



HOW TO OPEN A BUBBLE TEA SHOP

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TABLE OF CONTENTS:

• Introduction.....	1
• Why Open a Bubble Tea Shop.....	2
• Making Bubble Tea.....	3
• Sample Start Up Quote.....	4
• Ingredient Ratios.....	5
• Operating Costs.....	6
• Profits.....	7
• Bubble Tea Machines.....	8
• Your Brand and Logo.....	9
• Sample Custom Product Quote.....	10
• Putting it all Together.....	11

INTRODUCTION

First, a little bit about us:



We're originally from the US but after visiting Taiwan we fell in love with Bubble Tea and now we specialize in providing Premium Bubble Tea Machines, Custom Cups and Sealer Films, and Online Training Materials to Bubble Tea Shops around the world!

We believe in forming long lasting business relationships and can give personal support that a lot of suppliers can't.

I'd love to hear your story!

Tell me a little bit about yourself, your background and why you want to open a bubble tea shop.

Email: service@bubbleteaology.com

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WHY OPEN A BUBBLE TEA SHOP?

If you're reading this, then you must already be interested in opening a bubble tea shop. Maybe you had some while you were visiting your friends or family and thought it would be great back in your hometown. Or maybe you just love bubble tea and will bring your passion to your business.

Either way, there has never been a better time to open up a bubble tea shop. This "fad" isn't fading away and bubble tea continues to increase in popularity throughout the world.

Not only is selling and making bubble tea fun but bubble tea is a relatively cheap drink to make. With high quality ingredients you can make a 700ml (24oz) bubble tea for as little as \$0.70 USD and sell it for \$4-6.00 depending on your location. That's a lot of left over room for profit!



Here's a famous Taiwanese franchise with a line out the door!

MAKING BUBBLE TEA

Here's a Sample of our SOP for Making Bubble Tea with Powder:

Bubble Milk Tea with Powder SOP



500ml (16oz) – 2.5 scoops of bubble tea powder (50 grams)

****Optional, 20 grams of non-dairy creamer, 20 grams of liquid fructose.**

1. Add powder to a shaker cup.
2. Add 100ml of your base (hot green tea, black tea or water).
3. Stir until the powder is dissolved.
4. Add ice to just above the line, e.g. 500ml
5. Fill to the line with your base (hot green tea, black tea or water)
6. Shake for 8 seconds
7. Serve and Enjoy

FREE Training Materials with any Bubble Tea Machine or Custom Cup Order!



Bubble Tea Training Video

SAMPLE START UP QUOTE

Opening a Franchise Bubble Tea Shop can cost well over \$100,000 but opening up your own bubble tea shop can be much cheaper.

The startup costs can vary depending on the size of your store but will generally be \$20-50,000 USD.

***This is just an example and doesn't include things like construction or remodeling which will depend on your lease location.**

Item #	Description	QTY	Ind Price	Total
	Bubble Tea Machines			
	Bubble Tea Sealer Machine	1	\$1179.00	\$1179.00
	Bubble Tea Shaker Machine	1	\$1082.00	\$1082.00
	Bubble Tea Fructose Dispenser	1	\$969.00	\$969.00
	SAVE \$150 When You Order Together!			-\$150.00
	Custom Bubble Tea Cups and Film			
	16oz - 500ml PP Cups (2,000)	10	\$88.00	\$880.00
	24oz - 700ml PP Cups (1,000)	15	\$65.00	\$975.00
	One-Time Cup Molding Fee	2	\$100.00	\$200.00
	Custom Sealer Film (Molding Fee Included) 60 Rolls (6 Rolls/Box)	10	\$192.00	\$1920.00
	Flavored Powders (20kg/Box)	10	\$200.00	\$2000.00
	(Pick 10 of Your Choice)			
	Tapioca Pearls (Boba) 18kg/box	10	\$35.00	\$350.00
	Flavored Syrups (6 bottles x 64oz)	3	\$45.00	\$135.00
	(Pick 2-5 of Your Choice)			
	Liquid Fructose (sweetener) 5 Gallons	2	\$60.00	\$120.00
	Tea Leaves (600g/bag)			
	Jasmine Green Tea - 30 bags	2	\$250.00	\$500.00
	Black Tea - 30 bags	2	\$250.00	\$500.00
	Utensils			
	Fat Straws	2	\$50.00	\$100.00
	Shaker Cups	5	\$13.00	\$65.00
	Plastic Scoop	10	\$3.00	\$30.00
	Metal Stirrer	10	\$3.00	\$30.00
	Tapioca Scooper	5	\$3.00	\$15.00

INGREDIENT RATIOS



You can use these ratios to figure out how many ingredients you will need to order:

For example, a 500ml cup of Taro Bubble Tea (made with powder) will use 50g of powder. Powders will come in 1kg bags so you will be able to make 20 servings from 1 bag.

Most products will have about a 12 month with the exception of Tapioca Pearls (Boba) that has a 6 month expiration date. This is why we recommend ordering a 3 month supply to make sure that your ingredients are always fresh.

These are estimates and we suggest starting out with about 10 flavors for your first order.

You can expand or reduce your inventory from there:

	1 Month Supply	Estimated Cups Sold		Estimated Usage
Powder	Each drink uses 50g - 1kg bag = 20 drinks	100/day	5 1kg bags/day	150 x 1kg bags/month
Tapioca	Each drink uses 75g – 3kg bag = 40 drinks	40/day	1 3kg bag/day	30 x 3kg bags/month
Tea Leaves	50 grams of tea for 5 liters = 20 drinks	100/day	250g/day	75 x 100g bags/month
Syrup	30 grams (1oz) = 1 drink	20/day	1/3rd bottle	10 x 64oz bottles/month

OPERATING COSTS

Your Operating Costs are basically your fixed costs plus your variable costs.

Fixed costs are things like your rent and bills while variable costs could be your inventory and how many employees you schedule at one time.

Here's an example of what it might look like:

Fixed Costs

\$2,000-Rent

\$1,000-Bills

\$1,000-Insurance

\$1,500-Other

\$5,500-Total

Variable Costs

\$2,363 -105 Cups Sold/Day x (.75) x 30

\$ 750 - Employee Opening/Closing Time

\$3,750 - Employee 1

\$6,968 Total

Fixed Costs \$5,500 + Variable Costs \$6,968 = \$12,467.50 Monthly Costs

PROFITS

The main reason to open any business is to make a profit. Obviously delivering a great tasting beverage to happy customers is a main point as well, but without profit, there isn't a business.

A good metric to measure profits in the beverage industry is to find out your average price for a cup sold and multiply that by the number of cups sold per day.

So, for this example, we'll say that the average price of a cup sold is \$5.00. We also calculated the operating costs for this example as \$12,600/month. So this means that we need to sell \$12,600 month/\$5.00 cup which equals 2,520 cups/month. Now divide this by 30 days (1 month) and we have our daily rate of 84 cups. This is the breakeven point.

In this example, anything over 84 cups sold per day will be profit.

84 Cups – Breakeven Point with 1 employee

100 Cups – \$2,400 Monthly Profit

150 Cups – \$9,900 Monthly Profit

Remember that selling more cups may require additional employees. For example, if you sell 300 cups/day you may need to add another employee which will raise your operating costs.

*I also have a "Break Even Analysis" in an excel document that you can use to perform your own breakeven analysis and projected sales analysis.

BUBBLE TEA MACHINES



Bubble Tea Sealer Machine

Our Sealer Machine can seal PP, PET and Paper cups. This sealer is known for its reliability so you don't need to worry about it constantly breaking down during shifts. Our sealers are trusted around the world for their quality and reliability.



Bubble Tea Shaker Machine

The Dasin SK300 is our most popular bubble tea shaker. It features a sleek and modern design to accentuate your Bubble Tea Shop. Using a shaking machine will reduce employee costs and the new compact design also saves valuable counter space.



Bubble Tea Fructose Dispenser

Automatic Fructose Dispensers will dispense a consistent amount of sugar every time. You can easily program the buttons to dispense the exact amount of sugar that your customer wants. This ensures that your drinks are consistent and takes the guess work out of your employee's jobs.

Bubble Tea Machines Business Kit

YOUR BRAND AND LOGO

Your brand and logo will help you stand out from the competition. When someone decides to open up a bubble tea shop they basically have two options. You can start your own, or you can be part of a franchise.

The advantage of being a part of a franchise is that they have already taken care of your brand and logo for you. All you are doing is selling THEIR products. Other customers also may have heard of the brand so it carries brand recognition or loyalty.

One of the main disadvantages is the startup fee. I have heard the fee ranging anywhere from \$25,000-75,000 just to be able to use a franchise brand name! This is quite a lot of money for the privilege of selling someone else's products. Another disadvantage is that there will be the rules of the franchise that you have to follow. You will have some freedom of being the "owner" but you will not ever truly own the franchise, in the end it is still owned by the franchising company.

We can print your logo on your cups and sealer film to help establish your brand.



SAMPLE CUSTOM PRODUCT QUOTE



Custom PP Cups



Step 1: Pick How Many Colors You Want (4 Maximum)

Step 2: Give Us Your Logo

Step 3: Confirm Template

Step 4: Cups Will Be Printed (4 Weeks)

Step 5: Cups Will Be Shipped By Sea Freight From Taiwan to You (6 Weeks)

Custom Cups	MOQ		Price/Box	Total
360ml (12oz) Cups (MOQ 20,000 Cups)				
One Time Molding Fee (\$100/color)	1		\$100.00	\$100.00
(2,000/box)	10		\$75.00	\$750.00
500ml (16.9oz) Cups (MOQ 20,000 Cups)				
One Time Molding Fee (\$100/color)	1		\$100.00	\$100.00
(2,000/box)	10		\$78.00	\$780.00
700ml (23.7oz) Cups (MOQ 15,000 Cups)				
One Time Molding Fee (\$100/color)	1		\$100.00	\$100.00
(1,000/box)	15		\$55.00	\$825.00
Custom PP Sealer Film - MOQ 60 Rolls				
One Time Molding Fee (4 colors)				FREE!
PP Sealer Film (3,900 Seals/Roll) MOQ 60 Rolls	60		\$28.00	\$1,680.00

Price Does Not Include Shipping

*CIF Shipping - Cost, Insurance, Freight

**Cups with 4 colors have a MOQ of 30,000 Cups

Bank Transfer is our preferred method of Payment

You can also pay with PayPal or a credit card.



All Prices are in USD

PUTTING IT ALL TOGETHER

I hope that you found this information helpful.

Starting your own bubble tea shop can be one of the most exciting experiences of your life. However, like starting any business, it can also be extremely scary!

We can provide Premium Bubble Tea Machine, Custom Cups and Film and Online Training to make sure that your bubble tea shop is a success!

Sincerely,

Mike

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www.bubbleteaology.com