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**(BA117)**  
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**ENT 300**



**BUSINESS NAME:**

**5TEA SENSE**

**PRODUCT NAME:**

**MILK TEA**

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## **EXECUTIVE SUMMARY**

First of all, 5TEA SENSE is a business that is located at Ground Floor No.14, Jalan Austin Height 3/2, Taman Mount Austin, 81100 Johor Bahru, Johor. The name of the business come out from our idea together and the meaning behind 5TEA SENSE is 5TEA represent the number of employees that work together to open this business meanwhile Sense means taste and smell. This shows the way we picture our products and services so that our customers remember our business name so that we can expand our business.

As for the business, we are providing bubble tea and desserts for residents that are living around Mount Austin. As we are comprehending the changes of environment, people these days don't put on a very simple drinks and desserts on their daily meals. Therefore, we have to provide the citizens with a simple but tasty drinks and desserts that are high in product quality.

The shop consist of five partner which is include general manager, administration manager, operation manager, marketing manager and financial manager. The market target for our business is from low to high income level.

Moreover, business plan is necessary to all entrepreneur so that it is easy to prepare a group of people such as the owner itself, suppliers, customers and employees. We believe that we will able to reach the estimated business goal with the business financial position statement. There is also a guarantee of return modal within a short time and a current ratio will cover the liabilities and put the business in a comfort stage at its very highest of the company's sale.

## **1.0 Introduction**

### *1.1 Name of the Business*

The name of our business name is 5Tea Sense. Sense meaning is taste and smell. As we all know, there are two possible flavours with tea which is sweet and bitter. So, each one of them are being more or less discernible in different parts of the tongue. Apart from that, 5Tea symbolized that the total number of employees who manage this store is five people. It is also representing the product that we sell which is tea basically. We want customers to be able to quickly discover and recognize our shop. We want potential customers to be pleased with our products and services thus become loyal to us.

### *1.2 Nature of Business*

5Tea Sense is under food and beverages industry and our type of business is partnership of five person. We are producing this kind of business because we know bubble milk tea are rising and their industry market is expanding worldwide. Moreover, rising consumer awareness of health issues and increasing use of healthy drinks such as green tea are driving market expansion. Furthermore, intense advertising and endorsements from influencers enhanced the worldwide market's expansion. Malaysia, we believe, has the capacity and potential to become a fast-growing market in this industry.

### *1.3 Industry Profile*

According to Straits Research, the Malaysian market for this industry was valued at \$49.8 million in 2018 and is predicted to rise 6.9% from 2019 to 2026. Furthermore, Southeast Asians aim to drink at least four cups of bubble milk tea every month, according to data. The government will continue to promote and support operators in the food and beverage industry, which plays a critical role in the economy, with the goal of growing exports, reducing imports, and adding value to the product. Meanwhile, Malaysia has a large pool of active consumers who will continue to modernize their drinking habits, resulting in increased beverage consumption.