



**A BUSINESS PLAN FOR A TRADITIONAL MYANMAR
TEA HOUSE IN BANGKOK**

BY

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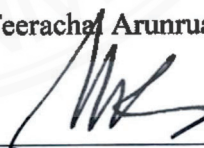
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ABSTRACT

This business plan outlines the strategy for expanding Daung Tea House, a well-established tea house from Yangon, Myanmar into Bangkok's cultural melting pot. The expansion will primarily cater to Myanmar expatriates who miss the flavors of home and the traditional tea house experience. The plan also highlights the growing demand in Bangkok for unique dining options and an increasing interest in Myanmar's cuisine and culture. This study includes a market analysis, business model, and strategies to attract both Myanmar expatriates and international customers, along with a financial feasibility study for implementation.

A survey of 104 participants was conducted to assess the business potential, as well as customer willingness and expectations in the new market.

In conclusion, the study will explore initial barriers to starting the business, such as high costs, the gap between revenue and expenses in the early stages, and the time required to generate profit and establish business stability. Additionally, the plan will examine potential scenarios, strategies, and key events necessary for successful business implementation.

Keywords: Expansion, Business Model, Financial Feasibility, Challenges

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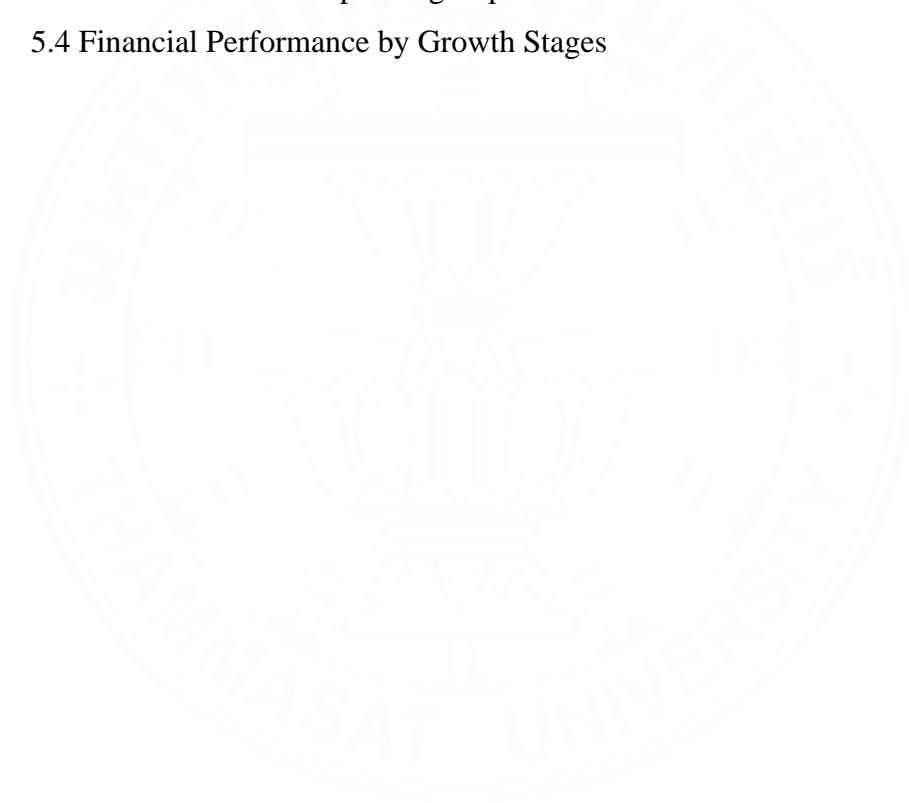
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CHAPTER 1

INTRODUCTION

1.1 Background and Potential Opportunities

For many years, there has been a significant population of Myanmar expatriates in Thailand and those could be generally categorized into, (1) professional migrants studying and working in the business or professional sectors, (2) laborers working in low-skilled professions, and (3) refugees fleeing conflict. Furthermore, following the military coup started in 2021 in Myanmar, this number has significantly increased. According to migration reports from the International Organization for Migration (IOM), Thailand has been receiving an estimated 24,000 Myanmar migrants each month since the beginning of 2024. This steady influx highlights the growing presence of the Myanmar community in a big city like Bangkok whereas Myanmar young people including students and professionals from many middle and higher-income class choose Bangkok to relocate in and carry on studying or working for their journey which allows for a safe, stable, and supportive environment with more opportunities.

It is known that Thailand and Myanmar share many cultural similarities due to their geographical proximity and historical interactions. Despite the cultural similarities between the two countries provide comfort, many Myanmar communities staying in Bangkok for a long time miss the authentic atmosphere which acts as a homelike environment, nation's cuisines, and such connection among Myanmar people staying in the same city. On top of that, the increasing Myanmar population in Bangkok, driven by steady migration trends, creates a significant business opportunity. This growing demand among both new arrivals and long-term residents, who seek familiar tastes and cultural connections, represents a strong potential customer base that aligns with our business's target segment and objectives. At the same time, the country's dynamic food culture, dining habits, and the city's attraction for many tourists interested to explore new traditions and culture, embracing the diverse offerings and

unique experiences. This presents a notable opportunity for introducing a new Myanmar Tea House in this cultural melting pot.

1.2 The Evolution of Tea Culture in Myanmar

In Myanmar, the country has its own unique tea culture that is an essential part of our daily lives. Tea shops are found everywhere, from bustling city streets to remote villages, often simple roadside stalls, or small outlets.

Traditionally, tea houses are basic seating with an artless and casual atmosphere in often open-air spaces. Low tables and stool chairs, tea kettles and cups on every table, small groups of people talking over plates of food, and a warm cup of tea are a familiar sight and a true symbol that captures the essence of Myanmar Tea House Culture.

As the day progresses, the tea house shifts its role to meet the needs of its visitors at each time of the day. In the morning, tea shops become a lively place for early birds as workers, taxi drivers, families, and locals. They drop in for a quick breakfast and a warm cup of tea before their busy day begins. By midday, the tea shop turns into an informal meeting and gathering place where people catch up with their friends, and business conversations take place over shared meals. In the late evening, tea houses turn into spots where people can relax and escape from their busy routines. They are often filled with friendly talk, casual conversations, and the sounds of TV shows and movies. It also used to be common to see groups gathered, cheering together while watching a football match. Without shame, it's a place where young and old, rich, and poor people come together to share the latest news and talk about everything happening in town.

Those tea houses are not just places to eat and drink and more than that, they are the heart of Myanmar's social life. These tea houses offer a casual and welcoming space where people of all ages come together to chat, enjoy tea, and share snacks. In summary, Myanmar's tea houses are more than a cultural staple. They are vibrant community hubs that show the evolving social dynamics and traditions of our daily lives.

As time went by, the small, crowded tea shops evolved into larger, cleaner establishments. Basic, low seating areas have transformed into modern and comfortable spaces with improved amenities.

Inspired by Myanmar's evolving tea house culture, Daung Tea House began by embracing these traditions and blending them with modern tastes to appeal to today's market.

1.3 Business Description

1.3.1 Business Background

Daung Tea House is a well-established and prominent tea house chain in Yangon, Myanmar, renowned for its blending and tradition with modernity. It is known for offering an authentic Burmese tea experience and cuisines in a setting that caters to both traditional and contemporary tastes in a modern, comfortable setting. It was founded with the goal of preserving and promoting Myanmar's rich tea culture and the brand provides a welcoming environment for both locals and visitors alike.

1.3.2 Brand History and Growth

When we say it as “Daung”, “Daung” used to be the place where the young people of the 90's gathered before café, bars and clubs that cost a lot of money appeared. In the past, it was very common for Myanmar people to say, *“Let's go to Daung and chat by enjoying tea,”* using Daung as a slang word for tea shops.

1.3.3 Founding Story

Daung Tea House was founded in 2017 by two young men from the early '90s generation, who shared a deep passion for Myanmar's Tea Culture and wanted to preserve it while bringing it to the modern world. For the founders, tea shops held a special place in their hearts, representing cherished memories and significant moments from their teenage years.

Therefore, when they created Daung Tea House, they wanted the brand to carry a sense of history and nostalgia. Since the first location opened in Yangon, it quickly became popular for its nostalgic name and authentic offerings, connecting people not only with Myanmar's tea culture but also with the warm, familiar feeling of traditional tea shops.

Over the years, Daung Tea House had successfully expanded to three different locations across Yangon.

1.3.4 Product Offering

At Daung Tea House, we focus on offering an authentic taste of Myanmar's tea house experience. Our menu includes Myanmar Tea which is the signature item of our tea house, along with Traditional Myanmar Dishes and classic Desserts & Snacks. We also provide a few food and drink items that are well-loved across Asia, from light snacks to hearty meals. This variety of options reflects what we usually serve in our Myanmar tea shop, offering familiar and authentic choices for our customers.

1.4 Objectives

- 1) To fill a market gap that offers a taste of home for Myanmar expatriates.
- 2) To address the emotional needs of Myanmar expatriates by offering a place that helps alleviate homesickness and reinforces cultural identity.
- 3) To provide a comforting space where Myanmar people can gather, socialize, and connect with each other from their home country.
- 4) To provide a welcoming environment that reflects Myanmar culture and traditions.
- 5) To enter the new market, offering a unique value and experience that sets us apart from existing restaurants and cafes in the food industry.
- 6) To enhance business resilience, focusing on finding opportunities in new markets rather than expanding into existing ones amid the political crisis.

CHAPTER 2

REVIEW OF LITERATURE

2.1 Location Study

We initiated this business plan to fill a market gap by offering a taste of home and a home-like atmosphere to the Myanmar expatriates who miss the country's home tastes and cultural experience. Beyond this Myanmar customer base, we believe there is a greater potential of serving both Myanmar and foreign markets. Therefore, we considered the location for our Tea House should attract a wider and diverse audience including both Myanmar and foreigners. Among many different locations and famous spots in Bangkok, we first considered the location chosen should be the one fitting with our specific market segment and intentions of playing our business potentially. We plan to be located around a thriving spot which embraces diversity for cultural experiences, and this area should be the bustling spot which is an unmissable vibrant hub of all the tourists, residents, and Myanmar expatriates, which is our major initial customer base.

2.1.1 Location Focus on Pratunam Area

Pratunam is located at the heart of Bangkok and this central location provides an advantage for its accessibility and transportation convenience. Myanmar expatriates widely exist in various parts across Bangkok, and with its convenient central location, is easily accessible to Myanmar expatriates living and working throughout the city. This centrality ensures a more balanced reach for every customer who lives on all sides of Bangkok, without isolating customers from any region. By major public transportation such as Airport Rail Link, BTS SkyTrain and various bus routes, this location is easily accessible for all the customers. Even so, it would also enhance the convenience of some Myanmar expatriates who live a bit far away. Lastly, compared to other popular tourist spots in Bangkok, Pratunam has less traffic, another benefit of being more convenient for the customers to visit.

Throughout the day, Pratunam is one of the most popular shopping areas and busy commercial hubs in Bangkok, with a large crowd of visitors including tourists, locals, and the Myanmar community. This area is famous with nearby popular attractions such as Platinum Fashion Mall, and the Pratunam Market, with high footprints among all Myanmar expatriates, locals, and international tourists, and this high foot traffic from a diverse community provides an excellent opportunity to attract not just our most valued customers of Myanmar residents and for international visitors. Moreover, this area is also surrounded by numerous hotels, and we expect that the international tourists who stay in this area would become one of the business opportunity gaps that we can dive into.

Moreover, this location with nearby attractions of Pratunam market and Platinum Fashion Mall are popular and unmissable spots for Myanmar people living in and outside Thailand. It offers another opportunity for our Tea House with a strong connection between Myanmar businesspeople and shoppers. The presence of Myanmar people including students and business owners around the Pratunam would be the biggest opportunity and ready-made market of Daung Tea House to grab that market segment. This area, Pratunam, is beloved by Myanmar expatriates including Myanmar students and small business owners who own self-run online shopping businesses. Those people regularly visit Pratunam to shop for fashion, clothing, other goods and resell them online as part-time business. This foot traffic by Myanmar expatriates for their business routines would become a notable opportunity for Daung Tea House with a steady flow of strong customers.

On top of that, according to the pre-research survey, which was conducted, 55 responses were collected regarding the preferred location for the new Myanmar Tea House in Bangkok. A significant 51% (28 out of 55) of respondents indicated a preference for Pratunam, citing its convenience and popularity as a social gathering spot among friends. In contrast, only 9% preferred Phra Khanong and 11% favored Bangkapi, with their choices primarily based on proximity to their residences. This emphasizes Pratunam's strong potential to attract customers seeking familiar tastes and cultural experiences.

2.1.2 Seizing the Potential Opportunities

Many shoppers, tourists and business visitors spend hours exploring this crowded area with shopping malls and markets, and after that they might look up a place to relax and recharge in a comforting space during their visit. Offering a welcoming space together with different kinds of delicious food options to visitors and shoppers who are seeking a place to sit in and take a break with a quick meal or snacks, could appeal to those who are exploring around this fashion hub and looking for having distinctive dining experiences.

2.2 Competitor Analysis

Although we have not yet identified a direct competitor that replicates with our unique business concept of Myanmar traditional tea shop, we still need to focus on the current Myanmar restaurants located in Bangkok primarily serving the Myanmar expatriate customer base to gain a better understanding of the competitive landscape. Here, we would mainly assess the three key factors as menu options, authenticity, and taste, then variety to help us determine how Daung Tea House can establish a competitive edge. By examining key competitors like Bagan Myay and Mandalay Food House located in the same area, we aim to identify any gaps in the market that will allow Daung Tea House to stand out and offer an authentic Myanmar experience in Bangkok.

The first competitor, Bagan Myay Asian Food House, located 150 meters away from Bangkok's popular Platinum Fashion Mall, operates daily from 9:00 AM to 12:30 AM. While their menu includes some traditional Myanmar cuisine, it focuses mainly on hearty Asian dishes such as Myanmar-style rice and curry, appealing to those seeking filling meals, especially for lunch and dinner. However, their offerings are limited in variety, especially for lighter meals or snacks, which could limit their appeal to a broader audience. The next competitor, Mandalay Food House, is 1.4 kilometers away from Platinum Fashion Mall and has an established customer base between the Myanmar community, and foreign customers. Operating daily from 9:00 AM to 8:00 PM, they offer a broader selection of Myanmar traditional dishes, giving customers more options than Bagan Myay Asian Food House. Despite this, they sometimes face

availability issues, such as some items run out by evening, limiting choices for late-day customers. Although their menu is varied, they still lack traditional light snack options, which could appeal to those seeking a quick, and authentic experience throughout the day. In comparison, Daung Tea House would be located within the same Pratunam area and operate from 7:00 AM to 7:00 PM. Like Myanmar traditional tea shops, we offer a diverse menu of traditional dishes, snacks, and teas, balancing light, and heavy meals to accommodate a wider range of preferences throughout the day. We aim to maintain a consistent and varied dining experience, providing authentic Myanmar offerings from morning to evening. This approach positions Daung Tea House as a distinctive choice for Myanmar cuisine in Bangkok, offering both a reliable and culturally rich dining experience that sets it apart from nearby competitors.

When it comes to authenticity and taste, both competitors, Bagan Myay Asian Food House, and Mandalay Food House, provide a level of traditional Myanmar flavor, yet they may adapt their dishes to be more special and attract a broader audience, which can sometimes dilute the authenticity. This approach may appeal to some customers, but it often leaves Myanmar expatriates unsatisfied due to a lack of the true, rich flavors they are familiar with. For our Tea House, we plan to address this gap by maintaining a strong commitment to authentic flavors, focusing on quality ingredients, and originating traditional recipes. Our goal is to deliver genuine Myanmar tastes, aiming to satisfy both Myanmar expatriates seeking a taste of home and new customers curious about authentic Myanmar cuisine. This dedication to preserving flavor and culinary tradition will enhance our unique position in the Bangkok dining scene, offering a true Myanmar dining experience.

2.3 Dynamic Business Model Canva

To ensure Daung Tea House's business plan can adapt to market changes and support sustainable growth in Bangkok, we will analyze each part of our business model closely. By focusing on key components, we gain a clear view of the most critical elements for Daung's successful expansion and identify ways to meet the demands of this unique market.

2.3.1 Value Profile Customer (Customer Segments)

Now, we define the market segments, finding out the segment's characteristics that Daung Tea House was focusing on as primary audience, how we strategically approached the Yangon market and which segment we would focus on in the new market are classified as below.

As our valued customer segment, we primarily target customers aged between 18 and 55 from middle to upper-middle class. We cater to both young adults and work professionals including families who love to try flavorful dishes fit with their meal preferences.

In Bangkok, the significant Myanmar community is a diverse group of people staying with different backgrounds and the most significant market that we consider are students and work professions, perfectly tailoring with our targeted segment. Accordingly, at the initial stage of entering the Bangkok market, based on the demographic situation, we primarily target the Myanmar residents, mostly aged 18 to 45 students and young professionals who miss the taste of home, our traditions and home-like atmosphere.

Also, locals and foreigners who enjoy Asian food, curious about different traditional cuisines, and delve into new culinary experiences would also be our next valuable segment that we would target in expansion of our tea house.

2.3.2 Unique Value Proposition

Next is the uniqueness of our business concept which would play as our key competitive advantages to attract different types of customers potentially.

The signature product of our Tea House, Myanmar Tea known as “La Phet Yay”, which is a national hot beverage of the country made with strong brewed black tea, consisting of condensed milk and evaporated milk creates a unique taste that is different from others as Thai or Indian Chai. Myanmar tea has a well-blended sweetness and bitterness, and the tea is significantly differentiated from typical ones in terms of all the color, taste, and aroma. Moreover, unlike others, Myanmar Tea could be ordered with the customized ratios of tea and milk ingredients by personal preferences. Those Tea varieties are categorized as; (1) Standard, (2) Astringent, (3) Rich, (4) Sweet, and lastly the most popular and all-time favorite by most of the customers which is called (5) Creamy Milk Tea, known as “Si Lone Tea”. This special

and significant one is made with tea and a milk cream layer is topped as added flavor. This layer creates a velvety mouthfeel and enhances the flavor and texture, being a uniqueness of this special tea. This combination of a unique tea, diverse menu with varieties of dishes, snacks, and beverages we offer is a perfect fit for every meal of the day. Other Myanmar's popular traditional dishes and popular deep-fried snacks would offer distinctive flavor together with a special culinary experience that would stand out from local Thai and other Western dishes.

Furthermore, like Myanmar traditional tea shops, Daung Tea House embodies the concept of creating a space of social hubs where people can relax and chat over plates of food with a warm cup of tea in a casual and friendly atmosphere. We provide a welcoming environment for everyone from all ages of Myanmar Expatriates to locals who are curious about traditions and willing to try different new offerings. Additionally, this would give a benefit for more opportunities to reconnect and develop new connections for everyone around the city.

2.3.3 Choice of Strategy

In terms of the business strategy to expand our business, we will adopt a differentiation strategy that sets us apart from competitors by offering a unique blend of authentic Myanmar tea culture and traditional cuisine. We would focus on providing an authentic culinary experience, ensuring that key Myanmar dishes retain their original flavors and preparation methods, which many competitors lack. Additionally, we would also enhance to combine by creating a simple and welcoming experience through cultural elements for customers. This strategy makes our tea house stand out to cater to both Myanmar expatriates in Bangkok, and global customers with an interest in an enriched culture and authentic dining experience.

2.3.4 Alternative

In the Bangkok market, Daung Tea House would face intense competition from different key players, providing a variety of foods and beverages with an established customer base. To cater to a wider market in this competition, we could enhance our business model, proposing an alternative menu that incorporates a diverse range of culinary offerings. This includes traditional Myanmar rice and curry dishes for customers seeking authentic flavors and hearty meals, a selection of Thai cuisine and

popular Asian dishes with beverages and appeal to a multicultural customer base potentially.

2.3.5 Key Partners

As a first step, we need to figure out different suppliers in Bangkok who can support every raw material, and the procedure to cooperate with those suppliers to operate smoothly for our tea house. For the business partners of Daung Tea House, local suppliers and markets would be the key partners for fresh food ingredients. In such cases, Myanmar-based suppliers would be included as well, for some material such as tea and other ingredients to maintain authentic taste and quality of the traditional dishes. Moreover, collaborating with food delivery platforms such as GrabFood, and LINE MAN would potentially help to expand the reach of Bangkok's strong delivery culture.

2.3.6 Key Activities

As we consider tapping into both local and foreign markets, adapting the menu would also be fundamental to align with the tastes and preferences of the market. Apart from offering the authentic Myanmar taste and culture, we would adapt some menu items blending with the Bangkok dining trends to suit its food culture. This menu adaption would also involve adding or updating new menu items based on the customers' suggestions, ensuring the menu stays appealing to both Myanmar and foreign customers. Following the menu adaptation, we would focus on the next key activity of advertising and promotions to build a strong presence in a new market. A strong marketing effort would be developed with the engagement of social media platforms to create brand awareness and encourage customer engagement, collaborating with social influencers and promoting the unique Myanmar Tea Culture. As a next last key activity, our focus is to deliver exceptional customer service that ensures customers feel valued and well-attended to, which is also essential for our business. We aim to create an environment that encourages equal treatment, repeat visits, and long-term customer loyalty by fostering a warm and homelike atmosphere.

2.3.7 Key Resources

Daung Tea House's well-established brand reputation in Yangon is one of the key resources that can leverage the customer trust with their brand recognition among Myanmar expatriates who live in Bangkok. A team of chefs with

expertise in knowing preparation methods to provide Myanmar cuisine and tea would ensure the authenticity and true flavors of our offerings. This will help maintain the authenticity of the dining experience, which reflects the rich essence of Myanmar culture and has the benefits that set it apart from current business in the market. The initial funding to implement our Tea House derives from the contributions of founding partners, alongside additional support from another investor. By relying on personal capital, we ensure greater control over business decisions and reinvest profits back into the business to support long-term growth and expansion opportunities.

2.3.8 Cost Structure

In this section, we firstly could identify two key components for the consideration of cost structure; as the primary costs would include the rental fees, decoration fees, licensing fees, staff salaries, and marketing expenses would be considered as fixed costs. The other costs such as for ingredients, packaging costs, utilities fees and delivery commissions are variable costs which fluctuate based on the customer demand. Furthermore, we would make sure to balance the operational costs such as utility fees, maintenance fees. taking account of technology systems set up.

2.3.9 Customer Relationships

We would foster creating a responsive and welcoming atmosphere through personalized greetings as customers arrive and prompt responses to inquiries. We aim to provide attentive and engaging service during their visit. Additionally, follow-up interactions, such as thanking customers and inviting them back, can enhance their experience and encourage loyalty. The way of communication through word-of-mouth marketing especially between the Myanmar community would play a critical role in spreading awareness about the tea shop and introducing Myanmar's unique culinary culture. Sharing the satisfied experiences and invitations to friends and colleagues would strongly enhance brand awareness and brand recognition among local and foreign market segments. The engagement with social media platforms such as sharing the available menu items, allows us to connect directly with the target audience. Lastly, we could foster communication with customers, allowing them to suggest the customer feedback such as new menu suggestions, satisfaction about food and services.

2.3.10 Channels

We would ensure to reach our targeted market with the focus on leveraging two different channels, effectively expanding the familiarity about our business concept and brand identity in Bangkok. The primary channel provides Myanmar authentic dining experience with an establishment of physical location. The next one would appeal to reach different types of customers from partnering with food delivery service, which is the growing demand in Bangkok. Additionally, we would utilize social media platforms, promoting digital marketing campaigns such as advertising and sponsored posts to outreach the wider audience.

2.3.11 Revenue Streams

Daung Tea House would generate revenue from two key components. The primary stream would derive from the sales generation through dine in, takeaways services, and online meals orders of different menu items including both food and drinks. The additional revenue would be generated by the provision of catering services such as special events, and community gatherings to a large group of customers.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Objectives

- (1) To assess the market potential and demand for Myanmar Tea House in the oversea market.
- (2) To explore customer experiences with current Burmese food houses and identify areas for improvement.
- (3) To identify the willingness of the potential customers in terms of acceptance and preferences, behaviors, pricing, and dining habits.

3.2 Data Collection and Population

According to the research objectives mentioned in (3.1), in the early stage, we would conduct research for understanding whether the business plan of Daung Tea House's expansion in Bangkok leads to the sustainability of the business in the future.

For this chapter in conducting market research, we would rely mainly on one specific social media platform, Facebook which is entirely influenced and adopted by the whole Myanmar community. Here, we are aiming for a sample size of 100 – 120, focusing on Facebook groups, also a network to communicate between Myanmar expatriates staying in Bangkok.

The survey would be conducted reaching out to four different Facebook groups, which are the most active and updated for the Myanmar community. We can classify those groups into General Community Groups and Student - Focused Groups.

1. General Community Groups

Group Description : : These two groups are mainly for sharing different kinds of information between Myanmar expatriates living in Bangkok. Group members ask for suggestions, share their personal aspects of daily lives, and discuss all about food, accommodation, and everything members need.

(1) Group Name - All About Bangkok

Group Size - Currently, this group has 69.6 K active members.

(2) Group Name - Bangkok Myanmar Community

Group Size - Currently, this group has 60 K active members.

2. Student - Focused Groups

Group Description : : These two groups are mainly Myanmar students living in different regions and attending universities in Thailand. This community group is for sharing and exchanging information such as student life, events, and recommendations. Those students discuss their needs and help each other for educational and social affairs.

(1) Group Name - Myanmar Students Network in Thailand

Group Size - Currently, this group has 87.56 K active members.

(2) Group Name - Study in Thailand for Myanmar Students

Group Size - Currently, this group has 90.8 K active members.

3.3 Survey Questions

To see the business potential and better understand our target market, we are conducting a survey to gather insights on key areas that will shape our business strategy.

Survey – Google Form

<https://forms.gle/Td2Wjv49MfC4owVL8>

The survey form was created based on the following questions, focusing on the key objectives mentioned in (3.1).

Factor 1, To understand the customer perceptions of current Burmese food houses in Bangkok,

1. How many times have you visited Burmese Restaurants in Bangkok before?

2. How often do you go to Burmese Restaurants?

3. How satisfied are you with Experience at Burmese Restaurants in Bangkok regarding each aspect of Taste, Authenticity, Food Portion, Pricing, Menu Varieties or Options, and lastly Customer Service?

Factor 2, To understand the customer expectations and preferences for a new Myanmar Tea House,

1. If a well-known Myanmar Tea House from Yangon were to open in Bangkok, how interested would you be in visiting?
2. How likely are you to visit this new Myanmar Tea House in Pratunam to experience authentic Myanmar tea culture and cuisine?
3. What would you like to attract to a new Myanmar Tea House in Bangkok providing a scale to rate for the aspects of Authentic Myanmar Tea and Cuisine, Varieties of Menu Options, Price Affordability, Location Convenience, Service Quality, and Homelike Environment?

Factor 3, To identify the customer willingness for the price.

1. How much are you willing to pay for a cup of tea at a tea house?
2. How much would you expect to pay for a complete meal (tea + food) at a tea house?

Factor 4, To analyze the demographic data.

1. What is your gender group?
2. What is your age group?
3. How long have you been living in Bangkok?
4. What is your approximate monthly income?
5. Which area are you currently living in Bangkok?

3.4 Survey Findings

After collecting the data from 104 participants, we could have identified the customers' habit of visiting Myanmar Food Houses, the level of satisfaction for the current Burmese Restaurants, knowing the willingness to pay and preferences of the potential customers of our business.

3.4.1 Customer Perceptions of Current Burmese Food Houses in Bangkok

Figure 3.1

Previous Visits to Burmese Restaurants

1. How many times have you visited Burmese Restaurants in Bangkok before?
104 responses

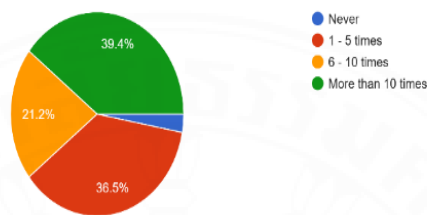
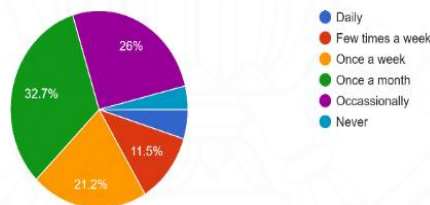


Figure 3.2

Dining Habits at Burmese Restaurants

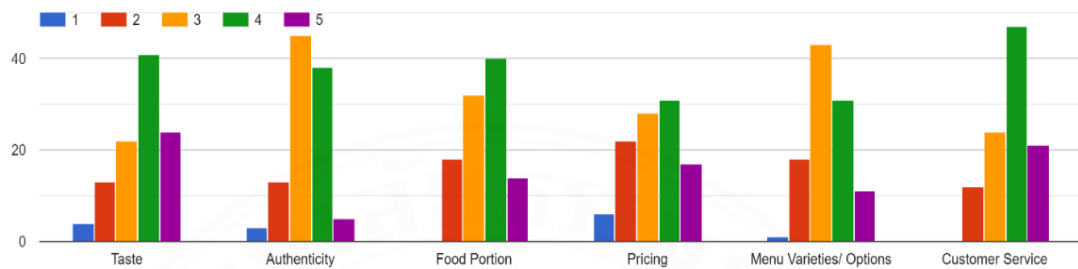
2. How often do you go to Burmese Restaurants?
104 responses



To follow up the customers' visit history to Myanmar food places, the above data shows that 39.4% of respondents have visited Burmese Restaurants in Bangkok over 10 times, following with another 36.5 % of respondents having visited 1-5 times during their residential period in Bangkok. For the dining habits in Burmese restaurants, 32.7 % of Myanmar residents regularly visit at least once a month to Burmese Restaurants, and another significant 26 % prefer to visit occasionally. This is showing the strong interest for the home taste of the Myanmar expatriates living in Bangkok.

Figure 3.3*Customer Satisfaction with Current Burmese Restaurants in Bangkok*

3. How satisfied are you with your Experience at Burmese Restaurants in Bangkok regarding the following aspects? Please indicate your level of satisfaction for each statement by selecting a number from 1 to ...fied, 2 = Dissatisfied, 3 = Neutral , 4 = Satisfied , 5 =Very Satisfied.

**Table 3.1***Customer Satisfaction Survey Results*

Attribute	Average Score	Variation Score
Taste	3.65	1.09
Authenticity	3.28	0.85
Food Portion	3.48	0.93
Pricing	3.30	1.15
Menu Varieties/ Options	3.32	0.91
Customer Service	3.74	0.91

Taste

Most respondents are satisfied, suggesting the taste somewhat meets expectations but is not exceptionally memorable. The opinions of the respondents vary slightly, with some customers finding the taste is more satisfying than others. This indicates room for improvement to consistently delight customers.

Authenticity

The authenticity of the food offerings is seen as average, meaning it feels somewhat authentic, but it does not stand out as strongly traditional. The responses are consistent and show that most people have similar opinions. To enhance overall

customer satisfaction, strengthening the cultural authenticity of the offerings can help maintain and attract a wide range of customers in the long term.

Food Portion

Many customers are moderately satisfied with portion sizes, but there is an opportunity to better align with their expectations for value. While opinions vary a bit, most responses are aligned, showing that improvements could lead to broader satisfaction.

Pricing

For this pricing attribute, the participants see it as acceptable, but it does not show a strong satisfaction of value. Opinions are more divided here, with some finding prices reasonable and others considering them too high.

Menu Options / Varieties

The variety of menu options is rated as satisfactory, but there is room for improvement in expanding the offerings to cater to more diverse preferences. Most respondents agree about its importance, suggesting that enhancing menu variety could significantly improve customer satisfaction and attract a broader audience.

Customer Service

Customer service received the highest satisfaction rating among respondents, reflecting strong appreciation and positive experiences. Moreover, the consistent responses emphasize the importance of maintaining and further enhancing service quality to ensure continued customer happiness and loyalty.

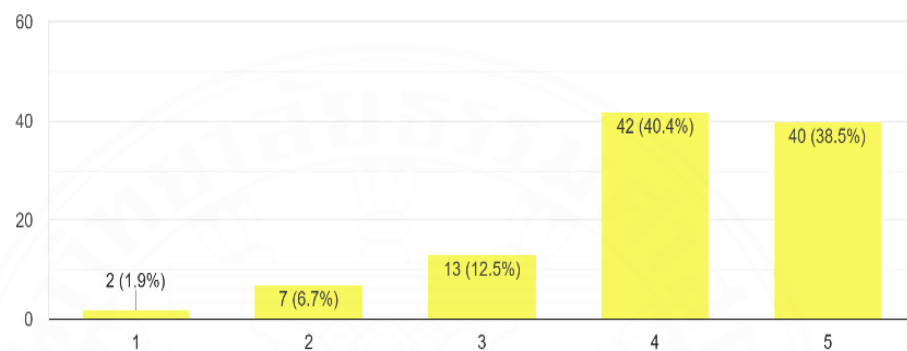
3.4.2 Customer Expectations

Figure 3.4

Interest in a New Myanmar Tea House Opening in Bangkok

1. If a well known Myanmar Tea House from Yangon were to open in Bangkok, how interested would you be in visiting?

104 responses

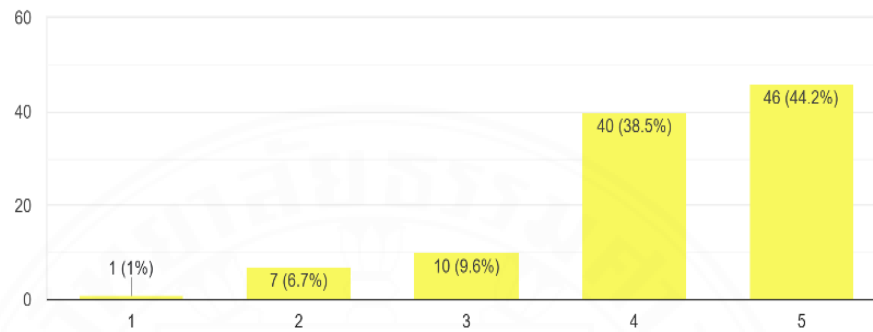


The survey indicates a high level of interest among respondents in visiting a well-known Myanmar tea house from Yangon if it were to open in Bangkok. The average score of 4.06 (on a 1 to 5 scale) reflects strong enthusiasm and a generally positive attitude toward this concept. Moreover, these data show relatively consistent responses, with most participants agreeing on their interest. While there is some variation in opinions, the overall trend suggests that the tea house concept would be well-received, making it a promising opportunity for market entry.

Figure 3.5*Likelihood of Visiting a New Myanmar Tea House in Bangkok*

2. How likely are you to visit this new Myanmar Tea House in Pratunam to experience authentic Myanmar tea culture and cuisine?

104 responses



The survey reveals a strong likelihood of respondents visiting the proposed Myanmar tea house in Pratunam to experience authentic Myanmar tea culture and cuisine. On average, the score of 4.28 (on a 1 to 5 scale) indicates a very positive interest and suggests a high potential for customer engagement at this location. The variation score of 0.93 reflects a relatively consistent agreement among respondents, with most expressing a shared enthusiasm for the concept. Although there is minor variation in responses, the overall findings demonstrate strong support for the tea house in this area and highlights its viability as a strategic location for market entry.

3.4.3 Customer Willingness

Figure 3.6

The willingness to pay for a cup of tea

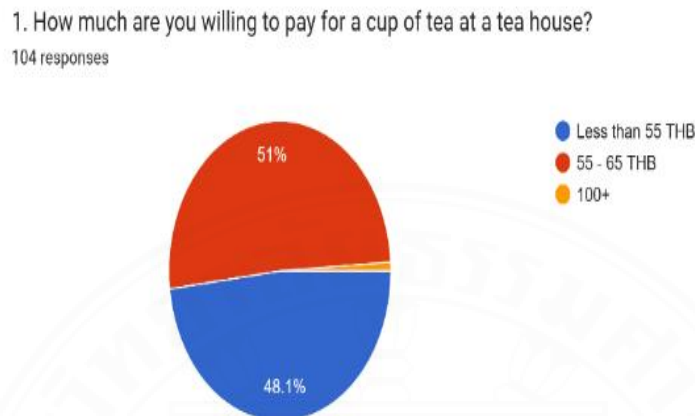
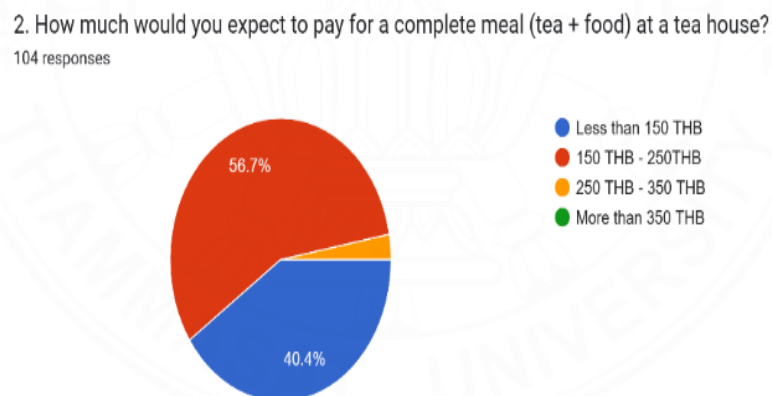


Figure 3.7

The willingness to pay for a complete meal (tea+food)



Based on the above findings, the major respondents of 51 % are willing to pay around 55 to 65 THB for a cup of tea, and another significant portion of 48.1 %, nearly half participants are willing to pay less than 55 THB.

For a complete meal of tea and food, the survey indicates that 56.7% of respondents are willing to spend between 150 THB and 250 THB. In comparison, 40.4% of respondents are willing to spend less than 150 THB. This data suggests that while a significant majority are comfortable with spending more, a substantial portion still prefers more affordable options. These insights can help shape pricing strategies to

consider both groups, ensuring broader appeal and satisfying diverse customer expectations.

Figure 3.8

Factors Influencing Customer Interest in a New Myanmar Tea House in Bangkok

3. What would attract you to a new Myanmar Tea House in Bangkok? Please indicate your level of importance for each statement by selecting a number from 1 to 5, where 1 = Least Important, 2 = Slight...nt, 3 = Moderately Important, 4 = Very Important, 5 = Most Important.

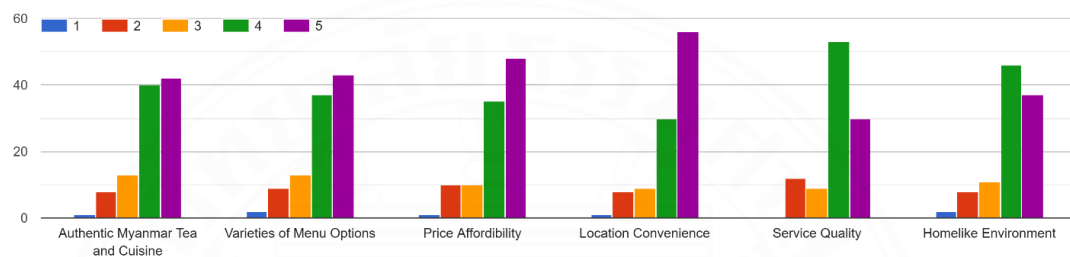


Table 3.2

Customer Preferences Survey Results

Attributes	Average Score	Variation Score
Authentic Myanmar Tea and Cuisine	4.10	0.96
Varieties of Menu Options	4.06	1.03
Price Affordability	4.14	1.01
Location Convenience	4.27	0.98
Service Quality	3.97	0.92
Homelike Environment	4.04	0.97

Authentic Myanmar Tea and Cuisine

The survey indicates that authentic Myanmar tea and cuisine is a key factor that would attract respondents to the new Myanmar tea house in Bangkok. The average score of 4.10 suggests that this aspect is considered “very important” by most respondents, reflecting a strong desire for authentic cultural and culinary experiences. The variation score 0.96 shows a relatively consistent opinion, with only minor variation in how respondents ranked the importance of authenticity. Most respondents

agree that offering genuine Myanmar tea and cuisine would be a significant draw for the tea house, highlighting the importance of maintaining authenticity in both food and drink offerings.

Varieties of Menu Options

The majority of respondents consider a variety of menu options to be important when choosing to visit a Myanmar Tea House in Bangkok, with an average rating of 4.06. This also indicates that people find having multiple choices on the menu to be “very important.” However, the higher standard deviation of 1.03 suggests there is some variation in opinions, and it means that while most people value menu variety, some respondents may place less importance on it.

Price Affordability

For price affordability, the respondents generally consider it as a very important factor in their decision to visit a Myanmar Tea House in Bangkok, with an average rating of 4.14. This suggests that most customers are likely to prioritize affordable pricing when choosing a tea house. The standard deviation of 1.01 indicates that there is some variation in the responses, with a few respondents possibly placing less importance on price, but overall, it reflects strong agreement among the majority regarding the importance of affordable pricing.

Location Convenience

Most respondents consider the convenience of the location to be the most important factor when deciding to visit a Myanmar Tea House in Bangkok, with an average rating of 4.27. This indicates that most people place significant importance on a tea house being in a convenient location. The standard deviation of 0.98 suggests that there is a moderate level of agreement among respondents, with responses being relatively consistent, though some variation exists in how strongly individuals feel about this factor. Overall, location convenience is a key consideration for potential customers.

Service Quality

The participants consider service quality to be an important factor, with an average rating of 3.97, indicating that it is seen as very important when choosing a Myanmar Tea House. The variation score of 0.92 suggests that there is a moderate level of agreement among participants, with most respondents feeling similarly about the

importance of good service, although some variation exists. Overall, while service quality is an important consideration, it appears to be somewhat less emphasized compared to the other factors such as location convenience and price affordability.

Homelike Environment

The respondents place a relatively high level of importance on having a homelike environment at a Myanmar Tea House, with a mean score of 4.04. This indicates that most participants consider a comfortable, welcoming atmosphere to be very important. The standard deviation of 0.97 suggests that there is moderate agreement among respondents, with some variation in opinions. Overall, it shows that although it is not the highest priority, a homelike environment is still an attractive and valued feature for potential customers.

3.4.4 Demographic

Figure 3.9

Demographic Distribution of Respondents by Gender

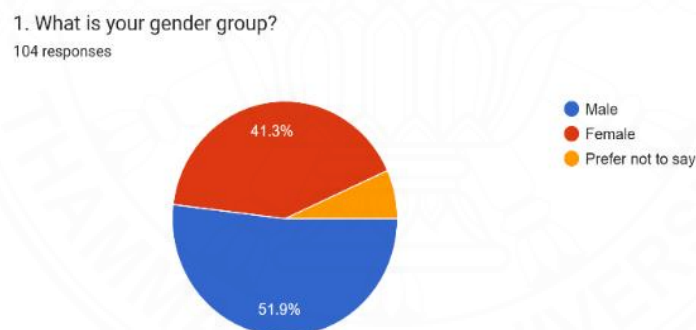


Figure 3.10

Demographic Distribution of Respondents by Occupation

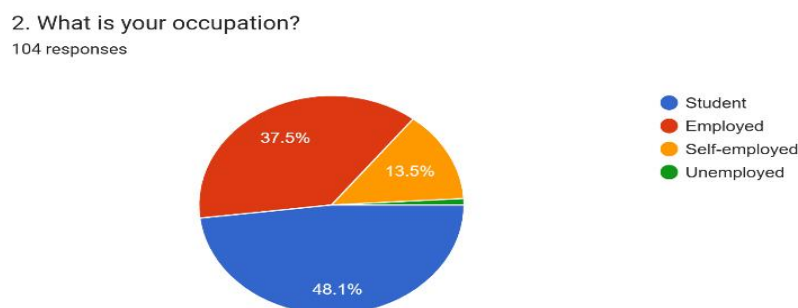
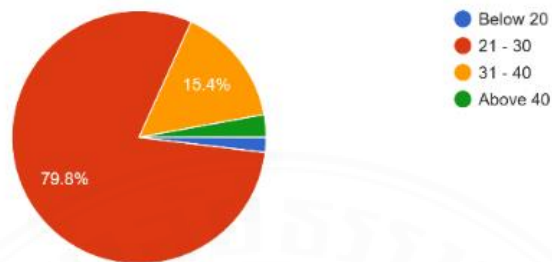
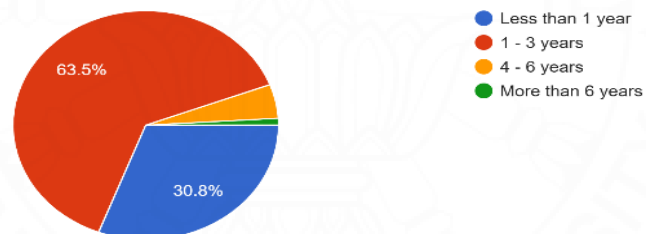


Figure 3.11*Demographic Distribution of Respondents by Age*

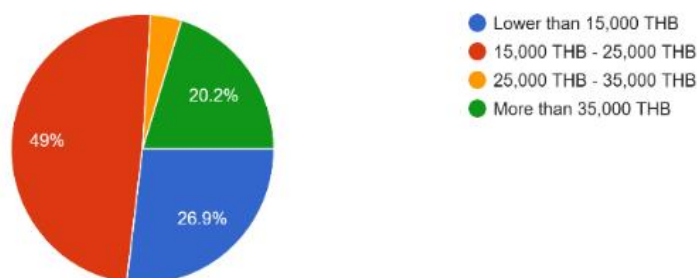
3. What is your age group?
104 responses

**Figure 3.12***Duration of Residency in Bangkok*

4. How long have you been living in Bangkok?
104 responses

**Figure 3.13***Distribution of Survey Participants by Monthly Income*

5. What is your approximate monthly income?
104 responses



We could have collected the data from the almost balanced participation with slightly more male respondents as 51.9%, 41.3% as female, and only a small percentage 6.7 % preferred not to express their gender identity.

Most of the respondents 48.1% are young people who are currently studying and 79.8% are between the age of 21-30, followed by a portion 37.5% were employed in Bangkok. Only the minor proportion 13.5% identified as self-employed.

The major respondents 63.5% have been living in Bangkok for 1-3 years, and about 30.8% of the participants have been living for less than 1 year.

To summarize with the monthly income of Myanmar expatriates here, nearly half of the participants 49% earn between 15,000 and 25,000 THB monthly, followed by the second most represented income segment with 26.9% who earn less than 15,000 THB per month. The last significant but small proportion of 20.2% earn more than 35,000 THB per month.

These data findings show the growing demographic of the Myanmar community in the city, and a strong representation of young adults which aligns with our customer segment we target as the primary segment.

CHAPTER 4

BUSINESS PLAN

4.1 Marketing Plan

4.1.1 Product

As an essential part of Myanmar's traditional tea shop culture, we primarily offer authentic Burmese tea, the staple beverage of the country. Our menu features a wide range of Myanmar's famous and popular traditional dishes, ethnic foods, and sweet and savory desserts that suit every meal throughout the day. Our primary target market consists of Myanmar residents, particularly those who miss the tastes, traditions, and home-like atmosphere of their culture. To meet the expectations of our target market, as highlighted in the survey, we will prioritize delivering an authentic Myanmar culinary experience, preserving the original flavors and cultural elements that define the authentic home taste. Additionally, we will expand our selection to include a broader variety of traditional Myanmar dishes and desserts, appealing to a wider audience while staying true to the essence of Myanmar's tea shop culture.

4.1.2 Price

Based on survey findings, most potential customers 51% are willing to pay 55–65 THB for a cup of tea, while 48% prefer spending less than 55 THB. With the consideration of these findings, we propose setting an initial base price of 60 THB for a cup of traditional Myanmar tea, aligning with customer expectations and market trends. For food pricing, our menu will feature a diverse range of options, from light dishes to hearty meals, with prices tailored to suit varying preferences and budgets. This flexible pricing approach enables us to cater to a broad customer base, offering affordability for those seeking budget-friendly choices while also providing premium options for customers willing to spend more.

4.1.3 Place

During the pre-research phase, most participants identified the Pratunam area as a favorable location due to its accessibility and popularity. This insight is further supported by survey findings, which rated "Location Convenience" as the most important factor for visiting a new Myanmar tea house in Bangkok, with an average score of 4.26. Additionally, when participants were asked about their current residential areas in Bangkok, the responses were highly varied, indicating no single dominant residential concentration. This diversity reinforces the importance of selecting a location like Pratunam, which serves as a central hub accessible to people from various areas across Bangkok. Based on these findings, we propose establishing our Tea House near the Pratunam area, which aligns with our business objectives of maximizing accessibility for customers and catering to the preferences of our target market.

4.1.4 Promotion

To promote the connection with the Myanmar community in Bangkok, we can organize a promotion plan, relating to the theme of Myanmar Traditional Festivals. This approach directly aligns with the needs and expectations of our potential customers, Myanmar expatriates, who often miss the familiar tastes, traditions, and home-like atmosphere from their homeland. According to survey findings, these customers prioritize authenticity and a home-like environment, and our promotion plan would address these needs by creating a sense of cultural belonging. During these promotions, we would decorate the space with festive, traditional elements and offer seasonal dishes and snacks commonly enjoyed during these festivals in Myanmar. This not only brings the flavors of home to our customers but also fosters a deeper emotional connection to Myanmar's rich cultural heritage. We would share those promotional plans and offerings mainly on Facebook, a platform widely adopted by the Myanmar community, to effectively reach and engage our target audience.

4.2 Financial Plan

4.2.1 Initial Capital Investment

The initial capital investing business in Thailand by foreigners, the necessary costs such as company registration, taxation and other necessary costs are considered according to the information from Temp International Legal Association Co., Ltd. and on-ground research. This investment estimation will cover all initial necessary costs of property rental, decoration, equipment and machinery, company registration fees, licensing, legal services fees, technology set up fees, marketing costs, salaries, initial inventory, miscellaneous costs, and emergency funding. Furthermore, the initial capital investment includes 3 months of extra expenses for rent, staff salaries, and utilities, to cover the initial setup phase and mitigate financial risks. This ensures the business can run smoothly during the early stages, even with low revenue.

Table 4.1

Initial Capital Investment

Estimated Initial Capital Investment (THB)				
Expenses Category	Description	Period / Quantity	Monthly Cost	Total Cost
Property Cost	Rental Deposit	3	80,000	240,000
	Advance	4	80,000	320,000
Decoration Cost	Interior Design			500,000
	Lighting and Furniture			300,000
Equipment and Machinery	Kitchen Equipment, Utensils, ...			100,000
Company Registration Fees				40,000
Licnesing				50,000
Sign Borad Tax				15,000
Legal and Accounting Servcie Fees			20,000	20,000
Technology Set Up Fees	POS system	1 year subscription		25,000
Marketing Costs	Advertising & Promotion		20,000	20,000
Staff Slaries	Supervisor	1	25,000	25,000
	Cashier	1	15,000	15,000
	Waiter	3	15,000	45,000
	Culmarian	3	25,000	75,000
	Tea	2	15,000	30,000
	Kitchen Assistant	1	15,000	15,000
	Cleaner	1	12,000	12,000
		3	122,000	366,000
Initial Inventory	Supplies, Packaging			70,000
Miscellaneous Costs	Utilities	3	20,000	60,000
Emergency Funding				117,150
Total Estimated Cost				2,460,150

The initial capital required for the business 2,460,150 THB will come from the contributions made by the founding partners and a single investor. These funds will be used to cover all startup costs, including setup, operations, and a contingency reserve, ensuring financial stability during the early stages of the business.



CHAPTER 5

BUSINESS FEASIBILITY

To prove the business feasibility and calculate the break-even years, we need to first estimate the sales revenue and operating costs of the business. As a new market entrant, it is challenging to predict a significant number of customers initially. Therefore, I propose to assume the minimum number of customers at a realistic and conservative level, avoiding any exaggeration in projections. Given the initial months, it is realistic to anticipate lower customer numbers and sales units. As the business starts to grow, we can expect a gradual increase in sales. This approach helps mitigate the risk of overestimating customer numbers and allows for more accurate financial projections as the business evolves.

5.1 Forecasting Revenue and Expenses of Initial Period

Before projecting the financial feasibility of the business, I have conducted an estimation of monthly revenue and expenses. For the revenue during the initial period, it is assumed that the business will attract a minimum number of customers based on realistic assumptions. The average spending per customer has been determined by analyzing survey data, which included responses from potential customers regarding their willingness to spend at a tea house.

Table 5.1

Estimated Monthly Income Statement

Estimated Initial Monthly Revenue (THB)				
Stage	Minimum No. of Customers (Dine in + Take away)	Average Spending per person (THB)	Daily Sales	Monthly Sales
Introduction	30	160	4800	144,000
Total Revenue				฿ 144,000

As the Table (5.1), for the initial period of the business operation, it is assumed to have at least 30 customers of both dine in and take away customers for daily sales. Following the business growth, the number of customers is expected to grow over time by the continuous effort in marketing. During the maturity stage of the operation, the tea house is expected to establish a stable customer base, resulting in consistent sales growth.

Table 5.2

Estimated Monthly Expenditures Statement

Estimated Monthly Operational Expenses (THB)			
Expenses Category	Description	Quantity	Monthly Cost
Property Cost	Rental		80,000
Salaries	Supervisor	1	25,000
	Cashier	1	15,000
	Waiter	3	15,000
	Culinarian	3	25,000
	Tea	2	15,000
	Kitchen Assistant	1	15,000
	Cleaner	1	12,000
Social Security Fund		5%	6,100
Taxation and Legal Service Fees			20,000
Marketing Costs	Advertising & Promotion		20,000
Utilities			20,000
Inventory			30,000
General Expenses			20,000
Depreciation			-฿ 15,000
Total Monthly Operational Costs			฿303,100

In this table (5.2), the initial monthly expenses of 303,100 THB have been estimated based on key cost components, including rent, salaries, marketing costs, utilities, inventory, and other general expenses. These estimations are taken into account by on-ground research and data from relevant service providers to ensure accuracy and alignment with the operational requirements of the business.

5.2 Break-Even Analysis

To forecast the break-even years of the business, annual operating cost is outlined to consider the financial requirements of the tea house. The following table breaks down the necessary estimated expenses for daily operations.

Table 5.3

Estimated Annual Operating Expenses of the Tea House

Estimated Annual Operational Expenses (THB)					
Expenses Category	Description	Quantity	Monthly Cost	Period	Annual Cost
Property Cost	Rental		80,000	12	960,000
Salaries	Supervisor	1	25,000	12	300,000
	Cashier	1	15,000	12	180,000
	Waiter	3	15,000	12	180,000
	Culinarian	3	25,000	12	300,000
	Tea	2	15,000	12	180,000
	Kitchen Assistant	1	15,000	12	180,000
	Cleaner	1	12,000	12	144,000
Social Security Fund		5%	6,100	12	73,200
Taxation and Legal Service Fees			20,000	12	240,000
Marketing Costs	Advertising & Promotion		20,000	12	240,000
Technology	POS system	1 year subscription		12	25,000
Utilities			20,000	12	240,000
Inventory			30,000	12	360,000
General Expenses			20,000	12	240,000
Depreciation			-฿ 15,000	12	(180,000)
Total Annual Operational Costs			฿ 303,100		฿3,662,200

5.3 Feasibility Conclusion

The initial investment cost of 2,460,150 THB and monthly operational expenses of 303,100 THB present significant financial challenges for the business. With an estimated monthly revenue of only 144,000 THB, there is a substantial gap between income and expenses, leading to a projected cumulative loss of 159,100 THB during the early stages. By the first year's estimated operating costs of 3,662,200 THB, the business is unlikely to break even within the projected time frame, and the current financial model suggests that the business will not achieve sustainability without additional funding. This presents a significant financial barrier, as the business will depend heavily on external investment to cover operational costs in the initial stages.

5.4 Financial Forecasting for Growth Prospects

Table 5.4

Financial Performance by Growth Stages

Financial Metrics Analysis Across Growth Phases (THB)						
Stage	Minimum No. of Customers (Dine in + Take away)	Average Spending per person (THB)	Monthly Sales	Operating Expenses	Profit / (Loss)	
Initial Phase	30	160	144,000	303,100	-฿	159,100
Mid - Growth	60	160	288,000	320,000	-฿	32,000
High - Growth	90	160	432,000	350,000	฿	82,000
Peak - Growth	120	160	576,000	450,000	฿	126,000

Mid-Growth Scenario

At this stage, with 60 customers daily, the business would generate a monthly revenue of 288,000 THB. The adjusted operational costs are projected to increase slightly to 320,000 THB, reflecting higher material costs, utilities, and general expenses as the scale of operations expands. This would result in a manageable monthly deficit of 32,000 THB, which narrows the gap significantly compared to the initial scenario. This stage indicates that the business is approaching break-even but still requires optimization in revenue generation or cost management to reach profitability.

High-Growth Scenario

In the high-growth scenario, serving 90 customers daily would increase monthly revenue to 432,000 THB. With the rising customer base, operational costs are expected to adjust to 350,000 THB. This scenario results in a monthly surplus of 82,000 THB, marking the point where the business achieves break-even and begins recovering its initial investment. At this growth rate, the recovery of the initial investment of 2,460,150 THB is estimated to take approximately 2 to 3 years.

Peak Growth Scenario

If the business serves 120 customers each day, it could make a monthly revenue of 576,000 THB. The operating costs for this level of activity are expected to be around 450,000 THB, leaving a monthly profit of 126,000 THB. This demonstrates

strong financial health and stability for the business. At this stage, the business achieves significant profitability, ensuring rapid recovery of the initial investment.

5.5 Strategic Adjustments for Long Term Viability and Break-Even Achievement

The analysis indicates that the business needs at least 90 customers per day to break even. Based on the current financial projections, the business is not immediately feasible and faces some challenges. To successfully implement this business plan, careful planning and strategic actions are essential to overcome these obstacles and ensure long-term sustainability and profitability.

To successfully implement this project and address the challenges identified, we need to follow these alternative actions:

(1) We need to manage costs carefully in the early stages. This can be done by negotiating better prices with suppliers, keeping inventory well-organized to avoid waste, and cutting unnecessary expenses.

(2) We also need to focus on getting more customers. We can do this by offering opening discounts, working with influencers, and connecting with community groups to promote the business.

(3) We may need to secure extra funding to help reduce financial pressure at the start when it might be difficult to get enough customers and to cover the initial costs effectively.

(4) Lastly, shortening the ramp-up period by adjusting the initial investment or operation costs to reflect a more conservative approach could help ease the financial burden.

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BIOGRAPHY

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