**New business concept**

**Green tea flavored mineral water**

**Product:**

Our product is green tea flavored mineral water. It is a simple and fresh high-quality water. We also use the best green tea from Japan which called Uji green tea. This green tea grows in Uji, Kyoto. It has been proved as the high-qualified, rich aroma and being accepted by all the green tea expert. We will sell it at convenient store such as seven-eleven, family mart, and Lawson. These places allow people from anyplace to consume. They can easily buy it in the reasonable price and enjoy relaxing in any time.

**Target market:**

We will sell it in the convenient stores. As convenient store is well-known and has become the best choice for all the customer in any place. We target the customer who are having a stress from work or daily life. We especially target office worker in the city.

**Why Green tea flavored mineral water:**

In the present, people are having problem with stress. Even in the time they are able to relax, most people don’t feel like it. Our product- Green tea flavored mineral water can help those people to relax easier. As the water has high quality and several kinds of beneficial minerals, including nice green tea aroma, it becomes the best refreshment.

**Special feature- exclusive tour to Uji, Japan reward for 100 customers:**

We will randomly give 100 rewards to the customers. It is a tour reward which allow people to travel to Uji, Japan to learn culture and techniques for relaxation. It will focus on how Japanese style green tea related culture.

**Management team:**

This product is leaded by the founders of Purin-company, Sumanas Chamneandamongkarn and members. We study and do research about human’s brain function and way to deal with stress. We are currently searching for creative ways to reduce stress. We received 2015 world-prize for inventing our first product: Shimane prefecture’s mineral water. Now we are considering of entering new product, Green tea flavored mineral water to the market.