



How has Chatime been so successful in Australia in 2016?

ChatimeAustralia.com

What other international expectations can you think of that have led to the 'fresh' image, to influence the Australian market?

What may limit the appeal of bubble tea to the non-Chinese Australian?

Healthy tea?

- displaying tea leaves to show 'natural side'
- Using to green with bamboo details for interior design
- emphasis on fresh when advertising

Unilever Sustainable Tea: Leapfrogging To Mainstream

TheCaseSolutions.com

Chatime
www.chatime.com.au

TheCaseSolutions.com
Founded in Taiwan in 2004, now has over 1000 stores worldwide
Launched in Australia in 2009
Grows to over 45 stores across Australia
Fresh Tea Specialists

Chatime Public Tea



Chatime Public Tea

Chatime Public Tea

Chatime Public Tea

Chatime Public Tea

Chatime Public Tea

Mainstream Australian Market

Chatime's Current Market

Packaging

"Packaging plays an important role in attracting customer's attention and generating expectations in the consumer that in turn effect their product perception and buying behaviour." (Gelcic-Zeko, Lutters, ten Klooster, & Weijzen, 2013).

Foreign Product?

Foreign Product?



To expand or not to expand?
From niche to mainstream?

Chatime Public Tea

Chatime Public Tea

Chatime Public Tea

Unilever Sustainable Tea: Leapfrogging To Mainstream



TheCaseSolutions.com

What is Bubble Tea?



TheCaseSolutions.com

Originally from Taiwan

Tea infused with fruit flavouring

Shaken to produce bubbles and served over
tapioca pearls

Clear cup with wide straw



TheCaseSolutions.com

Founded in Taiwan in 2003, now has
over 1000 stores worldwide

Launched in Australia in 2009

Grown to over 45 stores
across Australia

Fresh Tea Specialists

How has Chatime been so Successful in Australia to date?



TheCaseSolutions.com



Consumer Buying Behaviour

Consumer buying behaviour: the analysis of behaviour of individuals who buy goods and services for personal consumption.

- there are infinite influences on this behaviour



TheCaseSolutions.com

Culture



Culture is the system of knowledge, beliefs, values, rituals and artefacts by a society or larger group defines itself.

TheCaseSolutions.com

Subc

Subculture: the group members share common and behaviours that broader society
• have a distinct taste in entertainment
• are potentially potential market

(Elliot, Rundle-Th

TheCaseS

Subculture

Subculture: the groups of individuals whose members share common attitudes, values and behaviours that distinguish them from broader society

- have a distinct taste in fashion, food and entertainment
- are potentially profitable segments for marketers

(Elliot, Rundle-Thiele, & Waller, 2014)

TheCaseSolutions.com

How has Chatime targeted this subculture?



- Placing stores in locations with a high population of Asian resident
- Advertise through Mandarin spoken media
- Sponsor concerts in Australia held by Asian pop stars

TheCaseSolutions.com