Yumcha.com.au
Networking for Australian-Asian Professionals

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Learning Issues/Takeaways
- Strategy
- Differentiation
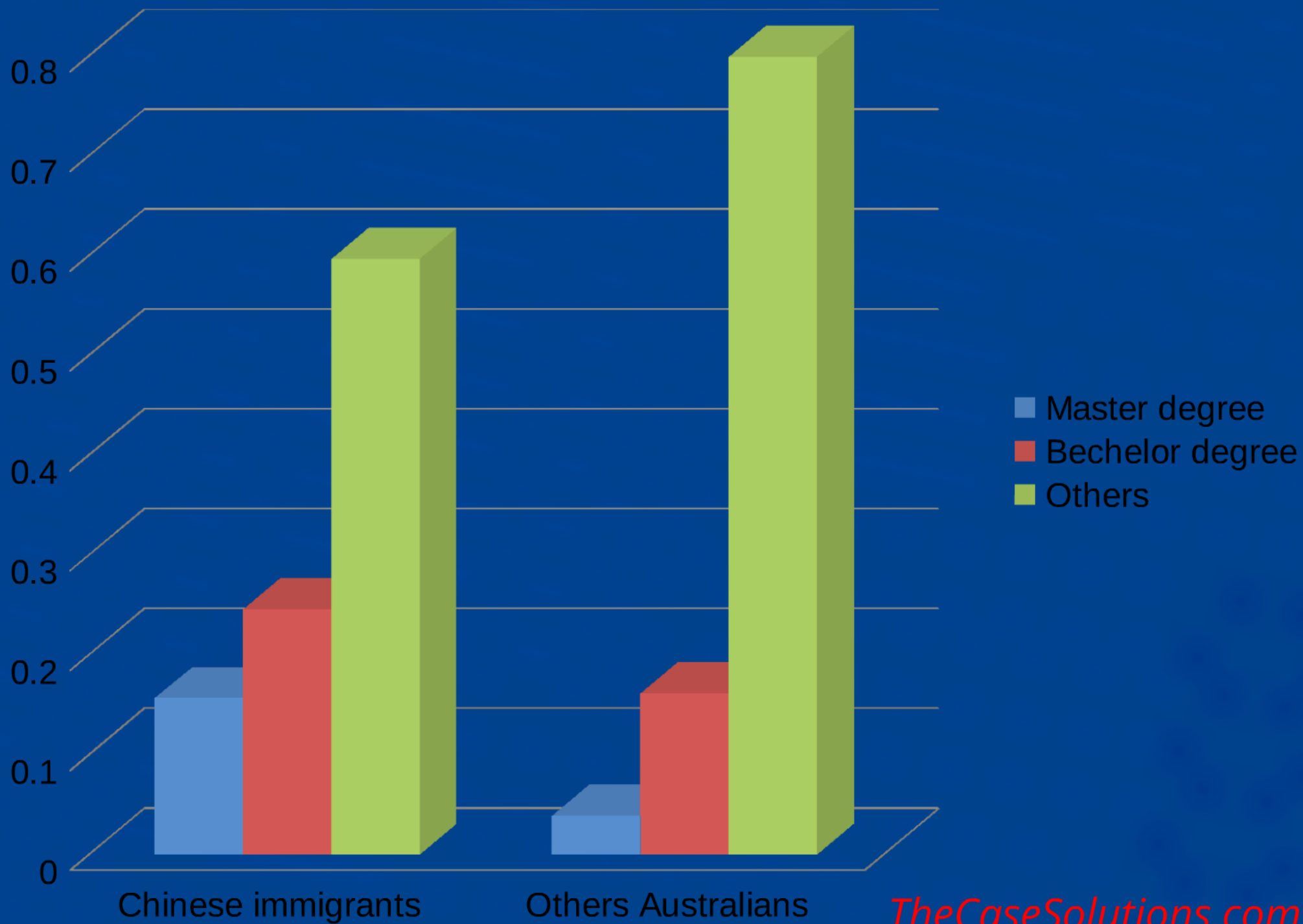- Value Proposition
- Networking

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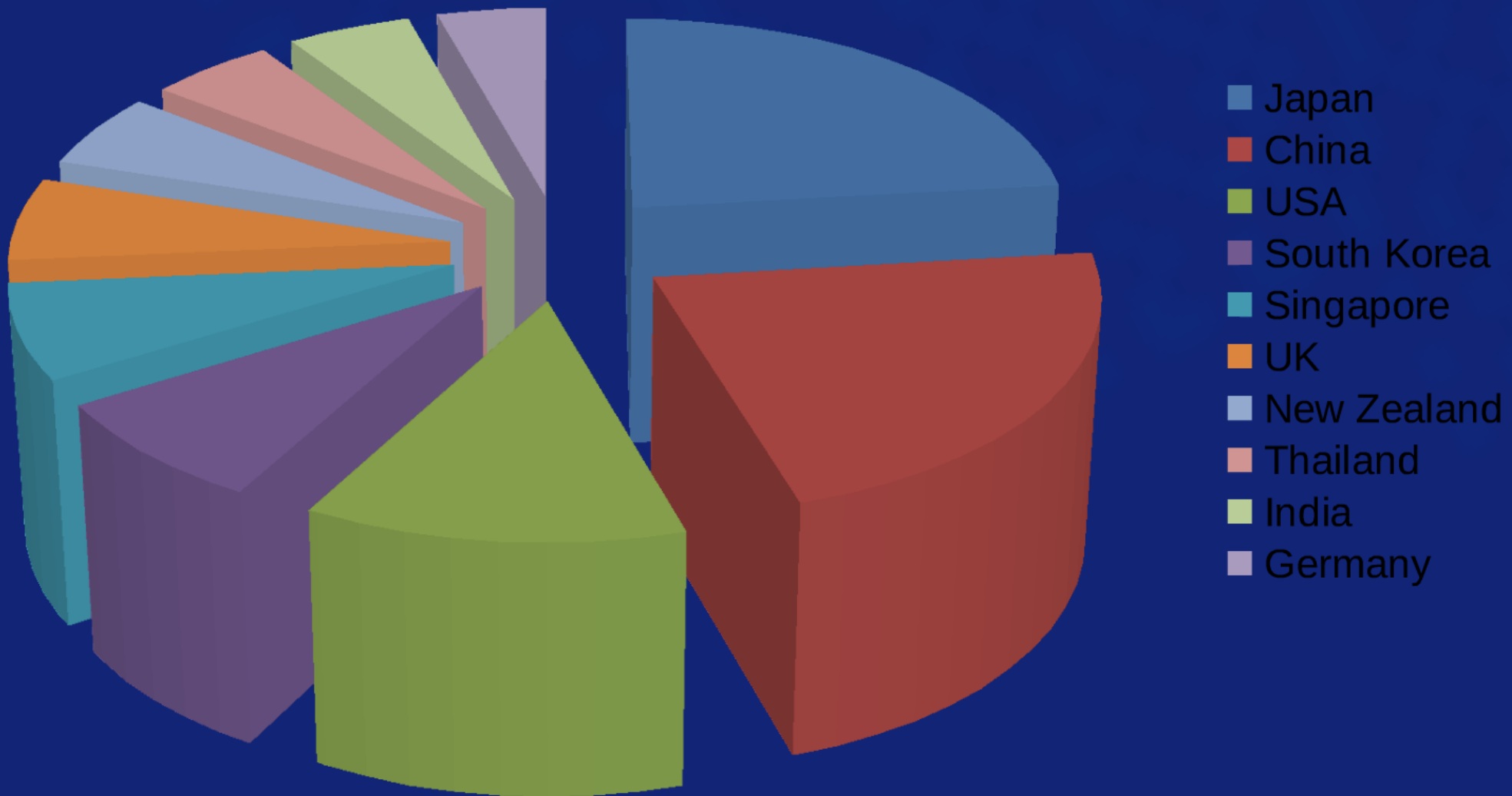# Outline

- Video
- Susie
  - History
  - Game
- Jared
  - Business Strategy Framework
  - Discussion
  - Groups
- Richie
  - Recommendations
  - Concluding Remarks

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Australia goods trade partner top10(2008)

- Japan
- China
- USA
- South Korea
- Singapore
- UK
- New Zealand
- Thailand
- India
- Germany

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QUESTIONS/ANSWERS

- A 1998 ABS survey indicated that the Chinese community in Austrilia was the second (first) largest internet-using group by ethnic community.
- The owner of Yumcha came from Sydney (New South Wales).
- Yumcha means "drinking tea" ("eating cakes").
- The third developer was Chris, based in LA (India).
- Both phpFox and SocialEngine were written in PHP programming language (SAS programming language).
- Tan got her income from being a teacher and jazz singer (programmer).
- The higher the number of members, the more (less) advertising revenue Tan could generate.
- To grow revenues, Tan used her business network only (both online and offline marketing avenues).

Mission Statement/Strategy

Yumcha.com.au is the premier online networking platform for Asian professionals and businesses. We follow in the Chinese tradition of meeting to discuss business over delicious tea in the neutral, convivial surroundings of a time-honoured teahouse. Our aim is to provide such an environment online, where one's horizons can be expanded far beyond local vicinities.

- "To provide a premium quality website to fulfill the informational and networking needs of the Asian-Australian community and maximize exposure for advertisers seeking to target this demographic group on the Internet."

Business Strategy Frameworks

- Mission, then the Strategy
- Competitive Advantage
- Cost leadership
- Differentiation
- Focus

Cost leadership

Differentiation

Focus