

## **An exploratory study on the impact of “TWG TEA COMPANY” on Brand Equity.**

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### **Abstract**

The TWG Tea brand strategy is based on the goal of offering the discriminating global tea consumer with a high-quality tea experience and knowledge. TWG Tea was founded in 2008, and it's amazing how rapidly it's grown throughout the world and developed its distinctive character as the world's first luxury tea brand. Walking into any TWG Tea store for the first time is a beautiful experience for everybody and everyone. Unlike coffee, tea drinking and purchasing were never considered premium experiences prior to the creation of the TWG Tea brand. TWG Tea, as the world's first premium tea brand, has succeeded in cultivating a sense of connoisseurship among consumers by harvesting rare teas.

### **Keywords**

TWG Tea, Brand Strategy, Brand communication, Business challenge, Brand Equity

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## **I. INTRODUCTION:**

### **1.1 History of tea.**

The practice of tea drinking goes back a long history since more than 4000 years ago. Many sources indicate that tea was first drunk as a medicinal drink and later popularized as a recreational drink in Southwest China. Only after the mid-8th century was tea drinking spread from China to many parts of the world, including Korea, Japan and Vietnam. In 1607, it was brought to Europe by the Dutch East India Company. Tea drinking first gained popularity in the Netherlands, before spreading to Germany, France, York, and other parts of Europe. Tea was originally offered in a coffee shop in London in 1657, but due to scarcity and high pricing, it was not extensively consumed in Britain. In Britain and Ireland, it was exclusively consumed as a luxury commodity on rare occasions, and it was only in the late 18th century that it became cheap. Today, tea drinking is arguably part and parcel of everyday modern life. Tea drinking practices have been shaped by various countries and mean different things to different regions. Tea manifests itself in various ways – from cultural tea ceremony rituals in Japan, wedding tea receptions in China, to elaborate social afternoon teas in Britain. Tea is also enjoyed in different forms, from rich powdered matcha green tea whisked with hot water in Japan, to adding spices and condensed milk to Ceylon or Assam tea in Thailand, and even adding salt and butter to black tea in Tibet. Despite such variances in culture, one thing is for sure – tea drinking is a practice enjoyed by people all over the world. Tea remains a delightful, occasional diversion for high-income customers in developed economies, according to global research firm Euromonitor, fuelling desire for more personalization as consumers seek the same type of individualised variation associated with tea shops. New TWG Tea aims to cater exactly to this demand, by sourcing for the finest quality of tea leaves all over the world and offering luxurious tea-related experiences to discerning consumers all over the world. Since its founding in 2008, it has opened 77 stores in 23 countries globally and offers over 100 types of tea from both Asian and European traditions in its stores. CPP-Luxury (2017)

### **1.2 Brand story of TWG Tea**

In August 2008, Moroccan-born Taha Bouqdir, Maranda Barnes, and Rith Aum-Stievenard co-founded the TWG Tea Company in Singapore. Taha Bouqdir is an expert in the fragrance business with over 20 years of expertise and a strong interest in tea plantation studies. In fact, he goes to many regions of the world in pursuit of the greatest tea leaves. The year 1837 on the company's emblem represents the beginning of the island's role as a trading station for teas, spices, and other gourmet foods. The Wellbeing Group, or TWG Tea, is a premium concept that includes one-of-a-kind retail locations, fine tea rooms, and an international distribution network for professionals. TWG Tea has effectively established itself as a tea institution by sharing its skills and knowledge,

as well as continually creating new tea kinds each season. TWG Tea's highly trained tea tasters travel thousands of kilometres each year to evaluate hundreds of teas, looking for the best harvests straight from the source gardens. TWG Tea now sells over 1000 single-estate, premium harvest teas and special blends, with yearly sales of over USD 90 million. Despite its phenomenal success, the brand has humble origins. Even TahaBouqdib's friends were sceptical when the brand originally started in 2008, believing that the notion of a premium tea experience would be successful because no other company offered such a service. TahaBouqdib, on the other hand, thought that consumers were becoming more inquisitive about where their beverages came from, and that tea lovers were eager for something more intriguing than buying tea leaves to sip at home. The firm produced books to educate clients on the origin and history of the teas offered in store, as well as various tea-related accessories, to assist them grasp the premium teas and experience TahaBoudin's perseverance and faith in the brand concept paid out in the end - with At August 2008, the brand opened its first Tea Salon & Boutique in Singapore's Republic Plaza. The salon's interior design was a major priority for the company in ensuring that guests had the highest level of luxury during their tea experience. The wood-panelled tea store was an industry first, complete with brass weighing scales, Italian marble flooring, hardwood tea counters, and a stunning tea wall showing hundreds of teas in TWG Tea distinctive artisan tins. Warm polished wood tables, cushioned wicker-back chairs, ancient portraits, exquisite bone China, pristine linens, hanging crystal lights, and pots of vividly coloured exotic flowers decorate the tea room, which accommodates 30 people. The tea menu includes tea patisseries and other tea-infused treats, in addition to an exceptional choice of premium harvest teas and special blends. The culinary menu includes tea-infused breakfast and brunch dishes, as well as soups, salads, pasta, main courses, and sandwiches (think Pan-roasted cod fish accompanied by Vanilla Bourbon Tea infused butter sauce). This is a terrific method to highlight the brand's selection of teas and blends, allowing buyers to have a far broader taste of tea than just a single teapot. TWG Tea also offers brunch and lunch set meals with their unique teas to encourage people to use tea as a way of slowing down, relaxing, and experiencing life. In truth, the company does not consider coffee companies (Gurana, M, Kumar, S.D & Choudhury, M., 2022). Since TWG Tea was created, Singapore tea exports have more than quadrupled. TWG Tea's global development has been swift and deliberate since its start in Singapore's ION Orchard mall. The brand has over 50 Tea Salons and Boutiques in 23 countries, including Asia (China, Singapore, Japan, Korea, Taiwan, Hong Kong, Macau, Thailand, Malaysia, Vietnam, Indonesia, Cambodia, Philippines, Russia), Oceania (Australia), the Middle East (Qatar, United Arab Emirates), Europe (Germany, UK, Portugal, Morocco), the United States, and Canada. The brand's first international branch opened in Jiyugaoka, Tokyo, in April 2010, and its second location opened in September 2012 at the Shinkaruk building in Marunouchi, Tokyo.

## **II. BRANDING STRATEGY OF TWG TEA**

### **2.1 TWG Tea's upcoming brand and commercial difficulties**

The TWG Tea brand appears to be on track to swiftly and effectively expand into a number of international countries using its tried-and-true development approach. History has demonstrated, however, that once a brand reaches maturity, it is relatively simple for it to descend into complacency. The following crucial branding concepts must constantly be kept in mind by the brand's executives in order to prevent complacency from setting roots inside the firm.

**Increased competition:** TWG Tea will encounter varying degrees of local and regional competition as it continues to enter new markets. Some of these will originate from independent tea stores or local, regional, or international tea chains. For TWG Tea, a significant difference has always been the brand's experience component. However, the same customer that TWG Tea trained about tea consumption now has a far more refined and sophisticated taste for it. These honed and polished tastes could make consumers more likely to switch, endangering the TWG Tea brand. By providing top-notch tea items, regional tea businesses with a strong sense of place or those positioning themselves as gourmet and high quality may easily recreate the TWG Tea experience. These developed and refined preferences may increase the propensity for switching and puts the TWG Tea brand at risk. Local tea chains with a strong local heritage or tea chains which position themselves as gourmet and high quality can easily replicate the TWG Tea experience through offering superior tea products. TWG Tea customers, who are used to paying a premium for the high-quality tea experience, will be open to switching whenever the same levels of quality and experience can be recreated.

**Constant need for innovation:** Innovation appears to have evolved into a term that is as frequently overused by the media as it is by many businesses. Although there are many ways to conceptualise innovation, when used in this context, it refers to a continuous, organizational-wide process that enables businesses to invest in the creation of ground-breaking and significant inventions (Gurana, M and Choudhury, M., 2021) while also making incremental improvements to their current goods and/or services. Innovation is a vital component of famous brands because of its nature. Leading companies build a strategic component into their company plans that includes innovation. Innovation is one of the key components of brand strategy that provide the company a long-lasting competitive advantage that can withstand systemic shocks like a recession. As of this writing, TWG

Tea is the only luxury tea firm with a truly worldwide presence. However, new entrants to the market may readily mimic the notion of luxury tea consumption by providing a large selection of fine teas in a charming atmosphere. TWG Tea should expand its definition of innovation to include a wide range of internal activities, including innovation in channel communication (with customers and other stakeholders), innovation in organisational cultures (work practises and internal brand practises), innovation in implementing cost-cutting and efficiency-improving strategies, and many other internal activities. A brand's competitive advantage is strongly supported by such a broad definition of innovation. The majority of the aforementioned procedures are not novel ones for TWG Tea.

## **2.2 Global expansion:**

TWG Tea has put in a lot of effort in recreating similar levels of brand experience in each of its salons across the world. TWG Tea co-founder Maranda Barnes has attributed the challenge of expanding the TWG Tea brand in the US due to the lack of a tea culture in the continent. The key here would be to conduct thorough market research. A very good case study to learn from is Starbucks, who managed to launch its coffee concept very successfully in China, a culture of primarily tea drinkers.

For instance, Maranda Barnes, a co-founder of TWG Tea, has said that the US's absence of a tea culture has made it difficult to grow the TWG Tea brand there. To succeed in this situation, careful market research is essential. Starbucks is an excellent example of a company that successfully introduced its coffee idea in a country where the majority of people prefer to drink tea. Starbucks launched drinks using regional tea-based components to better cater to Chinese customers. Market study also showed that people striving to Western ideals or those moving up the social scale in their own culture were drawn to the Starbucks experience. In response, Starbucks established relationships with neighbourhood coffee shops to better comprehend the nuances. The investment will prepare TWG Tea for its next phase of growth, which will start with the immediate expansion of the brand in Japan and the US, thanks to private equity firm KKR's recent acquisition of a large share in V3, the parent company of TWG Tea, valued at USD 366 million.

## **2.3 Pricing and targeting:**

The country strategy for TWG Tea has to place a high priority on product price. Though consumers who appreciate and want a high-quality tea experience and are prepared to pay for the brand's high-value, high-price offering are the brand's target category, the approach must work in the new markets that TWG Tea chooses to enter. Because of the following factors, premium pricing might lead to possible hazards in various sectors.

Only a certain sector of the population, which is frequently very tiny or niche, may be the target market.

Younger age groups may not be able to buy the brand since they tend to exhibit behavioural patterns that mirror the psychological behaviour of the target customer (hanging out with friends, etc).

Complete fulfilment of great brand promise: One of the most difficult problems for any business is to continuously deliver on all brand promises. Successful brands provide supporting organisational and operational structures that assist the implementation of strategies to deliver on promises

### **III. RESEARCH OBJECTIVE**

- To explore the Branding Strategy of TWG Tea.
- To understand Brand Communication of TWG Tea.
- To find out the best marketing practices by Global Tea seller.

### **IV. LITERATURE REVIEW TWG TEA COMPANY:**

The literature contains several taxonomies for classifying branding strategies; the most important are those of Olins (1989), Murphy (1987, 1989), and Laforet and Saunders (1994). Olins uses a three-category scheme of corporate identities only, corporate name with a subsidiary name, and branded identities. Murphy suggests four categories of corporate-dominant, brand-dominant, balanced systems, and mixed systems. Finally, on the basis of a comprehensive content analysis of brands of major U.S. and European grocery products, Laforet and Saunders propose three categories of brands (all based on the use of the corporation's name in products' brand names). Their categories are as follows: (1) The name of the corporation or its subsidiary is prominent in the brand names of the products or services (e.g., FedEx), (2) the corporation's name is combined with another name (e.g., Kellogg's Corn Flakes), and (3) the corporation's name is not used at all to mark products or services (e.g., Pampers).

The TWG Tea company is a perfect example of how to develop an iconic, worldwide premium brand. Luxury brands are founded on the idea of providing high symbolic value to a very discerning group of consumers who are more interested in high status connotations than the actual price. This refers to the degree to which the brand is regarded by the consumers as an exceptional product. One of the essential tenets of

successful branding is that companies should carefully choose a lucrative market niche to target with an alluring posture. The following are some of the ways TWG Tea has developed a resonant premium brand. The TWG Tea brand strategy

**Identification of a niche segment:** Luxury companies have a greater requirement to pinpoint the niche market to whom they are designing their product due to the focus on showcasing symbolic worth, whether through an entire brand experience or via exclusivity in offers, price points, or availability. The consumers that TWG Tea targets are those who appreciate and are looking for a high-quality tea experience and who are prepared to pay for the brand's high-value, high-priced product. The brand strategy and execution are quickly brought into greater focus once a certain specialised sector is identified.

**Exclusivity and symbolic value:** It's crucial for a brand to project an air of exclusivity if it wants to be seen as having symbolic worth. Like any premium businesses, TWG Tea aims to give its customers a feeling of exclusivity. TWG Tea's impression of exclusivity is influenced by its high price point, a small number of elegantly designed stores, and premium retail locations. In addition to establishing a false sense of demand for TWG Tea in the eyes of society, these methods of perceived exclusivity also provide consumers who purchase the brand a feeling of status. The introduction of Signature Teas in each nation is a special tactic TWG Tea use to retain exclusivity in each of its many country-based shops. For instance, a Signature Tea bearing the name of the city is generated whenever the company opens a new branch in a new city. The Singapore Breakfast Tea, a combination of green and black tea blended with ginger and orange peel, is the most well-liked tea in Singapore.

**Quality at all brand levels:** The whole TWG Tea brand is characterised by quality, from its goods to the shopping and dining experiences. Even though they could easily buy from nearby tea plantations, according to Taha Bouqdib, the company has devoted clients from China who routinely purchase their tea from TWG Tea. Taha thinks this is due to the brand's attention to detail, quality, and customer service. Understanding the tastes and preferences of its customers is a top focus for TWG Tea. The company's global suppliers and tea farms receive frequent customer input from front-line managers, who then relay it to them. This allows the brand to produce original TWG tea leaves of the highest quality, which are subsequently sold in its stores. When talking about TWG Tea's dedication to quality, it is impossible to ignore the in-store experience. TWG Tea has had great success in directing customers' attention away from the price of its products and toward the quality of the experience and the enjoyable memories that customers can create in its stores. This has been accomplished by providing a pleasant and laid-back customer experience in its Salons. A fantastic example of the brand's effectiveness in getting customers to repeatedly return for its high-quality tea experience is the fact that TWG Tea Salons are always crowded with clients despite charging a high fee.

**Innovation as a core competence:** Because it continuously develops new tea kinds each season, the brand is regarded as a real pioneer in the industry. Its varieties of blue tea, black tea, green tea, red tea, white tea, and yellow tea are produced using various techniques. The firm has been able to produce its own unique assortment of teas by blending techniques and adding other components like fruits, flowers, and spices to its teas. Another key success factor for its status as a real innovation is its adaptable approach to allowing consumer input to affect the production process. The brand sees a sales ratio of 30% from its Tea Salons and 70% from retail. Due to the considerably stronger demand of its retail products, the brand also takes product packaging seriously. The packaging of each product is designed carefully by its in-house designers, with the designs being adjusted based on seasons and trends, just like fashion. This unique practice also demonstrates the brand's commitment to innovation in its products. The TWG Tea brand is renowned for its innovative interior design in addition to its amazing tea selection. Its Tea Salons & Boutiques may be identified by their exquisite brass patisserie counters, unique dazzling floor lights, and astounding revolving tea wall that displays the brand's extraordinary selection of teas.

**Selective high-end distribution:** The brand's international distribution strategy is specialised and concentrated on reaching its particular client base. TWG Teas are sold in gourmet and high-end department stores all over the world, including Harrods Knightsbridge and Leicester Square in London, David Jones in Australia, The Emporium in Thailand, IFC Mall in Hong Kong, Dubai Mall in the United Arab Emirates, Pavilion Kuala Lumpur in Malaysia, and GUM in Moscow, in keeping with its strategy of quality and exclusivity. The luxury grocery store chain Dean & DeLuca in the US features tea stations for the brand. The company intends to use the same distribution approach to extend its presence in the Middle East in the future. Besides its retail outlets, salons and patisseries, TWG Tea is very careful in selecting other distribution channels to market its products. These channels include five-star hotels, airlines and fine dining restaurants – very much in line with its positioning as a luxury brand. For example, in Singapore's 5-star Shangri-La Hotel defined by world-class service, beautiful architecture and the finest dining experiences, a huge selection of 164 TWG Teas is offered in the high-tea menu of its lounge, Rose Veranda. The Fullerton Hotel, an iconic luxury hotel in Singapore, also stocks TWG Tea in its in-room mini-bar. Singapore's national carrier, Singapore Airlines, also serves TWG Tea to business class passengers, and customizes the offering based on its routes – flights to and from China feature a wider range of Chinese teas.

The latest interactive technologies are changing lifestyle patterns and corporate innovative praxis. Organizations have begun to understand the importance of the Internet and have taken control of it, demonstrating both interest and involvement in online communities (Berthon et al., 2012). The ascendancy of Web 2.0 technologies has led Internet users to a wealth of online exposure, the most important of which is social media (Chen et al., 2012). Social media channels offer both firms and customers new ways of engaging with each other. Companies hope to engage with loyal consumers and influence individuals' perceptions about their products, spread information, and learn from and about their audience (Brodie et al., 2013). Among traditional sources of communication, social media have been established as mass phenomena with a wide demographic appeal (Kaplan and Haenlein, 2010). One of the reasons for such rapid popularity of social media among companies is the viral dissemination of information via the Internet. Additionally, social media provide opportunities for Internet users to create and share content (Kaplan and Haenlein, 2012). The content created by Internet users involves different topics, including brands and products, making companies no longer the primary source of brand communication (Berthon et al., 2008). Studies have shown that consumers consider social media as more trustworthy sources of information than the traditional instruments of marketing communications used by companies (Karakaya and Barnes, 2010). Thus, marketing and brand managers may assume that brand communication will increase through user-generated social media communication (Smith et al., 2012). To examine the impact of social media brand communications, it is necessary to distinguish between two different forms of them: (a) firm-created and (b) user-generated social media communication (Godes and Mayzlin, 2009). This distinction between communication sources is relevant because firm-created social media communication is under the management of companies, while user-generated social media communication is independent of the firm's control (Vanden Bergh et al., 2011).

At the point of its inception, TWG Tea was faced with an uphill communications challenge being the first mover in the market, it had to launch its brand in a market that was not accustomed to perceiving tea as a luxury commodity. In order to drive sales and build the brand successfully, it was critical to properly position and communicate the brand's offering and promise. The initial phase of work focused on launching the brand first in Singapore before rolling out an international campaign to build brand equity (Choudhury, D., 2021) in various global markets. The initial strategy to introduce the TWG Tea brand in Singapore focused on product offerings, outlet launches and the brand's unique food offerings, with an emphasis on the brand story and its alignment to values of luxury, provenance and quality. The international campaign leveraged on influential publications such as *Monocle* and *New York Times* to establish TWG Tea as a world-class brand. Today, its communications strategy has developed to encompass all aspects of the brand including Food & Beverage, Lifestyle, Business and Technology, but mostly relies on word-of-mouth and customer retention for its success. An interesting fact to note is that when other tea companies were aggressively advertising or giving promotions and discounts, TWG Tea decided not to advertise. When cost cutting and discounts were the norm to attract customers, TWG Tea chose to emphasize the luxurious aspects of its brand and its high quality of tea products. This was in fact a very risky move, considering that the brand was launched right after the blow of the Asian Financial Crisis in 2007, when consumers were tightening their purses and were considerably less willing to spend on luxury goods. Nonetheless, its current global success speaks volumes about the strength of its brand communications strategy and execution. One of the most important success factors is the amount of investment that TWG Tea commits towards communicating a consistent premium image through its stores and salons. Instead of spending on advertising, TWG Tea invests in its store locations and store displays as key elements of its marketing strategy. In Singapore, the brand has 7 outlets in the most established department stores across the island – such as ION Orchard, The Shoppes at Marina Bay Sands and Takashimaya. The brand takes care to ensure that its branches are located at attractive and strategic units. There are 2 TWG Tea Salons and 1 TWG Tea Boutique in Marina Bay Sands, Singapore's first glitzy integrated resort including a hotel, mall, convention centre, theatres and casino. These outlets are strategically located alongside other global luxury brands, instead of the basement where most of the Food & Beverage merchants are located. Befitting of Marina Bay Sands' reputation as the world's most expensive property, the TWG Tea Boutique and Salons are similarly designed in an exceptional manner. The TWG Tea Garden salon is perched atop a placid reflective pool surrounded by tasteful flowers and greenery. The TWG Tea on the Bridge is located on a bridge over a quaint man-made river in the middle of the mall, making for an impressive facade.

STP Theory:

Wended Smith, an American marketing expert, initially established the notion of market segmentation in 1956. Wended Smith's idea was then expanded and finalised by American marketing researcher Philip Kotler.

The developed STP theory of market segmentation, marketing, and positioning was established. Solomon and colleagues (2007) SCOPAB Analysis Depicts the six elements idea of SCOPAB, which was thoroughly created and suggested by the EMBA curriculum of Feng Chia University in Taiwan. The idea differs from other research primarily in that it is categorised into low context and high context during the brand

building process. The low context focuses on economic rationality and logic thoughts, with contents covering four parts: strategy and positioning, cost and finance, organisation, and process; whereas the high context focuses on creative thinking and cultural care, with contents of arts and branding, among which art is the category of humanism and aesthetics. Everett M. Rogers proposed the "diffusion of innovation hypothesis" in 1962, and subsequent research has refined it. Rogers (1983) Diffusion of innovation is the communication process of an inventive topic through a specific channel of the social system through time, implying that the act of transmitting an innovative message is diffusion of innovation. As time passes and individuals of the social system apply, the process of transmitting novel messages becomes an S-shaped Bell curve. Rogers (1983).

## V. CONCLUSION:

Globalize TWG Tea and develop the brand experience in just ten years, TWG Tea went from a single tea boutique in Singapore to a global Asian brand known for its exceptional, exquisite, high-quality teas and tea experiences. Its early strategy goal of establishing TWG Tea as a global brand contributed greatly to its success. The company's branding, growth, and communication strategies have always prioritised the consumer experience. The firm made certain that it had a solid foundation in Singapore, with all of the essential blending and packing equipment, a central kitchen, a patisserie laboratory, warehouses, offices, and its own training centre.

If TWG Tea is to continue to be successful in its global development and expansion goal, it must have a strong innovation mindset as well as the capacity to geographically personalise its product offering and retail placement. The company has shown a commitment to putting its innovation strategy into action, notably with new products and technology improvements, but it is equally critical to ensure that consumer feedback is included in that approach. TWG Tea will need to innovate and understand consumer preferences in order to retain its success both globally and in its present markets.

Last but not least, it must continually improve and enhance the tea-drinking experience for customers in its shops. Customers educate themselves quite rapidly in the linked world of today. As a result, they consistently raise their standards for a basic and clean consumer experience. A brand experience that is exceptional now can simply end up being commonplace tomorrow. To consistently stand out in the eyes of the client, TWG Tea must consider itself to be its own worst rival and keep ahead of this curve.

It will be fascinating to witness how the TWG Tea brand changes over the next five years and how the senior leadership team and brand owners advance TWG Tea to the next level of global success. The company has the ability to establish itself as a legendary worldwide brand with deep Asian origins.

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