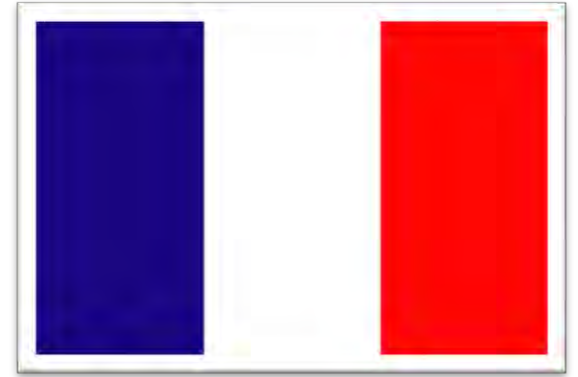


# Welcome

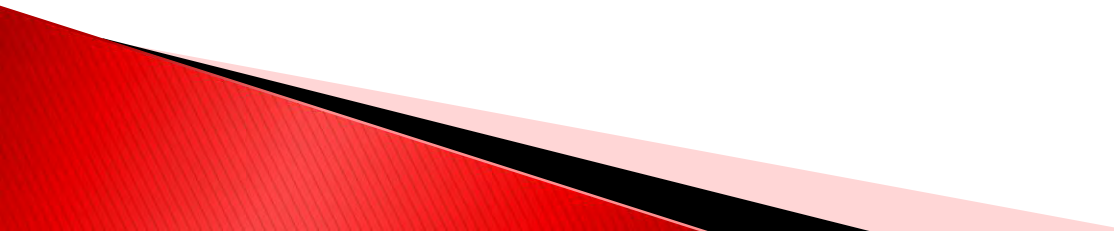


# Specialitea

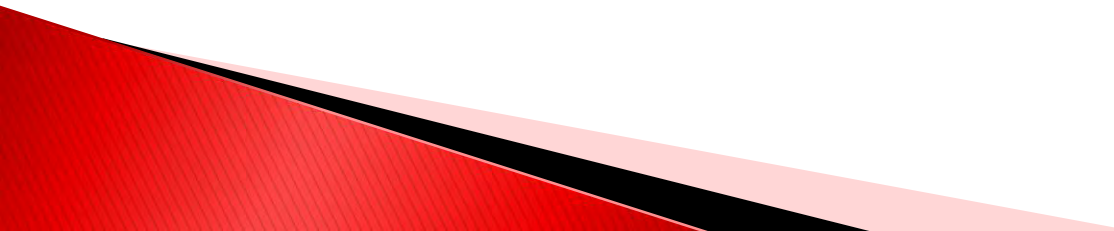


# Specialitea

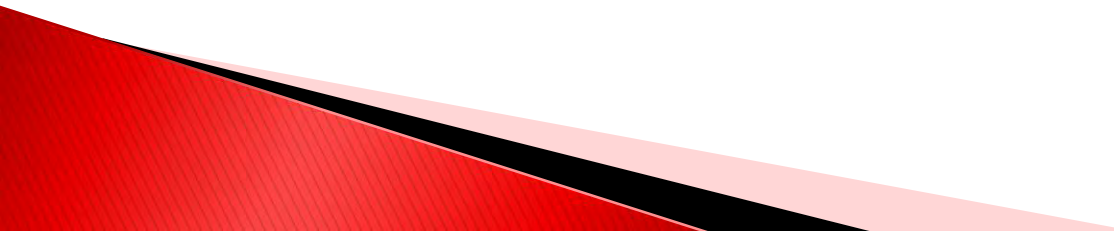
# Our Business

- ▶ We have created a tea house to go in the centre of our local town. The tea house will have specially appointed teas for different needs.
  - ▶ Such teas include, detox teas, green teas, herbal teas and fruit teas. Each can help with different medical situations or lifestyle situations hence the name specialitea.
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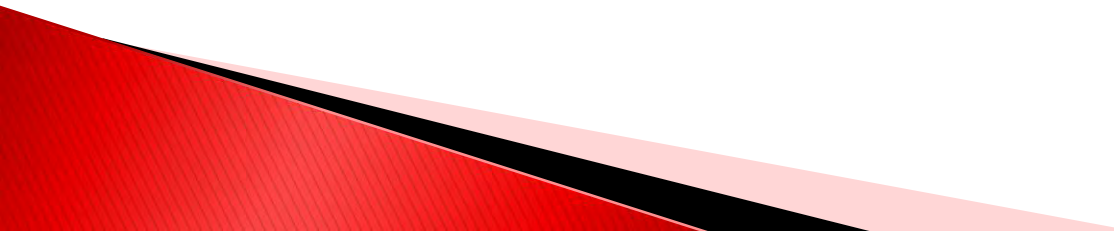
# Legal Status

- ▶ Unlimited Partnership – this means that we now have Unlimited liability as a business we are risking more than just the businesses assets but our personal assets to.
  - ▶ However there are benefits to becoming a partnership such as shared responsibilities and duties etc.
- 

# Target Market

- ▶ The target market that we have chosen to launch our product to is the age range of 18 to 40. We believe that this is a big enough market in order to give the business recognition that it needs to get started.
  - ▶ This age range is most likely to have more disposable income as students have part-time jobs and the older generation has more money to spare as their kids grow and make their own money.
- 

# Direct & Indirect Competitors

- ▶ We have chosen this area to set up our tea shop as there are no direct competitors.
  - ▶ There are however, several indirect competitors in the same area. Other small local coffee shops dominate the area with several on the main high street.
- 

# Conclusion

- ▶ After all of the research that we have done, we decided that this would be the most suitable idea because:
  - ▶ There are no specialist tea shops in the area.
  - ▶ There is a large flow of potential customers through the centre of the local area.
  - ▶ It would be suitable to set up a business with a partnership.
  - ▶ Lifestyles have changed resulting in healthy eating/drinking.
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