

Milk Tea Business Plan

Sample, fill-in edition – Philippines · with September 2026 supplier prices

This is a working sample plan, not a blank template. Every peso figure is a published price from kremecity.com.ph, checked September 2026. Blank lines are yours: your spot, your prices, your daily-cup target. The same plan, explained in full, lives at kremecity.com.ph/milk-tea-business-plan-philippines/.

Prepared by:

Business name / concept:

Date:

Section 1 – Business concept & executive summary (write this LAST)

Formula: format + flavours + price point + location anchor. Worked example: a four-flavour milk tea counter (Wintermelon, Okinawa, Chocolate, Matcha) selling 16 oz cups at ₱50, opened on a ₱3,000-₱4,000 ingredient order plus small tools, beside a school or terminal with steady foot traffic.

My concept (one sentence):

My break-even, in one sentence (from Section 7):

Section 2 – Target market (observed, not invented)

Stand at your exact spot and count. National statistics do not buy milk tea; the people walking past your counter do.

Count (15 min)	Weekday	Weekend
Morning		
After school / work		
Evening		

My traffic anchor (school / terminal / office / palengke):

Price ceiling nearby (what stalls already charge):

Section 3 – Menu & per-cup costing

Published prices, September 2026, at 30 g powder per 16 oz cup (≈16 cups per 500 g bag). Redo the division for your real recipe – at 50 g per cup, core cost jumps to roughly ₱27-₱35.

Cost item	Published price	Per-cup cost
Milk tea powder 500 g (Bamboo Charcoal ₱220 to Matcha ₱295)	₱220-₱295	₱13.20-₱17.70
Black tapioca pearls, 1 kg	₱95	₱2.40-₱2.90
PP U-cup 95 mm (pack of 50)	₱60	₱1.20
PP flat lid 95 mm (pack of 100)	₱120	₱1.20
CORE COST PER CUP		≈ ₱18-₱23

Add-ons: non-dairy creamer ₱295/kg · Assam black tea ₱360/600 g · sugar syrup ₱185/750 ml · flavour syrups from ₱160/kg · 12 mm boba straws ₱96/pack. Gap to know: sealing film + cup sealer are not stocked on kremecity.com.ph – open with press-on lids or source a sealer separately.

My drink	Selling price	My cost per cup	Margin

Section 4 – Startup capital

Ingredients are the small part: roughly ₱3,000-₱4,000 opens a four-flavour menu (powders, pearls, syrups, cups). Small tools: shaker ₱125, pearl scooper ₱50. The big money is around the ingredients – stall or lease deposit, permits, signage, chilling, and the sealer decision. Itemise from the live table at kremecity.com.ph/cost-to-start-milk-tea-business-philippines/.

Capital item	My quote (₱)
Opening ingredient order	
Small tools	
Equipment / sealer decision	
Stall / lease deposit + advance	
Permits (barangay, mayor's, BIR, sanitary)	
Signage & fit-out	
Working capital (first slow weeks)	
TOTAL	

Section 5 – Operating plan

Three answers: when are you open (copy your anchor's hours), who works (most starters run solo), and how you resupply. Supply line example – Kreme City branches: Caloocan, 244 5th Ave Grace Park East (Mon-Sat 8 AM-6 PM) · Las Piñas, Talon Singko (Mon-Sat 8 AM-5 PM) · closed Sunday. Online: live posted prices, no minimum order, 4:30 PM same-day dispatch cutoff; Metro Manila courier (Lalamove/Grab/Borzo, buyer-booked) or provincial cargo. Payments: BDO, Security Bank, GCash, Maya, Palawan Express.

Reorder rule: reorder your bestseller when the second-to-last bag opens.

My hours:

My resupply plan (who buys, when, from where):

Section 6 – Marketing plan

Four lines are enough for a neighborhood counter: claim the Google Maps listing in week one; run a Facebook page with menu and prices pinned; one opening-week promo the anchor crowd notices (costed against Section 3 first); keep the cup identical every day.

My opening-week promo + what it costs me per cup:

Section 7 – Financial projections & risks

Method: (selling price – per-cup consumables) × cups/day × selling days = monthly contribution, minus fixed costs. Worked example: ₱50 price – ₱25 consumables = ₱25 contribution; 40 cups × 26 days = 1,040 cups ≈ ₱26,000 contribution; minus ₱15,000 rent/utilities = ₱11,000 before paying yourself. Break-even: ₱15,000 ÷ ₱25 = 600 cups/month ≈ 23 cups a day.

My inputs	Value
Selling price per cup	
Consumables per cup	
Contribution per cup	
Cups per day (honest)	
Selling days per month	
Fixed costs per month	
BREAK-EVEN cups per day	

Risks to list with one mitigation each: a competitor nearer the anchor · the anchor changing (school break months) · powder/pearl price increases (re-run Section 3) · pearl spoilage · the single-person problem (you sick = store closed).

My top three risks + mitigations:

Prices are those published on kremecity.com.ph as of September 2026 and are reviewed regularly. Confirm current pricing, availability, and a written quotation before ordering. Free to use and share for planning, teaching, or loan applications.