

# **ICE TEA; A HUGE UNTAPPED MARKET NEEDS A BUSINESS MODEL REENGINEERING**

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**In Partial Fulfillment  
Of the Requirements for the  
Degree of Master of Business Administration**

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**RECOMMENDATION FOR ORAL EXAMINATION**

This project/thesis hereto attached, entitled, "**ICE TEA; A HUGE UNTAPPED MARKET NEEDS A BUSINESS MODEL REENGINEERING**" submitted by **REHAN IQBAL**.

In partial fulfillment of the requirements for the degree Master in Business Administration, is hereby recommended for appropriate action.

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**PROJECT/ THESIS COMMITTEE**

In partial fulfillment of the requirements for the degree Master in Business Administration, this thesis entitled, "**ICE TEA; A HUGE UNTAPPED MARKET NEEDS A BUSINESS MODEL REENGINEERING**", is hereby recommended for Oral Examination.

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## ABSTRACT

The research dissertation aims to underline the reasons as why Tapal ice tea is unable to perform satisfactory for all these years. The paper magnifies the studies and causes of such drastic decline in the performance of the ice tea and the reasons for its downfall. The paper also identifies the time since when and how did the performance of the Tapal ice tea got worse and the roles of Tapal ice tea.

By analyzing Pakistani market we can clearly identify that we are hardcore tea drinkers. Times have gone when tea was presented to general people on bus stops and railway stations and other public places. Also over the period of time our drinking habits have changed drastically. Specially the new generation who is willing and ready to try out new things in their life, whether it is carbonated drink, or energy drink, or a new flavor in hot tea or even ice coffee and ice tea.

Tapal is known for its hot cup of quality blend of teas, but with Tapal ice tea, it has literally set a new precedent in our markets. Taken in an international context. Now Tapal has a distribution network spread across Pakistan, from Karachi to Khyber with over 410 distributors, Extensive training programs are provided for the devoted sales personnel. The popularity of its fine brands is unabated, making it the No.1 national tea company in Pakistan.

According to Sami Wahid, Brand Manager, Tapal, **"Instant tea is a luxury product for a niche market."** **"It's for 'on the go' people who can afford to pay a little extra for the time and effort saved. It also fits well for picnics, or for situations such as waking up late for work, the arrival of unexpected guests, or for people like me who can't make a cup of tea even with teabag and milk in hand!"** Keeping this market in mind, the Instea team's initial efforts focused on developing a '3-in-1' tea, milk and sugar blend that would cater to a vast range of local taste buds.

Professor at Rutgers University New Jersey Dr. Allan revealed that tea helps to block up to 87% of skin cancers, 58% of gastric cancers and 56% of the lung. Studies Conducted by Dr. Allan, tea Revealed That Helps to block up to 87% of skin cancers, 58% of gastric Cancers and 56% of the lung.



According to the Tea Council of the United Kingdom, the country with highest per capita consumption of tea is Ireland, followed by England, while the biggest producers are China, with 935,000 tons and India with 928,000.

First let's deal with the creation part. You need to create a Branded Café where people can hang -around, have a great time and drink your brand. You can learn a great deal from Igloo's Dip Shop, both positive and negative. On the positive side, it was a brilliant strategy to complement the brand with an ice cream parlor that provided great 'add-ons', and for a good amount of time, it worked like a charm, so much so that Igloo opened a second parlor on top of Ponderosa restaurant in the Sea-View area in the two- story building now occupied by KFC. It was a well-built and decorated parlor,

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City	World Rank	US \$ mln	%Country	%Region	%World
Total	9.17	100.00	13	0.61	1.00

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