

How to Create
“Hawaii grown tea” brand
with consumers?

Status of Hawaii Grown Tea

History

1887 First tea plantation was began.

1892 Developing 5 acres of tea farm at Kona.

But every trial was failed.

1998 Dr. Zee started to try tea cultivation. He succeeded at 3 places on the Big Island.

2002 Dr. Zee taught tea farming to Artists in the B.I. They started cultivating tea by their own ideal sustainable and self-sufficient style.

Status of Hawaii

- Worldwide famous Tourist spot.
- Total tourists is over 6,000,000.
- The climate & soil is suitable for tea.
- Large-scale farming has already bankrupted.
- Small coffee farms at Kona was succeeded.
- Labor, material, land is expensive.

Status of Hawaii grown tea

- Quite beginning
(Tea farmers are small and few.)
- Almost all Farming & processing by hand.
- Improvable Tea farming & processing
- want to make Hawaii own tea and the brand.
- Visibility of "Hawaii grown tea" is developing.
- aspiring brand-new, sustainable, safe,
and self-sufficient agriculture.

Strength of “Hawaii grown tea”

- Rising interest in “Made in Hawaii”.
- Rising interest in environment affairs.
- Rising interest in Tea (health).
- “Hawaii” is famous worldwide.
- Over 6 mil tourists visit Hawaii a year.
- The climate & soil is suitable for tea.
- Small coffee farms at Kona was succeeded.
- “Hawaii grown tea” is progressive romantic story.

Weakness of “Hawaii grown tea”

- Eruption of volcano.
- Labor, material, land is expensive.
- still demand of initial investment.

The possibility of “Hawaii grown tea”

People who love Hawaii or Tea are interested in the story on “How to be succeeding Hawaii grown tea”, Depend on the storyline.

And we involve them to our works “Creating Hawaii grown tea”.

Then we get them to buy not only tea leaves and join tour at tea farm, buy the story and all activities.

Let's make story!

How to Create
“Hawaii grown tea” brand
with consumers?

Outline

- Getting customers to understand concept, history, status, aspiring of "Hawaii grown tea".
- Advocates join the member of creating "Hawaii grown tea"
- Getting advocates to pay small and continuing due.
- disclosing information of concept and farming etc. through internet, and send tea and news-letters.

Point

- Affinity (for story and activity)
- Easy to entry, Continuation, Cancellation
- Disclosing active & regular information
- Setting up business account
(System for affiliate with us)

Intended customer.

Retail

- Hawaii lovers
- Tourists to Hawaii
- Agri-conscious consumers
- Tea lovers

Business

- Vendors involved Hawaii
(CSR for Travel agency, sales, publisher)

To do

1. Create the program

- storytelling
- Create the system (price, unit etc)
- naming the program
- make to order easily

2. Spreading the structure

- promoting
- getting collaborator

For Example

The Outline

Name: creating “Hawaii grown tea” pioneer membership
30 cent a day, join brand-new tea farming in Hawaii.

Payment: \$9/ month (\$0.30/ day) \$108/ year

Receiving: Certification of Membership
Tea leaves (1~2 times/ year)
published News-Letters (1~2 times/ year)
information in internet : almost everyday
others : member special tea price,
welcoming for visiting, etc.

For Example

The Story (1)

- 100 years ago, they planted Tea & Coffee on Hawaii Big island.
- But they planted at Kona-side where is too dry without skill. Tea could not grow, the trial was failed.
- Over the past 100 years, nobody took notice growing Tea in Hawaii.
- During these 100 years, exuberant plantations of pineapple, sugarcane was almost bankrupted, food self-sufficiency in Hawaii was under 20 %.
- Early 1990's, Researchers of USDA and University of Hawaii were concerned with the status in Hawaii. They started to research what kind of plants are suitable for climate and soil in Hawaii.
- Tea was in the plant.

For Example

The Story (2)

- In the research work, they proved the possibility of tea growing at the altitude of 300 feet on Hilo-side in Hawaii big island, where is wet and the climate is cold and warm in a day & a year.
- Researchers thought large-scale farming isn't suitable in Hawaii, they recommended tea growing for Artists and people who aspire self-sufficiency in Hawaii big island.
- People who began to grow tea aspired ideal sustainable agriculture ,not large-scale, not bulk production. Then 10 years have gone by.
- Now, year-by-year they can crop "Hawaii grown tea", brand-new tea culture was born in Hawaii.
- The future of "Hawaii grown tea" is bright, but it is still fledgling industry.
- Because you are getting interested in "Hawaii grown tea"!
- If...you love Hawaii or Tea or agriculture, why don't you join us and create "Hawaii grown tea" as American Brand-new tea culture?

For Example

The System

- **Transfer of due**

e.g.) Using Pay-pal :Cost of a transaction (3.6%+\$0.30)
Cost in case of \$9.00/month : \$0.624

- **Delivery**

e.g.) USPS Overseas:First-Class Mail/ under 5oz : \$4.60
Domestic:First-Class Large / under 5oz : \$1.56
Priority Mail Flat Rate / under 1lb : \$4.90

- **Member control**

need Data base the cost is \$0.00~
FileMaker, Excel

- **Website control**

if you make, the cost is \$0.00~

For Example

Detailed estimate

Referring to Excel

For Example

How do we Promoting

- Visiting tea farm

- Web Site

- getting vendors involved Hawaii to promote

[Note]

For Example Website



For Example

Setting up Business account

Giving benefit to promoter.

Benefit

-CSR

If promoters join the program, it proves they have environmental consciousness for Hawaii.

-Kick Back

if promoters get member, they get some kind of kickback.

Reference

- Pay-pal

<https://www.paypal.com/>

- USPS

<http://postcalc.usps.gov/>

- Donation

Doctors Without Borders

<http://www.msf.org/>