

# New Product Proposal

<b>Product Name</b>	High-grade pottery-bottled tea beverage
<b>Market Background</b>	The traditional tea market has been damaged by the increase of the pet-bottled tea. Because especially young people appreciate the convenience of the pet-bottled tea rather than the tea from the tea pot. Many traditional tea companies are suffering from this situation.
<b>Function</b>	To show the deepness of the tea culture with the well designed pottery of the mister man and to maintain the convenience of the bottled beverage at the same time.
<b>Competitors</b>	Both pet-bottled tea beverage companies and traditional tea shops like Chabatakeya.
<b>Product Pricing</b>	From Karin beverage to consumers ¥500 From Chabatakeya to Karin beverage ¥200
<b>Target</b>	Old people who feel uncomfortable to drink tea directly from pet-bottle and young people who are potentially interested in the traditional tea culture.
<b>Product Concept</b>	To make the customers realize and understand the goodness of the combination of the convenience and the deepness in the tea culture.
<b>Product Advantages</b>	We have the 70 years long history of the name of Chabatakeya. We try to combine it and the excellent design of the well known potter `Diane`. This combination will be a big advantage of this product.
<b>Promotion</b>	Karin beverage will buy all the products that we will make. So we do not have to take cost to promote this product. We will have monthly business table with the people from Karin beverage on our cost to have smooth communication with them.