

KUNG FU TEA

Kung Fu Tea Marketing Plan

BY: MALIKA IKRAMOVA
LEAH MENG
YAYA BENAMU
ANNA WOO



EXECUTIVE SUMMARY

- ▶ Kung Fu Tea is a unique bubble tea store. The goal of this marketing plan is to outline the strategies, tactics and programs that will change the face of the store.
- ▶ Since marketing will play a dynamic role in the success of Kung Fu Tea, it is our dream to introduce the Kung Fu Tea brand to consumers all around the world, as well as creating a more refined bubble tea culture. To achieve our plan, we must build a brand awareness around our products by promoting itself through social medias such as Facebook, Twitter, YouTube, Instagram and many more. From the ingredients for our products to the customer service of our stores, we keep a strict and high standard, setting the bar for our competitors.

MARKET SUMMARY



About Kung Fu Tea

The idea of creating Kung Fu Tea was when the Co-founders of Kung Fu Tea, Michael, Allen, and Ray, came back from a trip to Taiwan. They were walking around Flushing, Queens and was looking to purchase Bubble tea but the results were that when they tasted it, they felt that the bubble tea is not authentic and did not taste like the tea they drink in Taiwan. They then tried to get Sean the Kung Fu Tea Master to work with them in creating authentic bubble tea. In the process of creating the bubble tea of their taste, they tasted numerous different type of milk, yogurt, and tea leaves with the recipe of their teas.

"Unrivaled quality, utmost attention to detail and unquestionable authenticity, that is the Kung Fu Tea culture."
— KUNG FU TEA FOUNDERS (MICHAEL, RAY, ALLEN, SEAN)

Mission: Join us in the revolution as we reinvent tea and change the face of the beverage industry - Fresh. Innovative. Fearless.

<https://www.kfteausa.com/why-kung-fu-tea>

WHY KUNG FU TEA?



OUR PRODUCTS
Handcrafted Teas
Premium Ingredients
Unrivaled Quality

OUR SERVICE
Purest Perfection
Utmost Attention
Kung Fu Master

OUR STORES
Iconic & Contemporary
Creative & Cool
A Social Experience

We make our bubbles every 2 hours, brew our tea every 3 hours, so we are proud to say each drink is made-to-order freshly on the spot. Our time is dedicated to provide an authentic taste in every cup!

If you ever find your drink unsatisfying, we offer a free drink exchange service to meet your thirst expectations. If you ever find the customer service inadequate, we are always here to listen and make a change. We want to provide you with a different kind of tea drink experience.

At certain locations, we offer seating for you to hangout and socialize, or even play some board games to take your mind off troubles and distress from the world.

<https://www.kfteausa.com/why-kung-fu-tea>

WHAT IS BUBBLE TEA?

Bubble tea (also known as pearl milk tea, Boba juice, Boba milk tea or simply Boba) is a Taiwanese tea-based drink invented in Taichung, Taiwan in the 1980s.

There are many variations of bubble tea with a wide range of ingredients. Most recipes contain a base of tea which is mixed or shaken with fruit or milk.

MILK TEA




<https://www.kfteausa.com/why-kung-fu-tea>

OUR PRODUCTS...

PUNCH	MILK CAP
<ul style="list-style-type: none"> MANGO GREEN TEA HONEY LEMONADE VERYBERRY GREEN TEA 	<ul style="list-style-type: none"> BOILING TEA CAP WINTER MELON TEA CAP HONEY TEA CAP
SLUSH	CLASSIC
<ul style="list-style-type: none"> PAYOIA RED BEAN TANGI SLUSH HUNG BEAN SLUSH 	<ul style="list-style-type: none"> LONGAN BUBBLE TEA 8F BOLDING TEA 8F POWERS TEA
MILK STRIKE	SPECIAL
<ul style="list-style-type: none"> FRUITAL BILLY WOW MILK RED BEAN WOW MILK HUNG BEAN WOW MILK 	<ul style="list-style-type: none"> TANGI MILK BROWN SUGAR GINGER COMING SOON

SWOT

Strengths



- Has over a decade of experience on handcrafting teas and beverages.
- Uses only premium and authentic ingredients from Taiwan.
- Has over 120 stores across the United States of America.
- guarantees a quality product through providing a consistent product with high quality ingredients and the best tea making techniques.
- Reliability and quality service has created and kept many loyal customers and continues to introduce their products to new customers everyday.

SWOT

Weaknesses



- Niche market appeals to people already familiar with the product.
- Large competitive market with difficulties in survival.
- Lacks brand awareness to Non-Asian market.

SWOT

Opportunities



- New flavors
- Brand ambassadors
- Seasonal promotion
- Media based promotions
- App development and improvement
- Coupons or rewards
- Social media and e-commerce marketing.

SWOT

Threats



VS.

- America is a coffee country
- Products are new and unique from many cultures
- Reaching greater and new markets can be difficult because of speciality of product
- It is highly challenging to become a well-known beverage brand in the United States of America.

TARGET MARKET



- Students
- Family
- Business Workers
- Athletes
- Tourists

BRAND AMBASSADOR

INCREASE OF MEDIA PRESENCE:

App, Instagram, Facebook, Twitter, Yelp, etc.

PROMOTIONS:

New Flavors and Price Point Advantages

NEW FLAVORS

According to Coffeeresearch.org, The National Coffee Association found in 2000 that 54% of the adult population of the United States drinks coffee daily (NCA Coffee Drinking Trends Survey, 2000). Therefore, in such a country where coffee takes a huge stand in the beverage industry, Kung Fu Tea has been extremely successful in introducing a new trend.

<http://www.nbcnews.com/video/watch-hillary-clinton-try-bubble-tea-on-campaign-trail-66845987952>

FIND YOUR LOCAL STORE

NOW AVAILABLE!

PANDA BUBBLES

BLACK + WHITE BUBBLES!
NEW LOOK, SAME TASTE!!!

LATEST ON INSTAGRAM

JOIN THE KUNG FU TEA FAMILY !