

---

ASIPRAS, IVAN

SECTION 5

SIOSON, KIRK ZYREM

VILLAMAYOR, JOHN

WEBER JOHN HAROLD

#### LEARNING ACTIVITY #4

#### **MACAO IMPERIAL TEA**

Macao Imperial Tea originated from Macau, first serving milk tea goodness to the people in China. With over 400 branches in Macau, Vietnam, Canada, Philippines, Singapore, China and United States.

Also, one of the fastest-growing cafe chains of Macau is proudly brought into Malaysia. Macao Imperial Tea is a well-known brand serve with high quality of teas, coffees and premium ingredient for customers.

#### A. SWOT ANALYSIS

##### Strengths

Milk tea is loved by a lot of people especially here in Asia. The strength of this business is that many are interested with the said product. It is also adored by a lot of people in which can increase their market and sales. Considering the location given it is near a university and that makes it to their advantage to attract more customers. Also offering various flavors that other milk tea doesn't have and the authenticity of the pearls and tea they used are from premium-class and it is distinct from other brands. Another great market the Milk tea shop offer is the accessibility of the Wi-Fi for the customers to use when they dine in the shop. Having a great packaging to ensure the safety of the product and for them to experience the great quality of the milk tea anywhere they want to consume the product and it is travel friendly as well.

##### Weaknesses

Having these types of business can be common to a lot of corporation. There are a lot of competitors around the university area that may be the cause of having a lower sale on some days of the year. Some flavors of the milk tea cannot cater other customers concerns such as allergies from the product. Also, another weakness is the complaints from the customers about the pricing of the milk tea they offer according to the reviews of the customers.

##### Opportunities

Having a milk tea business attracts more people especially the youth, since one of the strengths of the business is the location there are a lot of students who will opt to buy on Macao Milk tea rather than the other milk tea shops around the corner because of the quality they are selling. Another opportunity that the business can offer is having promotions and budget friendly products that the milk tea can offer. Macao milk tea is also available in food apps such as grab food, food panda, which is famous not only in the Philippines but also around the globe.

#### Threats

Competitors are all around especially in the university area in manila. Competitors that sell their milk tea on a lower price that can be the cause why other customers prefer other milk tea brands than choosing Macao Milk Tea. Also, the advantages of other brands that Macao imperial milk tea does not possess.

#### B. Market segmentation of Macao Imperial Tea

Macao Imperial Tea aims to be a sustainable tea store all over the world and to adapt in changing preference of the customers. To do such things, the store needs to create various ways and start doing it. The various ways, strategies and techniques should incorporate the social, environmental, and economic sustainability. Establishing partnership with other company such as delivering company and advertising industry can boost the store's economic sustainability.

The market segmentation of Macao Imperial Tea is start to the Geographics which includes the city, density, population, and area. Macao Tea is targeting the cities that having a more population to gain a popularity and customer also, they choose the right area that they know their products will be sell. Demographics which include the gender, age, income, social status, occupation of the customer. Macao Imperial Tea is targeting all gender customer, it also included their social status and occupation, but in the other side Macao Imperial Tea is still serve you what social status and job you have. Psychographics which includes the lifestyle, interest, personality, values, and attitudes of the customer. Behavioral which includes the status of the people in the area, on how they engage each other to know their intention if they want to purchase the products.

Macao Imperial Tea aims to be a sustainable tea store all over the world and to adapt in changing preference of the customers. To do such things, the store needs to create various ways and start doing it. The various ways, strategies and techniques should incorporate the social, environmental, and economic sustainability. Establishing partnership with other company such as delivering company and advertising industry can boost the store's economic sustainability.

### C. Targeting

The business' main consumers are students from different schools, professors, and other employees that near in our Macao Imperial Tea.

### D. Positioning

The strategies of Macao Imperial Tea are to have a lot of promotions whenever there are special events like holidays and their anniversary specials. They offer also a free delivery when you order online, a special thanks to their customers when they order. To fulfill their target market as a leading brand choice they use the Social Media advertising. Social Media like Facebook, Instagram, and Twitter are the most common internet media advertising technique nowadays. This advertising is helpful in building ties between customers and the sellers, also Selecting the location of their Milk Tea shops, usually the location of their brand are near universities and schools because they know that a lot of people are there around the vicinity. They also make sure that the price of their product is affordable for their target market and worth it to their products they are selling.

### E. Improvement of the products.

- ✓ Know the customers wants and preferences.
- ✓ Have them to evaluate the service at stores.
- ✓ Accept suggestions that can improve the store and the quality of the product.
- ✓ Have a great marketing strategy for the product to be known.
- ✓ Have a sustainable plan for the business.
- ✓ Increase marketing budget
- ✓ Rebrand
- ✓ Investigate new markets
- ✓ Broaden exposure