



# ともだつ茶

**Hosei-Cha your study buddy!**

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## Commercial

Let's watch the commercial we created!





# SWOT

An overview of the strengths, weaknesses, opportunities & threats of Hosei-Cha



# Strengths

1. Hosei Cha sources its tea leaves from a trusted and reliable plantation in Kitsuki Oita.
2. The name "Hosei Cha" reflects a connection to traditional tea culture, adding an authentic and emotional appeal related to the university.
3. It has a smooth and light taste thanks to the quality of the leaves according to students' feedback.
4. Hosei Cha has built upon existing trust with a core group of repeat customers who appreciate the brand's consistent quality and emotional values.
5. Access to student talent for marketing and creative ideas
6. Efficient Production Process, containers and materials are optimized



# Weaknesses

1. Limited initial budget for large scaled production.
2. Lack of brand recognition beyond the university, which results in a limited audience.
3. Production constraints, the tea is produced in a specific region which could create supply chain challenges.
4. High costs in production processes.
5. No benefit from economies of scale.
6. Short shelf life of only 12 months increasing the risk of inventory loss.





# Opportunities

1. High demand for green tea can make our product stand out.
2. Collaborations with other tea brands and expanding brand recognition
3. Alumni networking for future prospects
4. Influencer Marketing - Public Relations
5. Growing demand for Green Tea
6. Promotion Through Sustainability



# Threats

1. The market for green tea is saturated and therefore hard to stand out.
2. Consumer preferences might change to other beverages that may affect overall green tea demand.
3. High costs in raw materials.
4. The lack of green tea farmers can result in high demand - low supply, therefore causing an inevitable rise in pricing.
5. Environmental challenges
6. Seasonal Demand Fluctuations, sales are dependent on university attendance cycles





# Market Segmentation

An overview of the market segmentation analysis of  
Hosei-Cha







## Geographic

## Demographic

## Psychographic

## Behavioral

Region: Tokyo  
Metropolitan Area

City or metro size :  
5.000 - 20.000

Density : Urban &  
Suburban

Climate : Southern

Age: 18 - 60+

Gender: Male & Female

Family life cycle: young single, young  
married, single and married

Income: 20.000¥ ~ 100.000¥,  
20.000¥ ~ 200.000¥

Occupation: Student & Staff

Education: Highschool graduate &  
College graduate

Religion: All religions

Race: All races

Nationality: All nationalities

Social class:  
middle- to above  
classes

Personality:  
Health conscious

Occasions:  
Regular  
occasions

Benefits:  
Speed &  
Quality



# Values



## Students

The freshness and its energising after effect!



## Professors & Staff

The refreshingness and it being energising while being healthy!



## Visitors

The reputation value it brings as a souvenir!



# 03

# CM Analysis



## Students

Engaging with them in a fun way so they end up buying Hosei-Cha



## Staff

Making them feel included in a way they feel taken care of



04

C o m m e r c i a l





# Thanks!

**Do you have any questions?**

