



# A BUSINESS PLAN FOR THE VILLA SÔNG SAIGON IN 2023

The feasible solutions with the purpose of attracting more potential customers through guest's service experience.

THESIS DEFENSE SUMMER 2022



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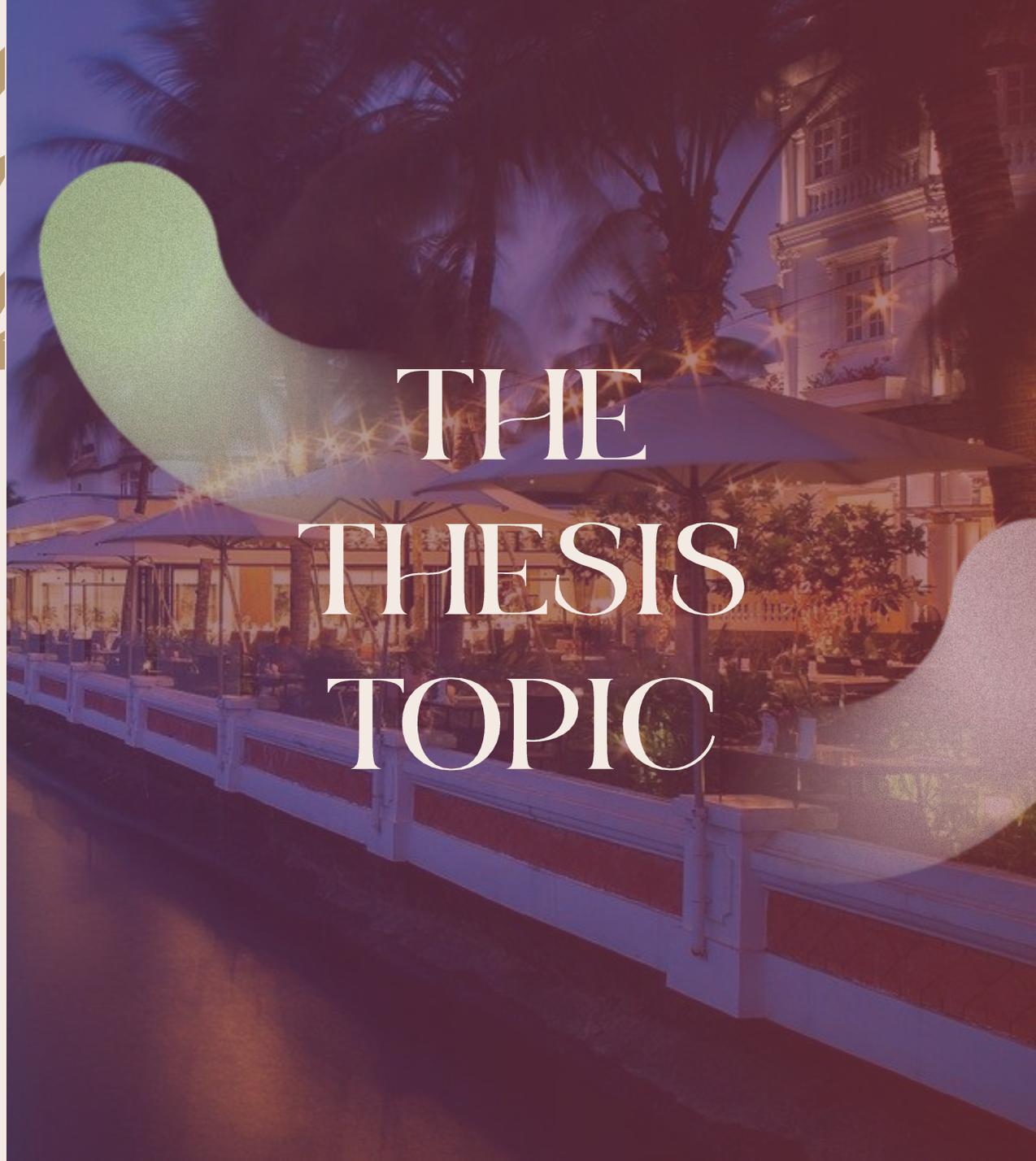
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The feasible solutions with the purpose of attracting more potential customers through *guest's service experience*

An opportunity *to cooperate and analysis business operation*

Take out the *internal and external* business strategies

Enhancing *financial-related interests*



# THE THESIS TOPIC

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HOTEL & TOURISM  
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International Hotel & Tourism reality



# I. Overview of hotel & tourism industry



Domestic Hotel &  
Tourism reality

Thao Dien Ward reality





Source:  
tripadvisor.com

# I.

## Overview of hotel & tourism industry



The overall reality of international hotel & tourism industry in 2020, 2021 & 2022



The reality of hotel & tourism industry in 2022 in Vietnam



The Ministry of Health in Vietnam stated a policy for immigrants related to COVID-19 epidemic.



Some background information about Thao Dien Ward, Thu Duc City



# II. ANALYSIS & EVALUATION OF VSS BUSINESS



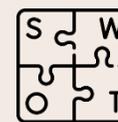
About Villa  
Sông Saigon



Evaluation Business  
Operation



Competitor  
Analysis



SWOT Analysis

## II. ANALYSIS & EVALUATION OF VSS BUSINESS



Located in 192/7 Nguyen Van Hung Street,  
Thao Dien Ward, Thu Duc City



Fabulous artistic luxury concept  
**with 23 unique** rooms and suites



**Vision:** A top company to lead and develop  
the personnel effectively



**Mission:** Creating a wonderful and long-lasting  
experience in real estate and tourism in Vietnam  
as well as worldwide



**The Core Values :** Caring, innovative, professional,  
humble and truthful



Source:  
tripadvisor.com



# USPs - 7 in One





# USPs - 7 in One



Types of room	View	Types of suite	View
Writer's Room	Garden view room	Art Suite	River view
Villa Room	Garden / Pool view room	Villa Suite	River view
Sanctuary Room	Garden / Pool view room	Sanctuary Suite	River view
Sanctuary River Room	River view	Imperial Suite	Pool view

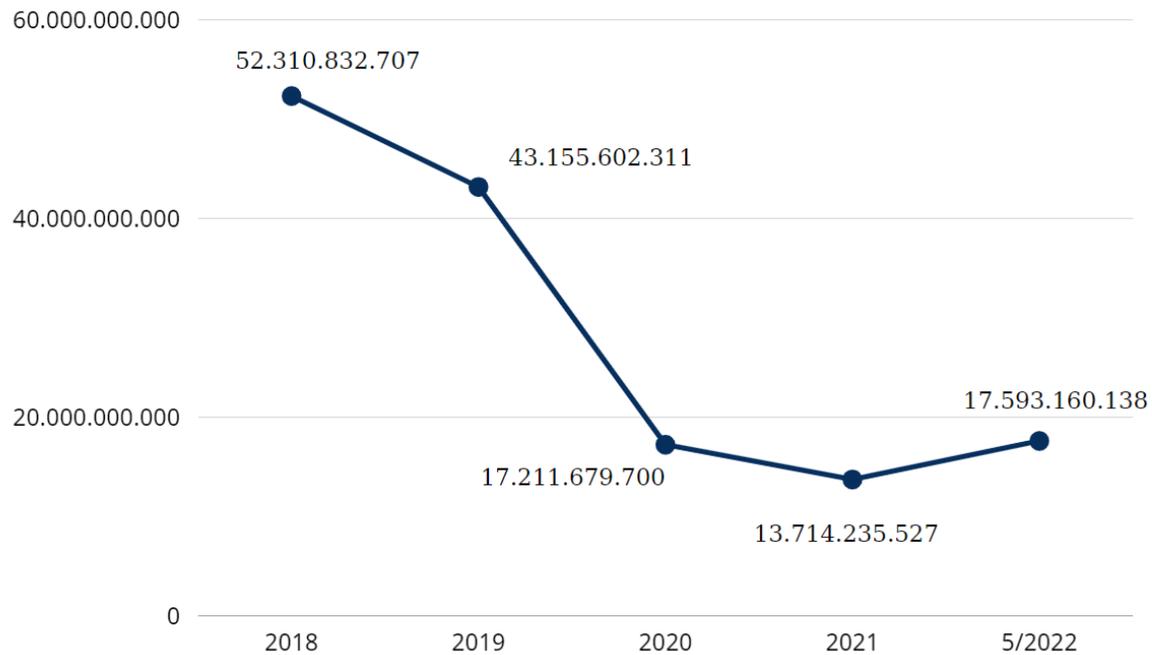


Source: tripadvisor.com

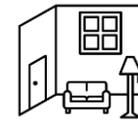
# The overall business operation status of VSS from 2018 to May 2022

VSS's Total Revenue from 2018 to May 2022 (in VND)

Source: Group author's design



The revenue is generated from 03 main categories including:



Rooms



Restaurant – Bar



Events – Banquet

## Competitor Analysis - Indirect Competitors

### Mia Saigon - Luxury Boutique Hotel

Source: [tripadvisor.com](https://www.tripadvisor.com)



Located in An Phu Ward, Thu Duc City



Boutique Hotel - 35 spacious rooms, 17 lavish suites

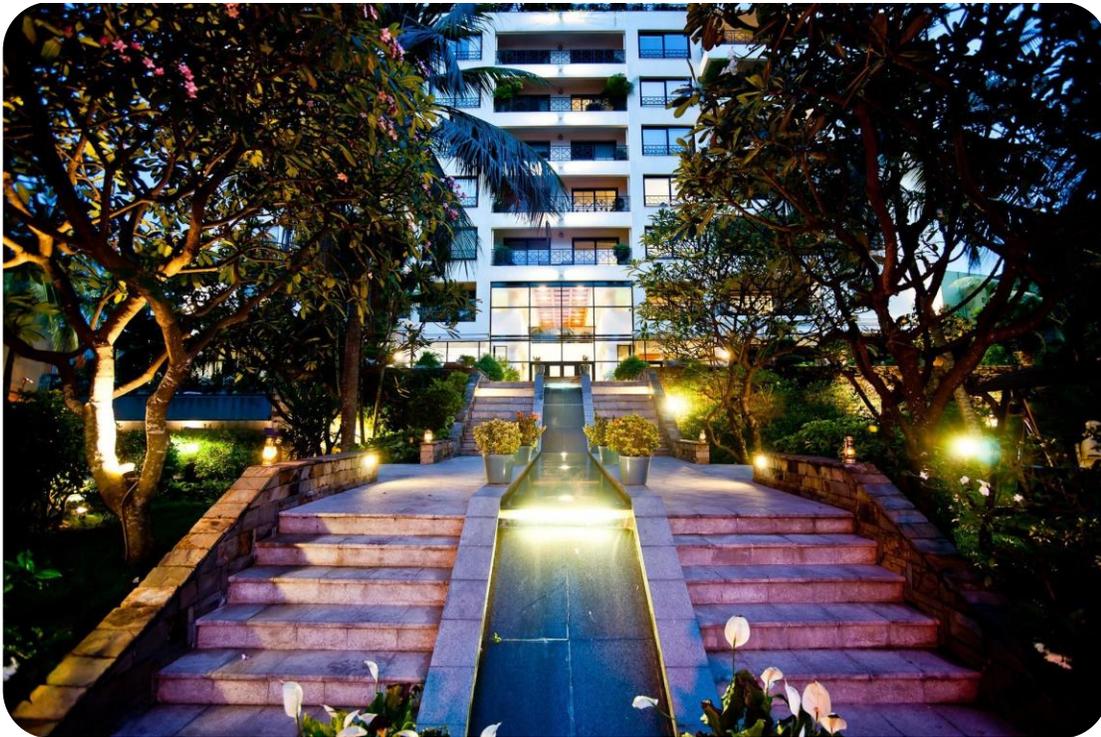


Luxurious, cozy rooms with a balcony and spectacular river view

## Competitor Analysis - Indirect Competitors

### Saigon Domaine Luxury Residences

Source: agoda.com



Located in Thanh Da Peninsula,  
HCMC



6 room types with different sizes

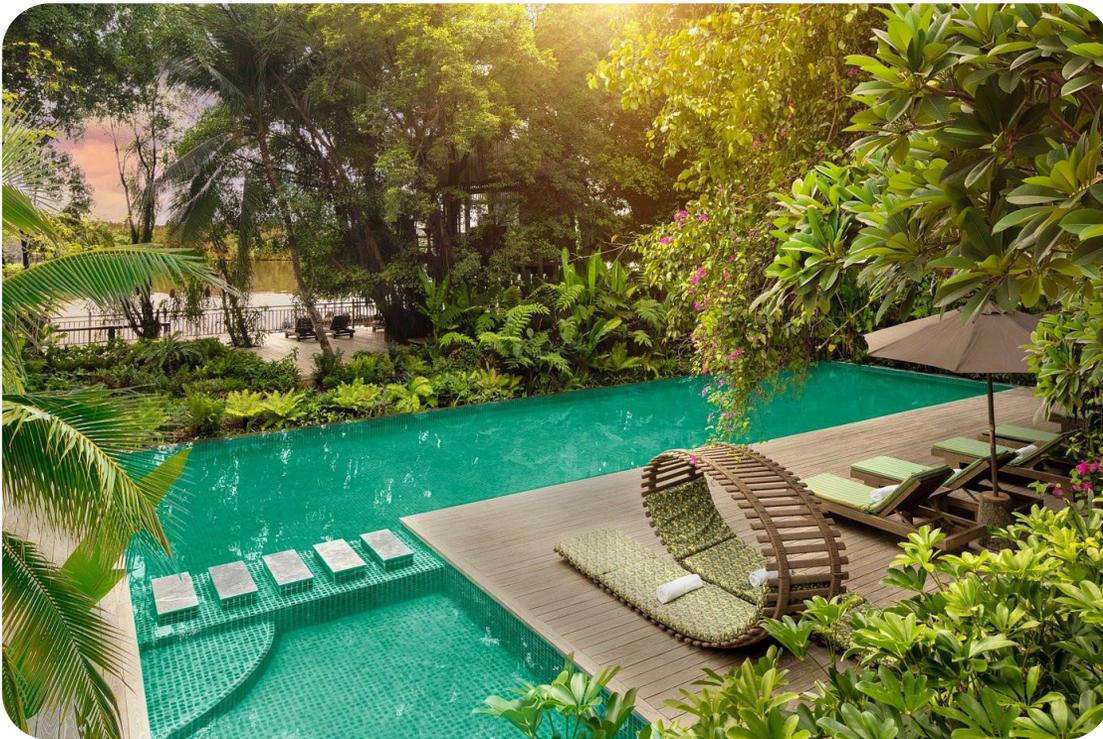


Penthouse Suite & President Suite have  
access to the terrace with the city view

## Competitor Analysis - Indirect Competitors

### An Lam Retreats Saigon River

Source: agoda.com



Located in Thuan An City, Binh Duong Province



Miniature resort - 38 spacious mansions and suites



Contemporary design - in the heart of an evergreen garden

# SWOT Analysis

- ◆ Perfect spot in natural surroundings
- ◆ Artistic luxury concept with unique room
- ◆ Full-service facilities
- ◆ Effective financial management
  
- ◆ Several nearby competitors
- ◆ Seasonal in the tourism industry
- ◆ A rapid change in customer behaviours & trends
- ◆ Covid-19 epidemic, natural disasters globally



- ◆ Poor human resources quality
- ◆ Poor online information systems
- ◆ Lack of disabled guests facilities
  
- ◆ Ideal place for high-income segments
- ◆ Become the main economic & financial area
- ◆ Economic & living condition increasingly
- ◆ A stable political environment

*Source: Group author's design*

# III. POTENTIAL CUSTOMERS ANALYSIS



Customer  
Persona



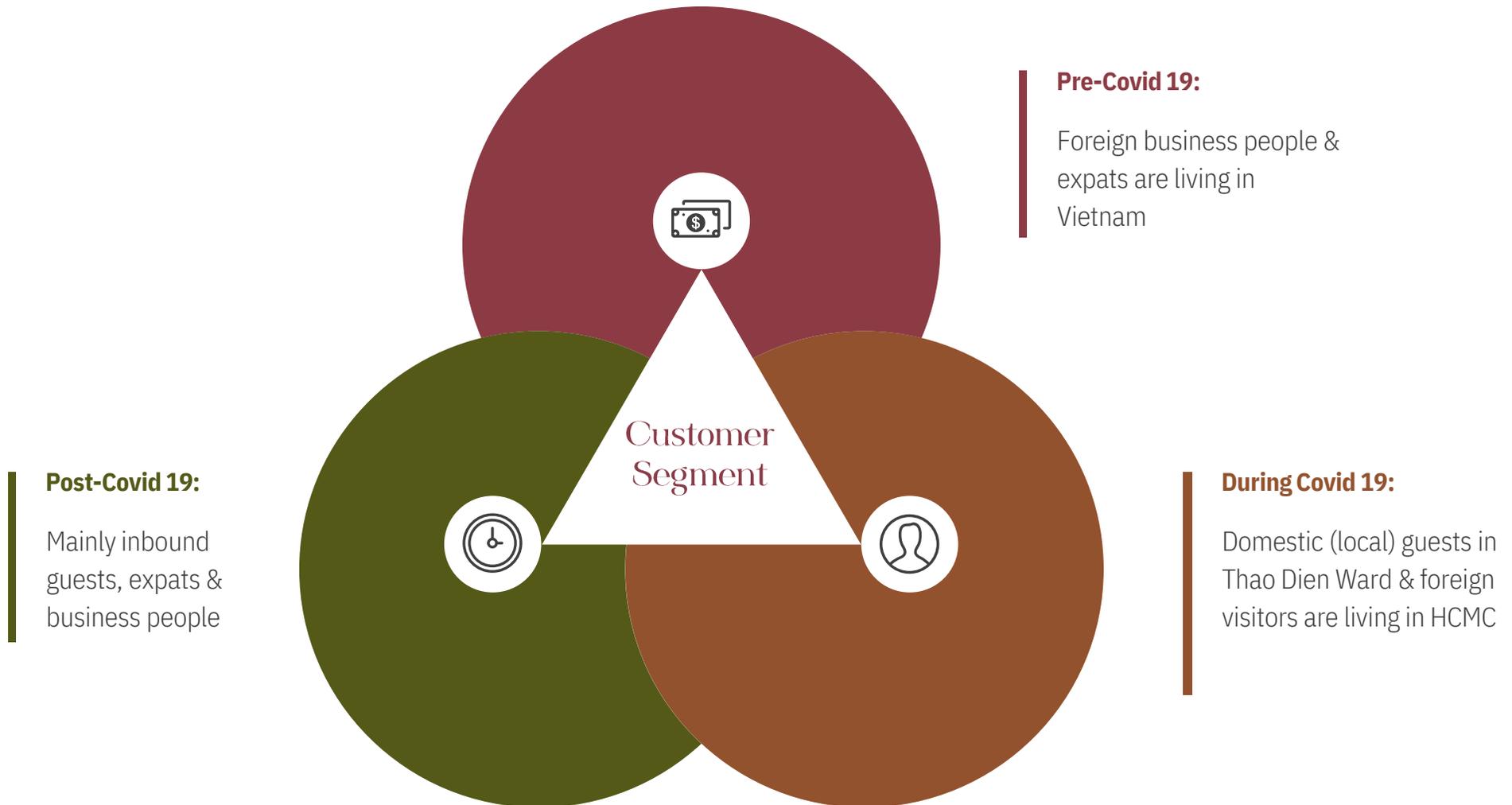
Potential  
Customer

# Customer Persona



National	Age	Occupation	Qualification	Income Level	Length of Stay
Sweden American Canada Singapore Vietnam	26-35 36-55	Entrepreneur Expat Freelancer	Academy Bachelor Master Professor	\$600-\$1500 \$1600-\$3000	1-2 days 6-14 days 15-30 days

# Customer Persona



# Potential Customer



Leisures: Domestic & foreign tourists



Business, Coporate, MICE

# IV. MARKETING ANALYSIS



STP Model



Marketing Mix – 7P's Model

# STP Model

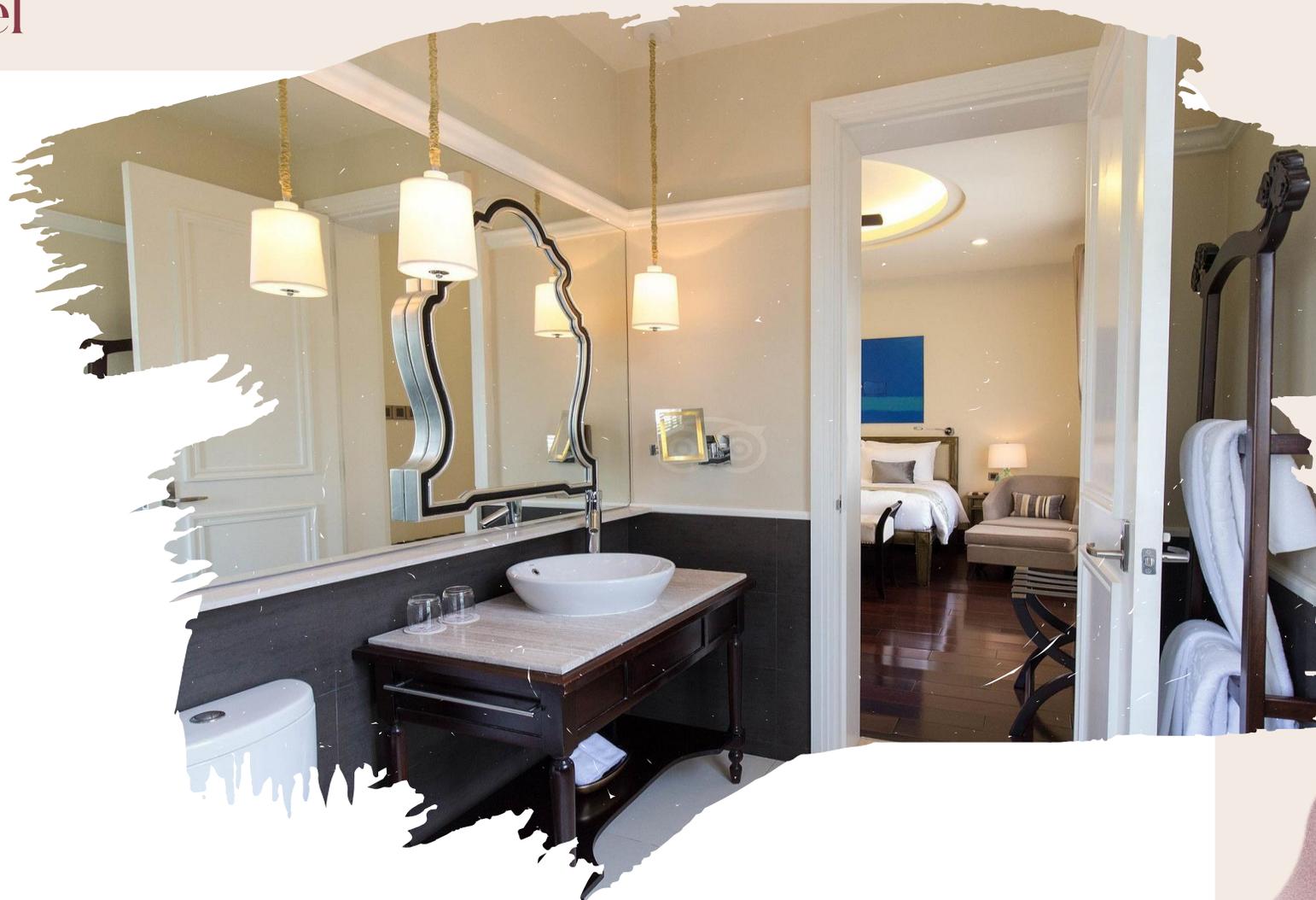
Source: Group Author's design



# Marketing Mix – 7P's Model

## Product

- ◆ A variety of products and services
- ◆ Prefer using eco-friendly stuff
- ◆ Limited additional products
- ◆ The product's style based on customer demand



# Marketing Mix – 7P's Model

## Price

- ◆ Premium Pricing: Most visitors tend to pay money in terms of their curiosity
  - ◆ Cost Plus Pricing: The price offered during Covid-19 will attract more tourists
- High room rates do not worth the customer expectation



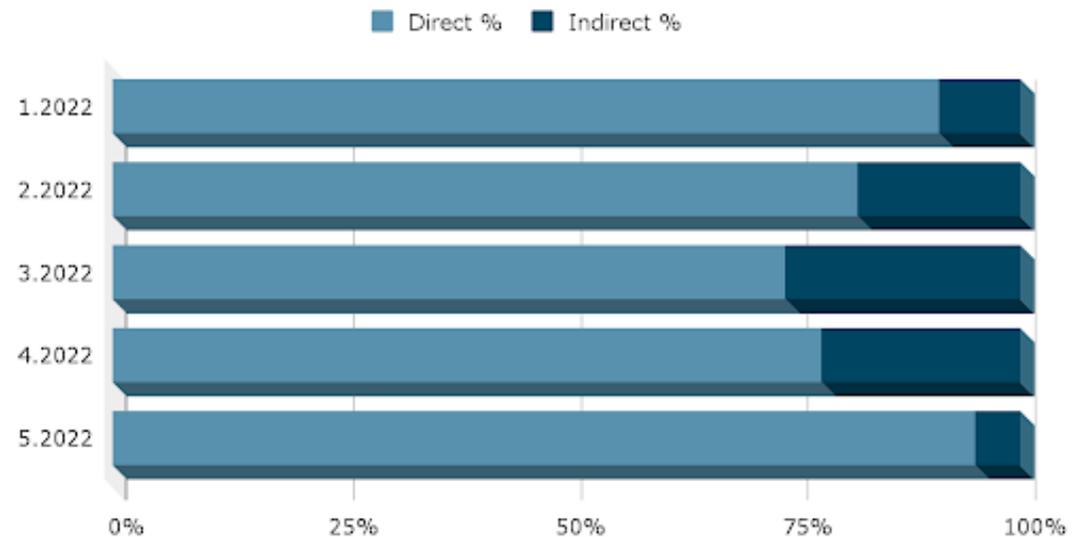
# Marketing Mix – 7P’s Model

## Place

- ◆ Direct Booking: **From 74% to 95%**
- ◆ TA: Vietnam Booking, Saigontourist, Vietravel Company
- ◆ OTA: Agoda.com, Expedia.com, Booking.com
- ◆ Corporate: Masteries Homes, Sim Real Estate group

Source: Group Author's design

Direct % and Indirect %



VSS's Percentage of bookings from distribution channels

# Marketing Mix – 7P's Model

## Promotion

Welcome to Villa Song Saigon a Timeless River Sanctuary. Consist of 23 luxurious guestrooms, all rooms are absolutely unique, no two rooms are the same... [Xem thêm](#)

Villa Song Saigon is a lovely boutique hotel with 23 unique, luxuriously appointed rooms and suites, located along the banks of the Saigon River in Di... [Xem thêm](#)

- 15,117 người thích
- 15,507 người theo dõi Trang này
- 22,641 người đã check in tại đây

<http://www.villasong.com/>

028 3744 6090

Thích Bình luận Chia sẻ

Viết bình luận...

Album **Chef Signature Dishes**

Villa Song Saigon đã thêm một ảnh mới.  
9 tháng 7 lúc 07:46

Egg Benedict

Có nhiều tranh luận về nguồn gốc. Và một trong số đó là vào năm 1894, tại khách sạn Waldorf ở New York, một nhà mồi giời ở Phố Wall, Lemuel Benedict đã gọi hai quả trứng luộc đặt trên bánh mì nướng bơ, thịt xông khói giòn ... kèm theo sốt hollandaise. Oscar Tschirky, Bếp trưởng đã thấy rất lạ lẫm và thú vị với sự kết hợp này. Vì vậy, Eggs Benedict đã được thêm vào thực đơn với một vài thay đổi nhỏ.

Eggs Benedict trở thành một công thức bữa sáng và "brunch" truy... [Xem thêm](#)

Villa Song Saigon  
5 ngày

Villa Sông chào đón gia đình bé tham dự bữa tiệc hồ bơi hôm nay 09:30 - 11:00  
Free vào cổng... [Xem thêm](#)

26 5 bình luận • 13 lượt chia sẻ

villasongsaigon

576 posts 7,659 followers 819 following

Villa Song Saigon  
Hotel  
#Rooms #Luxury #Boutique #Hotel in #HCMC #Vietnam . #Saltwaterpool #Riverside #Bistro #Watersport , #Wedding #Event , #Meeting #Venue 02837446090  
villasong.com

POSTS REELS VIDEOS TAGGED

LIVE MUSIC

1 MAY 2022

LIVE MUSIC

LIVE MUSIC

every  
FRIDAY TO SUNDAY  
from 6.30PM to 8.30PM

AT VILLA SONG SAIGON

197/2, Nguyen Van Huong Street, Limited Seat Available, book on

villasongsaigon • Follow

Still looking for a Live Music by the river, here at Villa Song Saigon

Limited seat by the river and please call us for booking on Zalo/WA: 077 244 6090 (VN) | 079 244 6090 (EN)

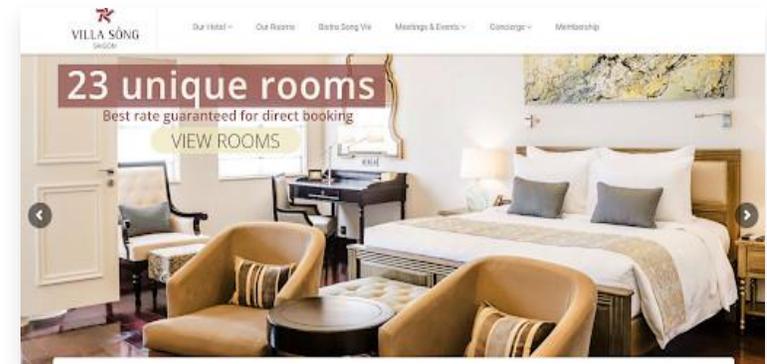
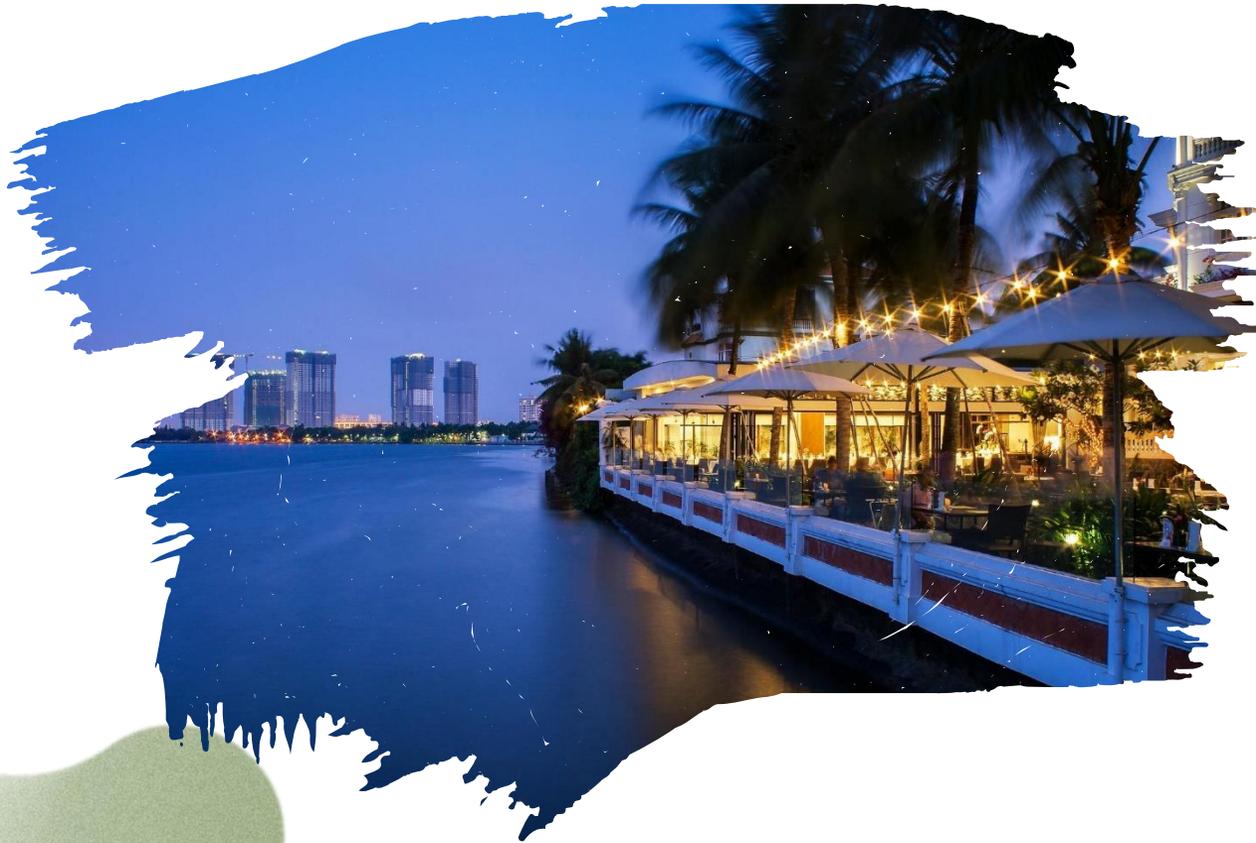
#villasong #villasongsaigon #bistrosongvie #quangngonbali #hcmc #hochiminh #hochiminhcity #thaosien #focadenthighlight #saigonera #saigoner #saigonwatersport #saigonslaycation #saigonhideaway #saigongetaway #saigonriverside #vietnamgetaway #vietnamstaycation #vietnamhideaway #luxurylifestyle #luxurylivingstyle #luxuryvietnam #luxuryindochina #theworldwide #riversidehotel #luxurythemehotels #luxurytravelhospitality #livemusic #rockmusic #popmusic

6 likes



# Marketing Mix – 7P’s Model

## Physical Evidence



# Marketing Mix – 7P’s Model

## People

- ◆ Personnel Allocation - Ensure enough staff to distribute and operate
- ◆ Recruitment - Low enrollment standard
- ◆ Training - The training program is not powerfully designed in particularly outlets
- ◆ Employees Motivation - Less focus on promoting and awarding

Source: Social Media

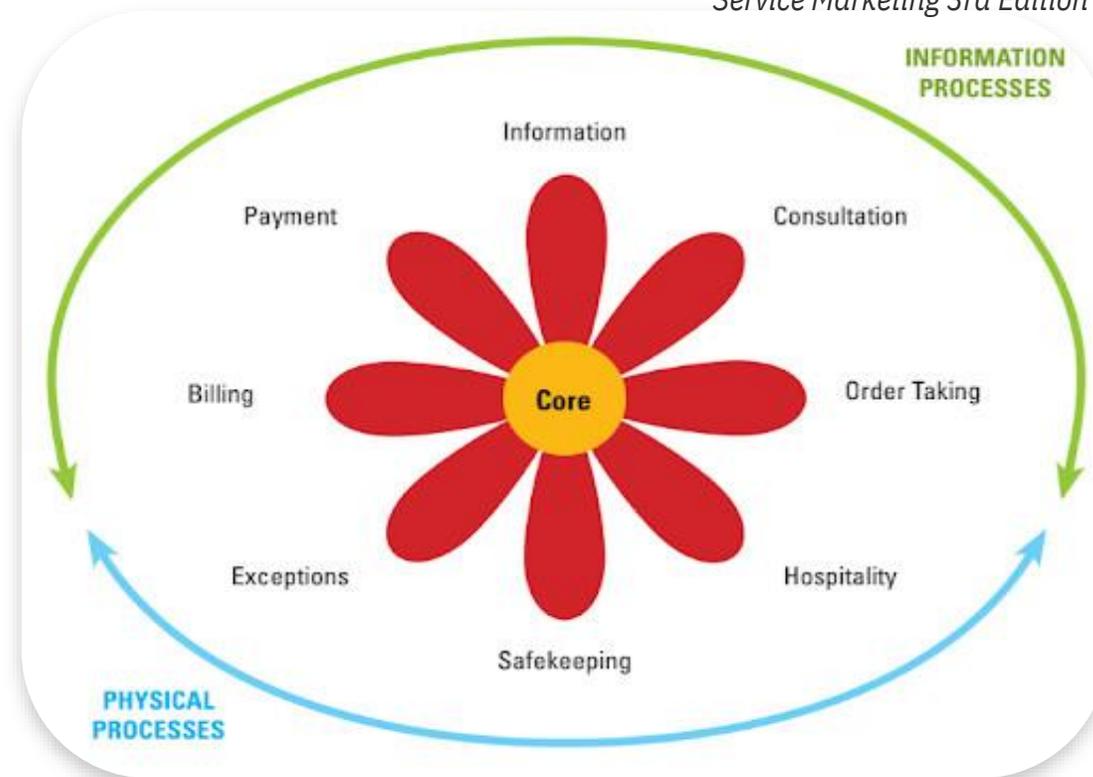


VSS's Personnel

# Marketing Mix – 7P's Model

## Process

Source: According to Essentials of Service Marketing 3rd Edition



The flower of services model of Harvard University Associate Professor Christopher Lovelock

# V. STRATEGIC PLANS



Setting up the goals for Villa Sông Saigon in 2023



Solutions for strategy implementation

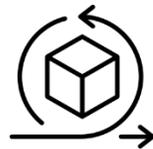


# Goals for Business Development in 2023



*Source: Group author's design*

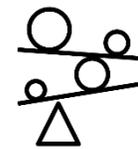
	Quarter I	Quarter II	Quarter III	Quarter IV
<b>Total Revenue</b>	VND 12,454,717,690	VND 9,977,002,051	VND 7,948,875,466	VND 12,623,676,034
<b>Room Occupancy</b>	63%	60%	54%	65%



Product Development



Market Development



Business Stabilization

# Business Stabilization Solutions

## Operation & Human Resources Solutions

- ◆ Improving the recruitment platforms
- ◆ The human resources department exchanges and cooperation agreements with colleges & universities
- ◆ Using the "8C Recruitment Model"



# Business Stabilization Solutions

## Operation & Human Resources Solutions

Source: FPT University

**Job Fair 2022: Ngày hội kết nối doanh nghiệp và sinh viên ĐH FPT**

*Thứ Năm, ngày 05 tháng 05 năm 2022*

Sự kiện được mong đợi trong năm – Job Fair 2022 vì dịch bệnh Covid 19 sẽ diễn ra vào ngày 12/05/2022 tại Trường Đại học FPT TR HCM (Lô E2a-7, Đường D1, Khu Công Nghệ Cao, P.Long Thạnh Mỹ, Tp.Thủ Đức, TPHCM).

Sự kiện là cầu nối giữa sinh viên và doanh nghiệp, giúp các doanh nghiệp có thể tìm được nguồn nhân lực chất lượng cao, quảng bá thương hiệu cho doanh nghiệp; Sinh viên sẽ tìm hiểu thêm về các vị trí công việc tại doanh nghiệp, nắm bắt các cơ hội việc làm trong tương lai cũng như định hướng nghề nghiệp cho bản thân.

Tại đây, nhiều vị trí tuyển dụng hấp dẫn thuộc các lĩnh vực, ngành nghề hot hiện nay với sự quy tụ của 35 gian hàng doanh nghiệp lớn nhỏ. Sinh viên có cơ hội được phỏng vấn & ứng tuyển trực tiếp tại chỗ. Bên cạnh đó còn có những phần quà và học bổng giá trị từ doanh nghiệp dành cho các cá nhân xuất sắc.



Job Fair Day in FPT University (5/2022)

Source: Facebook

Le Méridien Saigon  
1,452 followers

Xin chào, chúng tôi là Le Meridien Saigon!

Chúng tôi đang tiếp tục hành trình tìm kiếm những thành viên tài năng gia nhập đội ngũ

Đừng quên chú ý mà hãy liên hệ với chúng tôi theo thông tin bên dưới  
 nhu.luonghue@lemeridien.com  
 028 6263 6688 - Ext: 6808 (Ms. Nhu)

Trân trọng cảm ơn!  
 #recruitment #lemeridienSaigon #hospitality #marriottInternational

See translation

Job title / Vị trí	Quantity / Số lượng
<b>EDS PREVENTION / AN NHIỆM</b>	
Loss Prevention Officer/ Nhân viên An Ninh	3
<b>HUMAN RESOURCES/ NHÂN SỰ</b>	
Director of Human Resources/ Giám đốc Nhân sự	1
Talent Development & Culture Manager/ Trưởng bộ phận Đào tạo và Văn hóa	1
<b>SALES AND MARKETING/ KINH DOANH VÀ TIẾP THỊ</b>	
Digital Marketing Manager/ Quản lý Truyền thông số	1

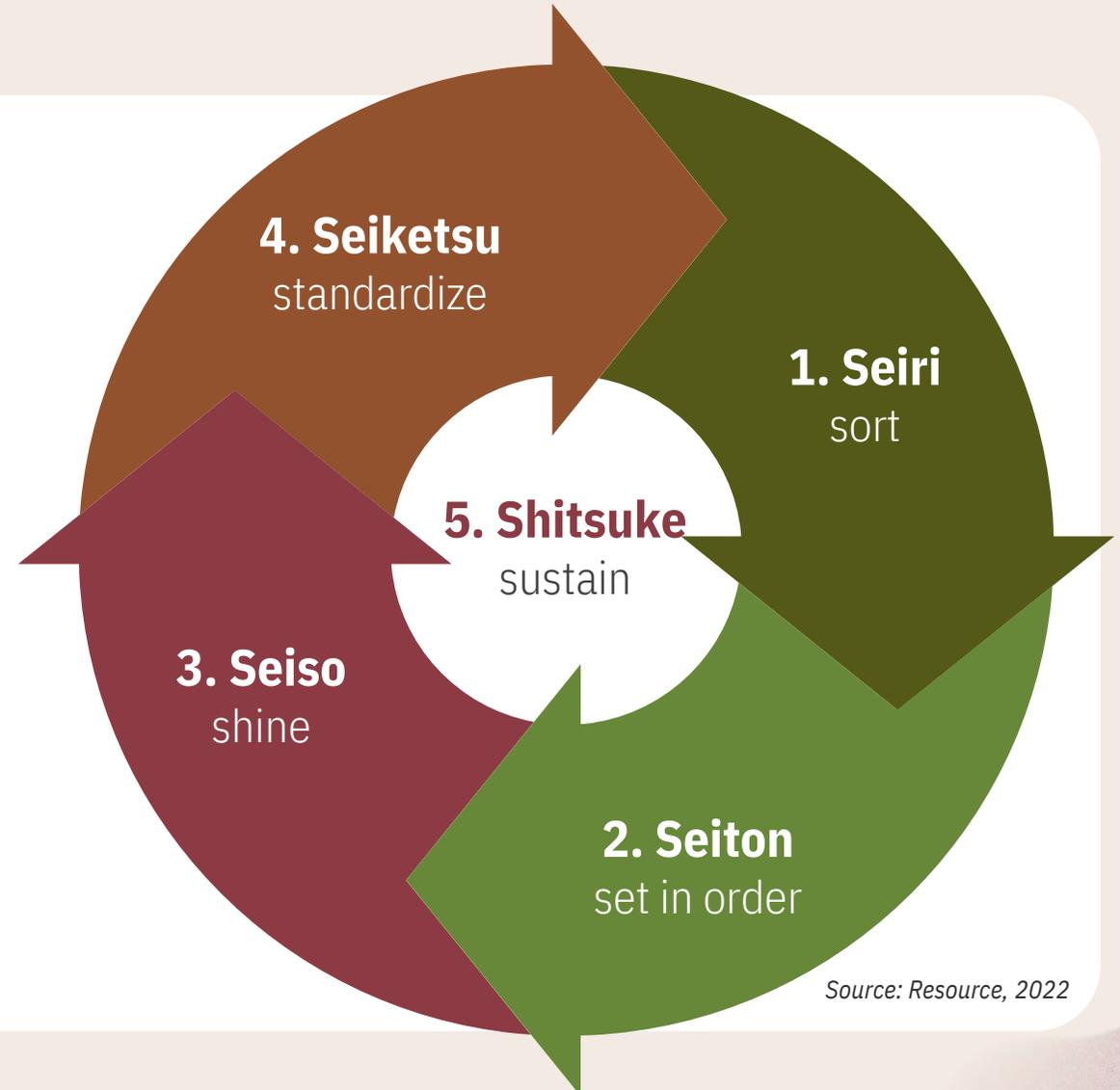
Le Méridien Saigon's LinkedIn

# Business Stabilization Solutions

## Operation & Human Resources Solutions

### Training Schedule:

Department	Training Topic
Front Office	Culture & Information of VSS, Guest Service Procedures, Handling Guest's Complaints
Housekeeping	Culture & Information of VSS, Process & Rules Making Rooms, Handling Guest's Complaints
Food & Beverage	Culture & Information of VSS, Guest Service Procedures, Handling Guest's Complaints



Source: Resource, 2022

# Business Stabilization Solutions

## Operation & Human Resources Solutions

*Source: Group author's design*

 Department	Quantity			
	1st quarter	2nd quarter	3rd quarter	4th quarter
<b>GM</b>	1	1	1	1
<b>Human Resource</b>	2	2	2	2
<b>Finance</b>	6	6	6	6
<b>IT</b>	2	2	2	2
<b>Security</b>	4	3	3	3
<b>Maintenance</b>	4	3	3	4
<b>Housekeeping</b>	14	10	9	15
<b>Sales &amp; FO</b>	9	8	7	8
<b>F &amp; B</b>	17	13	13	20
<b>Kitchen</b>	12	9	11	15
<b>Total</b>	71	57	57	76

# Business Stabilization Solutions

## Customer Services Solutions

*Source: Group author's design*

	Classic	Silver	Gold	Platinum	Notes
<b>Discount on the food and beverage items</b>	5%	5%	8%	10%	Only applicable to food and beverage establishments at the VSS
<b>Discount on the laundry items</b>	-	10%	15%	20%	Only applicable to food and beverage establishments at the VSS
<b>Late check-out</b>	-	-	-	3:00 P.M	

The membership program was launched mainly to improve and update the VSS's official information

More flexibility for returning guests

Continuously improve the website



# Market Development Solutions

*Source: Group author's design*

## "More Services for the Same Price"

policy will be applied

Types of Room	Price	Remarks
<b>Writer's Room</b>	VND 3,811,500	Price for 1 night
<b>Villa Room</b>	VND 4,735,500	
<b>Sanctuary Room</b>	VND 5,659,500	
<b>Sanctuary River Room</b>	VND 6,237,000	
<b>Villa Suite</b>	VND 9,586,500	
<b>Art Suite</b>	VND 8,893,500	
<b>Sanctuary Suite</b>	VND 10,972,500	
<b>Imperial Suite</b>	VND 11,896,500	



# Market Development Solutions

## Distribution Solutions

VSS will cooperate with tour operators and other businesses to ensure a stable revenue for several rooms sold each year

- Saigontourist
- Vietravel
- My tour

Focus on connecting with OTA and TA channels to enhance the brand image & diversify product information

- Booking
- Agoda
- Expedia

VSS will collaborate with other hotels in Thao Dien Ward and surrounding areas

- La Casita Saigon
- Mia Saigon - Luxury Boutique Hotel
- Melia Riverview Apartment



# Market Development Solutions

## Marketing Solutions

Source: Group author's design

Network platform	Marketing action
<b>Website</b>	Designing feedback area & implement the "Special Requirements." Creating more posters and brochures for promotions or seasonal packages
<b>Social Media</b>	Maintaining each post in two days. The content about upcoming promotion packages, share stories about guests' experiences, and update some stunning VSS photos
<b>PR</b>	Enhancing booking Tiktokers to experience free VSS services and post review videos on social media platforms



# Product Development Solutions

## Long-term Products Solutions

01

### RIVER ACTIVITIES

Organize regularly  
Expand ticket sales for  
retail guests

02

### BOAT TOUR

Find travel partners  
Design attractive tours  
Variety of travel service options

03

### F&B

Advertise promotion packages

04

### SPA RE-OPENING OUTSOURCING

Outsourcing:  
Spa Hoa Bang Lang  
Spa L'apothiquaire

05

### BENEFITS FOR BUSINESS GUESTS

Arrange fax machines,  
printers in the lobby  
Provide transportation  
services



# Strategic Solutions for each quarter

## Quarter I (Jan, Feb, Mar/2023)

### LUNAR NEW YEAR PACKAGE:

Enjoying the momentous Vietnamese Tet Holiday, VSS will bring traditional Vietnamese culture to everyone by creating special memories next to the Saigon River



VILLA SÔNG SAIGON

**HAPPY LUNAR NEW YEAR!**

FROM 16/01/2023 TO 31/01/2023

**999,000++/pax**  
**1,599,000++/pax \*\***

\*Rate is exclusive of 5% Service Charge & 8% VAT  
BEST PACKAGE RATE IS AVAILABLE

AT VILLA SÔNG SAIGON  
197/2 Nguyen Van Huong Street, Thao Dien Ward, Thu Duc City

### LADY OFFER:

Enjoying the time to treat ourselves comfortably at the Spa and experience the Handmade Candles Making class with artisans from locals in Saigon



VILLA SÔNG SAIGON

**Lady Offer**

FROM 01/03/2023 TO 31/03/2023

**4,490,000++/night**

One night stay at Villa Room for 2 person  
Complimentary participation in Master Class on handmade candle

\*Rate is exclusive of 5% Service Charge & 8% VAT  
BEST PACKAGE RATE IS AVAILABLE

AT VILLA SÔNG SAIGON  
197/2 Nguyen Van Huong Street, Thao Dien Ward, Thu Duc City

# Strategic Solutions for each quarter

## Quarter II ( April, May, June/2023)

### THE SUMMER OUTING PACKAGE:

Let's enjoy our summer vacation in Saigon with our loved ones, whether they be family, friends, or our significant others

VILLA SÔNG  
SAIGON

From 01/04 to 30/06/2023

8,990,000++/4 pax

One night stay for 2 adults and 2 children  
(under 12 years old)  
Free upgrade room  
(Subject to room availability)

\*Rate is exclusive of 5% Service Charge & 8% VAT  
BEST PACKAGE RATE IS AVAILABLE

The  
Summer OUTING

AT VILLA SONG SAIGON  
197/2 Nguyen Van Huong Street, Thao Dien Ward, Thu Duc City

# Strategic Solutions for each quarter

## Quarter III (July, August, Sep/2023)

### TRANSPORTATION PACKAGES:

VSS provides 4-seater limousine transfers to or from Tan Son Nhat International & Domestic Airport to enhance customers' comfort and safety. Besides, enjoying a comfortable journey to our chosen destinations by private canoes

**BOOK NOW**

**AIRPORT RENTAL CAR**  
FROM JULY 1/2023 TO JUNE 30/2024

AIRPORT TRANSPORTATION TARIFF 2023		
TOYOTA CAMRY	5 Seats	699,000++/trip
MERCEDES 1 CLASS	5 Seats	999,000++/trip
TOYOTA INNOVA	7 Seats	499,000++/trip
KIA SEDONA (Minivan)	7 Seats	1,099,000++/trip
MINI BUS (Ford Transit)	16 Seats	699,000++/trip

\*Rate is exclusive of 5% Service Charge & 8% VAT  
BEST PACKAGE RATE IS AVAILABLE

AT VILLA SÔNG SAIGON  
197/2 Nguyễn Văn Hoàng Street, Thao Dien Ward, Thu Duc City

**Boat Tour Package**  
From July 1, 2023 to June 30, 2024

BOAT TOUR TRANSPORTATION TARIFF 2023		
Destination	Estimated Time per Way	Price (VND)
Bach Dông ↔ VSS	15 mins	249,000++
Thanh Đa ↔ VSS	13 mins	199,000++
Hiệp Bình Chánh ↔ VSS	17 mins	279,000++
Linh Đông ↔ VSS	37 mins	299,000++

\*Rate is exclusive of 5% Service Charge & 8% VAT  
BEST PACKAGE RATE IS AVAILABLE

AT VILLA SÔNG SAIGON  
197/2 Nguyễn Văn Hoàng Street, Thao Dien Ward, Thu Duc City

### HAPPY MID-AUTUMN FESTIVAL:

Celebrating the meaningful Mid-Autumn Festival with The Premium Mooncake 2023, first launched at VSS, which contains best wishes of a year into each premium mooncake. Thereby wishing peace, prosperity, and good health for our family and us

WISHING YOU A  
**HAPPY MID-AUTUMN FESTIVAL!**

VND 930,000 NET/BOX  
INCLUDE 4 CAKES

EARLY BIRD ORDER - 15% DISCOUNT  
REGULAR ORDER - 10% DISCOUNT

AT VILLA SÔNG SAIGON  
197/2 Nguyễn Văn Hoàng Street, Thao Dien Ward, Thu Duc City

# Strategic Solutions for each quarter

## Quarter IV (Oct, Nov, Dec/2023)

### YEAR-END PARTY:

Say goodbye to the old year, and welcome the new year with a grand Year-End party. Enjoying this memorable moment with our professional VSS staff will take care of every detail during this special event



### THE DELIGHTFUL X'MAS EVENT:

Outdoor space by the romantic Saigon River, bustling Christmas songs, and attractive dishes, this is an opportunity for visitors to have a fantastic party and reunite with their family, relatives, and friends



# Financial Solutions

## Room Occupancy Forecast in 2023

*Source: Group author's design*

Time	The 1st quarter (high season)	The 2nd quarter (shoulder season)	The 3rd quarter (low season)	The 4th quarter (high season)	Total
<b>Expected Room Occupancy</b>	$H = (2070 : 2070) \times 100 = 63\%$	$H = (1532 : 2093) \times 100 = 60\%$	$H = (1455 : 2116) \times 100 = 54\%$	$H = (1832 : 2116) \times 100 = 65\%$	60.5%

# Financial Solutions

## Revenue Forecast in 2023

*Source: Group author's design*

Time	The 1st quarter (high season)	The 2nd quarter (shoulder season)	The 3rd quarter (low season)	The 4th quarter (high season)	Total
<b>Sale Forecast</b>	VND 12,454,717,690	VND 9,977,002,051	VND 7,948,875,466	VND 12,623,676,034	VND 43,004,271,241

# Financial Solutions

## P&L Financial Statements Forecast in 2023

Source: Group author's design

INCOME STATEMENT		
<b>SALES</b>		
Room	8,923,885,706	20.75%
Restaurant & Bar	19,369,777,535	45.04%
Events & Banquets	14,710,608,000	34.21%
Total of Sales	43,004,271,241	100.00%
<b>COST OF SALES</b>		
Total Cost of Sales	9,119,083,931	21.21%
<b>GROSS PROFIT FROM SALES</b>	<b>33,885,187,310</b>	
<b>EXPENSES</b>		
Total Labor Expenses	8,625,800,000	20.06%
Total Controllable Expenses	5,294,399,884	12.31%
Total Non-controllable Expenses	5,617,290,444	13.06%
Total Operating Expenses	19,537,490,328	45.43%
<b>OPERATING INCOME</b>	<b>14,347,696,982</b>	
Income Taxes	2,869,539,396	6.67%
<b>NET INCOME</b>	<b>11,478,157,585</b>	<b>26.69%</b>



# VI. CONCLUSION





- ◆ The main goal is to enhance the brand positioning of Villa Sôg Saigon, moreover to bring further satisfaction to our potential customers by 2023
- ◆ Based on the SWOT analysis and the current business situation of the company. Villa Sôg Saigon, the authors offer solutions to help optimize competitive advantages compared to competitors in Vietnam
- ◆ The authors hope that through the research paper, they can bring new perspectives, improve service quality and revenue efficiency for Villa Sôg Saigon



THANK YOU  
FOR LISTENING