

# A supply chain chart

[Business](#), [Management](#)



A supply chain chart: Teavana tea Teavana tea is an Atlanta-based tea accessory vendor and tea specialist. The tea accessory has several branches in the United States Canada, Middle East, and Mexico. Teavana tea is a retail shop trading in tea. It rebrands processed tea.

Fresh leaves Processed and crude tea

Fresh leaves

bracrude tea

Refined tea

Branded tea

Suppliers/tea growers

Tea growers provide the necessary raw materials required for the tea industry. They sell both fresh leaves and buds to the primary factories that process the fresh leaves into crude tea. The main suppliers of fresh tea include China, India, Sri Lanka and Kenya.

Primary Factories

The plants process the fresh leaves from the tea growers into crude tea that they sell to the tea refining companies.

Refining factories

The refineries process the crude oil to produce refined tea that is ready for market. The tea from the refineries is prepared for direct consumption or reprocessed. The refineries sell the tea to branding factories.

Branding Factories

The branding companies repack the fresh tea to give the tea unique brand name. Certain branding companies add additives to the refined tea to give it a different taste. Teavana tea is one of the branding factories.

### Wholesale/retail traders

The wholesalers buy the ready tea from branding companies to sell to the final consumers or sell to other small-scale traders in large scale (Stadtler, 67-83). Some wholesale vendors buy the tea direct from refineries and make their brands. The retailers include supermarkets, tuck shops and mobile retailers.

### Consumers

The consumers buy ready tea from nearby stores for household consumption. The final consumers include homes, hotels, and offices.

### Work cited

Stadtler, Hartmut. Advanced Planning in Supply Chains: Illustrating the Concepts Using a Sap® Apo Case Study. Heidelberg: Springer-Verlag, 2012.

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