

# MUITO + GESTÃO

**Anais da Semana Científica e de Extensão**

Escola de Negócios - Univali  
Curso de Administração  
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## **A BOLHA VAI ESTOURAR? Proposição de Plano de Negócio para uma loja de Bubble Tea**

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### **RESUMO**

The present work was developed with the objective to propose a business plan for the creation of a store where the main product to be sold would be the bubble tea. The store's trade name would be "Bubble Bar" and it would be located in the city of Balneario Camboriu. This paper was developed through an applied research with a descriptive quantitative typology, which also had qualitative aspects. Furthermore, for such procedure, research tools were used, such as group interviews, also known as focus group. In this context, the business plan was an adaptation of business plan models presented by PricewaterhouseCoopers Brasil (2010) and Dolabela (2008), a planning tool used by entrepreneurs to determine the market context where a business is inserted. In this case, elements such as potential competitors, the products' operational planning, installations costs, human capital costs and market and financial conditions were considered, in order to identify the viability of the business, avoiding future foreseen losses. After evaluating the results of such business plan, it was concluded that the business plan responded to the research objective positively, as it proved to be feasible.

**Palavras-chave:** Key words: Entrepreneurship; Business Plan; Food service; Tea; Bubble Tea.

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