

# WEBINAR: How to Start a Milk Tea & Fruit Tea Business



## Overview

This workshop provides participants with practical knowledge and skills in starting and managing a milk tea and fruit tea business. The webinar is designed to help aspiring entrepreneurs build confidence and develop a profitable and sustainable beverage business.

## Objectives

At the end of the seminar, the participants should be able to:

- Understand the fundamentals of the milk tea and fruit tea industry and identify current market trends.
- Identify the essential ingredients, equipment, and supplies needed to start a beverage business.
- Develop a simple and profitable beverage menu based on customer preferences and target market.
- Recognize common business challenges and formulate practical solutions for long-term sustainability.

## Who Should Participate

- Those who wish to start a Milk Tea & Fruit Tea Business

## Key Topics

### Module 1: Introduction to the Beverage Industry

- Overview of the Milk Tea and Fruit Tea Market
- Current Trends and Consumer Preferences
- Why Beverage Businesses are Profitable
- Understanding Your Target Customers

### Module 2: Fundamentals of Milk Tea and Fruit Tea Business

- Difference Between Milk Tea and Fruit Tea
- Essential Ingredients and Supplies
- Types of Tea Bases
- Syrups, Powders, Fruits, and Toppings
- Equipment Needed for Startup

### Module 3: Product Development and Menu Creation

- Creating Signature Drinks
- Flavor Combination Techniques
- Standard Recipe Formulation
- Menu Pricing Strategies
- Seasonal and Trending Drinks

### Workshop: Create Your Own Beverage Concept

### Module 4: Business Planning and Startup Preparation

- Choosing a Business Model (Kiosk, Physical Store, Home-Based Setup, Mobile Cart)
- Capital Requirements
- Legal Requirements and Permits
- Supplier Sourcing

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Website: [www.businesscoachphil.com](http://www.businesscoachphil.com)

## Duration

- 6 hours

## Webinar Fee

- Php 3,500.00 per participant (inclusive of e-Handouts and e-Certificate) to be paid at least 3 banking days before the event

## Requirements

- Mobile phone, tablet, computer or laptop
- Download free ZOOM app
- Internet connection
- Good audio connection

## Reservation

- Please call to register (0915.205.0133|0908.342.3162 | 0933.584.7266 | (02) 8.727.5628) or use the registration form below. Kindly fill-out and email to [businesscoachphil@gmail.com](mailto:businesscoachphil@gmail.com). You will receive a confirmation within 48 hours.

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Webinar Title \_\_\_\_\_

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