

NUTSMAMA

Hương vị tình mẹ



NUTS
mama



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01. INTRODUCTION

**02. MARKET ANALYSIS &
VALUE PROPOSITION**

03. KEY ACTIVITIES

04. FINANCIAL ANALYSIS

**05. CONCLUSIONS &
RECOMMENDATIONS**

MAIN CONTENTS



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INTRODUCTION

01

The importance
of a healthy diet
during
pregnancy and
postpartum
period

02

Market
opportunity and
problem
identification

03

Company
description &
Core value



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01 —

**The importance of a
healthy diet during
pregnancy and
postpartum period**



*Waiting
For You!*

●●●● For pregnant mothers

- Babies will directly absorb the nutrients from the foods that mothers consume.
- Eating habits of mothers during pregnancy play an important role in fetus's development
- During pregnancy, mothers need more energy and nutrients than normal.
- Have a healthy diet limits mothers' bad medical problems.

*I love You
Baby*

For postpartum mothers

- Restore mothers' health after giving birth
- Help mothers get enough milk when breastfeeding
- Support overall wellbeing





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02_

**Market opportunity
and problem
identification**

Market Opportunity



- More than 570 thousand new children were born in the first 6 months in 2020 and this number has increased by 1.9% compared to 2019.
- Hanoi is the place with the largest number of children born in Vietnam.



“

Market is quite large with the number of children and pregnant mothers existing each year but no one has yet exploited.

”

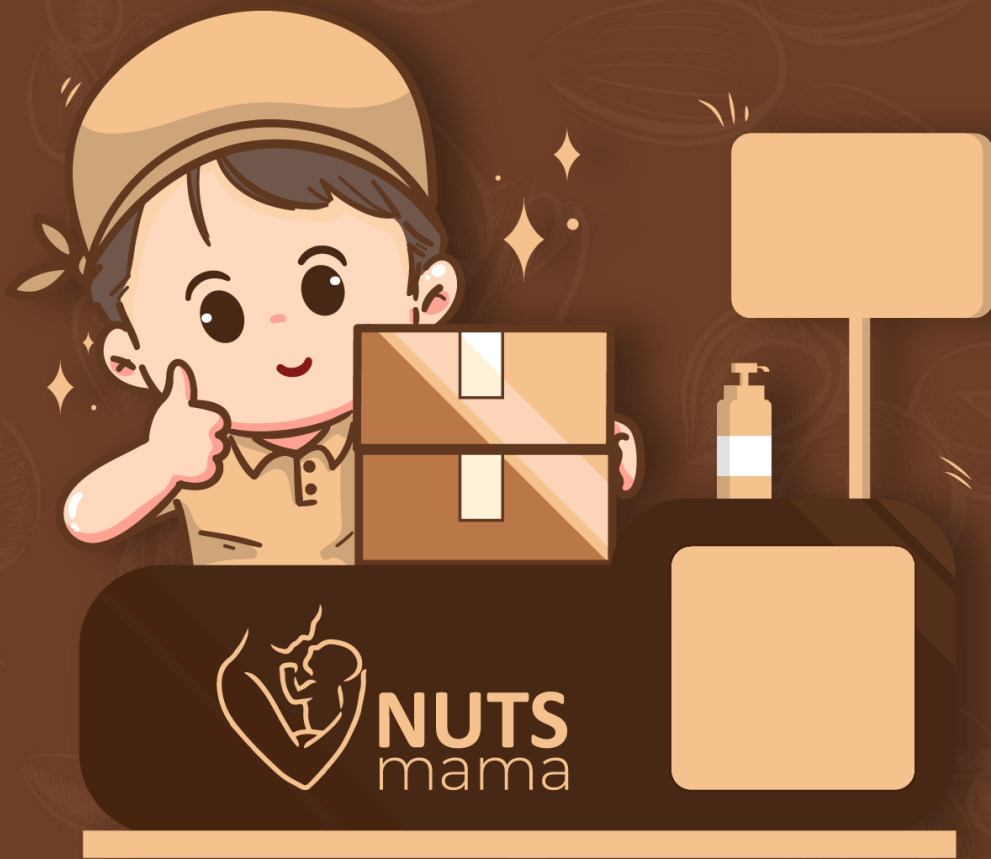
“

No meals service for pregnant and postpartum mothers.

”

Problem





**What is
NUTSMAMA ?**



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03

**Company description
& Core value**



OUR COMPANY

Type of company: Limited Liability Company

Company name: Nutsmama Limited Liability Company

Head Office: 102E3, Le Thanh Nghi, Hai Ba Trung, Ha Noi

Hotline: +(84) 903 218 516

Nutsmama

OUR PRODUCT

Nutsmama restaurant offers dishes combined with nutritious nuts that are very good for pregnant and postpartum mothers

Nuts are rigorously selected and qualified to process with beef, pork, chicken, shrimp, clean vegetables for being the most nutritious dishes

Nutsmama



MISSION

- Give positive solution to help pregnant and postpartum mothers have a reasonable diet
- Improve health to help limit medical problems in women after childbirth

Nutsmama



VISION

- Become the most famous restaurant chain for pregnant and postpartum mothers with many branches all over Vietnam.
- The first restaurant in Hanoi that has used nuts as a special feature.



CORE VALUES

Nutsmama has 4 important elements to create unique brand.

Nutsmama





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Market Analysis

01.
Market
potential

02.
Market trend
analysis

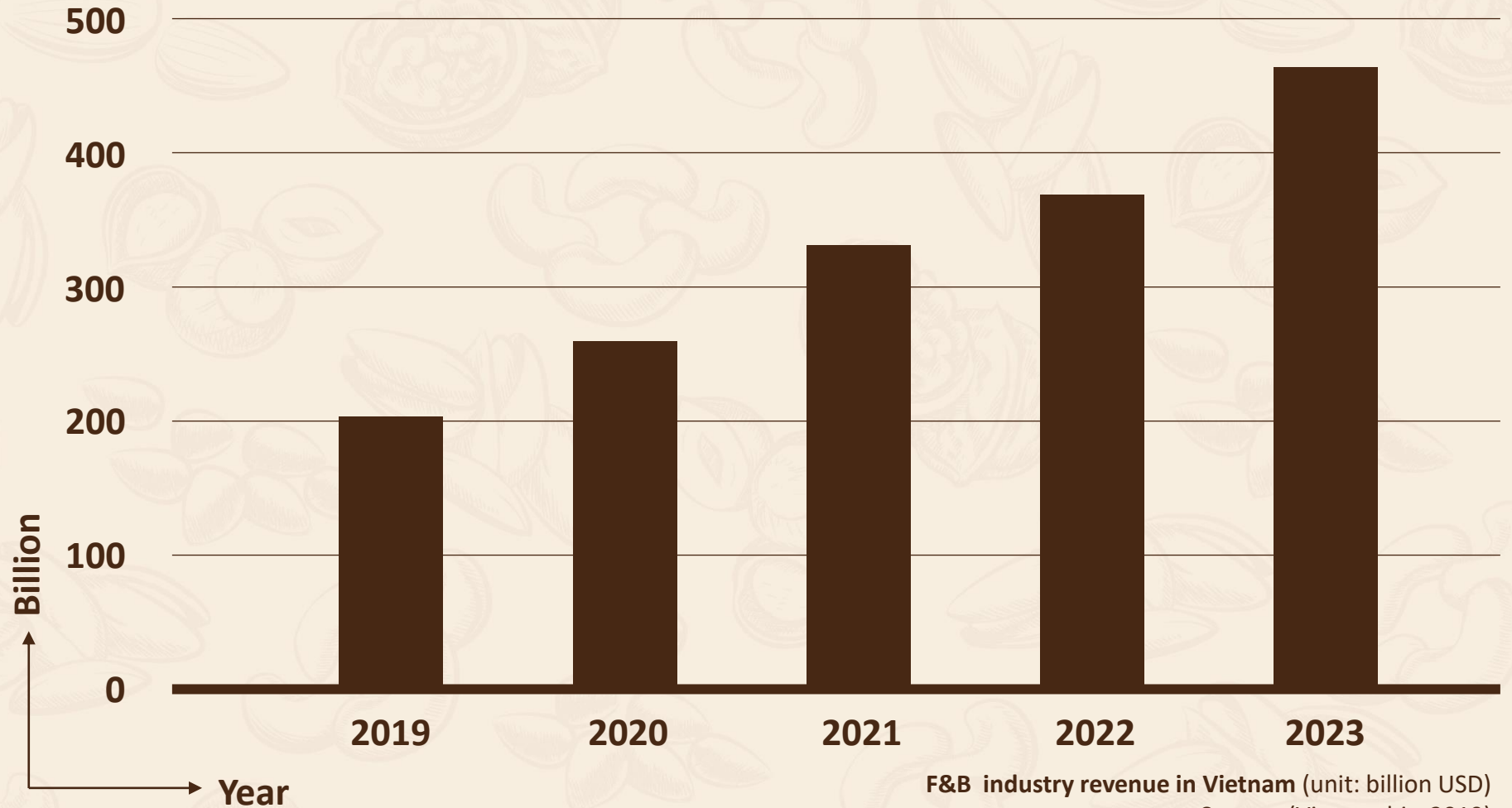
03.
Competitor
analysis

04.
Market
Segmentation

Market potential

Overall analysis of the F&B market

- The F&B market in Vietnam had a revenue of 200 billion USD in 2019
- The industry's revenue is expected to reach 408 billion USD in 2023.
- Along with an increasing middle-class population, it is estimated to reach 45 million by 2025.



F&B industry revenue in Vietnam (unit: billion USD)

Source: (Vietnambiz, 2019)

Market potential

Overall analysis of the F&B market

Total 550,000



430,000 traditional business establishments



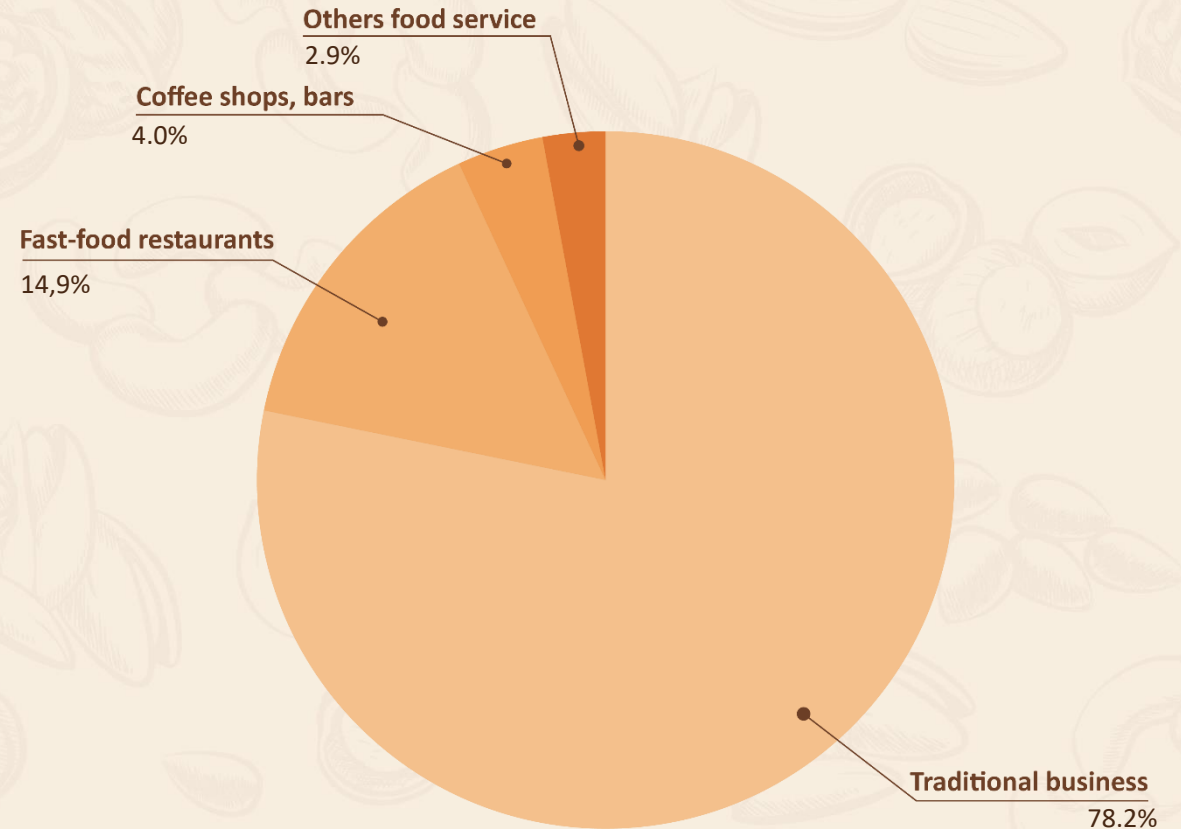
82,000 fast-food restaurants



22,000 coffee shops, bars



16,000 others food service establishments



Total number of Food & Beverage shops in Vietnam
Source: (Vietnam Culinary and Cultural Association, 2021)

Market potential

Overview of the pregnant mother market



In Vietnam, an average of 1.56 million babies are born each year.

In Hanoi, there are 121.639 babies born in 2020.

Market trend analysis

The trend in consumer demand and behaviour in the F&B industry overall



Shift in consumer perception of value

“**Nutsmama** is the only restaurant that provides food combined with nutritional seeds exclusively for pregnant and postpartum “

Change and evolution of the industry.

Vietnam's household spending growth rate 7% year-on-year.

Competitor analysis

Indirect competitors

Substitute products (rice, porridge, soup,...)

Strengths

- Everywhere, easy to reach.
- Any price is available.
- Suitable for everyone
- The old shops have a certain number of loyal customers.
- Most shops have links via the ordering app.

Weaknesses

- Small space, capacity about 15-20 people.
- Inconvenient when eating in groups.
- Shops in traditional form.
- Do not invest in the form and decoration of the shop.

Nutritional Nut stores

Strengths

- Many long-standing stores, showing prestige in the market.
- Individuals who have experience as a mother go through that period and understand the essential needs of nutrition.

Weaknesses

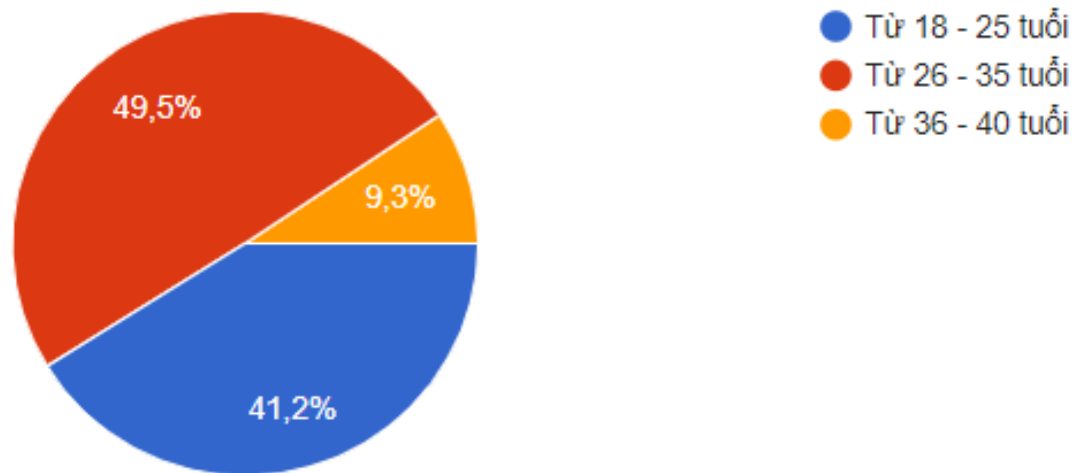
- There are so many brands that they don't know which one to choose.
- Many firms make fake, low-quality goods.

Market Segmentation

Customer analysis

Bạn đang trong độ tuổi nào?

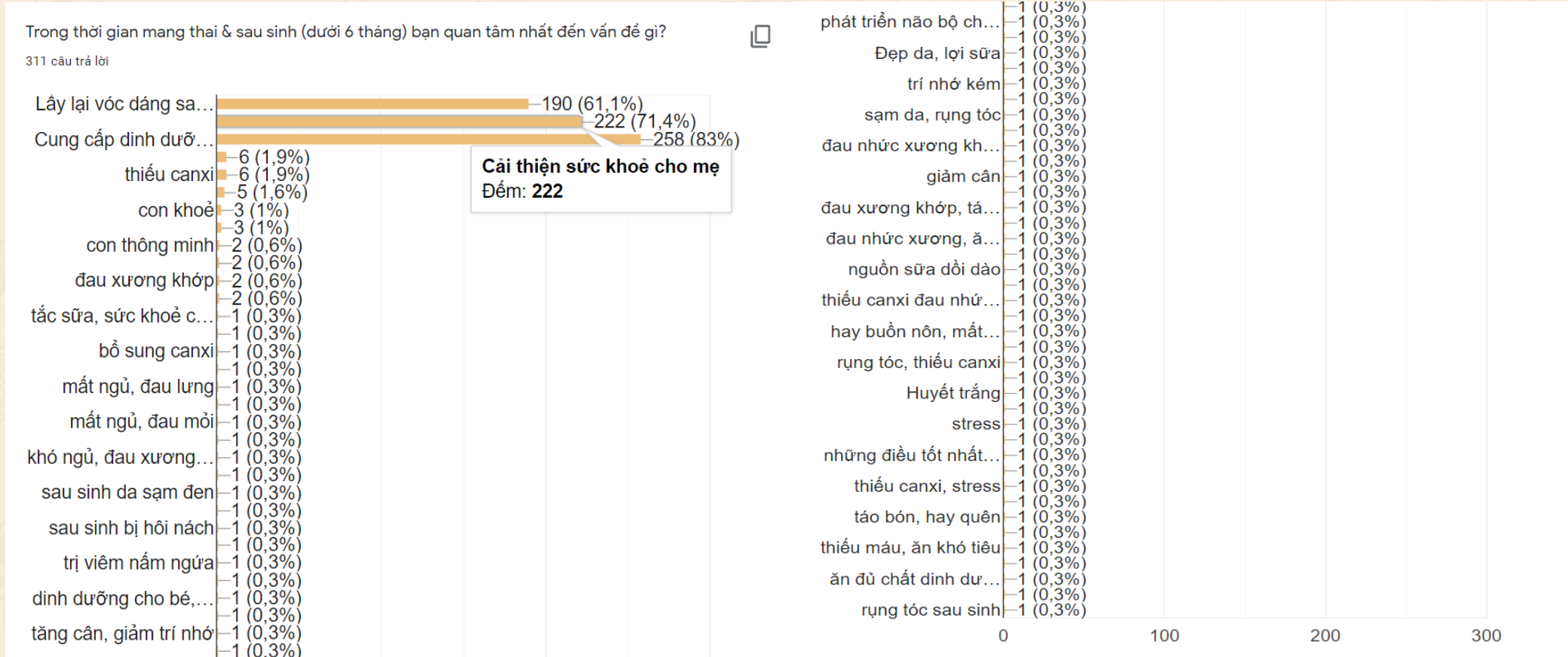
311 câu trả lời



Our Survey - Respondents Age

Market Segmentation

Customer analysis



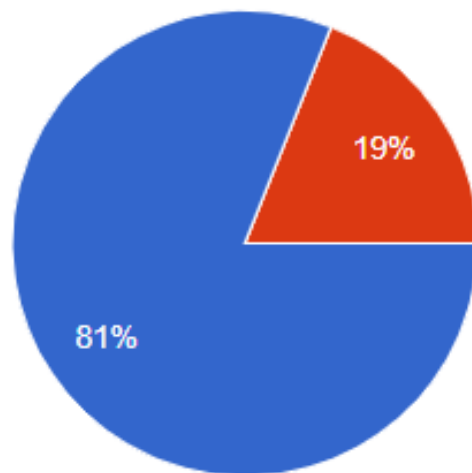
Our Survey - Respondents issues concern

Market Segmentation

Customer analysis

Hiện nay chúng mình có cung cấp thực đơn dinh dưỡng cho mẹ đang mang thai và sau sinh, bạn hứng thú với loại nào hơn?

311 câu trả lời



- Món ăn kết hợp với các hạt dinh dưỡng (hạnh nhân, óc chó, macca ...)
- Món ăn truyền thống (Chân giò nấu đu đủ, thịt nấu nghệ...)

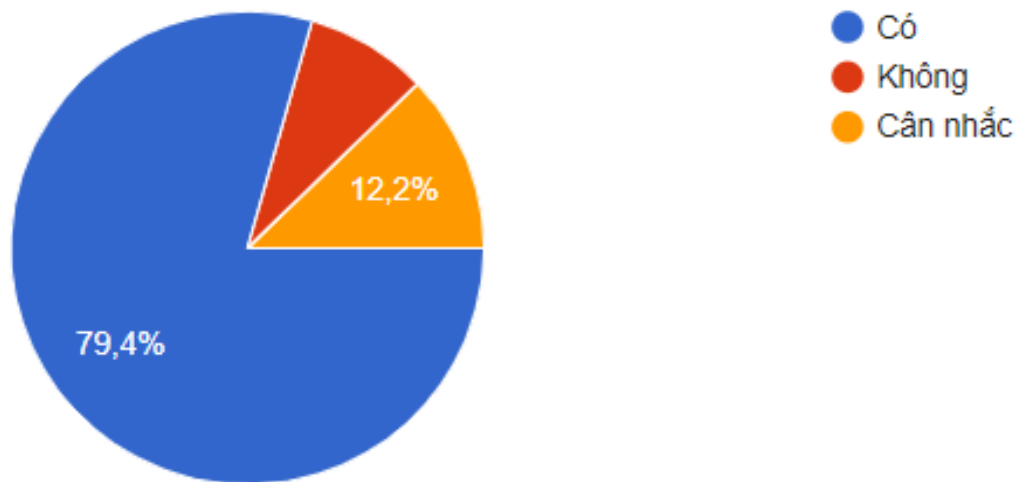
Our Survey - Respondents' interest in service

Market Segmentation

Customer analysis

Nếu có dịch vụ cung cấp bữa ăn kết hợp với hạt dinh dưỡng cho mẹ đang mang thai và mẹ sau sinh bạn có sẵn sàng trải nghiệm không?

311 câu trả lời



Our Survey - The Interest Level of Respondents on Our Business Model

Market Segmentation

Customer analysis

Để trải nghiệm bữa ăn thì bạn muốn trải nghiệm bằng hình thức nào?

285 câu trả lời

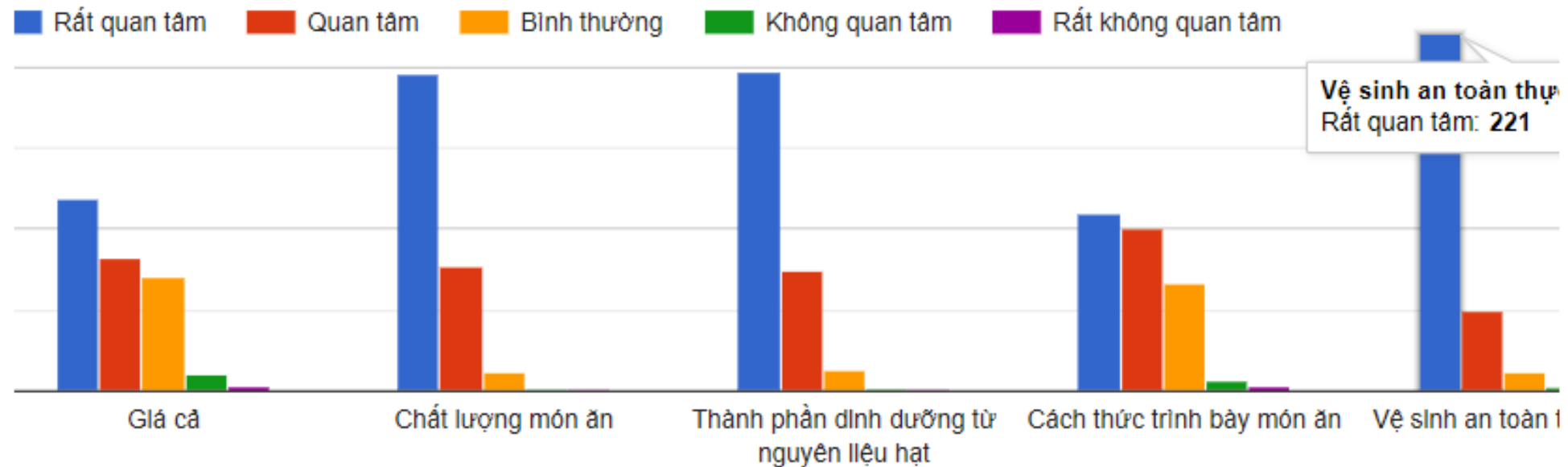


Our Survey - Respondents the form of food experience

Market Segmentation

Customer analysis

Những yếu tố nào ảnh hưởng đến quyết định mua hàng của bạn?



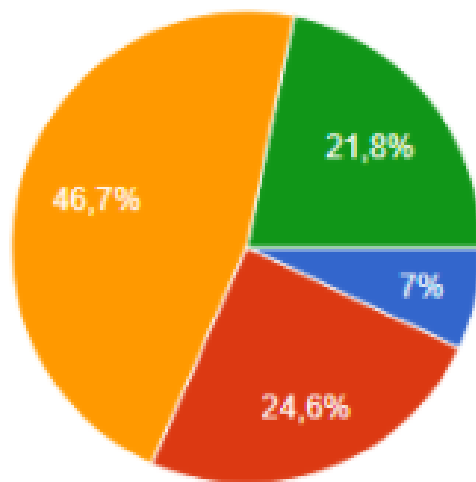
Our Survey - Respondents about factors affecting purchasing decisions

Market Segmentation

Customer analysis

Bạn sẵn sàng chi trả bao nhiêu cho 1 món ăn kết hợp với hạt?

285 câu trả lời



- Từ 40.000 VND đến dưới 50.000 VND
- Từ 50.000 VND đến dưới 80.000 VND
- Từ 80.000 VND đến dưới 100.000 VND
- Từ 100.000 VND trở lên

Our Survey - Respondents about paying for a meal combined with nuts

Market Segmentation

Specific customer portraits

Demographics

- Age: 18-40
- Gender: Female
- Status: pregnant or postpartum
(1-6 months)
- Income: above 6 million/month

Demographics

Behaviour

Behaviour

- Concerned about nutrition
- They focus on
 - + hygiene and safety
 - + nutritious grain ingredients
 - + food quality

Geographic
segment

Geographic segment

“Nutmama” restaurant is located in Hanoi

Value Proposition

Nutsmama



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01

Provide comprehensive development for unborn babies and infants

FOR UNBORN BABIES

- Prevent birth defects
- Stimulate brain development
- Build strong and healthy musculoskeletal system

Provide comprehensive development for unborn babies and infants

01

FOR INFANTS

- Help infants get rich source of nutrients from breast milk
- Promote cognitive development
- Boost physical growth



Ensure the health of pregnant and postpartum mothers

02

To ensure the health of pregnant and postpartum mothers, Nutsmama has researched and offered meals that provide adequate nutrients.



For pregnant mothers

- Increase good fats and other lipids without causing weight gain
- Reduce stress
- Avoid joint pain
- Relieve morning sickness
- Limit anemia, calcium deficiency



For postpartum mothers

- Help postpartum mothers to stabilize their health after childbirth
- Increase breast milk supply for breastfeeding
- Improve body shape after pregnancy
- Skin Restoration

Hygiene And Food safety

03

Nutmama has always focused on selecting the best ingredients to deliver meals with hygiene and food safety.

Nutmama's quality of ingredients must satisfy: freshness, safe, cleanliness.




Supplier Selection

Preservation

Clean workplace

Packaging is environmentally friendly and safe for customers.

04

-
- 
- We use bagasse food packaging in stead of styrofoam and plastic boxes to ensure customers' health
 - Our paper bag is made from kraft paper, which is 100% recyclable and environmentally friendly





05

Greenspace

During pregnancy and after birth, any environmental factors can affect the health and mood of pregnant women. The reasonable arrangement of trees in the restaurant indoor will bring many benefits

- ✓ Give a feeling of relaxation and comfort
- ✓ Regulate the air by reducing hot temperatures and dust
- ✓ Limit noise from outside



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01

Key activities

Company structure

02

Key partners

03

04

Key resources

05

Marketing plan

KEY ACTIVITIES



Company Structure



Key Partners



PHUOC LONG COMPANY

*No. 140, DT.741 Phuoc Long Town,
Binh Phuoc Province*



Nuts supplier

- As an available supplier in the restaurant operation team.
 - Having a long operation time in the market, seeds are diverse and ensure nutritional safety.
 - It is operated by a factory team, preserved by advanced technology methods to maintain grain quality at the best level.
-



Fresh ingredients supplier

- Ensure the source of green, clean, and clear vegetable ingredients.
- Reasonable prices, diverse sources compared to the market.
- The store system close to the restaurant is convenient for fast and cheap transportation of goods.

BAC TOM COMPANY

No. 15B, Thang Loi Street, Quynh Loi Ward, Hai Ba Trung District, Hanoi City



MEGA MARKET

*No. 30 Vinh Hung, Vinh Hung Ward,
Hoang Mai District, Hanoi City*



Fruits supplier

- As a source of large quantities of goods, the price is lower than the market.
 - There are many convenient business systems for transporting raw materials
 - With a clear source of raw materials, a closed modern preservation process.
-



Supplier of image

- Modern printing technology, diversified printing products.
- Reasonable price, fast printing, sharp image quality, professional service.

INTIKI COMPANY

*120 Hoang Quoc Viet, Nghia Tan Ward, Cau
Giay District, Hanoi City*



Key Partners

Delivery



Card payment



Key RESOURCES



Financial resources

Total Investment Cost:
401,498,600 VND

Cost Reserve:
598, 501,400 VND



Human resources

Total employees : 16

Part-time: 12
Full-time: 04



Supplier



Intellectual property

**Trademark
registration
"Nutsmama"**

Channel



Direct distribution channel (Point of purchase)

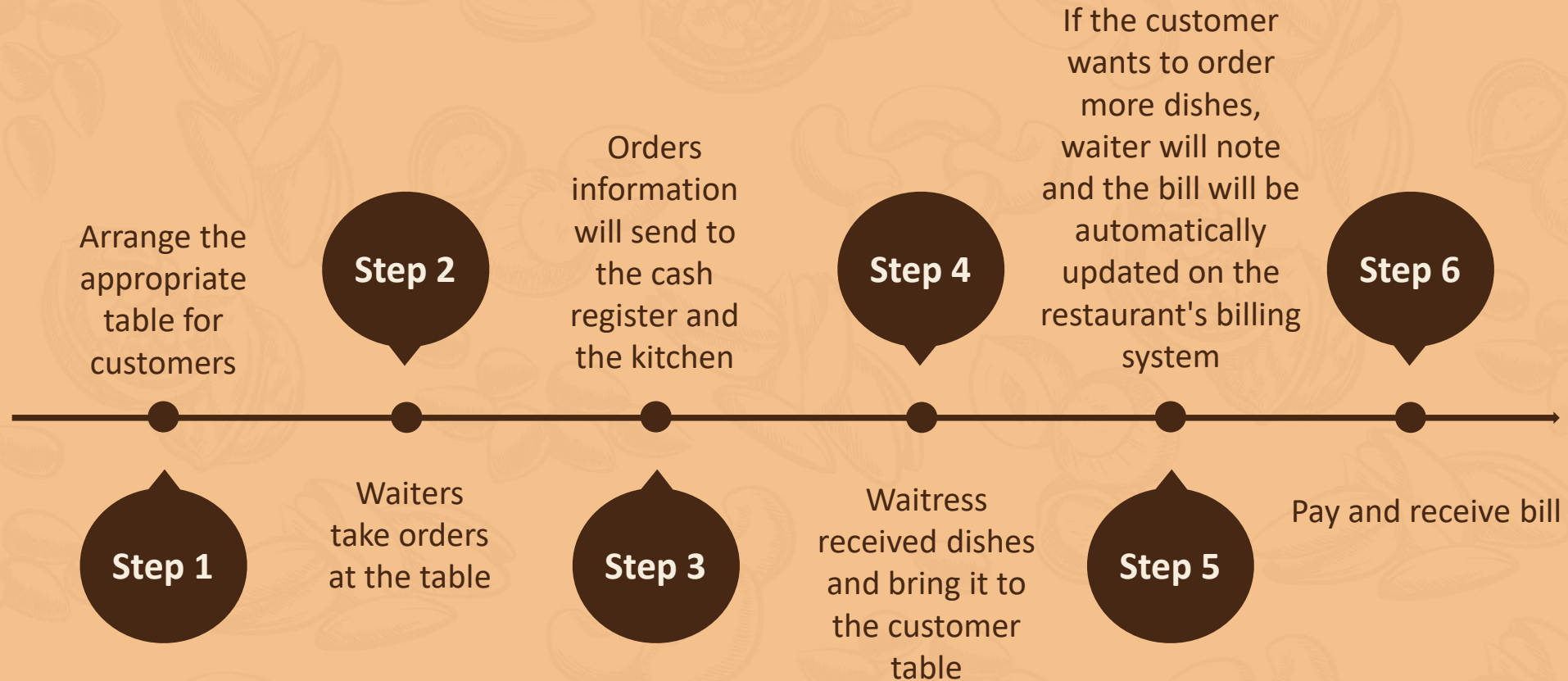
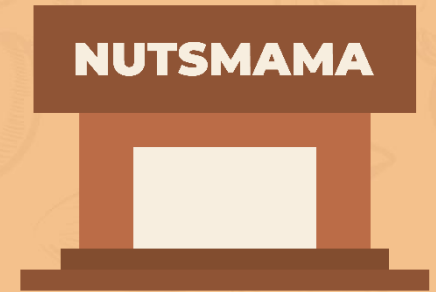
- No 3rd party fees
- Directly take care of the customer



Channel



Direct selling process
in the restaurant



Channel



Indirect distribution channel

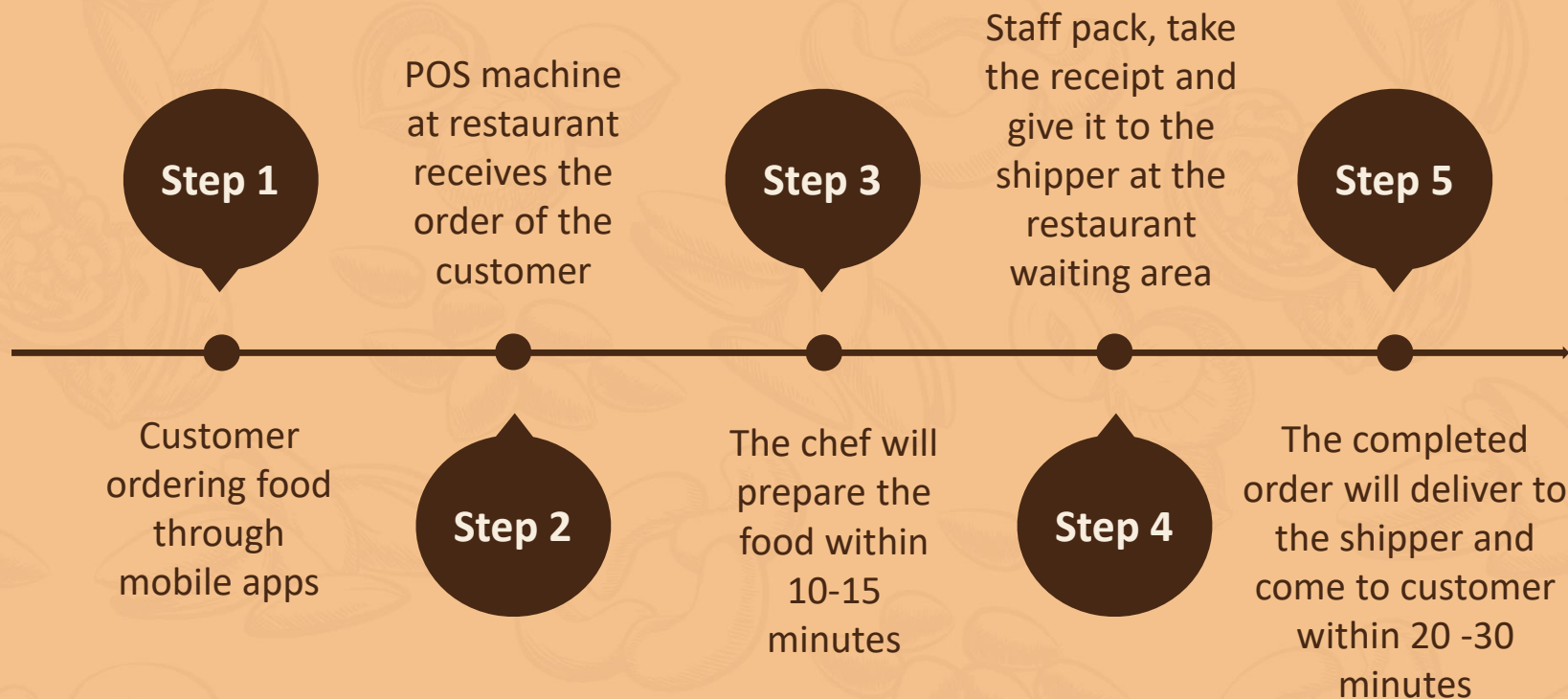
- 1 million VND for the entrance fee
- 25% commission per order



Channel



Selling process on e-commerce platforms



S

STRENGTHS

- Relationship with supplier partners
- Have knowledge about nutritious nuts
- Marketing experience
- Diverse and unique menu
- Populated area, near three major hospitals and some Obstetric & Gynaecological Clinic
- Have a good capital

W

WEAKNESSES

- New brand name
- The restaurant's founders have no much experience in pregnancy and childbirth.
- Not having much start-up experience

O

OPPORTUNITIES

- Number of target customers: stable and increasing
- The need to change the menu after giving birth and pregnancy increases
- The development of online ordering and delivery apps: Grabfood, ShopeeFood (Now).
- Families tend to be concerned about reproductive health.

T

THREATS

- Indirect competitors
- External factors: natural disasters, epidemics, fires...

MARKETING MIX



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PRODUCT

Main dishes _____



Rice

Lotus seed rice
Chestnut chicken rice



Porridge/Soup

Walnut weedy rice porridge
Yellow millet pumpkin chicken porridge
Macadamia nut pumpkin soup
Pork leg soup with peanut

PRODUCT

Main dishes _____

**Fried chicken
with cashew nuts**



**Pan-fried pork ribs
with almond sauce.**



**Shrimp
with walnut mayonnaise**



**Beef stew
with macadamia nuts**



PRODUCT

Side dishes



Salad

Chia seed fruit salad
Pistachio vegetable
salad

Juice

Apple
Orange
Mango
Carrot
Lemon Chia seed
Coconut juice

Desserts

Lotus seed with Jujube and
Arenga pinnata nuts sweet soup
Peanut oat yoghurt



PRICE



$$P = [R + (S + M + E + W + F) / (U * 28 * 12)] * Z$$

Note:

P: Selling price

R: Raw material cost

S: Salary

M: Marketing fees

E: Electricity cost

W: Water cost

U: Unit sale per day

Z: Expected profit per item

F: Fixed cost

Example:

Tom sot ho dao (Shrimp with walnut mayonnaise)

= [36,328 + (1,104,000,000 + 510,374,045 + 49,445,576 + 22,564,320 + 503,160,000) / (180 * 28 * 12)] * 138%

= **100,000VND**

Hi baby!

Thứ 3, 5, 7, mình đổi món nhé!

Cơm sen ngũ sắc

Hạt sen, Ngô ngọt,
Cà rốt, Đậu hà lan

50.000 VND

Cháo huyết rồng hồ đào

Gạo Lứt, Hạt óc chó,
Đậu mè, Gia vị

45.000 VND

Gầu bò hầm
maccadamia

Gầu bò, Cà rốt,
Hạt maccadamia, Gia vị

100.000 VND

Sườn heo áp chảo
sốt hạnh nhân

Sườn heo, Hạnh nhân,
Gia vị

70.000 VND

Canh chân giò ánh lạc

Giò heo, Khoai tây,
Đậu phộng, Cà rốt, Gia vị

80.000 VND

Salad hoa quả hạt chia

Sữa chua, Hoa quả,
Hạt chia

50.000 VND

Sữa chua hạt dẻ yến mạch

Sữa chua, Hạt dẻ,
Yến mạch

40.000 VND



102E3 Lê Thanh Nghị, Hai Bà Trưng, Hà Nội
Hotline: 0903 218 516 - 0397 143 839

Hi mom!

Cùng chọn món cho thứ 2, 4, 6
và Chủ nhật nào!

Cơm gà hạt dẻ

Hạt dẻ, Ưc gà,
Gạo Thái, Gia vị

65.000 VND

Cháo gà bí đỏ kê vàng

Hạt kê, Ưc gà, Bí đỏ,
Gạo Thái, Gia vị

50.000 VND

Gà xào hạt điều

Ưc gà, Hạt điều,
Rau củ, Gia vị

60.000 VND

Tôm sốt hồ đào

Tôm tươi, Hạt óc chó,
Gia vị

100.000 VND

Súp bí đỏ
maccadamia

Bí đỏ, Hạt mắc ca,
Sữa tươi, Gia vị

65.000 VND

Salad rau củ hồ trăn

Bắp cải trắng, Cà chua bi,
Hạt dẻ cười, Cà rốt, Ngô ngọt

50.000 VND

Chè hồng táo sen dẻ

Hạt sen, Táo đỏ,
Hạt dẻ, Đường phèn

35.000 VND



102E3 Lê Thanh Nghị, Hai Bà Trưng, Hà Nội
Hotline: 0903 218 516 - 0397 143 839

PROCESS



Supplier selection process



Raw material imports and cooking process



PLACE





NUTS
THUANHO

107/13 Lp Thanh Nghi, Hoi An, Thanh Ho

Hotline: 0909.012.345
www.nuts.vn

102

PROMOTION



Logo meaning

- ♥ Convey the meaning that motherhood is extremely sacred, inseparable as well as an indispensable heart.
- ♥ Affirm that mothers are an infinite source of life, all the good things they do are always for her children.

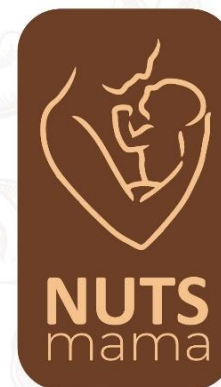


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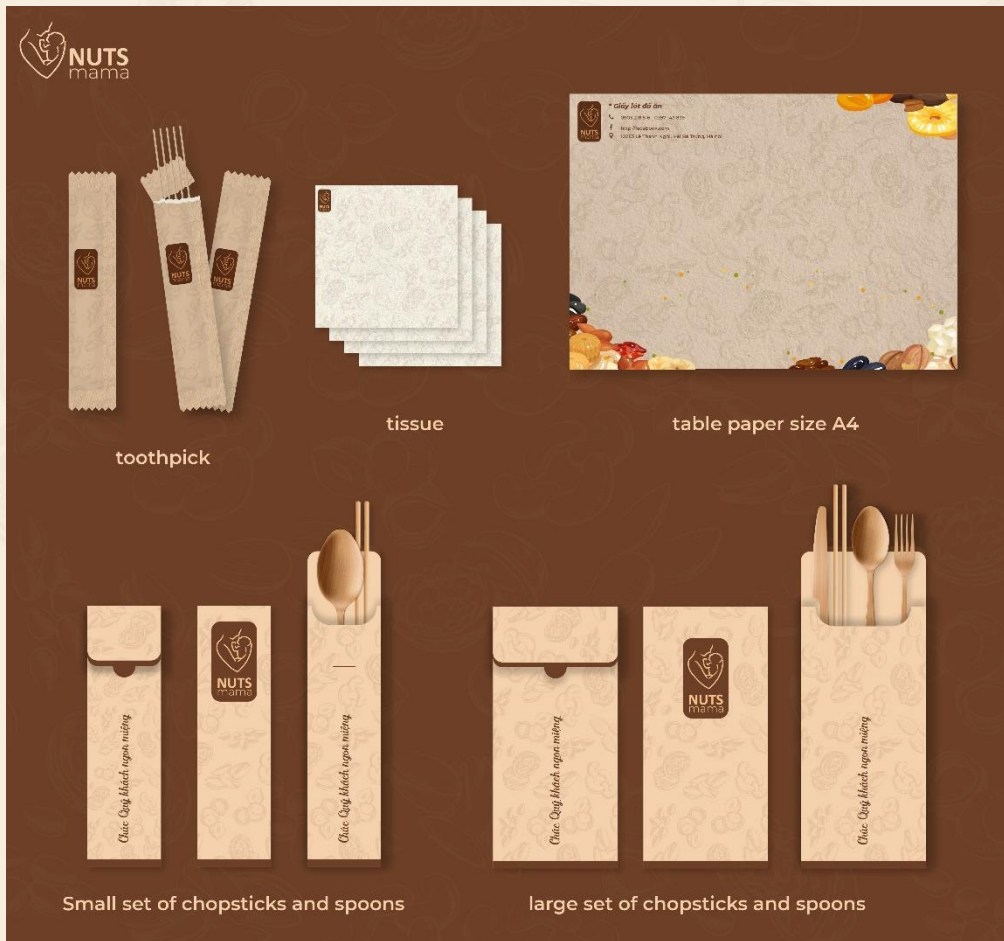
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mama

Các dạng thức của logo



PROMOTION

Brand Identity



NUTSMAMA uniform

PROMOTION

Brand Identity

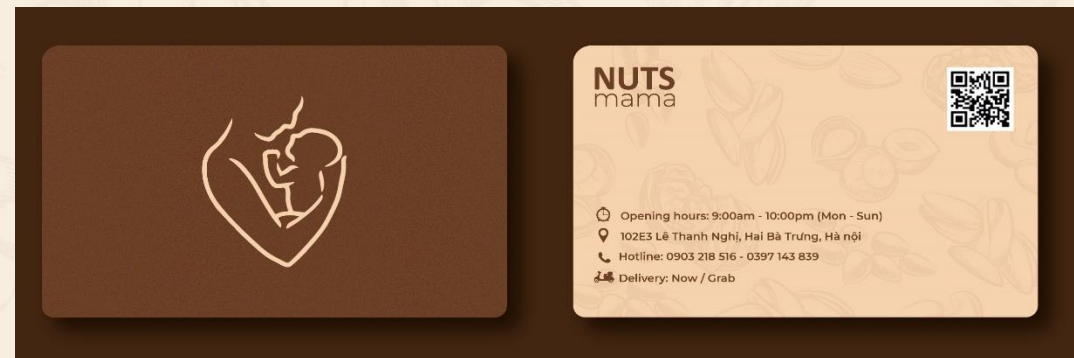


Thank you card



NUTSMAMA paper bag

Nutsmama's paper bag are made from kraft paper which is a completely biodegradable material and environment safety.



Business card



PROMOTION

Package

Bagasse boxes brings excellent benefits in the long run to health.



PROMOTION

The media channels 

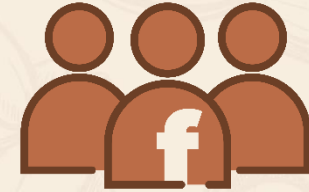
Digital channels



Facebook

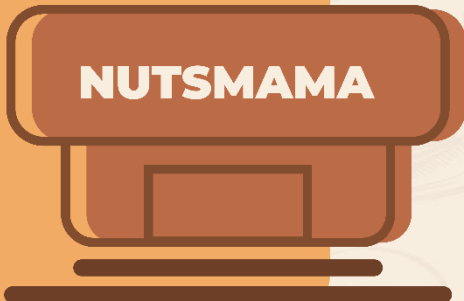


Instagram



Community group

Traditional marketing channels



Offline event



Banner advertising

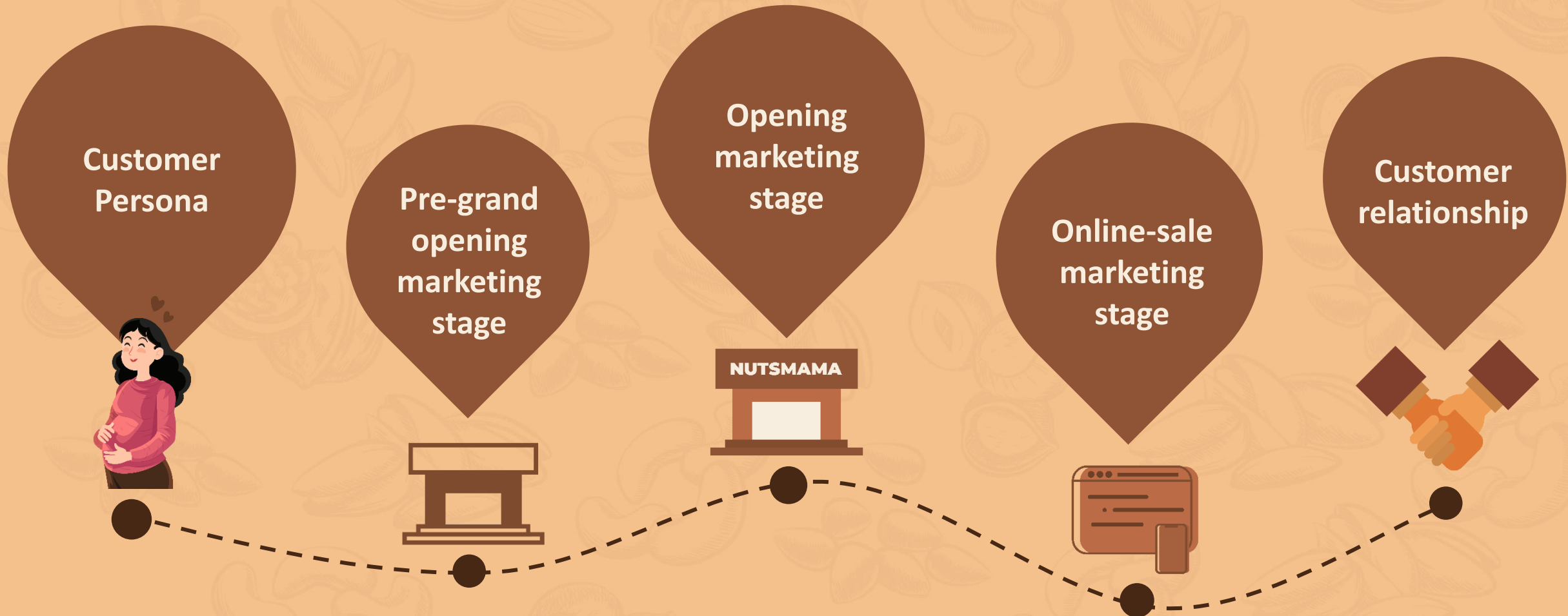


Word of mouth



Public relation

Stage by stage marketing



Customer persona

Customer demographic

- Age: 18 – 40 years old
- Pregnancy status: pregnant and postpartum women (1-6 months)
- Income: Above 6 mil VND/ month
- Location: Ha Noi

Background

- Pregnant and postpartum women who don't have time to cook for themselves.
- Many women want to change the menu after giving birth and pregnancy.



Goals

- Being the first restaurant to serve a menu that combines nutritious nuts for postpartum and pregnant women.
- Many new nutritious dishes to introduce to friends and relatives

Hobbies / Interest

- Ready to experience a new dish.
- Care about nutrition during pregnancy and postpartum period.
- Passion on nuts

Preferred Channels

- Facebook, Instagram, Youtube

Stage by stage marketing

Pre-grand
opening
marketing
stage



Opening
marketing
stage



Online-sale
marketing
stage



Customer
relationship



Pre-grand opening marketing stage

“Nutsmama” - the first restaurant for moms

01/09 - 30/09/2021

Duration: 1/9 - 8/9

Objective:

Empathizing with eating problems during pregnancy and postpartum.

Approach:

Giving new trends and perspectives when being a mother in the 4.0 era.
Creating a desire to change the daily menu during pregnancy and postpartum.

Duration: 9/9 - 16/9

Objective:

Presenting the unique benefits of nuts for pregnant women and postpartum women

Approach:

Emphasizing message “Nutsmama” - the first nutritional restaurant for pregnant and postpartum women.

A - Attention

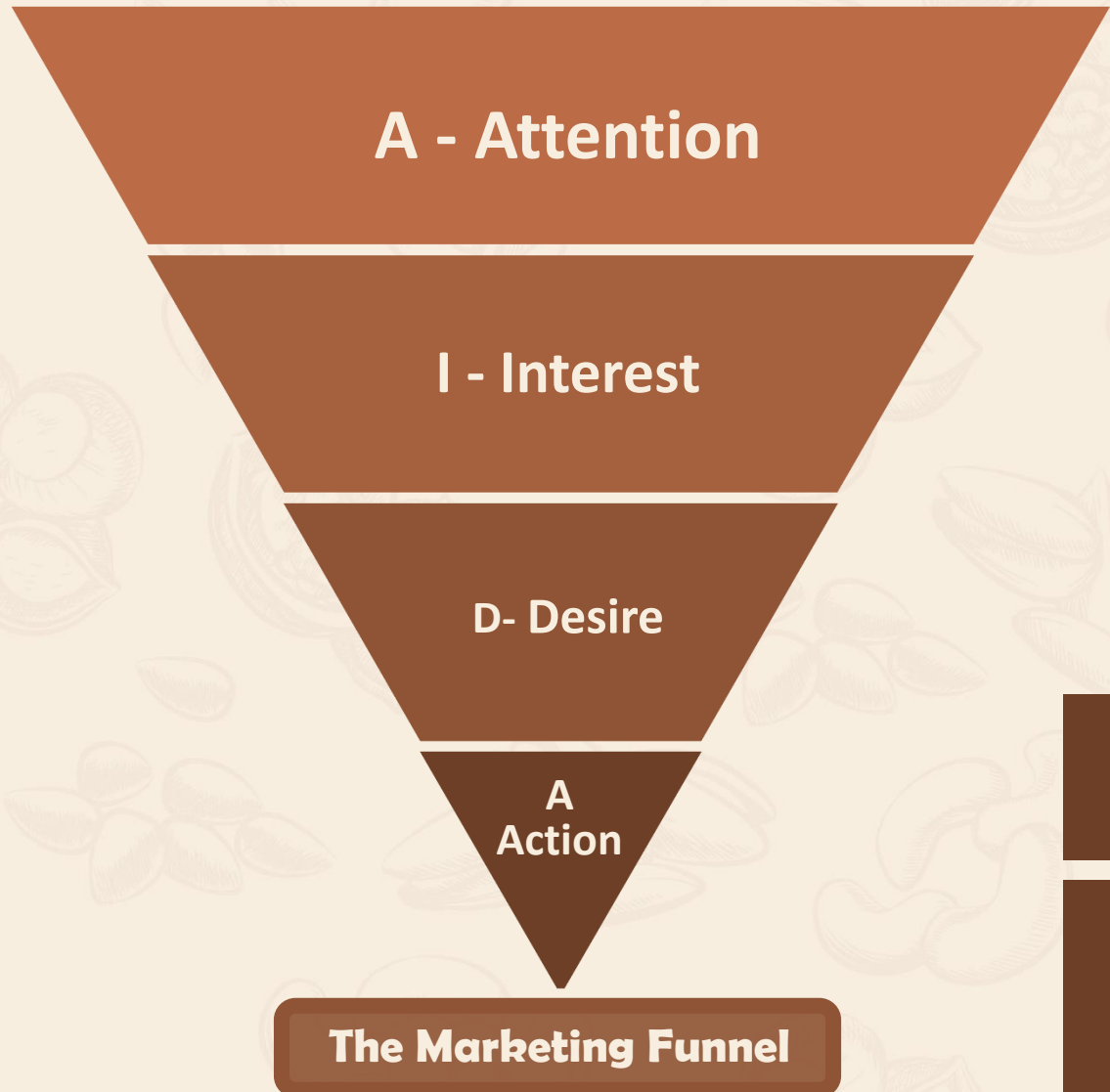
I - Interest

The Marketing Funnel

Pre-grand opening marketing stage

“Nutsmama” - the first restaurant for moms

01/09 - 30/09/2021



Duration: 17/9 - 24/9

Objective:

Giving information about a restaurant exclusively for pregnant and postpartum women to be launched in Hanoi

Approach:

Using attractive food images to attract attention and create a desire to enjoy the menu.
Creating minigames to increase interaction with customers, navigate information about opening dates.

Duration: 25/9 - 30/9

Objective:

Launching sale promotion offers on opening day to call to action

Approach:

Revealing some photos of restaurants with green, clean, and beautiful spaces to stimulate customers' curiosity.
Create an attraction by offering special promotions and gifts on the grand-opening day.

Opening marketing stage

Time: 01/10 - 07/10/2021
Estimated Budget: VND 77,271,000

Marketing activities during opening week

Opening event

- Livestream the opening ceremony
- Event organization
- Estimate cost: VND 26,689,000

Seeding group

- Post reviews, recommend restaurants on groups of pregnant women
- Estimate cost: VND 3,000,000



Promotion activities on opening week

Conditional-promotion:

- Free 1 cup of fruit juice by check in
- Estimate cost: VND 6,800,000

General-promotion:

- Discount 10% off up to VND 100,000
- Estimate cost: VND 35,000,000

Gift set mini game "lucky bill number"

- Estimate cost: VND 782,000

Online-sale marketing stage

Duration: November 2021 - October 2022

Food delivery platforms



Platform		
Keyword	Cơm cũ / Cơm mẹ bầu	
Target customer	Everyone	
Budget/day	VND 100,000	VND 200,000
Duration	10 days a month, only visible when the restaurant open	
Estimated bills	83	
Budget/month	VND 1,000,000	VND 2,000,000
Total (11 months)	VND 33,000,000	

Online-sale marketing stage

Duration: November 2021 - October 2022

Co-marketing partnerships



ShopeeFood



KidsPlaza®

concung
.com

Online-sale marketing stage

Duration: November 2021 - October 2022

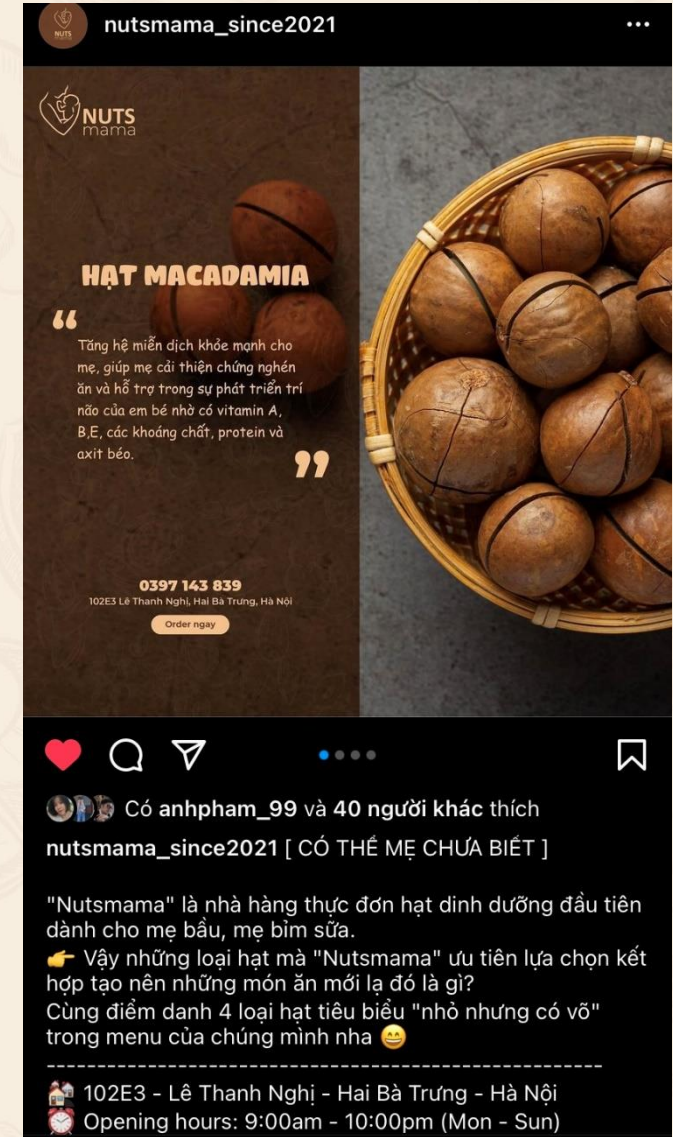
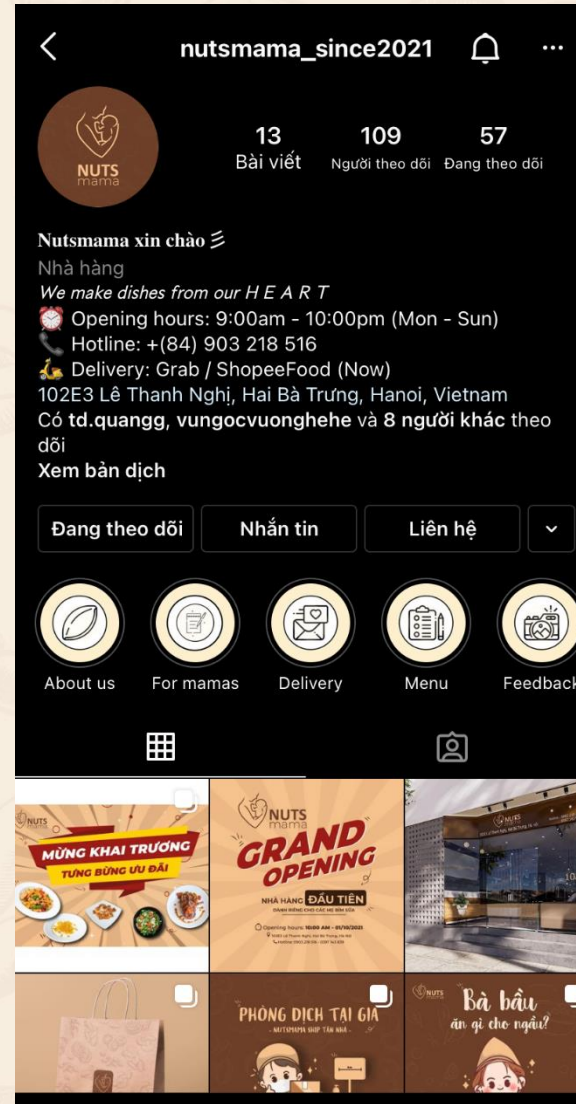
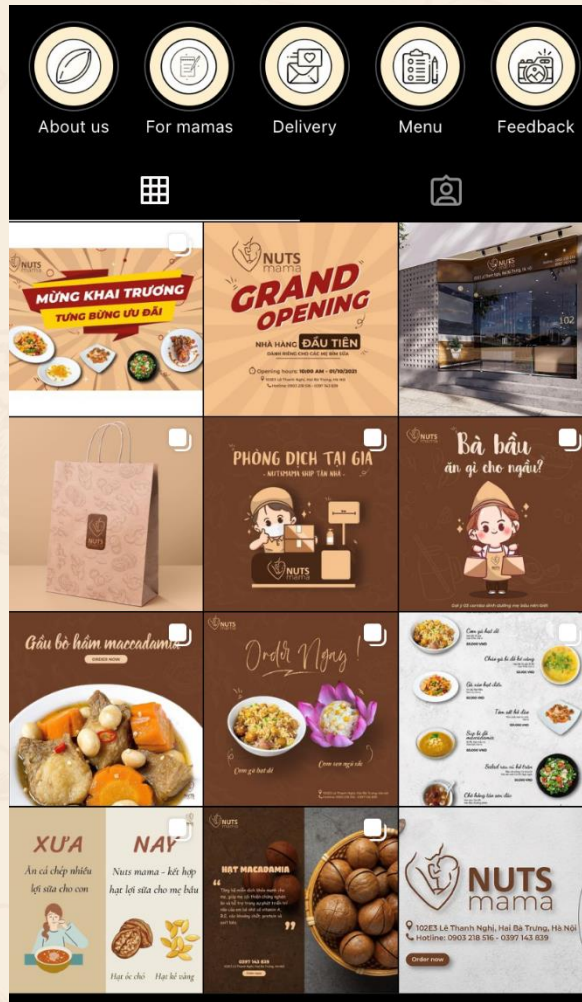
Facebook/Instagram

Ngày đăng	Bài viết	Loại	Nhắm mục tiêu	Tiếp cận	Tương tác	Quảng cáo
17/08/2021 20:00	 KHUYẾN MÃI TUNG BÙNG - CHÀO MỪNG			1,2K 	58 158 	Quảng cáo bài viết
15/08/2021 21:00	 GRAND OPENING - Nhà hàng NUTSMAMA			1,8K 	113 187 	Quảng cáo bài viết
12/08/2021 21:02	 HÃY NỘI không vội			2,1K 	185 188 	Quảng cáo bài viết
10/08/2021 20:59	 We work hard so you can have the dishes			1,9K 	84 158 	Quảng cáo bài viết
08/08/2021 20:59	 * Bính boong bính boong *			1,3K 	69 178 	Quảng cáo bài viết
04/08/2021 20:18	 " MẸ BẦU ĂN GÌ CHO NGẦU "   Trong thời			1,6K 	116 131 	Quảng cáo bài viết
02/08/2021 21:03	 " HÔM NAY MẸ MUỐN ĂN GÌ ĐỂ PA CHUẨN			2,1K 	97 134 	Quảng cáo bài viết
30/07/2021 21:02	 << Ăn gì cũng được, về với Nutsmama là được			3K 	235 228 	Quảng cáo bài viết
28/07/2021 21:00	 `Alo alo xin chào quý khách, lại là			3,1K 	627 378 	Quảng cáo bài viết
26/07/2021 21:18	 Cùng Nutsmama làm món ăn 4.0 Chuyên			1K 	71 182 	Quảng cáo bài viết

Online-sale marketing stage

Duration: November 2021 - October 2022

Facebook/Instagram



Online-sale marketing stage

Google location

Duration: November 2021 - October 2022



MARKETING FEES FOR THE WHOLE FIRST YEAR'S ACTIVITIES

Pre-grand opening	3,300,000 VND
Grand opening week	77,271,000 VND
Online-sale marketing stage	275,841,681 VND
Restaurant offline marketing events	14,551,600 VND

TOTAL

**370,964,281
VND**



Customer relationship



Improve
communication
skill with
customer for staff



Create
membership
programs

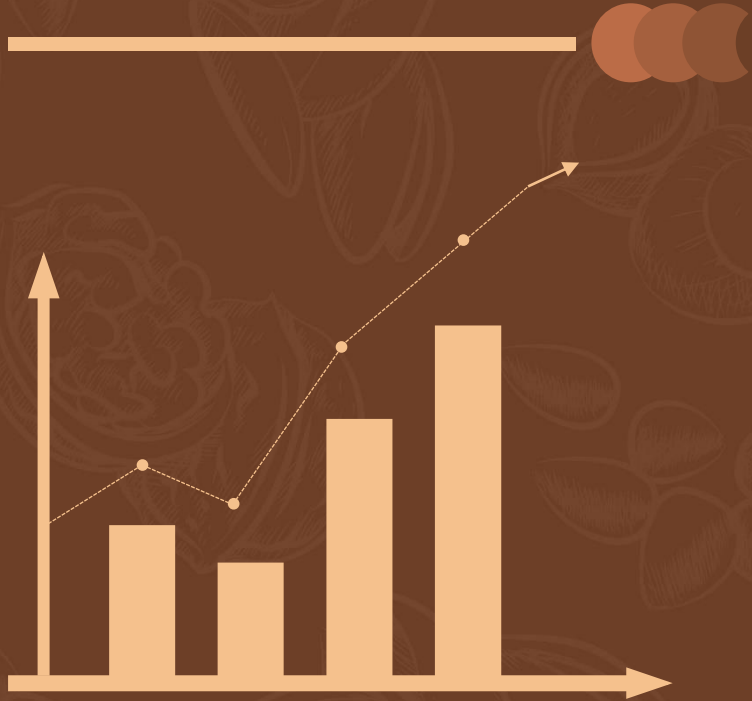


Automate
customer
support

Membership promotions

Benefit	Promotion detail			
	Mom's birthday	Baby's birthday	International Children's Day	Tet holiday
Sale 15% off /bill	X	X		
Gift			X	X
Congratulation message on occasion special	Promotions apply to all holidays of the year: Mother's Day, Family Day, etc.			
To be notified about the restaurant's promotions and offers by text message				
Discount 10% off	Members take photos, and upload a review post on social media			

Financial Analysis



Initial Investment

Revenue Stream

**Cost Structured
& Expense**

Financial Analysis

INVESTMENT CAPITAL

1.000.000.000 VND

Working capital

598,501,400 VND

Initial cost

401,498,600 VND

- Legal procedure
- Rent
- Renovation & Reconstruct fee
- Cost of software
- Tooling cost
- Furniture
- Dish utensil
- Cost of kitchen utensils
- Marketing expenses for opening day
- Costs enrolment application delivery



REVENUE STREAM

Optimistic

Even day (dishes) 13,959,976

Odd day (dishes) 15,030,835

Juice 8,067,249

157,403,157 VND

REVENUE PER WEEK



DINED IN



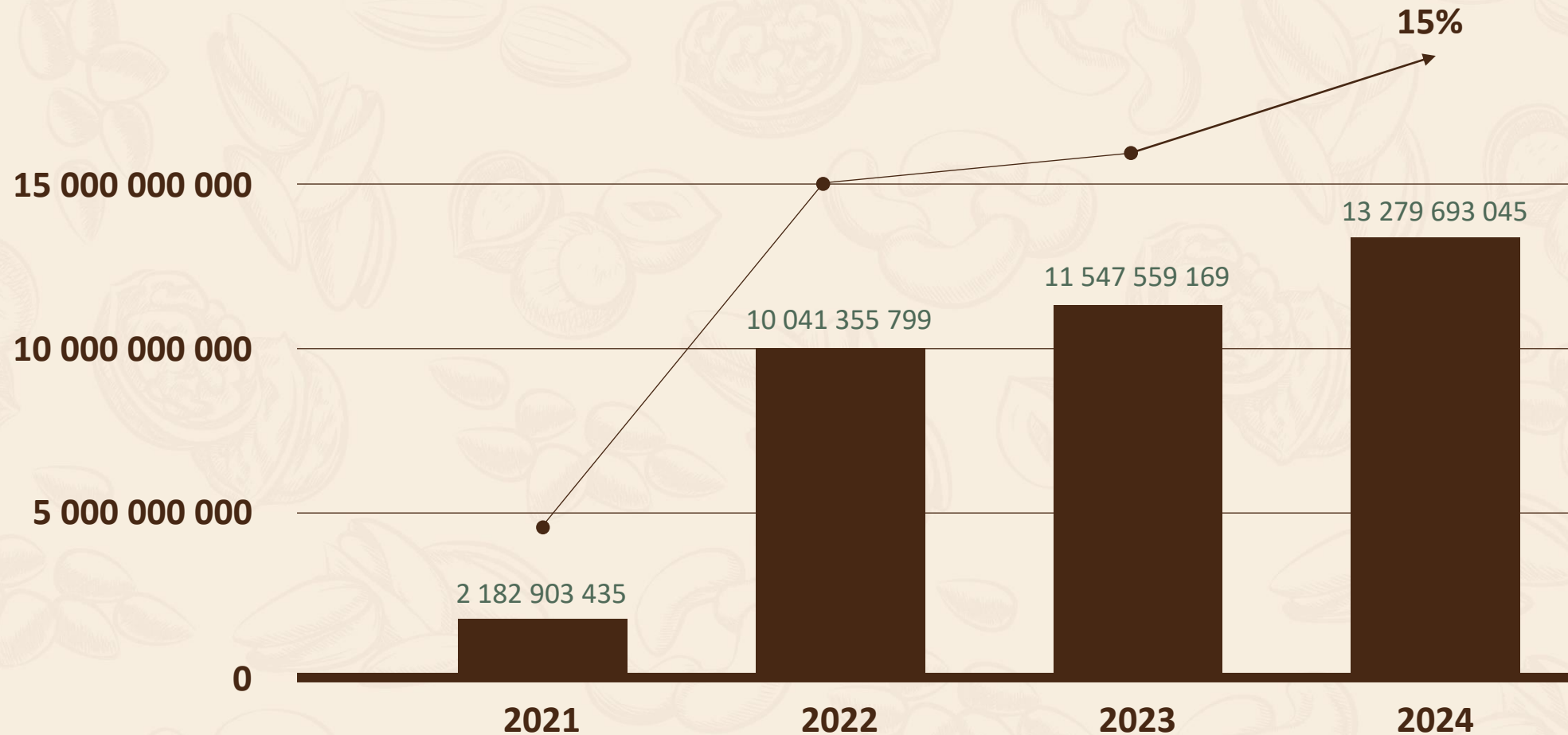
TAKE-AWAY



DELIVERY

REVENUE GROWTH RATE

Optimistic



REVENUE STREAM

Most likely

Even day (dishes) 10,738,443

Odd day (dishes) 11,562,181

Juice 6,212,213

121,125,811 VND

REVENUE PER WEEK



DINED IN



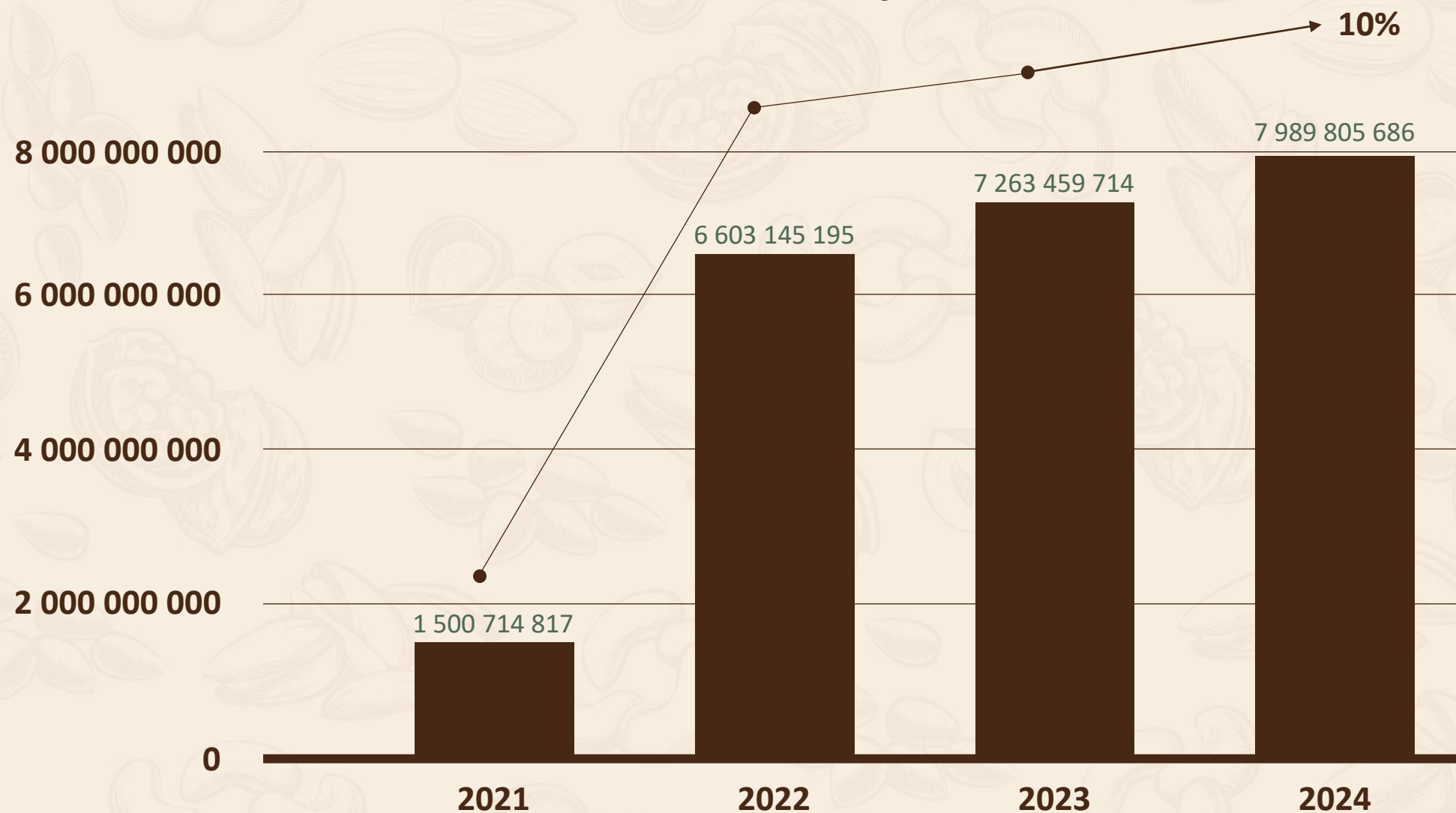
TAKE-AWAY



DELIVERY

REVENUE GROWTH RATE

Most likely



REVENUE STREAM

Pessimistic

Even day (dishes) 5,369,222

Odd day (dishes) 5,781,090

Juice 3,106,107

60,562,905 VND

REVENUE PER WEEK



DINED IN



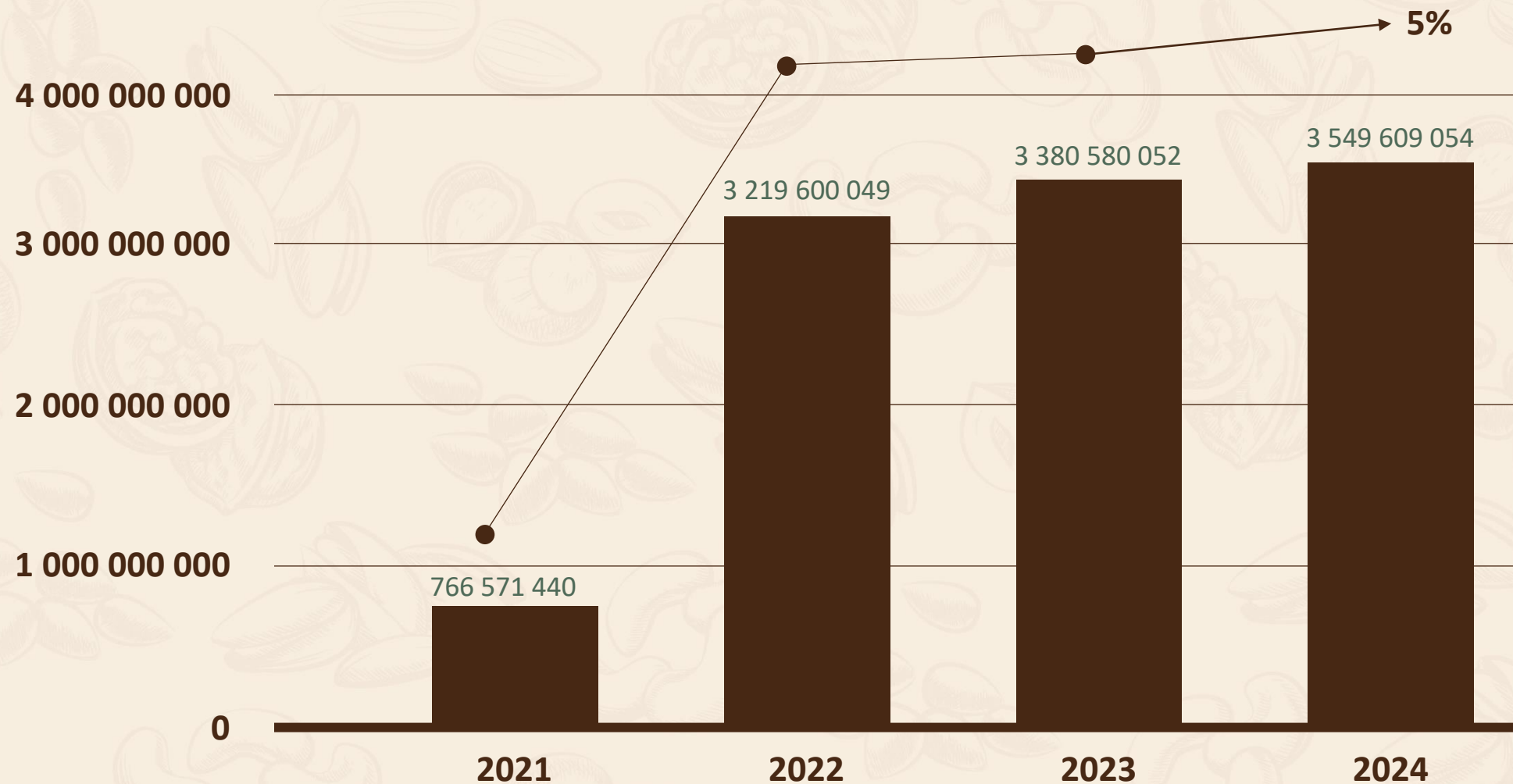
TAKE-AWAY



DELIVERY

REVENUE GROWTH RATE

Pessimistic



COST STRUCTURE & EXPENSE

FIXED COST

	Optimistic	Most likely	Pessimistic
Internet fees	540,000	540,000	540,000
Sanitation fees	50,000	50,000	50,000
Social insurance	13,300,000	13,300,000	3,325,000
Health insurance	2,280,000	2,280,000	570,000
Unemployment insurance	760,000	760,000	190,000
Rent	25,000,000	25,000,000	25,000,000
TOTAL	41,930,000	41,930,000	29,675,000

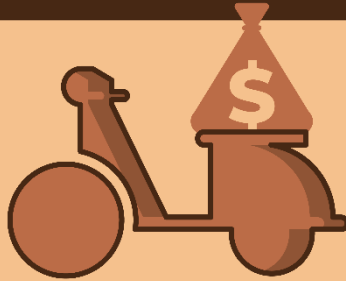


COST STRUCTURE & EXPENSE

Variable Cost

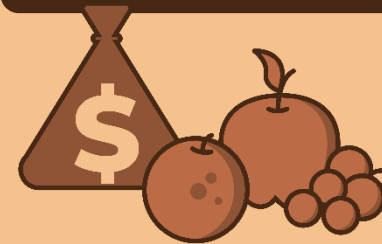
Commission

16%



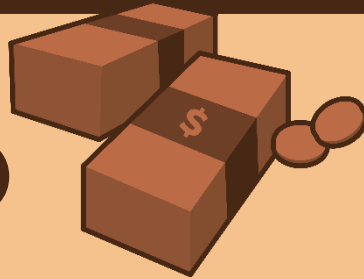
Cost of goods sold

35%



Salary

39%





Others

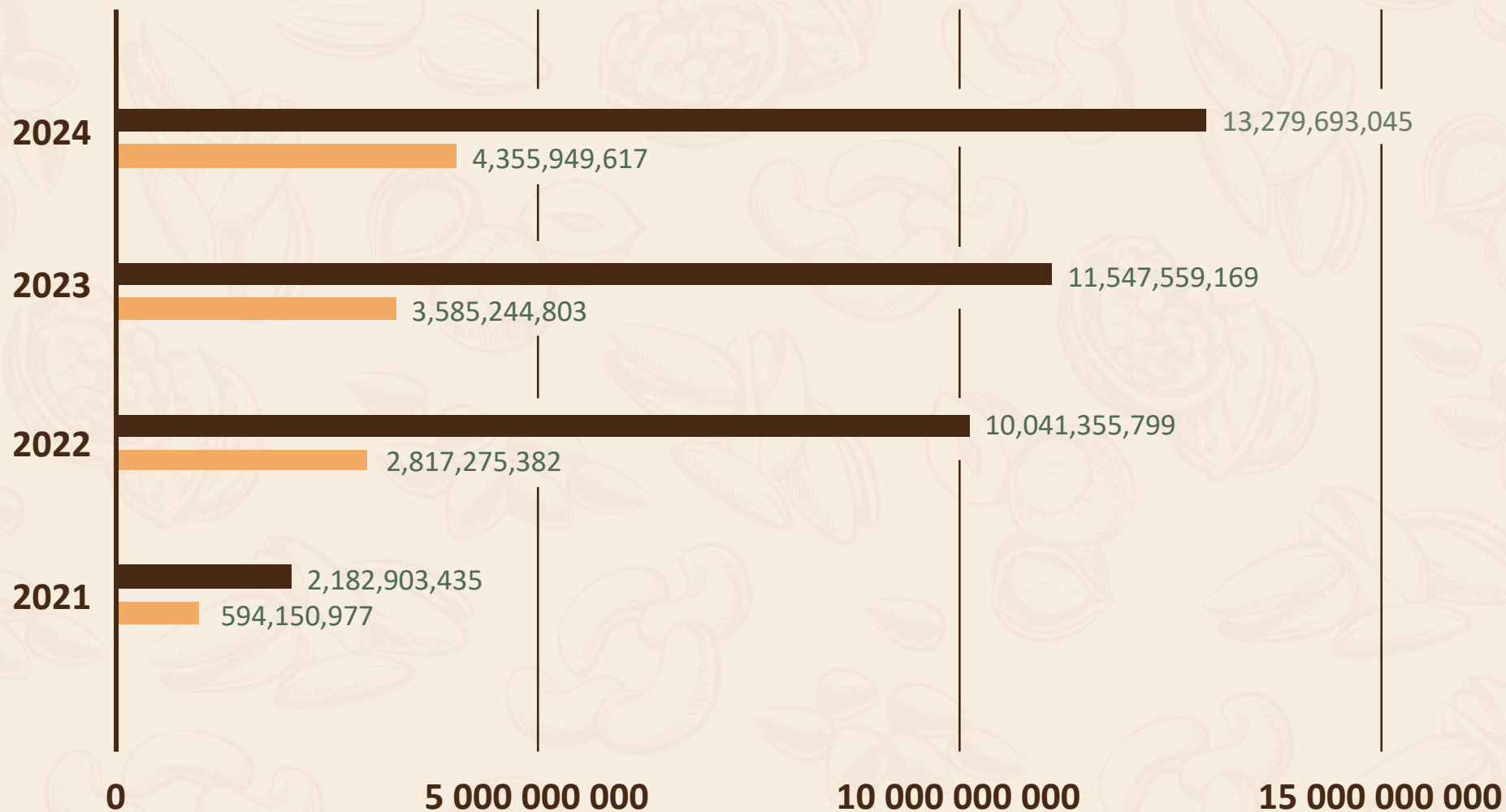
10%



NET PROFIT

Optimistic

 Net profit = 27% - 33%  Revenue



NET PROFIT

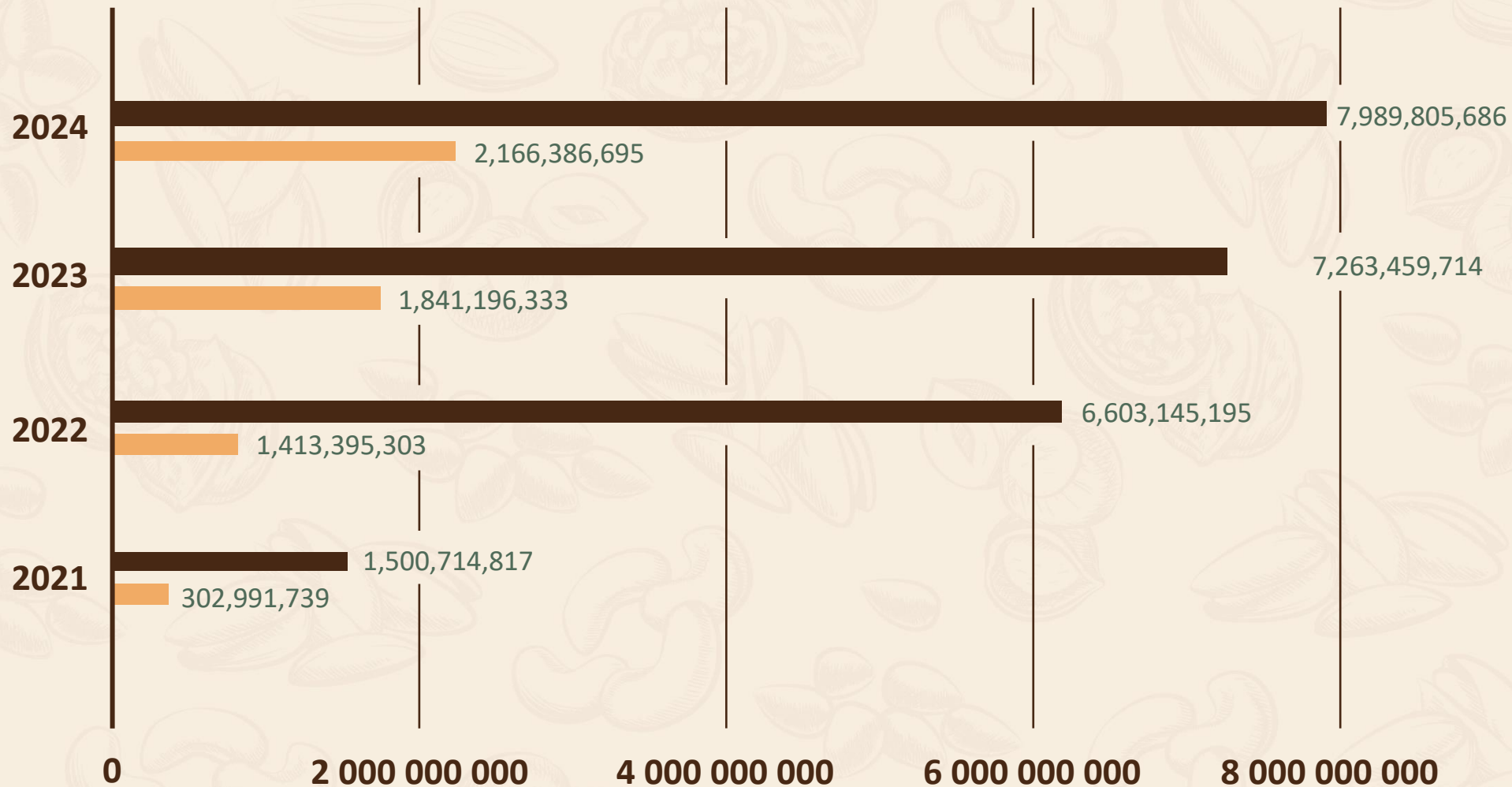
Most likely



Net profit = 20% - 27%



Revenue



NET PROFIT

Pessimistic



Net profit = 07% - 19%

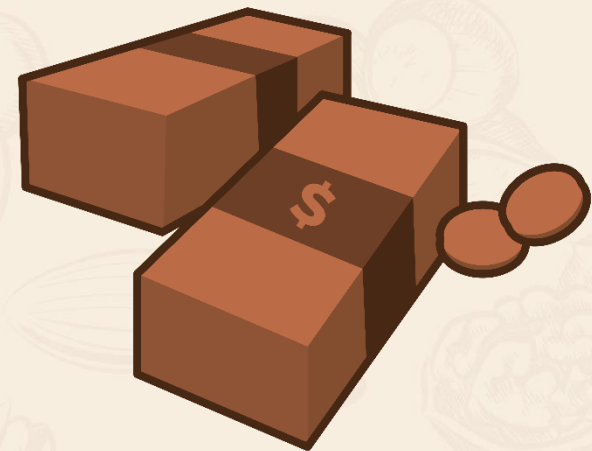


Revenue



Financial Figures

Optimistic



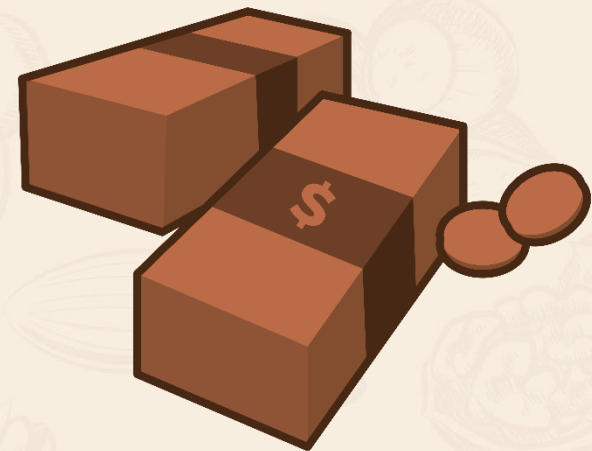
NPV 7,311,206,244

IRR 151%

BEP 4.97m

Financial Figures

Most likely



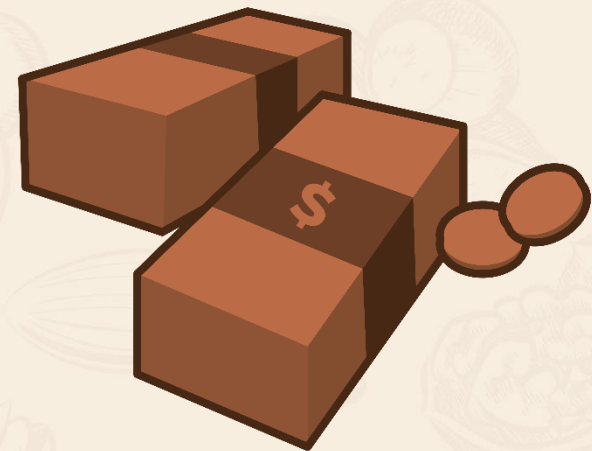
NPV 3,080,454,193

IRR 85%

BEP 10.01m

Financial Figures

Pessimistic



NPV

275,858,528

IRR

19%

BEP

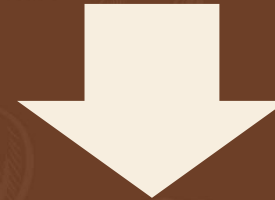
41.63m

CONCLUSIONS AND RECOMMENDATIONS



Internal

Food spoilage
Being lost stuffs
Fire



External

Competitor
Pandemics and disasters
Customer
Supplier
Law

Internal

Food spoilage

Calculate how long it takes to enter the material once and in what quantity is enough for that period of time.

Being lost stuffs

- Check how many ingredients are used in a day at the end of the day
- The following day must check if the quantity is the same as the previous day or not.

Fire

- Focused on cleaning the kitchen before closing.
- Have to invest in some fire extinguishers to ward off emergent cases.

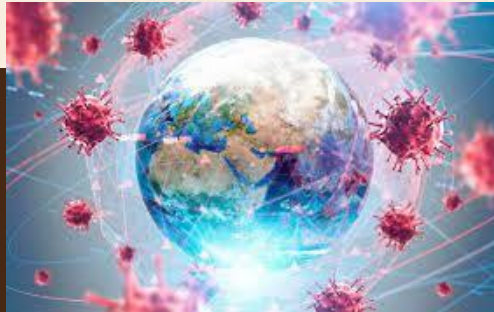


Competitor

- Have to develop through every single phase to be novel.
- Making every point is hard to imitate.

Pandemics and disasters

- Have to plan the way to prevent Covid-19 from following the government regulations strictly.
- Have to make the capital reserve on the alert against revenue deficit while complying with the rule during social distance.



External

Customer

- Training the staff when hiring them.
- Teaching them the culture of the restaurant
- Make a comfortable experience at the restaurant

Supplier

- Make a contract with the supplier side in a long-term commitment.
- We need to find other sub-suppliers.

Law

- Copyright registration our brand name to make sure that we are the monopoly in the market.

Thank you !

