

starting a bubble tea business

starting a bubble tea business can be an exciting and rewarding venture, especially with the growing popularity of bubble tea around the world. With its unique flavors and customizable options, bubble tea appeals to a diverse audience, making it a lucrative market to enter. This article will guide you through the essential steps to successfully launch your bubble tea business, covering crucial aspects such as market research, business planning, location selection, obtaining permits, sourcing ingredients, and marketing strategies. Additionally, we will explore the potential challenges and how to overcome them, ensuring you are well-equipped to thrive in this competitive industry.

- Understanding the Bubble Tea Market
- Creating a Business Plan
- Choosing a Location
- Legal Requirements and Permits
- Sourcing Ingredients and Equipment
- Marketing Your Bubble Tea Business
- Challenges and Solutions in the Bubble Tea Industry

Understanding the Bubble Tea Market

Before diving into starting a bubble tea business, it is crucial to understand the market landscape. The bubble tea industry has seen exponential growth, particularly among younger demographics. This section will discuss the key trends, customer preferences, and competitive landscape that influence the bubble tea market.

Market Trends

The bubble tea market has evolved significantly over the years. Initially popularized in Taiwan, it has now become a global phenomenon. Key trends include:

- **Health Consciousness:** Consumers are increasingly looking for healthier options, prompting businesses to offer low-calorie, organic, and non-dairy alternatives.
- **Customization:** The ability to customize drinks according to personal preferences is a significant draw for customers.

- **Innovative Flavors:** Unique flavor combinations and seasonal specialties attract adventurous consumers.

Target Demographics

Identifying your target market is essential for effective marketing and product development. Typically, bubble tea appeals to:

- Teenagers and young adults, aged 15-30
- Health-conscious individuals seeking alternative beverages
- Foodies who enjoy trying new and unique flavors

Creating a Business Plan

A solid business plan serves as the blueprint for your bubble tea business. It outlines your vision, goals, and strategies for success. This section will cover the key components of a business plan tailored for a bubble tea shop.

Executive Summary

The executive summary provides a snapshot of your business. It should include your business name, location, and a brief overview of your mission and objectives.

Market Analysis

Your market analysis should detail your research findings regarding customer demographics, market trends, and competition. Understanding your competitors' strengths and weaknesses will help you position your bubble tea business effectively.

Financial Projections

Include financial forecasts, such as startup costs, revenue projections, and break-even analysis. This section is vital for attracting investors and ensuring you have a clear understanding of your financial

needs.

Choosing a Location

The location of your bubble tea shop can greatly influence its success. A high-traffic area with visibility and accessibility is ideal. This section discusses factors to consider when selecting a location.

Foot Traffic and Accessibility

Choose a location that attracts a large volume of potential customers. Areas near schools, colleges, shopping centers, or popular hangout spots are ideal.

Competition Analysis

Evaluate the presence of existing bubble tea shops in the area. Too much competition may hinder your success, while a lack of bubble tea options can indicate a potential opportunity.

Legal Requirements and Permits

Starting a bubble tea business involves navigating various legal requirements. Understanding these regulations is crucial to operating legally and avoiding fines.

Business Registration

Register your business according to local laws. This may involve choosing a business structure (sole proprietorship, LLC, etc.) and filing the necessary paperwork.

Health and Safety Permits

Food and beverage businesses are subject to health regulations. Obtain the necessary permits from local health departments and ensure compliance with food safety standards.

Sourcing Ingredients and Equipment

Quality ingredients and equipment are essential for creating the perfect bubble tea. This section outlines how to source these key components effectively.

Finding Suppliers

Research and establish relationships with reliable suppliers for tea, tapioca pearls, milk alternatives, and flavorings. Consider factors such as cost, quality, and delivery times.

Equipment Needs

Invest in the right equipment for your bubble tea shop, including:

- Blenders for mixing drinks
- Sealing machines for cups
- Refrigeration units for storing ingredients
- Bubble tea shaker

Marketing Your Bubble Tea Business

Effective marketing strategies are vital for attracting customers to your bubble tea shop. This section explores various marketing avenues to promote your business.

Social Media Marketing

Utilize social media platforms like Instagram, Facebook, and TikTok to showcase your bubble tea offerings. Engaging visuals and interactive content can help you reach a wider audience.

Promotions and Loyalty Programs

Offer promotions to attract new customers and implement loyalty programs to encourage repeat

business. These strategies can build a loyal customer base and drive sales.

Challenges and Solutions in the Bubble Tea Industry

Like any business, starting a bubble tea shop may present challenges. Understanding these potential hurdles and planning solutions can help you navigate them effectively.

Seasonality of Sales

Sales may fluctuate with seasons. To combat this, consider introducing seasonal flavors or products that appeal to customers year-round.

Maintaining Quality and Consistency

Ensuring the quality of your drinks is crucial for customer satisfaction. Implement standard operating procedures for drink preparation and staff training to maintain consistency.

Staying Competitive

With the growing number of bubble tea shops, it is essential to stay innovative. Regularly update your menu with new flavors and promotions to keep customers interested.

Conclusion

Starting a bubble tea business involves careful planning and execution, from understanding the market to securing the right location and suppliers. By following the outlined steps and strategies, aspiring entrepreneurs can successfully establish a thriving bubble tea shop that meets the demands of customers. With the right approach, your bubble tea business can not only flourish but also become a beloved spot in the community.

Q: What are the initial costs for starting a bubble tea business?

A: The initial costs can vary widely depending on location, size, and concept, but typically range from \$50,000 to \$150,000. This includes equipment, ingredients, permits, and rental costs.

Q: Do I need any special training to open a bubble tea business?

A: While formal training is not required, having knowledge of food safety, customer service, and drink preparation techniques is beneficial. Consider taking a short course or training from experienced bubble tea makers.

Q: How do I ensure the quality of my bubble tea products?

A: To ensure quality, source high-quality ingredients, establish standard recipes, and train your staff thoroughly on preparation methods and customer service.

Q: What marketing strategies are effective for bubble tea shops?

A: Effective marketing strategies include social media engagement, influencer partnerships, local promotions, and creating visually appealing products that encourage customer sharing.

Q: How can I stand out in a competitive bubble tea market?

A: To stand out, offer unique flavors, customizable options, exceptional customer service, and a welcoming atmosphere. Regularly updating your menu and engaging with customers can also help differentiate your business.

Q: What are the most popular bubble tea flavors?

A: Some of the most popular bubble tea flavors include classic milk tea, taro, matcha, fruit teas, and specialty drinks like brown sugar milk tea. Offering a variety of flavors can cater to diverse customer preferences.

Q: How can I manage seasonal fluctuations in sales?

A: To manage seasonal fluctuations, introduce limited-time seasonal flavors, host events, or offer promotions during slower months to maintain customer interest and sales.

Q: Is it necessary to have a physical store for a bubble tea business?

A: While a physical store is traditional, many bubble tea businesses thrive through food trucks or pop-up shops, especially in high-traffic areas or during events. Online ordering and delivery services can also expand your reach.

Q: What equipment do I need to start a bubble tea shop?

A: Essential equipment includes blenders, sealing machines, refrigeration units, and storage containers for ingredients. Additional equipment may include shakers and bubble tea dispensers.

Q: How can I create a loyal customer base for my bubble tea shop?

A: To create a loyal customer base, focus on exceptional service, quality products, and engaging marketing efforts. Implement loyalty programs that reward repeat customers and encourage feedback to improve your offerings.

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starting a bubble tea business: The Ultimate Guide to Opening Your Own Bubble Tea Shop Christopher Cantrall, 2023-02-08 Are you looking to capitalize on the growing trend of bubble tea shops? Planning on being your own boss and working according to your rules? This book will give you all the tools you need. It's no secret that boba is becoming more popular in the Western world but starting your own business can be a daunting task. From getting your finances in order to choosing equipment and scoping out the competition, the process can seem overwhelming. There are a lot of small details to be ironed out before a shop can successfully be opened. Using tried-and-true methods for starting a small business, coupled with marketing techniques and HR secrets, this guide will serve as your answer manual as you open your bubble tea shop. This book will help you plan for everything-including the things you may not have realized you needed to know. Inside The Ultimate Guide to Opening Your Own Bubble Tea Shop you will learn: The pros and cons of opening your own boba shop The basics of making and serving bubble tea Effective branding and marketing techniques How to plan for expenses The importance of doing market research How to create a strong business plan And countless other useful tips. Instead of getting bogged down by the what-ifs and unknowns, you can be prepared for a successful bubble tea business. If you're ready to not only start your business, but see it thrive, pick up a copy of The Ultimate Guide to Opening Your Own Bubble Tea Shop today!

starting a bubble tea business: The Young Adult's Guide to Starting a Small Business: 101 Ideas for Earning Cash on Your Own Terms Atlantic Publishing Group, 2017 With the minimum wage being what it is and the job opportunities seeming less than ideal, it might seem like a good idea to start making cash on your own terms. This guide will give you 101 ideas for starting your own money-making business. We cover options such as pet sitting, babysitting, and tutoring in great detail. You will learn how to use the Internet to help you make money with options such as surveys, advertising, blogs, and social media. This book not only covers how to make your own money, but it also teaches you how to save it and how to make it grow by creating a budget, all presented specifically with teenagers in mind. This book contains inspiring stories from young adults

who have started their own businesses. If you have been hitting the pavement but are coming up short in the job department, all is not lost. With this guide in your back pocket, you can start making money on your own terms without having to depend on your parents.

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starting a bubble tea business: 55 Surefire Food-Related Businesses You Can Start for Under \$5000 Cheryl Kimball, Entrepreneur Press, 2009-03-17 Inspired by the hottest online trends and technology, the experts at Entrepreneur uncover a virtual universe of online opportunities. Readers can discover their online niche, successfully set up their business, reach out to a worldwide customer base, and start raking in extra cash--and spend less than \$5,000 on startup.

starting a bubble tea business: Chinese for Business and Professionals in the Workplace Haidan Wang, Christine Uber Grosse, 2022-09-05 This volume presents a series of the most up-to-date studies on Chinese for Specific Purposes (CSP), an area that has been underrepresented in Language for Specific Purposes (LSP). Drawing from the insights and trends in mainstream theoretical and methodological LSP research, chapters in this volume explore novelties that CSP has developed to prepare Chinese for professional learners for the global economy. These encompass: needs analysis of less-surveyed high school Business Chinese or CSP academic writing classes developments on internationally oriented engineering and internship programs in China innovations in Chinese for business or legal materials development and review on textbook pragmatics studies on language arts and Chinese language use in specific or business settings technology-driven, project-based learning — or discipline-specific curriculum design. Robustly supported by studies and analysis on the global scale, this volume comprises contributions by professionals from universities across Asia and the United States, each with decades of expertise in LSP. These chapters offer critical insights necessary to help LSP researchers and educators rethink curricula and develop new initiatives for LSP. They may also serve as transferable operations that enhance the practice of LSP as a crucial component of second language education.

starting a bubble tea business: The Boba Cookbook Wendy Leung, 2021-08-03 A bright, fun introduction to bubble tea, including 35 recipes and plenty of background about this trendy drink! From its origins in Taiwan, bubble tea, or boba, has developed legions of ardent fans across the globe. Often topped with chewy balls of tapioca or other toppings, this sweet treat is colorful, fun, and personalized. Now, with this boba book, bubble tea lovers can make it themselves using all-natural ingredients! Wendy Leung describes how she began her own bubble teashop, Hello Always Tea, and shares 35 favorite recipes—from the homemade tapioca balls she sells, to familiar blended teas (milk tea, taro, and fruit-based), to adventurous options (brown sugar; trendy milk and

cheese foam tea; teas made with plant-based milks; and carbonated variations). She also includes a few snack recipes to round out your boba experience. Illustrated with bright and cheerful photography throughout (including photos from Wendy's travels in Taiwan), and packed with expertise about boba culture, The Boba Cookbook is a must-have boba recipe book for bubble tea enthusiasts. With 35 recipes featuring all-natural ingredients The Boba Cookbook is the perfect bubble tea book for boba fans ready to bring the phenomenon home, or for anyone looking for boba gifts for tea lovers.

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starting a bubble tea business: The Boba Book Andrew Chau, Bin Chen, 2020-04-07 A beautifully photographed and designed cookbook and guide to the cultural phenomenon that is boba, or bubble tea--featuring recipes and reflections from The Boba Guys tea shops. Andrew Chau and Bin Chen realized in 2011 that boba--the milk teas and fruit juices laced with chewy tapioca balls from Taiwan that were exploding in popularity in the States--was still made from powders and mixes. No one in the U.S. was making boba with the careful attention it deserved, or using responsible, high-quality ingredients and global, artisanal inspiration. So they founded The Boba Guys: a chic, modern boba tea shop that has now grown to include fourteen locations across the country, bringing bubble tea to the forefront of modern drinks and bridging cultures along the way. Now, with The

Boba Book, the Boba Guys will show fans and novices alike how they can make their (new) favorite drink at home through clear step-by-step guides. Here are the recipes that people line up for--from the classics like Hong Kong Milk Tea, to signatures like the Strawberry Matcha Latte and the coffee-laced Dirty Horchata. For the Boba Guys, boba is Taiwanese, it's Japanese, it's Mexican, it's all that and more--which means it's all-American.

starting a bubble tea business: *The Complete Book on Cultivation and Manufacture of Tea (2nd Revised Edition)* H. Panda, 2016-03-08 Tea is one of the most popular beverages that are being consumed all over the world. Tea is known as a soothing drink and a way of life. Owing to its increasing demand, tea is considered to be one of the major components of world beverage market. Tea is very beneficial for health and is also known as anticarcinogenic properties. Green tea acts as an antiviral agent. Growing tea requires sufficient amount of work and there is additional level of work that must be incorporated to harvest it. Tea is cultivated in tropical and sub tropical regions. There are various kinds of tea such as black tea, green, oolong tea that can be obtained from real tea plant, *Camellia sinensis*. The making of different varieties of tea mainly depends upon plucking and rolling, spreading, storing process. The handbook describes aspects of tea cultivation, ranging from the history of old crop, machinery & equipment for various Tea, biological control, organic tea- and many more. This is a sincere attempt to open up the world of this wonderful beverage, its cultivation methods, types of tea available worldwide, manufacturing process, to the common man. Some of the fundamentals of the book are growth of tea in other countries, tea in Indian economy, biochemical constituents, pharmacological properties, selection, pollination and propagation, nutritional requirements, growth, photosynthesis and respiration, nursery management, water theory, oxidative degradation of protein, biological effect of polyphenols, analysis of tea, tea processing, green tea processing, tea bag production etc. This book will be a mile stone for its readers who are new to this sector, will also find useful for entrepreneurs, tea scientists and tea research establishments. TAGS Best Book about Tea, Business guidance on Tea cultivation and processing, Business Plan for a Startup Business, Cultivation and Manufacture of Tea, Cultivation of tea, Green Tea Production, Grow Your Tea Business, Growing and Processing of Tea, Growing and Producing Tea, How are tea bags sealed?, How green tea is made, How tea bag is made, How tea is grown and manufactured, How to cultivate tea, How to do Tea Plantation, How to grow and make your own tea, How to Make Tea Bags, How to process green tea, How to start a business in the tea industry, How to start a successful Tea business, How to start a tea business, How to Start a Tea Garden Startup Business, How to Start a Tea Production Business, How to start manufacturing business of tea, How to Start Tea Cultivation and Processing Business, How to Start Tea Processing Industry in India, Material used for making tea bags, Most Profitable Tea Processing Business Ideas, New small scale ideas in Tea processing industry, Process technology books, Production Technology of Tea, Profitable Small Scale Tea Manufacturing, Raw materials used in tea industry, Setting up and opening your Tea Business, Setting up of Tea Processing Units, Small scale Commercial Tea making, Small scale Tea production line, Small Scale Green Tea Processing, Start up India, Stand up India, Starting a new tea business, Starting a Tea Business, Starting a tea farm, Starting a Tea Farm Business Plan, Starting a tea plantation, Starting a Tea Processing Business, Start-up Business Plan for Tea Processing, Startup Project for Tea Production, Tea Bag Manufacture & Packing, Tea Based Small Scale Industries Projects, Tea Cultivation, Tea cultivation and production, Tea Cultivation in India, Tea cultivation methods, Tea cultivation process, Tea Farming, Tea Making and Manufacturing Process, Tea Making Profitable Business Idea, Tea Making Small Business Manufacturing, Tea manufacturing process, Tea Manufacturing Technology, Tea processing, Tea processing Business, Tea Processing Industry in India, Tea processing technology book, Tea processing unit, Tea Production Business plan, Tea production in India, Tea technology book, Technology book on tea cultivation and processing, Ways to Start a Tea Business

starting a bubble tea business: **Boba** Stacey Kwong, Beyah del Mundo, 2020-10-06 Satisfy your bubble tea cravings at home (and affordably)! Boba includes over 50 easy-to-follow recipes, mouthwatering photos, and the inspiring story of the women-owned business MILK+TEA. No matter

if you call it boba or bubble tea, this addictive drink that originated in Taiwan in the 1980s has taken the world by storm, with shops popping up on every corner and lines out all their doors. Boba covers all the basics, from brewing tea and making your own tapioca balls (aka boba) to handcrafting sweeteners, syrups, toppings, and more with all-natural ingredients and no corn syrup. Each recipe includes a tantalizing photo and instructions for customizing to your preferred level of sweetness. Learn how to make: Milk Teas (lactose-free Thai, black milk, and green milk teas) Fruit Teas (strawberry, mango, watermelon, kiwi, pineapple, pomelo, and cucumber teas) Specialty Drinks (with special ingredients including coconut milk, almond butter, taro root, and ice cream) Recipes include: Pomelo Slushie (green or black tea with Pomelo Jam and Simple Syrup) Lady Bug (black tea with Strawberry Syrup and Watermelon Syrup) Area 51 (green tea with Cucumber Syrup and Kiwi Syrup) Mint Tea Lemon Mojito (mint tea with Lemon Syrup, Simple Syrup, and mint leaves) Pink Panda (milk, Strawberry Syrup, and cookies-and-cream ice cream) With yummy recipes, down-to-earth writing, a soothing design, and the entrepreneurial girl power of the MILK+T story—from the world's first self-serve boba truck to three successful shops—Boba is the ultimate guide to this global phenomenon.

starting a bubble tea business: 5 Easy Steps to Financial Freedom Duane Harden, Ted Ruybal, 2012-04 Book Praise & Reviews As a how-to guide, this book contains everything you may need to know to turn your passions into profits. Bill Bartmann (Billionaire entrepreneur, author, speaker, educator) Read & Give Program A portion of the sale of this book is donated to charity. Book Description Are you unhappy in your job? Are you tired of living paycheck to paycheck and feel like you just don't have enough money, skills, or education to turn your life around? Even if you're not sure you know what it is you like to do, you can change your life and get rich doing it, says entrepreneur Duane Harden in his wise and entertaining new book, *5 Easy Steps to Financial Freedom: Do What You Love & Get Rich Doing It*. Turning your passion into a profitable business is easy, fast, and fun, says Harden, and you can become rich in just five easy steps. First, start by saying yes to financial freedom. Attitude is everything and as the Law of Attraction states, what you put out into the universe is often what you attract. If you imagine yourself financially secure and happy, you will be. Imagining a new life for yourself is the inspiration you need to go out and do the concrete things to turn your dreams into a reality. Conversationally written and filled with humorous drawings, helpful worksheets, and key tips, *5 Easy Steps to Financial Freedom* also offers a 90-day action plan that includes blueprints for success that Harden himself used to build his wealth. His own journey included the purchase of numerous real-estate properties, opening a restaurant, starting a music company, and much more. Harden gives you Life Assignments that get you thinking and acting differently. Beware of what he calls the crabs in a pot mentality, where everyone is trying to pull everyone else down in order to struggle to the top. Instead, he advises, think positively. Stay away from the naysayers and feed your dream. Soon you will realize that your inner life is reflected in your outer life. Harden helps you to discover the real you, what you want, and how much money you want to be there for you now and in the future. He explains how the real difference between rich people and poor people is fear and an unwillingness to keep an open mind to new opportunities. Rich people are not afraid to take risks, and well-planned risks almost always pay off. Success, he reminds you, is your birthright and it's your job to claim it. Review your credit and your financial house. Clean up the clutter in your life, whether it is the wrong way of thinking or a messy desk. Discover what really makes you tick because when you love what you do it's never really work, and when passion is present the money will miraculously follow. Keep daily positive reminders taped where you can see them, or even have a vision board filled with photographs of where you want to be in life. Write your resignation letter to your boss, but don't send it yet. Just the act of writing it puts you in the right frame of mind for moving on to something much better. You are what you think and will become what you dream, says Harden. You'll learn to be a PIG (passive income generator) Farmer, which requires little work but makes you tons of money. *5 Easy Steps to Financial Freedom* shows you how go from rags to riches and is understandable and easy to read. This invaluable guide will change your life!

starting a bubble tea business: Celluloid Singapore Edna Lim, 2018-11-30 Examines how pre-modernist conceptions and social organizations of pleasure have impacted post-WWII film

starting a bubble tea business: Best Businesses You Can Start with Low Cost (2nd Revised Edition) NPCS Board of Consultants & Engineers, 2018-02-19 You know you want to start a business, but what do you do next? Here's how to find the perfect idea for your business. Today we find several young people, college students, housewives who are aspire to earn money by starting small business and are always looking for business ideas with low cost. Some people belief that starting a business needs large amount of investment but this is not true for every type of business. In fact, there are many types of small businesses that are not only relatively inexpensive to start, but also have the potential to produce significant profits. Startup India Stand up Our Prime Minister unveiled a 19-point action plan for start-up enterprises in India. Highlighting the importance of the Standup India Scheme, Hon'ble Prime minister said that the job seeker has to become a job creator. Prime Minister announced that the initiative envisages loans to at least two aspiring entrepreneurs from the Scheduled Castes, Scheduled Tribes, and Women categories. It was also announced that the loan shall be in the ten lakh to one crore rupee range. A startup India hub will be created as a single point of contact for the entire startup ecosystem to enable knowledge exchange and access to funding. Startup India campaign is based on an action plan aimed at promoting bank financing for start-up ventures to boost entrepreneurship and encourage startups with jobs creation. Startup India is a flagship initiative of the Government of India, intended to build a strong ecosystem for nurturing innovation and Startups in the country. This will drive sustainable economic growth and generate large scale employment opportunities. The Government, through this initiative aims to empower Startups to grow through innovation and design. What is Startup India offering to the Entrepreneurs? Stand up India backed up by Department of Financial Services (DFS) intends to bring up Women and SC/ST entrepreneurs. They have planned to support 2.5 lakh borrowers with Bank loans (with at least 2 borrowers in both the category per branch) which can be returned up to seven years. PM announced that "There will be no income tax on startups' profits for three years" PM plans to reduce the involvement of state government in the startups so that entrepreneurs can enjoy freedom. No tax would be charged on any startup up to three years from the day of its establishment once it has been approved by Incubator. As such there are hundreds of small businesses which can be started without worrying for a heavy investment, even from home. In the present book many small businesses have been discussed which you can start with low cost. The book has been written for the benefit of people who do not wish to invest large amount and gives an insight to the low investment businesses/ projects with raw material requirements manufacturing details and equipment photographs. Undoubtedly, this book is a gateway leading you to become your own boss. Major contents of the book are cooking classes, handmade jewellery making, in house salon, cake & pastry making, home tutoring, internet business, cleaning business, detergent making, pet sitting business, gardening business, home based photography, recruitment business, banana chips making, potato chips and wafers, leather purse and hand bags, biscuit manufacturing, papad manufacturing , pickles manufacturing, spice manufacturing, ice-cream cones manufacturing, wax candles manufacturing, chilli powder manufacturing, soft toys manufacturing, soap coated paper, baking powder making, moong dal bari making etc. This handbook is designed for use by everyone who wants to start-up as entrepreneur. TAGS best business to start with little money, Best New Small Business Ideas and, Opportunities to Start, best small and cottage scale industries, Business consultancy, Business consultant, Business Ideas in India up to 1 Cr, Business Startup Investors, Detailed Project Report, Download free project profiles, fast-Moving Consumer Goods, Feasibility report, food manufacturing business ideas, Food Processing: Invest and start a business in Food processing, Free Project Profiles, Get started in small-scale food manufacturing, Good Small Business Ideas with Low Investment, Highly Profitable Business Ideas, How to Start a Project?, How to start a successful business, Industrial Project Report, Kvic projects, Low Cost Business Ideas, How to Start a Small Business, manufacturing business ideas with low investment, Manufacturing Business: Profitable Small Scale Industry, Market Survey cum Techno-Economic feasibility study,

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