

A Work Project, presented as part of the requirements for the Award of a Master's degree in Impact Entrepreneurship and Innovation, from the Nova School of Business and Economics.

**TEAHAOCHINA: AN ENTREPRENEURIAL JOURNEY IN BRIDGING CHINESE
HERBAL TEA TRADITION AND EUROPEAN HEALTH TRENDS**



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Abstract

This thesis explores the entrepreneurial journey of TeaHaoChina, a start-up company dedicated to promoting Chinese herbal tea culture and health care in the European market. The study aims to analyze the strategies and methods employed to build the brand, assess the factors contributing to its long-term success, and assess its potential impact on the health beverage industry. The study delves into the tea drinking habits and cultural backgrounds of Europe and China, laying the foundation for understanding the significance and potential of bringing Chinese herbal tea to Europe. Through comprehensive market research, analysis of consumer preferences and the development of effective marketing strategies, the study provides valuable insights for launching and developing a culturally rich, health-conscious brand in a highly competitive market. The findings highlight the importance of integrating traditional Chinese medicine with modern health trends and highlight the unique challenges and opportunities that TeaHaoChina faces in connecting ancient wisdom with modern health.

Keywords: Entrepreneurship, Chinese herbal tea, Business model, Sales Strategy, TeaHaoChina, Brand Building

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1. Introducing TeaHaoChina

TeaHaoChina is a business project promoting healthy Chinese herbal tea in Europe. The project addresses European consumers' growing demand for health-conscious and nutritious beverage options. TeaHaoChina aims to introduce high-quality, effective Chinese herbal teas, enriched with rich traditions and benefits, to the European market. It brings the cultural essence of Chinese tea and traditional Chinese medicine to the forefront. This initiative fills a unique gap in the European health beverage industry. It offers an alternative to the existing tea options that need a solid cultural foundation. The brand aspires to foster a deeper understanding of Chinese culture and traditional medicine among European consumers, helping them access healthier beverage choices. Through superior products, educational content, and community engagement, TeaHaoChina seeks to make a meaningful impact on the health industry and establish itself as the leading brand in the European herbal tea market.

2. Background of Tea Market and Culture

2.1 Overview of the European Tea Market

The European tea market is showing significant growth and increasing diversity, driven by rising consumer interest in health and wellness, as well as a growing appreciation for diverse and high-quality tea products. According to Market Data Forecast Ltd (2023), the European tea market is expected to grow from \$12.7 billion in 2023 to \$18.9 billion in 2028, a compound annual growth rate (CAGR) of 6.3%.

2.2 Consumer Preferences and Trends

European consumers increasingly turn to natural and organic products, emphasising their health benefits. This trend is evident in the herbal tea segment, which has grown

strongly. Euromonitor International notes that due to the apparent health benefits of herbal tea, many consumers are seeking tea with functional benefits such as relaxation, digestion and immunity enhancement, resulting in a surge in demand for herbal tea (Tea in Western Europe, 2008).

2.3 Growth of Herbal Tea Segment

Europe's herbal tea market is particularly worthy to note. Market Data Forecast Ltd (n.d.-b) reports that the herbal tea segment is expected to grow significantly, driven by consumers' preference for natural sources and health drinks. In 2023, the European herbal tea market size was \$2.3 billion and is expected to reach \$3.8 billion by 2028, with a compound annual growth rate of 7.2%.

2.4 Trends in Healthy and Organic Products

The market for Chinese teas in Europe is expanding as consumers seek more and more natural and holistic health solutions. The unique flavor and health benefits of these teas make them an attractive option in the growing wellness market. By educating consumers about the healing properties and cultural significance of Chinese teas, TeaHaoChina aims to shape a powerful value proposition that stands out in the competitive tea market.

Integrating the knowledge of traditional Chinese medicine with modern health trends allows TeaHaoChina to capture the growing demand for healthy functional drinks.

This integration not only attracts health-conscious consumers, but also fosters cultural appreciation and knowledge of TCM practices(Chan et al., 2015).

2.5 The Need for Chinese Herbal Tea in Europe

European consumers are increasingly interested in the health benefits of herbal tea(Forecast market data, 2023). For its medicinal value and long history of tradition, Chinese herbal tea is the right one to meet this demand.

Teahaochina is committed to combining traditional Chinese herbal tea and modern Chinese tea drinking habits, as well as the modern needs of European consumers, encouraging the integration of Chinese and European cultures by promoting tea products with cultural heritage and healthy values.

3. TeaHaoChina's Value Creation

3.1 Bridging the Gap in Wellness Industry

The inspiration for TeaHaoChina came from my exposure and understanding of Chinese herbal traditions from an early age and the growing interest in natural health products in Europe. As a founder, my passion for natural remedies and my personal experience in treating a wide range of ailments led me to realize that there was a gap in the European market for authentic Chinese teas that not only offer great health benefits, but also a culturally rich experience. My journey into the world of herbs has been crucial in shaping the vision of TeaHaoChina. With my knowledge and passion for traditional Chinese herbs, I was inspired to create a brand that not only offered high quality products, but also educated consumers about the rich cultural heritage behind the products. This dual interest in health and culture has become the cornerstone of TeaHaoChina's mission: to bridge the gap between ancient Chinese wisdom and modern European trends in health.

3.2 Solving the Traditional Tea Market Dilemma

TeaHaoChina was created out of a need to change the traditional and inefficient way of buying tea. The main distribution channels for traditional tea are focused on supermarkets and grocery stores, where consumers have low awareness of the types of tea, its effectiveness, knowledge and taste, which makes it difficult for them to understand or be unaware of it. Thus, they need to be more interested in buying herbal

tea. Through its social media educational content, TeaHaoChina will popularize the knowledge of tea culture to enhance consumers' understanding of and interest in herbal tea. TeaHaoChina will further increase its exposure to consumers and their desire to buy by organizing pop-up workshops, tea-tasting events, and collaborations with wellness communities.

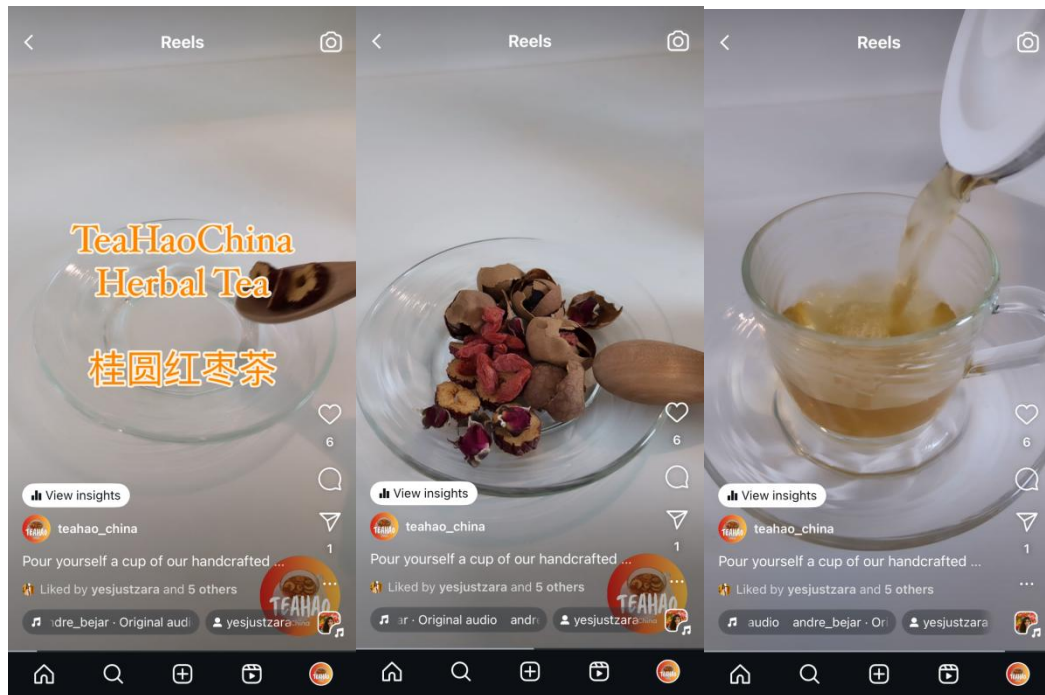


Figure 1-3: An example of educating arts of making Chinese herbal tea on Instagram

In addition, TeaHaoChina focuses on combining the ancient way of health and wellness with modern and convenient lifestyles. In the modern tea market, there is a range of choices but a need for tangible cultural heritage or explanation.

TeaHaoChina provides a platform that transparently communicates the history and connotations behind Chinese tea and Chinese medicine culture, supports the health needs of modern consumers pursuing healthy lifestyles, and offers a reassuring, convenient and transparent tea purchasing experience.

3.3 TeaHaoChina's Value in Digital Era

In today's world, where technology and digitalization are becoming increasingly important, traditional industries such as the tea market must also adapt and modernise. TeaHaoChina wants to leverage Artificial Intelligence (AI) to provide personalized healthy tea recommendations. AI can customize herbal tea products that best suit their needs by analysing a customer's health data and preferences. This personalized service enhances the user experience and strengthens customer loyalty to the brand (Khan et al., 2019; Felix & Rembulan, 2023).

By combining technology with tradition, TeaHaoChina is committed to providing consumers with the highest quality and most appropriate tea products to fulfil modern society's dual pursuit of health and convenience. TeaHaoChina's vision is not only to occupy a place in the tea market, but also to lead the trend of modern healthy beverages. Through innovation and cultural heritage, TeaHaoChina fulfills consumers' health needs and promotes global understanding and appreciation of traditional Chinese tea culture.

4. TeaHaoChina's Initial Market

3.1 Market Segmentation

Given the strategic, historical and cultural advantages in Europe and the fact that the founding team of TeaHaoChina resides in Portugal, TeaHaoChina decided to focus first on the Portuguese market and gradually expand to Germany and the European market as a whole. The reasons are as follows:

The demand for healthy and organic products in these countries has increased significantly in recent years, especially in the beverage market. According to a survey conducted by a Portuguese market research company, more than 40% of Portuguese consumers say they prefer organic and natural products (Pereira, 2023). In Germany,

the market for health and organic products is also growing rapidly, especially among middle-aged and older consumers with a strong interest in health and wellness (Statista, 2024).

These trends are partly attributable to rising consumer health awareness and increased interest in traditional and natural remedies (Instituto Nacional de Estadística, 2022). In addition, these countries have a long tradition of tea drinking, which provides a good market base for TeaHaoChina's herbal tea products (Costa, 2023).

Despite some challenges, the European market environment remains very favourable for TeaHaoChina. The European legal framework is more gentle for the import of food and beverages, especially the policies supporting organic and natural products (Ministério et al.). This regulatory environment helped TeaHaoChina to enter the market smoothly and facilitate the promotion of its herbal tea products. A detailed analysis targeting potential beneficiaries in different sectors shows the broad applicability of this digital platform.

4.2 Build an End-customer Profile of the Initial Market

4.2.1 Customer Segmentation

TeaHaoChina's target customers mainly include the following categories: health-conscious consumers, consumers interested in exotic tea cultures, and consumers with dietary restrictions. These consumers are TeaHaoChina's core market, who are not only in need of healthy beverages but also curious about tea culture. In order to attract these target users, TeaHaoChina will demonstrate the unique health benefits and cultural background of Chinese herbal teas and attract consumers who wish to purchase and enjoy herbal teas.

4.2.2 Demographics

Our research indicates that TeaHaoChina's initial customer base actively engages in health-related activities and is interested in healthy alternatives such as herbal teas. According to the questionnaire results (see Appendix), most participants were aged between 25 and 45, with a slight majority being women. These consumers come from diverse occupational and educational backgrounds but share a common interest in health and wellness. They are willing to pay a medium to premium price for high-quality herbal tea products that offer health benefits.

These consumers value health and organic products and are eager to explore new healthy beverage options.

Sample Demographics

Sample Size	Reached 91 participants
Age Group	About 80%(71/91) of the participants are between age 20-29, 18% are above 30
Gender	The Survey has 60 female responses, 30 male ones, and 1 who did not disclose their gender
Location	About 84% of the participants has been living mainly in Europe for the past year
Occupation	About 64% of the participants are students, while approximately 35% participants are working

Table 1: Demographic Data on the survey sample

4.3.3 Identifying Top Clients

Our preliminary research employed observation and questionnaire methods to establish the key factors influencing tea purchases: quality, price, taste, and health benefits. According to the survey results (see Appendix), over 70% of respondents identified these four factors as significant in their purchasing decisions. Notably, over 50% of respondents mentioned overall health benefits as their primary reason for drinking tea. In comparison, 20% sought specific health benefits for physical or

dietary reasons. These findings highlight a substantial opportunity for promoting Chinese herbal tea in the European market.

To further explore consumer behaviour, I conducted observations at 11 grocery stores and pharmacies in Lisbon, Portugal, including Pingo Doce, Continente, Celeiros, and various Asian supermarkets. On average, every 30 minutes, 3-5 individuals, primarily young to middle-aged women, visited the healthy organic tea section. Brief interviews revealed that many shoppers were interested in learning more about herbal teas and desired convenient purchasing channels (detailed observations in Appendix).

A mixed-method approach combining qualitative and quantitative research was employed to enhance the understanding further. In the second phase, qualitative interviews (see Appendix) were conducted with local grocery stores in Portugal that sell healthy organic teas or Chinese herbal remedies. The findings indicated that most herbal tea consumers are middle-aged, with a higher proportion of females in the young to middle-aged demographic and males predominantly middle-aged and above. Popular herbal teas in Portugal include traditional ginger and peppermint teas. At the same time, traditional Chinese teas also enjoy popularity in Chinese supermarkets. Some European consumers are fascinated by unfamiliar Chinese herbal teas and purchase them out of curiosity. However, the attractive, bright, engaging packaging from unknown brands often drives initial purchases.

This analysis suggests that while the potential customer base for TeaHaoChina is diverse, the ideal customer will likely be health-conscious individuals seeking high-quality, healthy beverages. This demographic's interest in health and wellness presents a significant market for TeaHaoChina's offerings, supported by qualitative insights and quantitative data from our research.

By targeting these top clients through tailored marketing strategies and educational initiatives, TeaHaoChina can effectively position itself to capture a market share of the European herbal tea market.

4.4 Creating Personas

Creating personas is essential to the business planning and execution process, allowing for a more customer-centric orientation to product development, marketing, and overall business strategy (Scaled Agile, Inc., 2023). The health and wellness beverage market is as diverse as the health goals it pursues. Creating user personas is critical to capturing this diversity, ensuring that real consumer concerns and desires are addressed, not just fictionalized ideas. Example user personas are described below: Jaquelin (26 years old) - Portuguese, post-graduate degree, an office worker in the city with a passion for health-related activities such as yoga, meditation, and exercise. Is exploring a healthy lifestyle and is also looking for more natural and organic healthy drink alternatives.

Viola (38 years old) - German, Bachelor's degree, has been working as a self-employed entrepreneur for many years. Has some health habits and is a health manager, as well as a tea culture enthusiast, interested in exotic cultures and happy to explore new ways to maintain health.

For these types of consumers, any wellness solution they implement must be efficient, transparent, and easily integrated with their existing lifestyle.

5. TeaHaoChina's Competitive Advantages

5.1 Competitive Advantages in the European Market

TeaHaoChina stands out in the market because of its unique approach to spreading the Chinese herbal tea culture in Europe and offering premium herbal tea products as a

new alternative to healthy beverages. As the share of Chinese herbal tea in the mainstream European herbal tea market is still small, TeaHaoChina has a huge market opportunity.

In order to understand the competitiveness of Chinese herbal tea in the European herbal tea market, a competitive analysis was conducted. Market research shows that several global brands offer herbal tea series products (See details in Figure 7). Pukka and Yogi target the low to mid-range market and use crushed leaves commonly found in Europe, with herbal teas originating mainly from India and South Africa. There are very few options in the Chinese herbal tea category. TeaHaoChina focuses on healthy tea alternatives and is uniquely competitive in the European market with its outstanding health benefits and virtually no similar competitors.

The challenge lies in the need to educate customers about Chinese herbal tea in the European market so that potential consumers are aware of and familiar with its benefits; the opportunity lies in the absence of fully comparable competitors who are deeply involved in Chinese herbal tea.



Figure 4: Competitors for TeaHaoChina

5.2 Product Origin and Supply Chain Management

TeaHaoChina's products are sourced from Chinese herbs, capitalising on China's rich history and background in tea and herbal teas. At this stage, due to the geography of the founder's location, the ingredients are purchased and selected in China and mailed to Europe. At a later stage, the founder will personally travel to these origins to further increase the transparency of the raw materials, thus ensuring the quality of the raw materials.

Additionally, the founders of TeaHaoChina have three years of prior supply chain management experience and a wealth of experience in the logistics of exporting products from China to the rest of the world, providing a unique advantage to TeaHaoChina's logistics and operations. The founder's good relationships with suppliers and logistics companies can ensure efficient supply chain operations, rapid response to market demand, and timely supply and stable transportation of products.

5.3 Social Media Strategy and Personal Branding

Social media strategy and personal branding are some of the biggest highlights of TeaHaoChina. By building a solid personal brand, TeaHaoChina will attract much attention on social media platforms. The founder serves as the face of the brand and builds a deep connection with consumers by sharing his experience of wellness and knowledge of tea culture. This strategy will be explained further below.

6. TeaHaoChina's Sales Strategy Analysis

TeaHaoChina aims to establish a strong market presence in Europe by leveraging a comprehensive sales strategy that includes brand storytelling, targeted promotions, content creation, and customer relationship management. This strategy is designed to

address the growing consumer demand for health and wellness products and capitalize on Chinese herbal teas' unique cultural and medicinal value.

6.1 Brand Story and Image

Compelling brand storytelling is crucial for building a strong brand identity.

TeaHaoChina enhances consumer identification by highlighting the brand's origins, production process, and the traditional culture behind its products. Emphasizing the ancient philosophy of Chinese medicine and using natural and organic raw materials ensures the health and safety of its products. This approach helps create a brand image that combines traditional Chinese tea culture with modern aesthetics, appealing to young European consumers. Consistency across all social media platforms, including visual design and tone of voice, is maintained to build a strong brand identity.

6.2 Customer Acquisition

TeaHaoChina focuses on health-conscious consumers who are open to new cultural experiences in order to acquire customers. The primary acquisition method is showcasing products on social media and the official website, providing detailed knowledge about herbal teas, their uses, and the art of tea brewing. Offline methods include tea tasting events and joint activities with health communities to spread awareness and drive traffic to the website. The multi-layered customer journey involves several decision points, and strategies must be developed to unlock the full potential and value of the user. According to our research (see Appendix), quality products, affordable prices, rich flavours, and health benefits are critical factors in attracting consumers.

6.3 Content Creation

Content creation is vital for attracting and retaining customers. TeaHaoChina communicates product information and brand values through high-quality multimedia

content, such as short videos, images, and posts. Educational videos on the history, health benefits, and usage of wellness tea are produced, showcasing different scenarios of tea consumption. Various content types, including customer stories and success stories, enhance the brand's credibility and appeal. TeaHaoChina's social media strategy involves the founder sharing her daily life and health habits, naturally incorporating Chinese herbal teas into her routine. This personal approach builds brand affinity and trust.

6.4 Marketing Strategy

TeaHaoChina's marketing strategy is designed to strategically maximize reach and impact through targeted social media advertising, on-site activities, and SEO. Social media advertising on platforms such as Facebook and Instagram ensures precise targeting of potential customers, enhancing engagement and conversion rates.

Collaborations with healthcare influencers further bolster this strategy by endorsing a healthy lifestyle, thus increasing the credibility and attractiveness of TeaHaoChina's products.

Moreover, SEO marketing is vital in enhancing TeaHaoChina's online visibility and driving organic traffic. Strategically placed, visually appealing product and ingredient images on Pinterest attract visitors to the website. Optimized website content and informative blog posts on the benefits of wellness tea and healthy lifestyles improve search engine rankings. High-quality backlinks further augment search visibility and website authority. This integrated marketing approach broadens TeaHaoChina's reach and reinforces its position in the competitive herbal tea market, ensuring sustained growth and customer acquisition.

7. TeaHaoChina's Revenue Plans

7.1 Revenue Strategy and Opportunities

TeaHaoChina aims to redefine the herbal tea market through innovative means in the digital age. TeaHaoChina's revenue model focuses on generating direct revenue through direct online sales of herbal tea bags and customized kits, as well as offline tea-tasting sessions and pop-up market stands. In addition, potential alliance partnerships with wellness and health organizations and clubs can further increase revenue. Valuable data collected through social media and web portals will provide additional revenue opportunities and user behavioural insights. Through various offline and online promotional activities, TeaHaoChina promotes cross-selling of Chinese herbal teas by popularizing knowledge of Chinese tea culture, upselling tea accessories, and organizing tea and health seminars, expanding awareness and relying on reputation to generate a sustainable passive revenue stream. This business model is highly scalable and easy to replicate, with online activities that can be monitored remotely and offline activities that can be replicated in different European countries and cities.

7.2 Developing a Pricing Framework for TeaHaoChina

TeaHaoChina's pricing strategy excels in balancing consumer affordability with the brand's profitability while adding cultural and health value to it. Based on feedback from the questionnaire (see Appendix), the average price customers are willing to pay for a box of herbal tea containing eight infusions is €7 per box. The pricing model focused on consumers' ability to pay and the premium they are willing to pay for cultural and emotional value. While trying to promote monthly subscriptions and reduce delivery costs, TeaHaoChina will offer Trail Box options and monthly/quarterly options. Customizing packaging or tea selections also provides additional emotional experiences to support customer satisfaction. The initial pricing

model is detailed in the Appendix, and future adjustments are considered to accommodate a large-scale rollout.

The analysis shows that TeaHaoChina's pricing is competitive, especially given its added cultural and emotional value. TeaHaoChina offers a quality product, unique health and cultural values, and personalized and customized services that can deliver value far beyond the price of the product itself.

8. Assessing the Financial Viability of TeaHaoChina

Although TeaHaoChina's financial projections are hypothetical, the projected LTV/CAC ratios still provide valuable insight into the company's potential for sustainable growth. Through the following tables, TeaHaoChina demonstrates in detail the process of calculating Customer Acquisition Cost (CAC) and Customer Lifetime Value (LTV) and its assumptions.

Customer Acquisition Cost (CAC) represents the average cost of acquiring each new customer. The following is TeaHaoChina's CAC forecast in 3 years: (see in Appendix). Lifetime Value (LTV) represents the total revenue that each customer generates for a business over its entire lifecycle. The following is TeaHaoChina's LTV forecast: (See in the table).

Time Period	Average Purchase Value (APV) (€)	Average Purchase Frequency (APF)	Customer Lifespan (CL) (Years)	LTV (€)
Short term	15	3	2	90
Medium term	20	3.5	2	140
Long term	25	3.8	3	285

Table 2: Lifetime Value (LTV) Overview

With the above calculations, this forecast indicates that TeaHaoChina has adopted an effective cost management strategy in acquiring customers, resulting in the value derived from customers exceeding the cost of acquisition, showing a good theoretical outlook. Although these figures are only projections, they reflect a well-thought-out strategy by TeaHaoChina aimed at achieving a profitable and sustainable business model.

9. Developing a Product Development Plan for TeaHaoChina

Regarding product presentation, according to Digital Marketing Institute (2024), TeaHaoChina will focus on aesthetics to attract audience interest and stimulate consumption. TeaHaoChina's first herbal tea products include two flavours: RED tea and YELLOW tea. The detailed product information is attached in Appendix.



Figure 5: TeaHaoChina's first products

During the development process, I conducted remote interviews with traditional Chinese medicine experts in China to confirm the ingredients and combinations, ensuring that the tea not only has health benefits but also meets the taste needs of consumers. For details, please refer to the Appendix.

To test market response, we plan to promote through the official TeaHaoChina website and social media and hold on-site tea-tasting events in major cities to gather immediate feedback from consumers. At the same time, we will use questionnaires to understand consumers' satisfaction with the taste, health benefits and overall experience of tea.

Based on the feedback collected, we will adjust the product, optimize the ingredient ratio and taste, and develop more herbal tea flavours that meet the needs. At the same time, personalized packaging and customized tea combinations are provided to meet the individual needs of consumers and enhance the brand appeal. TeaHaoChina will ensure that products meet market needs and provide unique health and cultural values through these measures.

10. Expanding TeaHaoChina's Map

10.1 Developing a Product Upsell Program

TeaHaoChina's product plan unfolds in several phases. The initial two months focused on gathering feedback and customizing the main product. Currently, we are in the pre-launch phase, educating the audience about tea culture and Chinese herbal tea benefits through social media, while preparing for packaging design and promotional content. Mass production will commence in September. Future upsell products will include special health cups for brewing Chinese herbal tea, as well as Chinese-style mugs, kettles, and other accessories to increase the unit price.

Initially, TeaHaoChina will target young to middle-aged consumers through online marketing and local flea markets. As the business expands, we plan to open physical stores in Portugal and other European countries to reach older demographics and enhance brand credibility through physical experiences. Additionally, we aim to introduce premium, high-quality teas for middle-aged to older consumers, offering

personalized customization to meet specific health needs, thereby boosting customer satisfaction and brand loyalty.

10.2 Estimating the Total Access Market (TAM) Size of the Follow-on Markets

In order to estimate the Total Addressable Market (TAM) for the follow-on market, several key factors were considered, including the size of the potential customer base, the pricing of the product, and the frequency of consumption. Assumptions:

Each consumer purchase costs €15 per month.

Annual purchase revenue per consumer per year is €180 (€15 x 12 months).

The potential customer base in Portugal and other targeted European countries is 1 million people.

With these estimates, we can see that TeaHaoChina has a significant market potential in the future. By optimizing its products and services and continuously expanding its market coverage, TeaHaoChina will be able to achieve long-term market growth and brand value enhancement.

11. Reflections and Lessons Learned from this Entrepreneurial Journey

I started the TeaHaoChina journey when I felt like I was not ready at all. It was not how I imagined how it started. Nevertheless, that is also the charm of starting an entrepreneurial journey. You have yet to determine where this road leads you, although you are already on your way, having all the unexpected happen. Before launching TeaHaoChina, I attended a Design Your Life workshop. I realized that I really wanted to start the TeaHaoChina project because it was something I needed and was interested in at the moment and closely related to my life goals. The most important takeaway from this workshop was "Fail early, fail often, in order to succeed sooner." (Babineaux & Krumboltz, 2013). Only by taking action can you gain experience from failure and keep adjusting your direction. Although there were many

unexpected situations in the process, the most challenging part is working consistently when you are still waiting to see immediate results and experiencing failures. I signed up for the shark contest on campus, which was TeaHaoChina's first pitch. Although we failed to win the final prize, we received valuable feedback from other participants and gained much inspiration. This experience gave me confidence and direction for the future of TeaHaoChina. As a result, I am proud to have started this project.

Despite being a one-person team at the moment, I have the support of my family, friends and professors. Once you start, you will be more likely to achieve further than you imagine you may some day.

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Appendix

Survey Questions for potential customers

TeahaoChina Tea Tasting

Dear Participant,

Thank you for sharing your insights on tea drinking with us! 🙌 Please take 3-minute to answer the following questions. All responses will be treated confidentially and solely utilized for research purposes.

As a token of our gratitude, we'll be GIVING AWAY 3 gift bags of TeahaoChina herbal tea FOR FREE. If you'd like to participate in this campaign, simply leave your email at the end of the survey.

Your contribution means the world to us! Follow us on Instagram @teahao_china and stay tuned for updates and upcoming events. 🙌 Thank you once again for your invaluable input!

* 表示必填

1. What is your age? *

请仅选择一个答案。

- 15-19
- 20-24
- 24-29
- 30-34
- 35-39
- 40 or above

2. What is your gender? *

请仅选择一个答案。

- Male
- Female
- Other
- Prefer not to disclose

3. Location (Where you mostly live for the past year?) *

请仅选择一个答案。

- Europe
- Asia
- North America
- South America
- Africa
- Other regions

4. Occupation *

请仅选择一个答案。

- Student
- Employed
- Business Owner/ Entrepreneur
- Unemployed

Tea Buying Habits

5. How often do you purchase tea for personal consumption? *

请仅选择一个答案。

- Weekly
- Monthly
- Occasionally
- Rarely

6. Where do you typically get tea? *

请选择所有适用项。

- Specialty tea shops
- Supermarkets
- Online retailers (Official websites, social media and so on)
- Gifts from others
- 其他: _____

7. What factors influence your decision to purchase tea?

请选择所有适用项。

	Not relevant	somewhat relevant	Very relevant
Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brand reputation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variety of flavors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health benefits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sustainability practices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Packaging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Knowledge of the tea	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. Do you prefer loose leaf tea or tea bags? *

请仅选择一个答案。

- Loose leaf tea
- Tea bags
- No preference
- 其他: _____

9. What type of tea do you usually consume? *

请选择所有适用项。

- Classic black, green, white tea
- Flowery tea
- Fruity tea
- Milk tea
- Infusions
- 其他: _____

10. What is your usual budget for purchasing tea per month? *

请仅选择一个答案。

- Less than €10
- €10-20
- € 20-30
- Over €30

Tea Drinking Patterns

11. When do you typically consume tea? *

请选择所有适用项。

- Morning
- Afternoon
- Evening

12. What are the main reasons why you drink tea? *

请选择所有适用项。

- Taste
- General health benefits
- Relaxation
- Specific medical effects
- 其他: _____

13. Do you prefer to drink tea alone or with others? *

请选择所有适用项。

- Alone
- With family
- With friends
- 其他: _____

14. Would you consider yourself loyal to a particular tea brand? *

请仅选择一个答案。

Yes

No

15. Have you tried some of the TeaHaoChina herbal tea yet? *

请仅选择一个答案。

Yes 跳至第 16 题

No 跳至第 20 题

TeahaoChina Tea Feedback

16. Which tea flavor did you like the most? *

请选择所有适用项。

RED herbal tea (sweet)

YELLOW herbal tea (sour)

GREEN herbal tea (sour)

其他: _____

17. What do you like or dislike about the herbal tea you tried?

18. How much (€) would you like to pay for this tea flavor? (for a 8-time portion) *

19. Any other suggestions you would like to tell us?

WIN A FREE BAG of TeahaoChina mixed Chinese herbal tea

20. Please leave your email below to join the FREE BAG campaign.

此内容不是由 Google 所创建，Google 不对其作任何担保。

Google 表单

Results of the Survey



问题 回复 86 设置

(86 条回复)

[在 Google 表格中查看](#)

接受回复

摘要

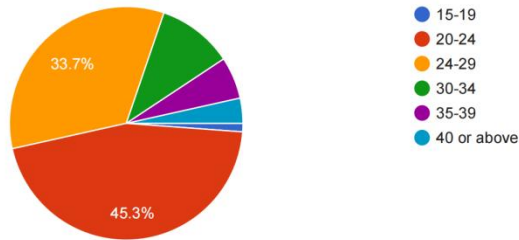
问题

个别

What is your age?

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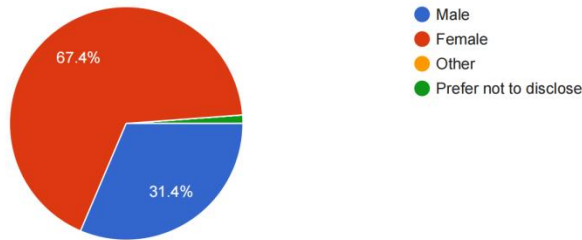
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What is your gender?

(86 条回复)

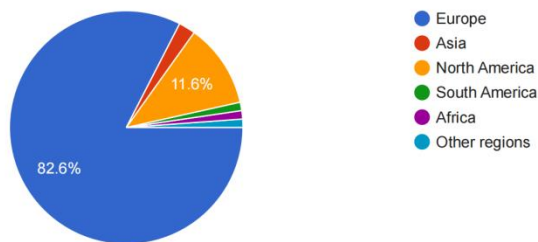
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Location (Where you mostly live for the past year?)

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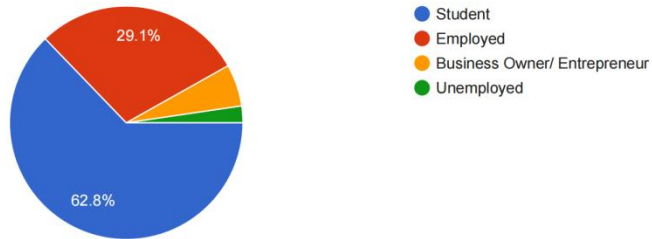
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Occupation

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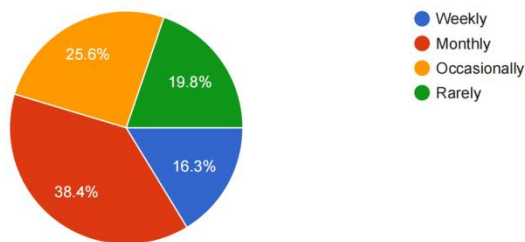


Tea Buying Habits

How often do you purchase tea for personal consumption?

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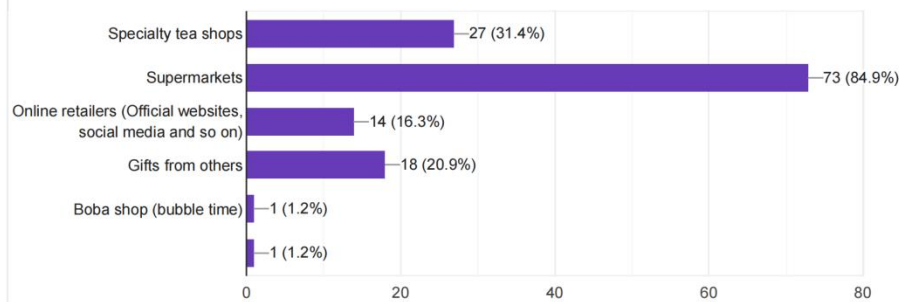
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Where do you typically get tea?

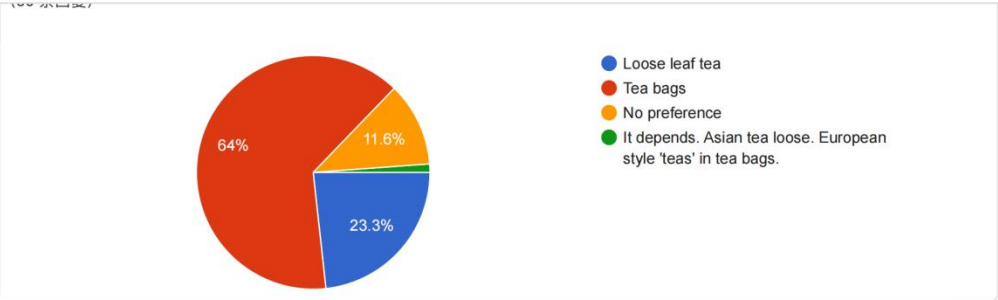
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What factors influence your decision to purchase tea?

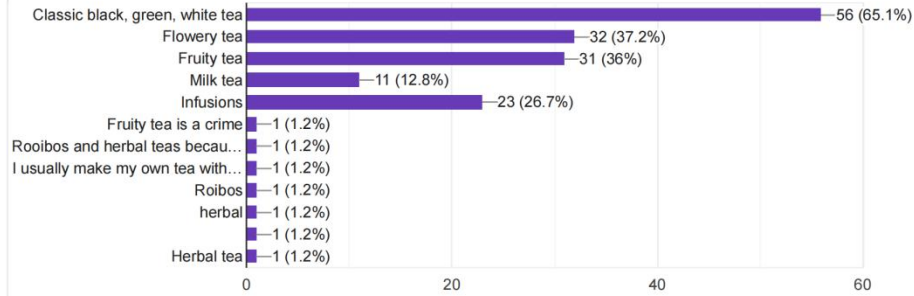
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What type of tea do you usually consume?

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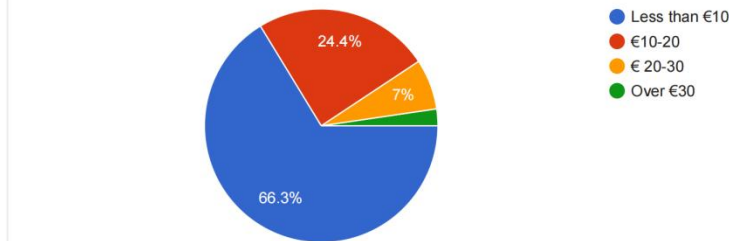
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What is your usual budget for purchasing tea per month?

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Tea Drinking Patterns

When do you typically consume tea?

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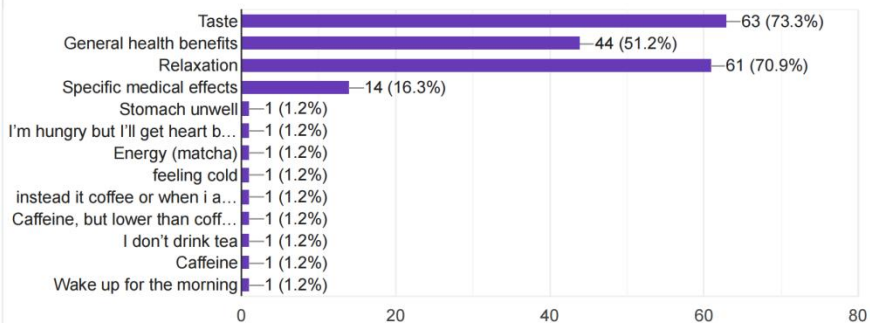
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What are the main reasons why you drink tea?

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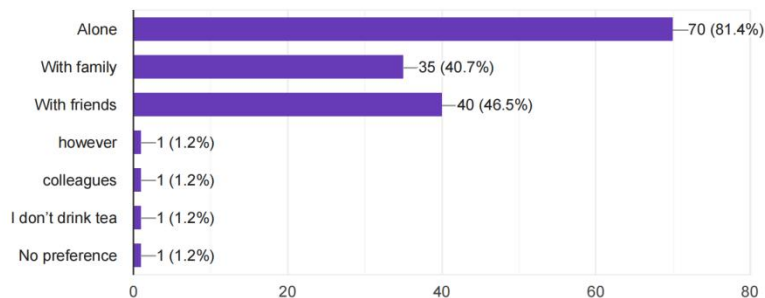
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Do you prefer to drink tea alone or with others?

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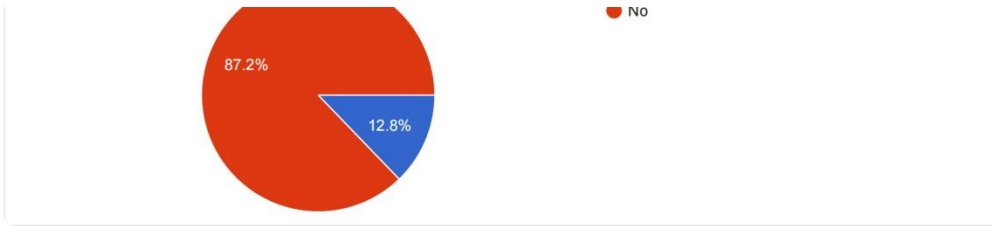
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Would you consider yourself loyal to a particular tea brand?

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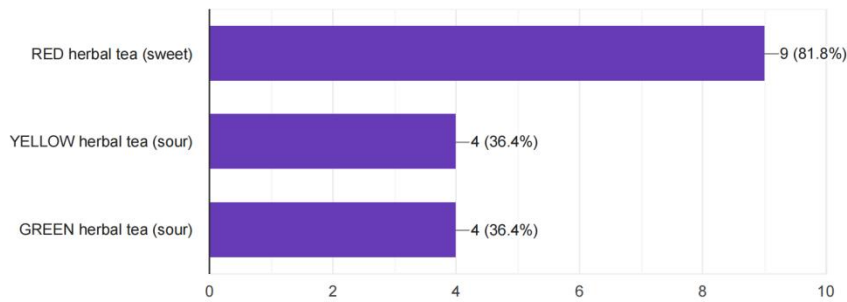


TeahaoChina Tea Feedback

Which tea flavor did you like the most?



(11 条回复)



What do you like or dislike about the herbal tea you tried?

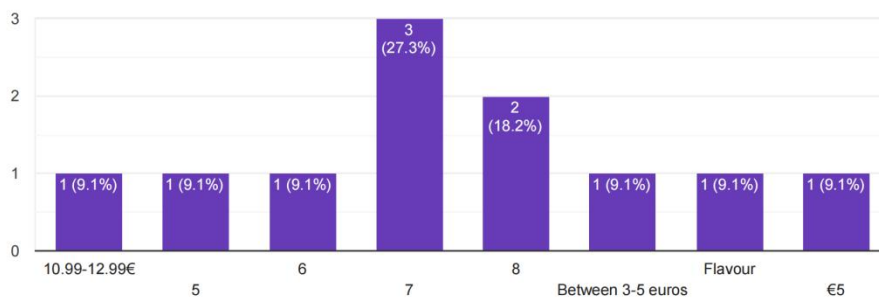
(3 条回复)

- It was soft and felt like a hug inside my mouth
- Subtle but strong flavors were good, but I like more intense flavor.
- It had a soft taste and felt refreshing



How much (€) would you like to pay for this tea flavor? (for a 8-time portion)

(11 条回复)



Any other suggestions you would like to tell us?

(3 条回复)

- Deliver to Taiwan please :)
- Less sweet

Detailed Observation in Retailers in Lisbon, Portugal

Retailer	Observation	Number of people who checked the herbal tea section (every 30 minutes)	Gender and age group (estimated)
Celeiro	<p>Big variety of infusion tea options</p> <p>(Yogi, Pukka, ...) / very few Chinese herbs and medicine</p>	5	4 Female and 1 Male, about age 25-40
Supermarkt Chen	Big variety of Chinese herbs and medicine / a few infusion tea options	2	2 Female, about age 25-40
Supermarkt Wang	Chinese herbal tea (SanJiang)	3	1 Male and 2 Female, about age 25-30
Continente	Chinese herbs and medicine /a few infusion tea options	3	All Female, age 30-40
Pingo Doce	a few infusion tea options	4	All Female, age 20-40
Hua Dali (Asian supermarket)	None	0	None

The interview questions for Retailers in Lisbon, Portugal

Qualitative Interview Questions for Local Retailers in Portugal

Interview Objective: To better understand the consumption habits of consumers in the herbal tea category, focusing on the demographic and preference trends observed in the local market.

Interviewer:

Interviewee:

Store Name:

Date:

Location:

Introduction:

Thank you for agreeing to participate in this interview. The purpose of this discussion is to gain insights into the consumption habits of consumers who purchase herbal teas from your store. Your responses will help us understand the current market trends and consumer preferences in the herbal tea category.

Interview Questions:

Store and Customer Demographics:

1. Can you provide a brief overview of your store, including the types of products you sell and the main customer demographics?
2. What is the approximate age range of your customers who purchase herbal teas?

Consumer Preferences:

1. What are the most popular types of herbal teas sold in your store?
2. Have you noticed any particular trends or changes in the popularity of certain herbal teas over the past few years?

Gender and Age Group Preferences:

1. Can you describe the gender and age distribution of your customers who buy herbal teas?
2. Are there specific types of herbal teas that are more popular among different age groups or genders?

Purchase Motivations:

1. What reasons do your customers usually give for purchasing herbal teas (e.g., health benefits, taste, cultural reasons)?
2. Are there any specific health benefits that your customers frequently seek in herbal teas?

Chinese Herbal Teas:

1. Do you sell Chinese herbal teas in your store? If so, which ones are the most popular?
2. How do European customers generally respond to Chinese herbal teas? Are they familiar with these products, or do they buy them out of curiosity?

Packaging and Marketing:

1. How important is the packaging in influencing customers' decisions to buy herbal teas?
2. Have you observed any particular packaging features or marketing tactics that seem to attract more customers?

Customer Feedback:

1. What kind of feedback do you receive from customers regarding the herbal teas they purchase?
2. Are there any common suggestions or complaints that customers share with you?

Sales Trends:

1. Have you noticed any seasonal trends in the sales of herbal teas?
2. Are there specific times of the year when certain types of herbal teas are more popular?

Future Outlook:

1. Based on your experience, how do you see the demand for herbal teas evolving in the next few years?
2. Are there any emerging trends or new products in the herbal tea market that you think will become popular?

Closing:

Thank you for your time and insights. Your feedback is invaluable and will greatly contribute to our understanding of the herbal tea market. If you have any additional thoughts or comments, please feel free to share them.

Interviewer's Signature:

Interviewee's Signature:

Notes:

- Ensure to record the interview with the permission of the interviewee.
- Respect the confidentiality and privacy of the information shared by the interviewee.
- Use the gathered data solely for the purpose of this research study.

TeaHaoChina's Customer Journey

Stage	Description	Touchpoints	Customer Actions
Awareness	Health-conscious consumers become aware of TeaHaoChina through social media and the official website.	Social media posts, website, health community events	Browse social media, visit website, attend health community events
Interest	Consumers show interest in the products and the culture of herbal tea after viewing detailed product information and tea brewing art.	Informative posts, website content, offline tea tastings	Read posts, explore website, attend offline tea tastings
Consideration	Consumers consider purchasing after learning about the health benefits, flavors, and affordability of the products.	Social media, website, offline tastings, joint health community activities	Compare products, ask questions, gather information from events and tastings
Decision	Consumers decide to make a purchase after finding quality products, rich flavors, and the possibility of customization.	Website, personalized packaging options, customized tea combinations	Select products, customize packaging and combinations, add to cart

Purchase	Consumers complete the purchase on the user-friendly website.	Website checkout	Complete purchase, receive confirmation email
Experience	Consumers receive and use the products, benefiting from the health advantages and enjoying the rich flavors.	Product delivery, usage experience	Receive products, follow brewing instructions, enjoy the tea
Advocacy	Satisfied customers share their positive experiences and cultural insights on social media and health communities.	Social media, health community platforms	Post reviews, share photos, recommend to friends and community members
Loyalty	Returning customers benefit from personalized packaging and customized tea combinations, reinforcing their preference for TeaHaoChina.	Personalized marketing, loyalty programs, continuous engagement on social media and website	Re-purchase, engage with new content, participate in loyalty programs

TeaHaoChina's competitive environment



TeaHaoChina Pricing model

Product/Service	Price (€)	Description
Trial Box (6 Infusions with	5	Trial box with mixed flavors

mixed flavors)		(only one time purchase)
Personalized Packaging	0	Free for optional personalized packaging
Customized Tea Combinations	3	Additional cost for customized tea combinations
Monthly Subscription (24 Infusions)	25	Subscription discount
Quarterly Subscription (3 Monthly Box)	70	Subscription discount
Premium Boxes (12 Infusions)	15	Premium selection
Seasonal Herbal Tea Box (10 Infusions)	12	Special edition seasonal box
Festival Edition Box (12 Infusions)	18	Special edition festival box
Family Pack (5 Premium Boxes)	88	Bundle discount

An interview guide for potential customers

Interview Questions Guide for Validation of Key Hypotheses through Customer Insights

Interview Objective: To gather feedback from prospective customer on their preferences and challenges related to herbal tea products, in order to ensure the final product meets their expectations. The interviews will also explore potential scenarios for expanding the purchase process and investigate current buying habits.

Interviewer:

Interviewee:

Date:

Location:

Introduction:

Thank you for agreeing to participate in this interview. The purpose of our discussion is to gather insights into your preferences and experiences with herbal tea products. Your feedback will help us understand consumer behavior and improve our product offerings to better meet your needs.

Interview Questions:

General Preferences:

Herbal Tea Consumption:

1. How often do you drink herbal tea?
2. What types of herbal teas do you usually purchase?

Health and Wellness:

1. How important are the health benefits of herbal tea to you?
2. Are there specific health benefits you look for when choosing herbal teas?

Information and Culture:

Tea Culture and Information:

1. How interested are you in learning about the culture and history of herbal teas?
2. Would you like to know more about the art of tea brewing and different brewing methods?

Source of Information:

1. Where do you usually find information about herbal teas?
2. How satisfied are you with the information available to you about herbal teas?

Purchase Process:

Buying Experience:

1. Can you describe your typical process for purchasing herbal teas?
2. What challenges do you face during the purchasing process?

Purchase Locations:

1. Where do you usually buy your herbal teas (e.g., online, specialty stores, supermarkets)?
2. How satisfied are you with the availability of herbal teas in these locations?

Personalization and Customization:

Customization Preferences:

1. How important is the ability to personalize and customize your tea combinations to you?
2. What specific customizations would you like to see available (e.g., flavor combinations, packaging)?

Purchase Scenarios:

1. In what other scenarios would you consider purchasing herbal teas (e.g., gifts, events)?
2. How can we expand our product offerings to fit these scenarios?

Product Evaluation:

1. Proposed Solutions:

1. Based on the schematic of our proposed solutions (see Appendix 4.4), how well do these solutions address your needs?
 2. What additional features or improvements would you suggest?
-

TeaHaoChina's CAC and LTV Forecast

Description	Year 1 (EUR)	Year 2 (EUR)	Year 3 (EUR)	Description
Production Costs	€ 1,500	€ 1,800	€ 2,000	Production of the herbal tea products
Packaging Costs	€ 1,200	€ 1,500	€ 1,800	Costs for packaging materials and labor
Logistics Costs	€ 1,000	€ 1,200	€ 1,400	Costs related to shipping and handling
Advertising Costs	€ 1,000	€ 1,300	€ 1,500	Ads on Facebook, Google, etc.
Content Marketing Costs (Manage by Founder in Year 1,2)	€ 0	€ 0	€ 1,800	Content creation and publishing costs
SEO and SEM Costs	€ 800	€ 1,200	€ 2,000	Search engine optimization and marketing costs
Social Media Marketing Costs	€ 500	€ 2,000	€ 2,300	Social media platform promotion costs
Sales Tools and Software Costs (Skip in Year 1)	€ 0	€ 1,500	€ 1,800	CRM systems and other sales tools costs
Other Sales Costs	€ 1,200	€ 1,500	€ 1,800	Travel, meetings, and other sales-related costs
Public Relations Costs (Skip in Year 1)	€ 0	€ 300	€ 500	Brand promotion and media relations costs
Promotion Costs	€ 800	€ 1,000	€ 1,200	Discounts, coupons, and other promotional costs
Number of New Customers	120	250	420	Assumption of new customers acquired every year
Customer from Last Year	0	120	400	
Cumulative Number of Customers	120	370	820	
Value per customer	€ 180	€ 260	€ 300	
Cumulative LTV per customer	€ 180	€ 440	€ 740	
Revenue	€ 21,600	€ 96,200	€ 246,000	
Customer Acquisition Cost (CAC)	€ 8,300	€ 13,300	€ 18,100	
Customer Acquisition Cost (CAC) per customer	€ 69	€ 53	€ 43	
Operating Profits	€ 13,300	€ 82,900	€ 227,900	

Detailed first products information

RED tea is composed of jujube, wolfberry and longan; the main effect is to nourish the blood, smooth the mind and increase energy. YELLOW tea, with fetal chrysanthemum and wolfberry as the main components, has the main effect of improving vision health and anti-inflammation. These two teas have a sweet taste, which aligns with the tea-drinking habits and taste preferences of European consumers. Therefore, we chose these two kinds of tea as our first products.

TeaHaoChina Business Model

Business Model Canvas

Key Partners <ul style="list-style-type: none"> Tea farmers and Suppliers in China Logistics Providers Traditional Chinese Medicine (TCM) Practitioners Marketing Agencies and Influencers Retailers and Wellness Centers 	Key Activities <ul style="list-style-type: none"> Product Development Quality Assurance Marketing and Promotion E-commerce Management Community Engagement Key Resources <ul style="list-style-type: none"> Tea Blends and Ingredients E-commerce Platform Brand Identity Expertise in TCM Marketing and Sales Teams 	Value Propositions <ul style="list-style-type: none"> Authentic Chinese Herbal Teas Cultural Experience Health Benefits Premium Quality Lifestyle Community 	Customer Relationship <ul style="list-style-type: none"> Personalized Service Engagement through Content Community Building Loyalty Programs Channel <ul style="list-style-type: none"> Social Media E-commerce Website Email Marketing Retail Partnerships Events and Workshops 	Customer Segments <ul style="list-style-type: none"> Health-Conscious Consumers Tea lovers Wellness Community Cultural Enthusiasts People with dietary restrictions (such as caffeine or acid reflux)
Cost Structure <ul style="list-style-type: none"> Product Sourcing Production and Packaging Logistics and Shipping E-commerce Platform Maintenance Marketing and Advertising Quality Assurance Personnel 		Revenue Stream <ul style="list-style-type: none"> Direct Sales Subscription Services Retail Partnerships Event Participation 		