

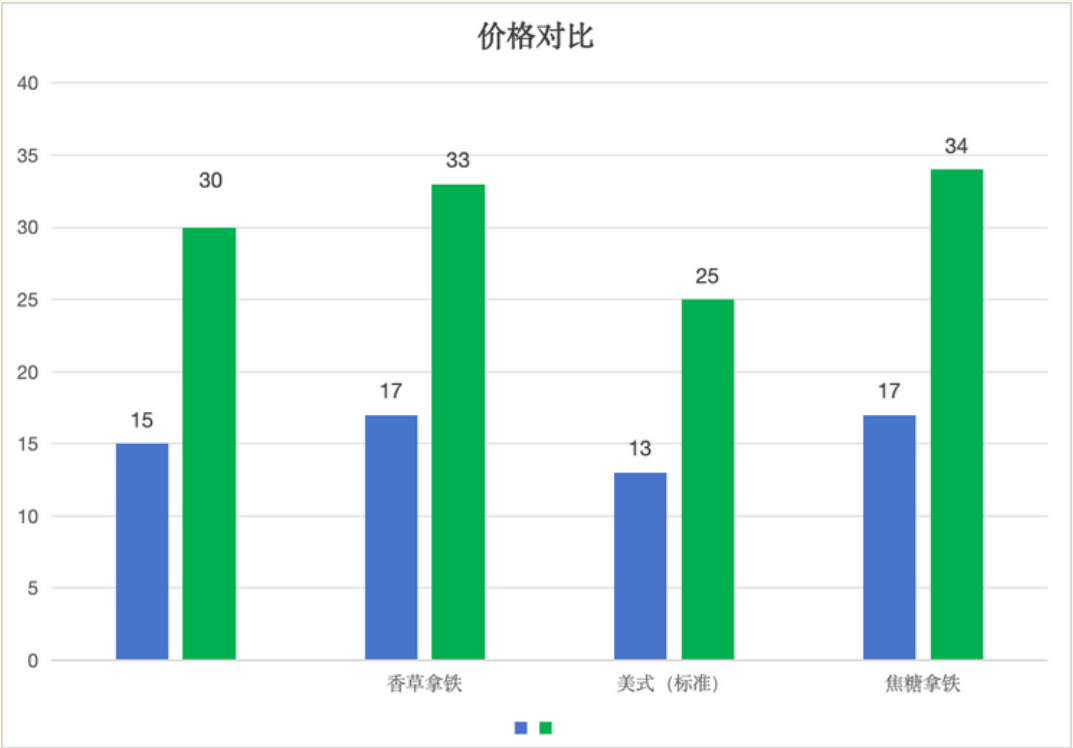
Challenges

1. relatively high price

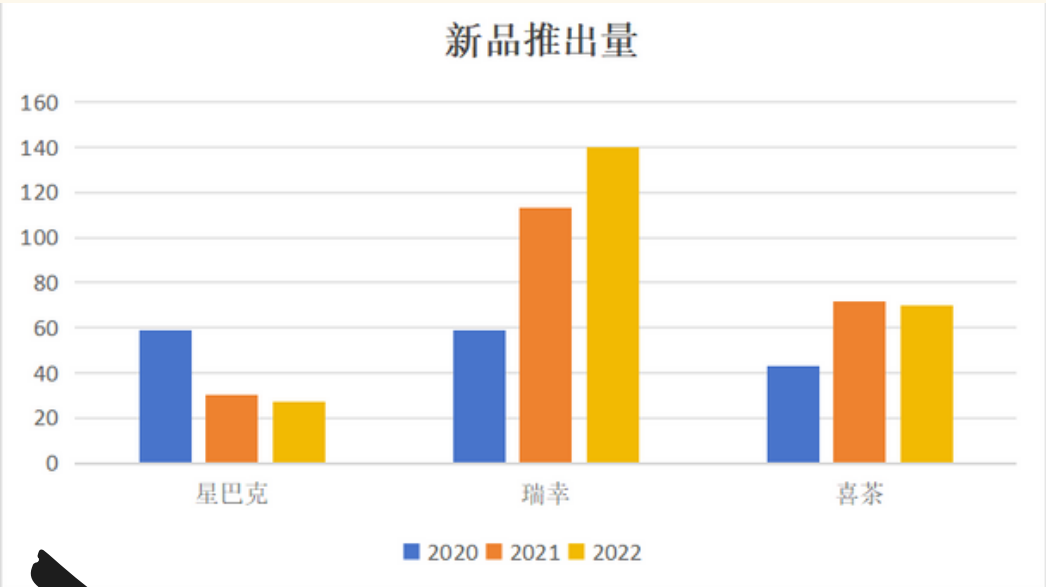


relatively weak in the
homogeneity competition

increase of homemade coffee



lack of new product



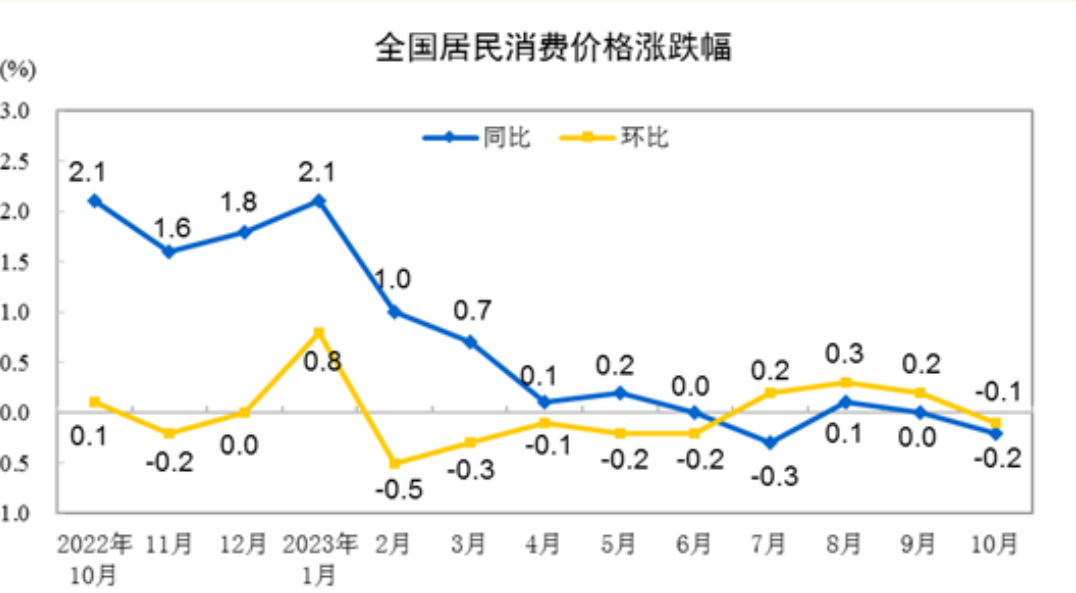
2. traditional flavor VS brand licencing product



The first day sales of soy sauce latte single product exceeded 5.42 million cups, exceeded 100 million yuan. Its market value soared \$2.5 billion to \$10.142 billion

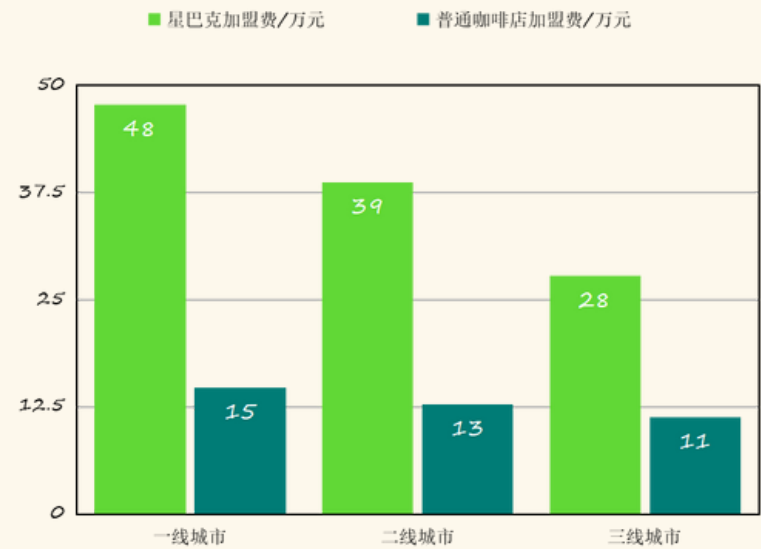


3. increasement in homemade coffee



The overall market's consumption downgrade will also be reflected in the coffee industry, where coffee enthusiasts will choose to make their own products more than go to expensive coffee shops for consumption

4. high franchise fee



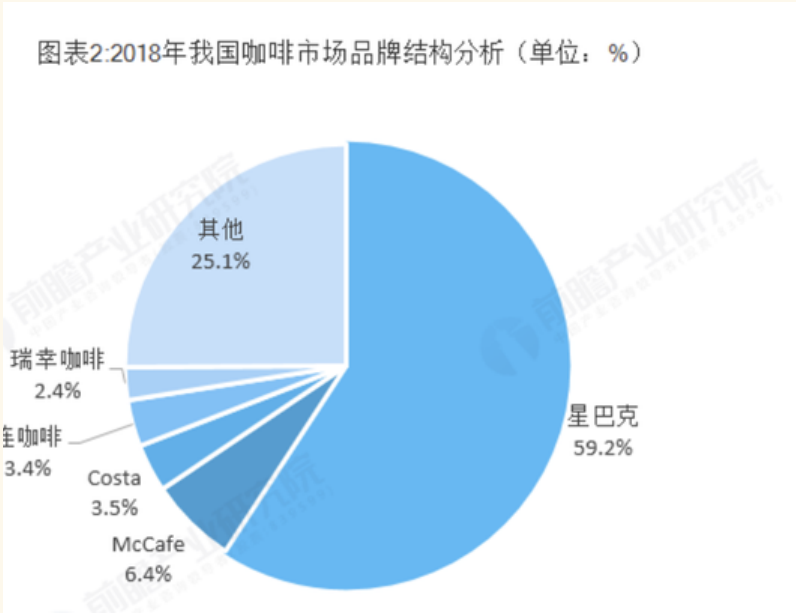
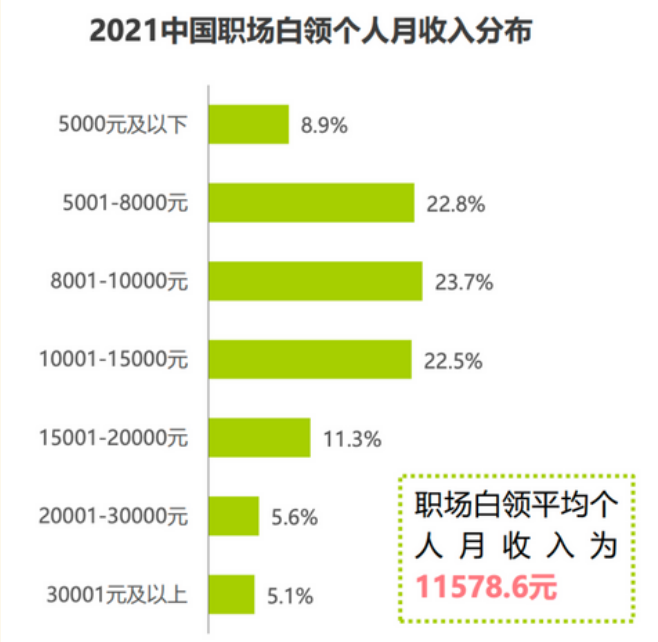
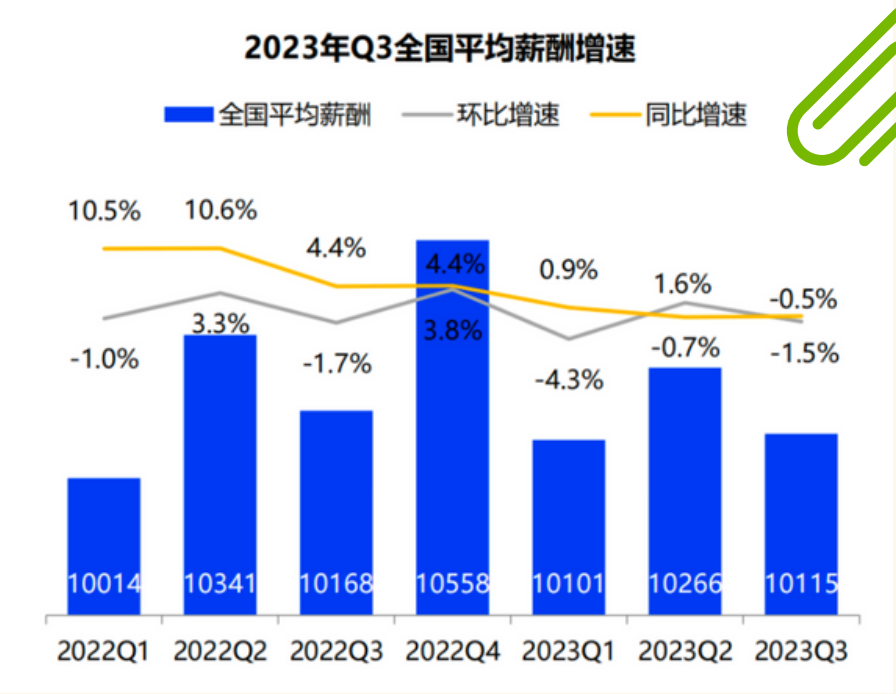
opportunities

- 1. developing economic environment
- 2. high global identity, brand influence



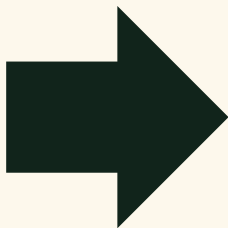
• 57 samples were collected

more than 70% in foreign
pore than 60% in country

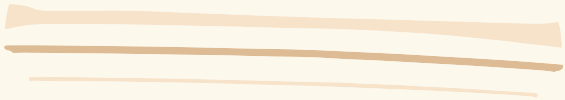
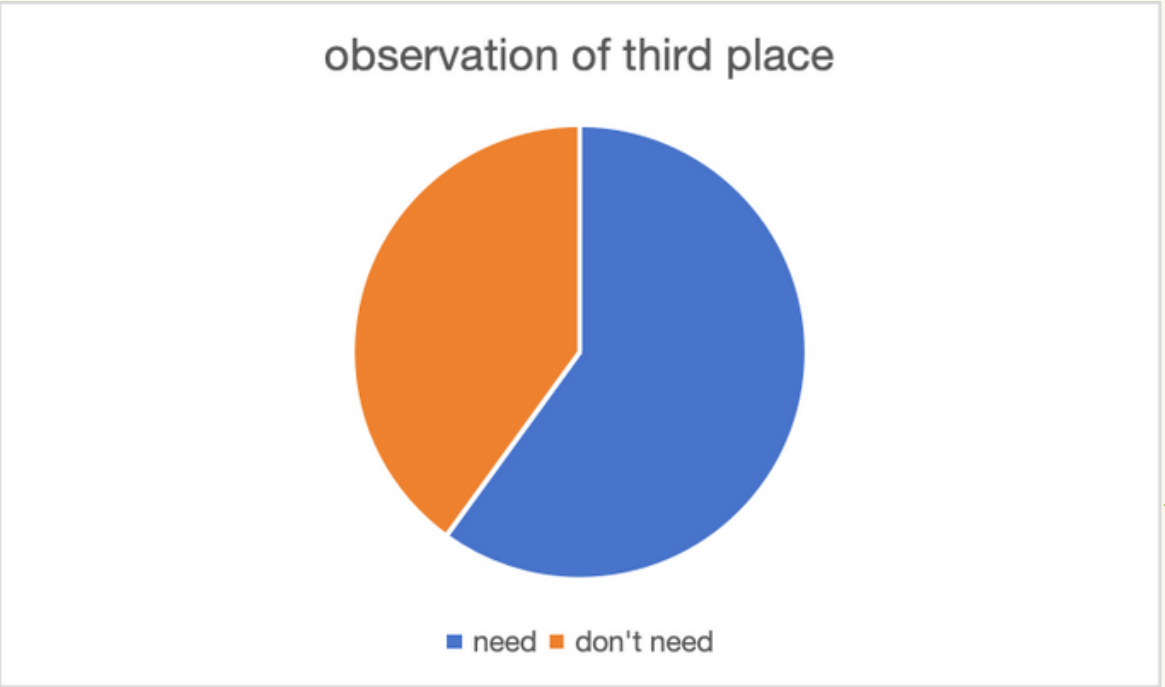


3. need for third place

occupancy rate detection

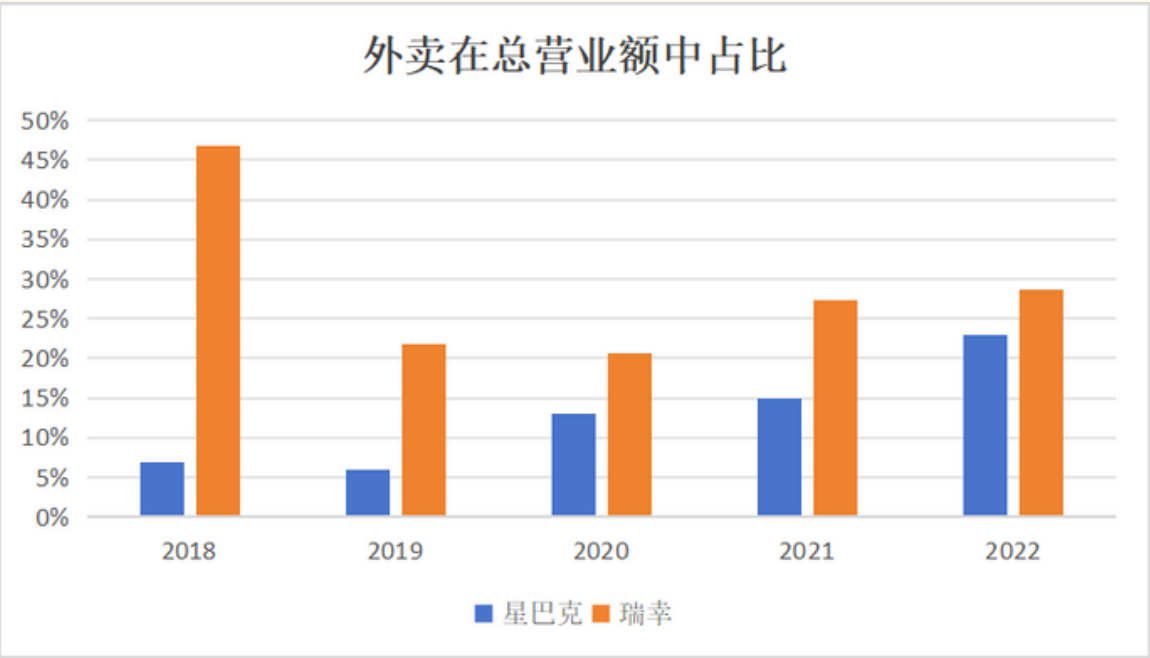


more than 70%



strategies

1. open more take-out shop



2. co-licencing

In the American drama "Game of Thrones", a cup resembling Starbucks appears unexpectedly



3. tell brand story

the story of love and persistence
clear brand mission



super coffee to superman



4. Pet-friendly store

imbalance between pet number and pet-friendly store
high consumption potential

