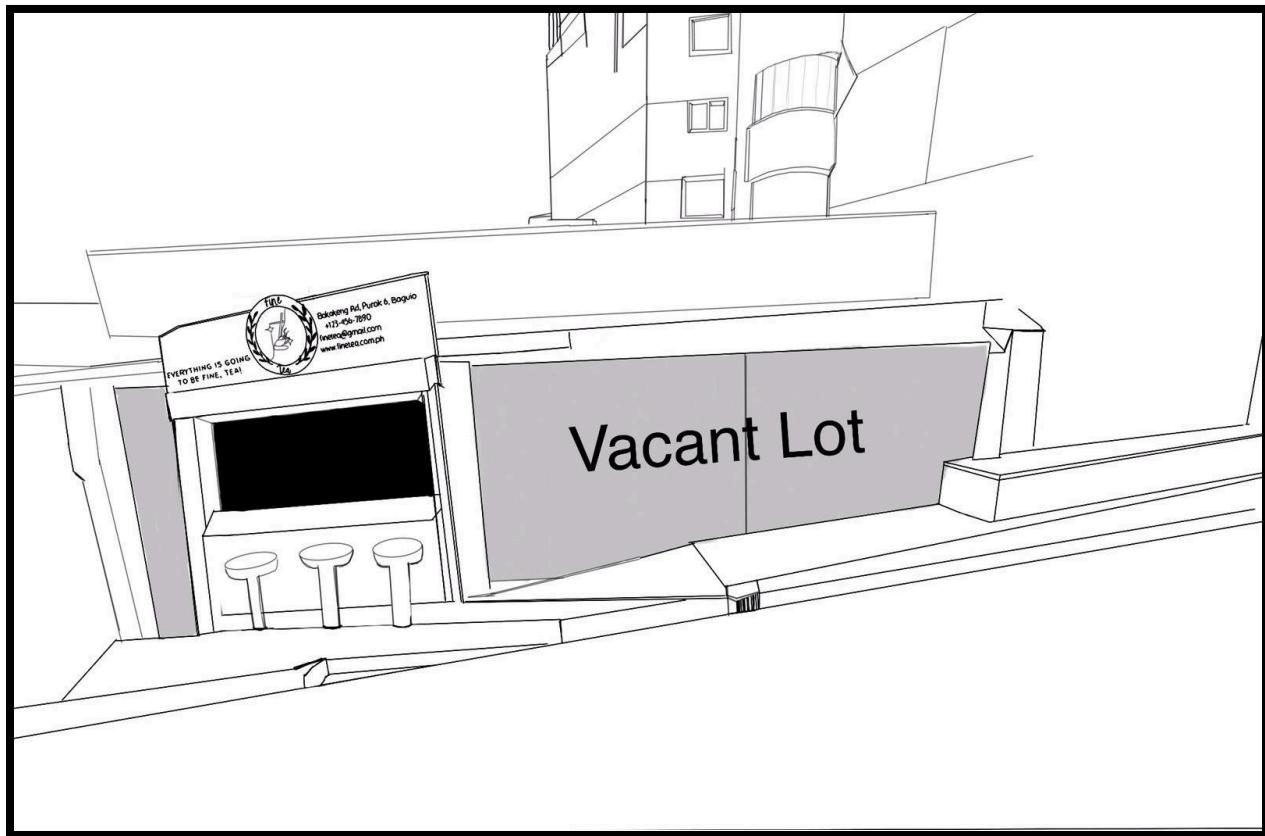


Figure 1. Fine Tea Business Model Façade Point of View

MARKETING PLAN

A. MARKETING STRATEGY AND ANALYSIS

INTRODUCTION

Let's admit it, everyone loves milk tea. The milk tea craze started in Taiwan. As regular tea drinkers, Taiwanese realized that they have respective teas for breakfast, lunch, or dinner, but none for their snacks. To fill in the gap, they developed a drink that can be considered a snack and beverage simultaneously, milk tea.

The popularity of Milk Tea in the Philippines is undeniable. It has been a decade since milk tea was introduced in the Philippines. In 2008, the first milk tea store opened in San Juan City, and since then, Filipinos were drawn to this tasty drink. People started loving it more than ever, where an average teen and young adult consume milk tea 3 to 5 times a week.

Milk tea is a refreshing flavored iced tea with tapioca balls at the bottom. Milk tea is more popularly known as "Bubble Tea" in the market. Milk is mixed with a tea base, fruits, and flavored syrups, and later, the tapioca balls are added. With its delicious and different take on a supposedly typical drink, milk tea became a real hit.

The global bubble tea market size was USD 2.1 billion in 2019 and is expected to register a compounded annual growth rate (CAGR) of 8.9% from 2020 to 2027. The rising consumption of tea and coffee as nootropic drinks among students and the working-class population is a key factor for the market growth. Moreover, zero fat and low-calorie contents of such beverages are propelling the demand further. The rising popularity of various kinds of hot beverages is also likely to boost the demand for bubble tea, thereby augmenting the market growth. In addition, health experts recommend that moderate consumption of such drinks boosts concentration and improves brain function.

Bubble tea is gaining popularity owing to its distinct taste and availability of various flavors, such as fruits, chocolate, coffee, and simply classic. These beverages are prepared with ice, sugar, and flavored syrups. A rising preference for tea, coffee, and other hot beverages over carbonated drinks is projected to boost the demand for bubble tea.

On the other hand, the market may experience sluggish growth over the next few years on account of the recent breakdown of Coronavirus (COVID-19), which has resulted in the lockdown of major cities across the globe.

TARGET MARKET PROFILE

Fine Tea is located along Bakakeng road near the Mary Heights campus. The store will be expecting customers from around the city, Bakakeng, the campus, and those who learned from the business' website. Customers will decide whether they will come on-site or order from the *Fine Tea* website. The store also imposes its customers to follow COVID-19 protocols and ensure customer safety. However, with COVID regulations calming down, and the implementation of limited face-to-face classes, the store will become a popular spot for people to spend time hanging out with their friends & colleagues, doing school work, or just recreation. The business offers different varieties of milk tea which will make the store bustling with customers from around the area or city. The following are characteristics of what the business seeks in its customers:

Demographics

- **Age range:** 18-30
- **Sex:** 50% Male, 50% Female

Psychographic

- Craves for relaxation/free-time
- Enjoys talking/hanging out with people
- Either extroverted or introverted
- Not afraid to try new things

Geographic

- **Country:** Philippines
- **Area:** Urban
- **City:** Baguio City
- **Province:** Benguet

Behavioral

- Loves cold & sweet beverages
- Looks for richness in flavor
- Casual or moderate spender
- Loyal towards brands with similar values

TARGET MARKET PROFILE

DEMOGRAPHIC

AGE: 18-30

SEX: 50% Male, 50% Female

GEOGRAPHIC

COUNTRY: Philippines

CITY: Baguio

PROVINCE: Benguet



PSYCHOGRAPHIC

- Loves sweet beverages
- Not afraid to try new things
- Enjoys talking/hanging out
- Either extroverted or introverted
- Low-spender

BEHAVIORAL

- Loves cold & sweet beverages
- Looks for richness in flavor
- Casual or moderate spender
- Loyal towards brands with similar values



Figure 2. Target Market Profile

COMPETITIVE SITUATION

Fine tea, is a milk tea store located at Bakakeng, Baguio City strives to be a great contender when it comes to the milk tea business.

The milk tea business has become very sensational and popular in the Philippines since it began. Alongside great competitors in the milk tea business, Fine tea is a new milk tea business located in the City of Baguio.

These strong competitors located in Baguio include:

- **Zen tea**

Zen tea is a very strong milk tea store that stands alongside one of the busiest streets of Baguio, which is the Session Road. Zen tea became very popular so fast since it offers a lot of varieties of milk tea flavors and is a hot spot for students and tourists.

- **MilkFridge**

MilkFridge is a new milk tea store located also in Session Road. Despite it being a brand new store, it became a crowd's favorite, and gained titles from people like "the best milk tea in Baguio".

- **Gong cha**

Gong cha is another popular milk tea store since it has a lot of unique add-ons to its milk tea. The store is located in one of the City's well-known malls, the SM City Baguio.

With these milk tea businesses' in sight, the real competition for Fine tea is within its bounds. Due to the location of Fine tea, the competitive situation for the business is expected to be very high. The store is located near one of the most famous campuses in the City, the SLU Maryheights Campus, where Fine tea stands along with a lot of different food businesses, from cafeterias, pizzeria, restaurants, and many more. It is very likely to have a lot of these competitors since Bakakeng is isolated from the heart of the City, and is a hotspot for students, staff, and the residents of the place. With Fine tea being a brand new milk tea store, it is still more likely for the business to receive a lot of new customers (despite it being a new brand). Not to mention the business would also be likely to deal with the quality differences in products, industry concentrations, and business costs. The business is also expected to face a very high risk of new entrants including new businesses that will also sell the same products. The threat of substitutes is also high considering the fact that the business stands with different food businesses, including different drink businesses like shakes and more.

In formal conclusion, the competitive situation for the business is very diverse. The risks are high and the competitive rivalry is very high and is expected to still rise in the future. It is expected for the business to strive and work harder than usual in order to conquer and survive in the industry.

SWOT ANALYSIS

STRENGTHS	WEAKNESSES
<p>Location: Our location which is near/beside the Saint Louis University campus will draw in customers.</p> <p>Pricing: Our prices would be affordable for all of our customers.</p>	<p>Lack of reputation: We still haven't advertised, and established ourselves as a quality seller of milktea/'Fine Teas'.</p>
OPPORTUNITIES	THREATS
<p>Service: We will provide bulk packages of our milk tea for our customers who will order.</p>	<p>Competition: Other food stalls, and also a store with similar products might be selling within the vicinity.</p> <p>Unpreparedness: Untidy and poor service could discourage customers from returning.</p>

MARKETING MIX

PRODUCT: Fine Tea is a business that provides a wide variety of milk tea of choices which is accessible to all customers. Fine tea offers beverages for casual, studying, and working that can help customers experience quality tea.

PLACE: The Fine Tea will open its business in 9HMV+534, Bakakeng Rd, Purok 6, Baguio, 2600 Benguet and shall welcome and accommodate all customers from different places. It is placed in a nearby school which is easily more accessible for students to buy our products for them to experience quality milk tea.

PEOPLE: People are the most important in a business as without them there will be no operation of the business, it is the element for a business as this determines the success or failure. The people do not only revolve around the customers but also include staffs and service and anyone who are involved in the process of marketing. A proper and experienced staff that can respect and guide our customers will lead to a successful relationship with customers.

PROMOTION: Promoting the products is very essential for a business as the target customers must know the information about our business and products. The process of making our business and product shall be known to the public through the use of advertisements on websites and Facebook Page that can present our business to the mass.

TAGLINE: Feeling distressed or something is making you feel unhappy today. The Fine Tea is here to make you feel cheerful with the taste of our milk tea. We will make sure to serve you the best milk tea and make sure that our customers will feel motivated for every purchase of our milk tea. Our milk tea's tagline will ensure that you will stip up emotions and make you stop and think.

B. ADVERTISEMENTS



Figure 3. Logo



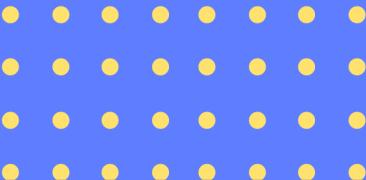
Figure 4. Advertisement

About Us

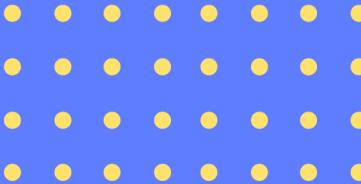
" We are a group of people who are willing to share our taste and passion for milk tea lovers across Baguio. And we aim to serve you with great care, extreme politeness, and fresh quality ingredients in our shop. "

"Share it with family and friends!"

Questions? Feel free to ask.
Scan our QR Code for questions and feedbacks



**EXPLORE OUR VAST,
UNIQUE, AND
DELICIOUS FLAVORS!**



Our Menu

Flavors:

	S	M	L
• Classic Milk Tea	₱28	₱43	₱58
• Strawberry Milk Tea	₱28	₱43	₱58
• Wintermelon	₱28	₱43	₱58
• Taro	₱28	₱43	₱58
• Okinawa	₱28	₱43	₱58
• Mocha	₱28	₱43	₱58
• Matcha	₱28	₱43	₱58
• Hokkaido	₱28	₱43	₱58
• Chocolate Chip Milk Tea	₱28	₱43	₱58
• Salted Caramel	₱28	₱43	₱58
• Mango	₱28	₱43	₱58
• Cookies and Cream	₱28	₱43	₱58
• Classic Chocolate	₱28	₱43	₱58
• Thai Tea	₱28	₱43	₱58
• Avocado	₱28	₱43	₱58
• Cheesecake	₱28	₱43	₱58
• Hazelnut	₱28	₱43	₱58
• Honeydew	₱28	₱43	₱58
• Banana	₱28	₱43	₱58
• Java Chips	₱28	₱43	₱58

Add-Ons

• Pearls	₱15
• Coffee Jelly	₱15
• Crystals	₱15
• Grass Jelly	₱15
• Buko Pandan Jelly	₱15
• Nata De Coco	₱15
• Popping Boba	₱15
• Pudding	₱25

Figure 5. Menu

Introducing: Fine Tea

Sweet & fresh
MILK TEA

To learn more about our
products and business
ventures visit this QR code.



"Everything is going to be
fine, tea! "

ORDER NOW!

**9HMV+534, 2600 BAKAKENG RD, PUROK 6, BAGUIO,
BENGUET**

Figure 6. Advertisement 2

OPERATIONAL PLAN

A. Business Policies

i. Order and payment

- The customer can order through our stores or online they can pay via Cash, Debit Card, Credit Card or Mobile payment.

Fine Tea will provide three modes of payment:

Walk-In

- Paying over the counter
- Customers are required to wear a face mask and observe social distancing when they are ordering through walk-ins.

Online Payment

- For online payment, we offer GCASH, PAYMAYA, and DRAGONPAY.
- Once paid, an email confirmation with the receipt and transaction will be received by the customer.

Cash on Delivery

- The customer will receive a call or a text when the rider is on their way.
- Once paid, the customer will receive the receipt.

ii. Delivery

- Delivery will available for those who will avail online and will be delivered by courier drivers.
- A picture would be required for proof of delivery.
- 10% of the delivery fee will be commissioned for the courier/driver.

iii. Cancellation

- If the order is not yet confirmed, the customer can still cancel their order.
- If the order is confirmed, the customer cannot cancel their order.

B. Products (drinks only) Offered with price list

Flavor	Small	Medium	Large
Classic Milk Tea	28	43	58
Strawberry	28	43	58
Wintermelon	28	43	58
Taro	28	43	58
Okinawa	28	43	58
Mocha	28	43	58
Matcha	28	43	58
Hokkaido	28	43	58
Chocolate Chip	28	43	58
Salted Caramel	28	43	58
Mango	28	43	58
Cookies and Cream	28	43	58
Chocolate	28	43	58
Thai Tea	28	43	58
Avocado	28	43	58
Cheesecake	28	43	58
Hazelnut	28	43	58
Honeydew	28	43	58
Banana	28	43	58

Java Chips	28	43	58
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Transaction Processing Systems

A. User Interface for the following:

i. Online Ordering System (via website or app)

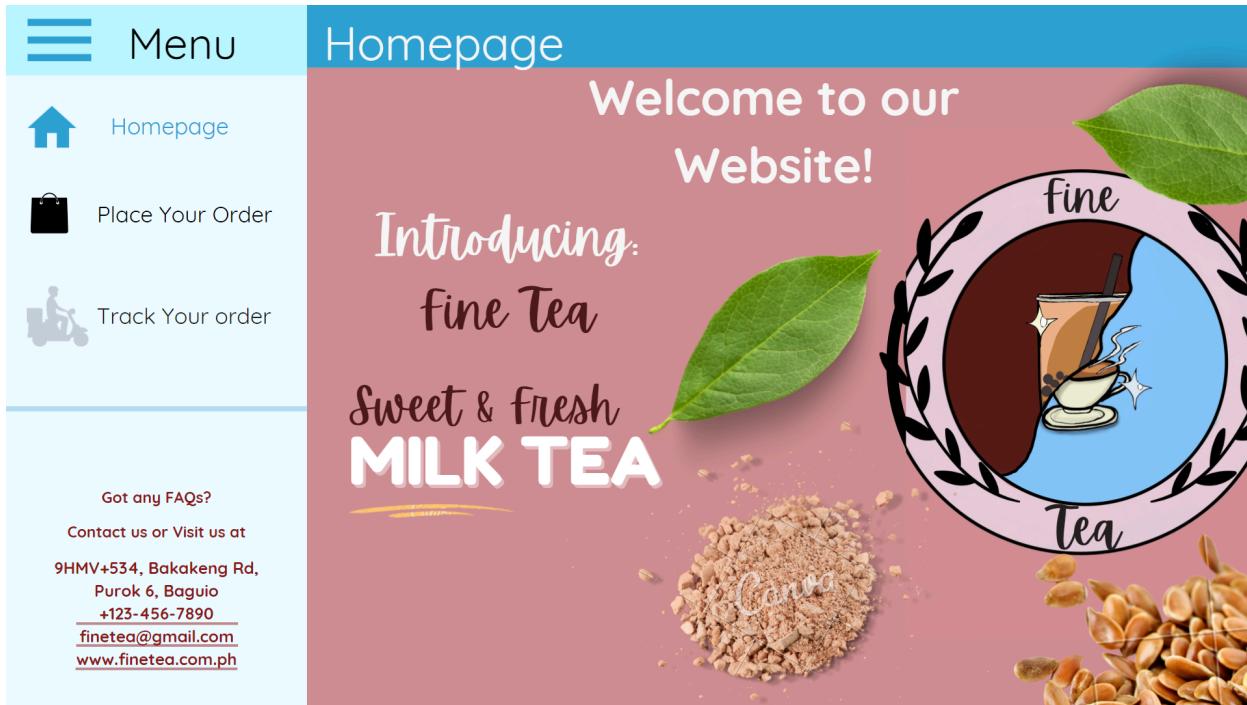


Figure 7. Home Page

INTERFACE ID	1
INTERFACE NAME	Home Page
Description	This interface will allow customers to access the online ordering system via the website. The site will provide the customer with an idea of what we sell.
Pre-Condition	None
Process Required	<ul style="list-style-type: none">User is connected to an internet connection or data connection
Document/s Produced	None

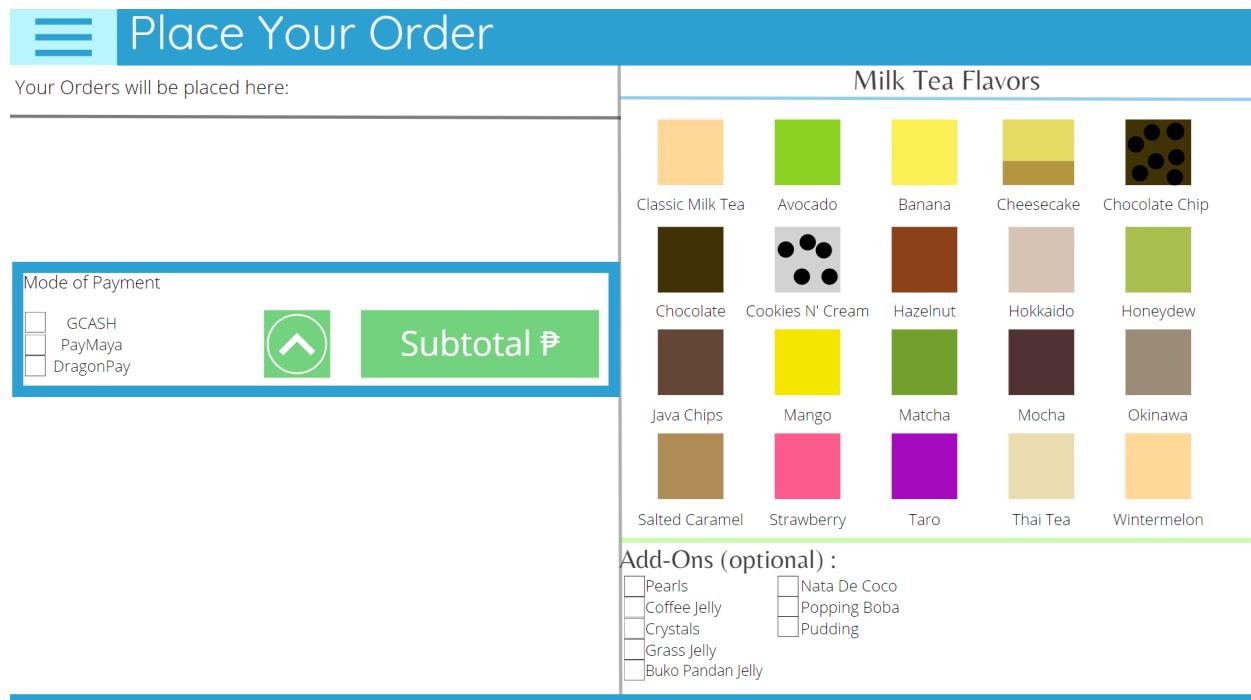


Figure 8. Order Selection

INTERFACE ID	2
INTERFACE NAME	Order Selection Interface
Description	Provides the user with a menu of available products they can order from, which can be customizable with various add-ons & sizes.
Pre-Condition	None
Process Required	<ul style="list-style-type: none"> ● From the menu list, the user selects the icon of their chosen product. ● A separate interface will open which contains asking the user for the following: <ol style="list-style-type: none"> a) Add-ons (Optional) b) Cup size c) Quantity of orders ● Orders and total price amounts are displayed beside the menu list. The user can remove an order or minus the number of orders. ● Once the user clicks the “Confirm Order” button, it will record

	their order and redirect the user to the next website interface.
Document/s Produced	None

Place Your Order

Order 1
Cookie N' Cream Size: M | Quantity: * 43.00 = ₱58.00
Add-Ons: Pearls + 15.00

Order 2
Salted Caramel Size: L | Quantity: * 58.00 = ₱156.00
Add-Ons: Pudding + 25.00
Add-Ons: Grass Jelly + 15.00

Mode of Payment
 GCASH
 PayMaya
 DragonPay

PAY ₱214.00

Milk Tea Flavors

Classic Milk Tea	Avocado	Banana	Cheesecake	Chocolate Chip
Chocolate	Cookies N' Cream	Hazelnut	Hokkaido	Honeydew
Java Chips	Mango	Matcha	Mocha	Okinawa
Salted Caramel	Strawberry	Taro	Thai Tea	Wintermelon

Add-Ons (optional) :

<input checked="" type="checkbox"/> Pearls	<input type="checkbox"/> Nata De Coco
<input type="checkbox"/> Coffee Jelly	<input checked="" type="checkbox"/> Popping Boba
<input type="checkbox"/> Crystals	<input checked="" type="checkbox"/> Pudding
<input checked="" type="checkbox"/> Grass Jelly	
<input type="checkbox"/> Buko Pandan Jelly	

Figure 9. Payment Method

INTERFACE ID	3
INTERFACE NAME	PAYMENT METHOD SELECTION INTERFACE
Description	Allows the user to choose a payment method, to pay for ordered products, and is provided data on the prices of the orders and how much the user has to pay.
Pre-Condition	The user must have placed the orders.

Process Required	<ul style="list-style-type: none"> The user chooses a payment method: <ul style="list-style-type: none"> a) Cash on Delivery b) Online payment <ul style="list-style-type: none"> - Gcash - Pay May - Dragon Pay The user will be given a confirmation via email about the transactions.
Document/s Produced	None

Summary of Orders/Receipt

Order Number: ABCD-1234

1M Cookies N' Cream	43.00
Add-ons:	
+ 1x pearls	15.00
2 L Salted Caramel	116.00
Add-ons:	
+ 1x Pudding	25.00
+ 1x Grass Jelly	15.00
CASH	300.00
CASH	300.00
 Sub Total	214.00
Total Due	214.00
Change Due	86.00

Check Closed
MM-DD-YY

Figure 10. Receipt

INTERFACE ID	4
INTERFACE NAME	Receipt Interface

Description	Allows the customer and the establishment to have a record of sale showing the order summary and display the transaction containing the prices and payment method.
Pre-Condition	A Customer must have a transaction first.
Process Required	<ul style="list-style-type: none"> The user must place an order The user must pay the order
Document/s Produced	Receipt / E - Receipt

ii. Onsite Ordering System (POS)

Place Your Order

Order 1
Cookie N' Cream Size: M | Quantity: 1 * 43.00 = ₱58.00
Add-Ons: Pearls + 15.00

Order 2
Salted Caramel Size: L | Quantity: 2 * 58.00 = ₱156.00
Add-Ons: Pudding + 25.00
Add-Ons: Grass Jelly + 15.00

Mode of Payment
 GCASH
 PayMaya
 DragonPay

PAY ₱214.00

Order Number: ABCD-1234

Track your order

Milk Tea Flavors

Classic Milk Tea	Avocado	Banana	Cheesecake	Chocolate Chip
Chocolate	Cookies N' Cream	Hazelnut	Hokkaido	Honeydew
Java Chips	Mango	Matcha	Mocha	Okinawa
Salted Caramel	Strawberry	Taro	Thai Tea	Wintermelon

Add-Ons (optional) :

<input checked="" type="checkbox"/> Pearls	<input type="checkbox"/> Nata De Coco
<input type="checkbox"/> Coffee Jelly	<input checked="" type="checkbox"/> Popping Boba
<input type="checkbox"/> Crystals	<input checked="" type="checkbox"/> Pudding
<input checked="" type="checkbox"/> Grass Jelly	
<input type="checkbox"/> Buko Pandan Jelly	

Figure 11. POS

INTERFACE ID	5
INTERFACE NAME	Onsite Ordering System

Description	This interface will place the order for customers.
Pre-Condition	A customer should order first.
Process Required	The customer should pay before getting their desired drink and receipt.
Document/s Produced	Receipt

iii. Order Tracking and Delivery System (for online orders)

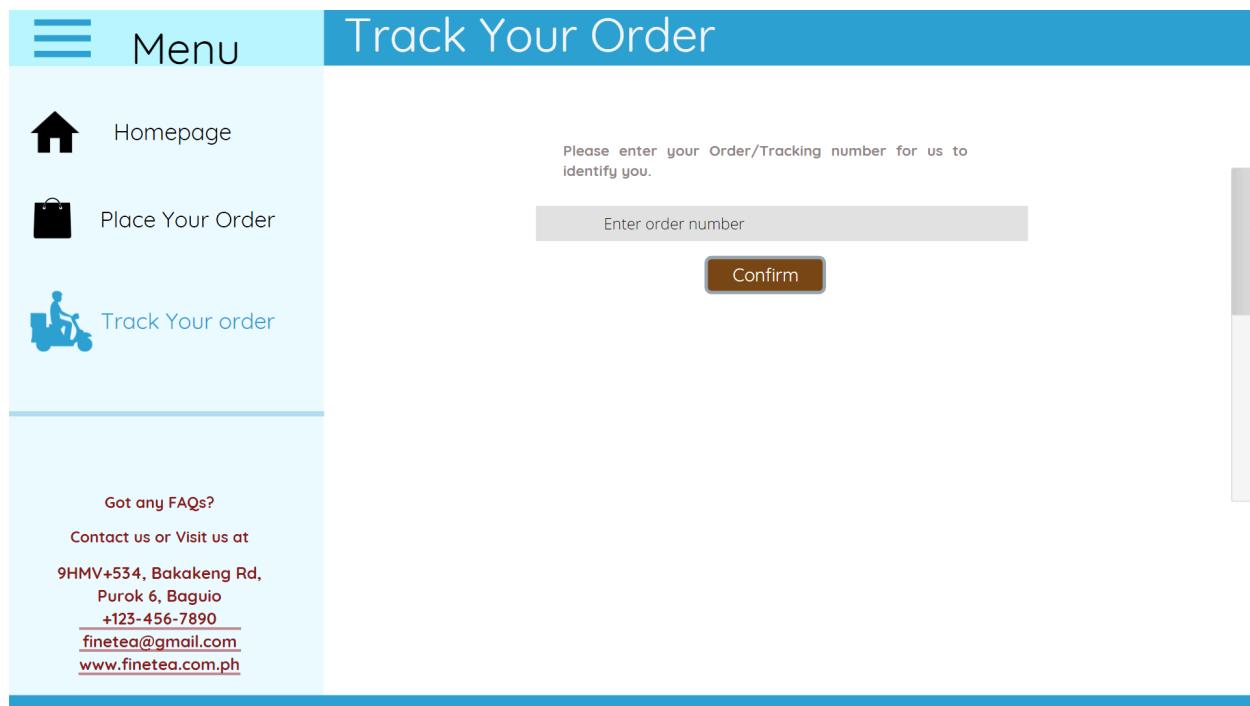


Figure 12. Track Order

☰ Menu

Track Your Order

 Homepage

 Place Your Order

 Track Your order

Got any FAQs?

Contact us or Visit us at
9HMV+534, Bakakeng Rd,
Purok 6, Baguio
[+123-456-7890](tel:+123-456-7890)
finetea@gmail.com
www.finetea.com.ph

Please enter your Order/Tracking number for us to identify you.

ABCD-1234

Confirm

Figure 13.

☰ Menu

Track Your Order

 Homepage

 Place Your Order

 Track Your order

Got any FAQs?

Contact us or Visit us at
9HMV+534, Bakakeng Rd,
Purok 6, Baguio
[+123-456-7890](tel:+123-456-7890)
finetea@gmail.com
www.finetea.com.ph

1. Preparing your order 2. Your driver has been dispatched 3. Your delivery is on its way.

1. Preparing your order 2. Your driver has been dispatched 3. Your delivery is on its way.

3. Your delivery is here! And its ready for pick-up

Summary of Orders/Receipt

Figure 14.

≡ Menu

Homepage

Place Your Order

Track Your order

Got any FAQs?

Contact us or Visit us at
9HMV+534, Bakakeng Rd,
Purok 6, Baguio
+123-456-7890
finetea@gmail.com
www.finetea.com.ph

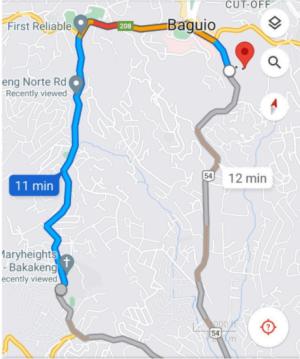
Track Your Order

1. Preparing your order

2. Your driver has been dispatched

3. Your delivery is on its way.

3. Your delivery is here! And it's ready for pick-up



By approximately 11 Minutes, your order will be here shortly.

Figure 15.

INTERFACE ID	6
INTERFACE NAME	Track Order
Description	This interface will allow the user customer to track their order.
Pre-Condition	The user must place their order on the Menu webpage.
Process Required	The user must input their tracking number in order to track their order.
Document/s Produced	Order Status

b. Sample Reports (Output Forms)

Total Number of Customers By Month

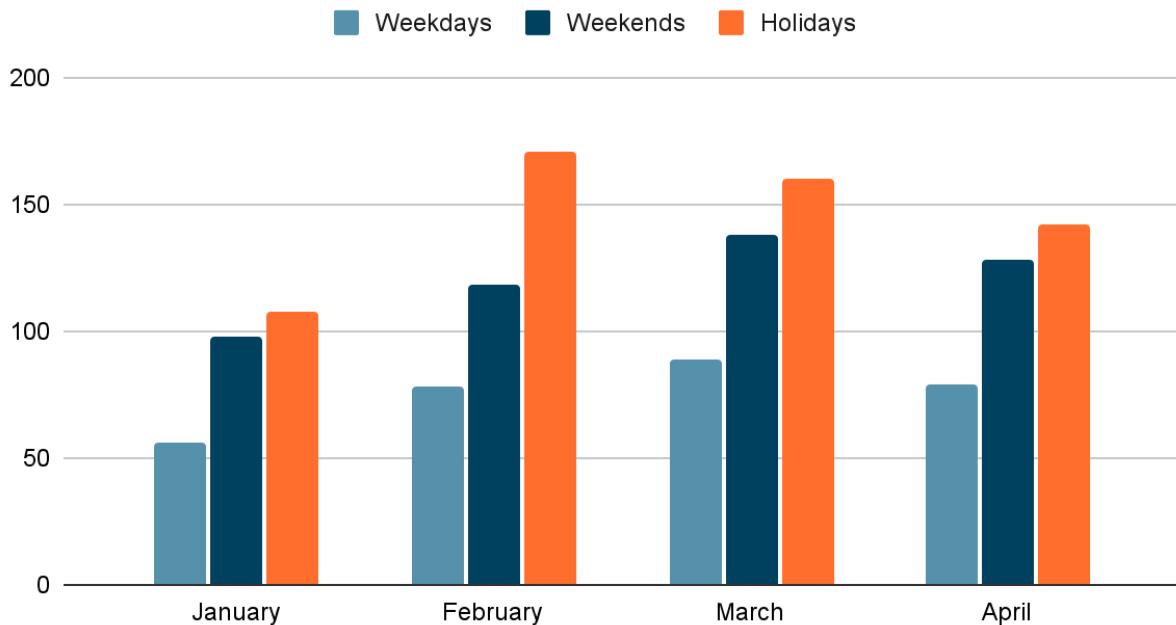


Figure 16. Sample Reports

Top Selling Milk Tea Flavors

Top 3 per month



Figure 17.

Total Monthly Income

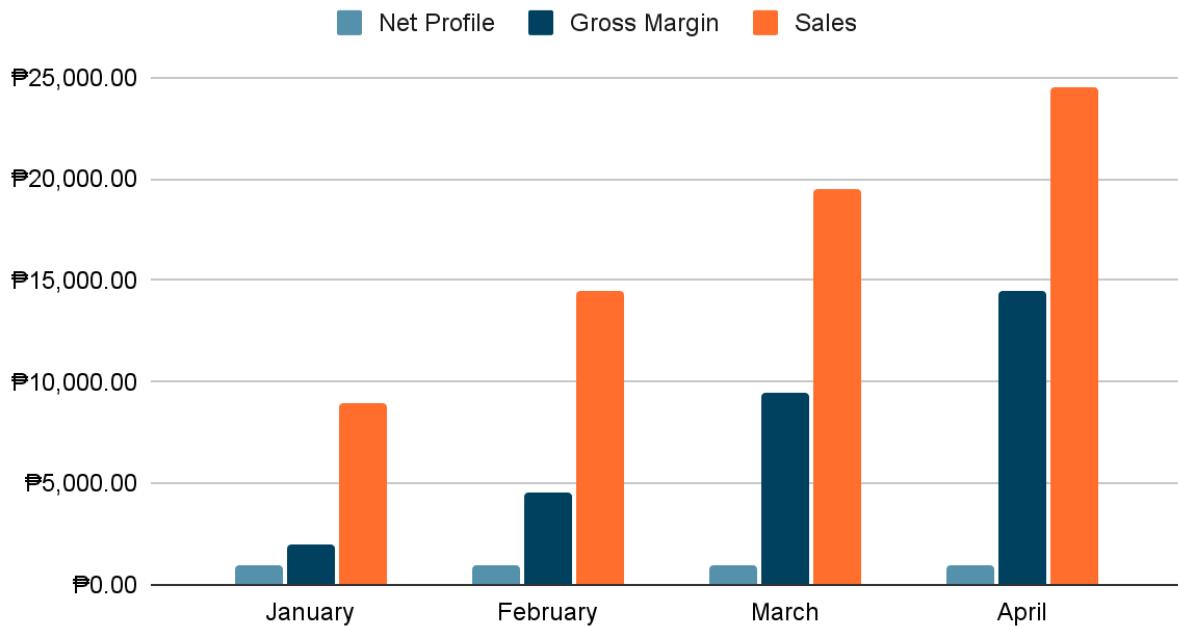


Figure 18.

Network Infrastructure (Illustration/Diagram only to show connectivity)

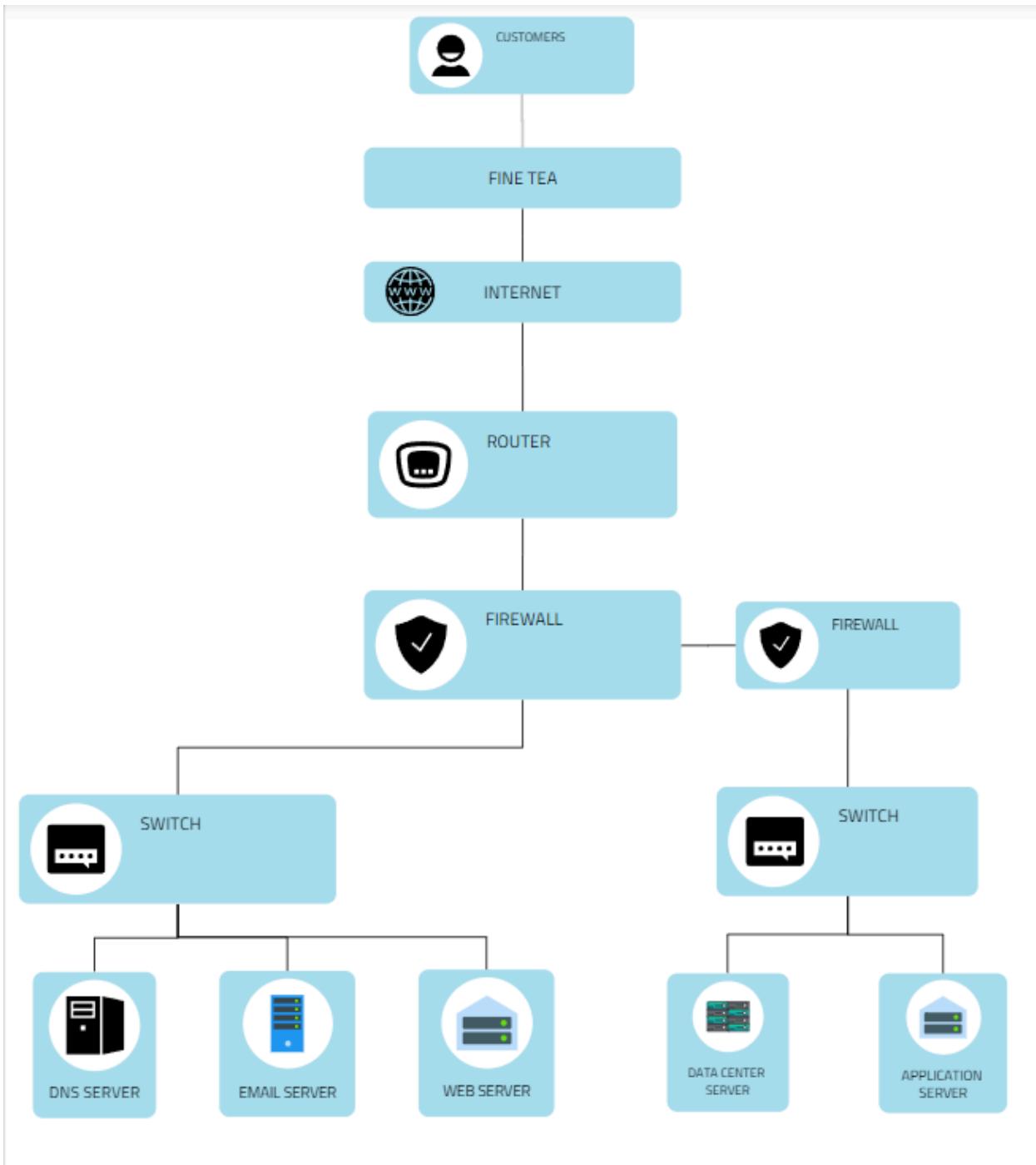


Figure 19. Network Infrastructure

Purchases/Expenses**a. Summary of Expenses****COSTING AND SRP**

SIZE	COST	Average SRP
Small	28	75.18
Medium	43	117.13
Large	58	157.99

COSTING BREAKDOWN**MILKTEA (Small)**

3 Scoops of Creamer (250.00/1KG * 14 Grams Per Cup * 3 Scoops)	10.00
30ML Fructose (480.00/5KG * 30ML Per Small Cup)	5.50
Tea (300/10 BAGS/ 15 Serving Per Bag)	2.00
Ice	2.00
Straw	1.00
Cup	2.60
Lid	1.00
Tapioca	3.50
Total Cost	27.6
SRP	75.18
PROFIT	47.58

MILK TEA (Medium)

5 Scoops of Creamer (250.00/3KG * 14 Grams Per Cup * 3 Scoops)	20.00
30ML Fructose (480.00/5KG * 30ML Per Small Cup)	5.50
Tea (300/10 BAGS/ 15 Serving Per Bag)	5.50
Ice	3.00
Straw	2.00
Cup	2.00
Lid	2.00
Tapioca	3.00
Total Cost	43.00
SRP	117.13
PROFIT	74.13

MILK TEA (Large)

5 Scoops of Creamer (250.00/3KG * 16 Grams Per Cup * 3 Scoops)	25.00
50ML Fructose (480.00/5KG * 30ML Per Small Cup)	12.00
Tea (300/10 BAGS/ 15 Serving Per Bag)	5.50
Ice	3.00
Straw	3.00

Cup	4.50
Lid	2.00
Tapioca	3.00
Total Cost	58.00
SRP	157.99
PROFIT	99.99

ADD-ONS

Pearls	15.00
Coffee Jelly	15.00
Pudding	25.00
Crystals	15.00
Grass Jelly	15.00
Buko Pandan Jelly	15.00
Nata De Coco	15.00
Popping Boba	15.00
Total Cost	130.00
SRP	390.00
Profit	260.00

EXPENSES

Payroll	11,000
Payroll Taxes	2,000
Promotion (Flyers/Tarps etc.)	3,000
Utilities and Equipment	50,000
Insurance	2,000
TOTAL EXPENSES	68,000

