

BrewSmart UK Ltd

Infusing Tradition with Modern Taste.



Parent Company: BrewSmart India Pvt Ltd

Industry: Premium Tea & Beverage Manufacturing | Retail | Export

Visa Category: UK Global Business Mobility – Expansion Worker Route

Prepared for: Immigration & Investor Review (Sample Version)

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Location: London, United Kingdom

Version: Public Sample

Executive Summary

Business Concept



BrewSmart UK Ltd is the proposed British subsidiary of BrewSmart India Pvt Ltd, a fast-growing premium tea manufacturer based in Guwahati, India. The UK entity will serve as the company's first European headquarters, responsible for:

- Importing curated single-origin Indian and Sri Lankan teas,
- Blending and packaging them locally in London, and
- Distributing to cafés, boutique retailers, and e-commerce customers across the UK and EU.

By integrating India's heritage in tea craftsmanship with the UK's global retail infrastructure, BrewSmart aims to create a cross-continental bridge for sustainable, ethically sourced tea experiences.

Mission & Vision

Mission: To introduce authentic South Asian premium teas to discerning UK consumers through sustainable sourcing, modern packaging, and digital commerce.

Vision: To position BrewSmart as a top-five ethically sourced tea brand in the UK by 2030.

Parent Company Overview (Snapshot)

- Registered in: India (2016)
- Employees: 65 staff across manufacturing, R&D, and sales.
- Production Capacity: 2,500 kg premium tea per month.
- Existing Markets: India, UAE, Singapore.
- Annual Revenue (2024): INR 95 million (~£900,000).
- Certifications: ISO 22000 (Food Safety), Rainforest Alliance, FSSAI.

The company already exports to three regions and has a strong financial track record — meeting the UK Home Office requirement for established overseas operations.

UK Expansion Rationale

- Strategic Market Entry:** The UK is the second-largest tea import market in Europe (£700 M annually).
- Proximity to EU Market:** Post-Brexit distribution hub for EU and Middle East clients.
- Brand Visibility:** London provides the ideal launch platform for premium Asian brands.
- Operational Efficiency:** Local packaging reduces lead times and import costs.
- Sustainability Edge:** Carbon-neutral shipping and plastic-free packaging aligned with UK environmental standards.

Products & Services

- Signature Tea Collection:** Single-estate Darjeeling, Assam, and Ceylon teas.
- Wellness Infusions:** Herbal and functional blends with turmeric, ginger, and tulsi.
- Private Label Solutions:** White-label supply for UK boutique retailers and hotels.
- E-Commerce Platform:** Online sales via Shopify and Amazon UK Marketplace.
- Tea Experience Studio (London):** A micro store offering tasting sessions and brand storytelling.

Revenue Model

Stream	Description	Gross Margin (%)
Retail (E-commerce & Store)	Online sales + studio tastings	65%
B2B Wholesale	Supply to cafés & boutique stores	50%
Private Label Contracts	Bulk tea + packaging for hotel brands	55%
Subscription Boxes	Monthly premium tea delivery programme	60%

Funding & Investment

The parent company will initially invest **£120,000** to cover:

- Company formation and licences – £5,000
- Warehouse lease & fit-out – £35,000
- Import stock and logistics – £40,000
- Marketing & branding – £25,000
- Working capital – £15,000

Projected break-even: Month 16 of operation.

Key Personnel Transfer

Expansion Director (India → UK): 10 years industry experience, responsible for launch operations and team training.

Supported by a UK Business Development Manager and Operations Assistant recruited locally.

This transfer meets the Home Office requirement for "senior or specialist employees sent to establish the UK branch."

Projected Milestones

Q1	Q2	Q3
Incorporation & Setup	Market Launch	Retail Studio Launch
Q1 2026: Legal registration & warehouse lease (London)	Q2 2026: E-commerce & B2B sales begin	Q4 2026: Brand experience store opened at Borough Market
Q4	Q5	
National Distribution	Export to EU Market	
Q2 2027: 30 UK stockists onboarded	Q1 2028: 3 European wholesale contracts secured	

"From the gardens of Assam to the heart of London — BrewSmart brings the art of tea to the world."

Summary

BrewSmart UK Ltd represents a sustainable and profitable UK market entry for an established Asian beverage company. The venture is financially viable, strategically sound, and fully aligned with the UK Expansion Worker Visa requirements.

Parent Company Overview: BrewSmart India Pvt Ltd



Company Background

BrewSmart India Pvt Ltd was established in 2016 in Guwahati, Assam – the heart of India's tea belt. The company was founded with a clear mission: to modernise India's traditional tea industry by combining sustainable sourcing, scientific blending, and contemporary packaging. Over nine years, BrewSmart India has built a trusted presence in domestic and export markets by offering authentic, high-grade teas under its flagship brand BrewSmart Select™ and several private-label collaborations.

Core Business Activities

Segment	Description	Share of Revenue (2024)
Premium Loose Leaf Teas	Processing & packaging single-origin Assam and Darjeeling teas	45%
Flavoured & Wellness Blends	Functional infusions (turmeric, ginger, tulsi, hibiscus)	30%
Private Label Manufacturing	White-label production for export partners in UAE & Singapore	20%
Retail & E-commerce Sales	India online store and regional franchise outlets	5%

Annual processing capacity: 30 tons of tea per year. Production facility certified for ISO 22000 and Rainforest Alliance compliance.

Global Presence & Exports

- Head Office:** Guwahati, India | **Regional Office:** Delhi (NCR)
- Export Markets:** UAE, Singapore, Malaysia (under FSSAI and Halal compliance)
- Distribution Partners:** Emirates Fine Foods (UAE), Tea Culture Asia (Singapore)
- Logistics Partners:** DHL and Blue Dart for international shipments.

Export revenue represents 22% of total turnover, with consistent year-on-year growth since 2021.

Financial Highlights (2022 – 2024)

(Indicative sample figures)

Metric	FY 2022	FY 2023	FY 2024
Total Revenue	£670,000	£810,000	£900,000
Gross Profit Margin	58%	60%	62%
Net Profit	£82,000	£105,000	£135,000
Employees	58	62	65

Consistent profitability, strong liquidity, and zero debt position confirm BrewSmart India's capacity to fund and sustain its UK expansion.

Corporate Structure

<div>Production Unit</div> <div>Tea processing and packaging</div> <div>Location: Guwahati</div>	<div>Sales & Marketing</div> <div>Domestic distribution and branding</div> <div>Location: Delhi</div>
<div>Export Division</div> <div>International contracts & logistics</div> <div>Location: Mumbai</div>	<div>R&D and Quality Control</div> <div>Blend innovation and lab testing</div> <div>Location: Guwahati</div>

Ownership: 100% privately held by the founding family (2 directors + 2 senior shareholders).

Strategic Strengths

<div></div> <div>Integrated Value Chain</div> <div>From tea-estate procurement to retail distribution.</div>	<div></div> <div>Brand Credibility</div> <div>Recognised for premium quality and eco-friendly packaging.</div>	<div></div> <div>Sustainable Practices</div> <div>Solar-powered processing and zero-plastic logistics.</div>
<div></div> <div>Experienced Leadership</div> <div>Over 20 years combined expertise in tea manufacturing and export.</div>	<div></div> <div>Financial Stability</div> <div>Consistent profits and reserve funds to support foreign investment.</div>	

Rationale for UK Branch

- The UK remains the world's second-largest tea importer and a gateway to the EU market.
- Growing demand for authentic origin-based tea with transparent supply chains.
- The parent company's strength enables low-risk expansion and credibility for visa approval.
- BrewSmart India intends to use the UK as its European base for branding, distribution, and eventual franchise development.

UK Expansion Concept: BrewSmart UK Ltd

Overview

BrewSmart UK Ltd will serve as the European headquarters of BrewSmart India Pvt Ltd, overseeing import, blending, packaging, and distribution of premium teas sourced from India and Sri Lanka. The company will operate as a wholly-owned subsidiary, established in London under Companies House (Private Limited) registration.

Its primary mandate:

- Launch the BrewSmart™ brand in the UK;
- Develop retail, B2B, and e-commerce channels;
- Establish a scalable base for EU expansion.

Proposed Structure of Operations

Division	Core Function	Initial Staffing (Y1)
Import & Procurement	Tea importation, customs clearance, and supplier coordination	1
Blending & Packaging	Light blending, labelling, and quality control	2
Sales & Distribution	B2B partnerships with cafés and boutique retailers	2
E-Commerce & Marketing	Digital marketing, fulfilment, customer support	2
Administration & Finance	Accounting, HR, and compliance	1

Total team by Year 2: 8 UK-based staff.

Location & Facilities



Primary Site: Borough Market Innovation Hub, London SE1.

- Area:** 1,500 sq ft flexible warehouse + tasting studio.
- Facilities:** Tea-storage racks, blending station, office zone, and small retail counter.
- Utilities:** Powered by renewable-energy supplier (Good Energy UK).

The location offers proximity to wholesale buyers, restaurants, and eco-retail zones – strengthening brand visibility and logistics access.

Ownership & Legal Structure

- Parent Entity:** BrewSmart India Pvt Ltd (100% shareholder)
- UK Entity:** BrewSmart UK Ltd (Company Number – pending)
- Director Transferred to UK:** Expansion Director from India HQ
- Local Advisor / Accountant:** UK Chartered Accountant firm to handle tax & reporting

This structure ensures full control by the overseas parent whilst maintaining UK compliance for accounting, payroll, and employment regulations.

Business Objectives (First 36 Months)



Strategic Advantages of UK Expansion

Market Heritage & Consumer Trust

UK consumers are globally regarded as tea connoisseurs; strong heritage helps rapid brand assimilation.

Ease of Trade Access

London as logistics gateway for Europe and Middle East.

Talent Availability

Access to UK marketing, hospitality, and retail talent pool.

Policy Support

UK government initiatives for SME imports and green packaging.

Cultural Synergy

Tea as a shared cultural bridge between India and the UK.

Planned Product Range (UK Market)

- Classic Collection:** Assam Gold, Darjeeling First Flush, English Breakfast.
- Wellness Line:** Immunity Boost, Sleep Calm, Detox Green.
- Luxury Gift Range:** Hand-packed tin sets and corporate boxes.
- Bespoke Blend Service:** Custom recipes for cafés and hotels.

All teas will be packaged in eco-friendly, compostable materials with QR codes linking to origin videos and traceability data.

Expansion Funding & Investment

Expense Head	Amount (£)	Purpose
Company Formation & Licences	5,000	Legal registration, trademarks
Lease & Fit-Out	35,000	Warehouse & studio setup
Equipment & Inventory	40,000	Packaging machines & initial stock
Marketing & Launch Campaign	25,000	Digital promotion + PR
Working Capital	15,000	Salaries & operations (6 months)
Total Investment	£120,000	Funded by Parent Company

Sustainability Commitment

- Plastic-free packaging and biodegradable tea bags.
- 100% recyclable cartons and labels printed with soy ink.
- Offset carbon footprint through One Tree Planted UK initiative.
- Partnership plans with DEFRA's Green Business Network.



Industry & Market Analysis (UK Tea & Beverage Sector)

Industry Overview

The United Kingdom has one of the world's most mature yet evolving tea markets, valued at **£700 million annually** (2025). Whilst black tea dominates, rapid growth is occurring in premium loose-leaf, herbal, and wellness teas as younger consumers seek authenticity, traceability, and health-driven beverages.

- Average Briton consumes over 100 litres of tea per year, but per-capita spend on premium tea has doubled since 2019.
- The wellness & functional tea segment is expanding at 11% CAGR, driven by post-pandemic lifestyle changes.
- E-commerce now accounts for 30% of retail tea sales, supported by sustainable packaging and subscription-box trends.

Market Size & Segmentation

Segment	Market Value (2025)	Growth Rate (2025-30)	Key Drivers
Traditional Black Tea	£320 M	1%	Everyday consumption, price sensitivity
Green & Functional Teas	£180 M	11%	Health & antioxidant appeal
Speciality & Loose-Leaf Premium	£120 M	13%	Authenticity, gifting, experience retail
Ready-to-Drink & Cold Brews	£80 M	9%	Convenience & younger demographics

Total Addressable Market: ~£700 M

Serviceable Market for Premium Brands: ~£300 M

Consumer Behaviour Trends

<p>Health & Wellness Orientation</p> <p>Consumers prefer teas with natural immunity, digestion, and relaxation benefits.</p>	<p>Ethical Sourcing & Transparency</p> <p>Fair-trade, single-estate, and Rainforest-Alliance labels drive trust.</p>	<p>Sustainability & Packaging</p> <p>Eco-friendly materials and compostable tea bags influence purchasing decisions.</p>
<p>Experience Retailing</p> <p>Boutique tasting rooms and storytelling around origin enhance loyalty.</p>	<p>Digital Convenience</p> <p>Subscription models and mobile-first retail platforms dominate millennial spending.</p>	

Competitive Landscape

Brand	Origin	Market Positioning	Gap / Limitation
Twinnings	UK	Legacy heritage brand	Slow to innovate in sustainability & packaging
Pukka Herbs	UK	Organic wellness focus	Limited origin storytelling
Teapigs	UK	Premium pyramid-bag teas	Moderate global sourcing
T2 Tea	Australia / UK	High-end retail	Expensive, limited Indian flavour authenticity
BrewSmart UK	India → UK	Authentic South-Asian premium teas	Combines ethical sourcing + modern design

BrewSmart fills the **authentic-origin + sustainability + digital-native gap**, positioning itself between heritage brands and boutique disruptors.

Target Customers

- Urban Millennials (25-40 yrs)** – health-conscious, eco-aware professionals.
- Hospitality & Café Chains** – seeking differentiated tea menus.
- Corporate Gifting & Retail Stores** – demand for branded premium sets.
- Online Tea Enthusiasts** – subscription buyers and collectors.

Estimated initial serviceable base: **40,000 consumers + 50 B2B clients** in the London region.

Market Entry Opportunities

<p>Post-Brexit Supply Shift</p> <p>UK buyers sourcing directly from origin producers instead of EU intermediaries.</p>	<p>Green Retail Incentives</p> <p>Government tax benefits for eco-packaging firms.</p>
<p>Digital Market Support</p> <p>Amazon UK and Shopify funding for sustainable sellers.</p>	<p>Tourism & Gifting Boom</p> <p>Rising demand for experiential and souvenir-grade teas.</p>

Barriers to Entry & Mitigation

Barrier	Challenge	Mitigation Approach
Brand Recognition	Highly competitive	Local collaborations & Borough Market presence
Import Regulations	FSSAI / DEFRA documentation	Parent firm already certified & export-experienced
Pricing Pressure	Supermarket discounting	Focus on premium niche & storytelling
Distribution Costs	Last-mile delivery expenses	Partnership with UK green-logistics providers

Growth Forecast

UK's speciality-tea segment is forecasted to reach **£1 billion by 2030**, with imported premium teas capturing more than 45%. BrewSmart UK targets **1% market share by Year 3** and **3% by Year 5**, equivalent to £750,000–£2 million turnover range.

Business Model & Revenue Streams

Business Overview

BrewSmart UK Ltd will operate as a speciality tea import, packaging, and retail enterprise, leveraging its Indian parent company's supply chain to deliver high-quality teas directly to the UK consumer market.

The company's model blends **B2B distribution**, **D2C e-commerce**, and **experience retail** — each supporting consistent revenue generation and brand awareness.

Core Business Activities

Business Segment	Key Function	Revenue Type
Tea Import & Distribution	Wholesale supply to cafés, restaurants, and boutique stores	B2B recurring
E-Commerce Retail	Online tea sales via BrewSmartUK.com and Amazon UK	Direct consumer
Experience Studio (Retail Space)	Tea-tasting sessions and merchandise sales	Experiential retail
Private Label Services	White-label packaging for hotels and wellness brands	Contract-based
Subscription Box Programme	Monthly themed boxes for loyal consumers	Recurring subscription

Each stream complements the others — with wholesale driving volume, retail driving brand visibility, and subscriptions ensuring retention.

Value Proposition

Authentic Origin

Direct sourcing from Assam, Darjeeling, and Sri Lanka — cutting intermediaries.

Ethical & Sustainable

Rainforest Alliance-certified farms, biodegradable packaging, and zero plastic.

Modern British Design

Minimalist packaging and storytelling that appeal to eco-conscious consumers.

Health-Focused Portfolio

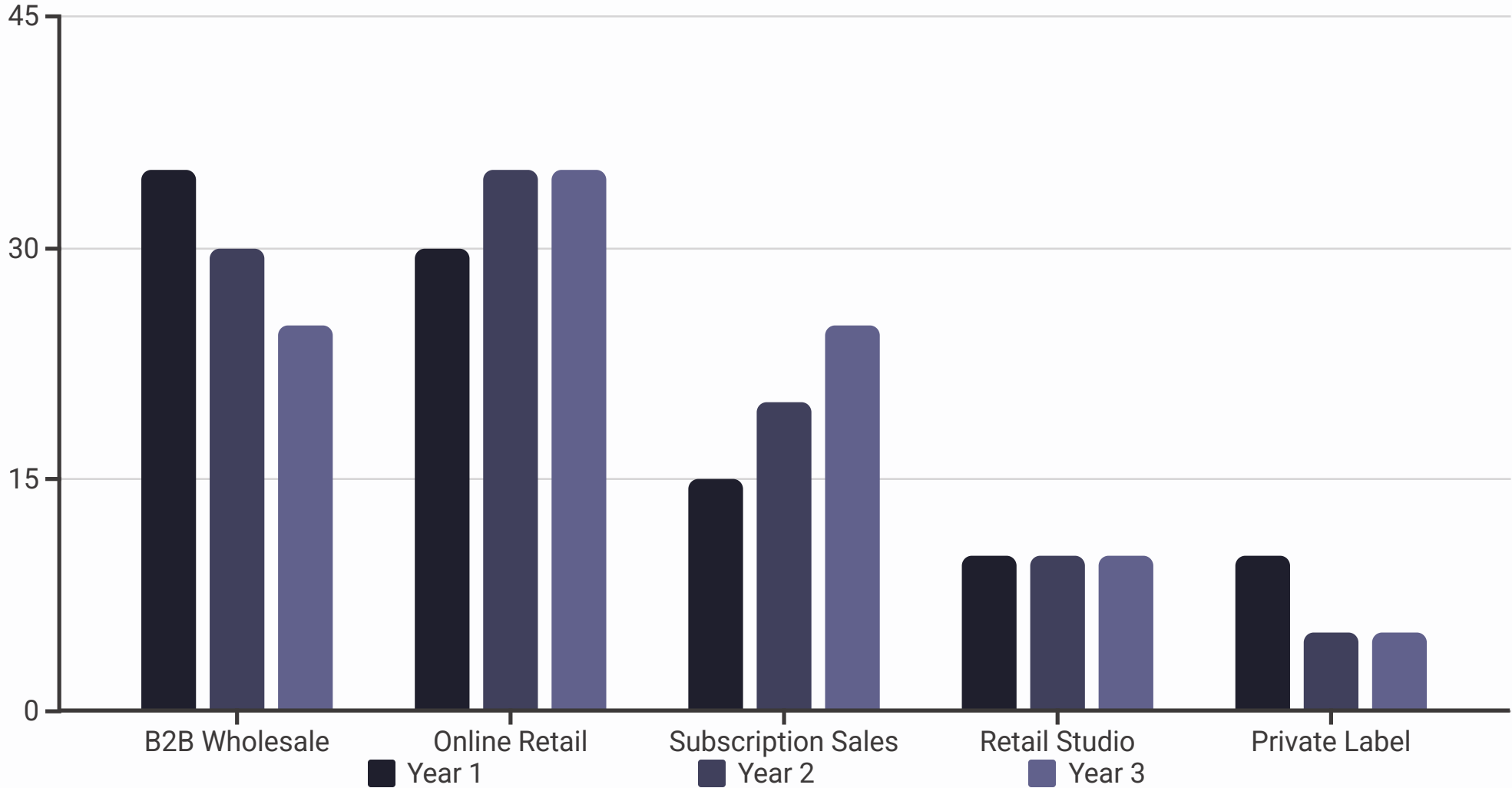
Green, herbal, and adaptogenic blends matching wellness trends.

Digital Experience

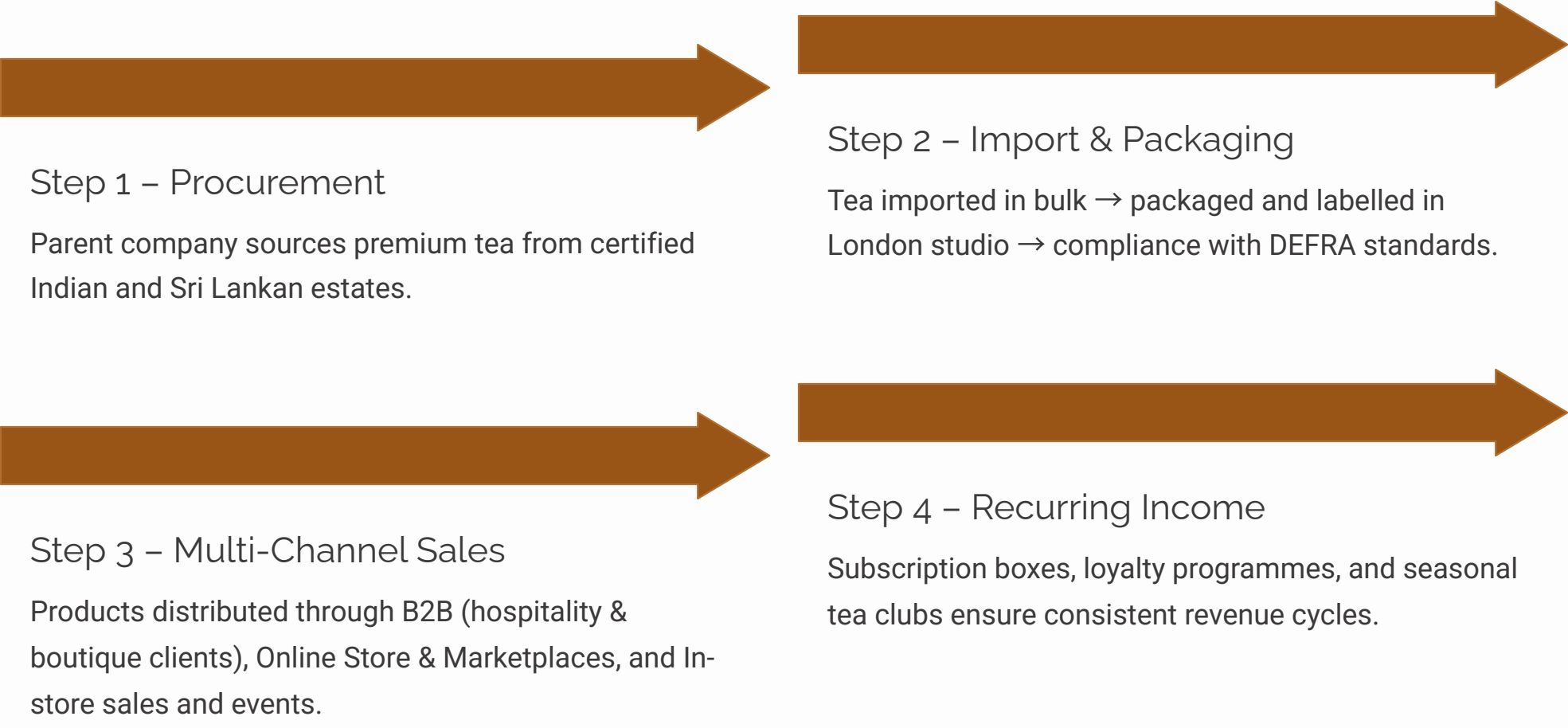
AI-driven product recommendation engine for e-commerce.

"From farm to flavour — BrewSmart delivers authenticity with innovation."

Revenue Composition (Indicative)



Revenue Model Structure



Pricing Strategy

Product Line	Retail Price (GBP)	Margin (%)
Loose Leaf Premium Tea (100g)	£8 – £12	60%
Herbal Infusion Blends	£10 – £14	65%
Gift Box Sets	£25 – £35	55%
Subscription Box	£22 / month	70%
Private Label (Bulk)	£15 / kg	50%

Pricing is benchmarked below competitors like T2 and Fortnum & Mason whilst maintaining luxury appeal.

Sales Forecast (Indicative)

Year	Revenue (£)	Growth (%)	Gross Margin (%)
Year 1	180,000	—	58%
Year 2	420,000	133%	61%
Year 3	750,000	79%	65%

Break-even projected by Month 15, with stable positive cash flow from Year 2.

Distribution Channels

- Direct-to-Consumer (D2C):** via official website and Amazon UK.
- B2B Distribution:** network of boutique cafés, restaurants, and hotels.
- Retail Studio Sales:** physical presence for brand immersion.
- Subscription Logistics:** direct shipping from London facility.
- Corporate Gifting Partnerships:** with wellness brands and travel agencies.

Partnership Ecosystem

- Logistics Partner:** DPD UK (carbon-neutral delivery).
- Payment Gateway:** Stripe & Klarna (BNPL integration).

- E-commerce Platform:** Shopify Pro with AI recommendation plugin.
- Sustainability Collaboration:** "Plastic Free London" initiative membership.

Marketing & Distribution Strategy

Marketing Objectives

- Launch and position BrewSmart UK as a premium, eco-friendly tea brand within the first 12 months.
- Build national brand awareness through digital and trade channels.
- Acquire 250 B2B clients and 10,000 online customers by Year 3.
- Achieve 25% of sales through repeat subscription customers by Year 3.

Brand Positioning



BrewSmart UK positions itself at the intersection of **heritage and health** — a brand that brings the authentic flavours of India to modern British consumers through sustainable craftsmanship.

Tagline: "Infusing Tradition with Modern Taste."

Tone of Voice: Clean, conscious, and cultural — balancing premium aesthetics with eco-integrity.

Target Markets

Segment	Profile	Buying Motivation
B2B Hospitality	Cafés, boutique hotels, restaurants	Premium menu inclusion & ethical sourcing
Retail Boutiques	Organic stores, department shops	Gift sets & eco products
Corporate Buyers	Gifting & employee wellness packs	Sustainability alignment
Online Consumers	Urban millennials, expats & tea enthusiasts	Health benefits & brand story
Subscription Users	Tea collectors & wellness seekers	Convenience + variety experience

Marketing Channels

<div></div> <div>Website + Blog</div> <div>Tactic: SEO-optimised articles on tea culture & wellness</div> <div>Purpose: Lead generation + education</div>	<div></div> <div>Social Media</div> <div>Tactic: Visual storytelling + video reels from India to UK</div> <div>Purpose: Awareness & engagement</div>
<div></div> <div>Email Marketing</div> <div>Tactic: Monthly newsletters + exclusive offers</div> <div>Purpose: Customer retention</div>	<div></div> <div>PR & Influencers</div> <div>Tactic: Collaborations with UK food bloggers and chefs</div> <div>Purpose: Brand credibility</div>
<div></div> <div>Trade Exhibitions</div> <div>Tactic: London Coffee Festival, Speciality & Fine Food Fair</div> <div>Purpose: B2B lead generation</div>	<div></div> <div>Retail Studio Events</div> <div>Tactic: Tea-tasting workshops & heritage talks</div> <div>Purpose: Experience marketing</div>

Digital Campaign Strategy

<div>Launch Campaign</div> <div>"From Garden to Cup"</div> <div>Storytelling video series on Instagram and YouTube showing the journey from Assam tea estates to London launch.</div>	<div>Seasonal Promotions</div> <div>Festive collections for Christmas, Diwali in the UK, and Eid gift boxes for diverse markets.</div>	<div>Influencer Partnerships</div> <div>Collaborate with UK wellness influencers and sustainable living creators (5K–50K followers).</div>
<div>Loyalty Programme</div> <div>"Smart Sipper Club" – members earn points for repeat purchases and referrals.</div>	<div>Content SEO Focus</div> <div>Ranking for keywords like "premium tea UK," "eco-friendly tea brand," and "authentic Assam tea."</div>	

Distribution Strategy

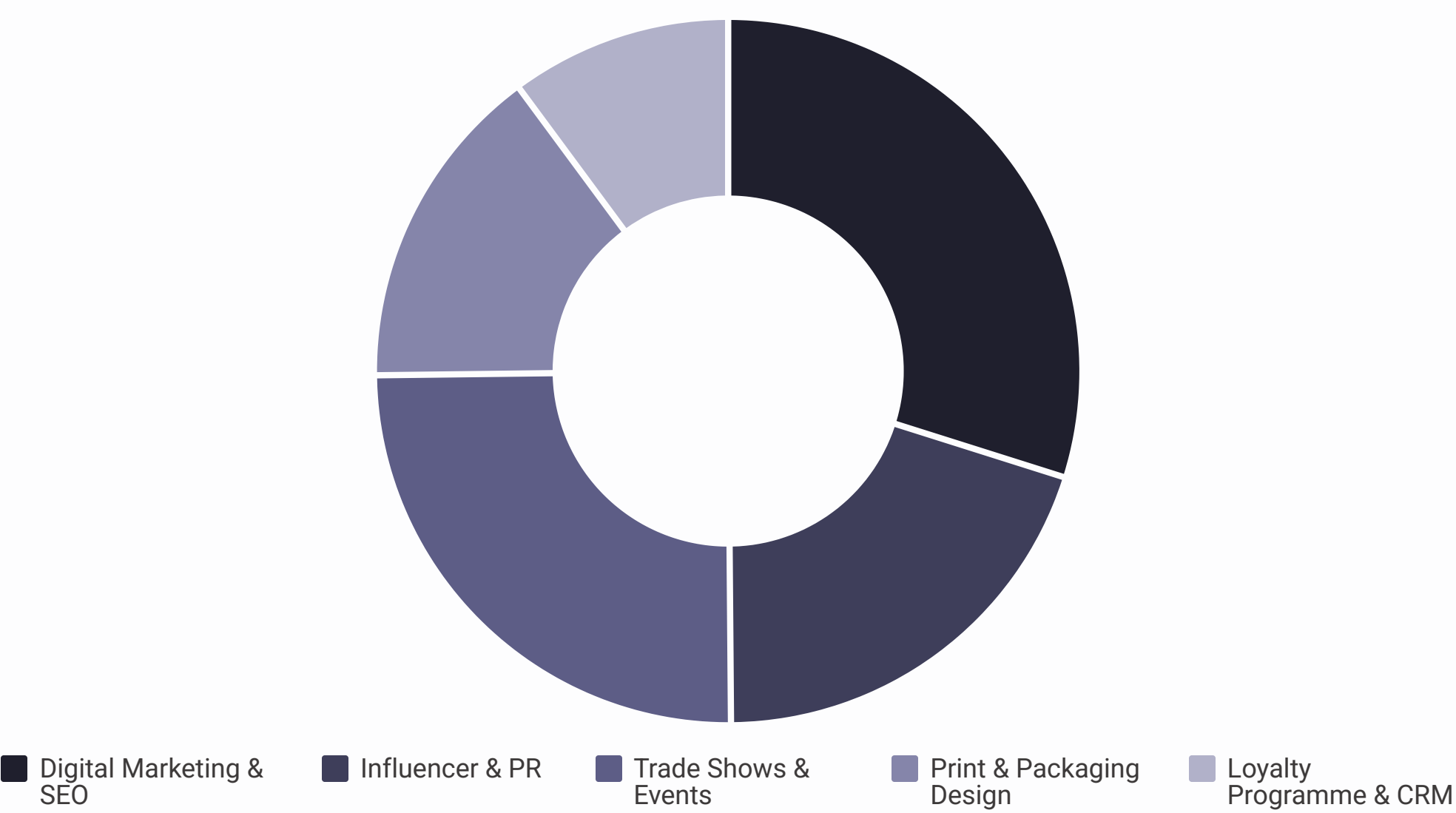
Channel	Description	Launch Timeline
E-Commerce (Direct)	Shopify site with UK payments and subscriptions	Month 3
Amazon UK Marketplace	Fulfilment by Amazon for nationwide delivery	Month 4
B2B Wholesale	Direct sales team + trade fairs + LinkedIn outreach	Month 5
Retail Studio Sales	Borough Market tasting space + pop-ups	Month 6
Corporate Partnerships	Custom gift boxes for companies and hotels	Month 8

Delivery handled through carbon-neutral partners (DPD UK), ensuring eco-compliance and timely fulfilment.

Partnership Opportunities

- Hotels & Restaurants:** Co-branded menus and signature tea lines.
- Wellness Studios & Yoga Centres:** Retail corners for herbal teas.
- Department Stores:** John Lewis and Selfridges partnership target Year 2.
- Universities:** Subscription programmes for staff and students.

Budget Allocation (Indicative – Year 1)



Performance Indicators (KPIs)

<div>Website Visitors</div> <div>Unique sessions (Year 1 target)</div>	<div>Social Media Followers</div> <div>Instagram + LinkedIn combined</div>	<div>B2B Contracts Signed</div> <div>Wholesale accounts</div>
<div>Subscription Retention</div> <div>Renewal rate</div>	<div>Marketing ROI</div> <div>Return on investment</div>	

Quarterly reports and dashboards will evaluate lead conversion and customer acquisition costs.

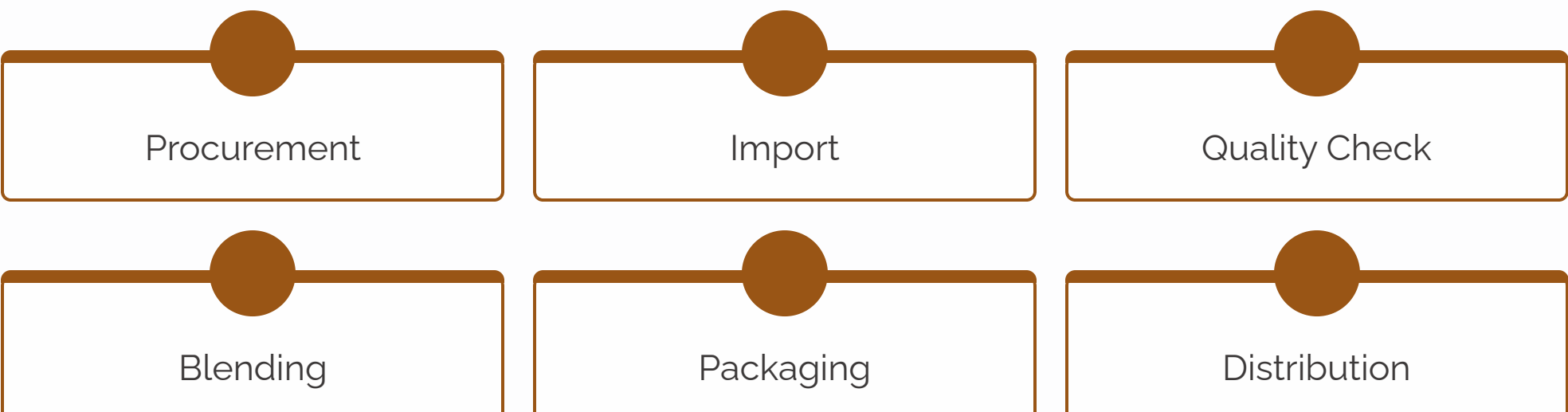
Operational Plan & Facilities



BrewSmart UK Ltd will function as a light-manufacturing, warehousing, and distribution hub for the parent company's teas. The entire model is designed around a **"farm-to-cup" supply chain**, integrating sourcing in India with final packaging, branding, and delivery in the UK.

Operational Model

Key Process Flow:



Each stage will be digitally monitored for traceability, ensuring efficiency and DEFRA compliance.

Location & Premises

Facility	Address (Proposed)	Purpose	Size / Area
London Borough Market Hub	SE1 9AB, London	Warehouse + Packaging + Experience Studio	1,500 sq ft
Secondary Fulfilment Unit	Slough Trade Park – Thames Valley	Stock storage & bulk dispatch	2,000 sq ft (Year 2)

The London facility doubles as a brand studio where visitors can experience BrewSmart's story through tastings, workshops, and live blending sessions.

Logistics & Supply Chain

Process	Partner / Activity	Frequency
Inbound Shipping	Sea freight (Assam → Felixstowe Port) via Maersk Lines	Monthly
Customs & Clearance	HMRC / DEFRA certified agent	Each shipment
Domestic Transport	Eco-fleet couriers (DPD UK)	Daily
Storage & Handling	BrewSmart UK warehouse team	Continuous
E-commerce Fulfilment	Amazon FBA + Shopify dispatch	24/7

All logistics are carbon-neutral through DPD's "Go Green" programme and Maersk's bio-fuel shipping option.

Staffing Plan

Position	Year 1	Year 2	Year 3	Responsibilities
Expansion Director (Transferred)	1	1	1	UK launch lead, strategy & oversight
Operations Manager (UK Hire)	1	1	1	Warehouse, inventory & procurement
Marketing Executive	1	2	2	Campaigns & partnerships
Packaging Technicians	2	3	3	Labelling, blending & quality control
E-commerce Coordinator	1	2	2	Online sales & CRM
Accounts / Admin Officer	–	1	1	Finance & book-keeping
Total Staff	6	10	11	

Training for new hires will be conducted jointly by UK management and parent-company specialists to maintain product standards.

Technology & Systems

- **ERP:** Zoho One Suite for inventory + CRM integration.
 - **Accounting:** Xero (UK compliant for VAT filing).
 - **E-Commerce:** Shopify Pro with AI recommendations.
- **Quality Testing:** Digital moisture & flavour analysis devices.
 - **Data Security:** UK-based cloud server with GDPR encryption.

Production Capacity

Initial capacity: 5,000 tea units per month (100 g packs).

By Year 3, capacity will increase to **15,000 units per month** through additional equipment and staff. All production uses semi-automated packaging machines imported from India and EU.

Quality Control & Regulatory Compliance

1	Food Safety UK FSA registration + HACCP protocols.
2	Import Documentation Phytosanitary certificate & FSSAI equivalence for each consignment.
3	Packaging Standards DEFRA eco-labelling and barcode traceability.
4	Health & Safety Employee training under Health & Safety at Work Act 1974.
5	Audits Quarterly internal audits and annual external verification.

Suppliers & Partners

- **Tea Procurement:** Parent company estates in Assam and Sri Lanka.
- **Packaging Material:** EcoPack UK Ltd (recycled kraft cartons).
- **Printing:** GreenPrint London (soy-ink labels).
- **Warehousing:** Green Hub Logistics (ISO 14001 certified).

Localising key supplies reduces shipping costs by 18% within first year.

Operational Milestones

Quarter	Milestone	Result / KPI
Q1 (2026)	Legal setup & warehouse fit-out	Company registered, lease signed
Q2	First shipment imported	5 tons received, customs cleared
Q3	Online launch + soft opening of studio	Website live + initial sales £30K
Q4	B2B contracts secured	15 accounts signed
Y2 Q2	Expand warehouse and team	+50% capacity increase

Sustainability Practices



Renewable Energy

100% renewable electricity supply.



Reuse Programme

Reuse of import cartons for domestic shipments.



Waste Management

Waste segregation and composting on-site.



Employee Wellness

Tea tasting and mental health days.

Management & Transfer of Key Personnel



Overview

The parent company, BrewSmart India Pvt Ltd, will assign one senior executive – the **Expansion Director** – to the United Kingdom for an initial period of two years to establish, operationalise, and stabilise the UK subsidiary.

This transfer complies fully with the **UK Global Business Mobility – Expansion Worker Route** requirements, ensuring that the individual has:

- At least 12 months of employment with the overseas entity,
- A leadership or specialist function, and
- Authority to recruit, manage, and represent the UK subsidiary.

Transferred Personnel Profile

- ☐ **Name :** Mr. R. Kumar (Expansion Director)
- Current Role:** Head of International Business – BrewSmart India Pvt Ltd
- Experience:** 10 years in tea manufacturing, global export management, and market expansion.
- Qualifications:** MBA in International Trade (Delhi University); Certified Food Safety Supervisor (FSSAI).

Key Achievements:

- Scaled BrewSmart's exports from £50,000 to £250,000 within 24 months.
- Opened distribution partnerships in UAE and Singapore.
- Led development of eco-friendly packaging range (2023).

UK Responsibilities:

- Company incorporation and governance.
- Lease negotiations and facility setup.
- Recruitment and training of UK team.
- B2B contract negotiations and marketing oversight.
- Financial reporting to parent board quarterly.

Succession & Knowledge Transfer

To ensure sustainability and local job creation:

- The Expansion Director will train UK hires in quality control, packaging, and brand protocols.
- A local Operations Manager will gradually assume day-to-day responsibilities by Month 18.
- After Year 2, the director may either (1) return to India HQ to support further EU expansion, or (2) transition to a UK board advisory role.

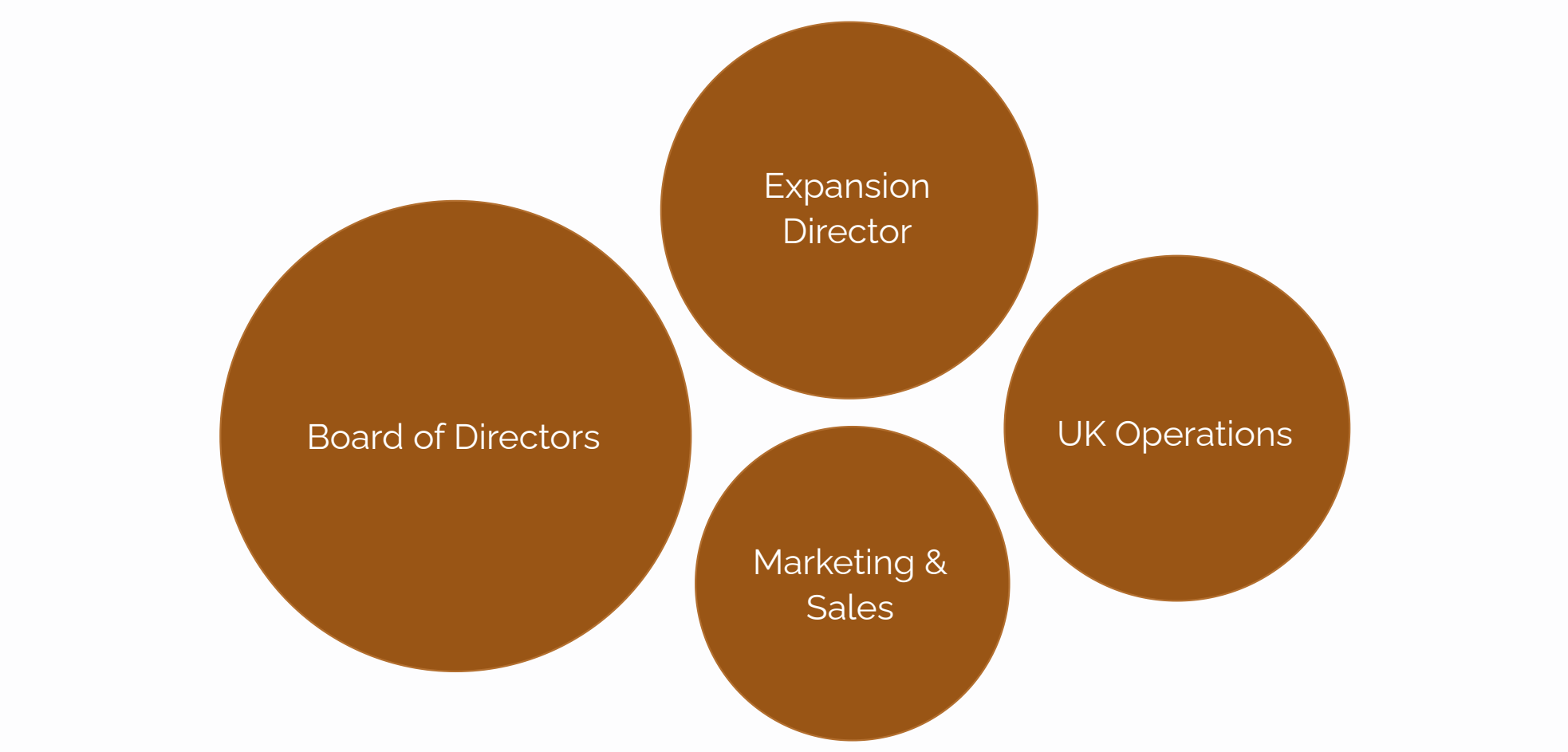
This phased handover meets the Home Office's expectation that overseas managers create long-term local employment rather than permanent foreign dependency.

Local Recruitment Plan

Position	Source of Hire	Start Date	Purpose / Impact
Operations Manager	UK recruitment agency	Month 4	Facility & logistics oversight
Marketing Executive	Local candidate	Month 6	Brand activation & partnerships
Packaging Technicians (2)	Local labour market	Month 6 – 9	Hands-on production roles
Admin / Accounts Officer	UK hire	Year 2	Financial compliance & book-keeping

By Year 2, at least **70% of the UK subsidiary's staff will be UK residents**, fulfilling expansion-visa job-creation expectations.

Governance Structure



Training & Compliance Measures

- Cross-cultural orientation for Indian and UK staff.
- Health & Safety certification under UK HSE standards.
- GDPR and Food Safety training via City & Guilds provider.
- Monthly review meetings with UK mentor accountant to ensure legal adherence.

Long-Term Leadership Development

After three years of successful operations, BrewSmart UK plans to:



Financial Snapshot (3-Year Projection)

(Indicative sample – for website demonstration only)

Financial Overview

BrewSmart UK Ltd will operate with modest setup costs, low fixed overhead, and high-margin premium products. Parent-company funding of **£120,000** covers incorporation, inventory, marketing, and initial working capital. Revenue will scale through a hybrid of B2B wholesale, online D2C sales, and subscription programmes, leading to profitability within 16 months.

Funding Structure

Source	Amount (£)	Share (%)	Purpose
Parent Company Investment	120,000	100%	Setup + Working Capital
Bank Facilities	–	–	N/A (initial phase self-funded)
External Investors	–	–	Optional post Year 2 for scale up

➡ Debt-free capital base aligns with Home Office expectations for financial independence.

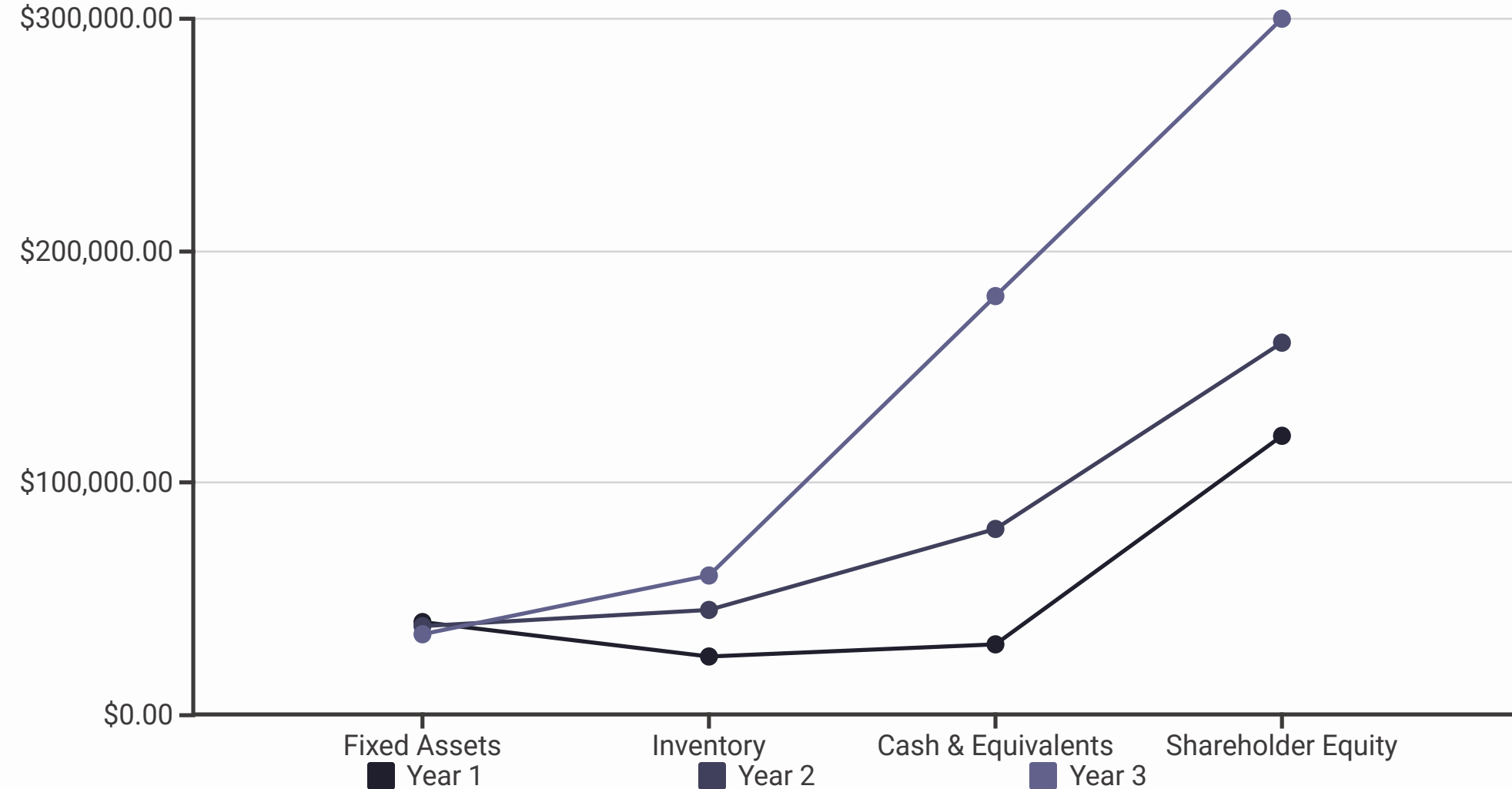
Projected Income Statement

Category	Year 1 (£)	Year 2 (£)	Year 3 (£)
Revenue	180,000	420,000	750,000
Cost of Goods Sold (COGS)	76,000	160,000	260,000
Gross Profit	104,000	260,000	490,000
Operating Expenses	120,000	210,000	330,000
Net Profit / (Loss)	(16,000)	50,000	160,000
Gross Margin (%)	58%	62%	65%
Net Margin (%)	–9%	12%	21%

➡ **Break-even:** Month 15–16.

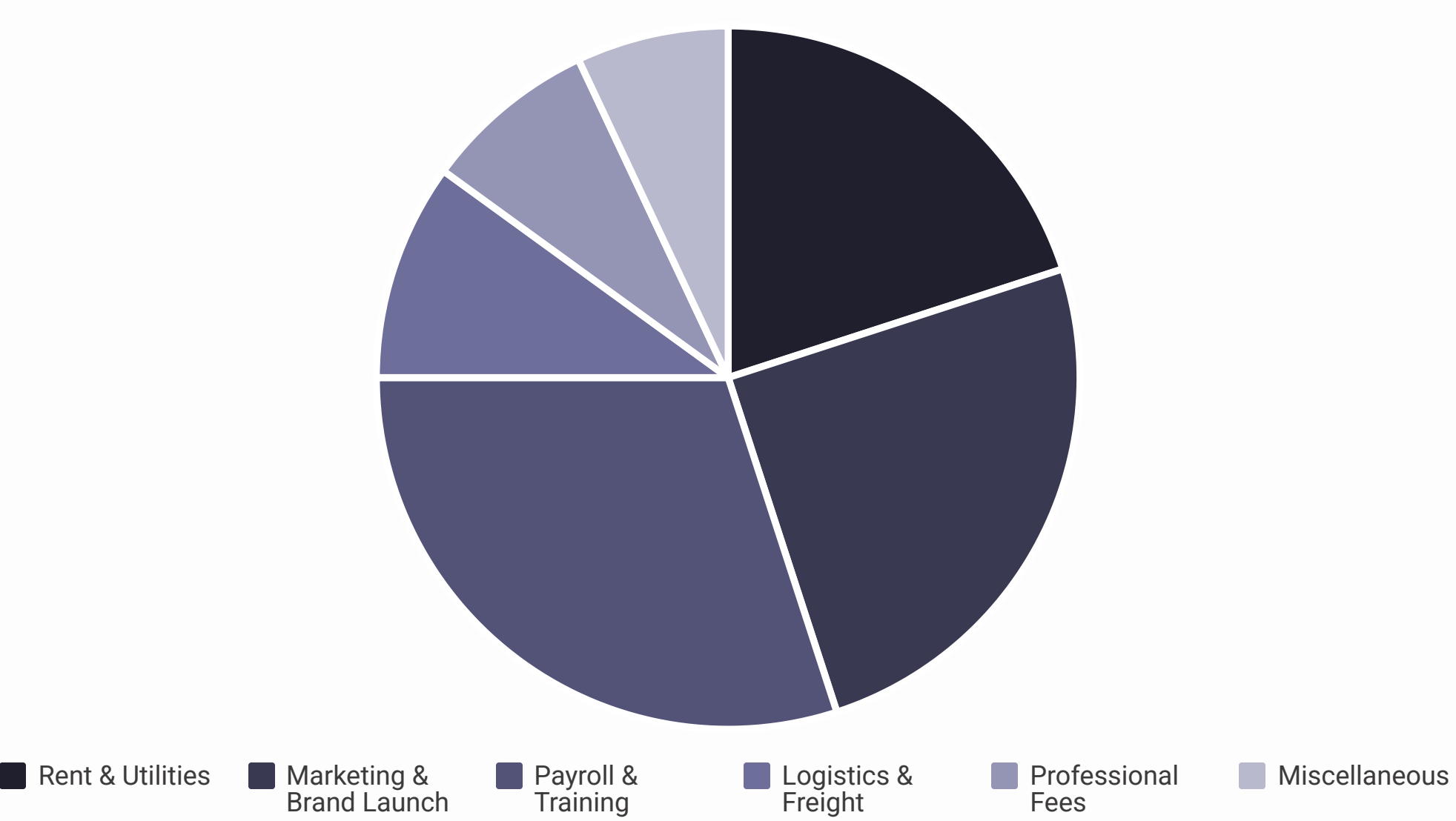
➡ **Cumulative cash surplus:** ≈ £195,000 by end of Year 3.

Projected Balance Sheet Highlights



No external liabilities anticipated during initial 3 years.

Expense Breakdown (Year 1)



Cash-Flow Summary

- **Inflows:** Parent investment + sales revenue.
- **Outflows:** Lease, salaries, packaging, logistics, marketing.
- **Positive cash flow** achieved from Month 13 as recurring subscriptions stabilise.

All funds remitted via legitimate parent-subsidary transfers through registered UK business bank account.

Financial Ratios (Year 3 Target)

Metric	Benchmark	BrewSmart UK Target
Current Ratio	> 1.2	1.8
Debt-to-Equity	< 0.5	0
ROI (3 yrs)	≥ 15%	28%
Gross Margin	> 55%	65%
Net Margin	> 10%	21%

Financial Viability Assessment

✓ Fully capitalised by parent entity

✓ Low fixed cost model

✓ Recurring revenue via subscriptions and B2B contracts

✓ Predictable cash flow with strong margins

✓ Zero dependence on UK public funds



Compliance with UK Expansion Worker Visa Requirements

The **UK Global Business Mobility – Expansion Worker Route** allows an established overseas business to send a senior manager or specialist employee to the UK to set up its first branch or subsidiary. The category ensures that the expansion represents a genuine, viable, and sustainable business venture that contributes to the UK economy.

Key Home Office criteria include:

- The parent company must be active and trading overseas for at least 3 years.
- The UK entity must be a wholly owned branch or subsidiary.
- The transferred employee must hold a senior managerial or specialist role.
- The business plan must demonstrate commercial viability and long-term sustainability.
- The applicant must not intend to undertake direct sales or routine work outside establishing the business.

Parent Company Eligibility

✔ Criterion: The overseas business must be actively trading and financially stable.

Compliance:

- BrewSmart India Pvt Ltd established in 2016, with 9 years of continuous operations.
- Annual turnover £900,000 (FY2024) and consistent profitability.
- Active exports to UAE, Singapore, and Malaysia.
- Fully certified (ISO 22000, Rainforest Alliance, FSSAI).

Hence, BrewSmart India clearly qualifies as an established and active overseas business.

UK Entity Ownership & Structure

✔ Criterion: The UK subsidiary must be owned and controlled by the overseas parent.

Compliance:

- BrewSmart UK Ltd will be incorporated as a 100% wholly owned subsidiary of BrewSmart India Pvt Ltd.
- Shareholding structure ensures no third-party financial dependency.
- All incorporation, trademark, and tax registrations will be managed under UK Companies House and HMRC.

Key Employee Transfer

✔ Criterion: The applicant must hold a senior position and be assigned to establish operations.

Compliance:

- Expansion Director, with 10 years of relevant industry experience and 4 years at parent firm, will relocate to London to head the subsidiary.
- Has full authority over setup, recruitment, budgeting, and reporting.
- Role documented in both India and UK corporate structure.

This meets the "genuine senior employee" requirement.

Genuine Expansion Activity

✔ Criterion: The business plan must demonstrate genuine intention to establish UK operations.

Compliance:

- Identified London premises for warehousing and blending (Borough Market SE1).
- Confirmed £120,000 investment from parent entity.
- Defined 3-year roadmap for hiring, marketing, and product launch.
- B2B and retail partnerships targeted within 6 months of setup.

All indicators confirm authentic commercial expansion rather than passive investment.

Financial Capability

✔ Criterion: The overseas business must have the resources to support the UK setup without external borrowing.

Compliance:

- Parent company to fund £120,000 initial investment directly.
- Proven liquidity in Indian accounts and debt-free operations.
- Three-year projections show profitability by Month 16, no reliance on UK credit or public funds.

Employment Creation & Economic Benefit

✔ Criterion: The expansion must contribute to the UK economy.

Compliance:

- Creation of 10–11 new UK-based jobs by Year 3 (operations, marketing, packaging, admin).
- Engagement of UK suppliers, logistics, and accountants for service contracts.
- Active participation in sustainable business networks and export partnerships.

Long-Term Commitment

✔ Criterion: The overseas company must demonstrate a long-term commitment to UK trade.

Compliance:

- Three-year growth roadmap with expansion to Manchester and potential EU exports.
- Parent company's ongoing R&D collaboration with UK-based wellness labs.
- Sustainability alignment with DEFRA and Plastic Free London initiative.

This indicates continuity beyond visa expiry and alignment with UK's SME development goals.

No Third-Party Employment or Violation

✔ Criterion: The Expansion Worker must not undertake unrelated employment or disallowed activities.

Compliance:

- Expansion Director's duties are limited to business establishment, recruitment, and management.
- No direct public engagement until full operational approval.
- HR and legal compliance handled by accredited UK accounting firm.

Summary Table of Compliance

Requirement	BrewSmart UK Compliance	Status
Parent company active & trading 3+ years	Established 2016, profitable	✔
UK entity wholly owned	100% BrewSmart India ownership	✔
Senior employee transfer	10+ yrs industry experience	✔
Genuine commercial expansion	Detailed plan & funding proof	✔
Sufficient funds	£120,000 parent investment	✔
Job creation & UK benefit	10+ jobs by Y3	✔
Sustainable operations	Eco-certified & DEFRA compliant	✔

Appendix & Disclaimers

Appendix A – Summary of Key Data

Category	Details / Highlights
Parent Company	BrewSmart India Pvt Ltd – Established 2016, Guwahati (India)
UK Entity	BrewSmart UK Ltd – Proposed London subsidiary
Visa Category	UK Global Business Mobility – Expansion Worker Route
Investment Commitment	£120,000 (fully funded by parent company)
Facility Location	Borough Market Innovation Hub, London SE1
Initial Team Size	6 staff (Year 1) → 11 staff (Year 3)
Break-Even Point	Month 15–16 of operations
Revenue Projection	£180,000 → £750,000 (Years 1–3)
Gross Margin	58% → 65% (Years 1–3)
UK Economic Benefit	Local employment + eco-supply partnerships
Sustainability Plan	Plastic-free packaging & carbon-neutral logistics

Appendix B – Supporting Documents (List for Full Submission Version)

(Not included in website sample; listed for completeness.)

- Company Registration Certificate – BrewSmart India Pvt Ltd
- Financial Statements (3 Years) – Audited balance sheet & P/L
- Export Invoices & Contracts – UAE and Singapore buyers
- Certificates & Licences – ISO 22000, Rainforest Alliance, FSSAI
- Tea Origin Proofs – Estate agreements and phytosanitary certificates
- Director's Curriculum Vitae – Employment & qualification record
- Lease & Location Documents – Draft MOU for London premises
- UK Supplier Quotations – EcoPack UK and DPD Go Green
- Bank Statements / Funding Proofs – Parent investment records
- Marketing Collaterals / Brand Guidelines – Launch campaign samples

(Note: These will be provided only in a confidential client version.)

Appendix C – Abbreviations & Glossary

Term	Meaning
COGS	Cost of Goods Sold
FSSAI	Food Safety & Standards Authority of India
DEFRA	UK Department for Environment, Food & Rural Affairs

Term	Meaning
D2C	Direct to Consumer
B2B	Business to Business
ERP	Enterprise Resource Planning
ROI	Return on Investment

Disclaimer

- ☐ This sample business plan has been prepared for demonstration and educational purposes only. All names, figures, and projections are illustrative estimates designed to show the structure, tone, and compliance standard of a professional UK Expansion Worker Visa business plan.
- Actual financial results, staffing levels, and addresses may vary.
 - No confidential client information has been disclosed.
 - The content is not to be used as legal or immigration advice.

For official submissions, Gomchi Businesses prepares tailored, fully compliant plans based on verified company data, legal reviews, and incubator-ready documentation.

Closing Note



BrewSmart UK Ltd represents the spirit of global entrepreneurship — connecting the heritage of India's tea craftsmanship with the innovation of the UK market. Through ethical sourcing, local employment, and eco-conscious packaging, the company aligns with both business opportunity and environmental responsibility.

"From Garden to Global —
Brewing a Better Tomorrow."