

Introduction

Milk Tea is undoubtedly a very popular drink in the Philippines. Most of the articles I read online say that it originated in Taiwan. It was first introduced in the Philippines in 2008 by Peter Chen through his tea shop called Serenitea.

The Business Process Outsourcing (BPO) industry in the Philippines is a major contributor to its economy. In 2019, it contributed \$26 billion to the Philippine economy. BPO employs 1.3 million people in over 1000 firms. Workers provide services for overseas corporations including facilitating travel and insurance cover, customer support for technology, and telehealth services.

The national government supports the BPO industry by creating relevant policies and programs. Philippine Economic Zone Authority (PEZA) is one of the agency that provides perks and benefits to BPO companies. A PEZA-registered company is entitled to both fiscal and non-fiscal incentives, which can be enjoyed by the investors and their families.

BPO workers, with cumulative compensation of about P250 billion annually, are now more influential in setting market trends than the average Filipino, according to a study conducted by Nielsen Philippines. Since BPO workers have more money to spend than an average Filipino, it is logical to put up a Milk Tea shop near a BPO company.

Problem:

We want to put up a Milk Tea shop near a BPO company but we want to make sure that there is not much competition. There are a lot of PEZA accredited BPO center. We want to find out the location where there is scarcity of Milk Tea shops.

References:

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