



GuTea Business Plan

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The purpose of this thesis is creating a feasible business plan for opening GuTea Bubble Milk Tea shop in Helsinki Tripla mall. The business plan is needed to be a guideline for the actual business. Thinking of the future of the tea shop it will be important to consider whether there seem to be potential milk tea culture in Finland and to consider how to operate GuTea shop and how much start-up costs should be prepared for.

The theory of the thesis is development of a business plan. In the research, qualitative and quantitative research methods have been used to collect data. The study has shown that there is a potential market for bubble milk tea. The developed business plan has enabled a feasible plan for opening a new Bubble Milk shop, covering important customer and business-related considerations. Further as an essential part of the business plan, an operation management plan has been developed.

Keywords: Business management, Strategy, Business modelling

Contents

1	Introduction	5
1.1	Introductory discussion of background.....	5
1.2	Purpose.....	5
1.3	Research questions	5
1.4	Framework of thesis.....	6
2	Theoretical background.....	6
2.1	Business plan components	6
2.2	Business planning tools.....	8
3	Research approach	11
3.1	Research methods	11
3.2	Methodology.....	12
3.3	Validity and reliability	12
4	Empirical study.....	12
4.1	Executive summary	12
4.2	Business description	13
4.3	Market analysis.....	14
4.4	Competitive analysis	15
4.5	Marketing plan	18
4.6	Business operation.....	22
4.7	Financial plan	23
5	Discussion	26
5.1	Competitiveness	27
5.2	Marketing strategy.....	27
5.3	Product value	27
6	Summary	27
	References	28
	Figures.....	29
	Tables.....	30
	Appendices.....	31

1 Introduction

1.1 Introductory discussion of background

The epidemic has led to a global economic recession in the last three years. However, the beverage market is expected to emerge and expand with the reopening of the trade and recovery of tourism (StatisticsFinland). The increasing prominence of bubble milk tea consumption suggests that people accept the products in Finland. However, it needs to be clarified to what extent the earning potential is and how to open a profitable store successfully. To fully understand the current situation of the bubble milk tea market and its business model, it is essential to gain a complete picture of Finnish people's perceptions of bubble milk tea products.

1.2 Purpose

This study aims to establish a business model with brand distinctiveness for GuTea. However, to complete the business plan, the author needs to understand who potential customers and competitors are, and how to set particular business strategies.

There may be some potential limitations in this study. The effect estimates in the model are based on an observational survey. They are, therefore, subject to inadequateness that may have influenced the study.

- Shop location affects rivals' identifying characteristics. As a result, only the Tripla region is included in the geographical area.
- The Insufficient sample size for statistical measurements.
- Lack of previous research studies on the bubble milk tea products in Finland.
- The value of money floats depends on the exchange rate.

1.3 Research questions

Form the discussed conditions above, the problem definition will be following:

What kind of business plan would be feasible for company GuTea?

And three sub-questions will be following:

1. who is the competitor?
2. Who is the target customer group?
3. What strategy is optimal for launching GuTea's products on the competitive market?

1.4 Framework of thesis

The GuTea business plan has two parts. The second chapter involves the establishment of the relevant theoretical and strategic framework—the business plan structure and analysis tools. The research chapter introduces the target population and the research process. Then, the empirical study explains how to do it in practice, presenting practical operations, management structure, and financial plan. The final chapters are the summary and outcomes of the entire article.

2 Theoretical background

This chapter will present the business plan theoretical format and five business planning supporting tools. Each tool has its own importance and a specific way of incorporating it within the planning process.

2.1 Business plan components

Although the length of plans varies dramatically from business to business, they must include critical parts as a default format (Cole Ehmke & Jay Akridge, 2007). The common elements of a proper business plan fall into one of the following categories, published by Cole Ehmke and Jay Akridge (2007).

Business description

As an introduction to business, this section describes the company's objectives and mission. Then, it explains the business, how it operates, and why it is regarded as likely to succeed. As business plans are often long, this part is vital for the reader to pinpoint exact parts quickly for reference. The business canvas is utilized to describe the business background.

Market analysis

A market analysis thoroughly assesses a market within a specific industry (Jay Akridge, 2011). This section will discuss market characteristics, target customer profiles, the competition, and how to gain an advantage over them to create a successful result. Running a marketing analysis

is beneficial; that help to identify how to position the better business to be competitive and serve customers. Porter's Five forces support in this sector.

Competitive analysis

A review of particular competitors is included in the market analysis, but this part should be talked about in more detail. Identifying who the competitors are is the first step, as their market share, product features, financial strength, and so on—reviewing direct and indirect competitors by using research to reveal their strengths and weaknesses. And then extract the business's distinguishing features and potential advantages (Kenton, 2022). Competitor positioning circle and competitor matrix are tools to present competition situation.

Marketing plan

Based on the publication from Cole Ehmke and Jay Akridge (2011), a marketing plan usually declares four parts: the product offered, the price charged, the distribution system, and promotional efforts. This section details the key target market, how the product might benefit it through market research, and marketing strategies to meet stated objectives. STP analysis used to define the key target market.

Business operation

The operation section of the plan is a particular plan that defines the daily tasks required for running a business. The critical components of the operating plan are ownership and management, resources and production, and legal difficulties.

Financial plan

Financial forecasts are critical to acquiring loans, attracting leaders, and creating business trustworthiness (Rina, 2014). Forecasts of product demand, revenues, and expenses for business will draw on the conducted market research. In addition, its entrepreneur provides a projection of profit potential. Therefore, a financial plan can be profitable for building an operational plan of financial management. Investment and operation budgets will visualize the financial forecasts.

Executive summary

This part presents a general introduction and description of the business plan. In addition, the mission statement, as well as any information about the company's leadership, staff, operations, and location, are included in this part. While this part used to be written last, it is placed first.

2.2 Business planning tools

Business model Canvas visually represents a business model, highlighting all essential factors and assisting users to align business activities by defining potential trade-offs. This canvas will lead to insights about the customers the business serve, what value propositions are offered through what channels, and how the company makes money (Riserbato, 2022).

The nine "building blocks" of the business model design template that came to be called the Business Model Canvas were initially proposed in 2005 by Alexander Osterwalder. It encompasses excellent components-customer segments, value propositions, channels, customer relationships, revenue streams, key activities, essential resources, key partners, and cost structure. This Canvas will be used

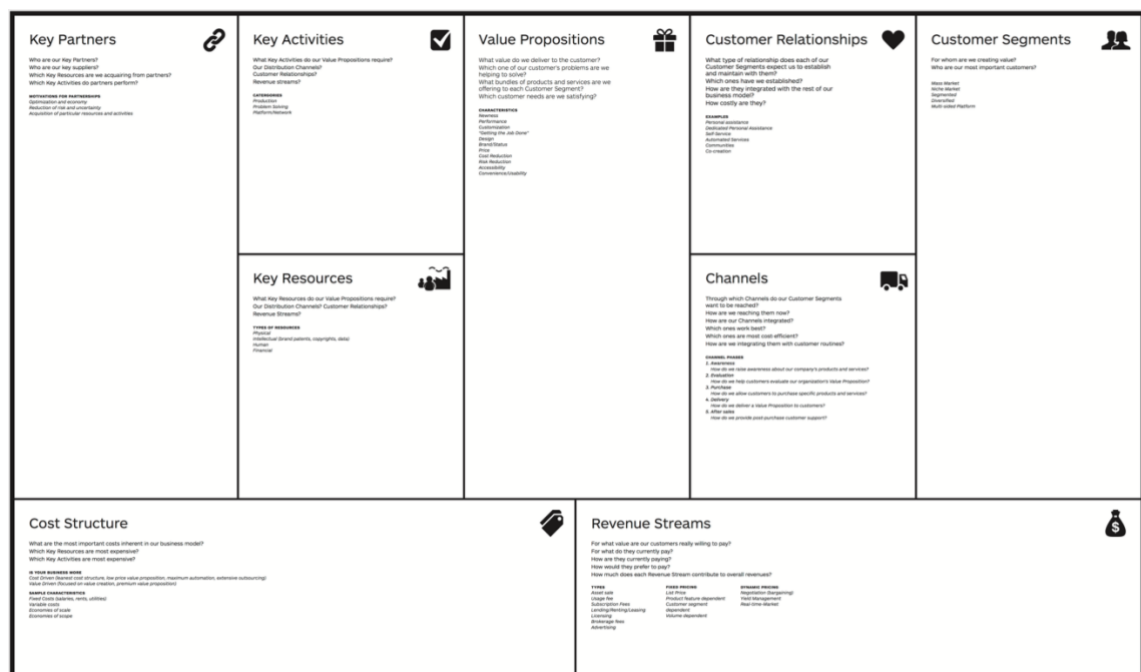


Table 1: The Business model Canvas: nine business model building blocks

The five forces analysis model is a valuable business strategy tool that was initially created and published in 1979 by Michael Porter, a Harvard Business School professor. Porter's Five Forces analysis is a framework recommended by Mark and Margaret, the author of Competitor Identification and Competitor Analysis: A Broad-Based Managerial Approach. The tool assists the company in visualizing the level of competition in a specific industry when entering a new industry sector.

Porter's five forces template is made up of five elements. Mark and Margaret illustrate the usages of each element as follow:

The supplier power measures the ease with which providers could raise prices

The buyer power is an estimation of how easy consumers could influence cost reduction.

The competitive rivalry is an in-depth examination of the number of competitors combined with their capabilities.

The threat of substitution means if a market has products that are readily replaceable, customers may choose to do so in the event of a price increase.

The threat of new entrants means when a market is profitable, it will attract new entrants; if existing do not have strong barrier and processes against new entrants, profitability can be seriously impacted.



Figure 1: Porter's Five Forces Analysis.

STP analysis stands for segmentation, targeting, and positioning, which is a marketing tool assisting in positioning best-fit customers for the products effectively and makes marketing communications more focused.

Segmentation has four primarily used criteria- demographic, geographic, psychographic, and behavioral. Geography segmentation based on audience location which can be country region or city. Demographic segmentation based on audience demographics such as age, gender and income. Behavior segmentation based on audience buying performance, referring to communication channel, brand loyalty and browsing habits. Psychography segmentation based

on audience personality traits such as hobbies and interests (Sethi, 2022). Targeting involves evaluating potential and commercial attractiveness of each segments. Users should ideally consider the size criteria to choose the segments, which requires enough potential clients in each of the target segments for marketing to be worthwhile (Sethi, 2022). As the final step, identifying a unique marketing by looking at the wants and needs of the target segment is a determinant of product positioning (Sethi, 2022).

When identifying competitors, there are three types: direct, indirect, and replacement. Mark and Margaret define each type of competitor in their paper and explain the theory. Direct competitors are businesses selling the same products or services in the same category as owners' businesses. Indirect competitors are businesses that sell similar products but do not derive revenue similarly. Replacement competitors are products or services that could do instead of choosing owners' products.

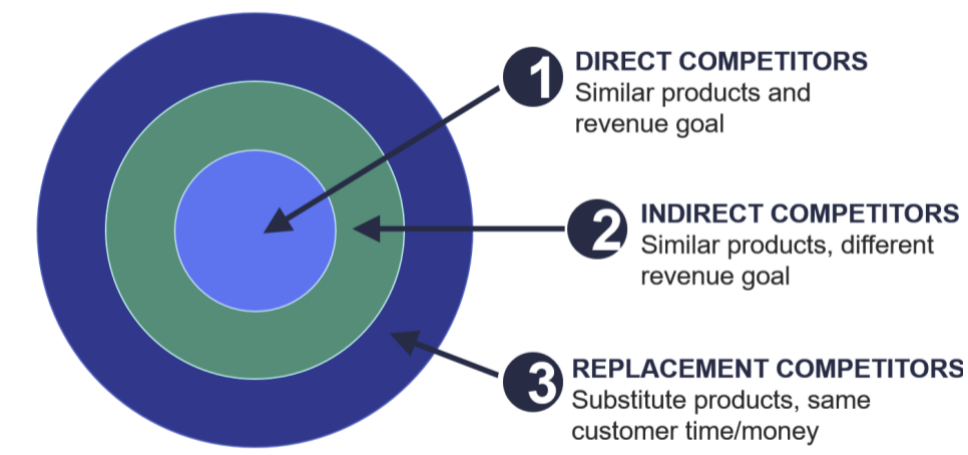


Figure 2: Competitive positioning template.

A competitive matrix is a visual resource that enables owners and their colleagues to better understand the company's position within the market (Riserbato, 2022). The competitor matrix template will be a reference to support the author to create the matrix specifically for GuTea.

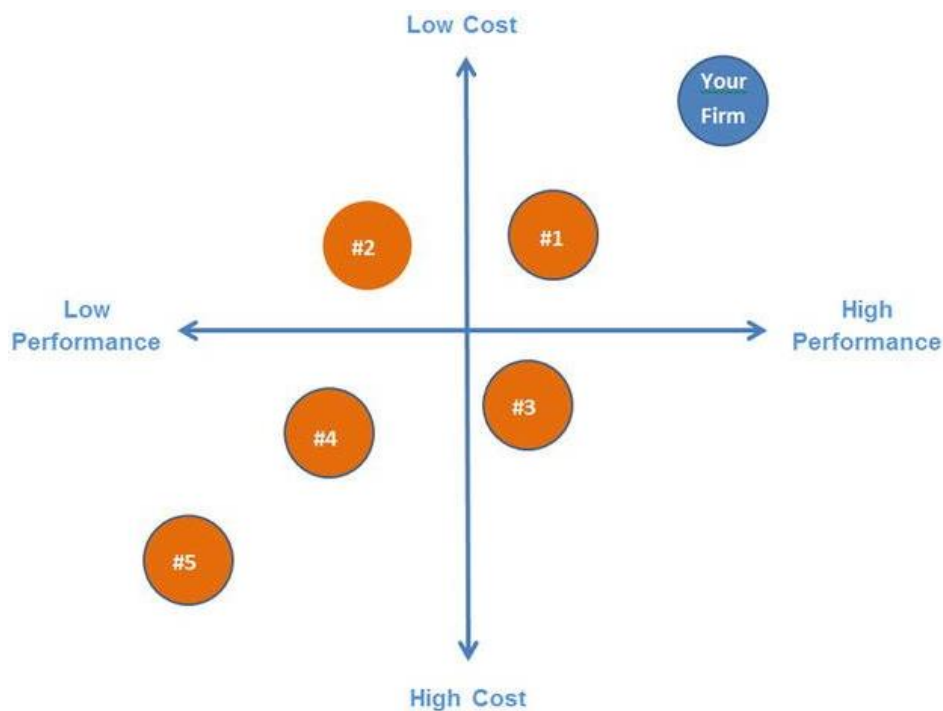


Figure 3: Competitor matrix template

3 Research approach

The market research is conducted to figure out competitors and ascertain target customers' opinions on the distinct feature of bubble milk tea. The research is a combination of information pooling from primary data. Two types of research are done respectively for different aims.

Markets and clients are constantly changing, especially in the stage of the economy changing and customer habits shifting; it is critical to stay updated. Directed market research brings insights to uncover competing products, pricing structures, and marketing efforts. Attempt to disclose the "why" behind the numbers and answers; the data collected are deeply analyzed. The collected data will be used and support the rest of the parts in this study.

3.1 Research methods

Quantitative research encompasses a range of methods concerned with systematically investigating social phenomena using statistical or numerical data (Watson, 2015). The author surveyed the target group's purchasing criteria, product preference, information channels, and factors that impact people not purchasing. The survey consisted 5-multiple-choice question and 2 questions measured on a 10-point Likert scale. The goal was to collect responses from 120 target people visiting the mall of Tripla on June 1-10, 2022, between 14:00 and 18:00. The

survey has 120 attendances in total and all surveys were fully completed. Seventy-five of them had purchase experience, and the rest did not.

Naturalistic observation is conducted through either qualitative or quantitative research methods to determine the competitors' market size, price, and quality. The observation was conducted in the mall of Tripla on June 11-12, 2022 and lasted approximately 2 hours each floor. The results recorded by note-taking and pictures.

Moreover, the literature review is utilized to evaluate the prospect of the bubble milk tea shop in the current and forecasting of Helsinki's economy.

3.2 Methodology

The purpose is to summarize the existing knowledge of the research area and further define the research questions. The author searched the StatisticsFinland database, OECD database, and Scribbr database. The lead words used were business planning, business management, industry segmentation, and Economic survey.

3.3 Validity and reliability

According to Kimberlin (2008), validity and reliability are key indicators used to assess the quality of research. Thus, consider validity and reliability in the early planning stage, as this will make the results more credible and trustworthy.

Validity refers to how accurately a method measures what it is intended to measure (Carole L Kimberlin 1, 2008). The measurement is considered reliable when the same result can be regularly achieved using the same procedures under the same conditions.

Reliability can be estimated by comparing different versions of the exact measurement (Carole L Kimberlin 1, 2008). In order to avoid variation in the results, the author kept the circumstances uniform, collecting needed data to reduce the influence of external factors.

4 Empirical study

4.1 Executive summary

The introduction of GuTea business starts from general business description to final financial plan and different support tools are interweaved as the theory part instructed. From one retail store, GuTea company aims to exceed its competitors by providing excellent service and the highest-quality products made with authentic tea. The company will be led by two founders- the author and another shareholder. GuTea shop is planned to be located in the mall of Tripla.

To guarantee the quality of service, the company needs seven staff in total. More details about the business will be discussed below.

4.2 Business description

GuTea Oy is the company's name, and GuTea will be used as the shop name. GuTea Oy is planned to be located in the mall of Tripla, the center of a shopping mall, transportation, and office buildings. GuTea's mission is to exceed their competitors by providing excellent service and the highest-quality products made with authentic Chinese tea. In the early stage of business, the ultimate goal is to avoid a deficit so the business can stay. After that, however, owners will improve sales and increase regular customers and overall market share beyond business survival. The specific business Canvas describes GuTea's business plan in a nutshell from nine points.

Key Partners  <ul style="list-style-type: none"> -Vendors -Government Licensing -Equipment manufactures 	Key Activities  <ul style="list-style-type: none"> -Marketing -Supply chain management -Staff training 	Value Propositions  <ul style="list-style-type: none"> Best beverage drinking experience in Finland -Meeting the needs of customers with offering various options of authentic beverage and excellent service. -Menu based products to customers with changing tastes and preferences. 	Customer Relationships  <ul style="list-style-type: none"> -Stamp card -Cups with customers' name and smiling painting -Occasional discounts -optional straw color 	Customer Segments  <ul style="list-style-type: none"> Mass Market
Key Resources  <ul style="list-style-type: none"> -Location -Skilled human resources 		Channels  <ul style="list-style-type: none"> -Asian food market -Chinese local retailers -local milk suppliers 		
Cost Structure  <ul style="list-style-type: none"> -Raw materials -Shop preparation costs -Employee costs -Marketing -Other costs: rent, electricity, water, internet, etc. 		Revenue Streams  <ul style="list-style-type: none"> -Sales of beverage -Sales of snacks -Membership -Franchise 		

Table 2: GuTea's Business Canvas

Customer segments are classified as mass markets because the beverage product is for the general public, and everyone can be a potential customer.

GuTea has multiple product options for customers to choose from, ensuring that people keep coming back and increasing the mass-market appeal. GuTea also has high-quality and authentic materials to differentiate GuTea from competitors.

Retail selling is the most common channel in GuTea. Another popular channel is online food delivery.

The business is a mutual service process. To improve customer experience and tighten the customer relationship, GuTea promotes strategies such as stamp cards, high-quality service, discounts, and multiple straw colors.

The most straightforward revenue stream is retail. But, besides it, GuTea also gains profits from customer membership participation and third-party franchise.

For the GuTea shop, to sustain attention in GuTea products, GuTea selected a location in the crowded mall of Tripla. The customer-centered service is another key resource.

Product procurement is arguably GuTea's most considerable key activity. GuTea needs to find suppliers and vendors to produce and deliver goods, including materials, equipment, and packages. Moreover, externally, the activity involves promoting a marketing strategy to host customers. Finally, internally, training new and existing staff is another activity that benefits the business process.

GuTea's entire business model is based mainly on third-party support, so key partnerships need to be built with stable supply. Also, GuTea needs the licensing and streaming right from the government side.

Except for costs that support the store's daily operation, the advantage of convenient location and high-quality products and service both requires high costs of rent, materials, and employees. The marketing advertisement streamed on GuTea social media platform directs fees as well.

4.3 Market analysis

The Porter's Five industry analysis presents the beverage industry condition in Finland.

Threats of new entrants

The threat of new beverage industry entrants can be considered low to medium. It demands investments to begin a beverage company, such as related machines and utensils. Meanwhile, licenses, permits, and insurances are relatively easy to obtain but require preparation time. Furthermore, the existing business has set up a large base of experience over the years to cut costs and increase products level. However, the leasing policies and regulations from the bank, external investors, and Tax administration in Finland are friendly for new start-ups. Economic and policy thresholds are low, but customers have strong brand loyalty, which could be more conducive to new entrants.

Bargaining power of supplier

The bargaining power of suppliers could be higher in the beverage industry. The significant inputs of bubble milk tea stores are machines and ingredients. These inputs are relatively easy to obtain, and the price is slightly affected by the external environment. Due to the global recession, compared with 2021, the Finnish commodity price increased by 30% (StatisticsFinland). However, the government introduced enterprise protection measures that the products' price will increase by the same percentage as the commodity.

Bargaining power of buyers

The bargaining power of buyers in the beverage industry is medium. The Finnish beverage market is in high demand, with several customers. However, it is easy for customers to check the different prices of different beverage stores through online applications such as Wolt, Foodora, and Google Maps. Customers can get information about a wide variety of products and get access to orders from other companies instantly online.

The threat of substitute products

In terms of the beverage sector, the threats of substitute products are high. The general need of the customers market is drinking. Many replacements can satisfy customer needs. Customers could choose coffee, ice cream, juice, or other alternatives depending on the flavor, location, quality, and price.

Industry Rivalry

In terms of the beverage sector, the current competition is highly intense in the marketplace because of the large number of competitors, high level of replacement, and entry of low-cost carriers. However, the entire industry indicates positive growth, and the government supports it. Even though the fierce competition between firms, individuals still have many chances to access the industry.

4.4 Competitive analysis

This section describes who the potential competitors are, what their advantages are, and what our advantages are in comparison, and it assists GuTea in developing its market strategy. Then, following an analysis of the external situation, the competitor positioning circle and competitor's situation matrix assist GuTea in looking internally and developing a reasonable strategy based on geographical location.

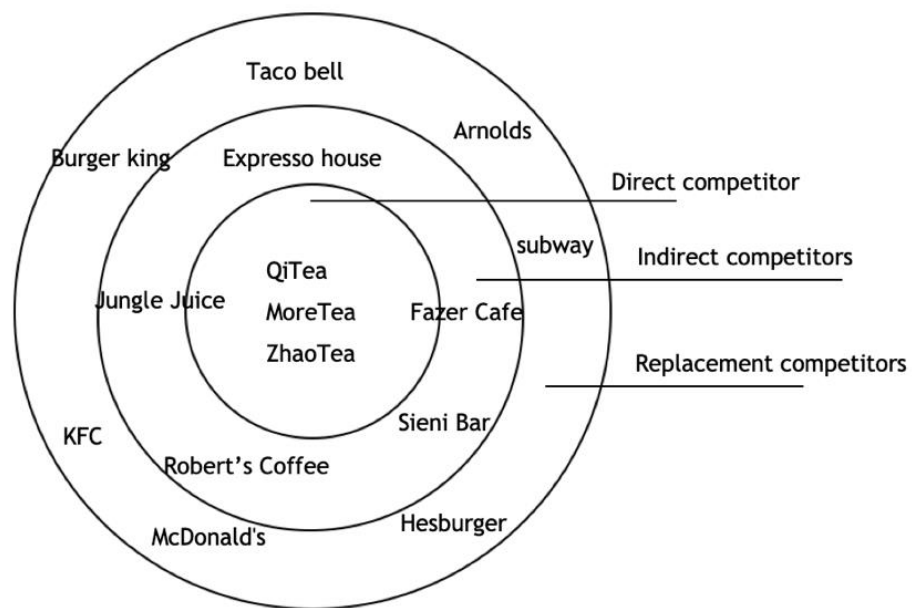


Figure 4: Competitors positioning circle

Besides existing bubble milk tea shops, GuTea has many other indirect and replacement competitors in Helsinki. The author specifically analyzed the eight direct, indirect competitors in terms of quality, price and market share.

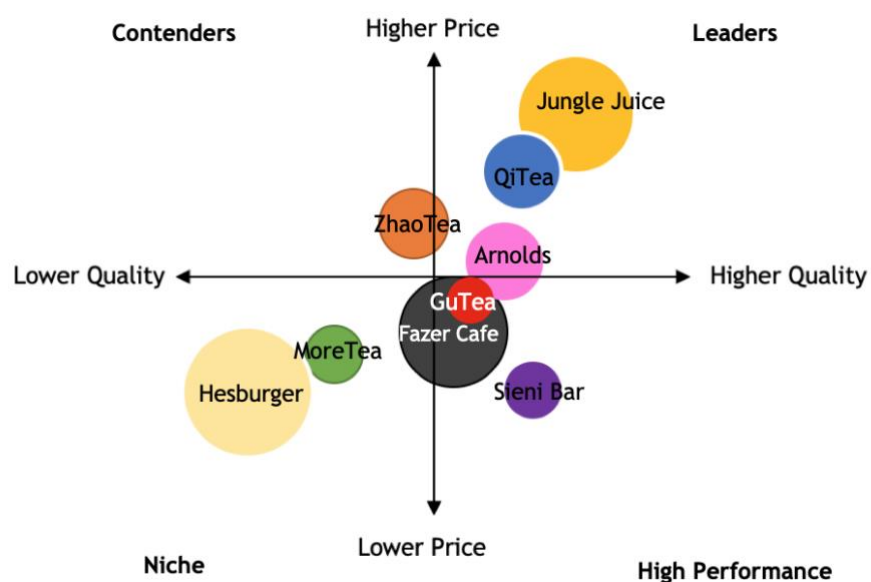


Figure 5: Competitors Situation Matrix, by Quality, Price and Market Share

The quality, cost, and market share of rival products are used to evaluate The Matrix. The X axis represents quality, the Y axis represents price, and the bubble size depicts the brand's market share. The Google Map score, which is a public platform, is used to gauge quality. By contrasting the pricing with those of GuTea items, the price is assessed. Chain store density determines market share; the higher the density, the higher the market share. The competitors' positions can be divided into four categories: leader, contender, niche, and high performance.

In the Leaders sector, which has high brand loyalty and market share, Jungle Juice, QiTea, and Arnolds are taking advantage of the quality. Jungle Juice is branded with fresh fruits and healthy living habits. Even though their price is high, they can also attract those who care about food nutrition and calories. QiTea is the biggest bubble milk tea company with three stores and still looking for more franchisees to expand its market share in Helsinki. QiTea has a mass market group and can be the most competitive competitor to GuTea. Arnolds is a donut retailer that also sells milkshakes. Although their beverage is less popular than GuTea's, their donuts have a devoted following. They appeal more to folks who are more concerned with snacks than beverages.

ZhaoTea is the only contender. ZhaoTea has a more fantastic price than the average; even the quality could be better. They do, however, have a certain number of consumers since they make use of their location. Their store is located in Kaivokatu, directly across from the Ateneum art gallery and surrounded by malls and offices; the area attracts many tourists and businesspeople.

Regarding the Niche sector, Hesburger and MoreTea are the prominent occupiers. The low-wage population is their target market. MoreTea is the first chain brand of bubble milk tea in Finland, but they cannot insist on their product quality when new entrants enter the market. The declining price saves the business though the sales are disappointing. Hesburger is a fast food business popular among the young and worker market. Their food and drinks are cheap, and food delivery is fast, but their beverage options are limited, and the flavor could be more remarkable.

The high-performance sector includes Fazer Café and Sieni Bar, which perform as exceptional enterprise and has high customer liking in Finland. Fazer Café is a local Finnish brand that offers coffee, chocolate, and other desserts. Furthermore, with net sales of €1.1 billion, Fazer is one of Nordic's largest food companies. It has a strong brand reputation as well as strong consumer loyalty. However, the variety of items is limited; for example, they only serve traditional coffee and tea. Even if their target customers were similar to GuTea's, there was still a significant disparity between them. Sieni provides high-quality alcohol at a reasonable price. Sieni Bar, like Fazer Café, has a devoted following. However, Sieni Bar is open from noon to late at night, with hours different from GuTea's.

The optimal market entry approach for GuTea is setting the price is 10% lower than the market. Furthermore, to satisfy customer demands, GuTea offers various flavors that can be customized depending on customer preference.

4.5 Marketing plan

STP is a tool to define the target customer profiles for the GuTea beverage business . According to the company's B2C business type, the difficulty of research, and the aim of classifying customers based on individual attributes, demographic segmentation is picked. The analytic results from the population census survey in Finland in 2021 show that the proportion of people aged from 30 to 44 is the highest, about 19.4% after rounding. Although the proportion of young people aged 15 to 44 is lower than that of people aged 45 to 74, the difference is less than 1% and can be ignored.

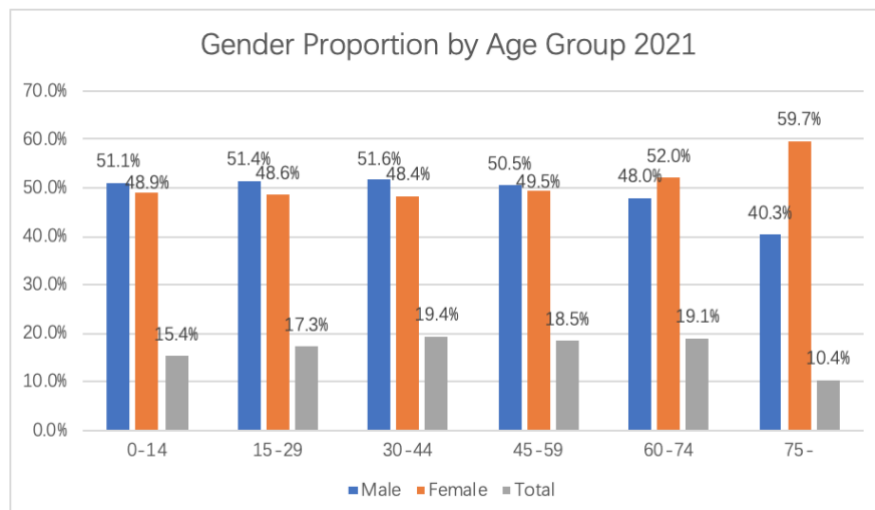
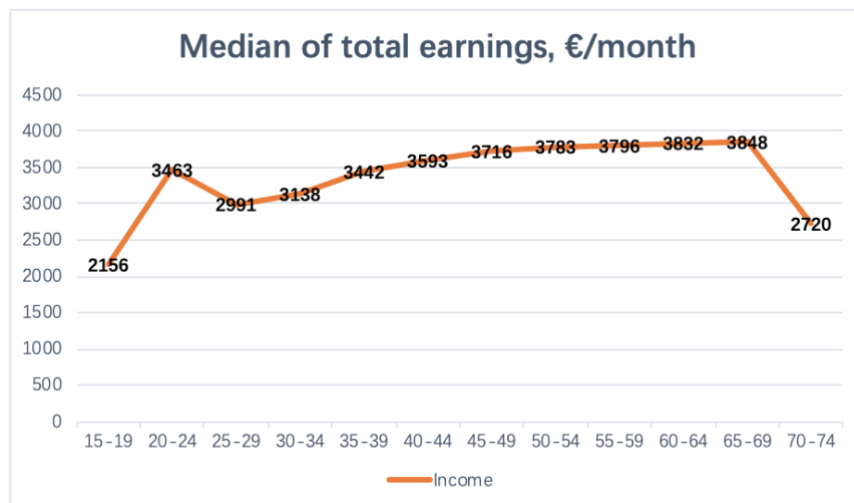


Figure 6: Gender Proportion by age group 2021 (Statistics Finland, Population structure)

Meanwhile, the figure shows that the portion of people of different gender by each age group is almost equal except for the group over 75; the difference is not significant.



The people in groups 15-19 have the lowest income, around 2000 euros. However, compared with 15-19, the 20-24 have a dramatic increase in earnings and are the only young people with income over 3000. Moreover, income increases with age from 20 until age 70. Applying this targeting model in the GuTea store, GuTea's concentrations are middle class, age from 20 to 44, income from 2500 to 3500 individuals.

Understanding customer purchasing criteria is analyzed as the first stage that will help GuTea to set the market strategy and product development. There are assigned customer criteria based on the research.

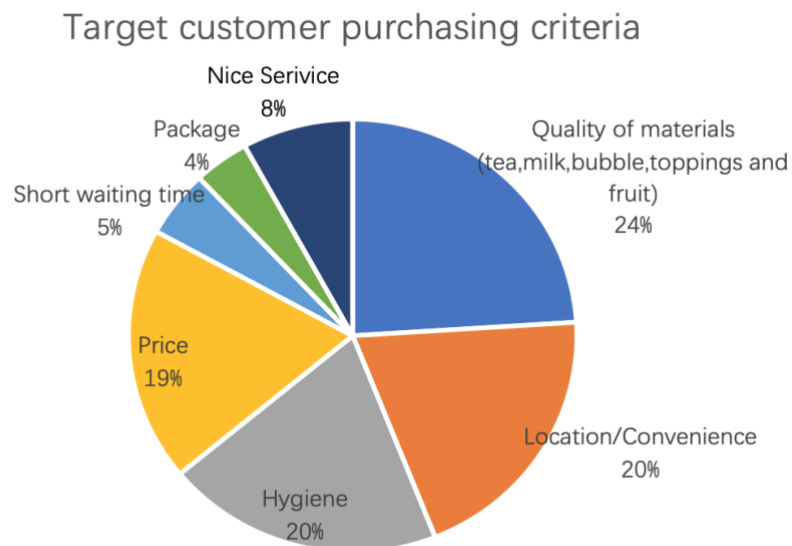


Figure 7: Pie chart of GuTea's target customer purchasing criteria 2022

The quality of materials has 24%, which indicates this is the most concerned criterion for the target market. The hygiene situation and location of the store are jointly tied for second place.

Price also conquered a large part, 19%, which placed third. Finally, the service, package, and waiting time percentage is less than 10%, which can be post-positioned.

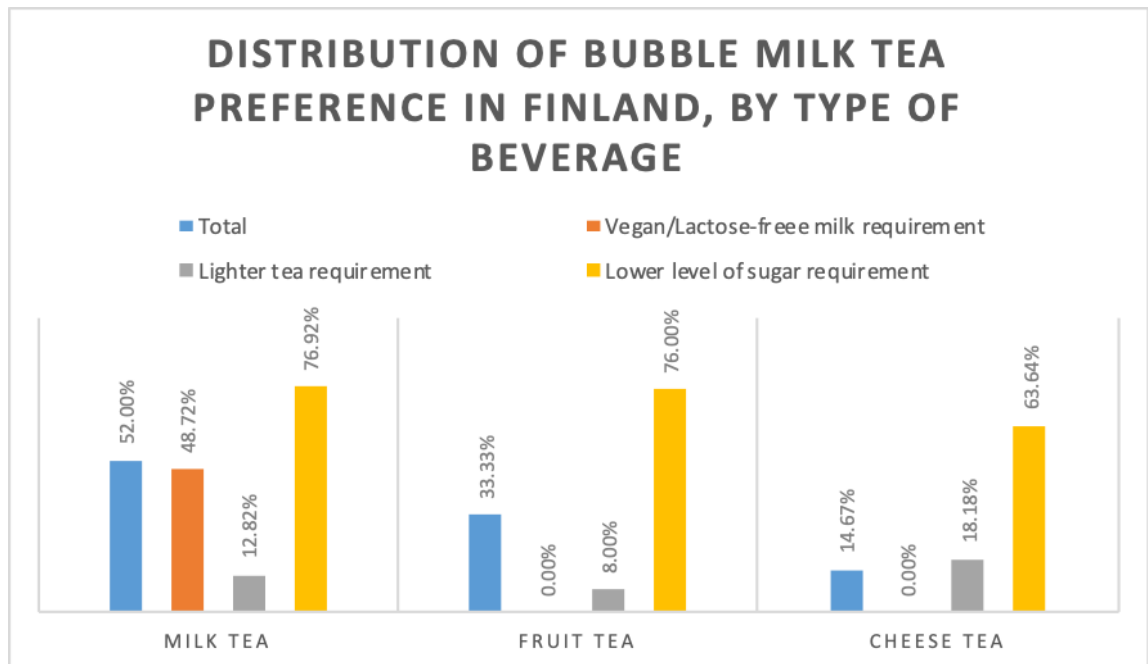


Figure 8: Distribution of Bubble Milk Tea Preference in Finland, by type of beverage 2022

There are various types and flavors of bubble tea in the market, including but not limited to fruit-flavored bubble tea, black tea, green bubble tea, and tea with milk. Most people prefer classic milk tea, fruit tea conquers the second position, and cheese tea is the least popular. According to the data, excluding the type of beverage, the majority indicates that the bubble milk tea is too sweet that they are used to ordering less sugar. Based on the data, the sugar level should be flexible so that customers can order by personal preference is an excellent strategy. Nearly half of the participants tend to order vegan or lactose-free milk, thus preparing different kinds of milk is wise for GuTea. Tea level is the minimum element in this research and is too insignificant to influence sales volume. Even cheese tea is the type most influenced; it merely has 18.18% of the total.

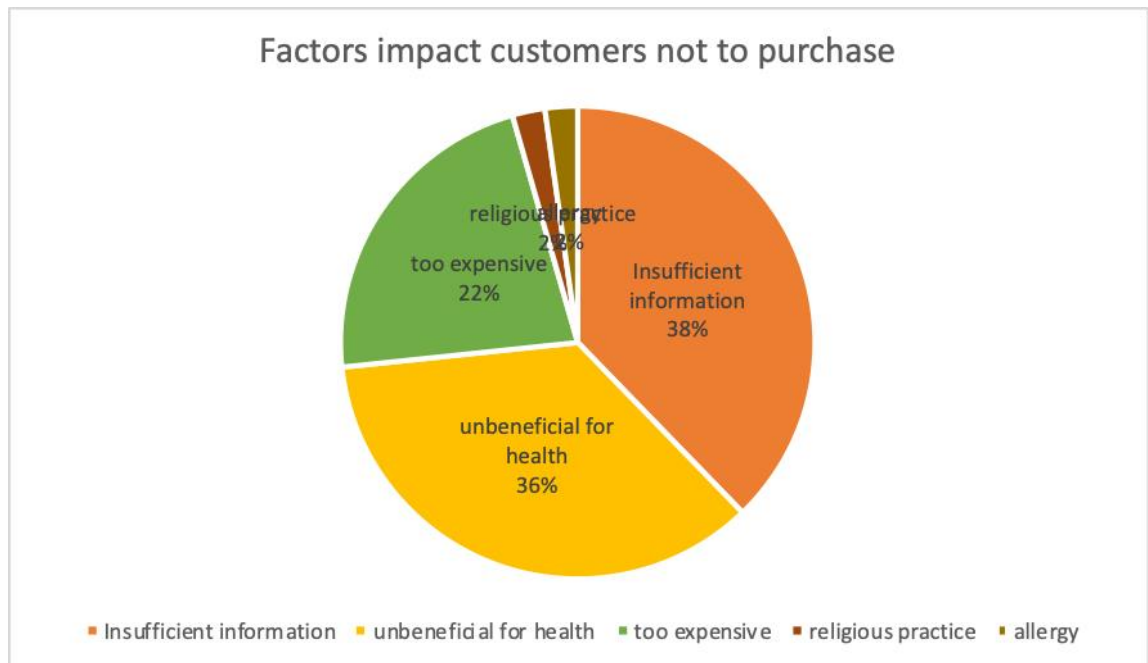


Figure 9: Factors Impact GuTea's Target Customers not to Purchase 2022

Insufficient information occupies 38% which is the main factor impact customer not to purchase. The second reason is that customers feel that bubble milk tea is supposed to be unbeneficial to body health. It shows that the changeable sugar level as personal preference is an intended strategy to drive health-conscious customer to purchase. And emphasize the product value that the tea's original property as a natural antioxidant contains rich Vitamin C and B brings various health benefits. The price is another decisive factor. In order to be more competitive, the author decides to set the price at 90% of the market price. Other factors, such as food allergies, religious beliefs, and personal preferences, only account for a tiny proportion of the population, making it difficult and costly to build a unique solution.

<i>Customized beverage</i>		<i>Customized beverage</i>	
GuTea		EXTRA TOPPINGS	
BUBBLE MILK TEA		Black Pearls	1.00
Classic bubble milk tea	4.95	Golden Pearls	1.00
Jasmine Bubble Milk Tea	4.95	Popping Boba	1.00
Oolong Bubble Milk Tea	4.95	Red Beans	1.00
Matcha Bubble Milk Tea	5.00	Pudding	1.00
Chocolate Bubble Milk Tea	5.00	Cheese foam	1.50
Coffee Bubble Milk Tea	5.50		
FRUIT TEA		SUGAR OPTION	
Passion Fruit Tea	6.20	0% / 25% / 50% / 75% / 100% / 125% / 150% /	
Mango Pineapple Tea	6.20	Honey / Stevia	
Strawberry Tea	6.20	MILK OPTION	
Lemon Green Tea	6.00	Oat Milk / Soya Milk / Lactose-free Milk /	
CHEESE TEA		Normal Milk	
Classic Cheese Tea	4.95	ICE OPTION	
Grapes Cheese Tea	6.50	No ice / Less ice / Normal ice / Warm / Hot	
Peach Lemon Cheese Tea	6.50		
Litchi Cheese Tea	6.50		

Figure 10: GuTea's Menu

Based on the revealed customer demands, the menu can be devised. GuTea's product features associated with the availability of various types and flavors of beverage provides more options to consumers.

4.6 Business operation

The store operation encompasses ownership introduction, products management, personnel management and food hygiene management.

Equity cannot be equally divided in order to avoid unnecessary disputes. Therefore, the majority of shareholders always have the final say. The author will be the company's initial founder, the majority shareholder, occupying 51% of shares, and the CEO is in charge of the company's specific management. The company's president is the other founder, who owns 49% of the company.

The corresponding suppliers are discovered by comparing prices, quality, and reputation. All of them have a convenient and easy-to-track ordering process. Every product can be ordered online, and E-invoices will be sent to the company's accounting system. The goods will be brought in the day the merchant settles in order, and the delivery person will confirm by calling when arrive.

Staffs are responsible for inventory management to ensure the quantity and quality of products. Employees must check the delivery list to ensure the amount and quality are correct when new goods are delivered. Everyone must follow the First In, First Out (FIFO) regulation which means moving the oldest stock first. In addition, staffs must complete a month-end summary at the end of each month to record how much inventory remains. Smartsheet is an easy-to-navigate application that helps business to track inventory conditions. The immense competitiveness of Smartsheet is that editors can set their purpose in advance. Then the application will automatically generate recommended solutions based on previous data. Editors can modify based on offered suggestions which is logical for the management.

GuTea's shifts are Monday to Saturday: Morning shift 9:30-16:00; Middle shift 14:30-20:00 and Evening shift 16:00-22:00. For Sunday: Morning shift 10:30-16:00; Middle shift 13:00-20:00 and Evening shift 15:00-22:00. The working hours are 139.5 hours for one week in total. GuTea has to have five staff to ensure store operation. GuTea will inform about vacancies through all social media such as LinkedIn, Twitter, and Instagram. GuTea provides five training opportunities and the probation period is limited to three months.

The Oiva report is a publicly displayed document received for an inspection carried out by the food control authorities on food premises. Persons working in the food industry must comply with the Oiva hygiene requirements. Milk and fresh products must be stored at fixed range of temperatures. The substances, such as milk, nuts, and cereals, causing allergies or intolerances will be noted to customers before every order is offered.

4.7 Financial plan

The financial plan chapter consists of investment budget and operation budget that project the minimum requirements for starting the business and potential earnings.

GuTea's total investment budget is 107907.64 with VAT and consists of long-term and short-term business assets, and they are classified into either fixed or current. GuTea defines fixed assets as machinery, computer equipment, and basic furniture that consistently aid the store's daily operations. The total amount is 43037.6.

Fixed Assets

Machinery, equipment tools

11926.97

Computer equipment	750,63
Cash register monitor	154.64
Cash register	159.99
Tab for Wolt	137
Store phone	299
Furniture	30360
Renovation	30000
Cabinets	360
Total Fixed Assets	43037.6

Table 3: GuTea's fixed assets

GuTea's total current assets are 64870.04 with VAT, including start-up expenses, stock, cash, and pre-paid taxes. The PRH instructed that a minimum share capital of EUR 2,500 is required, and the money must be transferred into the company's account before registration. Personnel costs are 7808.68 with VAT if 159 hours of staff are required each month, including two hours on Sundays and 1.1 euros evening bonus after 18. The highest expense, 38000, is rent with VAT, and the Tripla landlord requires the tenant to pay one month's rent in advance with a deposit of 3 months' rent. In the establishment stage, the fee for business registration is 120. To ensure store operation, the related materials and ingredients should be prepared enough for at least one month, which will cost 8687.21 euros.

Current Assets	
Start-up and opening costs	48008,68
Share capital	2500

Insurance	1500
Personnel	7808.68
Rent	36000
Company registration fee	200
Stock	8687.21
VAT pre-financing	7200
Cash	574.15
Micx. Office/Consulting	400
Total Current Assets	64870.4

Table 4: GuTea's current assets

From the investment budget, 110000 euros can ensure the store operation. The author covers 25500 euros of the investment budget, and another founder pays the rest, 24500 euros. The rest of the euros will be covered by sponsorship from the founders' family supports.

The operation budget forecasts GuTea's liability of making benefits in March 2023. It consists of all generated revenues and expenses. Tripla Jungle Juice has approximately 200 customers per day. We calculate based on the same customer flow, and the customer unit price is 6 euros, so the estimated daily turnover is 1200 euros. In March 2023, the business capacity is 36000. Consulting service expenses and cash deposit service expenses are 400 euros in total. The number of goods and personnel expenses are taken from the current assets sheet, which estimates one month's usage. The tax rate on the business profits of limited-liability companies and other corporate entities is 20%. After subtracting all the costs to keep GuTea running and paying 20% enterprise income tax, the net income keeps 8081.42.

Operating Budget 1.4.2023-30.4.2023)	
Total sales	36000
Cost of goods	3510
Gross Margin	32490

Accountant consulting service	325.75
Loomis cash service	74.15
Personnel Costs	7808.68
Rent and Commission fee	9000
Total operating expenses	17208.58
Income (Loss) from Operations	15281.42
20% enterprise income tax	7200
Net Income (Loss)	8081.42

Table 5: GuTea's operating budget (1.4.2023-30.4.2023)

5 Discussion

The main purpose of this project was to define the process of GuTea company from scratch. In this chapter, findings from the analysis and empirical investigation are gathered to answer the research sub-questions.

Question 1: Who are the competitors?

ZhaoTea, QiTea, MoreTea, Fazer Café and Jungle juice are five main competitors.

Question 2: Who is the target customer group?

According to the social age, gender and salary composition and proportion in Finland, the target customer group is age from 20 to 44, income from 2500 to 3500 individuals.

Question 3: What strategy is optimal for launching GuTea's products on the competitive market?

5.1 Competitiveness

Considering the use of resources, products benefits, and best meeting customer demands, the effective strategy to attract the most potential customers is to:

1. Site selection benefits from a geographic location.
2. Set the price 10% lower than the market pricing.
3. Import materials from Taiwanese suppliers to ensure product quality.
4. Availability of various types and flavors of bubble tea provides more options to consumers.

5.2 Marketing strategy

1. GuTea will create personalized advertisements on platforms such as Tiktok and Instagram.
2. Cooperation with Wolt, Foodora, and ResQ platform.

5.3 Product value

Emphasizes the health benefits of tea polyphenols.

6 Summary

First, the research outcome confirms the feasible plan of the GuTea company in terms of harmonious market conditions in Helsinki. The theoretic model applied to business planning provides a sufficient framework for answering the main research problem. By utilizing the template published by Cole Ehmke and Jay Akridge (2007) and supported tools, the business plan become implementable. These results should be considered when considering how to emerge a bubble milk tea business in Helsinki. However, the sample size restrained the generalization of the quantitative measurements regarding product prospects, prices, and types in this report. Moreover, the reliability of financial forecasts is impacted by the floating exchange rate. Therefore, additional research must collect more precise perceptions by employing multiple participants to verify the generalization. The exchange rate is an unpredictable variable; thus, it must be considered during the financial preparation stage in time. This report provides a base for locating attractive customers by specifying which products, customer characteristics, and purchasing preferences should be targeted. Sales planning should be included. The customer's future strategies must be mapped to progress with this.

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Figures

Figure 1: Porter's Five Forces Analysis.....	9
Figure 2: Competitive positioning template.....	10
Figure 3: Competitor matrix template	11
Figure 4: Competitors positioning circle	16
Figure 5: Competitors Situation Matrix, by Quality, Price and Market Share	16
Figure 6: Gender Proportion by age group 2021 (Statistics Finland, Population structure)....	18
Figure 7: Pie chart of GuTea's target customer purchasing criteria 2022.....	19
Figure 8: Distribution of Bubble Milk Tea Preference in Finland, by type of beverage 2022 ..	20
Figure 9: Factors Impact GuTea's Target Customers not to Purchase 2022.....	21
Figure 10: GuTea's Menu.....	22

Tables

Table 1: The Business model Canvas: nine business model building blocks	8
Table 2: GuTea's Business Canvas	13
Table 12: GuTea's fixed assets.....	24
Table 13: GuTea's current assets.....	25
Table 14: GuTea's operating budget (1.4.2023-30.4.2023)	26