

Research on the Marketing Strategy of “Ming Ji” Milk Tea Brand

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Abstract: The purpose of this paper is to conduct a comprehensive analysis of the position and prospects of the new milk tea brand "Ming Ji" in the Chinese new milk tea industry. Through an in-depth examination of market trends, the competitive landscape, and consumer demands, we aim to uncover Ming Ji's strategic positioning and its potential for future development in this highly competitive market. First, we delve into the history and evolution of the Chinese-style new milk tea market, highlighting the distinctive qualities of "Ming Ji" within this context. We emphasize Ming Ji's unwavering commitment to quality and innovation, addressing how it caters to consumers' desires for health, natural ingredients, and exceptional taste. Next, we explore the competitive environment, including the defining characteristics of key competitors, their market shares, and market positioning. Simultaneously, we analyze "Ming Ji's" competitive strategy, encompassing product diversification, pricing strategies, and marketing initiatives, while elucidating how it sets itself apart in the market. Finally, we investigate the potential opportunities and challenges that Ming Ji may encounter, such as market expansion, cultivating customer loyalty, sustainable development, and venturing into international markets. Our primary focus is on how to leverage these opportunities and effectively address challenges to ensure the continued success and growth of Ming Ji within the Chinese-style new milk tea industry. The objective of this paper is to provide valuable insights and strategic recommendations for the founders, investors, and industry professionals associated with the Ming Ji brand. Our aim is to assist the brand in achieving success in an intensely competitive market.

Keywords: Business Industry Analysis, Milk Tea Brand, Chinese style

1. Introduction

1.1. Purpose

We have created a new Chinese-style tea brand "Ming Ji". Our focus is on fresh milk tea and pure tea, as well as peripherally related derivatives, combining Chinese culture with tea heritage and innovation to create a new tea store in China. In this paper, we conduct preliminary systematic

research on our product "Ming Ji" utilizing the literature research method and questionnaire survey method. Firstly, we analyze the external environment of "Ming Ji" through the PEST analysis model. Secondly, we analyze the SWOT model of "Ming Ji" to provide the decision-making analysis basis for the construction of a marketing strategy plan. Finally, the marketing strategy of "Ming Ji" is comprehensively constructed from four aspects: product strategy, price strategy, placement strategy, and promotion strategy. In conclusion, the research objective of this paper is to analyze the basic environment in which "Ming Ji" operates and put forward a targeted marketing strategy, to lay a foundation for "Ming Ji" to expand its market share, improve its competitiveness in the industry, and enhance the economic benefits of the enterprise.

1.2. Background

As the living standard of people improves, the demand for tea drinks has also increased. Tea has always been the main category of ready-made beverages for Chinese consumers, and the market size of tea consumption in China is 293.2 billion yuan, much higher than the coffee market, which has been growing rapidly in China in recent years. Currently, China's tea market is divided into three main segments, namely solid powder, liquid cups, and ready-to-drink tea beverages. The fastest growing and most popular in recent years is ready-made tea, which is a new style of milk tea with different flavors made from milk creamer with fruits, bubbles, and other condiments, such as Hey Tea, Nai Xue's Tea, and so on. In recent years, the scale of the number of such ready-made tea drink stores has continued to expand in the Chinese market. The growth rate of ready-made tea drink stores in first-tier cities is above 50%, while the growth rate of ready-made tea drink stores in third-tier cities is as high as 138% from 2017-2019. Whether in first-tier cities or third- or fourth-tier cities, there are three or four tea drink stores near the business district and university towns, and the centralized distribution of tea drink stores has undoubtedly increased the competition of various tea drink stores brands to a large extent. In addition, from the point of view of financing, the position of various tea drink store chains in the capital market is also gradually aggravated. 2021 In the first half of the year, Hey Tea completed the D round of financing, and Nai Xue's Tea was listed in the Hong Kong region on June 30th and received 5.858 billion Hong Kong dollars in strategic investment [1-2].

2. Analysis Methods

2.1. P.E.S.T Analysis

2.1.1. Political Structure

As an important raw material for new tea-drinking enterprises, tea is also a cash crop with Chinese characteristics. The policies issued by the Ministry of Agriculture of China provide a political guarantee for the important raw materials needed by China's new tea-drinking industry. To support China's rural revitalization strategy (that is, through a series of policies and measures to promote rural economic development, improve rural living conditions, and realize the overall progress of rural society) and promote and develop Chinese tea culture, "Ming Ji" s dedicated to using Fujian tea sources Create more sales channels for local tea farmers, increase farmers' income while promoting traditional Chinese tea culture, and promote the inheritance and development of rural culture.

In addition, with the continuous development of the market economy, the continuous improvement of the market system, and the increasing demand of consumers for food safety, "Ming Ji" insists on using high-quality milk sources from Sunshine Ranch, and the tea used comes from the tea production base in Fujian Direct mining ensures the high quality, freshness, and nutrition of

raw materials. Although the new tea drink is a product of the consumption upgrade of the times to a certain extent, it is a non-rigid consumer product, and China has not yet issued a special policy. According to the "National Economic Industry Classification", the new tea drink industry is beverage manufacturing in the wine, beverage, and refined tea manufacturing industries, so this industry is closely related to food-related policies.

2.1.2. Economics

According to Figure 1, China's total GDP in 2020 will be RMB 101.6 trillion (approximately US\$15.42 trillion), a year-on-year increase of 2.3%. per capita, disposable income of Chinese residents in 2020 will be RMB 32,189 (approximately US\$4,910), a year-on-year increase of 2.1% [3]. The share of China's consumption in GDP in 2020 will be 54.3%, which implies that consumption in China's economy plays an important role and is a key engine of economic growth. According to the National Bureau of Statistics of China in 2020 shown in Figure 2, expenditure on food, tobacco, and alcohol accounted for 30.2% of per capita consumption expenditure [4-5]. As the growth of disposable income and consumer spending of the Chinese nationwide population illustrates that residents have more and more money available for consumption so that more people can pursue a higher quality of life.

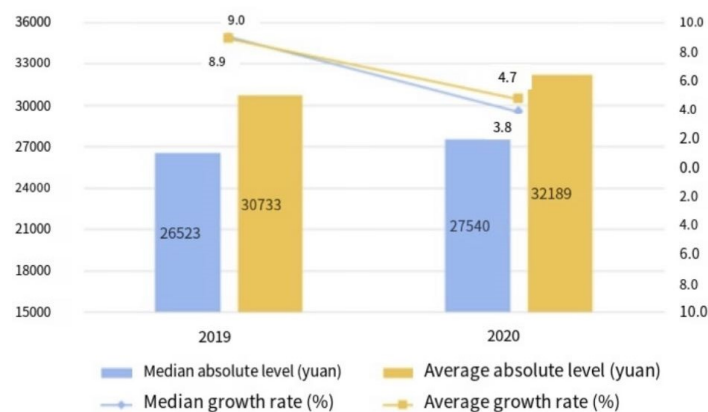


Figure 1: Average and median per capita disposable income of Chinese residents in 2020

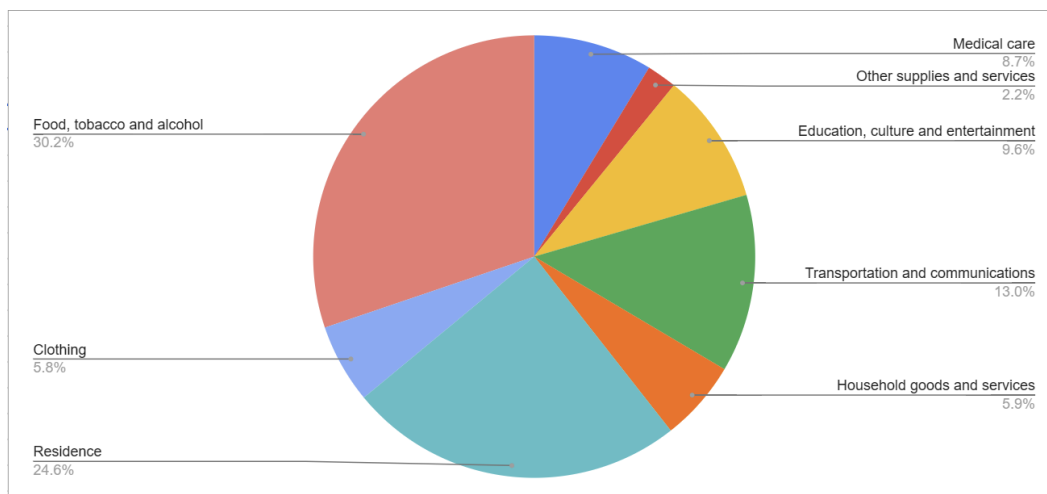


Figure 2: the National Bureau of Statistics of China in 2020

As the growth of disposable income and consumer spending of the Chinese nationwide population illustrates that residents have more and more money available for consumption, so more people can pursue a higher quality of life.

In addition, in terms of financing, various tea drink chains are gradually gaining ground in the capital market. From the data, the new-style tea drink enterprises in recent years, the financing scale and number are very large, so the capitalists are optimistic about the future market.

2.1.3. Socio-Cultural

Tea drinking culture is a traditional culture in China. Due to the cumbersome preparation process and bitter taste of traditional Chinese tea, young generations are less interested in traditional tea. However, the new tea-drinking culture incorporates tea, milk, fruit, and other diversified elements, making tea-drinking more acceptable to young consumers.

According to statistics, the post-90s generation is the main force of consumption in the new tea drink market, accounting for 50.96% of consumers in 2022. There are a large number of young consumer groups in China, and they are more concentrated in cities. These groups often have high education, can quickly adapt to the new environment, and have the characteristics of pursuing a high-quality life.

As shown in Figure 3, in 2022, among the 15 cities where the 90 new tea chain brands included in GeoQ Data have expanded their stores the most, the top five are Guangzhou, Chongqing, Shanghai, Changsha, and Chengdu, of which the new first-tier cities account for three [6]. This also intuitively reflects that when new tea brands enter a city, they will not only consider the city's market size and consumption capacity but also refer to the characteristics of the city itself and the people it attracts. For example, Chongqing, Shanghai, and Chengdu are all popular cities in inland China. They are also cities with relatively developed catering and entertainment industries, so they have a relatively large room for development.



Figure 3: Development of new chain tea stores in Chinese cities in 2022

2.1.4. Technology

"Ming Ji" mainly sells fresh raw leaves, fresh milk tea, and pure tea. The technology mainly refers to keeping the freshness of ingredients during transportation. We will adopt the method of cold

chain delivery to ensure the freshness of our tea and fruit. In terms of product innovation, "Ming Ji" will also train professional tea artists and provide pure tea drinks for consumers to taste the taste of original tea. As the concept of health and green environmental protection has gradually penetrated various industries, "Ming Ji" should follow the trend of health and green environmental protection to launch healthy, low-burden healthy new tea drinks. In terms of food safety training, "Ming Ji" will formulate corresponding training content and mechanisms based on existing food safety standards, and set up campus teaching, store training, and other sections to teach store employees operational ability and food safety knowledge.

"Ming Ji" will be promoted through various user channels such as digital media, e-commerce, payment platforms, and third-party takeaway platforms to achieve a friendly and easy-to-use user interface. In addition, customers can use the WeChat mini program to order remotely and can choose to pick it up at the store or have it delivered to their homes. This will not only provide consumers with a better consumption experience and save a lot of time queuing up for purchases, but also provide us with a data platform to understand consumer preferences and use technical means to analyze customer preferences to update the product and service market promptly.

2.2. SWOT Analysis

2.2.1.Strengths

2.2.1.1. Promote traditional Chinese culture as well as tea culture

Ming Ji is a new Chinese-style milk tea brand, dedicated to creating a new Chinese tea brand that combines and inherits traditional Chinese culture and tea culture. All the product names are taken from famous Chinese poems or operas, and traditional Chinese calligraphy is also incorporated into the packaging. Ming Ji also cooperates with national and provincial museums, such as the Four Great Masterpieces of China and the Forbidden City Museum, to launch related limited drinks and peripherals to spread the culture together.

2.2.1.2. Consumers can DIY their own milk tea with their content ratios

At present, no tea brand in the market allows consumers to DIY the ratio of drinks, Ming Ji found this point and did small-scale targeted research on this phenomenon.

2.2.1.3. Tea is more refreshing and healthier than coffee

Anyone who has learned about traditional Chinese tea culture knows that each type of tea has different effects. Pu-erh promotes digestion, so it can be consumed after eating greasy food; Tieguanyin can reduce fire, sober up, fight atherosclerosis, and prevent diabetes; Longjing purifies blood vessels and prevents strokes and heart disease; and oolong tea is known for its theanine content, an amino acid that reduces anxiety and improves alertness and concentration, and which may help prevent cognitive disorders, such as Parkinson's disease and Alzheimer's disease. Tea contains tea polyphenols, which have excellent antioxidant properties and are scavengers of free radicals in the body, which can slow aging, reduce inflammation, and prevent the growth of cancer. And drinking tea also has the same effect as coffee - refreshing, because they both have caffeine can stimulate the nerves to drive away fatigue.

2.2.2. Weaknesses

2.2.2.1. Low store coverage

To ensure consistent products and services to consumers, Ming Ji does not accept agents to join. Adopting only directly managed chains will make it difficult for Ming Ji to develop stores nationwide in a short period. Ming Ji's stores are mainly concentrated in key first- and second-tier cities in economically developed regions; therefore, the radiated population and areas are limited.

2.2.2.2. Product standardization for rapid expansion

It takes at least three months to prepare for the opening of a store, including one and a half months for store decoration. Employees from recruitment to the completion of training will also take at least three months, which will appear in the renovation project and staff training cannot keep up with the speed of expansion of the store. Staff training is particularly important, each different tea has its different brewing methods, such as how many milliliters of water at how many degrees Celsius should be used to brew to maximize the flavor of the tea, as well as how staff should treat customers and how to respond to emergencies to correctly reflect the service concept of the Ming Ji.

2.2.2.3. Serious market homogenization

There are a lot of similar or even identical products in the tea industry in China, so if the products don't have their own brand's unique taste memory, they are bound to be diverted by other brands in the same industry. And in recent years, coffee and other beverages have gradually become popular in China, and some regions will even replace breakfast with a cup of Americano, so the supply of coffee is also a threat.

2.2.3. Opportunities

2.2.3.1. China's tea drinking industry is developing faster

In recent years, more and more tea brands have appeared in the city streets and alleys, and even some tea brands have gradually appeared in some remote rural areas. This not only represents that the new Chinese tea drinks have opened the market, successfully attracted the attention of consumers, and gained a certain degree of attention; it also represents the rapid development of China's tea drinks industry. With the development of the economy, the per capita disposable income has gradually increased, and a new generation of young consumers with higher education have a greater ability to recognize and aesthetically improve the product, resulting in the pursuit of better product quality and quality of life, so consumers are gradually accepting more fashionable and more delicious freshly made tea drinks.

2.2.3.2. Development trend of China's e-commerce industry

The development of the e-commerce industry is getting better and better so that brands from all walks of life can have their online stores to expand consumption channels and increase sales. Almost every brand has its exclusive small program, consumers can order online through the program, and do not have to wait until the store to order, not only convenient for consumers but also the original store cashier can also make drinks, improving service efficiency. And in recent years, with the development of the service industry, takeaway platforms, and the industry becoming more and more powerful, consumers do not have to go out to taste a variety of different foods.

2.2.3.3. Large potential of consumer groups

According to the research report on the tea industry, the consumer group in this industry is mostly female. This group has a high cultural level, high aesthetic ability, strong consumption ability, and is good at catching new things. Tea drinks are different from traditional pearl milk tea, so it is precisely to meet the diverse and innovative needs of this generation of consumers.

2.2.4. Threats

2.2.4.1. Health threats of sugary drinks

Modern people's dietary requirements are different from those of the past, and they are now in pursuit of healthy and delicious food. Therefore, they are more reluctant to sugary drinks, believing that sugary drinks will jeopardize their weight and even their health. Even though this group of people does not account for the mainstream, it has a considerable impact on mainstream social concepts.

2.2.4.2. Threat of increasing business costs

With the soaring land prices in big cities, rental fees, and property costs are increasing. In addition to construction costs, the cost of fresh fruits and vegetables and daily required materials, as well as logistics and cold chain transportation costs are also rising. The demand for tea drinks is concentrated, so the stores need to maintain a large enough number of employees, but it also means that they are over-saturated during the off-season, so the company has a lot of pressure on the wages of the employees.

2.2.4.3. Threat of fierce competition in the industry

The tea drinks industry technology threshold is low, as long as you can make a good drink can be favored by consumers, and in recent years the emergence of endless brands and product ingredients and processes are similar to a very high degree. The inevitable result of fierce competition in the industry is that brands without core competitiveness are gradually eliminated from the industry, so how to stand out in a crowd of brands and always keep up is the problem that every company has been studying.

3. Analyze the Research Results

3.1. Methods

In this paper, Ming Ji mainly used the questionnaire survey to collect data to verify viewpoints and make adjustments and modifications according to the actual survey results. In the questionnaire, researchers mainly learned about the users' interests and preferences in various aspects such as the types, flavors, packaging, and styles of tea beverages.

The questionnaire survey method is a quantitative research method with positivism as the methodology. It is a research method by distributing or mailing the standardized questionnaires to the people concerned, asking them to answer the questions according to the instructions, and then the questionnaires are recovered and sorted out, and statistically analyzed, to obtain the research results [7]. This method can collect a large number of responses in a short period, which greatly facilitates data collection.

3.2. Findings

The questionnaire is titled "Milk Tea Drinks Market Research Questionnaire" and contains 15 questions. Up to now, 100 questionnaires have been received. The following paper will describe the brand "Milk Tea Drinks" with the results of the questionnaire.

3.2.1. Pain Points

The consumption-ability of Chinese consumers is increasing day by day, and people also put forward higher requirements for the taste of drinks. Compared to traditional tea drinks, freshly made tea drinks have a better taste and a wider variety of choices because they are highly favored by consumers. Many milk tea stores provide separate small ingredient options for consumers to choose from, such as pearls, taro balls, roasted cactus, purple potatoes, taro puree, cream milk cover, Oreo crumbles, nuts, cookies, and other small ingredients. Milk tea merchants want to attract more customers through this move because a variety of small ingredients can provide consumers with more diversified choices, richer tastes, and more satisfying experiences.

However, researchers found that, in general, small ingredients in the production process are subject to saccharification, processing a large number of added sucrose and starch so that the milk tea calorie dramatically increased, raising the risk of obesity, high blood pressure, and other diseases, not in line with the concept of the pursuit of the health of young people nowadays. Moreover, many milk tea stores use phytolacca and other substitutes for milk as raw materials to reduce costs. However, its fat content is 30% higher than milk and contains more trans fatty acids, which can easily lead to diabetes, blood clots, Alzheimer's disease, and other diseases. Overall, the health issues of milk tea have affected consumers' concerns about milk tea consumption.

Moreover, the milk tea industry is developing rapidly and the competition is fierce, the homogenization of milk tea products in the market is very serious, and the same type of products are sold in almost every milk tea store. Therefore, if the milk tea store does not have a unique brand value, it is difficult to have strong competitiveness and stand out in the market.

3.2.2. Solution

Based on our survey report, we have some solutions for our customers' pain points.

3.2.2.1. Highlight the flavor of the tea itself

The new Chinese milk tea on the market nowadays is milkier and fancier, with an overall taste that is more mellow and sweet. In contrast, Ming Ji's products are more focused on the flavor of the tea leaves themselves, highlighting the original flavor of the tea leaves. Ming Ji discards traditional instant tea powder and tea by-products such as tea powder and tea flakes, and uses specialty, high-quality original leaf tea, extracted and brewed, to make the milk tea taste more refreshing, fresh, and mellow. The results of our survey also just support this strategy. As shown in Figure 4, nearly 36% of people in our SURVEY preferred the flavor of tea to be a bit more pronounced, 23% more than those who preferred the flavor of milk to be more pronounced.

For the ratio of milk and tea in milk tea drinks, which flavor do you prefer to be more obvious?

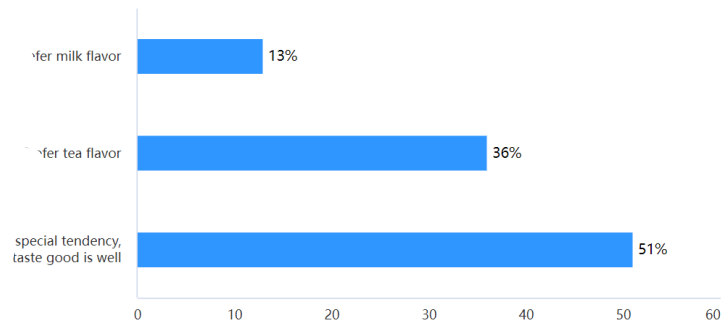


Figure 4: result of milk tea flavor preference

3.2.2.2. Adjustable milk to tea ratio

The ratio of milk to tea greatly affects the taste of milk tea. To accommodate different taste personalities, Ming Ji provides consumers with the option to set the tea strength at the time of order to achieve their favorite taste. In the process, consumers will also experience the joy and novelty of designing their products, making them more willing to try Ming Ji's products. We also surveyed this issue. As shown in Figure 5, more than 69% of people in total are interested in adjusting the ratio of milk to tea and are willing to try it. Therefore, it is a good innovation point.

If you can DIY the ratio of milk and tea in milk tea drinks, will you be interested and try it?

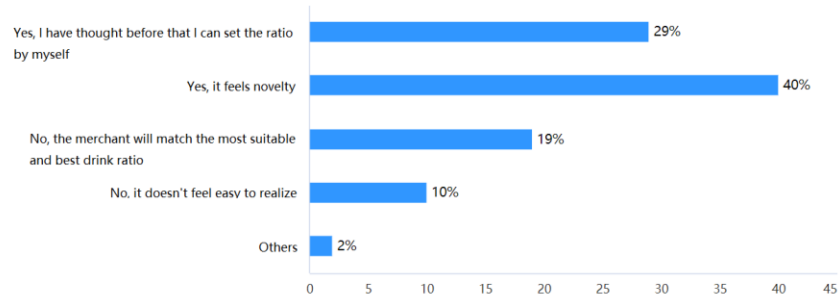


Figure 5: result of interest in milk tea DIY

3.2.2.3. Value consumers' health

Ming Ji will pay more attention to the quality of our ingredients. Its products will be selected from fresh pure milk and high-quality tea leaves from traditional quality origins. It plans to use freshly picked tea leaves from Fujian to ensure the quality of the tea leaves, in line with Ming Ji's main pursuit of milk tea which highlights the flavor of the tea leaves. Regarding health, although a good drink will inevitably have some high calories, Ming Ji does not provide cream, cheese, and other common high-calorie ingredients in its milk tea products to reduce the calorie content of products and minimize consumers' concern about excessive fat intake. At the same time, it will sell pure tea drinks for consumers to choose from. As shown in Figure 6, nearly 67% of people are interested in pure tea drinks and teas and believe that it makes our products look more professional and healthier.

In the existing market, there are not many vendors selling pure tea drinks and tea leaves. Therefore, this is a very potential market.

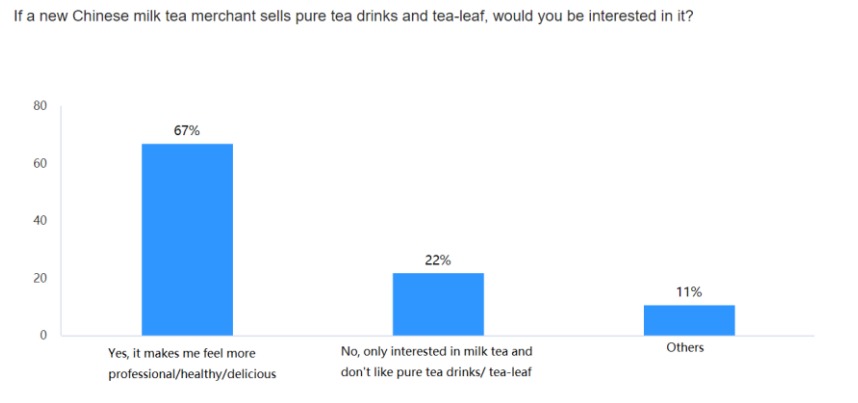


Figure 6: result of people's interest in pure tea drinks and tea-leaf selling

3.2.3. Benefit

Due to China's long history of tea-drinking culture, Chinese people have a good acceptance of new Chinese tea drinks. Ming Ji's emphasis on the original flavor of tea also appeals to the patriotic and cultural values of the Chinese people. To fully utilize and develop this cultural connection, and to pass on and promote traditional Chinese culture, Ming Ji is also committed to combining with the traditional culture to make its brand have more distinctive cultural attributes in the following ways: milk tea packaging with face painting, famous drama scenes, fresh and elegant traditional Chinese painting, Chinese style store decoration, and various co-branding activities related to traditional culture.

If a store is related to national style/traditional Chinese culture/intangible cultural heritage culture, from products to surroundings and even store decoration, would you be interested in it?

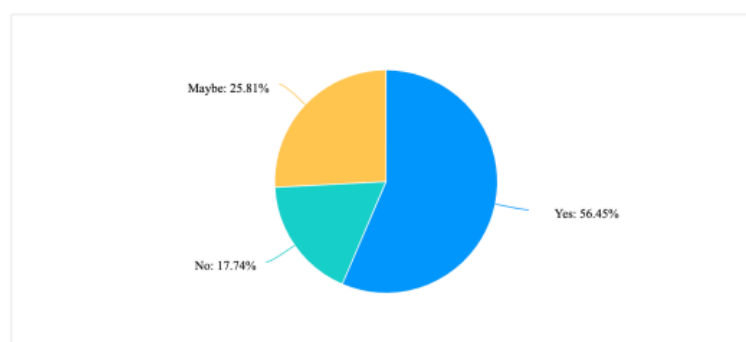


Figure 7: result of people's interest in traditional culture style

Through the survey, the Figure 7 showed that more than 82% of people said they were likely to be interested in a Chinese-style milk tea store. As shown in Figure 8, some positive suggestions were given based on Ming Ji's brand vision, for example, Ming Ji could co-brand with the Forbidden City Museum in China or the cultural bureaus of Xi'an, Nanjing, and other regions with a long history.



Figure 8: recommendations for joint activities

4. Marketing Strategies

4.1. Four P

4.1.1. Price

In 2022, the average price of a cup of milk tea is around 19 yuan a cup. After research and analysis, Ming Ji believed that the market space of the price belt of "13 yuan to 23 yuan" and the brand concentration is low, which is just a new opportunity for subdividing the track. So, Ming Ji put the price between 13 yuan and 23 yuan to attract more customers.

4.1.2. Product

In the Milk Tea Industry Report of 2022, consumers are willing to choose drinks driven by health and fresh products. Ming Ji has an excellent source of tea and milk and sells pure tea and milk tea for people with different needs.

4.1.3. Promotion

Ming Ji developed blind boxes to sell the products. There are two kinds of blind boxes: one blind box is a pure tea blind box, opened for some people who do not drink milk tea open, and the other one is a milk tea blind box. In this way, people have different flavors of drinks in blind boxes.

Ming Ji will also carry out joint activities with other IPs such as museums, traditional cultural attractions, and popular costume dramas to promote traditional Chinese culture.

Ming Ji will also cooperate with universities to sponsor some events and issue vouchers to promote Ming Ji.

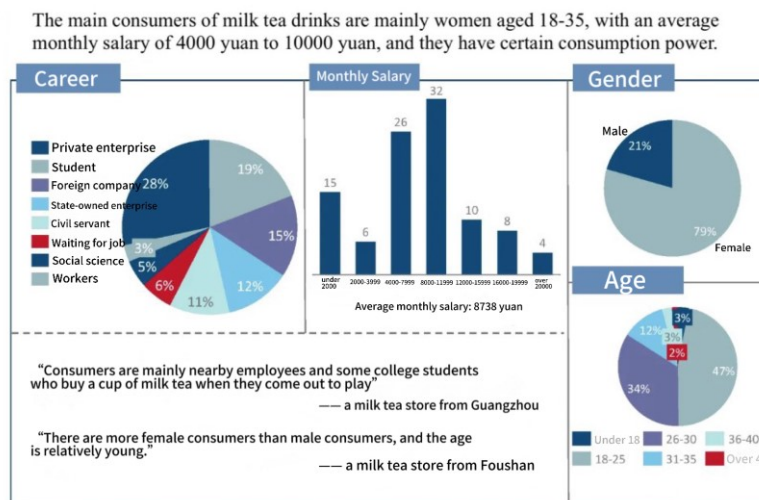
4.1.4. Placement

Ming Ji will open online selling and offline selling. For online selling, Ming Ji will sell tea bags and some peripheral products by opening a shop on Taobao, Douyin, etc. Also, Ming Ji will sell milk tea and pure tea on Meituan and Eleme. For offline selling, Ming Ji will open stores in the shopping mall and sell milk tea, pure tea, and some peripheral products.

4.2. Three C

4.2.1. Customers

As shown in the figure9, the main consumer group of ready-made tea drinks is dominated by women aged 18-35. Their average monthly income is 4,000 to 10,000 yuan, and they have a certain degree of spending power.



Source: <https://www.fxbaogao.com>

Figure 9: Market research about the milk tea industry

Milk Tea Industry Report of 2022 showed that the main consumers of tea drinks are women aged 18-35. After more than ten years of development, milk tea has won a large number of loyal female audiences and become their first choice in shopping and leisure. Therefore, Ming Ji's target consumer group is young people aged 18~35 in first and second-tier cities. Moreover, consumers in Tier 1 and Tier 2 cities are driven by "health" and product information to choose freshly brewed tea drinks.

4.2.2. Company

4.2.2.1. Emotional

Ming Ji will not make any decision if and only if when managers are very calm. Otherwise, they will lose important details that probably will make a huge loss.

4.2.2.2. Money

Ming Ji will lend the money through the Angel. When opening a store, Ming Ji need to make sure it had enough money to buy the materials and equipment.

4.2.2.3. Manufacturing

Ming Ji will carefully check every step when people are making the tea or milk tea to ensure the quality. This is significant since when a customer buys a tea with poor quality, then he or she will not buy such a brand and will announce the poor quality through social media. In this way, Ming Ji will have a huge loss because of the bad quality.

4.2.3. Competition

4.2.3.1. Direct competitor

Cha Yan Yue Se. A Chinese tea brand that has exploded in the past five years has only opened a store in Changsha, which has aroused the curiosity of milk tea lovers across the country. Creamy milk teas, which are packed with cream and sprinkled with crushed pecan fruit, have become a big hit. In the past two years, after conducting pop-up stores in Nanjing and other places to test its sales in the local area, it has also started the business model of opening branches all over China. Now, it not only has branches in Changsha but also gradually has branches in Nanjing and Chongqing.

4.2.3.2. Indirect competitor

HEYTEA. The pioneer of new tea and the founder of "Succulent grape milk tea" (A grape tea drink with real grape flesh and a grape smoothie topped with cheese cream), which became popular in China and even the world five years ago. As a new tea brand that has been open for more than 12 years, HEYTEA has a very important position for every milk tea lover and even most people. In the past 12 years, HEYTEA has been constantly innovating and breaking its highest record and has often co-branded with various brands and IPs, among which the famous ones are FENDI, Legend of Zhen Huan, Adidas, Hiroshi Fujiwara, People's Literature Publishing House, and cultural and tourism bureau of 11 cities in China. Each of the co-brands has brought significant attention and sales to HEYTEA, and some of the co-brands with Chinese local brands or established brands have made Chinese people a deeper understanding of this pioneer of new tea.

4.2.3.3. Replacement competitors

Luckin and Starbucks. In recent years, some people are more eager to drink from Western countries, such as coffee drinks. The reason is that the pressure of modern society is increasing, the pace of life is getting faster and faster, and the sleep quality of some students and office workers is worrying. The people of Shanghai especially love it, and even when China adopted the quarantine policy during the epidemic, the first demand of Shanghai people in such a period of scarcity was coffee.

5. Conclusion

5.1. Conclusion

Based on the 4Ps marketing theory, P.E.S.T environment analysis and SWOT analysis, and other theoretical tools, this paper analyzes the internal and external market environment of Ming Ji Milk Tea Company based on domestic and international literature on beverage marketing and other aspects of the industry and learns about the current situation of the industry and consumers' preferences, purchasing influencing factors, consumption scenarios, products, services, and branding through the consumer market research Survey. Understand the characteristics of the industry, find out the characteristics and preferences of consumers, and recognize the problems and future development aspects, to adjust the marketing strategy, to obtain a larger market share.

We used a quantitative research method with a survey whose sampling size is 100. We found that the current thinking and preferences of consumers were analyzed to optimize the brand's product and marketing strategies. The product strategy includes product strategy based on innovation, quality control, and focusing on the details of the product experience; the price strategy includes enriching the price range of the product, and the pricing highlights the price-performance ratio of similar products; the channel and promotion strategy includes social network marketing,

blind box, and co-branding marketing; the strengthening of the quality management includes starting from the source of the supply chain, standardization of the raw material storage and production process, and paying attention to the development of new technology; the strengthening of the enterprise human resources construction includes effective incentive mechanism and career development. Including effective incentives and career planning. At the same time combined with 4Ps, P.E.S.T, SWOT analysis, and other theoretical tools to analyze the internal and external environment of the enterprise, Ming Ji Milk Tea Company for target market segmentation, target market selection, and market positioning. Ensure that the marketing strategy can be successfully implemented by implementing the measures of packaging.

5.2. Foresight

The future development of the tea drinks industry will be in the following areas:

5.2.1. Pursue healthier and more delicious quality

Only the relentless pursuit of quality can satisfy consumers' picky taste buds. The pursuit of delicious quality at the same time optimizes the production structure, and improves the ratio of products, highlighting the pursuit of health, to meet the consumer's appetite and at the same time not to worry about health.

5.2.2. Unique and comfortable brand experience

In a competitive market environment, it is difficult to retain old customers and attract new customers to gain a larger market share. Therefore, a unique brand experience can leave an indelible impression on consumers, starting from the consumer into the store. Exquisite food packaging and brand vision to match the style of decoration plus a comfortable environment will help to enhance the consumer's shopping experience.

5.2.3. Expand the brand extension market

When the brand has a certain amount of fixed consumer groups should be based on the existing product system, through consumer data to explore the potential of customers to explore customer needs, what consumers want through the brand to continue to present to consumers to deepen the connection between the brand and consumers.

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