

théaven

TEA SPA & LOUNGE



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CORNELL UNIVERSITY SCHOOL OF HOTEL ADMINISTRATION | NTU | WATG

Concept théaven

Contemporary, chic tea-themed spa and lounge offering accessible services for relaxation and experience-sharing between friends and family.



*We invite you to belong
relax, hangout, savor, and enjoy the good times*

Target Market

Housewives

Young professionals
University students

Teenagers

Tourists



théaven diva

◉ Zhou Fang

- ◉ 23 yrs. old student
- ◉ Freelance designer, studies at Peking University
- ◉ Avid reader, enjoys wildlife photography, loves watching movies with friends
- ◉ Active on Renren and SinaWeibo



théavenman

◉ Cheng-Ju Yu

- ◉ 29 yrs. old professional
- ◉ Works at Ernst & Young
- ◉ Plays golf, likes swimming, tennis and partying with friends, wine connoisseur, listens to hard rock music
- ◉ Active on Renren and SinaWeibo

Welcome to théaven





inspiration drawn from the unfurling of blossom tea and tea leaves.

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FACILITIES AND LAYOUT

- Retail
- Tea lounge
- Semi private treatment area
- Private treatment rooms
- Back of house



Diagrammatic layout plan:
2 retail shop fronts

retail shop size: 16m X 12m
tea lounge:
12 single seaters
2 three seaters
semi private treatment area:
12
private treatment rooms:
2 rooms



Configuration Flexibility



single/ small groups
partitioning with curtains
swivel chairs allow for facing flexibility



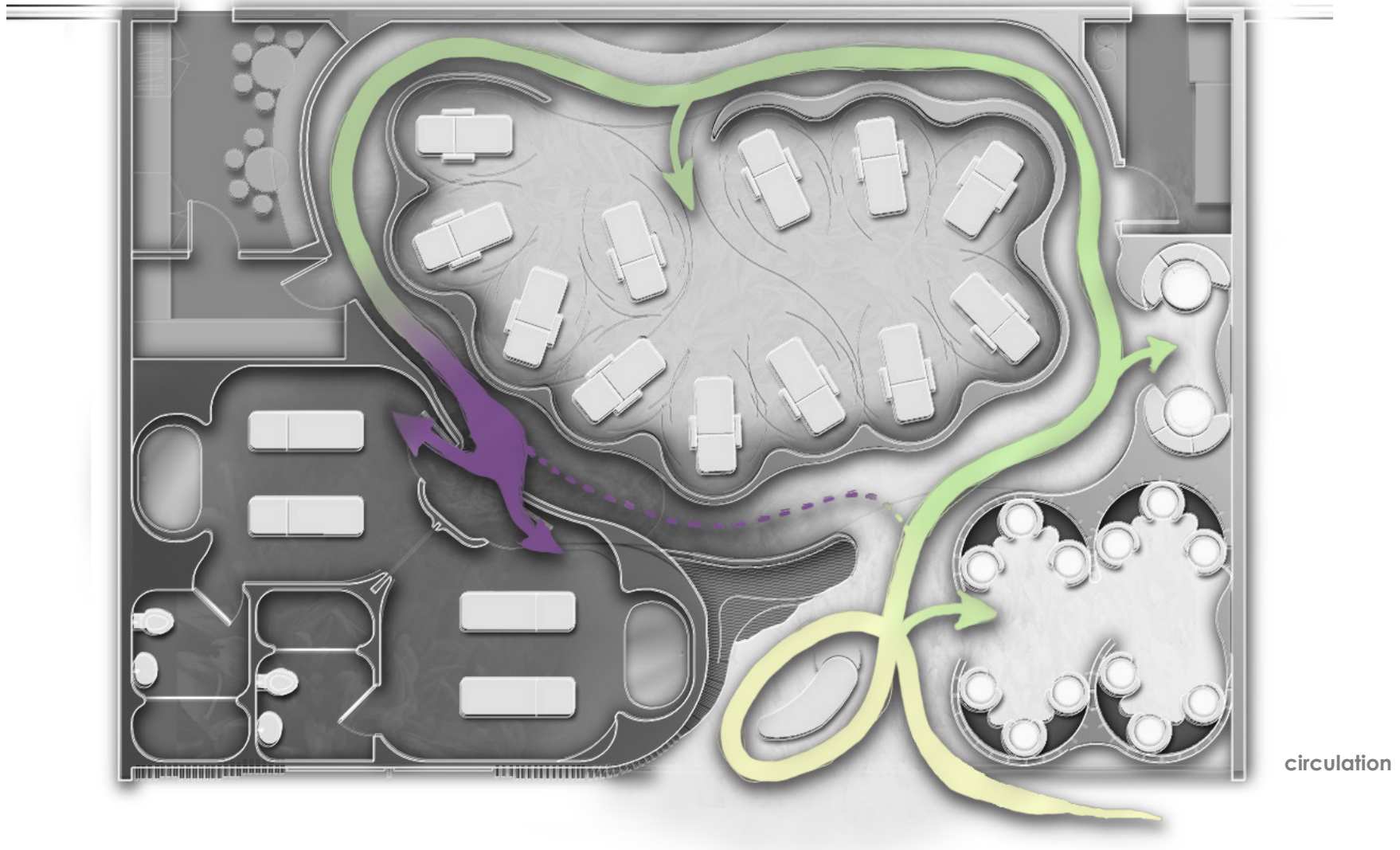
big groups
formation of big groups through
partitioning and swivel chairs

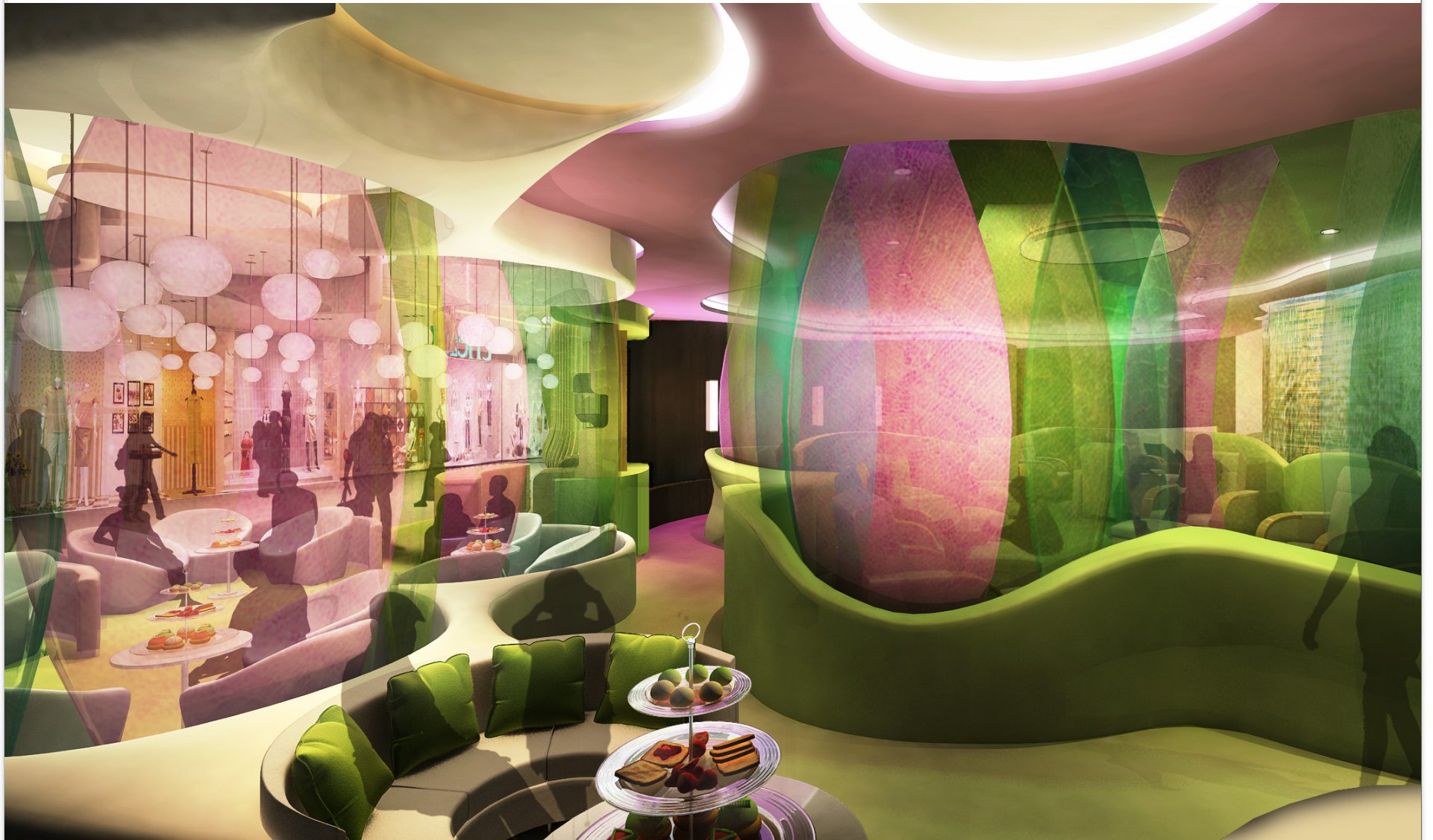
- Single, couple reservations
- Group reservations



private events
whole space can be partitioned
off for private parties

Customer Flow

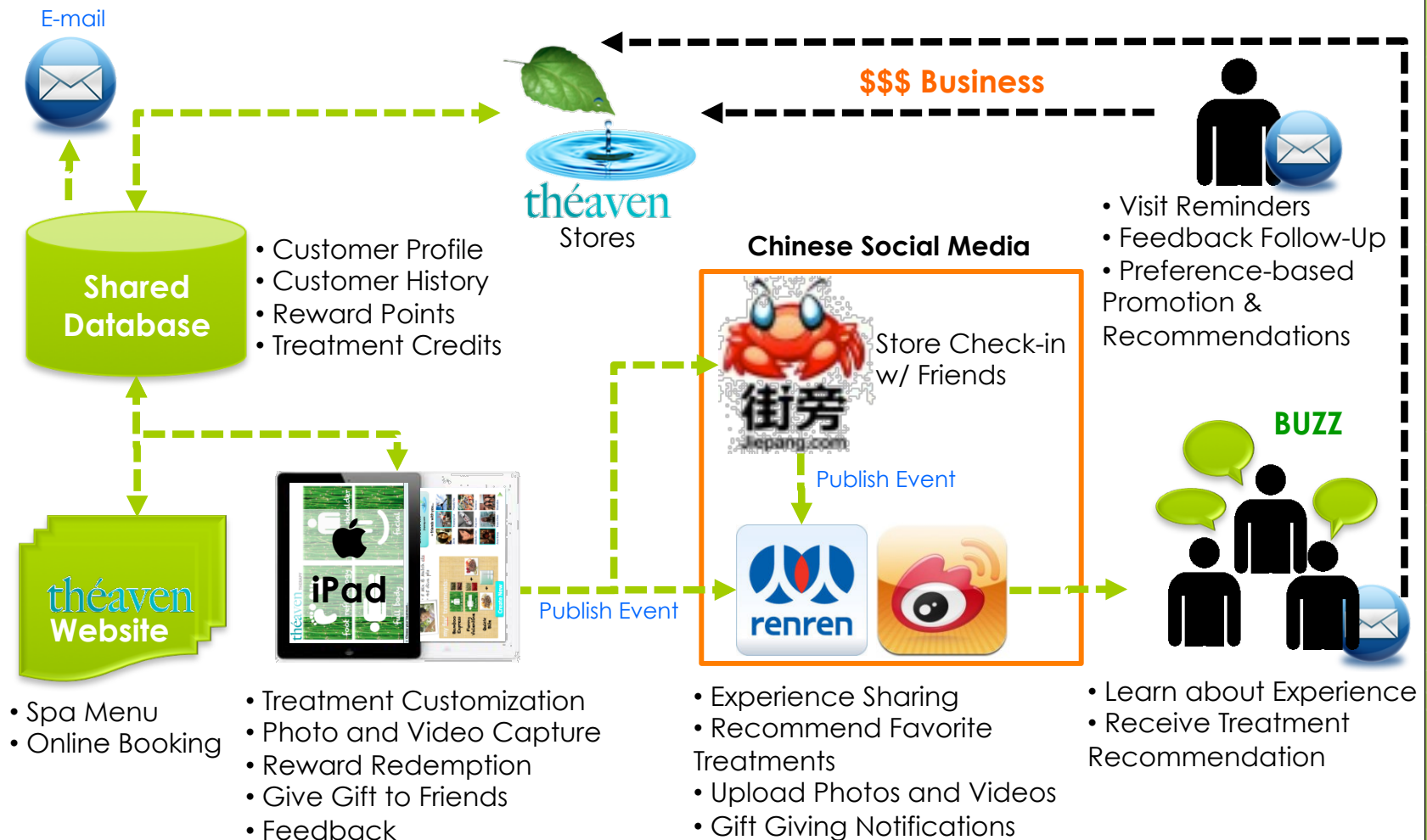




At **théaven**, you will belong
relax, hangout, savor, and enjoy the good times

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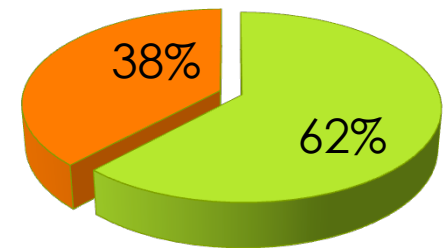
Technology Integration



Financial Summary

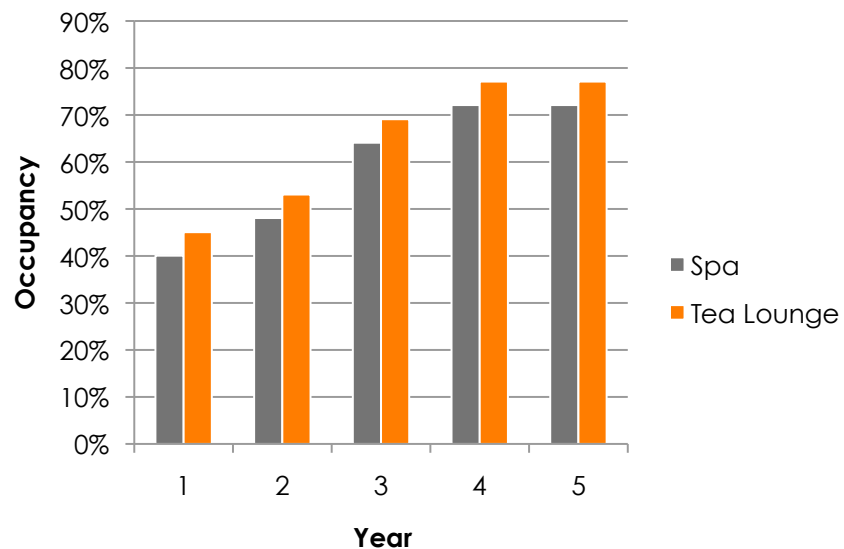
Total Area	192 sqm
Estimated Startup Cost	\$263,186
Stabilized Year Net Income	\$413,579
Payback Period	1.8 years

Income Contribution

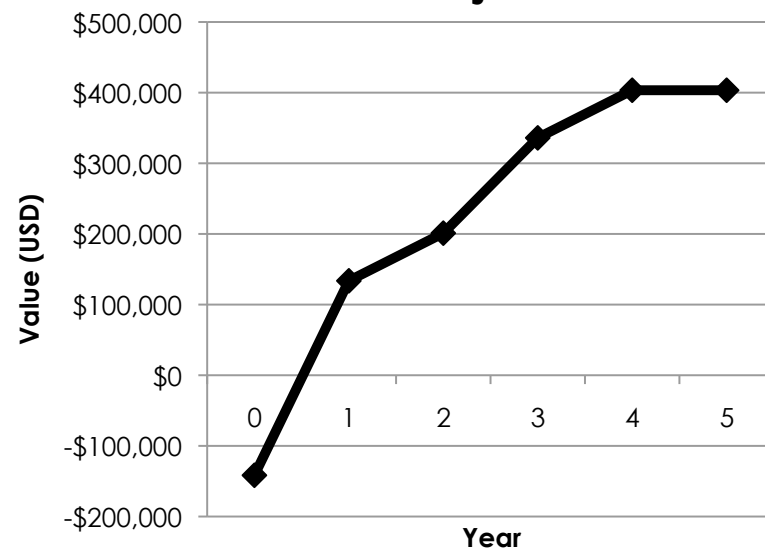


■ Spa ■ Tea Lounge

Occupancy Projections



Cash Flow Projection





Growth Strategy

Year 1

Startup
Open 2 stores: Beijing

Year 2

National Expansion
Open 3 stores: Shanghai, Tianjin, Guangzhou

Year 3+

Franchise Growth

Product Diversification: Design théaven v2.0 featuring shared tea bathing pools, steam, and sauna facilities. Admission pricing strategy.

Investment Options

Basic Layout



Medium Layout



Type	Area (sqm)	Dimension (mxm)	Lounge	Spa	Startup Cost	Payback Period
Basic	96	8 x 12	12 pax	9	\$141,603	1.1 years
Medium	192	16 x 12	18 pax	12 + 2	\$263,186	1.8 years

Competitive Edge

Upbeat
Social.Media Customizable
Word.Of.Mouth **Low.Startup.Cost**
Socialisation.Via.Spa
Contemporary High.Tech Interactive
Chic Accessible Tea.Themed Trendy
Engaging

Thank You.

