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**Business Plan**  
**Sustainable Coffee Shop**

**Bachelor Thesis**

Geneva Business School

Bachelor in International Management

**Submitted by:**

Wendy Wang

**Supervised by:**

Claudia Tridapalli

**Geneva, Switzerland**

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## Declaration of Authorship

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"I hereby declare:

- That I have written this work on my own without other people's help (copy-editing, translation, etc.) and without the use of any aids other than those indicated;
- That I have mentioned all the sources used and quoted them correctly in accordance with academic quotation rules;
- That the topic or parts of it are not already the object of any work or examination of another course unless this has been explicitly agreed on with the faculty member in advance;
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Date: October 7th, 2020

Name: Wendy Wang

Signature: [Student's digital signature]

A rectangular box containing a handwritten signature in black ink. The signature is written in a cursive style and reads "Wendy Wang".

## Acknowledgements

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## Executive Summary

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*Figure 1: ShareCha's Official Logo*

ShareCha is an environmentally-friendly coffee shop business based in Ciudad del Este, Paraguay that serves with **P**ride, **P**assion, and **P**inciples

The linear approach in which most businesses operate is affecting our society and environment. It consists of taking, making, and disposing without realizing the negative impacts it can have on our health and well-being. As a solution to this problem, this business will operate on a more systematic approach that actually promotes better health instead of jeopardizing it.

ShareCha not only shares a passion for providing the finest beverages and service but also commits to doing it ethically and responsibly. Through our practices, we want to help out and inspire our local communities, while building a community and management of betterment and cultural diversity. In this thesis, we will dive into the steps in which we plan to do that, including a breakdown of our business plan regarding the Business Overview, Market Research, Financial Analysis, and Implementation Plan of our business.

## Business Overview

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Everyday, millions of trees are being cut off just to make room for the farming of coffee for businesses. According to (Ash, 2018), who writes for GreenErideal, "over 2.5 million acres of forest has been lost in Central America alone to make way for coffee farming."

Countless gadgets, machines, appliances and other waste such as materials, foods, and resources are being thrown away and since they are not biodegradable, they become toxic, hazardous waste which releases harmful emissions that pose a dangerous threat to our society and living organism, as well as in the long-term. Some of the long-term negative impacts can cause cancer, reproductive problems, or even cause damage to the DNA of not only humans but also animals. (*The World Counts, 2020*)

Some level of toxicity is generated when greenhouse gas emissions are released when producing electricity in the traditional way, by burning fossil fuels and coal. For many years, our planet has become polluted with this kind of toxic waste and air and only very few seem to take the initiative to make a change by shifting to more sustainable and especially economic approaches.

According to *TheWorldCounts (2020)*, "almost 60 kg of hazardous waste is generated a year for every single person in the world - and the amount is increasing. In just one generation, the production of man-made chemicals has increased by 40,000% from 1 million to 40 million tons".

This hazardous waste has contaminated every ecosystem in the world. It is everywhere, it can even be living in our own bodies as we speak without us realising it. Another shocking yet insightful data from *TheWorldCounts* states that "up to 700 man-made chemicals have been found in humans that are not supposed to be there." (*The World Counts, 2020*)

For us, the solution is simple. It is one that addresses the better use of raw materials and energy sources, which revolves around building and implementing a circular economy through all of our business operations.

First, let's take the example of the living ecosystem where things work completely differently. In a sense, everything is biodegradable. Instead, a species' waste is another's food, the sun becomes the source of energy for many living things, animals, and even electricity, and once living things die, they are returned to the soil safely and the same cycle is repeated. Have you imagined if society and businesses worked this way? What would happen if we translated that into our own operational systems?

Instead of throwing away appliances and furniture and replacing them with



new ones, which costs money, we recycle them and send them back to factories and manufacturers for repair. In terms of waste, we will design our own packaging with biodegradable components so that, instead of stacking up in landfills and polluting the air we breathe, it helps grow more stuff.

The same ethical approach goes with the electricity we consume. Usually, many businesses resort to the traditional way, however, that produces greenhouse gas emissions that are toxic for our environment and health as we have seen in the aforementioned. (*National Cancer Institute, n.d.*)

Instead, we plan on implementing a solar panel system, where energy will be able to be derived from renewable sources such as the sun, wind biomass, geothermal, and hydropower instead of burning fossil fuels and coal. Some of the benefits of having a solar panel system are health promotion and reducing economic expenses by a significant amount. (*Holowka, 2017*)

### **Objective**

Our main objective as a sustainable coffee shop business is for our waste and resources to build capital instead of reducing it.

Nowadays, to eat "healthier" is sometimes seen as such a luxury because a lot of things that are healthy can sometimes be more expensive. Perhaps, that may be the reason why a lot of people usually resort to junk food because it is significantly cheaper. However, with this new business model that we are introducing, we plan to change the way that works. That way, people have the opportunity to consume food and beverages that are not only beneficial for their health but also worth spending at the same time.

We believe that it is our responsibility and duty to take action against these issues with hopes of incentivizing and inspiring fellow business owners to make smarter business decisions that can benefit us all while consciously shifting consumer habits along the way.

It is crucial that the world stops, takes a moment to reconsider their business models and decisions and make sure everything we use, consume, and trade is done through an environmentally and socially responsible decision. We all must transition this way of thinking for the sake of our environment, the future generations to come, and simply because it makes more business sense.

### **Value Proposition**

The value proposition that ShareCha offers is more than just the high-quality of the food and beverages that we offer at an affordable price. It also goes further than the strong commitment that we passionately and ambitiously devote towards customer service, personal experience, and local communities.

For customers, it is the feeling of being able to stand up for what's right and being part of a continuous solution, one cup at a time.

### **Motivation and Relevance**

The Coffee & Snacks industry has been showing positive growth throughout all these years, even in the trading business (*Nijhawan, 2018*). However, with the rise of COVID-19, 2019 has taken a toll on the growth of many businesses and especially start-ups within the industry because of it.

As consumers are forced to stay home due to lockdowns, a lot of challenges came to light which gradually disrupted most industries around the world into existential crises, while others went straight to bankruptcy, causing an enormous economic shock. (*The World Bank, 2020*)

However, the small number of businesses that weren't affected by COVID-19 and actually thrived thanks to it were the ones that were involved in healthcare and food delivery services that allowed people to consume their food at home and not have to go out and risk their lives. (*Fallon, 2020*)

It is no surprise that a large amount of our world population are huge coffee consumers. It is the daily dose of caffeine that helps them go through the whole day. But since they are not able to physically pass by the stores as part of their daily routine anymore as most of them are closed, they resort to having it delivered to their home instead while working remotely.

This tells us that at least the coffee shops that guaranteed delivery services during the peak of the pandemic, probably weren't as affected as those who didn't, which research suggests it is true. (*JP Morgan, 2020*) With that being said, that is something our business will definitely implement in our plan.

Apart from that, as we were able to witness, the pandemic also brought serious implications to public health due to lack of personal care. Because of it, people automatically started becoming really conscious about their buying decisions especially when it came to what they consume on the daily and started putting a stronger emphasis on personal health and hygiene.

Unlike before, they are now not only starting asking more questions about the products they consume to make sure it is healthy for them and that it won't pose a threat to them in the long-term, but they are also making sure they research every product and its ingredients themselves every time. (*JP Morgan, 2020*)

As a result for both factors, due to this specific shift in consumer habits, this sudden change of events completely skyrocketed the sustainability industry into tremendous growth and therefore, this has forced companies to change

their business models and strategies to a more “thinking green mentality” in order to stay relevant and profitable. (Handley, 2020). Even though the coffee business can be extremely profitable, it can also come with the risk of creating disastrous environmental problems such as the aforementioned if not grown and traded responsibly.

Putting it into perspective, this is essentially what makes ShareCha extremely relevant and valuable to today’s market. As a coffee shop that thinks and does through the lens of humanity, we take the health of our environment and well-being of our habitants very seriously because we are well aware of the negative impacts that a lack of personal health can lead to, as we have witnessed through this pandemic.

**Mission Statement**

Our mission statement revolves around the 3P’S:  
 Serving with **P**ride, **P**assion, and **P**inciples.

**Mission**

Strengthen environmental, economic, and social sustainability
Provide the finest beverages that are healthy and organic at the same time
Give customers the opportunity to be part of the solution
Give back to our people, communities, and partners

**Vision**

Take the leading position as the largest coffee roaster in Paraguay
Inspire fellow business owners and consumers to make a change
Make a positive impact in our communities

A company like ShareCha with true morals and values, we strive for quality, integrity, authenticity, and empowerment amongst our employees, customers, and suppliers. We believe important qualities like these are the main foundation of what will ensure the sustainable development of our business.

**Core Values**

We play the game fair and square
We celebrate people and communities
We do what’s right

We raise a culture of warmth and belonging
--

We walk the talk
------------------

## Market Research and Analysis

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### PESTLE Analysis

#### Political

Political corruption is very well known in Paraguay. In fact, it was considered the third most corrupt country in the world at one point in 2002 out of 180 countries. (*Corruption in Paraguay, n.d.*). Even though political corruption has slowly increased throughout the years, it still exists and represents a major part of the country's identity. The figure below shows corruption in Paraguay from a score of 0 (highly corrupt) to 100 (very clean) from 2010-2019.



**Figure 2: Corruption in Paraguay from 2010-2019**  
(Trading Economics, n.d.)

As a result:

- The capability of the court is dominated by political corruption
- Politicians and other parties within the government influence a majority of investigations/judges by bribing them in exchange for dropping charges against a defendant, which they often accept

(U.S Department of State, n.d)

This means that businesses are also affected by the same corruption. In the future, it might be possible that ShareCha might face difficulties in enforcing contracts or licenses which can truly injure the development of our business and as a result, make our economy suffer in the long term. For example, there may be hidden prices we might not be aware of and competition might not be as realistic as we might think. As many of the bigger competitors may have already settled illegal connections with corrupted government officials, it may

put us in a very difficult and almost “impossible” situation.

### Economical

Interesting fact that defines Paraguay’s economy in a nutshell:

According to Eladio Flecha, a general secretary of Pyahura, a political party in Paraguay: “Paraguay is a rich country, but full of poor people. The distribution of wealth in Paraguay is very unequal: 80 percent of land is held by 2.5 percent of the population, and 161 people control 90 percent of the wealth of our country. Sure, the economy is growing fast, but it does not reach the most vulnerable groups.” (*World Finance, 2019*)

This goes to show how necessary it is for ShareCha to get involved in Corporate Social Responsibility in order to help evenly distribute wealth and support to the local communities in Paraguay that are affected by it.

Additionally, Paraguay also has the lowest tax rate in the region.

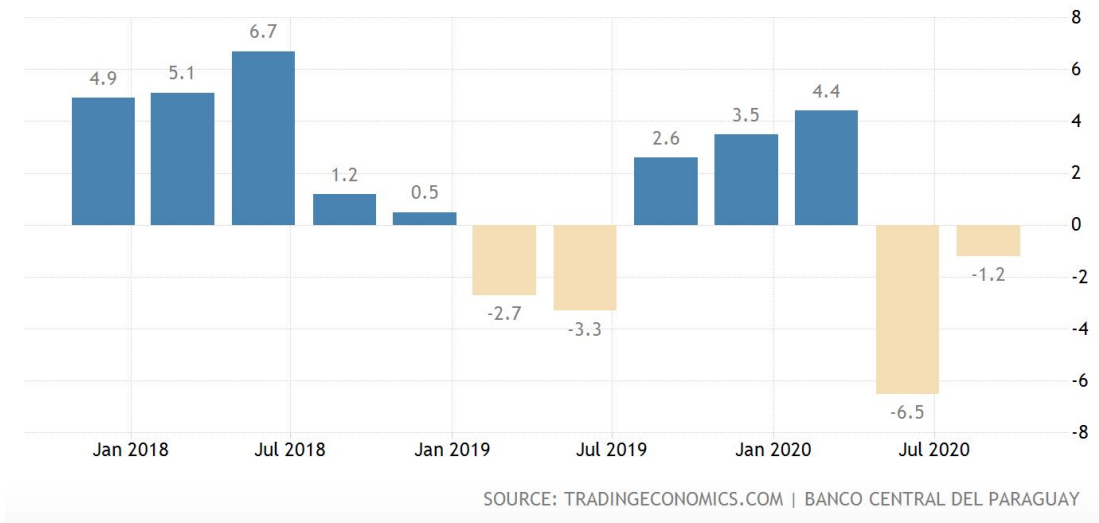
*Paraguay has historically maintained the lowest tax burden in the region, with a 10 percent corporate tax rate and a 10 percent Value-Added Tax (VAT) on most goods and services.” (U.S Department of State, 2020)*

This is another advantage for start-ups like ShareCha wanting to launch their businesses in this country because less taxes means less expenses overall.

The low tax rate is also a huge contributing factor to what makes Paraguay a very challenging competitor, not only in the agricultural sector but also in the exporting of goods and products because everything that you find expensive in neighboring countries like Brazil and Argentina is always cheaper in Paraguay. In fact, there is a huge population of Brazilian entrepreneurs (which is not only their neighboring country but also one of their handful trading partners) that have their business in Paraguay instead because of it.

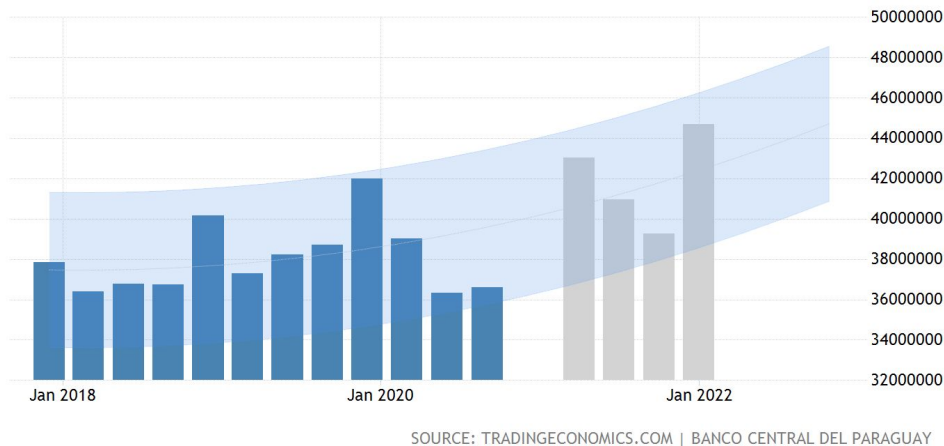
Speaking of agriculture, it is an industry in which Paraguay is highly dependent on. It also includes other agricultural goods such as coffee, corn, fruits, wheat, vegetables, peanuts, citrus, etc. It does not only take 20% of its GDP and 40% of exports but also 26% of its labor force. (*Borgen, 2018*)

Unfortunately, after COVID-19 hit, Paraguay’s economy was negatively impacted which was an unlucky time for Paraguay because it hit them right in the middle of its recovery from 2019’s decline, as seen in Figure 2 below.



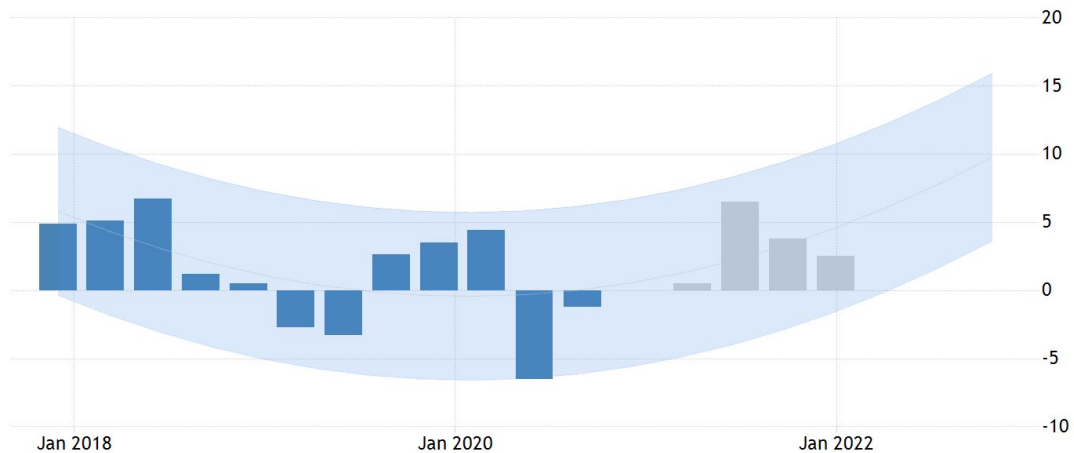
**Figure 3: Annual Growth Rate in Paraguay**

However, it is expected to get back on its feet between 2021 and 2022 which is forecasted to be driven by private/household consumption as seen in Figure 3 below, due to the increase in salary in 2019 (refer to the “Social Mobility” section in page 17).



**Figure 4: Forecast in Consumer Spending in Paraguay for 2021-2022**  
(Trading Economics, n.d)

Looking back at the annual GDP growth, as you can see, after COVID was at its peak in the 4th quarter of 2020, the GDP growth was just beginning to slightly recover. In theory, it is forecasted that the economy will expand 3.9% in 2021 and 4.2% in 2022, as shown in Figure 4. (Focus Economics, 2020)



SOURCE: TRADINGECONOMICS.COM | BANCO CENTRAL DEL PARAGUAY

**Figure 5: Annual Growth Rate Forecast in Paraguay for 2021 and 2022**  
(Trading Economics, n.d)

While the economy is expected to accelerate, poverty is also expected to increase in a slow but continuous progress. (Economic Overview, n.d.). In other words, the rich will get richer, and the poor will get poorer.

### Social

**Culture:** The culture in Paraguay is extremely generous, approachable, and friendly. People are known for being very warm and welcoming, especially to foreigners and people they have just met. As they are very affectionate and socially expressive in their words and actions, most of them are extroverted. (YouTube, 2019).

A large amount of their population are very religious (with 80% of them being Roman Catholic) and therefore strongly value relationships such as family and friendships, which are usually dictating factors in the business world. That also means that they like to work cooperatively rather than individually.

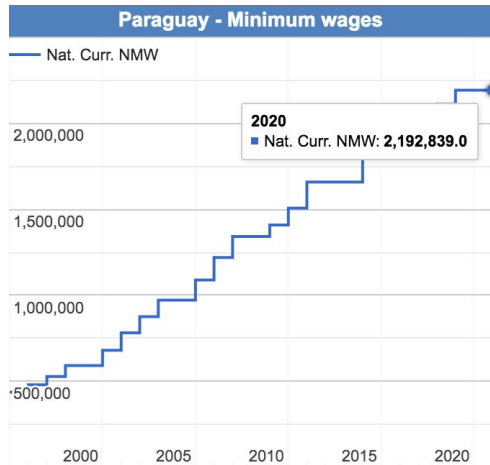
Lastly, they also love to joke around and have fun, which is often a traditional way to break the ice when first meeting someone. When indulging in conversations, they usually exhibit a lot of curiosity for other people and their cultures. (Global Affairs Canada, 2018)

As you can see, ShareCha has a lot in common with Paraguayans. Both share the same principles and beliefs' and truly value the importance of building a sense of belonging and togetherness in their communities, which is essentially the kind of culture we are trying to cultivate in our shop.

**Social mobility:** The minimum wage in Paraguay as of 2020 is PGY 2192,839.0 which translates to USD \$367.9. We can see how the salary has



gradually progressed throughout the years from 2000 to 2020. According to the chart, the minimum salary has increased 3.8% (80,277 Guaranis per month more) from the previous year, which has also increased workers' buying power along with it. (Countryeconomy.com, 2019)



**Figure 6: Minimum Wage in Paraguay from 2000-2020**  
(Countryeconomy.com, 2019)

**Table 1: Minimum Wage Amount in Paraguay from 2006-2019**  
(Countryeconomy.com, 2019)

Paraguay - Minimum wages		
Date	Nat. Curr. NMW	NMW
2019	2,192,839.0	367.9 \$
2018	2,112,562.0	377.9 \$
2017	1,964,507.0	340.7 \$
2016	1,824,055.0	314.1 \$
2015	1,824,055.0	394.6 \$
2014	1,824,055.0	397.3 \$
2013	1,658,232.0	386.5 \$
2012	1,658,232.0	370.3 \$
2011	1,658,232.0	363.8 \$
2010	1,507,484.0	305.8 \$
2009	1,408,864.0	285.8 \$
2008	1,341,775.0	259.5 \$
2007	1,341,775.0	259.5 \$
2006	1,219,795.0	200.0 \$

### Technological

Paraguay's technological advancement is improving everyday. Paraguay is one of the few countries in Latin America whose government dedicates a large amount of their budget to invest in advancing the technology in fields such as science (robotics and aerospace). Just recently, they doubled their budget for this initiative. Being the host to Itaipu, the world's largest hydroelectric power plant, the country feels encouraged to advance further by launching their first satellite, which is expected in 2021. (ADNDigital, 2017)

The country is also very keen in advancing other fields such as agriculture, since most of their economy depends significantly on it. In terms of agriculture, it is very hard to compete against Paraguay because many of their imported equipment for it such as drones, electric monitors, sprayers, etc. are bought at a much cheaper price due to their low taxes than other neighboring countries such as Brazil, whereas they are extremely expensive.

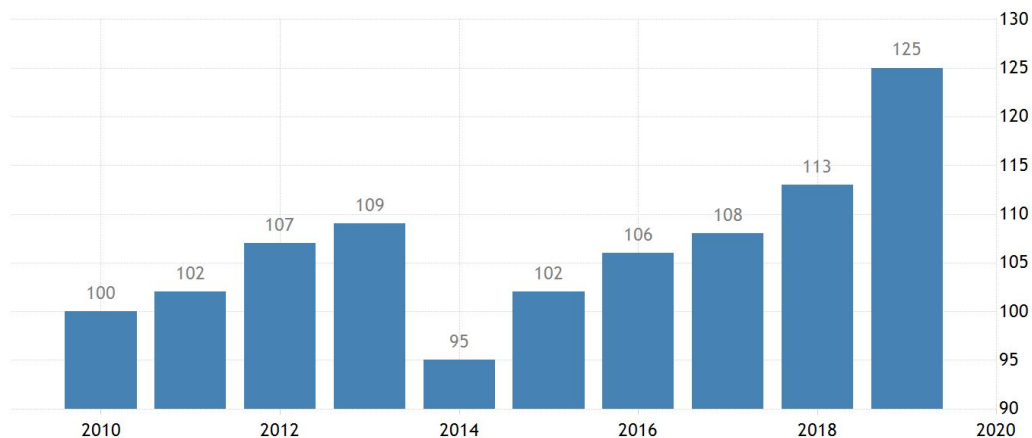
Every year, they host an event called “The Agro Conference”, the largest scientific technical event in Paraguay, where hundreds of farmers and entrepreneurs come together to discuss new advancements in technology for agriculture. Despite being considered a developing country, it is clear that technology is definitely not something they are behind in compared to other Latin American developing countries. (*PrecisionAg, 2020*)

In conclusion, the ease in availability of technology in the agricultural sector not only in terms of innovation but also in price is good news for ShareCha because it only fuels the growth of our coffee, fruits, vegetables, bamboo, and other agricultural resources that we require even more.

### Legal

According to the Trading Economics’ annual ratings, Paraguay was ranked the highest from 2010-2019 (ranked #125 among 190 economies) in ease of doing business. This tells us that when it comes to opening a business in Paraguay, it is usually not that difficult in terms of legal procedures at the start.

Also, since the highest ever ranked number was only 1 year ago, that means ShareCha can start off on the right foot when opening the business in the future. As shown in Figure 7, the ease of doing business increased dramatically in 2019 compared to the previous years. Now, more than ever, Paraguay is welcoming foreign investment.



SOURCE: TRADINGECONOMICS.COM | WORLD BANK

**Figure 7: Ease of Doing Business in Paraguay from 2010-2019**  
(Trading Economics, n.d)

Environmental

To this day, Paraguay still struggles with serious environmental issues such as deforestation and water pollution from toxic waste being dumped in rivers which affects the ecosystems of both wildlife and marine life. (Siria, n.d.) In a country with such fragile environmental infrastructure, this is essentially why we believe building a circular economy in this country will be extremely beneficial.

The country is highly vulnerable to climate change which often escalates to floods, storms and tornadoes. This is a huge problem in Paraguay because not only is their infrastructure very weak, but it also impacts the large population of poverty, their homes and their communities. It is not known to go to the extreme of natural disasters, but constant exposure to it can definitely increase the risk of it in the long term. However, as a preventive measure, Paraguay has set out a "Disaster Risk Reduction Implementation Plan" plan for the next coming years, according to World Bank Group. (World Bank Group, n.d.)

**Industry Analysis**

It seems that, thanks to local pioneers, Paraguayans have been rediscovering their thirst for coffee again and as a result, coffee sales in the industry have shown positive growth in the last 3 years. According to (Jung, 2020), writing for Perfect Daily Grind, "a CGR market study indicates that 2016 coffee sales grew by 2% compared to the previous year, with US \$22.7 million of sales."

For over the past decade, coffee production in Paraguay hasn't been as successful because they aren't known for drinking coffee, neither has coffee been a popular industry. The main thing they are known for drinking is "tereré" which is cold mate with herbs or cocido (mate burned with coal). This is a popular drink that is also very common in neighboring countries like Argentina and also Uruguay. According to Jung (2020), coffee consumption in Paraguay has been increasing drastically to the point that new shops and brands are emerging at a significant rate.

ShareCha currently operates in the "Coffee & Snacks" industry which usually consists of a diverse variety of supplementary snacks & non-alcoholic beverages in the menu such as coffee, tea, soft drinks, fruit shakes, sweets, bakery, sandwiches, yoghurts, ice cream, cookies and more.

Usually, coffee shop businesses in the industry also sell different types of merchandise such as coffee mugs, thermos, and other accessories that contribute as materials for coffee drinking on the side. Businesses in the

industry offer dine-in and take-out services, however not all of them offer delivery services.

In the “Coffee & Snacks” industry, there are three significant factors that drive profitability. These three factors are personal income, customer taste, and the last one that can make the difference is picking the right location for a coffee shop. (*Altmann, 2007*) Some common and popular locations where most coffee shops not only in Paraguay but around the world in order to attract customer traffic vary from shopping malls, near the city area, or at the heart of neighborhoods.

With the rise of COVID-19 at the start of 2020, there was a shift in customer trends that changed the industry dramatically. People were starting to become health conscious of their buying decisions as a whole, especially in the food they consume.

Given that the coffee & snacks industry does not exactly consist of the healthiest food, this has led businesses in the industry no choice but to include more healthy food in their menu in order to appeal to this new consumer trend. After all, it was also for their own competitive advantage over other businesses who do not keep up with these specific consumer trends.

With people being forced to quarantine, it has disabled them from stopping to get their daily coffee and enjoying the physical experience inside the shops along with it. This sudden lack of demand affected the industry negatively which generated a significant loss in their profits. While some million dollar companies were still able to crawl through this pandemic, a significant amount were forced into an existential crisis and eventually went bankrupt.

### **Market/Consumer Analysis**

While Paraguayans may probably still prefer “tereré” over coffee as of the moment, there is still a lot of window of opportunity for businesses like ours within the Coffee & Snacks industry to take advantage of this shift in consumer habits considering the progress and the way we approach our operations and strategies.

It is a trend that must be diversified into different brew methods and ways of consuming it in order for people in Paraguay to grow more interest in it. But, as of now, Paraguayans seem to be demanding more questions about coffee and its different factors. Just recently, they hosted their own coffee festival which goes to show the interest that the introduction of coffee is slowly but surely settling in the country (*Jung, 2020*).

Also, since there is already a strong presence of Asian culture in Paraguay as well as a large number of coffee shop businesses that also include bubble tea

in their menu like ShareCha, which means that our business will be easier to implement and adapt to their already familiar bud tastes.

It is also important to consider that now, more than ever due to the pandemic, consumers are now showing more consumer interest for spending in sustainable or organic products and foods.

*According to (Ash, 2018), who writes for Greener Ideal, "more than half of customers out of 100 would pay more for green goods and services that have a good cause behind them and even willing to switch brands to one that is environmentally and socially responsible as opposed to one that isn't."*

## Survey

### **Title: Consumer's Attitude on Sustainable Brands That Support A Good Cause in Paraguay (Analysis)**

**NOTE: This survey was conducted on January 2nd, 2020 and its purpose is only to be exploratory. The participants were randomly contacted amongst friends and strangers throughout social media. The information gathered was under the basis of ShareCha's ethics: anonymously, with privacy, respect, and with consent.**

In order to better comprehend the attitude of consumers in Paraguay in regards to sustainable coffee shops, we have conducted a survey for people in Paraguay. The survey questions were in Spanish because it is our audience's official language, however they will be translated to English when shown in each figure. The purpose of this survey was to find out about consumers' sentiment on sustainability in Paraguay.

In conclusion, we found that, out of 23 participants, more than half of them leaned more towards a brand that supported a good cause behind it. 91.3% (22 participants) would switch brands if there was something similar on the market that supports a good cause, while 8.7% (2 participants) would not. We also found that 91.3% (22 participants) would pay more for "green" goods and services, while 8.7% (2 participants) would not. This demonstrates that there is a huge difference in the people's interest towards supporting sustainable brands that support a good cause, like ShareCha.

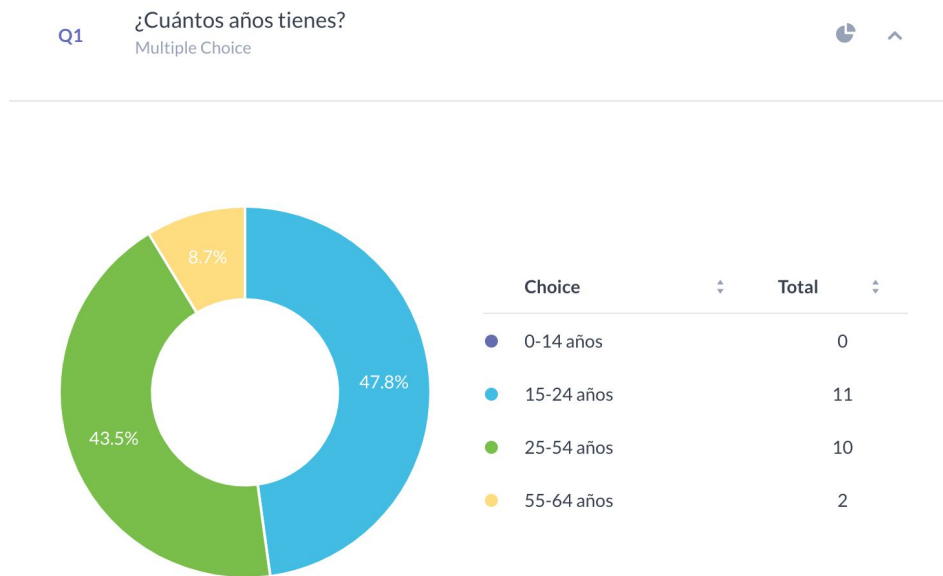
The questions and results of the survey are as follows:

**Question #1.** How old are you?

**Multiple choice answers:**

- 0-14 years old = 0% (0 participants)
- 15-24 years old = 47.8% (11 participants)
- 25-54 years old = 43.5% (10 participants)
- 55-64 years old = 8.7% (2 participants)

In Figure 8, we set out different specific age structures in the multiple choice to find out which customer segment was answering each specific question. By the looks of it, it seems that most of our audience in the survey are between university students and professionals, which is actually our main target. This gives even more meaning to our investigation, as it is more accurate.



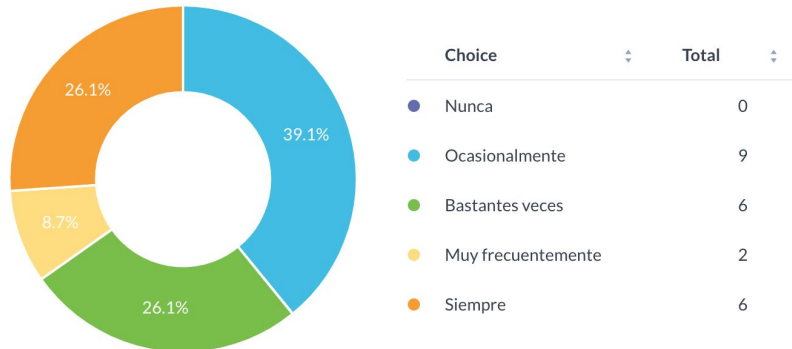
**Figure 8: Age Structure of Survey Participants**

**Question #2:** How often do you visit coffee shops or bubble tea shops?

**Multiple choice answers:**

- Never = 0% (0 participants)
- Occasionally = 39.1% (9 participants)
- Many times = 26.1% (6 participants)
- Very frequently = 8.7% (2 participants)
- Always = 26.1% (6 participants)

Just like their age, we also wanted to know how frequently they visited coffee shops in order to identify whether they were real consumers of the industry or not, which in fact, they were. As seen in Figure 9, there was no negative response. Although most of them only go occasionally, that still makes them a consumer which makes them fall into the same category as the others.



**Figure 9: Frequency of Visits to Coffee Shops**

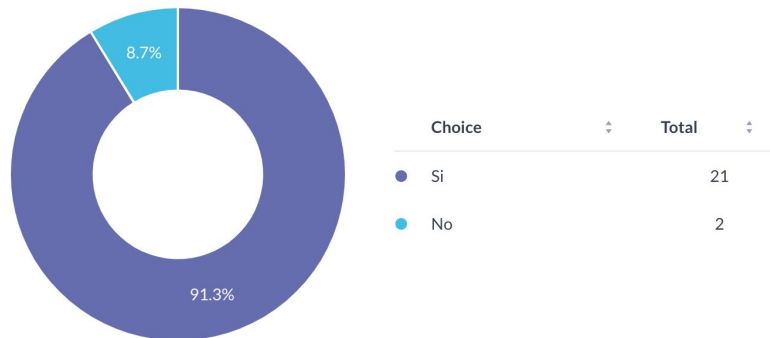
**Question #3:** Would you switch brands if there was something similar on the market that supports a good cause?

**Multiple choice answers:**

- Yes = 91.3% (21 participants)
- No = 8.7% (2 participants)

As shown in Figure 10, 91.3% of participants would switch brands if there was something similar on the market that supports a good cause. Keep in mind that none of our competitors support a good cause whether it be towards sustainability, our environment, or local communities, neither have they shown any incentives to do so in the near future. Since we actually do, this indicates that if ever, we will most likely have consumers in the industry on our side.

Q3 ¿Cambiarías de marca o tienda si hubiera algo similar en el mercado que apoye una buena causa?  
Multiple Choice



**Figure 10: Consumer Loyalty in Supporting Businesses With A Good Cause Behind Them**

**Question #4:** Would you pay more for green goods and services?

**Multiple choice answers:**

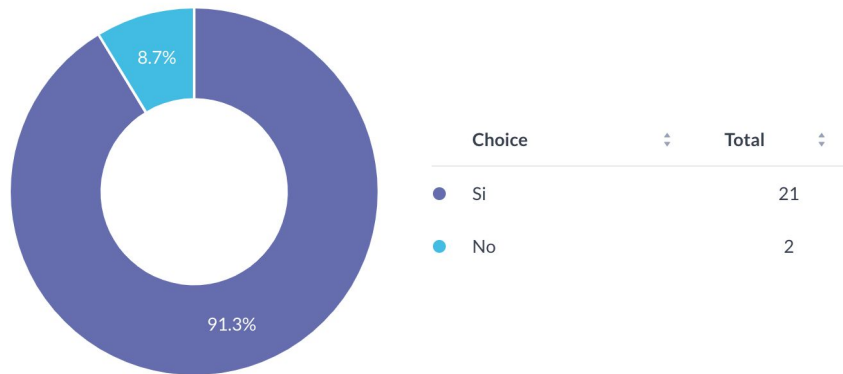
- Yes = 91.3% (21 participants)
- No = 8.7% (2 participants)

As you seen in Figure 11, this is another good indicator because it is not only about emotionally supporting a business that supports a good cause but it also involves financially supporting it as well in return for our services, and participants have made it clear that they would be willing to pay more for goods and services that are ecologically sustainable which is good news.



Q4

¿Pagarías más por bienes y servicios ecológicos?  
Multiple Choice



**Figure 11: Consumer Sentiment on Paying More for Ecological Services**

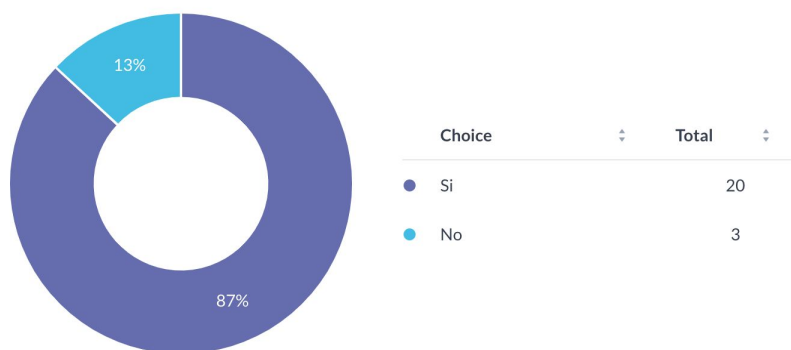
**Question #5:** Would you help promote products and services with a good cause behind them?

**Multiple choice answers:**

- Yes = 87% (20 participants)
- No = 13% (3 participants)

As shown in Figure 12, participants have made it clear that they would help promote products and services with a good cause behind them which goes to show that they would not only be willing to pay more for goods and services that are ecological, as seen in Figure 12, but they would also be willing to help promote these products and services. This demonstrates their sincere interest and dedication to supporting a good cause overall.

Q5 ¿Ayudarías a promover productos y servicios con una buena causa detrás de ellos?  
Multiple Choice



**Figure 12: Consumer Sentiment on Promoting Businesses with A Good Cause Behind Them**

### Demographics Profile

Paraguay has a population of 7,191,685 habitants, with 56.7% living in urban areas and the other 43.3% living in rural zones. Figure 13 shows how the population in Paraguay is structured in terms of age. In conclusion, the total youth dependency ratio is 49.9%.

**0-14 years:** 23.41% (male 857,303/female 826,470)

**15-24 years:** 17.71% (male 640,400/female 633,525)

**25-54 years:** 42.63% (male 1,532,692/female 1,532,851)

**55-64 years:** 8.37% (male 306,100/female 295,890)

**65 years and over:** 7.88% (male 267,351/female 299,103) (2020 est.)

**Figure 13: Age Structure in Paraguay**  
(Index Mundi, 2020)

### Customer Segmentation

As one can see, there is a huge youth dependency in Paraguay which is still growing more and more. This is one of the reasons why our customer segmentation will mostly focus on university students and young professionals, as we will be positioning ourselves in a strategic place that will

target the attention of both our specific target audiences at the same time.

## Competitor Analysis

Company name: Teamo

Overview: Teamo is a popular coffee shop based in Ciudad del Este. They sell all sorts of crepes, teas, bubble teas, and coffee.

### Strengths:

#### **High level of engagement in social media:**

- Their greatest strength is in their ability to take a huge advantage of social media advertising and promotion.

They use three of the main popular social media platforms such as Facebook, Instagram, and WhatsApp (for home deliveries). The company currently has 1,925 likes on Facebook and 725 posts and 3,519 followers on Instagram and actively posts on both social media platforms everyday.

After reviewing their profile activity, we noticed that they post every 1-3 days (never more than that) and 1-3 times in one day depending on the day which goes to show how dedicated they are to reaching out to their targeted audience. They are also very creative in the way they present their products by showcasing a lot of color, images, emojis, and originality in their images.

The content of their posts consists of promotions in their menu, new snacks and beverages introduced in their menu, or seasonal promotions. In addition, they are also very responsive to private messages, according to Facebook's stats.

#### **Diversity in their menu:**

- There is a lot of originality in their menu. They like to combine numerous different ingredients in their crepes (which is their main specialty) such as icecreams, cookies, peanuts, and fruits. Their coffee selection is also very diversified and it is similar to Starbucks' but it is also a combination of their own creativity.

### Weaknesses:

#### **Lack of customer interaction:**

- Even though they are always actively posting on their profile, there is little to none customer interaction between Teamo and its customers. It appears that their main focus is only in promoting their products

through their main posts as they rarely make use of the “user story” feature which is a great tool for building interaction.

**Not environmentally-friendly:**

- Teamo still use plastic as their main resource and have not communicated any sustainable initiatives so far which raises a question in the way they dispose of their waste.

**Lack of a website:**

- Teamo does not have a website. They only use social media platforms to promote their products which limits them from building a larger network or being able to properly communicate their company goals or initiatives to their customers and stakeholders.

Company name: Bubble Tea Go

Overview: Bubble Tea Go is a bubble tea shop based in Ciudad del Este that sells a variety of exotic drinks and desserts with a lot of different flavours.

Strengths:

**Orinagility in drinks:**

- Their only strength is in the way in which they showcase their drinks whether it be coffee, tea, or bubble tea. Most of their drinks usually have 2-3 different layers of colors which make them look very exotic and intriguing. They are also very known for selling a likeable dessert that mixes ice cream, tapiocas, and gelatine, along with many different fruit flavours as options.

Weaknesses:

**Poor level of engagement in social media:**

- From all social media platforms, Bubble Tea Go only owns a Facebook page and WhatsApp for their deliveries. They do not own an Instagram page (which is far more popular than Facebook nowadays) and their level of engagement in their Facebook is very poor. Their last post was last year (September 27th, 2018) and they only have 507 likes on their Facebook page which is significantly lower than our other competitor. Since they do not take part in advertising or promoting their products, that means they only rely on the dependency of word of mouth for it.

**Not environmentally-friendly:**

- Just like Teamo, Bubble Tea Go is not an environmentally friendly company either. They still use plastic as their main resource as well

and have not communicated any sustainable initiatives so far which raises a question in the way they dispose of their waste.

**Lack of diversity in menu:**

- There are not a lot of options in their choice of menu besides their beverages. Since their main focus is mostly on coffee and bubble teas, this can limit them from being favorable against other competitors that actually have a larger variety of other food and snacks that usually accompany the drinks.

**Lack of a website:**

- Just like Teamo, Bubble Tea Go does not own a website.

In conclusion, we believe that, despite both of our competitors' weaknesses, they have still managed to leave their brand printed in the market. Their beverage selection has a strong presence. This is because they both offer a strong value proposition (which is in their specialties), otherwise they would not be as popular. Both of them also like to experiment with different ingredients for each category in their menus, however it is very limited.

There is also a strong lack of company identity and culture for both companies. Perhaps, the fact that they do not have a website can possibly be limiting them from being able to properly communicate a clear brand identity such as their company values, mission, vision, goals, or initiatives to their customers or stakeholders. Even though Teamo uses more advantage of social media advertising and promotion unlike Bubble Tea Go, there are still a lot of other opportunities in having a website in order to expand their network.

Lastly, the fact that none of our competitors have not been involved in implementing environmentally-friendly practices or even shown any interest in doing it in the near future can significantly affect their brand image in the long-term. After the pandemic, we have witnessed how people are now starting to put a priority in their health which not only includes asking more questions about the things they apply in their bodies but especially in the things they consume.

We also believe their business plan and business model are not very broad and rather simple compared to ShareCha's. Their objective is just to sell snacks and beverages and does not go further than that, unlike ShareCha's.

**Competitive Position Advantage: (SWOT)**

**Strengths**

<b>Diversification of products</b> - Our menu ranges from coffee to tea and bubble tea, including a "healthy" menu	<b>Customer service</b> - Our staff are trained to provide you with the best customer service possible, that's why we invest in
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	training programs and standards
<p><b>Cheap price</b> - The prices of our products will be at an affordable price which will be very uniquely eye-catching for customers (taking into consideration Paraguay's low income salary and the pricing strategy of our competitors)</p> <p>The cheap/low taxes in the country are also very convenient for doing business.</p>	<p><b>Distribution/availability of products</b> - Paraguay has a very diverse economy and a large domestic market (and they also encourage foreign investment), which means the distribution of ingredients will be a lot quicker</p>
<p><b>Cultural diversity</b> - By welcoming diversity all-around, it possesses us with the ability to thrive in different cultures</p>	<p><b>Convenience for students/young professionals</b> - The location of the shop, opening hours, and multiple languages in our customer service (especially for exchange students)</p> <p>Other contributing factors also include the shop's environment, scent, etc.</p>
<p><b>Quality of food and beverages</b> - Our coffee and beverages are organic (freshly made and produced)</p>	<p><b>Sustainable business</b> - Sustainable businesses are now trending after the COVID-19 pandemic, which makes us very relevant in today's market</p>

### Weaknesses

COVID-19 (revenue declining due to pandemic, collapsing economy, etc.)	Initial costs may be too high
Lack of an application	Competitors such as: "Teamo" and "Bubble Tea Go"

### Opportunities

Partnering with different organizations for a good cause	Entering new markets
Investment opportunities	Further diversification
Using social media for advertising and building a social network	Targeting new segments

Highly increased interest in ethically sourced products	Highly increased consumer interest in the “Coffee & Snacks” business within the “Food & Beverages ” industry
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### **Threats**

COVID-19 (pandemic restrictions, difficulty in importing/exporting, etc.)	Inability to meet cash-flow requirements/low profit at the start
Low consumer spending as of the moment	Government corruption
Weak bargaining power with suppliers/increase in supplier cost	Competitors

### **Benefits of a Circular Economy**

There are numerous benefits in building a circular economy in our business operations.

The first one is reducing our ecological impact. By having a circular economy, we are recycling in a systematic way by reducing waste, reducing emissions of greenhouse gases so that it protects our environment from toxicity.

The second one is reducing our financial expenses. It ensures economic growth in the long-term by making better use of the raw materials we use as resources in a much more efficient way, which saves us a lot of money.

Furthermore, it also opens up more opportunities to enter new markets, gives the brand a better reputation, improves our competitive advantage by keeping up with the latest consumer trends due to COVID-19, and helps us maintain a better attitude towards the company’s management. (*McKinsey & Company, 2017*)

At the same time, it also helps cultivate a sense of innovation in the production of our services and business models because as time goes by, it allows us to continue to think more creatively and come up with new ways of improving as a sustainable business and lowering more risks along the way.

## Business Proposal

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### Business Model

Our business model revolves around the “Mass Appeal” business model.

The Mass Appeal business model focuses on three major factors: Taste, Speed, and Experience, which essentially will be ShareCha’s forte.

The idea of **Taste** is that customers want to experience the same taste no matter which franchise they go to. This is a good way to encourage customers to visit different franchises, as their expectations are met everywhere.

The idea of **Speed** is that customers want the speed of their order to be instant and consistent. Instead of walking into the shop, having to wait in line to make their order, they also want to be able to order their drink in advance through an application and going there just to pick it up (without having to wait in line) or instead, just have it delivered to their home. In this case, we will do that through WhatsApp (refer to Marketing Plan).

The idea of **Experience** is that customers also want a place where they are able to comfortably sit back and relax while enjoying their food and drinks alone, but also a place where they can hangout, work or chat with family, friends, or co-workers, which is exactly what our culture aims to be. There are numerous other factors that also contribute to the experience inside the shop such as store design, scent, customer service, etc. which we will go more further into later on.

This means that our business will have to depend heavily on each of these factors in order to maintain customer satisfaction, otherwise this business model won’t work, so it is necessary that it is deeply rooted in our workforce.

### Location

Paraguay is one of the poorest and least-developed countries in South America. Coincidentally, the country is also known as being “The Heart of America” due to its central location in the continent. Because of its central location, it is bordered by Bolivia, Brazil, and Argentina (with no oceans as borders).

Additionally, due to the low-income salaries and living expenses inside the country, this is a good opportunity for entrepreneurs like myself, Wendy Wang, to start my sustainable coffee shop business. (*Countryeconomy.com, 2019*)

Considering the country we are operating in where there is extremely hot weather and sun, a worrying and uncontrollable issue with the way people



dispose of their waste and use of resources, and a customer segment that is re-discovering their taste for coffee, this makes a lot of sense for us business wise. (Jung, 2020)

## **Company Culture**

Our coffee shop is inspired by a combination of both South American and Asian cultures. It is a mix of Paraguayan and Taiwanese style and creativity in its food and beverages such as tea, bubble tea, and coffee, accompanied by the pure essence of Japanese architecture, which signifies a deep understanding of the human emotion and natural world and projects feelings of relaxation and peace which is what we are trying to promote.

The type of environment that we want to cultivate in our coffee shop aims at being a place where people can not only enjoy their food and beverages, but also a place they can consider between work and home. A place more than just a coffee shop, a place where people can escape the daily stress of life by hanging out, reading a book, or whatever they have planned ahead.

To ensure we provide you with the best experience, besides offering you with a high quality coffee and tea, we also look at every other detail that can contribute to giving you an all-around unique and special experience while in our store (as little as they might be) such as music, store scent, and design.

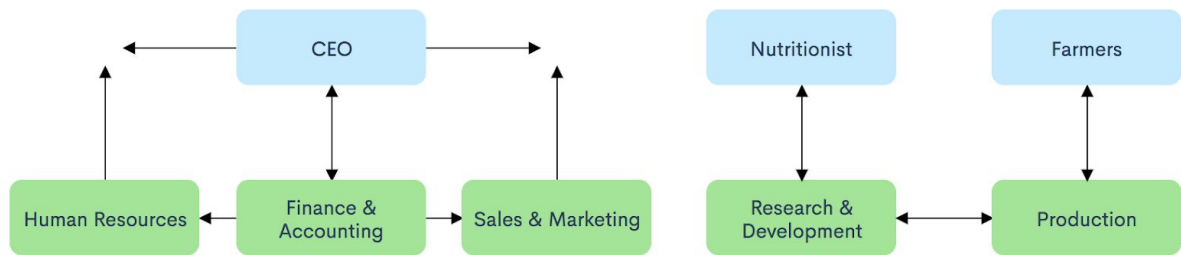
As a business, we want to be able to differentiate ourselves from other businesses so that we can create value for our customers and so that they can have a reason to come back to our shop. That is why we emphasize a lot on customer service as much we do on customer experience.

## **Organizational Structure**

Our organizational structure will revolve around the flat organizational structure chart. The reason why we chose this specific structure is because it allows better internal communication and teamwork which gives way for quicker decision-making and processes. With lesser layers of middle management, this structure also evenly distributes power and responsibility throughout the company which empowers people to all work for each other cooperatively and not for someone or for themselves.

Figure 14 below shows the organizational structure of ShareCha. As one can see, ShareCha's CEO, Wendy Wang, will temporarily be responsible for managing the Human Resources, Finance & Accounting, and Sales & Marketing departments until newer staff is hired. Furthermore, our nutritionist will be in charge of the Research & Development of our ingredients and products to make sure everything that our customers are consuming is safe and healthy, while the farmers that we will be partnering with will be in charge of the production of our coffee, bamboo, fruits, vegetables, and other

necessary agricultural resources.



**Figure 14: Official Organizational Structure of ShareCha**

### Management

ShareCha aims to be a business that promotes an environment of cultural diversity by being inclusive of people of all color, age, race, and ethnicity as well as their values, beliefs, differences, while respecting flexibility. All the managers are required to treat all employees equally and with respect.

The first way we want to start doing that is by adding counters in our shops that are able to reach the same height of people in wheelchairs. This also includes adding various handicapped entrances and parkings. Besides that:

#### Hiring Methods

We decided to use some effective diversity hiring methods in order not to be a victim of unconscious bias relating to the interviewee's age, gender, sex, religion, sexual preference, color, or ethnicity. The standards in which these hiring methods apply also include other kinds of diversity such as family status, educational background, sexual preference, political inclination, etc.

First, we plan to have more than two recruiters from different genders and personalities. The idea is to remove barriers such as specific gender bias in the hiring process. Alternatively, we will sometimes have both genders working together as the interviewers while in the recruitment process so that a sense of diversity is appealed to any man or woman being interviewed.

Second, we will set out realistic expectations when advertising hiring opportunities by disregarding unnecessary standards. For instance, like requiring someone to have a ridiculous amount of experience, or having to graduate from a high-profile university, etc. Little details like these can make people feel excluded even though they truly believe they do possess the required skills. In which case, we will specify that at the end of the paper.

#### Training Programs

Our training programs will consist of a variety of courses that will teach our employees about self-development, team development, and require managers to attend workshops that will prepare them for the hiring process in accordance with the diversity module against bias-interviewing.

### Values & Beliefs

We believe each and everyone's values and beliefs must be taken into consideration, especially when it comes to religion. For instance, if your culture requires you to wear a certain apparel or veil (e.g: a Muslim wearing a hijab), we not only respect that but we welcome and encourage it.

The management will also not force you to do activities, wear, or speak a certain way that would otherwise contradict your values or beliefs. The only thing we require is to treat our customers with respect and make them feel like they are at home, just like we do with our own employees. We believe in the saying "treat your employees well, and they'll treat your customers better".

Taking the example of a Muslim; as Ramadan is considered a holiday, you are entitled to request to take the day off. It does not matter if the holiday does not correspond with the holidays celebrated in Paraguay, the country we will be operating in. In case of any inconvenience, the manager is obligated to accommodate the employee accordingly and is required to be knowledgeable on the laws and regulations of the country regarding such cases.

### Flexibility

We will also provide our employees with the option to have a compressed week. This means employees will be able to work more hours during the day, which deducts hours from their next working day, allowing them to work fewer days if added up to the required amount that he or she works a day.

We thought this would be a good initiative to not only give them the accountability to manage their own schedule but also help them reduce their commuting time costs and so that they use their time and money more productively. With these practices, managers will have the opportunity to hire people with more diverse schedules that will make up for the ones taking fewer days.

### Employee benefits (highlights)

We believe the health and well-being of our environment is just as important as those of our employees. That is why we want to implement an employee benefit system that we came up with, where if an employee works more than 32 hours a week, they will be liable to health insurance. We believe this will serve as a great employee motivation as well as improve our brand image.

We also want to address some of the social problems that we are living in today's society such as racism towards any possible human indifference by

getting involved in CSR (Corporate Social Responsibility) and hosting different programs and getting involved with different organizations.

Some of the ways we plan to do this is by:

#### Initiatives

In order to promote diversity in our corporate culture, we plan on setting a hiring standard by welcoming the hiring of the youth and old (people above 16 years old can already start applying), army veterans who are unemployed, refugees, and people with disabilities. In the process, we will also look closely on things such as gender equality when it comes to pay and benefits.

#### Special programs

In order to fully cultivate diversity in our business, we believe it must first start with the top hierarchy in organizations. That is why we plan to launch a mentorship program that focuses on the development of BICOP (Black, Indigenous and People of Color) talent and connecting them to us.

#### **Legal Plan**

As the company is going to place its business in Ciudad del Este, Paraguay, it is obliged to comply with the Paraguayan legislation. Because company documents and procedures must comply with the country's laws and regulations, we will need to hire a lawyer to take care of all the legal processes. In conclusion, the following steps need to be followed in order for our company to successfully be registered in the Ministry, which is mandatory for any business wanting to operate in the country, according to The World Bank.

(In order)

1. Verify the uniqueness of the business name

Time to complete: 1 day

Charge: No charge

2. Draft the company deeds (which must be signed by an attorney)

Time to complete: 5 days

Charge: USD 600-1000

3. Notarize the company deeds

Time to complete: 3 days

Charge: No charge

4. Buy commercial books of the company

Time to complete: 1 day

Charge: USD 28

5. Submit registration documents at Sistema Unificado de Apertura de Empresas (SUAE)

Time to complete: 25 days

Charge: USD 14

6. In-site inspection by the municipality before given a license

Time to complete: 2-5 days business days

Charge: No charge

Summarized from: (*The World Bank, n.d.*)

*NOTE: The founder and CEO of ShareCha, Wendy Wang, also has the legal status to live and operate her business in this country.*

### **Currency**

The currency in Paraguay is called Guarani which translates to the acronym PYG = Paraguayan Guarani. PYG 7,021.38 equals USD 1.

### **Operational Plan**

Our opening hours will be from 07:30 A.M. to 7:30 P.M everyday, 7 days a week. Most university, office and business hours usually start closing at 05:00 PM which gives us an advantage of 2 hours and 30 minutes for students and young professionals to pass by after school or work without the need to rush, since their studying and working spaces will be in front of our coffee shop.

### Partners/Suppliers

1. We plan to partner with different local farmers and purchase coffee, fruits, and vegetables that are organic and sustainably produced. This is also a way to give back to our local community by giving them the opportunity to expand their businesses at the same time. Therefore, it is a win-win for both. Just like the production of the ingredients of our food and beverages, our farmers will also be responsible for the production of bamboo. The bamboo will then be sent to manufacturers so that it can be turned into our design of packaging, trays, straws, and other in-store resources and materials. Everything that will be produced by our farmers will be done ethically and responsibly.

2. In order to ensure that we are providing our customers with the most nutritious ingredients, our hired nutritionist will take care of making sure

everything is in check with the different ingredients that we plan to use, especially when we are coming up with new and creative beverages.

## Marketing Plan

In order to fully understand our market strategy in both service and advertising, we will use the 7 P's marketing strategy as a tool which consists of Product, Price, Promotion, Place, People, Processes, and Physical.

### Product

Our menu will consist of numerous options for our customers. As one can see, we will offer different food and snacks such as sandwiches, bakery, and yoghurts, as well as non-alcoholic beverages ranging from hot and iced coffees to fruit shakes, fruit juices, and our signature drink, which is bubble tea. The "bobas" which are the pearls inside the bubble tea will be made from organic fruits and ingredients.

Since consumers are now putting more focus on building a healthier lifestyle due to COVID-19, we will also have a "healthy" menu for those who want to build healthier habits but still want to enjoy good food and beverages that fills their stomach up.

The "healthy" menu consists of a "Yang-Shen Food Day", which is a mixture of different nutritious ingredients depending on the customer's needs and preferences. We will also introduce a "Yang-Shen Tea Day" which is the same concept as explained above but in the form of a drink. As we are keeping up with the latest consumer trends, this will be a huge advantage for us.

### Furniture/Appliances and Waste

In regards to the furniture and appliances being used up to its maximum in our stores, we will recycle them and send them back to the manufacturer for repair every time instead of throwing them away. The idea is to give them a second chance at life, which is partly the whole concept of a circular economy.

Finally, as for our food waste, perhaps we cannot give them a second life, but we can give other living things a second life thanks to it. As our packaging and other resources will be biodegradable and compostable, our "waste" will be returned back into soil safely and actually help grow more stuff because of it.

### Price

#### Juice, Tea, Frozen

Name	Price
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Fresh Juice (mango, apple, orange, pineapple, watermelon, etc.)	\$3
Green Tea/Black Tea	\$2
Fresh Lemon Green Tea/Black Tea	\$2
Cheese Tea	\$2.5
Venus	\$5
Jupiter	\$2
Fresh Fruit + Tea (mango, pineapple, or passion fruit)	\$2.5
Choco Oreo	\$5
Pandora Box	\$5
Unicorn	\$5

### Frappuccino, Refreshments & Iced Coffee

Name	Price
Espresso	\$2
Ristretto	\$2
Lungo	\$2
Corretto	\$2
Irish	\$2
Macchiato	\$2
Caffe Latte	\$2
Cappuccino	\$2
Americano	\$2
Moka	\$2.5

### Bakery

<b>Name</b>	<b>Price</b>
German Pie	\$2 per slice
Bolacha	\$2 per slice
Fruit Pie (Apple and Banana)	\$2 per slice
Cheesecake	\$2 per slice

### Breakfast

<b>Name</b>	<b>Price</b>
Breakfast of the Day	\$3

### Lunch / Snacks

<b>Name</b>	<b>Price</b>
Fit Meal	\$5

### Nutrition

<b>Name</b>	<b>Price</b>
Yang-Shen Food Day: (it is a mixture of different specific nutritious ingredients depending on the customer's needs and preferences)	\$5
Yang-Shen Tea (the same concept as explained above but in form of a drink)	\$2

### Bubble Tea/Yakult

<b>Name</b>	<b>Price</b>
Traditional Bubble Tea	\$2
Latte Bubble Tea	\$3
QQ (Jelly with Coconut Gel and Boba)	\$1



Fruit Bubble Tea: (Strawberry, Mango, Lemon, Green tea + Yakult)	\$3
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As Paraguay is a developing country with a low income salary, we plan to use the “Penetration Strategy” as soon as we enter the market. This pricing strategy uses low prices as a market strategy. This puts us in a position of competitive advantage because the idea is that when a new competitor comes in, they will have to put their products at an even lower price if they want to compete, which puts them in a very risky situation. However, when a solid customer base is established in our business, we can subtly increase the prices of our products at a more moderate (but affordable) price. It is just so that we can make a significant and memorable entrance to the market.

## Promotion

### Service Promotion

1. Every month, we will change something on the menu by introducing a new drink. We will hand out surveys to see what customers want to see next or on what we can improve not only in the menu but as a store and in our practices and operations. This way we make customers feel like they are not only part of the process but also part of the solution, which will create customer loyalty.

2. Speaking of customer loyalty, we plan to have a customer loyalty system where customers will receive 1 star where they will be able to collect on a paper card for every \$3 purchase. After the customer has completed 12 stars, they will have the right for a free drink. We believe this will increase customer loyalty and engagement.

4. We aim to have different recycling programs to follow our sustainable practices. For instance, we can give customers a discount if they return a reusable coffee cup when they buy something next time.

5. For our packaging, straws, trays, and other in-store materials, we plan to replace plastic with a more environmentally-friendly resource such as bamboo because of its ability to biodegrade, compost, and recycle, unlike plastic. It is also more durable, stronger, and is one of the fastest growing plants. The price for the production will be added in the Financial Analysis.

As we plan to grow it ourselves, it is noteworthy to point out that since it does not require any fertilizers or pesticides to grow and actually self-regenerates from its roots, that means there is no need to re-plant it, which makes its production even cheaper than wood. After the bamboo has grown, we plan to send it to the manufacturer to produce the products. The bamboo design is also a lot more stylish and elegant than plastic which will be more eye-catching, making it a great promotional product packing for customers.

6. Since we are revolving our business around a circular economy, we plan to put “Did You Know” plaques around our shop with facts relating to our business operations that educates consumers on how the circular economy works and the benefits that it brings to all of us and the environment.

7. And for last but not least, we also intend to add “Gender Neutral” bathrooms to protect the LGBT community against discrimination. This will also increase our brand awareness of those in the LGBT community.

### Advertising Promotion

Since people are most likely staying at home during these times due to the pandemic, the chances of them engaging in social media is pretty high. That is why we intend to create social media pages in Facebook and Instagram (since they are the most popular social media platforms for small start-ups) in order to pay for ads in these social media networks and other types of advertisement through digital marketing.

However, as we still see value in word of mouth advertising, there’s no better word of mouth advertising than those of young students. That is why we plan to have one of our employees handing out ShareCha advertising flyers inside the university area where we will be located, where there is always an influx of students coming in and out everyday since it is a popular university. These flyers will also be posted all around the university in all the popular hotspots such as the entrance, cafeteria, etc. (with the permission of the university).

We also plan to create a WhatsApp account where we can take orders in advance or delivery requests. The WhatsApp account will be created on a separate phone where employees currently working will have access to. This is a very popular tool used in Paraguay for many small businesses that look to reach out to customers in a more convenient way. It also improves communication and customer loyalty between the employee and customer.

### **Place**

The place where we will base ourselves will be in the most popular public university in Paraguay which is called Universidad Nacional de Leste. This is positioned in the heart of Ciudad del Este, a city in Paraguay.

Besides having a huge population of students in the university, the university is also surrounded by malls and offices nearby where many young professionals work. This way, it is easier to reach both customer segments at once and allow us to expand our brand awareness and maximize our profits.

### **People**

We want people to familiarize ShareCha as a customer-centric company that is passionately committed to customer satisfaction and embracing diversity

and inclusion in their culture, customers, and workforce (refer to the *Management* section to find out about the ways we are trying to do this).

### **Processes**

Every coffee shop goes through a daily process. Ours is simple but one that leaves a positive mark. As soon as the customer walks into the shop, the interaction begins with an employee greeting the customer. The customer takes his/her order, makes his/her payment, and before she leaves, her farewell is followed by another greeting and as always, a smile. It is the positivity that we want our customers to absorb and take with them from the moment they walk in, to the moment they walk out.

### **Physical**

We want people to familiarize ShareCha as a coffee shop who gives the positive vibe of an inviting and belonging atmosphere. In their mind, they should familiarize our shop as a place between work and home.

### **Scent-Marketing**

One of the areas in marketing that we intend to use to our advantage is called scent-marketing. We believe this is an important part of the in-store experience because the smell in our store can dictate whether a customer will have a good or a bad experience which can potentially influence their buying decisions. This is because smell is closely linked with emotion and memory, which means that if the smell is good, this signal will obviously communicate to the brain good things about our brand.

The scent that we will choose for our store comes from special Chinese medicine, which a lot of people do not know or are aware about. We put an emphasis on Chinese medicine because there are a variety of benefits it can bring to the health of the heart, mind, and soul only through scent, which is also an important part of the overall experience of the customer in our shop.

Chinese medicine is the use of plants, herbs, natural products that come from the earth with the function of treating and curing your health from the root. The procedure can take up to days, months, and even take years without damaging your health and very few but harmless side effects. (*Verywell Health, 2020*)

There is a popular stereotype about Asians because of the fact that they all have beautiful skin and always look younger than their age. This is because they take care of our health using the “Yǎngshēng” method which is responsible for taking care of your health, staying in good condition and making sure it avoids future illnesses. “Yǎngshēng” also has another meaning which is taking care of your five most important organs in your body: heart, lung, liver, meeting, stomach by keeping it in good condition.

## Interview

In order to learn more about “Yǎngshēng”, we interviewed Dr. Sandy Kao, a **specialist in Chinese medicine**. She said: “People tend to think that “Yǎngshēng” is very complicated, mainly for this generation that we are having now because this method asks us to sleep early, eat healthy, and get up early.

She also said that after 10pm, our body and organism is supposed to go into rest mode but instead, the new generation are used to partying, drinking, smoking or laying at home at that time, usually eating food that is not that healthy late at night, which can significantly harm health.

According to Sandy, Chinese medicine is very broad because for each person there is a different recipe so it is always good to consult a doctor who specializes in this. However, the result does not come out overnight, you have to keep taking that every day and you will definitely see the change.

For example, we can take a look at some of the popular recipes for having more elasticity in the skin and to look younger and for taking better care of the digestive system. These are two recipes that we plan to use in our stores because it contributes significantly to the store experience.

These are one of the common recipes that Asians use to keep their skin beautiful and a stable health. In other words, this is the “Yǎngshēng” method.

For taking better care of the digestive system:
---

MILLET + GOJI BERRY + COIX SEED + PEANUT + ROCK SUGAR
---

To have more elasticity in the skin and to look younger
---

KUMQUATS + TREMELLA + RED DATES + ROCK SUGAR
--

## Ethics

We want to make sure that our partners are able to make a fully rational and voluntary decision on their willingness to participate in this project.

For that reason, we will provide interested individuals, companies or organizations with a “consent form” where they will be provided with the necessary information about our business, its study, purpose, and principles.

Just like we care about our environment, we also care about the ethics involved in the way we conduct our operations and the fairness treatment of its participants whether it be employees, suppliers, or investors.

Any research or decision that we implement will always strive for honesty, integrity, and make sure it is never biased in the data, findings, experiments, methods, and procedures that we conclude to. Furthermore, it will guarantee that under no circumstances will it be used for financial or personal interest.

#### Survey and Interview conducted

The information gathered from the survey and interview was under the basis of ShareCha's ethics: with respect to their own privacy and with consent

Survey:

- The "welcome" message in the survey specifically indicated that the responses of the participants were to be done anonymously in order to respect their privacy. The researcher, Wendy Wang, also indicated that the answers were only to be used for nothing else other than research purposes (all of this was clarified before the survey began).

Interview:

- Consent to participate in research was given through the *consent form*.

## Financial Analysis

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### Income Statement Estimated

The sales of the 1st year is estimated to be \$130,000. As our marketing will represent 20% of our estimated expenses in the 1st year, we believe we will increase 20% of our sales in our 2nd year. For the 2nd year, we believe we do not need to focus too much on marketing, so in the 2nd year we only put 15% of our estimated expenses. That is why in the 3rd, 4th, and 5th year, we only put 15% of our estimated expenses in marketing.

For consumables, the 1st year will be higher estimated expenses because we are still not fully aware of exact customer demands, therefore we need to prepare everything as opposed to the 2nd year, where we will already have a better idea after studying the 1st year thoroughly.

**Table 2: Income Statement Estimated of ShareCha**

	E1	E2	E3	E4	E5
<b>Sales</b>	130,000	156,000	202,800	263,640	342,732
COGS	55,900	62,868	77,064	92,274	113,101.56
<b>Gross Profit</b>	74,100	93,132	125,736	171,366	229,630.44
<b>Gross Margin</b>	<b>57.00%</b>	<b>59.70%</b>	<b>62.00%</b>	<b>65.00%</b>	<b>67.00%</b>
Salary	-18,000	-24,000	-30,000	-36,000	-18,000
Consumables	-6,000	-5,194.80	-6,753.24	-8,779.21	-11,412.98
Facility Expense	-3,600	-3,120	-4,056	-5,272.80	-6,854.64
Marketing	-26,000	-23,400	-30,420	-39,546	-51,409.80
Depreciation	-11,000	-11,000	-11,000	-11,000	-11,000
Rent Expense	-6,000	-6,000	-6,000	-6,000	-6,000
<b>Operating Income</b>	3,500	20,417.20	37,506.76	64,767.99	124,953.02
<b>EBIT Margin</b>	<b>2.69%</b>	<b>13.09%</b>	<b>18.49%</b>	<b>24.57%</b>	<b>36.46%</b>
Tax Expense	350	2,041.72	3,750.68	6,476.80	12,495.30
<b>Net Income</b>	3,150	18,375.48	33,756.08	58,291.19	112,457.72
<b>Net Income Margin</b>	<b>2.40%</b>	<b>11.78%</b>	<b>16.65%</b>	<b>22.11%</b>	<b>32.81%</b>

**Table 3: Cost Structure of ShareCha + Tax Rate of Paraguay**

E1 Sales, daily average 350 USD, 70% beverage, 30% food					
E1 beverage cogs 40%, food cogs 50%. E2 beverage 37%, food 48%. E3 Beverage 35%, food 45%. E4, 32%.42%. E5 30%,40%					
E1 5 employees, 300 USD monthly					
E1 consumables 3.33% of sales					
E1 Facility 2% of sales					
E1 Marketing 20% of sales. E2 15% of sales					
5 year depreciation, yearly 10,000					
Monthly rent 500 USD					
Paraguay standard tax rate 10%					

## Start-Up Expenses

**Table 4: Start-Up Expenses of ShareCha**

Furniture	4,000
Decoration	48,000
Legal Expense	1,000
Initial Marketing	15,000
Solar Panel	3,000
Acquiring License	4,000
Cash in Hand	25,000
<b>Total</b>	<b>100,000</b>

## Balance Sheet

For this part, since ShareCha’s investor will be the owner’s (Wendy Wang) parents, the company won’t need to borrow any money from the bank which means there will be no need for a liability. It is also noteworthy to point out that Wendy’s Wang family already has the property ready for this business.

**Table 5: Balance Sheet of ShareCha**

	E0	E1	E2	E3	E4	E5
<b>Asset</b>						
<b>Current Asset</b>						
Cash	25,000	39,150	68,525.48	113,281.56	182,572.75	306,030.48
Receivables	0	0	0	0	0	0
<b>Non Current Asset</b>						
Furniture	4,000	4,000	4,000	4,000	4,000	4,000
License	4,000	4,000	4,000	4,000	4,000	4,000
Decoration	48,000	48,000	48,000	48,000	48,000	48,000
Solar Panel	3,000	3,000	3,000	3,000	3,000	3,000
Accumulated Depreciation	0	-11,000	-22,000	-33,000	-44,000	-55,000
<b>Total Asset</b>	<b>84,000</b>	<b>87,150</b>	<b>105,525.48</b>	<b>139,281.56</b>	<b>197,572.75</b>	<b>310,030.48</b>
<b>Liability</b>						
<b>Current Liability</b>						
Account Payable	0	0	0	0	0	0
<b>Shareholder's Equity</b>						
Capital	84,000	84,000	84,000	84,000	84,000	84,000
Retained Earning		3,150	21,525.48	55,281.56	113,572.75	226,030.48

**Table 6: Projected Sales of ShareCha**

	E1	E2	E3	E4	E5
<b>Total Sales</b>	130,000	156,000	202,800	263,640	342,732
<b>Fix Cost</b>	6,000	6,000	6,000	6,000	6,000
<b>Variable Cost</b>	109,500	118,582.80	148,293.24	181,872.01	200,778.98
<b>Total Cost</b>	115,500	124,582.80	154,293.24	187,872.01	206,778.98
<b>Net Income</b>	3,150	18,375.48	33,756.08	58,291.19	112,457.72

## Break-Even Analysis and Performance Metric

**Table 7: Break-Even Analysis and Performance Metric of ShareCha**

	E0	E1	E2	E3	E4	E5
<b>Cash Flow</b>	-100,000	3,150	18,375.48	33,756.08	58,291.19	112,457.72
<b>NPV</b>	88,737.16					
<b>Real GDP Growth</b>	4%					
<b>IRR</b>	22%					



## Conclusion

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### Implementation Plan

#### Month 1:

A month before our grand opening, we will first make sure we have established a relationship with our suppliers. Since we will be opening within a month, it is important that we build an understanding of the supplies that we will be needing throughout every coming month in order to avoid any misunderstandings later on. During this time, we should already have 3 of our staff members hired, including the HR manager and website/social media manager.

All staff members of ShareCha will be required to go through the training (and adversity training) programs that we have designed for them. During this process, they will be working closely with Wendy Wang, the CEO, who will provide them with the right orientation on each of their roles, tasks, and responsibilities and how things are going to run for the first month.

After we have established a relationship with our suppliers and employees, it will be time to establish a solid relationship with our customers. Our website/social media manager will introduce our brand to the public by following the marketing plan that we have designed so that the word is out before we even open our business.

#### Month 2:

Through these two months, we will continue doing our advertising through social media as well as physically. Nevertheless, we must keep in mind that the first and second month will be the most essential for our business because it is the time where “word of mouth” will be around the most since it is a brand new business. And since it is a new business, it is important to start at the right foot with our customers and make sure we leave a good impression so that we start developing good relationships and loyalty.

That is why we need to make sure that we strictly follow the three pillars that sustain our business model (Taste, Speed, and Experience) because that’s what will define the success of our business. The “Experience” pillar includes different crucial factors such as customer service, store design, music, store scent, and making sure our employees cultivate an environment of welcome and belonging more than ever so that we stand out amongst our competitors.

### Month 3-11:

During these months, our business will continue our efforts in retaining our customers while gaining more through our continuous advertising. However, we will also be taking a lot of notes to see what is working so far and what is not to gain a better insight and understanding from the market and industry.

### Month 12:

Taking all of our insights and learnings from the first year in terms of customer feedback, our study of the market, industry, customers and trends, we may change our marketing and business strategies accordingly, along with an implementation strategy for the coming year. We will also make sure we re-evaluate the needs of each of our employees through our training programs and take their insights or suggestions into consideration.

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## Appendix

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
**Appendix - Consent form**

CONSENT TO PARTICIPATE IN RESEARCH

I agree to participate in the research project entitled (title of the research project) undertaken by the researcher(s) named below (name of the researcher)






By signing below, I acknowledge that:

- I have agreed to participate in this study.
- I have been informed of and understand the purpose of this study.
- I understand that I can withdraw from the study at any time without prejudice.
- I understand how the data collected will be used, and that any confidential information will be seen only by the researchers and will not be revealed to anyone else.
- Details relating to anonymity and confidentiality have been explained and I understand these.
- I have had the opportunity to ask any questions.
- With full knowledge of all foregoing, I agree, of my own free will, to participate in this study.

Signature:  Date: 08/01/2021

The extra copy of this signed and dated consent form is for you to keep.

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**Figure 15: Consent To Participate in Research Form**