

LOVELY BOBA CAFE

E-2 INVESTOR VISA BUSINESS PLAN



**Prepared by:
Ashley Thompson**

JUL 17

Business Plan 2024 – 2029



San Diego, California USA

**December
2024**

Company Overview

Company Overview

Lovely Boba Cafe is a newly established bubble tea business located in San Diego, California, designed to serve high-quality, handcrafted bubble tea beverages to a diverse and dynamic customer base. Our mission is to deliver an authentic and refreshing bubble tea experience through premium ingredients and unique flavor combinations.

The primary objective of Lovely Boba Cafe is to establish a reputable brand that resonates with local communities while maintaining a high level of customer satisfaction. We aim to capture a significant share of the bubble tea market in San Diego by leveraging innovative marketing strategies and exceptional customer service.

Business Information:

- Business Name: Lovely Boba Cafe
- Location: 789 Pacific Blvd, Suite 210, San Diego, CA 92101
- Business Structure: Limited Liability Company (LLC)
- Industry: Food & Beverage (Bubble Tea)
- Established: December 2024
- Website: www.lovelybobacafe.com
- Email: info@lovelybobacafe.com



Ownership Structure:

- **Owner & Investor: Ashley Thompson (100% Ownership)**
- Role: Business Owner and Operations Manager
 - **Responsibilities:** Strategic Planning and Business Development
 - Financial Oversight and Budget Management
 - Day-to-Day Operations and Staff Supervision
 - Marketing and Customer Engagement

Market Analysis

Industry Overview

The bubble tea industry in the United States has witnessed significant growth over the past decade, driven by increasing consumer demand for innovative and customizable beverages. The market is estimated to be valued at \$2.4 billion in 2025 and is projected to grow at a CAGR of 8.4% from 2025 to 2030.

Bubble tea, also known as "boba tea," originated in Taiwan and quickly gained global popularity due to its unique taste and diverse flavor options. In the United States, it has become particularly popular among younger demographics and urban communities.

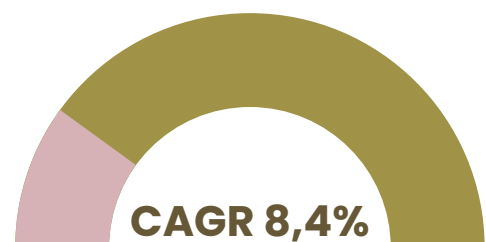
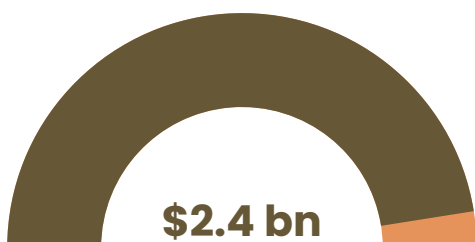
Target Market:

Lovely Boba Cafe will primarily target the following customer segments:

1. Young Adults (18-34): Trend-conscious, social media active, and adventurous in trying new flavors.
2. Students: College and high school students who seek affordable and unique beverage options.
3. Working Professionals: Individuals seeking a quick and refreshing beverage during breaks.
4. Families: Parents with children looking for a fun and flavorful experience.

Market Trends:

1. Growing Demand for Customization: Consumers prefer beverages that can be personalized to their taste, including flavor, sweetness level, and toppings.
2. Health-Conscious Choices: Increasing preference for organic and natural ingredients, as well as low-sugar options.
3. Social Media Influence: Bubble tea's colorful and aesthetic appeal makes it highly shareable on platforms like Instagram and TikTok.
4. Diverse Flavor Innovations: Trendy flavors such as taro, matcha, and fruit-based teas continue to gain traction.

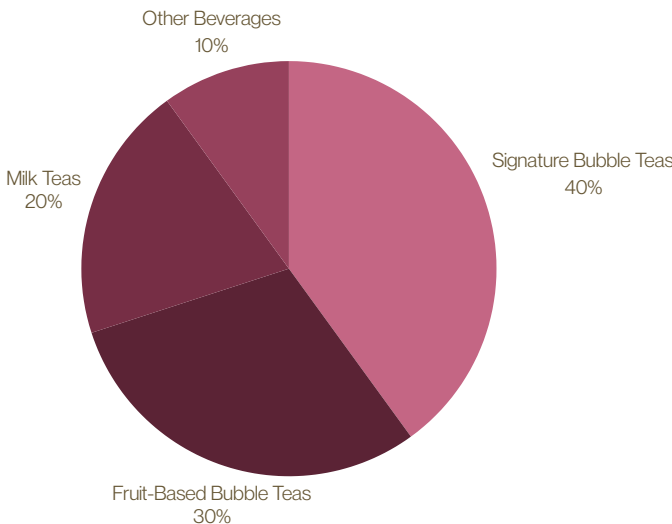


SALES REVENUE OVERVIEW

Total Sales Revenue Over Time:

For Q3 2024, the total sales revenue amounted to \$145,000, representing a 15% increase from Q2 2024, where total sales were \$126,000. This growth was driven by a significant increase in customer traffic due to targeted marketing efforts and seasonal promotions. The introduction of new flavor combinations also positively impacted sales volume.

Sales by Product Category:



Signature Bubble Teas	\$58,000
Fruit-Based Bubble Teas	\$44,000
Milk Teas	\$29,000
Other Beverages	\$8,000

Sales by Region

- Lovely Boba Cafe’s revenue distribution by region shows that most sales are generated from local customers within San Diego, followed by surrounding areas and tourist traffic.
- Local Residents (San Diego): \$85,000 (58% of total revenue)
- Surrounding Suburbs: \$35,000 (24% of total revenue)
- Tourist Traffic: \$20,000 (14% of total revenue)
- Online Orders & Deliveries: \$5,000 (4% of total revenue)
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