

Yan Tea Export Business Plan Proposal

I. Executive Summary

This document details plans to export Chinese grown and processed tea products to foreign markets. The plan overview consists of four (4) phases. Phase I builds a foundation to open the foreign markets by creating an online store via Shopify, administering preliminary social media and in-person marketing, distributing samples to Foreign Partners, and testing complimentary products. Phase II migrates ownership of Shopify stores and ownership/marketing/distribution of store products to the Foreign Partners with an agreement to exclusively source the products from the Product Supplier via the Sourcing Agent/Consultant. Phase III adds subscriptions to Shopify stores to promote and encourage repeat customer orders. Phase IV involves Foreign Partners persuing B2B opportuinites such as hotels, tea shops, restaurants, etc.

The agenda and goal of this business plan is to achieve transparent shared advantages through long term goals for Foreign Partners, Product Suppliers, and the Sourcing Agent/Consultant.

Investment / Benefit Description During Phase I:

Foreign Partner:

Investment: Time invested through online and offline marketing to build a customer base and generate sales.

Benefit: A zero capital investment path to owning an Shopify store with a flexible schedule to generate passive income.

Product Supplier:

Investment: Round 1 tea product inventory capital investment. (see Appendix B)

Benefit: Opening a foreign market supplying a sustainable product distribution to foreign Shopify stores with the assistance of the Sourcing Agent/Consultant and valuable market research feedback.

Sourcing Agent/Consultant:

Investment: Round 1 international shipping expense and promotional item capital investment, time invested creating the business plan, and coordinating product ordering, and international shipping between Product Suppliers and Shopify stores. (see Appendix B)

Benefit: Creating a business opportunitiy relationship with Product Suppliers and Foreign Partners resulting in a sustainable product sourcing income.

II. Background

The origin of tea and tea drinking culture has a deep and rich history whose cultivation and use has spread to every corner of the world. Tea has forged trade routes, sparked revolutions, grown cultural rituals, and evolved dynamically over time. A lifetime could be spent learning about any one of the dynamic facets of tea.



In modern contexts, foreign consumption of tea is brewed by constraining the tea in a "tea bag" or other device and adding boiling water to an individual's cup. Typically this tea is finely ground, dry, heavily processed, and of very low quality. While more internationally experienced foreigners may know about loose tea, the vast majority only know of brewing tea through these dry, dusty, low grade, single use tea bags. Many foreigners have generally heard of the benefits of drinking tea but are still unaware of more specific studies highlighting the health benefits higher quality loose tea can offer.

The cultural norms and rituals of drinking tea is vitally important to understanding different markets. A defining difference between Eastern and Western culture is the communal nature of Eastern culture and the individualized nature of Western culture. This is obvious when the rituals of preparing and drinking tea are compared between the two. In Eastern culture, a host prepares tea in a traditional tea set consisting of a communal pot and small individual cups, and distributes the brewed tea to each of their guests from the communal pot. In Western Culture, tea is brewed in an individual's cup and customized to their taste incorporating different amounts of sugar, milk, lemon, or other ingredients. This is key to understanding how to market to Western Cultural norms.

III. Phase Description

A. Phase I

The first phase of the business plan strategy builds a foundation to opening foreign markets by creating an online store via Shopify. Conducting market research concerning marketing strategy effectiveness, product exposure, complimentary product effectiveness, and other unknown but relevant information will help inform Foreign Partners and Product Suppliers and assist in ongoing marketing efforts. This will focus on comments and reviews left after purchases on Shopify, online and in person surveys, blog posts, and other feedback.

Product inventory will be sent in quarterly shipments (or sooner as needed) to fulfillment centers for domestic distribution reducing customer order shipping transit times and costs significantly. Calculated projections are used to prove business plan viability and should be adjusted according to the previous rounds statistical data collected. Three (3) rounds of ordering and reordering product inventory projections have been calculated in Appendix B,C, and D and will guide Foreign Partners orders from the Sourcing Agent/Consultant. (see Appendix B, C, and D)

Round 1 inventory profit from Phase I will be used to refund startup costs and be reinvested as inventory stock to build capital investment in the Shopify store. (see Appendix B, and C)

1. Shopify Online Store

Shopify Inc., stylized as Shopify, is a Canadian multinational e-commerce company headquartered in Ottawa, Ontario. Shopify is the name of its proprietary e-commerce platform for Shopify stores and retail POS (point-of-sale) systems. The platform offers retailers a suite of services, including payments, marketing, shipping and customer engagement tools. As of 2024, Shopify hosts 5.6 million active stores across more than 175 countries.

A Shopify store will be created to list and facilitate the sales of products, manage inventory, and track POS (point of sale) statistics. Foreign Partners social media and in person marketing efforts will direct customers to the Shopify store to both purchase products and leave valuable feedback.

Customers will be charged appropriate shipping fees and applicable taxes according to their location both assessed and applied by Shopify.

Information about Shopify can be found at <https://help.shopify.com/en>

Shopify fulfillment calculator can be found at <https://www.shopify.com/fulfillment/calculator>
(see Appendix E)

2. Sample Packs

Two (2) sample packs will consist of three (3) varieties of tea each respective of the dark and light varieties initially offered in the Shopify store using transparent packaging clearly showing the individually colored packaged flavors. Initial product sample packs will be sent to Foreign Partners to test the product personally, create media content, and distribute to potential B2B customers in Phase IV.

Two (2) promotional packs will be paired with a Tea-fee Maker (complimentary product) introducing both the light and dark varieties of tea available in the Shopify store and promote the convenient use of the loose tea products.

3. Complimentary Products

To best fit the current cultural norms of foreign markets, complimentary products such as tea sets, Tea-fee Maker, tea pets, etc. will be tested, sold, and integrated into marketing promotions and sales. These items are intended to drive sales, increase the convenient use of loose tea products, and uniquely identify products against competitors.

Depending on the complimentary products popularity and acceptance, there may be additional marketing, branding, and advertising opportunities with the complimentary products.

4. Initial Marketing Strategy (see also IV. Marketing Strategies)

The initial marketing strategy involves Foreign Partners creating social media accounts to post promotional videos, blogs, chat groups, surveys, shorts, and live stream. (see Appendix F, and G) This is intended to draw attention to the products, generate interest, answer questions, direct customers to the purchasing site, and generate feedback as market research. Each Foreign Partner will choose which marketing strategies best fit their ideal marketing strategy and will be assisted through group meetings involving all interested parties (ie. Product Supplier, Sourcing Agent/Consultant, and other Foreign Partners).

In-person events such as farmers market stands, tea tasting and demonstration events, and other in-person opportunities may also assist in promoting products.

B. Phase II

Phase II migrates ownership of the Shopify store and ownership/marketing/distribution of the products to Foreign Partners with an agreement to exclusively source the products from the Product Supplier via the Sourcing Agent/Consultant. Phase II will be executed after Round 3 (see Appendix D) at the discretion of the Foreign Partners as it shifts the majority of responsibilities to the Foreign Partners including Shopify store management, inventory management, continuing marketing efforts and strategies, accounting, and customer service.

C. Phase III

Phase III designs and integrates subscriptions to Shopify stores promoting repeat customer orders. Foreign Partners and the Sourcing Agent/Consultant will design and integrate customized subscription services to consumers. Examples of a subscription service might include seasonal bundles of carefully selected tea products, new tea products, complimentary products, and/or access to special online or offline events.

D. Phase IV

Phase IV expands Foreign Partners scope by pursuing B2B opportunities such as hotels, tea shops, restaurants, etc. After becoming familiar with tea products, marketing, and e-commerce sales processes, Foreign Partners will work in collaboration with the Sourcing Agent/Consultant to foster collaborative B2B opportunities.

IV. Marketing Strategies

Marketing strategies will be key to increasing the foreign customers overall knowledge and awareness of the tea products, tea drinking culture, health benefits, and complimentary products. Foreign Partners will be responsible for marketing with support and assistance from the Sourcing Agent/Consultant, Product Supplier, and other Foreign Partners.

A. Marketing Methods

Marketing methods will include but are not limited to social media blogs, posts, videos, live streams shorts, in-person events, and sample product give-aways integrated into online and offline marketing. (see Appendix G) Detailed plans will be created to assist Foreign Partners with marketing efforts and direct sample product distribution and discounts. A schedule will be created to predicable standardize the marketing promotions and coordinate events.

B. Listing Sales

Marketing the sale of single boxes increases the fulfillment expense substantially compared to dual box sales (see Appendix B). There are two (2) proposed options to avoid these additional costs. The first option lists individual boxes with a two (2) box minimum order quantity. An advantage to this option shows a single box price but doubles the total revenue per transaction. A disadvantage to this option is that it might be seen as a "bait and switch" and discourage potential customers from completing purchases. The second option lists dual box sales doubling the price of single box sales while being upfront with the total price. The best option will be chosen when creating the Shopify store.

C. Promotions

Promotions will enhance the marketing strategy effectiveness with the driving goal to convince customers to complete their first transaction by offering a "free" complimentary product. An example promotion combines two (2) sample packs with a Tea-fee Maker by pricing sample packs at full price and giving the Tea-fee Maker as a "free" gift. The cost of the Tea-fee maker will be offset with the margin of the sample packs. (see Appendix B, C, and D)

Future promotions could combine similar complimentary products or offer discounts during shopping holidays, participating in market research feedback activities, or other opportunities as they arise.

V. Market Research

Promotions will be paired with market research opportunities including written surveys, online surveys, blog post responses, video content responses, in person discussions, and other means. (see Appendix F) Responses collected will be recorded and presented as a report containing feedback, analysis, and recommendations. Results will be shared and presented to the Product Supplier and Foreign Partners accounting for respective languages.

Market research should be ongoing and coordinated with new products, complimentary products, promotions, and other opportunities as they present themselves.

VI. Anticipated Challenges

A. FDA Approval

Tea is considered a consumable food product which means FDA approval may be needed eventually to avoid delays during customs inspections. Due to the low risk that tea poses to the health and safety of consumers, FDA approval will be applied for on an "as needed" basis. The Sourcing Agent/Consultant will work with the Product Supplier to gain the appropriate approvals if and when issues arise.

<https://www.fda.gov/food/food-imports-exports/importing-food-products-united-states>

B. Foreign Partner Commitment

While commitment from all partners is essential, special attention should be noted to the commitment of Foreign Partners due to the lack of monetary investment outlined in this business plan. In the event a Foreign Partner decides to discontinue participation in the plan, an agreement will be reached between the Sourcing Agent/Consultant and Foreign Partner concerning the severance. The Sourcing Agent/Consultant will search for a replacement Foreign Partner to continue with the plan.

C. Import Tariff

As of the creation of this business plan, there is no import tariff on HS Code 0902.40.00 Oolong and Black Tea from China. Due to the political changes occurring during the creation of this business plan, rumored tariffs of 10% on all imported goods have been calculated in Round 1 (see Appendix B) of the business plan to show the resilience of the plan despite additional tariff and shipping expenses. In the event tariffs are imposed, this additional cost will be absorbed by each round's profit and only affect the amount of inventory ordered for each respective round the tariffs affect.

<https://rulings.cbp.gov/ruling/N203765>

<https://hts.usitc.gov/search?query=0902.40.0000>

D. International Shipping Rates

As of the creation of this business plan, current international shipping rates were overcalculated by approximately 20% to anticipate a margin of error for unpredictable international shipping rates. A rate double to this estimate was also calculated in Round 1 of the business plan to show the resilience of the plan. (see Appendix B) In the event international shipping rates increase, this additional expense will be absorbed by each round's profit and only affect the amount of inventory ordered for each respective round the additional international shipping expense affects.

E. Shopify Fulfillment and Payment

In the event that the Shopify Fulfillment and Payment expenses increase, this additional expense will be absorbed by each round's profit and only affect the amount of inventory ordered for each respective round the additional Shopify Fulfillment and Payment expense affects.

Appendix A

Price Cost Margin Chart*							Exchange Rate		
							USD	CNY	
							\$1.00	¥ 7.27	
Item Number	303	306	263	266	563	566	xx3 Sample Pack**	xx6 Sample Pack**	Tea-fee Maker
Sale Price	\$24.00	\$24.00	\$30.00	\$30.00	\$36.00	\$36.00	\$30.00	\$30.00	\$25.00
Cost CNY	¥ 36.00	¥ 42.00	¥ 72.00	¥ 78.00	¥ 72.00	¥ 84.00	¥ 60.00	¥ 68.00	¥ 65.00
Cost USD	\$4.95	\$5.78	\$9.90	\$10.73	\$9.90	\$11.55	\$8.25	\$9.35	\$8.94
Sourcing Cost CNY	¥ 9.00	¥ 10.50	¥ 18.00	¥ 19.50	¥ 18.00	¥ 21.00	¥ 15.00	¥ 17.00	¥ 16.25
Sourcing Cost USD	\$1.24	\$1.44	\$2.48	\$2.68	\$2.48	\$2.89	\$2.06	\$2.34	\$2.24
Total Cost CNY	¥ 45.00	¥ 52.50	¥ 90.00	¥ 97.50	¥ 90.00	¥ 105.00	¥ 75.00	¥ 85.00	¥ 81.25
Total Cost USD	\$6.19	\$7.22	\$12.38	\$13.41	\$12.38	\$14.44	\$10.32	\$11.69	\$11.18
Margin	\$17.81	\$16.78	\$17.62	\$16.59	\$23.62	\$21.56	\$19.68	\$18.31	\$13.82

*All data shown are estimates and are subject to change in exchange rates, supplier production costs, and sourcing costs.
**Sample pack cost estimated from averaging respective item costs.

Appendix B

Round 1 Projections

Payment Costs	
Per Transaction % Cost	2.9%
Per Transaction Cost	\$0.30

International Shipping Costs	
R1 International Shipping Est.	\$500.00
International Shipping Cost x2	\$1,000.00

Projected Tariffs	
Trump Tariff	10%

Quarterly Fixed Costs	
Quarterly Online Store Cost	\$117.00
R1 Quarterly Storage Fee	\$90.90

Fulfillment Costs	
Fulfillment 1 box	\$5.86
Fulfillment 2 box	\$6.22
Fulfillment 2 box tea-fee maker	\$9.72

R1 Cost Revenue Calculator									
Item Number	303	306	263	266	563	566	xx3 Sample Pack**	xx6 Sample Pack**	Tea-fee Maker
Sale Price	\$24.00	\$24.00	\$30.00	\$30.00	\$36.00	\$36.00	\$30.00	\$30.00	\$25.00
Order Quantity	10	10	10	10	10	10	60	60	60
R1 Cost USD*	\$4.95	\$5.78	\$9.90	\$10.73	\$9.90	\$11.55	\$8.25	\$9.35	\$8.94
Total Revenue	\$240.00	\$240.00	\$300.00	\$300.00	\$360.00	\$360.00	\$1,800.00	\$1,800.00	\$1,500.00
Total Product Cost	\$49.52	\$57.77	\$99.04	\$107.29	\$99.04	\$115.54	\$495.19	\$561.21	\$536.45
Total Single Fulfillment Expense	\$58.60	\$58.60	\$58.60	\$58.60	\$58.60	\$58.60	\$351.60	\$351.60	\$583.20
Total Dual Fulfillment Expense	\$31.10	\$31.10	\$31.10	\$31.10	\$31.10	\$31.10	\$186.60	\$186.60	
Total Promo Fulfillment Expense									\$583.20
Total Single Payment Expense	\$9.96	\$9.96	\$11.70	\$11.70	\$13.44	\$13.44	\$70.20	\$70.20	\$61.50
Total Dual Payment Expense	\$8.46	\$8.46	\$10.20	\$10.20	\$11.94	\$11.94	\$61.20	\$61.20	
Total Promo Payment Expense									\$70.20

*First round inventory does not apply 25% sourcing agent fees.

Revenue Totals	
R1 Total Inventory Revenue	\$6,900.00
R1 Total Promo Revenue	\$5,400.00

Expense Totals	
R1 Total Inventory Expense	\$2,121.05
R1 Total Single Fulfillment Expense	\$1,638.00
R1 Total Dual Fulfillment Expense	\$1,143.00
R1 Total Promo Fulfillment Expense	\$769.80
R1 Total Single Payment Expense	\$272.10
R1 Total Dual Payment Expense	\$245.10
R1 Total Promo Payment Expense	\$131.40

Profit Projections	
R1 Single Sales Model Profit	\$2,160.95
R1 Dual Sales Model Profit	\$2,682.95
R1 Promo Sales Model Profit	\$1,669.85

Profit Projections Unexpected Expenses	
R1 Single Sales Model Profit	\$1,448.88
R1 Dual Sales Model Profit	\$1,970.88
R1 Promo Sales Model Profit	\$957.75

Projected Tariff Totals	
Trump Tariff	\$212.10

Appendix C

Round 2 Projections

Round 1 Projections	
R1 Total Promo Revenue	\$5,400.00
R1 2/3 Reorder Goal	\$3,600.00
R1 Promo Fulfillment Expense	\$583.20
R1 Payment Expense	\$122.40
R1 International Shipping Refund	\$500.00
R1 Tea-fee Maker Refund	\$536.45
R1 Reorder Profit	\$1,857.95
Promo Reorder Cost	\$1,194.64
Tea Reorder Capital	\$663.31
Actual Tea Reorder Cost	\$631.36
Total Capital Re-investment	\$1,826.00

International Shipping Costs	
R2 International Shipping Est.	\$500.00

Fulfillment Costs	
Fulfillment 2 box	\$6.22
Fulfillment 2 box tea-fee maker	\$9.72

Payment Costs	
Per Transaction % Cost	2.9%
Per Transaction Cost	\$0.30

Quarterly Fixed Costs	
Quarterly Online Store Cost	\$117.00
R2 Storage Fee	\$133.20

Cost Revenue Calculator									
Item Number	303	306	263	266	563	566	xx3 Sample Pack**	xx6 Sample Pack**	Tea-fee Maker
Sale Price	\$24.00	\$24.00	\$30.00	\$30.00	\$36.00	\$36.00	\$30.00	\$30.00	\$25.00
R1 Profit Reorder Distribution	40% of Reorder Capital After Calculated Promo Restock						60% of R1 Promo Stock		
	Reorder Stock Qty Calculations use Qty Sold to Balance Inventory								
R1 Qty Sold	0	0	0	0	0	0	60	60	60
R2 Reorder % Qty	23%	27%	25%	25%	0%	0%			
R2 Reorder \$ Qty	\$152.56	\$179.09	\$165.83	\$165.83	\$0.00	\$0.00			
Cost USD	\$6.19	\$7.22	\$12.38	\$13.41	\$12.38	\$14.44	\$10.32	\$11.69	\$11.18
R2 Reorder Qty Estimate	24	24	13	12	0	0			
R2 Adjusted Reorder Qty	24	24	12	12	0	0	36	36	36
Total Inventory	34	34	22	22	10	10	36	36	36
R2 Reorder Cost	\$148.56	\$173.31	\$148.56	\$160.94	\$0.00	\$0.00	\$371.39	\$420.91	\$402.34
R2 Revenue Projection	\$816.00	\$816.00	\$660.00	\$660.00	\$360.00	\$360.00	\$1,080.00	\$1,080.00	\$900.00
R2 Total Dual Fulfillment Expense	\$105.74	\$105.74	\$68.42	\$68.42	\$31.10	\$31.10	\$111.96	\$111.96	
R2 Total Promo Fulfillment Expense									\$349.92
R2 Total Dual Payment Expense	\$28.76	\$28.76	\$22.44	\$22.44	\$11.94	\$11.94	\$36.72	\$36.72	\$36.90
R2 Total Promo Payment Expense									\$73.44

Revenue Totals	
R2 Total Inventory Revenue	\$6,732.00
R2 Total Promo Revenue	\$5,832.00

Expense Totals	
R2 Total Reorder Inventory Expense	\$1,826.00
R2 Total Dual Fulfillment Expense	\$984.36
R2 Total Promo Fulfillment Expense	\$760.44
R2 Total Dual Payment Expense	\$236.63
R2 Total Promo Payment Expense	\$199.73

Profit Projections	
R2 Dual Sales Model Profit	\$2,934.81
R2 Promo Sales Model Profit	\$2,295.63

Appendix D

Round 3 Projections

Round 1 Projections	
R2 Total Revenue	\$5,832.00
R3 2/3 Reorder Goal	\$3,888.00
R2 Promo Fulfillment Expense	\$506.96
R2 Payment Expense	\$133.15
R2 International Shipping Refund	\$500.00
R2 Reorder Profit	\$2,747.89
Promo Reorder Cost	\$597.32
Tea Reorder Capital	\$2,150.57
Actual Tea Reorder Cost	\$2,112.79
Total Capital Re-investment	\$2,710.11

International Shipping Costs	
R3 International Shipping Est.	\$500.00

Fulfillment Costs	
Fulfillment 2 box	\$6.22
Fulfillment 2 box tea-fee maker	\$9.72

Payment Costs	
Per Transaction % Cost	2.9%
Per Transaction Cost	\$0.30

Quarterly Fixed Costs	
Quarterly Online Store Cost	\$117.00
R3 Storage Fee	\$185.40

Cost Revenue Calculator									
Item Number	303	306	263	266	563	566	xx3 Sample Pack**	xx6 Sample Pack**	Tea-fee Maker
Sale Price	\$24.00	\$24.00	\$30.00	\$30.00	\$36.00	\$36.00	\$30.00	\$30.00	\$25.00
R3 Profit Reorder Distribution	70% of Reorder Capital After Calculated Promo Restock						30% of R1 Promo Stock		
	Reorder Stock Qty Calculations use Qty Sold to Balance Inventory								
R2 Qty Sold	10	20	4	8	2	4	26	26	26
R3 Reorder % Qty	15%	30%	12%	24%	6%	12%			
R3 Reorder \$ Qty	\$325.84	\$651.69	\$260.68	\$521.35	\$130.34	\$260.68			
Cost USD	\$6.19	\$7.22	\$12.38	\$13.41	\$12.38	\$14.44	\$10.32	\$11.69	\$11.18
R3 Calculated Reorder Qty Estimate	52	90	21	38	10	18			
R3 Adjusted Reorder Qty	52	90	20	38	10	18	18	18	18
R3 Total Inventory	76	104	38	52	18	24	28	28	28
R3 Reorder Cost	\$321.87	\$649.93	\$247.59	\$509.63	\$123.80	\$259.97	\$185.69	\$210.45	\$201.17
R3 Revenue Projection	\$1,824.00	\$2,496.00	\$1,140.00	\$1,560.00	\$648.00	\$864.00	\$840.00	\$840.00	\$700.00
R3 Total Dual Fulfillment Expense	\$236.36	\$323.44	\$118.18	\$161.72	\$55.98	\$74.64	\$87.08	\$87.08	
R3 Total Promo Fulfillment Expense									\$272.16
R3 Total Dual Payment Expense	\$64.30	\$87.98	\$38.76	\$53.04	\$21.49	\$28.66	\$28.56	\$28.56	\$28.70
R3 Total Promo Payment Expense									\$57.12

Revenue Totals	
R3 Total Inventory Revenue	\$10,912.00
R3 Total Promo Revenue	\$10,212.00

Expense Totals	
R3 Total Reorder Inventory Expense	\$2,710.11
R3 International Shipping Expense	\$500.00
R3 Total Dual Fulfillment Expense	\$1,416.64
R3 Total Promo Fulfillment Expense	\$1,242.48
R3 Total Dual Payment Expense	\$380.05
R3 Total Promo Payment Expense	\$351.35

Profit Projections	
R3 Dual Sales Model Profit	\$5,102.80
R3 Promo Sales Model Profit	\$4,605.66

Appendix E

Total Projected Profit Scaling		
	Dual Sales Model Profit	Promo Sales Model Profit
R1 Projected Profit	\$1,970.85	\$1,669.85
R2 Projected Profit	\$2,934.81	\$2,295.63
R3 Projected Profit	\$5,102.80	\$4,605.66

Size and Weight of Tea and Tea-fee Maker				
cm/kg	Length	Width	Height	Weight
Tea	4	10	14	0.065
Tea-fee Maker	8	8	22	0.6
Tea-fee maker and promotional package fulfillment costs are the same.				

Total Inventory Cost Value	
R1 Inventory Cost Value	\$2,121.05
R2 Inventory Cost Value	\$2,486.24
R3 Inventory Cost Value	\$3,887.90

Expense Refund Schedule	
R2 Tea-fee + Shipping Refund	\$1,036.45
R3 Shipping Refund	\$500.00

Appendix F

Example Survey Questions:

What do you think of drinking tea?

When do you usually drink tea?

Have you ever drank loose tea?

How many glasses of your favorite drink do you usually drink in one day?

What kind of drinks do you have in the morning?

What do you think of the Tea-fee Maker?

Do you think tea is a healthy drink?

Do you have easy access to water hot enough to make tea?

Do you usually drink hot drinks more at home, at work, or out in a social setting?

Appendix G

Social Media Platform and Event Short List

Social media platform list:

Bluesky	https://bsky.social/about
Facebook	https://www.facebook.com
Snapchat	https://www.snapchat.com/
Instagram	https://www.instagram.com/
Threads	https://www.threads.net/
Pinterest	https://www.pinterest.com/
Reddit	https://www.reddit.com/
X (Twitter)	https://x.com/
TikTok	https://www.tiktok.com/
YouTube	https://youtube.com/
WhatsApp	https://www.whatsapp.com/
Telegram	https://telegram.org/
Twitch	https://www.twitch.tv/
Quora	https://www.quora.com/
Mastodon	https://joinmastodon.org/
Discord	https://discord.com/

In-person events:

Farmers Market
Seasonal Event
Book Club