

B2



To share the refreshing
fun of bubble tea in
Africa.

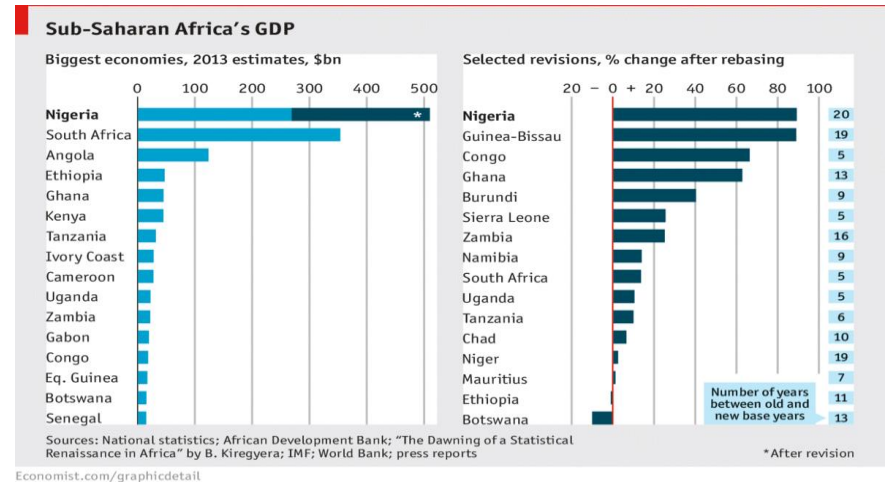
CEO: Brittany Soung VP of Operation: Alison Galza VP of Marketing: Kamren Phillips

Business Concept

The first bubble tea shop in tropical Lagos, Nigeria. Combining local fruit flavors with traditional Asian recipes to appeal to Native Nigerians as well as growing Asian immigrants population. We are boba experts.

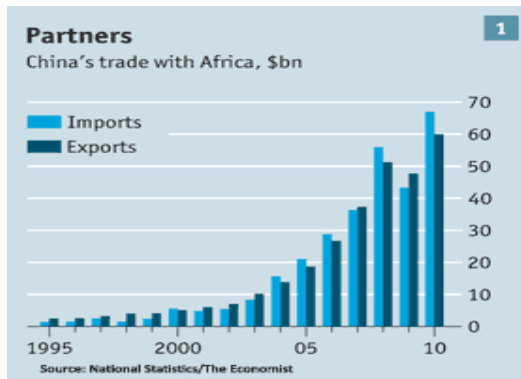
Nigeria's Economy

- Africa's largest economy base on GDP of ~~N~~80.2 trillion or \$509 billion
- Population expected to surpass U.S. by 2050 as 3rd most populous country
- Per Capita GDP: \$3,005 (2013)
- ~~N~~200 = \$1.00



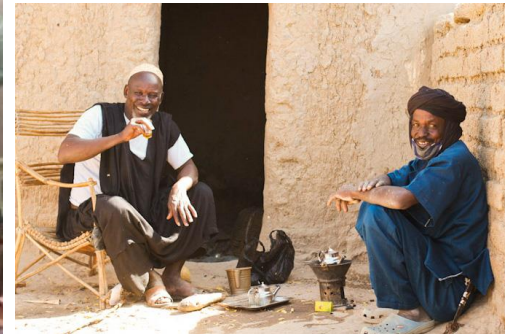
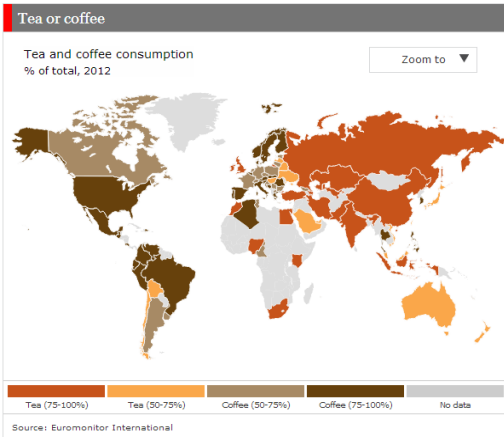
Primary Target Market

- Estimate of 20,000 Chinese in Nigeria
- 250 Chinese trading companies in Nigeria with annual revenue of \$300,000,000
- China is investing \$10 billion on Nigeria's vast oil industry
- Familiar taste of their homeland



Secondary Target Market

- Teenagers: willing to try new drinks
- Menu includes traditional Nigerian drinks & fruits



Strategic Location

- Average 90 Fahrenheit in Nigeria
- Located in “Chinatown of Lagos”: China Commercial City which will attract a lot of Asians and ethnic Nigerians
- Southern part is away from terrorist activity of Boko Haram
- Modern & developed country
- Ebola free
- Only other boba shop on continent besides South Africa



Projected Sales



Large size:
₱900
\$4.50
Mark Up: 600%



Medium size:
₱700
\$3.50
Mark Up: 467%



Small size:
₱500
\$2.50
Mark Up: 333%

Profit for Medium Size: **₱530** or
\$2.66

Units per Month:
3,875

Mission: To share the refreshing fun of bubble tea in Africa.

B² Menu



Style: hot, cold or blended.

Toppings: boba, Egg pudding, Jelly flavors

Size: Small ₦500, Medium ₦700, Large ₦900

Sweetness: 0% , 50% , 100%



Zobo: Dry zobo leaves, garlic, ginger, pineapple, water



Fura da nono: Millet, Soya bean flour, dried pepper, cloves, African black pepper, dry ginger root, corn flour, water, yogurt



Kunu: Millet, sweet potato, ginger, cloves, water



Ogi: Wet corn starch, water, evaporated milk



Chapman: Grenadine syrup, angostura aromatic bitters, fanta orange, sprite, orange, lemon, ice cubes

Fruit tea and real fruit tea: Mango, Lychee, Avocado, Kiwi, Orange, Honeydew, Watermelon, Cantaloupe, Cherry, Strawberry, Green Apple.
Milk Tea and Coffee: Mocha, Caramel, Hazelnut, Cappuccino, Vanilla, Honey, Chocolate.

How to order bubble tea?



tea/drink

+



topping(s)

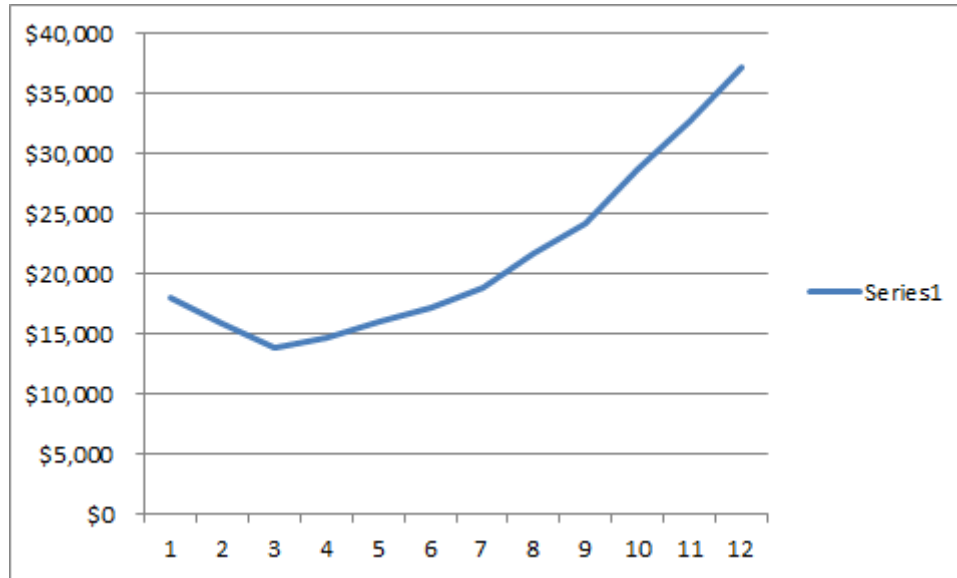
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bubble tea

Cash flow

In one year from July, we will make \$4,520 in one month.



Marketing Plan: Brand



cute and adorable store



SWOT

Strengths:

1. Looks cute, refreshingly cold!
2. Customers can pick out their own drink:: change their own sugar intake
3. Family & personal experience

Weaknesses:

1. We might face some problems in the process of setting up the store due to language barrier.
(However, we have resolved this with the help of Kamren's uncle and his daughters who speak fluent Nigerian.)

Opportunities:

1. We are the first boba shop in Nigeria
2. Huge Asian population already like it.

Threats:

1. Frozen yogurt & tea stores
2. Boko Haram
3. Ebola
4. Nigerian con artists

Market Analysis

	Unique Features	Niche	Price
B2 (Bubble tea)	Located in one of the hottest country in the world.	First bubble tea in Nigeria	₦700=\$3.50
Sweet Kiwi (FroYo)	Contain dairy products that Nigerians love	cupcakes, yo pops, tea & coffee, waffle cookies, ice creams, fruit parfaits	delivery charges: ₦500=\$2.50 for island and ₦1500=\$7.55 for mainland
The Tearoom	Only shop in Nigeria where people can go relax and order smoothies, sweets, and cakes	colorful and cute theme	prices are refreshingly good
Bubble Tea Company	Already in South Africa & Namibia.	First bubble tea business in the continent of Africa	Regular: ₦427=\$2.15 Small: ₦343=\$1.72 Additional Toppings: ₦85=\$0.43

Average Price for Coffee in Lagos:

Luxury Hotel
₦600=\$3.01

Fast Food
₦350=\$1.76

Marketing Plan

Promotion:

We will be promoting through radio, magazines, as well as billboards.

Nigerians and Asians walking around happy drinking their refreshing boba.

African drink + Asian Boba = Deliciously refreshing!

Operations

- Originated from Taiwan
- % spent of COGS: 40%
- Key Ingredients: black pearls
locally grown tea, coffee, and fruits
- Markup % for medium size: 467%
- Order equipments: cups, straws,
cup sealers, and refrigerator from
the Philippines



Break Even

- The total monthly variable expenses is \$5,828 because staff wages is \$728, management salary is \$5,000 and marketing and advertising is \$100.
- The fixed expenses is \$5,508

	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Gross Profits	\$8,138	\$7,875	\$8,138	\$11,025	\$11,393	\$11,393	\$11,760	\$13,020	\$12,600	\$14,648	\$14,175
Variable Expenses	(\$5,828)	(\$5,828)	(\$5,828)	(\$5,828)	(\$5,828)	(\$5,828)	(\$5,828)	(\$5,828)	(\$5,828)	(\$5,828)	(\$5,828)
Fixed Expenses	(\$5,508)	(\$5,508)	(\$5,508)	(\$5,508)	(\$5,508)	(\$5,508)	(\$5,508)	(\$5,508)	(\$5,508)	(\$5,508)	(\$5,508)
Monthly Net Profit	(\$3,199)	(\$3,461)	(\$3,199)	(\$311)	\$56	\$56	\$424	\$1,684	\$1,264	\$3,311	\$2,839
Cumulative Profit	(\$3,199)	(\$6,660)	(\$9,859)	(\$10,170)	(\$10,114)	(\$10,058)	(\$9,634)	(\$7,951)	(\$6,687)	(\$3,376)	(\$537)



Monthly Variable Expenses

Staff Wages	\$ 728
Mgmt Salary	\$ 5,000
Logistics	\$ -
Marketing & Advertising Expenses	\$ 100
	\$ 5,828

Monthly Fixed Expenses

Shop Lease	\$ 100
3 year loan repayment	\$ 1,040
Licensing & legal fees	\$ 167
Liability insurance (assume \$100-\$5,000)	\$ 600
Utilities (electric, water, phone)	\$ 10
Special Equipment	\$ -
Avg Units Sold Per Month	\$ 5,508

B²Team

Job Title	Monthly Salary
President: Brittany Soung	\$1,666.67
Vice President of Marketing: Alison Galza	\$1,666.67
Vice President of Operations & Manager: Kamren Phillips	\$1,666.67
Boba Babe: Aji	\$364.00
Server: Afalake	\$364.00



Income Statement

Gross Profit: 11% Sales

Year 1: \$138,810

Year 2: \$142,974

Year 3: \$150,123

Expand stores to keep it as a family business.

Balance Sheet

- The loan will gradually decrease year by year.
 - Day 1: \$34,436
 - End of Year 3: \$957
- Share of equity per partner
 - End of Year 1: \$3,947.87
 - End of Year 2: \$2,798.80
 - End of Year 3: \$3,315.43

Venture Capitalist Loan

- Loan request: \$34,436
- Interest rate on loan: 3%
- Total return on investment: \$1,504.20

B²



Questions?