



THE CHILLING WORLD FARMSTAY

Graduation
Business Plan

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**Topic: The project of setting up a Farmstay in Danang city
"The Chilling World Farmstay"**

Bachelor of Business Administration Thesis

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ABSTRACT

A business plan based on the accommodation model combined with the farm will be covered in this business project. It is "The Chilling World Farmstay" - a farmstay located in Da Nang city. Da Nang is a city that attracts millions of tourists, creating opportunities for start-ups. Accordingly, the stable economic situation in Da Nang will lead to an increase in people's living standards, and their demand for tourism and experiences will also increase. Realizing the potential of this business mode, Vitraco Company decided to invest in building a business project, "The Chilling World Farmstay" in order to bring unprecedented experiences to visitors.

Farmstay's target customer segment is 18–45-year-old young people, couples, and families living in or outside Da Nang.

The following business plan consists of four chapters: Chapter 1, the report mentioned, introduced an overview of the market, products, services, and general information about farmstay. Chapter 2 will analyze the market more deeply through PESTEL, Porter's five-force and SWOT models; survey travel behavior of target customers; and learn about competitors in the market. Chapter 3 describes how The Chilling World Farmstay runs and manages the business, including 7Ps model analysis and marketing strategy. Finally, in chapter 4, is an overview of the company's revenue, costs, profits, and payback period. In addition, in this chapter, we will estimate the risks that may occur when doing business and set goals for the development of this model in the future.



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THE CHILLING WORLD FARMSTAY

CHAPTER 1: INTRODUCTION

Vietnam has become a famous tourist destination, especially tourism in Da Nang is increasingly developed and has more potential. The hotel and restaurant models have been built so much and varied in style and genre. However, we posed the question "Besides the core value of accommodation, what additional entertainment services do guests need? Do additional services determine customer satisfaction when experiencing services?" And will the new accommodation service model in harmony with nature bring novelty and attract customers?

Because of those concerns, our group decided to develop a Farmstay right in Danang city. We will briefly describe the background project and introduce the idea in the first report. In addition, a summary of the project will be provided, as well as an introduction to our products and services.

1.1. Background project

1.1.1 Community-based tourism

Community-based tourism is a type of sustainable tourism where residents invite travelers to visit or stay in their communities with the intent to provide an authentic experience of the local culture and traditions (Amin and Rahmiati, 2021). These communities are often rural, economically struggling, or living below the poverty line, and community-based tourism (CBT) gives them the opportunity to take full ownership of their area's individualized tourist industry as entrepreneurs, managers, service providers, and employees. Most importantly, it ensures that the economic benefits go directly toward local families and stay within the community. A successful CBT program provides advantages to all members in an effective way and diversifies the local labor market. Even people in the community who are not directly connected with homestays may serve as guides, offer meals, and provide products. CBT can help communities diversify their sources of income and reduce their reliance on sectors that affect the region's biodiversity. Some of the jobs that have been created for the locals include guiding, catering, gardening, housekeeping, maintenance and others. CBT jobs not only give members

valuable social skills and training, but they also help to keep younger generations from leaving local villages in search of work in larger cities. Moreover, on raising the community's intellectual level: Encourage the community to participate, discuss, work and solve community problems in the process of tourism development and create opportunities for local communities to exchange knowledge and culture with tourists, contributing to promoting the spirit of self-reliance and creativity of the people.

With natural resources, heritage, craft villages, diverse culture, as well as advantages in agriculture, Da Nang city is considered to have a lot of potentials to develop community-based tourism, create new tourism products, and attract domestic and international tourists. These are the motivations behind our decision to use this model in our project. Community-based tourism is a very diverse and rich tourism model including many different forms depending on the factors of topography, historical long tides, natural scenery, etc. However, we can mention Some popular forms of community-based tourism are used today such as: Eco-tourism, agricultural tourism, rural tourism, Village tourism, ethnic or indigenous tourism, and cultural tourism chemical (Guerard, Saxena and Gultekin, 2020). There is insufficient rigor in the use of the concept of community-based tourism. The concept is used flexibly. WWF defined it as a form of tourism “where the local community has substantial control over, and involvement in, its development and management, and a major proportion of the benefits remain within the community.” WWF accepted that the concept of the community depends on local “social and institutional structures” and accepted that it “must also embrace individual initiatives within the community”. CBT can therefore be defined as tourism owned and/or managed by communities and intended to deliver wider community benefit.

1.1.2. Farmstay definition

It is known that the first Farmstay in the world was in Italy in 1980. Then this model quickly spread and developed to North America, Australia, Europe, and throughout Asia. In Vietnam, this business model is quite new but is expected to attract a lot of investors in the future. (Realing, M., 2018)

The characteristics of Farmstay Vietnam today mainly focus on entertainment and resort activities. (3) More than the experience of living and working with farmers. However, this model

still attracts a lot of attention from a large number of tourists. Those who want to learn and discover local culture, especially young people and international tourists.

Farmstay is easily identifiable by its name. When it is a combination of "farm" - farm and "homestay" - local accommodation. This can be understood as a model of using farmland to develop resort tourism. The place welcomes guests to visit, relax and participate in interesting practical activities such as farming, harvesting agricultural products, processing, and enjoying rustic dishes from the finished products (Choo and Park,2020). This is the unique difference that makes up the "brand" of the farmstay model, attracting the attention and needs of many tourists today, especially young people and international visitors.

1.1.3. Benefits of Farmstay

The farmstay tourism model brings a lot of economic benefits to local people, society and the environment. In the face of urgent problems of environmental pollution and health effects caused by smog, tourists are gradually paying more attention to tourist attractions that help them feel relaxed and safe in terms of health. The messages about health and the environment are highly contagious and easy to become a trend to spread to the community through many channels such as websites, social networking sites such as Facebook, Instagram, Twitter, newspapers, or through word of mouth. from the visitors themselves. The transmission of a "green" lifestyle like in farmstay will be very attractive to visitors. As mentioned, farmstay is a type of business that has a strong influence on the sense of community. Farmstay is impressive and attracts visitors from all over the world to experience and promote the message of green living. Companies can gain from trading farm products on the farm in addition to the tourism services and experiences for guests (Choo and Park,2020). That means more and more people want to use and experience your services and products. Because customers always believe that the more famous something, the higher the quality. Especially, when customers are directly involved in your clean farming process. From one person to another, more and more customers will trust and feel secure about the quality of the product. These things not only help you increase the price of agricultural products, but the price of room and service experience is also higher.

Another benefit of the farmstay model is raise the brand name of agricultural products. The bigger the farmstay brand, the more people know it. That means more people want to use and experience your services and products. Especially, when customers are directly involved in your clean farming process. From one person to another, more and more customers will trust and feel secure about the quality of the product.

Finally, the farmstay's opening will provide a large number of job opportunities for locals, bringing people together, earning an income, and improving village solidarity. Farmstay is considered an effective tool contributing to creating more jobs, improving the quality of jobs for local people, including wages, and service conditions, especially without gender discrimination, race and health status, thereby helping to increase people's income and create social equity. Furthermore, people not only have more income through providing tourism products and services, on the other hand, a part of the income from visitors is also retained to create funds for community development, infrastructure improvement, supporting tourism equipment and facilities, contributing to changing the local face in a positive direction. (Kumar, Gupta and Kumar, 2020)

1.1.4. Market Identification

At present, everyone is used to traveling in modern cities with comfortable hotels and resorts. But Vietnam's tourism market has been changing a lot. Life is becoming more and more modern, people feel more pressure (Hong Chau, 2019). They want to go to a quiet place away from the noise and dust of the city to relieve pressure (Hoang Viet, 2016). Instead of long trips, staycations have become the choice of many young families in recent times (Lan Nhi, 2022) because they need to save time and money. In 2022, along with the increasing trend in demand for resort tourism, green tourism, and ecotourism, the increase in demand for medical and healthcare tourism will also be the main trend in future (Vu Nam, 2022). Because after Covid-19, many people want to focus on health care and using organic products (Ha Quyen, 2022). Therefore, a place that combines relaxation with farming and growing clean food is a reasonable destination for tourists. Along with the development of social networking platforms, this trend is becoming more and more popular, and many people want to experience it.

We can call that model "Farmstay." Statistics of the World Tourism Organization show that the number of tourists participating in farmstay and eco-tourism accounts for about 10% of the total number of tourists. Each year, the number of tourists using this form increases by 10–30%, about 4% higher than traditional forms of tourism. Increasing numbers of domestic and foreign tourists choose rural destinations in Vietnam to experience, especially during and after the outbreak of the Covid-19, tourists tend to avoid noisy cities. to immerse yourself in the quiet, fresh space of the countryside (Vu Quynh Trang, 2022). Actually, these tourism trends have also started to develop in Vietnam in the past few years. However, most of these tourism models are still uninvested.

The farmstay market segment is very large: the demand for relaxation, green living, and harmony with nature of the domestic people as well as the increasing demand for tourism to discover and experience the local culture of foreign tourists. Middle-class customers are willing to pay a large amount to have quality, safe vacations that are not too prosperous and bustling like in the city but are still fully equipped with modern amenities (Linh Phuong, 2020). Not to mention that farmstay is also very suitable for educational innovation, bringing children close to nature, training self-discipline, self-reliance, etc. so many young families are popular and chosen as a weekend resort or on holidays.

Besides, Danang is also recovering from tourism after a long pause because of Covid-19. Organizing the Danang tourism stimulus program in 2022 with the theme "Enjoy Danang". Especially during the holiday of April 30–May 1, the city's tourism industry welcomes visitors with a series of attractive programs and events to attract visitors (Tran Le Lam, 2022). The hotel rooms were fully booked before the holiday season. That number of visitors has marked the return of Danang tourism. Also, in recent times, Danang has invested more in the development of mountainous areas, and many ecotourism models have been opened. Therefore, this is a potential market to open up new tourism service models.

As young people, we realize the need as well as the development potential of all kinds of tourism models such as farmstay, camping, picnic, etc. At present, we decided to build a business plan in the form of farmstay to give our customers experiences beyond their expectations.

This business model not only plays an important role in tourism business development but also has a strong impact on the sense of community, attracting domestic and foreign tourists while also promoting the message of green living.

1.2. Idea Introduction

1.2.1. Company information – VITRACO



Figure 1 - Logo of The Vitraco Company

VITRACO TOURISM AND TRANSPORTATION CONNECTION CO.,LTD (VITRACO COMPANY) was established in 2003 under the direction of Mr. Ngo Tan Nhi, with the first head office located at 394B Dien Bien Phu Street, Thanh Khe District, Danang. The Vitraco company has established itself as one of the top businesses in tourism transportation and tour organization in Danang, and in Vietnam in general. Besides that, the company's quarters have been located in two major cities: Ho Chi Minh City and Hanoi Capital. The symbol of the Vitraco company is the conical hat, which is also a feature of Vietnamese people, to demonstrate its dynamism in business, aiming to accomplish the mission of taking care of clients regardless of field, object, or circumstance ("VITRACO – Tourism & Transportation Connection CO.,LTD", 2022)

Vitraco company has acquired great confidence from prominent businesses in Vietnam to plan sightseeing tours for the firm due to its many years of expertise in organizing domestic and international trips. Furthermore, Vitraco company provides transportation, Bao Khoa automobile garage service, and traffic rescue service. Furthermore, expert guides and drivers always book safety first, with over 150 high-quality cars ranging from 4 to 45 seats. The garage has a big investment, is full of current specialized equipment, and is managed by qualified technical professionals. With a fleet of contemporary quick rescue vehicles, a network of vehicles spanning the central region, and a skilled and cautious rescue team. Vitraco recognizes Danang's tourist potential, particularly new tourism models and sustainable tourism. As a result, they decided to invest in the development of a Farmstay project in Danang ("Service – VITRACO", 2022).

1.2.2. The Chilling World Farmstay

1.2.2.1. General information

The Chilling World Farmstay is situated on [Ba Na - Suoi Mo Street, Hoa Phu Village, Hoa Vang District, Danang City](#). The Chilling World Farmstay, which combines accommodation services, farming, breeding, and summer camping activities, will be the Vitraco company's first exchange in Danang. With an impressive 8-hectare property that includes: an accommodation area with 12 bungalows, 12 dorms, and 10 glamping; one restaurant; an agriculture area; a breeding area; an entertainment area. The Chilling World Farmstay has been designed in the Vietnamese village style combined with characteristics of the employed traditional Vietnamese products and local architecture, making it the most tranquil and pleasant resort in Danang. Furthermore, The Chilling World Farmstay is provided with many additional services such as: a yoga area, lounge, outdoor swimming pool and so on that can suit the demands of both domestic and foreign travelers, promising to deliver fresh and exciting experiences to guests.

- Hotline: 0236.868.668 - 0824.215.131
- Email: chillingfarmstay.contact@gmail.com
- Fanpage: <https://www.facebook.com/chilling.farmstay>
- Scale: 8 hectare
- Operation hour: 24/7

- **Core values :**

The Chilling World Farmstay strives for total professionalism by developing a team of experienced, highly responsible, and motivated employees. Determining the interests of the client is a requirement in company operations. Constantly caring for and looking after visitors as though they were family members, always putting customer wishes first. Promoting service variety and optimizing the value of each project to provide the best possible service to guests. Furthermore, a sustainable society serves as a foundation for long-term corporate success. Improving service and food quality, protecting the environment, and promoting good living values in the community are all priorities.

- **Vision :**

The Chilling World Farmstay wants to toward a healthy lifestyle, a diverse environment where everyone aspires to discover the values of nature. Striving to become the most natural and most distinctive resort tourism trend in Danang City.

- **Mission :**

The Chilling World Farmstay tries to create a trend, a style, and a sense of returning to the countryside in the true sense of the word "village". Firstly, discover the hidden value in resort tourism combined with farms, and go in a different direction to make a difference. Secondly, raising awareness of biodiversity helps people discover, learn and enjoy the unique natural, historical and cultural values of Danang City, while preserving its integrity through stimulating economic development opportunities in local communities. Our farmstay would like to bring the vibe of the countryside to the city, exploit and make the most of local products, people, and local culture to build innovative solutions to ecological conservation problems for future generations.

- Logo:



Figure 2 - Official logo of The Chilling World Farmstay

- Slogan: "Lighting your green life"

In our current life, people seem to have lived too fast and conveniently, making life more chaotic and demanding. Many factors influence each person's day, so we strive to simplify and live a happier life at The Chilling World Farmstay. We wish to deliver everyone the most fundamental experience, with the motto of taking nature as the source. It thus gives relaxation and a sense of connection between people, as well as between people and nature.

"Green life" is a new concept but everyone has a part in it. The chilling world farmstay wants to bring that "green life" experience to all visitors. Through connecting people with nature, climate, environment, and animals. "Green life" is for everyone, and visitors will have their own experiences and contribute to the "green life" of everyone.

1.2.2.2. Infrastructure design



Figure 3 – Infrastructure design of The Chilling World Farmstay

1.3. Products

Farmstay is a new genre of tourism, combining "farm" and "homestay" - local accommodation. Coming to The Chilling World Farmstay, customers will be able to experience interesting practical activities such as farming, harvesting agricultural products, visiting the orchid garden, and so on. And have the chance to experience many extremely unique dishes.

1.3.1. Main services

1.3.1.1. Farm

Currently, consumers are increasingly interested in smart and sustainable consumption, as well as environmentally friendly products and services. Farmstay's garden is grown according to the method of "Nature agriculture" (What is Natural Farming? How is it Different from Organic Farming?, 2022). The criterion of using organic fertilizers, no chemical fertilizers, and no growth agents, ensure safety from production to consumption and use of products.



Figure 4 – Harvesting vegetables.

We consider the farm to be a major component., which will make customers interested and keep visitors from staying or visiting next time. With a large area divided into separate zones, visitors will be guided and experience a day of becoming a farmer at the farmstay, including gardening, watering, planting, and taking care of vegetable gardens.

In the garden will be grown vegetables such as cabbage, lettuce, water spinach, etc. All kinds of tubers: sweet potato, radish, carrot, etc. In addition, the fruit garden will be the highlight when coming to the garden. At the farmstay, visitors will enjoy fruits such as plums, guava, jackfruit, mango, etc. When buying the service package, guests coming to use the service can bring back agricultural products according to the specified quantity, determined by farmstay. The agricultural products, after being harvested, are processed into delicious dishes by the kitchen to serve visitors. In addition, agricultural products can be sold to other accommodation units in the locality.



Figure 5 – The garden of The Chilling World Farmstay

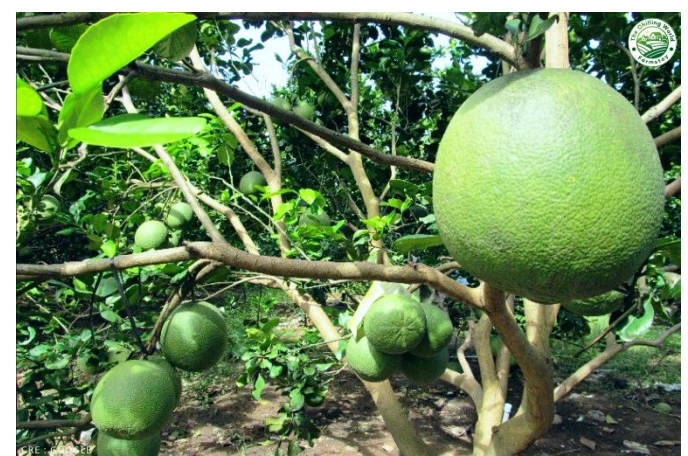


Figure 6 – The orchard at The Chilling World Farmstay

- Orchid garden:

Moreover, visitors can also visit the orchid garden at The Chilling World. The orchid growing area is well cared for and methodical, where beautiful orchid varieties are displayed for visitors to visit and take pictures. Moreover, the potential for orchids to be sold to individuals and organizations is very large, distributed to the whole city of Danang. Visitors can also gain knowledge of orchid varieties, care techniques, and especially the stories of each orchid.



Figure 7 – The tourist visting the orchird at The Chilling World Farmstay



Figure 8 – The orchid at The Chilling World Farmstay

- Hydroponic vegetable growing:

This is one of the highlights of the produce at The Chilling World Farmstay compared to other places. We use the method of growing vegetables in the form of hydroponic.



Figure 9 – Hydroponic vegetable garden

Vegetable products of The Chilling World Farmstay grown by this method will be 100% organic. Plants will absorb nutrients from water that has been dissolved nutrients, which has the advantage of being grown in an environment that is not natural soil. The Chilling World Farmstay hydroponic vegetable growing system will be arranged in a closed canvas house, complying with strict procedures on sterilization, humidity, and temperature. When compared to traditional vegetable growing methods, the crops grow evenly and are VIETGAP certified when cultivated here, resulting in a higher yield.



Figure 10 – Hydroponic vegetable garden

With this hydroponic vegetable growing method, our agricultural products will minimize the pests, diseases, microorganisms, and the effects of the weather. We will save personnel and labor when the main work here will be planting, testing water, measuring nutrient levels and replenishing, tending and then harvesting and serving the traveler. The hydroponic vegetable products will be sold and processed for guests' meals when coming to The Chilling World Farmstay.

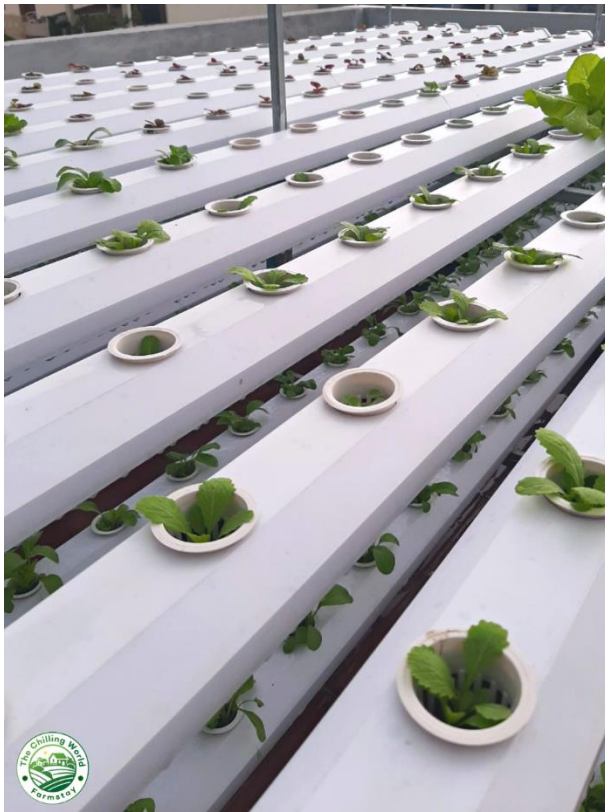


Figure 11 – The growth process of vegetables grown by hydroponics method

The Chilling World Farmstay strives to provide the best level of organic and nutritious value to all guests. Besides introducing the model of growing plants in this hydroponic.

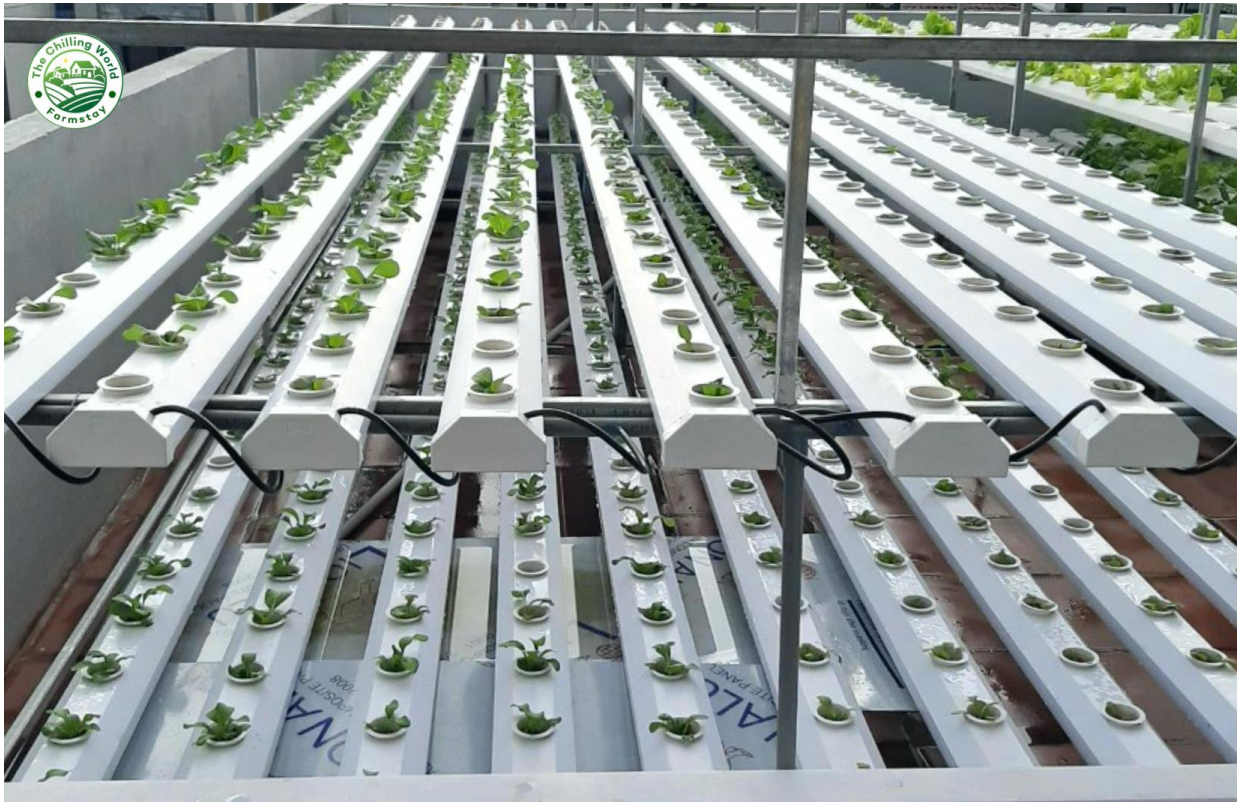


Figure 12 – The Chilling World Farmstay's hydroponic vegetable growing system

- Breeding service:

In agriculture, animal husbandry and cultivation have a close relationship with each other. Not only will there be a garden of clean vegetables and fruit trees, but The Chilling World Farmstay will also have areas for raising animals such as king chickens (Dong Tao chickens) and free-range pigs.



Figure 13 – Dong Tao chickens



Figure 14 –The free-range chickens

Visitors will experience sightseeing activities, take photos, or choose to enjoy dishes made from animals raised at Farmstay. Pork and chicken are both essential products for every meal. We want to bring the best quality products to consumers. Because most people now use industrial pork or chicken, they can no longer keep the traditional flavors as before.



*Figure 15
– Wild hog*

The Chilling World Farmstay raises peacocks as ornamental, beautiful birds and a unique feature that brings a new experience to visitors.



*Figure 16
– Peacocks
at The
Chilling
World
Farmstay*

Peacock is one of the precious birds symbolizing a life of power and regal. However, because the peacock is a rare animal, it is not widely kept in Vietnam. The Chilling World Farmstay with knowledge of care and farming techniques, along with facilities for peacocks. This is the signature thing of our Farmstay.



Figure 17 – Peacocks

1.3.1.2. Lodging

At The Chilling World Farmstay, we provide visitors with a variety of accommodation options, including camping, relaxation, group reunions, honeymoons, sightseeing, and entertainment. Meet the requirements of a diverse range of consumers.

Visitors from different ages, genders, and nations are always welcome at The Chilling World Farmstay. Regardless of the duration of stay, we always provide accommodation types and prices that correspond to our client's income.

The Chilling World will be the most relaxing experience and provide customers with the opportunity to enjoy the "green life." From there, combine the genuine value of a farmstay with the background of "Sustainable Tourism."

- **Campsite :**

Camping is increasingly becoming a popular hobby among young people and outdoor enthusiasts. With several intriguing recreational activities and periods of group activity, The Chilling World Farmstay's campsite is appropriate for picnics and vacations for the majority of youngsters.



Figure 18 – Campsite area

Our glamping campground is relatively new and contemporary, and we want to provide a unique experience of this type. According to the Oxford Dictionary, "glamping" is a type of camping that includes more opulent accommodations, facilities, and services that are often associated with camping. (glamping noun | Oxford Advanced Learner's Dictionary at OxfordLearnersDictionaries.com, 2022).



Figure 19 – Glamping tent

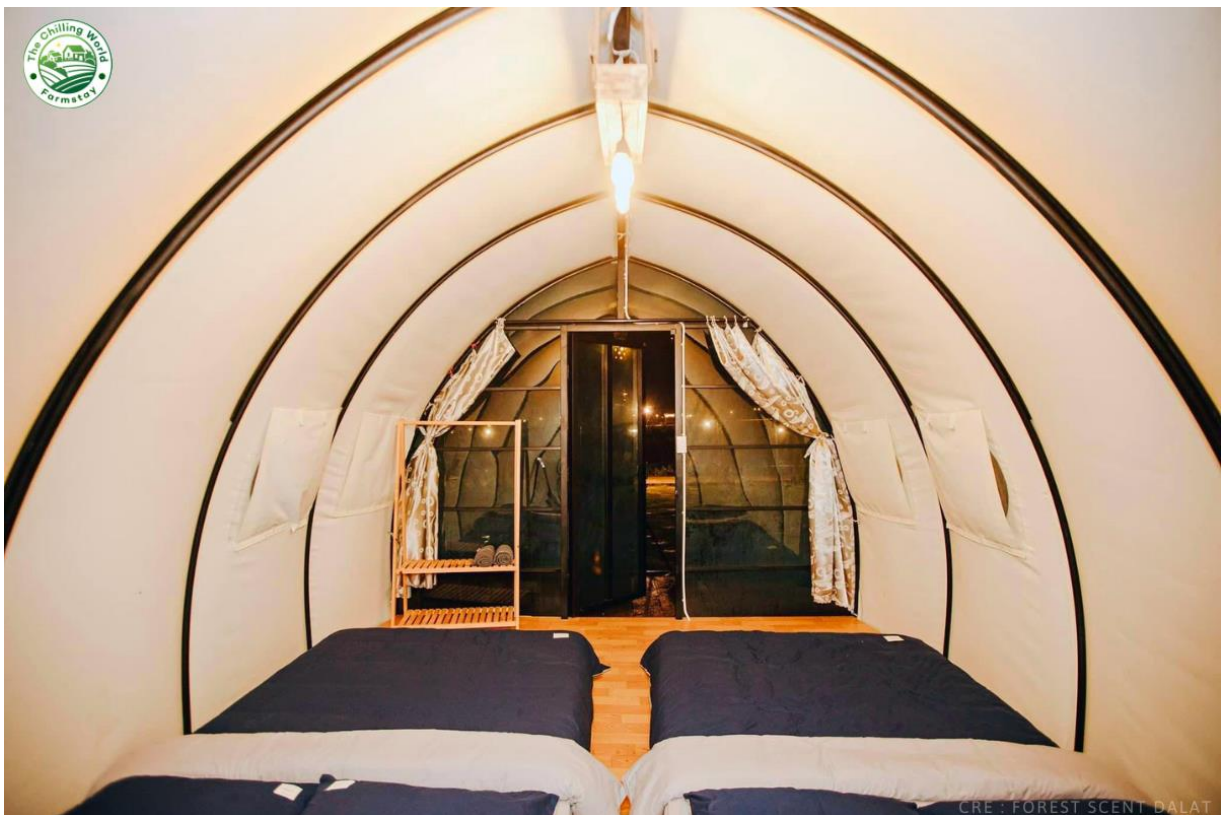


Figure 20 – Inside glamping tent

- Dorm:

This is a service that provides accommodations for groups of four to eight guests. The Chilling World Farmstay's dorm area provides all of the simplest and most regular services of everyday living at the most affordable prices.

The dorm area has 2 floors and 12 rooms with a capacity of up to 72 guests, with the most minimalist and pure Vietnamese architecture. The Chilling World Farmstay has Dorm rooms for 4 guests (Tuy Loan) with 2 bunk beds with an area of 25m²; A room for 6 guests (Cam Ne) has 3 bunk beds and has an area of 30m², room for 8 guests (Non Nuoc) with 4 bunk beds and has an area of 35m². The dorm room is suitable for travelers who want to stay short-term and save money. And will be prioritized for use by children when The Chilling World Farmstay organizes summer camp.



Figure 21 – Inside the dormitory

All dorm rooms at The Chilling World Farmstay have toilets in each room, and are available with lockers for each individual, as well as equipped with air conditioners, mirrors, etc. Each bed has a blanket, pillow cover, bed sheet, and individual curtain. In each room, there will be

windows and balconies with different views, but with a view of the stream or a view of the farm, it will bring to guests the most chill and peaceful space.

- **Bungalow:**

The bungalow zone of The Chilling World Farmstay is located in the most upscale portion and is geared at a 3-person family (2 adults and 1 child) on vacation or their honeymoon. We prioritize our customers' satisfaction by providing the most comprehensive facilities and services.

With 12 bungalows built in The Chilling World Farmstay's most costly location, each unit's area will be distinct from the rest, providing visitors with solitude and the most tranquil feeling with a view of the stream or garden. Each bungalow is 45 square meters and can accommodate up to three individuals, making it appropriate for both long and short stays.

The design style is influenced by a rural Vietnamese village, and traditional materials such as bamboo, wood, cork, palm leaves, and primarily wood are utilized. It has a rustic charm despite its simplicity and minimal material costs. The porch in front of the main door is the most soothing part of this type of accommodation since it is where visitors may sit and rest, immerse themselves in the farmstay's green area, and enjoy the beauty of nature.



Figure 22 – Bungalow area

Guests may take full of exclusive benefits exclusively accessible at The Chilling World Farmstay's bungalow, such as room service and tea break services in the room. Furthermore, with this most modern sort of lodging, the facilities will be the most comprehensive, with a bed and linen that is meticulously maintained by the housekeeping department. In addition, each bungalow has a minibar, air conditioner, television, reading lamp, desk phone, fire alarm device, working desk, tea table, wardrobe, toilet, etc.

With complete facilities and serene green space, the bungalow is an appropriate choice for pure relaxation. Visitors will not feel crowded with frigid walls, but rather comfortable, serene, and close to nature at The Chilling World Farmstay.

1.3.2. Supplement services

Farming and accommodation services are at the core of farmstay's activities, but other services are needed to support and give guests a better experience when visiting and staying at The Chilling World Farmstay.

1.3.2.1. Restaurant (Co Man Restaurant)

With open space and simple design, the use of natural materials such as wood, bamboo, etc. brings visitors to the restaurant the feeling of closeness and immersion in the natural environment of farmstay.

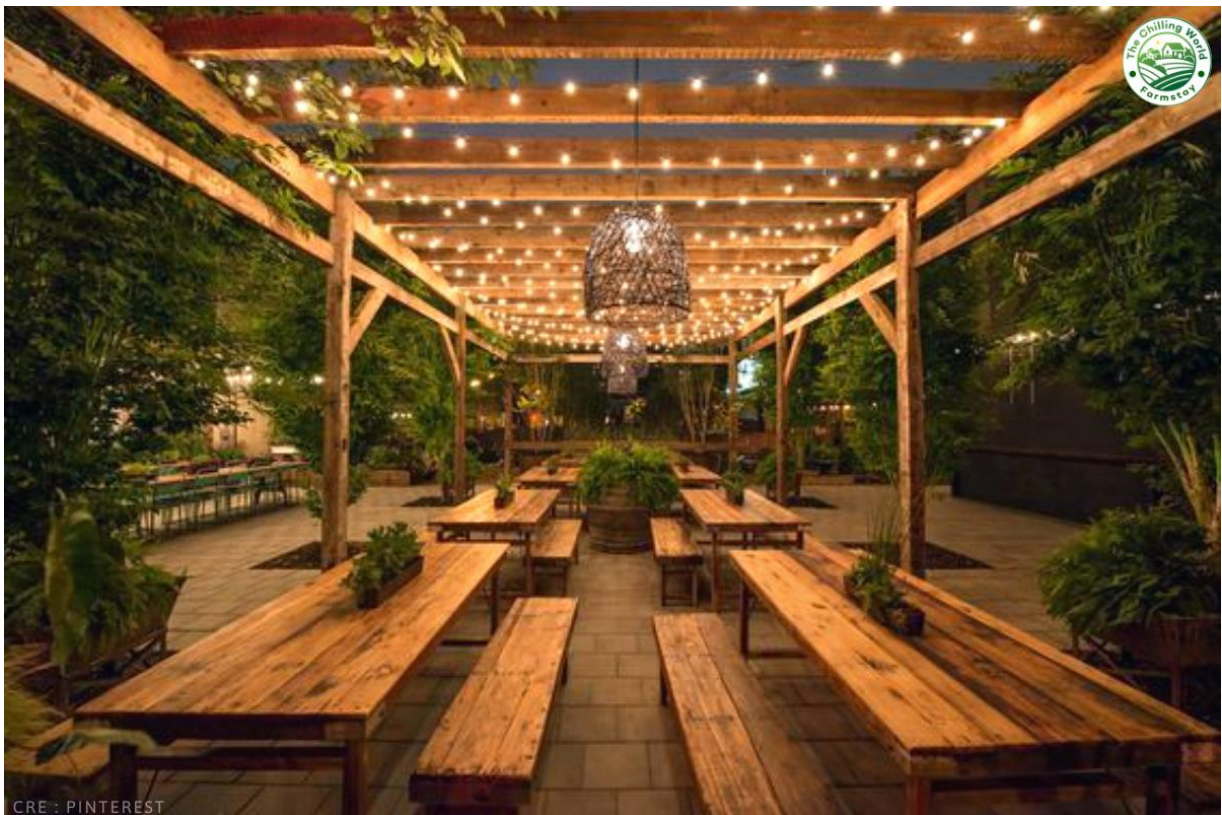


Figure 23 – Outside the restaurant

The restaurant serves breakfast in the morning. Lunch is served in the form of a la carte, featuring the specialties of the Vietnamese people. In addition, the restaurant also serves BBQ with dishes such as chicken, pork, grilled vegetables, etc for guests to camp or experience the service at the restaurant.

The design of the kitchen area is an open kitchen, so guests will see the dishes prepared by the chef directly. Guests can see for themselves whether the food is safe, hygienic, or not. All processing materials are taken from available farm products of farmstay.
Opening hour: 6:30am – 10:00pm

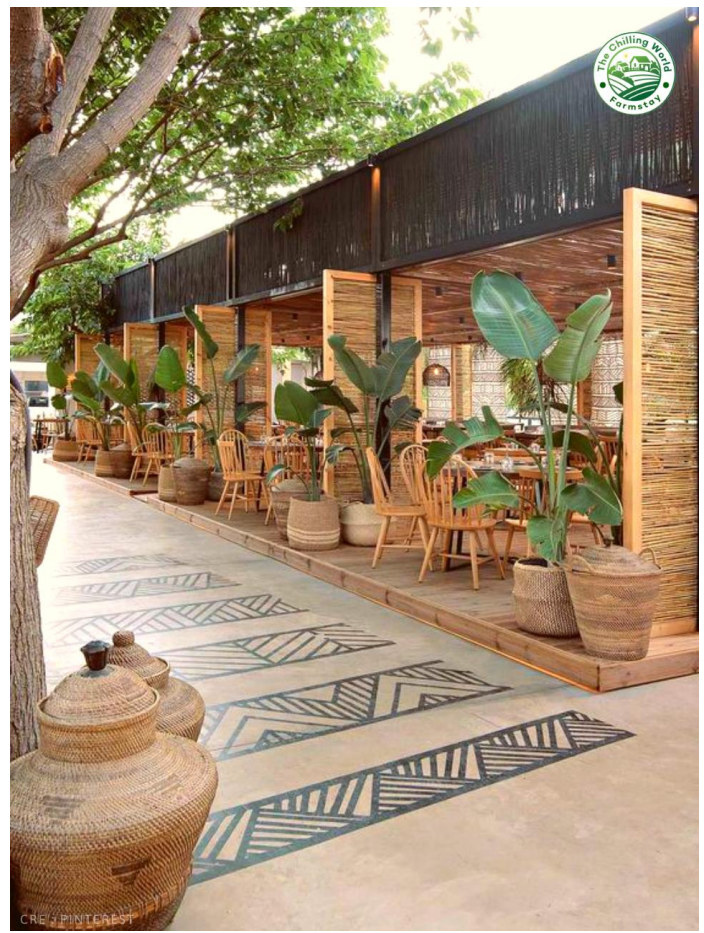


Figure 24 – Inside the restaurant

1.3.2.2. Lounge (Dong Xanh Lounge)

Located in the center of the farmstay, the design and construction help visitors have a wide view of the garden and fruit garden. There is also a cafe, bringing a relaxing feeling close to nature, serving basic drinks. In particular, there are organic and detox drinks and even local typical drinks.



*Figure 25 –
The Dong
Xanh
lounge*

Every Saturday there will be a music show. Visitors will enjoy gentle songs by the city's indie bands or the calm melodies of violin and acoustic ensembles.

Opening hour : 7:00am – 9:30pm



*Figure 26 –
The lounge
with a
garden
view*

1.3.2.3. Health services

When coming to The Chilling World Farmstay, visitors will feel everything separate from life in the city, healing the soul with the peace of nature.

At the farmstay, there are also yoga and meditation classes to help visitors relieve all worries and stress caused by problems from daily life. Guests will be taught the basic steps of yoga or meditation by the teacher.

The yoga practice area is built with an open space so that when practicing, guests will feel the air and relax their souls.

Opening hour: 5:30am – 7:00am (everyday).



Figure 27 – Yoga area

1.3.2.4. Spa

The Chilling World also has a spa. There are many different service packages, from foot to body, with different time levels, giving guests more choices. Especially the herb sauna service is the most special of us.



Figure 28 - The herb sauna

1.3.2.5. Outdoor activities

- Summer camp:

Taking advantage of available natural variables. We intend to carry out picnics, long and short camping trips for organizations, individuals, and groups at The Chilling World Farmstay.



Figure 29 – Summer camp activities

The Chilling World Farmstay will be a great location for tour operators and event businesses to collaborate with us. We'll have special activities here, such as gardening, gardening and caring for plants, caring for animals, swimming in an outdoor pool, and outdoor camping.



Figure 30 – Summer camp activities



Especially, summer camp programs for teenagers, we will collaborate with English centers or social organizations in Danang city. To provide the youngsters with opportunities to communicate and interact with other people through outdoor extracurricular activities.

Figure 31 – Children feeding for animals

Through group activities, the Chilling World Farmstay hopes to instill in young people a love of nature as well as soft skills. Summer camp at The Chilling World Farmstay will be a place where young people can train their mental, physical, and social talents, as well as improve their English communication skills.



Figure 32 – Summer camp activities



Figure 33 - Summer camp activities

- Traditional folk game:

The aim is to provide children with interesting experiences through their efforts to recreate and organize their parents' childhood folk games, The Chilling World Farmstay provides traditional folk games for guests if they need them. Games can be kite flying, "O an quan", bamboo jacks, etc.



Figure 34 - Kite flying at The Chilling World Farmstay



Figure 35 - Traditional folk game at The Chilling World Farmstay

1.3.2.6. Swimming pool

The swimming pool at The Chilling World Farmstay is for all visitors to come here to visit and stay, with a length of 15m and a width of 7m, a total area of 105m² ensuring all the criteria of a standard swimming pool.



Figure 36 – The pool of The Chilling World Farmstay

Our pool is of varying depths, divided into zones for different ages. A water filter system is equipped and the water in the lake is changed periodically, ensuring the health and safety of visitors. In addition, facilities such as outdoor umbrellas, sun loungers, and small tables are arranged so that guests can relax right here.

You will be submerged in the chilly water between a green space of nature and under the blue sky of the mountains when you visit The Chilling World Farmstay. As a result, the exhaustion, strain, and stress of daily life fade away, allowing the spirit to relax and feel at ease.

1.4. Legislative procedure

- Business license.
- Construction permit.
- Fire protection certificate.
- Land Ownership Certificate.
- Certificate of Land Use Rights.
- Occupational safety and health.
- Certificate of Food Hygiene and Safety.
- Environmental standard compliance certificates.

CHAPTER 2: MARKET ANALYSIS

2.1. Market Analysis

2.1.1. PESTEL analysis

PESTEL analysis is a useful analytical technique commonly used to examine and identify macro-environmental factors that may affect a business. These factors can have an impact on the location, potential, and direction of that business. This analytical model helps The Chilling World Farmstay to understand and evaluate all external factors that may affect the business. From there, farmstay can make smart business decisions to help businesses operate stably and develop long-term.

2.1.1.1. P - Political

Vietnam is considered a country with stable politics and abundant human resources. The State's policy of renewal, opening-up, and integration creates favorable conditions for the external economy, including tourism development.

Implementing Resolution No. 08 dated January 16, 2017 of the Politburo on developing tourism into a spearhead economic sector, Vietnam's tourism industry is expanding rapidly, making significant contributions to economic development and society while also improving the country's image and status. The work of protecting national security and ensuring social order

and safety in general and in the field of tourism in particular has achieved many positive results, contributing to maintaining political stability, creating a secure environment, safely serving the task of socio-economic development, and attracting foreign investment and international tourists. (The Son, 2017)

With the heavy damage caused by the Covid-19 epidemic to the tourism industry, the Director General of Vietnam National Administration of Tourism - Nguyen Trung Khanh said that the General Department of Tourism has advised leaders of the Ministry of Culture, Sports and Tourism to propose further proposals. continue to maintain support packages for businesses that have been implemented until 2021, lasting until the end of 2023. These are policies to support financial, credit, social security, and other policies such as reducing electricity bills with accommodation facilities such as electricity prices for production, reduction of land tax, VAT, loan interest, freezing of unpaid debts, support for guides...etc (Minh Lam, 2022).

2.1.1.2. E - Economic

In the past two years, Vietnam's economy has suffered profoundly from the Covid-19 pandemic. Although countries around the world have struggled to contain the spread of the disease, Vietnam has become a bright spot on the world map when it comes to controlling the disease while boosting economic growth. Thanks to the wise leadership of the government, Vietnam has quickly restored production and export activities. Vietnam's economic growth rate in the first quarter of 2022 increased markedly. GDP in the first quarter reached \$92.175 billion, up 5.03% over the same period last year (baochinhphu.vn, 2022).

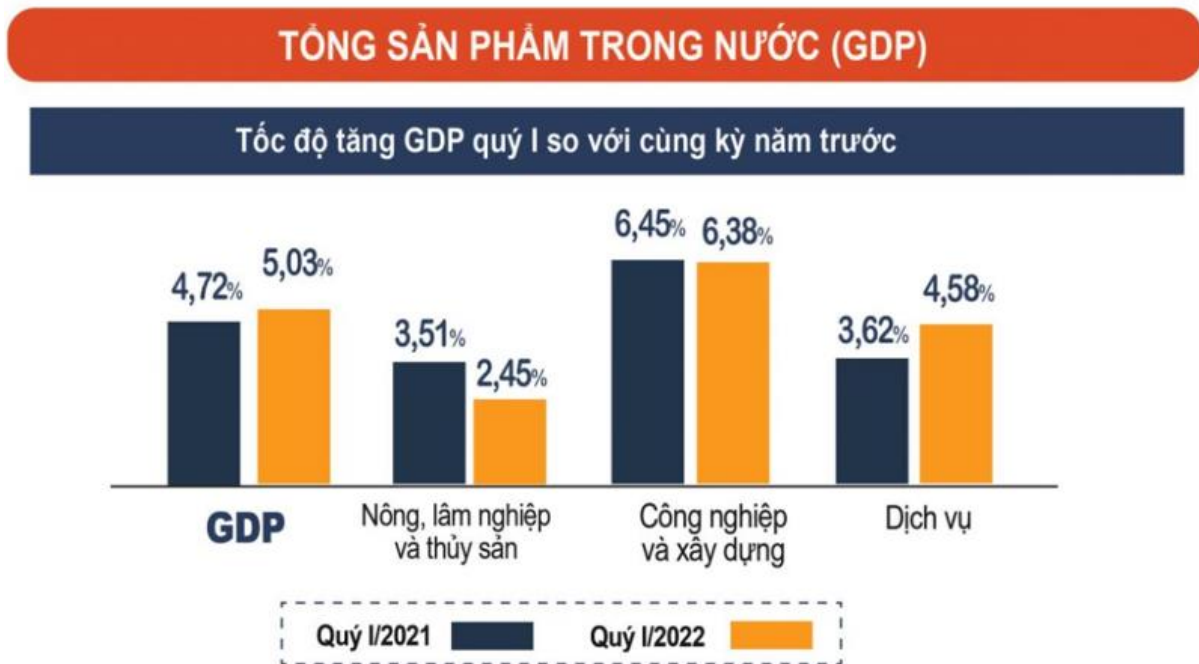


Figure 37 - Total GDP in the first quarter compared to the same period of Vietnam (Anh Nhi, 2022)

The GDP of tourism in 2021 will only reach 1.97%, compared to 9.2% in 2019 and 3.58% in 2020. However, in the early days of 2022, the tourism industry showed many signs of prosperity. It is forecasted that 2022 will be the landmark year of Vietnam's tourism when the tourism industry is "activated" to restart recovery and develop into a new normal, ensuring safety (Hung Minh, 2022).

Inflation is under control. The average consumer price index (CPI) in the first 4 months of 2022 increased by 2.1% over the same period in 2021, higher than the average increase of 0.89% in the first 4 months of 2021 but lower than the average growth rate of the first 4 months of 2017-2020 (HA.NV, 2022). This is a great success in controlling inflation for the government of Vietnam. At the Vietnam Economic Forecast Forum 2022–2023, Dr. Nguyen Bich Lam, former General Director of the General Statistics Office, shared that inflation will reach about 4%, reaching the planned target of controlling inflation in the next five-year plan (thitruongtaichinhthiente.vn, 2022). Falling inflation means travelers will be willing to spend more when traveling.

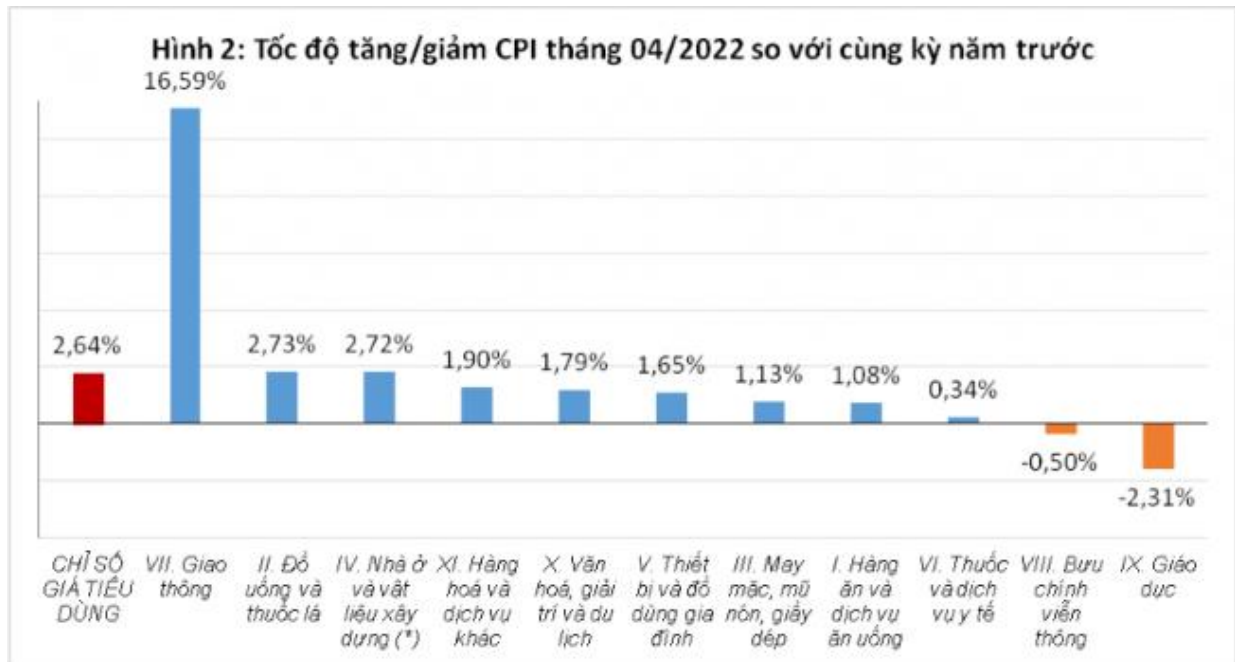


Figure 38 - CPI growth rate in April 2022 of Vietnam over the same period (HA.NV, 2022)

2.1.1.3. S - Social

According to the latest figure from the United Nations, Vietnam's population in 2022 is about 98.9 million people (danso.org, 2022). And according to the General Statistics Office, the average monthly income of workers nationwide in the first quarter of 2022 reached 6.4 million VND/month, an increase of 1 million VND compared to the previous quarter and an increase of 110,000 VND compared to the same period last year (vtv.vn, 2022). People's incomes and living standards are improving day by day.

Vietnamese people after Covid - 19 are more and more inclined to travel. According to the "Back to Travel" survey from Booking.com, when asked what people would like to experience this year, 69% of Vietnamese tourists would rather go on vacation than find true love (booking.com, 2021).

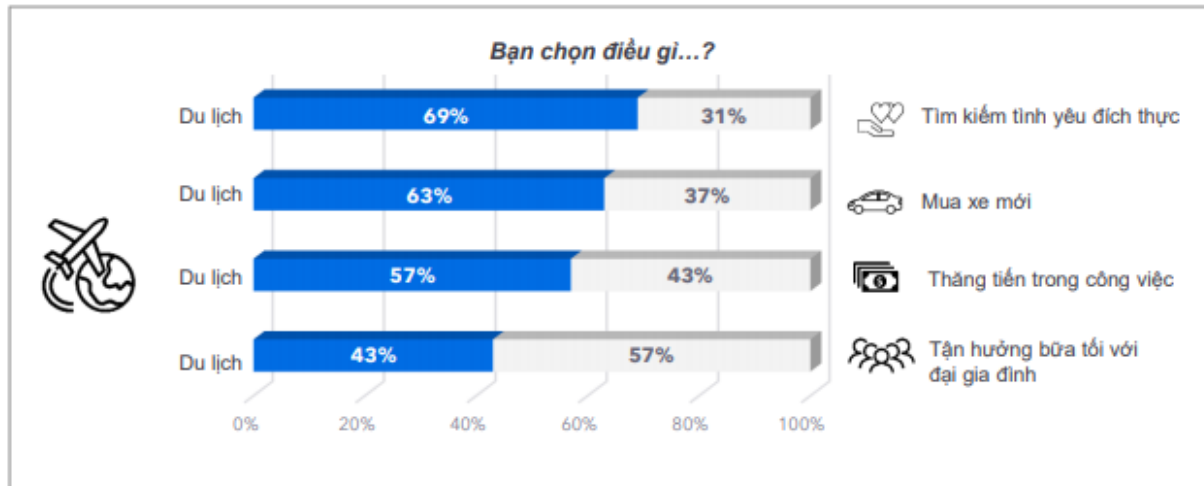


Figure 39 – “Back to Travel” survey data
(Booking.com, 2021)

The Tourism Advisory Board (TAB), in collaboration with the Research and Development Department of the Private Economy (under the Advisory Council for Administrative Procedure Reform of the Prime Minister) and VnExpress e-newspaper, surveyed tourism demand during the period of "safe adaptation, flexibility, and effective control of the COVID-19 epidemic". A survey shows that nearly 90% of respondents want to travel within the next 10 months (H.Le, 2022).

Khảo sát nhu cầu và xu hướng khách du lịch

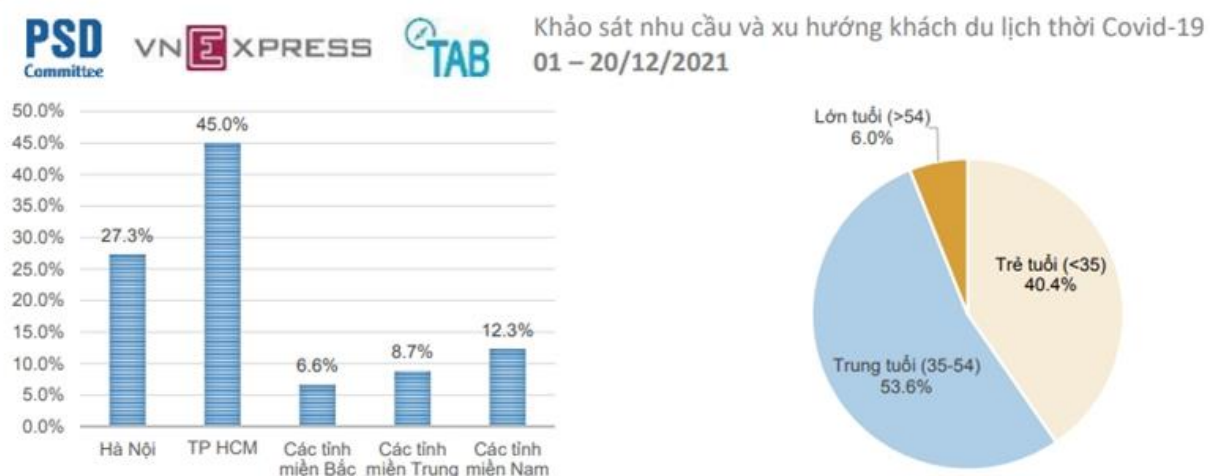


Figure 40 - Survey on tourist needs and trends
(H.Le, 2022)

The survey also shows that the pandemic makes Vietnamese tourists prefer short-term and small-group tours, about 45% of the respondents chose 2-3-day tours (H.Le, 2022).

Moreover, people's living standards are improving, which means that the need to enjoy life increases. Tourism and experience services are predicted to grow strongly.

2.1.1.4. T - Technological

Technology will be an important factor in 2022. The technology trends that will be applied and continue to thrive in Vietnam in 2022 are 5G technology, artificial intelligence (AI), augmented reality experiences (AR), and virtual reality (VR) (Manh Chung, 2022). In particular, it is impossible not to mention that virtual reality technology has become a big step forward in tourism in recent times.

At the same time as Covid - 19, virtual reality tourism was born. Technology was born at the right time to address the needs of travelers around the world. If you want to travel economically at home, just wear a VR device, wear a headset, and follow a few simple steps. You will completely stand in the space where you want to go, move step by step, fully observe the surroundings, and interact with objects (vr360.com, 2022).

For the tourism industry, this is a big step forward to being able to develop more in the future.

2.1.1.5. E - Environmental

In the field of farmstay tourism, the environment and "greenness" are the most important factors. With the orientation of sustainable tourism development, we understand the importance of environmental protection for creatures and people. In early 2022, Deputy Prime Minister Le Van Thanh signed and promulgated a decision approving the National Strategy for Environmental Protection to 2030, with a Vision to 2050. The overall objective of the strategy is to prevent the increasing trend of environmental pollution and degradation; solve urgent environmental problems; step by step improve and restore environmental quality; prevent the loss of biodiversity; contribute to improving the capacity to actively respond to climate change; ensure environmental security, build and develop models of circular economy, green economy, and low carbon economy; strive to achieve the country's 2030 sustainable development goals.

The strategy sets specific goals to proactively prevent and control adverse impacts that cause environmental pollution and degradation (moit.gov.vn, 2022).

To achieve that goal, tourism should also gradually shift to green tourism. Green tourism works in a way that minimizes impacts on the environment, actively contribute to biodiversity protection, uses renewable energy, and promotes natural and cultural heritage, while developing eco-friendly products and services. environmentally friendly products. New generation tourists are people who love the environment, respect and are responsible for the environment, so the trend of looking for unique cultural values and pristine ecology is also becoming popular (vietnamplus.vn, 2019).

2.1.1.6. L - Legal

The tourism legal system has many specific and clear laws. For example, for tourists, there is a law on ensuring the safety of visitors, tourists should behave in a civilised manner... Law on tourism resources, tourism product development and tourism planning, It is the responsibility of managing, protecting and exploiting tourism resources... (fblaw.vn, 2017).

In general, the legal system regarding tourism is quite complete and is being improved faster and more effectively.

2.1.2. Porter's five-force analysis

2.1.2.1. Threat of new entrants

The entry barriers in the hospitality industry are quite high, making the market unappealing to new entrants. The hotel industry is continuously changing and, more importantly, expanding (Team, 2022). As a result, one of the most significant barriers to entry into the hospitality industry is brand awareness. There are currently many farmstay chains that have made a significant impact on the market. It's difficult for a newbie to enter the sector and compete with these well-known farmstays if they don't offer anything unique. The farmstay concept has taken on many different forms, but there is currently no legal framework in place, and the majority of farmstay initiatives are based on agricultural, forestry, or even encroached property (Hai Chau, 2022). As a consequence, there is a surge of land conflicts forming, making prospective

investors wary of starting a farmstay business project. Newcomers in lodging may offer innovation and breakthroughs, putting pressure on The Chilling World Farmstay through reduced price strategies, cost reductions, and giving new value propositions to clients. Furthermore, if the Covid-19 returns, the profits of this industry will suffer. These impacts are properly considered in Porter's Five Forces Analysis model, and The Chilling World Farmstay must control all of these problems and construct effective barriers to maintain its competitiveness. Besides, by developing new products and services, The Chilling World Farmstay not only attracts new clients but also gives existing customers a cause to return. Overall, the danger posed by new entrants to the farmstay industry to us is fairly moderate.

2.1.2.2. Supplier bargaining powers

The majority of hospitality businesses obtain their supplies from a wide range of suppliers. Suppliers manage the availability of goods or resources that The Chilling World Farmstay requires for its commercial operations, such as linen, Dong Tao chicken, peacocks, free-range pigs, fruit and vegetable types, Mokara orchids, and so on. Powerful suppliers in the services industry utilize their bargaining strength to exact higher rates from hospitality companies. Suppliers in dominating positions might reduce the market margins that The Chilling World Farmstay can generate. Thus, The Chilling World Farmstay works with a wide range of suppliers, from small to large, from all across Danang and Vietnam.

Consider the following study to assess whether The Chilling World Farmstay has strong or low negotiating power with its suppliers in the hospitality industry:

The number of suppliers in comparison to customers: There are a high number of suppliers in comparison to clients or companies. As a result, supply power is low.

Dependence of a supplier's sale on a certain buyer: If we presume that suppliers have few customers, we might expect them to cave into buyer requests. Suppliers, on the other hand, have more clout over buyers if we believe they have several clients. Because we don't know if these providers have a small or large number of buyers, a medium ground might be a suitable option. As a result, supply capacity is medium.

Switching costs: because the hotel industry has a large number of suppliers, costs of switching are minimal for purchasers. Thus, supplier power is limited.

Overall, The Chilling World Farmstay confronts minimal supplier negotiating strength. As a result, in the hotel business, supplier power is not a concern.

2.1.2.3. Customer bargaining powers

The vision and mission goals of The Chilling World Farmstay emphasize a customer-centric approach to the accommodation business. Consumers are generally a demanding bunch, they want to get the greatest items offered at the lowest feasible price. Consider some factors to evaluate if purchasers in the service business have strong or low negotiating power :

There are a large number of buyers versus suppliers. When it comes to lodging, though, travelers have various alternatives. As a result, customers' purchasing power is ordinary.

Consumer reliance on a certain provider: while the lodging is not more luxurious than other properties, it is crucial to note that some farmstays focus on delivering superior services vs other farmstays. Some farmstays give poor customer service, whereas others go over and above to provide great service. As a reason, the degree of service differs amongst farmstays, purchasing power is moderate.

Conversion expenses: there are various farmstays to select from with inexpensive conversion prices. As a result, the buyer's strength is medium to high.

Considering the elements that influence buyer power, we can conclude that buyer power in the hotel business is often moderate to high.

2.1.2.4. Intensity of Industry Rivalry

When rivalry amongst existing lodging places in a sector is severe, prices decrease and the industry's total profit falls. This competition has an impact on The Chilling World Farmstay's core long-term profitability. We currently have four direct competitors in the accommodation space such as An Nhien Farm, Toom Sara, Yen Retreat, Lang Me and other great hotels and resorts are indirect competitors. Additionally, with a horticulture industry, the pure vegetable

market Dalat Hash Farm or An Phu Farm can replace The Chilling World Farmstay's retail offerings. Other grocery shops and smaller businesses compete with us as well. According to this component of The Chilling World Farmstay's porter five forces analysis, competitiveness must be a strategic priority approach to ensure the company's long-term sustainability.

- Competitors' concentration: competitive competition can lead to aggressive pricing and marketing to benefit and attract more customers.
- Consumer switching costs: because consumers can change farmstay at any time, the degree of rivalry is relatively high in the hotel business.
- Brand loyalty: when clients have poor brand loyalty, competition is fierce.
- Product homogeneity: lodging establishments that sell extremely similar items seem to be more competitive.

Generally, The Chilling World Farmstay has competition from a variety of sources. As a result, in the hotel business, the degree of rivalry is a big concern.

2.1.2.5. Threat of substitutes

The alternative is to have other choices to directly explain the requirement of customers when it emerges. Farmstays are likely to face a significant threat of replacement goods or services when:

Low switching costs for customers: if consumers' switching costs are minimal, there is little to prevent them from purchasing packages from other facilities instead of using The Chilling World Farmstay's services. The danger from alternative providers also is significant.

Relative price/performance: the threat of substitutes is strong if the replacement product is of equivalent or higher quality to the farmstay's product.

Overall, The Chilling World Farmstay must compete with substitute farmstays not only from its online competitors but also from traditional hotels. The threat of substitute farmstays is high.

2.1.3. Competitor

2.1.3.1. Competitor analysis

Currently, tourists are tending to find nature to heal their mental wounds (Three potentials to develop farmstay, 2021). This is the reason that new forms of tourism combined with nature and experiential activities are being sought after by tourists after long months of isolation because of the epidemic, including Farmstay. Farmstay is a cross between the Vietnamese countryside and modern urban elements. Through our survey in Danang, no model meets the criteria of Farmstay, a resort farm that has both a farm and a stay. But there are still models with a similar form in operation, serving customers.

- **Direct competitors:**

When we build farmstay, we will encounter both opportunities and challenges, and there will be competitors. In addition to direct competitors providing services, indirect competitors and potential competitors also need to research and come up with potential methods and opportunities in the future. First of all, the competition for our farmstay in Danang City. Below is an assessment of strengths and weaknesses based on research and guest feedback at accommodation sites, farms, and crops.

Title\ Name	An Nhlen Farm	Toom Sara	Yen Retreat	Lang Me
Accommodation	Tent: 8 (6 person/tent)	Tent: 40 (2-3 person/tent)	Tent: 10 (6 person/tent)	Tent: 10 (2-6 person/tent)
Service	<ul style="list-style-type: none"> - Experience the organic vegetable garden - Restaurant - Workshops - Camping, bonfire, and BBQ party • F&B 	<ul style="list-style-type: none"> - Visit model Co Tu village. - Camping, bonfire, and BBQ party - Outdoor activities (spring, etc) - Music show 	<ul style="list-style-type: none"> - Camping combined with the campfire, BBQ party - Kayaking - Visiting the camping model. 	<ul style="list-style-type: none"> - Visiting the camping model. - Camping combined with the campfire, BBQ party

	<ul style="list-style-type: none"> Outdoor activities Farming 			
Price	<ul style="list-style-type: none"> - Sightseeing: 400/person including + Experience creating wooden furniture + BBQ + Farm tour - Camping: 665K including: + Experience creating handmade wooden furniture in the class Moc Workshop. + Enjoy a BBQ party + Plug and light a campfire to sleep in a Mongolian tent. + Welcome dawn and have the breakfast buffet 	<ul style="list-style-type: none"> - Sightseeing: 100k/person including sightseeing, check-in - Camping: 500K/person including: + Entrance ticket + Breakfast + dinner + Stream bathing + campfire + Travel insurance 	<ul style="list-style-type: none"> - Sightseeing: 200K/person including 1 drink - Camping: 600K/person including breakfast and dinner 	<ul style="list-style-type: none"> - Sightseeing: 100K/person including 1 drink - Camping: 500K/person including: + Entrance ticket + 1 serving of drinking water + Breakfast and dinner (BBQ, campfire)
Area	30,000 m2	70,000 m2	20,000 m2	8,000 m2
Capacity	About 60	About 120	About 70	About 60
Marketing & Communication	Website Social media (tiktok, fb, ,,,)	Website Social media (tiktok, fb, ,,,)	Website Social media (tiktok, fb, ,,,)	Website Social media (tiktok, fb, ,,,)
Accessibility	Easy to access	Hard to access	Easy to access	Hard to access

Advantages	<ul style="list-style-type: none"> - Simple design brings a village atmosphere, pleasant peace, and familiarity. - Facilities are carefully invested in. - Very friendly staff; dedicated service. 	<ul style="list-style-type: none"> - Linking Co Tu culture to develop tourism. - There are many activity programs with clear time frames. - The staff attitude is very enthusiastic. 	<ul style="list-style-type: none"> - Convenient location for tourists to search and move. - Quiet, airy space close to the river. - Facilities are invested methodically and carefully. 	<ul style="list-style-type: none"> - Simple design, taking nature as the main theme, bringing a peaceful and peaceful atmosphere.
Disadvantages	<ul style="list-style-type: none"> - The price is a bit high compared to other camping sites. 	<ul style="list-style-type: none"> - The tents are arranged close to each other, so there is no private space. - Guests coming to use the service are very crowded, not quite. - Formerly Hoa Stream tourist area, renamed Toom Sara village, taking advantage of old infrastructure, so the quality is not good. - 7 hectares wide, the terrain is not flat, not suitable for those who like to relax. 	<ul style="list-style-type: none"> - Very little activity. - The parking area is very small. - The location is near the river, so in the rainy season, it will not work. - There are few tall trees and shade, so at noon it is very hot. 	<ul style="list-style-type: none"> - Very small area, very small parking area. - Visitors come to visit a lot, leading to a lot of noise and affecting other people. - Near the river, but at noon, the air in the summer will be very hot and uncomfortable. - Service staff are superficial, not dedicated. - Very little activity.

Table 1 – Direct competitor analysis of The Chilling World Farmstay

- Indirect competitors:

Indirect competitors are businesses that fall into the same category as you but offer different goods and services than you (What Is an Indirect Competitor? (Definition and Examples), 2022). Besides the units with the camping model, other accommodation places such as hotels or complexes in Danang are also indirect competitors to The Chilling World Farmstay. Below is a summary of the general evaluation of hotels and resorts compared to our model.

This scoreboard is collected based on customer reviews at each location, averaged scores, and public statistics across the Tripadvisor platforms. Based on the top criteria of price, quality, customer service, location, and popularity of the place.

Title/Name	Danang Mikazuki Japanese Resort & Spa	Sun World Bana Hills Danang	Nui Than Tai Hot Springs Park	The Chilling World Farmstay
Price	2.8	3.2	2.9	4.0
Quality	5.0	3.5	3.8	4.5
Customer service	4.8	3.1	3.5	4.5
Reputation	4.1	4.8	4.0	2.5
Location	3.5	4.1	4.3	4.5

Table 2 - Scoring for indirect competitors on 5 points scale

2.1.3.2. Comparison matrix:

FEATURES	The Chilling World Farmstay	An Nhien Farm	Toom Sara	Yen Retreat	Lang Me	Hoa Phu Thanh
Various types of services	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Competitive price	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Good customer care	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Well-invested infrastructure	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Easy to access	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Towards the community	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Table 3 - Comparison matrix

The Chilling World Farmstay wishes to develop a green brand and offer clean, organic products to all people, bringing many benefits to the surrounding community. Opening a farmstay is not an easy thing and goes through many stages. But through the process of learning from our predecessors and drawing from the strengths and weaknesses of our competitors, we will apply them to get the best service and experience for visitors. Some limitations from competitors that we will better review and improve.

- Location:

The above resorts are located far from the city, close to the mountains, or close to rivers and streams, bringing a sense of relaxation away from the noise of the city. But the owner did not pay attention to the location or the distance to get to the place, which is very difficult and not convenient for large groups who want to experience the translation. Chilling World Farmstay will be located near the Ba Na - Suoi Mo main road and the Hoa Phu residential area, making it convenient for travel and easy to find.

- Ground and space:

In addition to the geographical location, the space of the farmstay is also given top attention. The farmstay we want to bring to the resort has the atmosphere of a Central Vietnam village, rustic and simple, with a vegetable garden, an orchard, and a breeding area combined with a simply designed bungalow. The walkways with trees on both sides, not too steep and difficult to walk on, help customers not have difficulty in traveling long distances. The accommodation is in orange-brown tones, decorated with rattan, bamboo, or wooden items.

- Service attitude:

We will thoroughly understand the thought before performing the service and train staff to develop behaviors and how to handle situations in the service process while remaining customer-oriented. The employee is the face of the farm, who creates the first impression when coming to Chilling World Farmstay. It is the professionalism in behavior and the attitude in customer service that is the way to create a unique feature for Farmstay.

2.1.4. SWOT analysis**2.1.4.1. Strengths**

The Chilling World Farmstay is close to eco-tourism places and picturesque destinations in Danang, with a suitable geographical location and abundant natural beauty. The noisy life lurking in the city urges people to come to farmstay for tourism. For youngsters, this tourism model satisfies their passion for discovery and experience. For middle-aged and elderly people, The Chilling World Farmstay is a great retreat, they can return to the idyllic rural life and enjoy the fresh air. The Chilling World Farmstay not only has campsites, dorms, or bungalows but also has farms, event areas, seminars, and diverse exchanges. Besides, having Vitraco as an investor, farmstay's investment capital is always proactive, and there is never a shortage of funds while importing commodities. Furthermore, our employees are highly trained, attentive, and devoted to meeting all the demands of our consumers.

2.1.4.2. Weaknesses

Although some strengths can be seen from the phenomenon, it still cannot overshadow the defects. The first impuissance is that The Chilling World Farmstay is the first combination that necessitates a significant amount of time and money to establish a brand. The English summer camp service is novel and not widely available in Danang. Another helplessness mentioned is that in the off-season, accommodation services also face many difficulties, and cultivation and livestock face many obstacles.

2.1.4.3. Opportunities

Customers can participate in cultural activities that are planned with the staff in charge of creating an exciting experience for visitors. This is an opportunity to introduce international friends to the local culture. Moreover, high revenue potential from both room rental income and selling agricultural and green products in the garden. As a result, economic growth and increased employment opportunities for local residents. Moreover, increase opportunities for collaboration, exchange, and trade with the Mokara Orchid-loving organizations.

2.1.4.4. Threats

Along with the opportunities available, The Chilling Farmstay must cope with a slew of new problems, risks, and hazards. The Covid-19 outbreak has had a significant impact on the tourism sector of Danang, as well as the world at large, over the last two years. Although the economy is currently recovering from the Covid-19 outbreak, these illnesses are always prevalent and can resurface at any time. Furthermore, a significant challenge is the big competition challenge. Currently, farmstay establishments are sprouting up like mushrooms, creating competitive pressures between farmstazys.

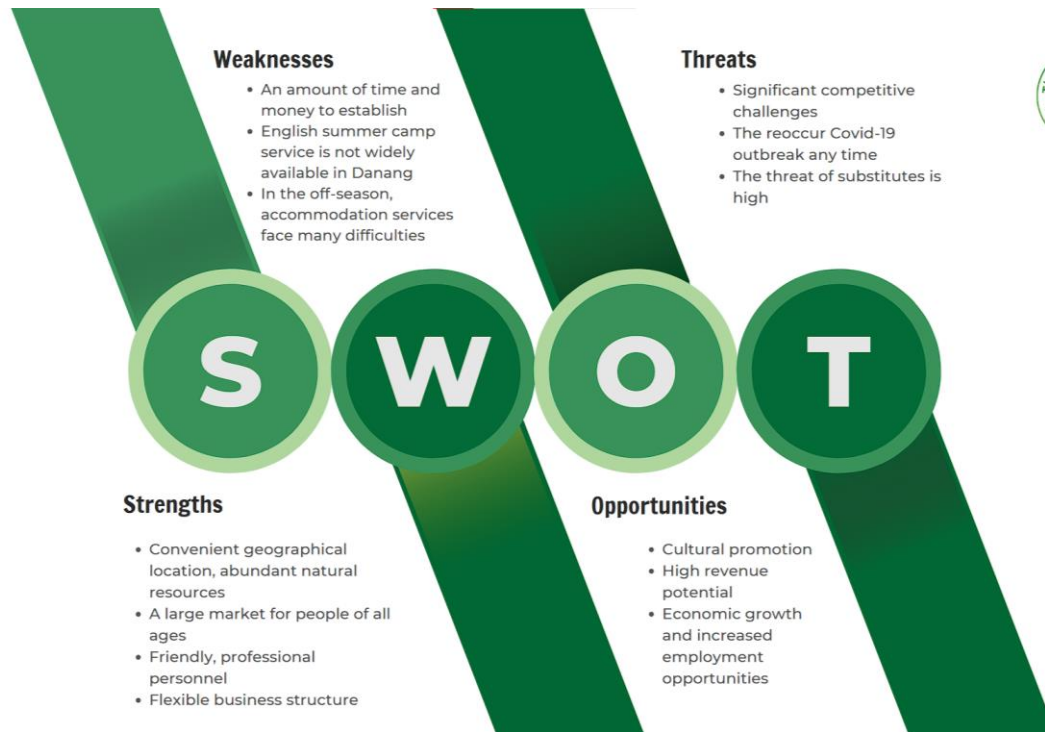


Figure 41 – SWOT model of The Chilling World Farmstay

2.1.5. Survey Analysis

The impact of the Covid-19 pandemic has and will continue to change the way people travel and influence choices and decisions for the foreseeable future. In Vietnam, next year the trends of Vietnamese tourists not only change in destination, and distance but also in the form of trips. More than just having fun and taking pictures, trips in 2021 are expected to bring more meaning, experience or relaxation. Emotionally Bonding Trips In fact, while apart, 49% of travelers revealed that talking to family and friends about travel is one of the main sources of inspiration for traveling again. again. Planning upcoming trips together always brings joy and optimism (bvhttdl.gov.vn, 2022). Moreover, tourists tend to care about their health and mental relaxation, healing the soul when on vacation. Therefore, we have conducted an online survey to better understand the needs of customers when experiencing Farmstay tourism services.

2.1.5.1. Survey purpose

The survey was conducted to collect opinions of potential customers about the idea of building Farmstay tourism. Then, learning about our potential customers' travel habits and preferences. Moreover, the survey aims to understand what factors customers will pay attention to when choosing a destination when traveling. Finally, know what additional services customers will be interested in if they experience at Farmstay. From those factors to clearly identify potential markets, target markets, and customers that we should pay attention to. From there, we go to build services for our model to meet the expectations of our customers.

2.1.5.2. Survey results

Based on the target market, we conducted an online survey of more than 200 target customers. After collecting the data, we analyze the obtained data, remove the error patterns and get the following results:

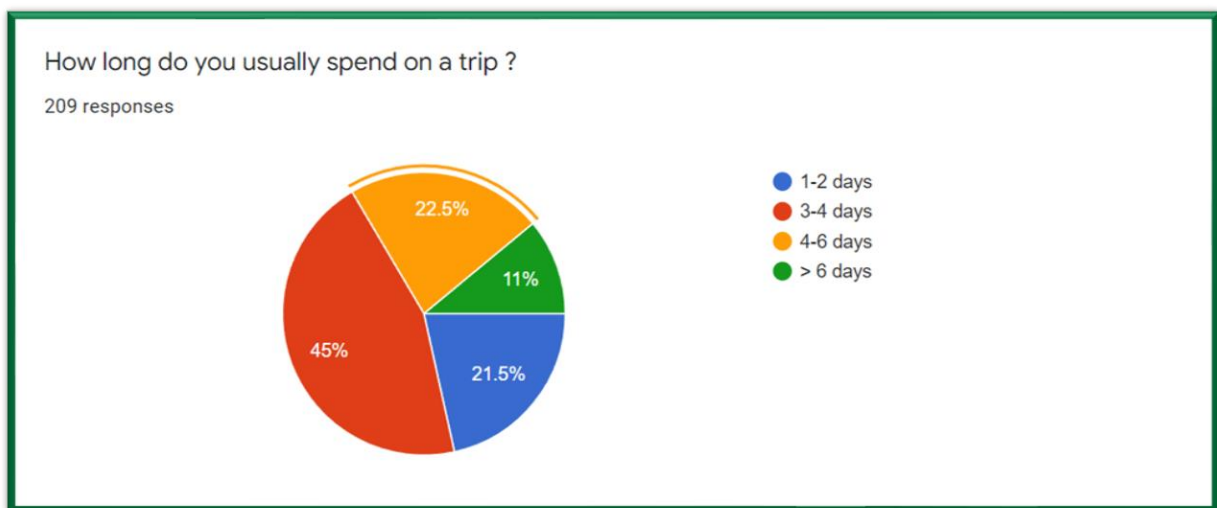


Figure 42 – Length of the trip

In the first question in the above picture, we have learned that most of our customers spend 3-4 days traveling, which accounts for 45% of the total. Then there is the number of customers who spend 4-6 days traveling with 47 (22,5%) out of 209 guests participating in the survey. From this data, we will focus on building service packages within 3-4 days to match the needs of potential customers.

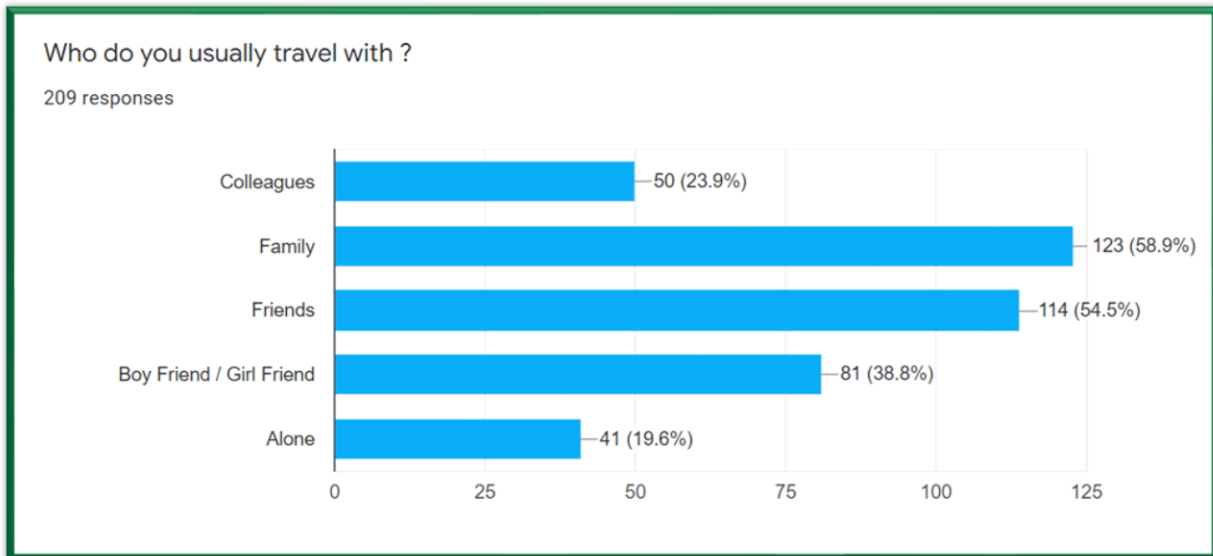


Figure 43 – Type of the trip

In the above question, the most part belonged to family and friends with data of 123 samples (58.9%) and 114 samples (54.5%), respectively. Customers tend to travel with family and friends. Therefore, we focus on developing the type of bungalows accommodation for families, lovers and glamping for guests to experience with friends.

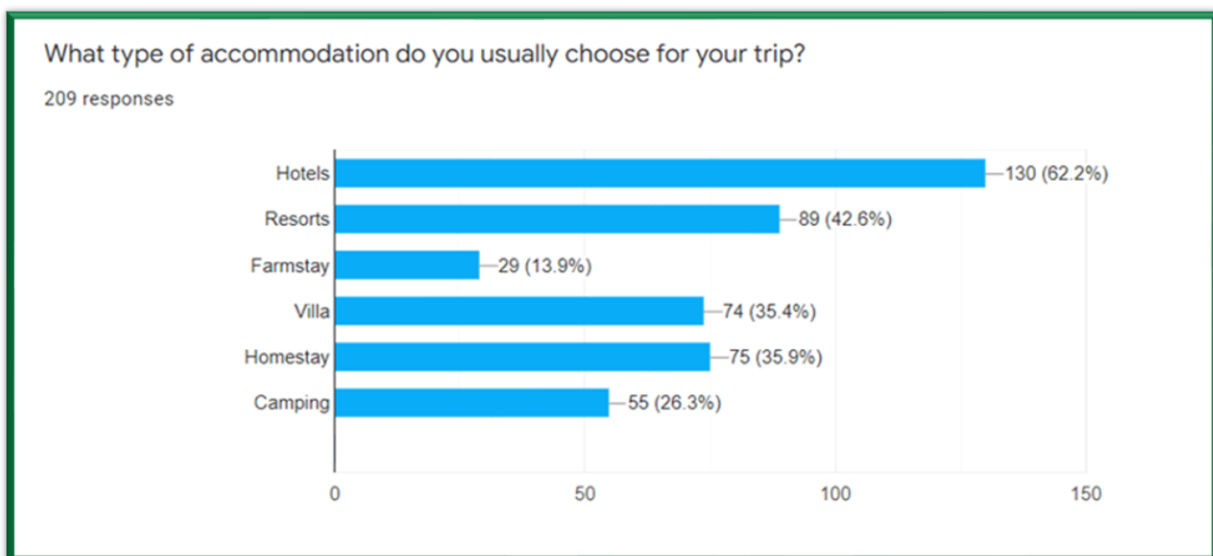


Figure 44 – Type of accommodation

According to the data on the chart, in the past, most customers when traveling would choose to stay at hotels and resorts. Up to 130 (62.2%) customers choose hotels and 89 89 (42.6%) customers choose resorts. In contrast, very few customers previously chose to stay at farmstay

because this model is still strange to many people. Therefore, through this data, we will deploy advertising and marketing programs to bring this model closer to tourists.

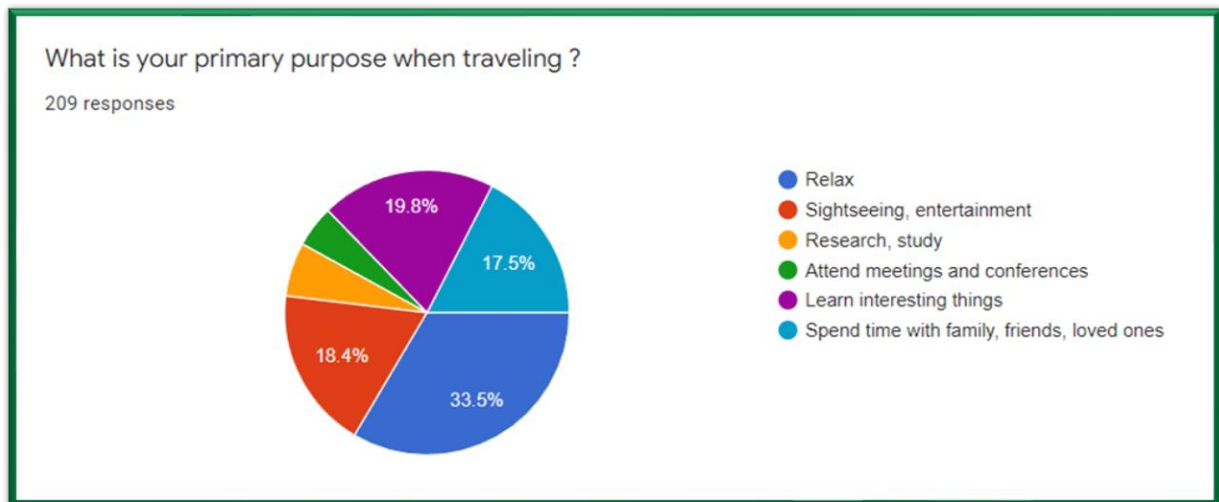


Figure 45 - Primary purpose of traveling

When asked about the purpose of travel, the majority of customers want to relax with the figure accounting for 33% of the total. Ranked second is the criterion of discovering new things with 19.8% of customers choosing. Few people ever consciously chose to attend work or meetings. This is a very good advantage to target customers because that is also the top criterion of our Farmstay.

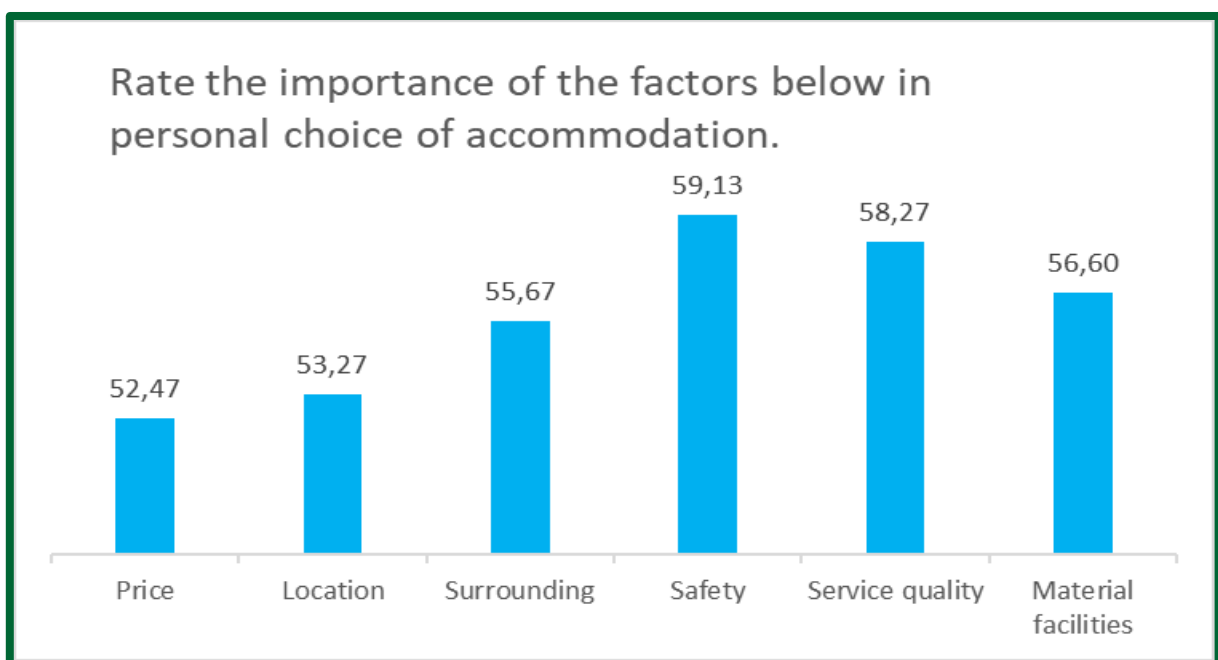


Figure 46 - Rate the critical factors of accommodation

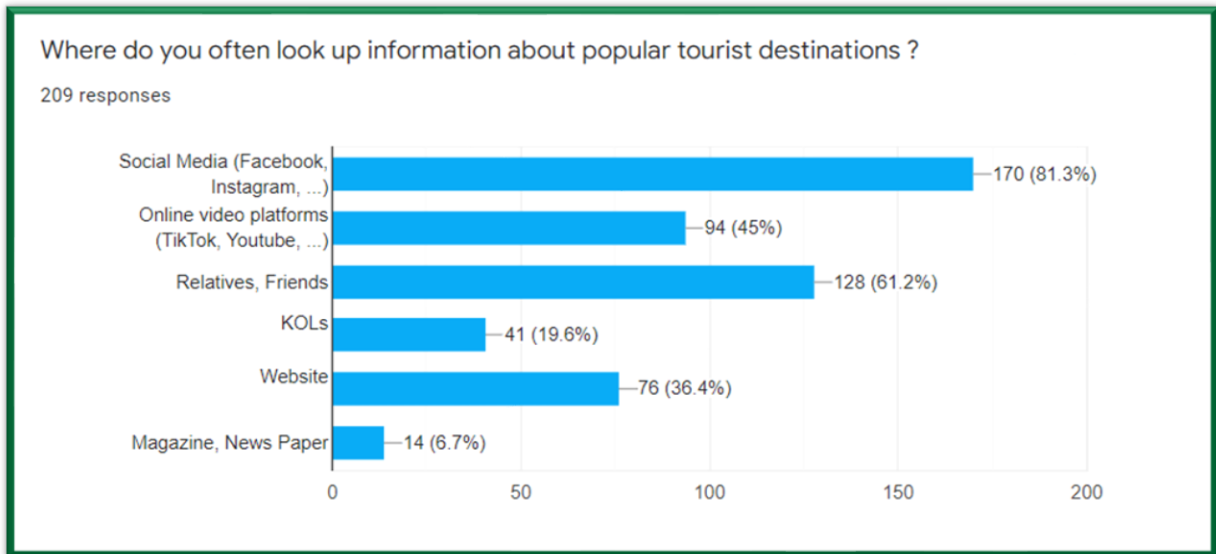


Figure 47 - A reliable source of information on popular tourist sites

The chart above shows the importance rate of the factors below in personal choice of accommodation. In particular, the most chosen factor by customers is safety with 59.13% of the total survey respondents. Followed by the quality of service and facilities with numbers of 58.27 % and 56.6% respectively. Building on that data is how we focus on building and developing elements that match the expectations of our customers.

With an impressive number of 170 out of 209 (81,3%) selected customers. Social networks Facebook and Instagram are the platforms that customers choose the most to find information when choosing a travel destination. After that, it is through relatives and friends with 61.2% of the total, followed by online video sharing platforms such as Youtube, and TikTok, which are also chosen by many people. From that data, we will focus on advertising on social networking forums that customers are interested in to reach customers in the fastest way.

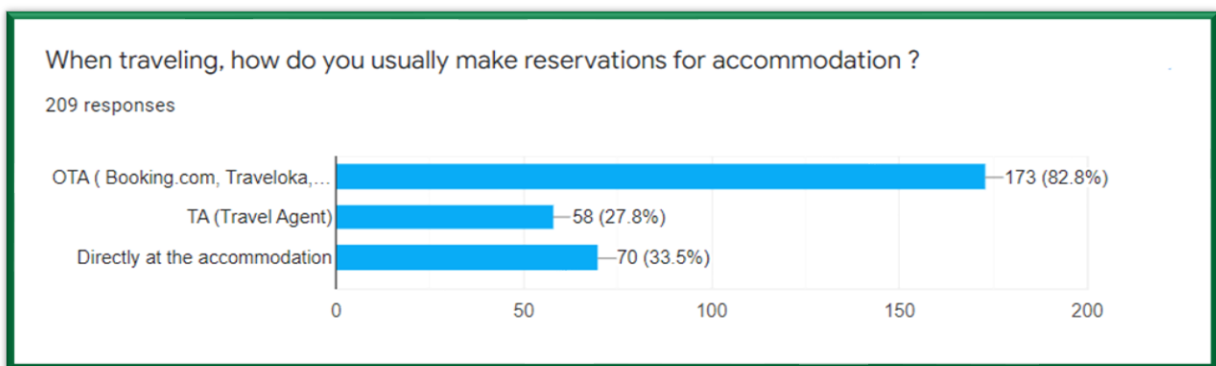


Figure 48 - Behaviour reservation for accommodation

Regarding booking channels, the majority of customers tend to book via OTA (Online Travel Agent) like Booking.com, Traveloka, etc. There are 173 customers out of 209, accounting for 82.8%. Then there are 70 out of 209, accounting for 33.5% of the total number of customers choosing to buy directly at the place of stay. Therefore, we will have a strong marketing strategy against OTA companies and preferential advertising programs when customers buy directly at Farmstay.

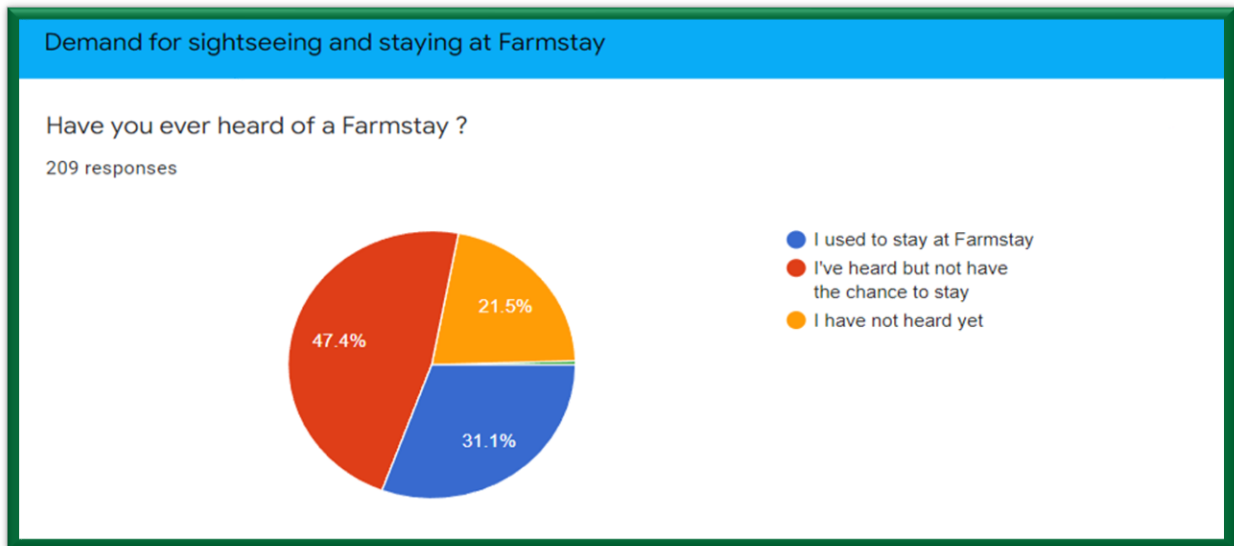


Figure 49 - The popularity of farmstay

When asked about Farmstay tourism, many customers have heard of it but have not had the opportunity to experience it (47.4%) and there are also quite a few customers who have never heard of this type of tourism. There are 31.1% of the total 209 customers who have stayed at farmstay and 21.5% of customers have never even heard of this new type of tourism. From those figures, we need to advertise strongly so that more customers know about this type of tourism and can promote its development in the future.

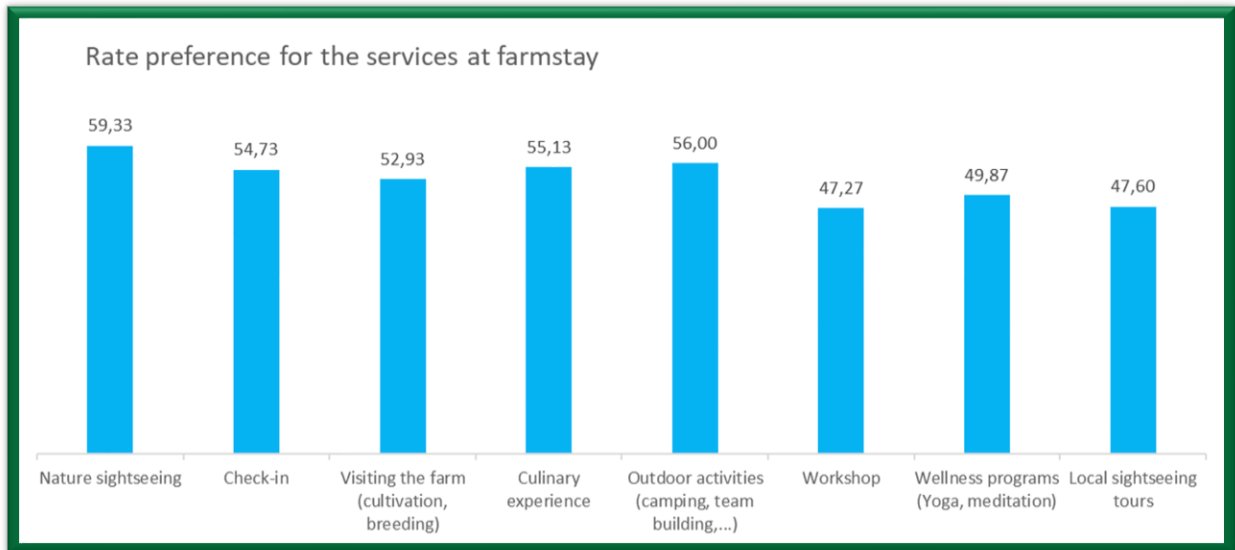


Figure 50 – Rate the importance of service criteria at farmstay

Most of the clients were interested in the activities we listed in the questionnaire. Leading with 59.33 % of total visitors choosing nature sightseeing activities. Following are the outdoor activities and culinary experience with 56% and 55.13% of total customers choosing respectively. Based on that information, we will proceed to develop activities that are novel and suitable for customers' interests.

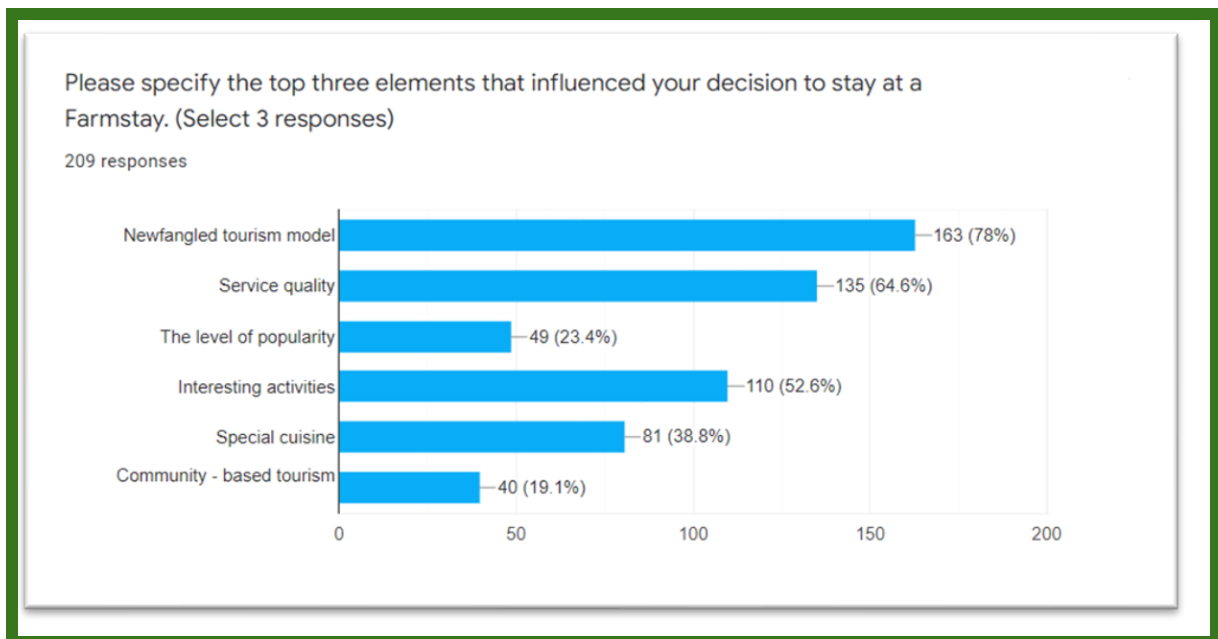


Figure 51 - The top three elements that influenced the decision to stay at farmstay

When asked about the factors that customers care about when choosing to stay at Farmstay. The first thing that customers care about is the new and unique model with 78% of customers taking the survey selected. This is followed by service quality factors and interesting activities with numbers of 64.6% and 52.6%, respectively. From the factors that customers care about, The Chilling World will build services to suit the needs and desires of customers.

2.1.6. Customers segmentation

Customer segmentation is the method of separating customers into groups based on shared characteristics, such as demographics or attitudes, in order to market to them more proficiently (Customer Segmentation: Definition & Methods - Qualtrics, 2022). Farmstays are distinguished by the fact that they are frequently constructed, operate in locations far from the city center, and have favorable climatic conditions and an excellent environment. As a result, farmstay is now considered a resort paradise, a place where people can enjoy life privately and comfortably. Returning to the countryside will be a great choice, the most perfect, immersing in nature, enjoying a vacation, offering a fun, unique experience. As a result, this is one of the potential customers that The Chilling World Farmstay is focusing on. Furthermore, based on research and surveys of customer preferences for farmstay services, we have identified the following target customer segment.

Domestic and international tourists are the majority of local tourists in Da Nang Quang Nam and Hue's inner cities. Customers aged 18-45 who enjoy novelty and experience are the target demographic. The target customer group's income and payment levels are medium to high because the majority of customers are more interested in service quality and are willing to pay.

- **Geographics:** Domestic and international tourists are the majority of local tourists in Danang, Quang Nam, and Hue's inner cities.
- **Demographics:** Customers aged 18-45 who like novelty and experiences are the main target group. That target group is aimed at young people and families. The target customer group's income and payment levels are medium to high because the majority of customers are more interested in service quality and are willing to pay.

- **Behavioral:** Young people care about service quality when experiencing a new place. Customers, especially young people, tend to go to places that are considered "trending", which are "reviewed" by many people on social networks and technology platforms. The "crowd effect" is a very common psychological effect.

In addition, family groups often need to spend weekends or holidays out, and they need to find a spacious, airy place with many common activities to bond the family. And the group of young people like to go camping, wanting to feel close to nature. Faced with the pressures of modern life, the human mind seems to be dominated by many things such as work, study, etc., making people sometimes feel bored of studying, working, and wanting to get out of the vortex. They want to find a new, peaceful place. Then The Chilling World Farmstay is a place that meets all the behaviors of these target customer groups.

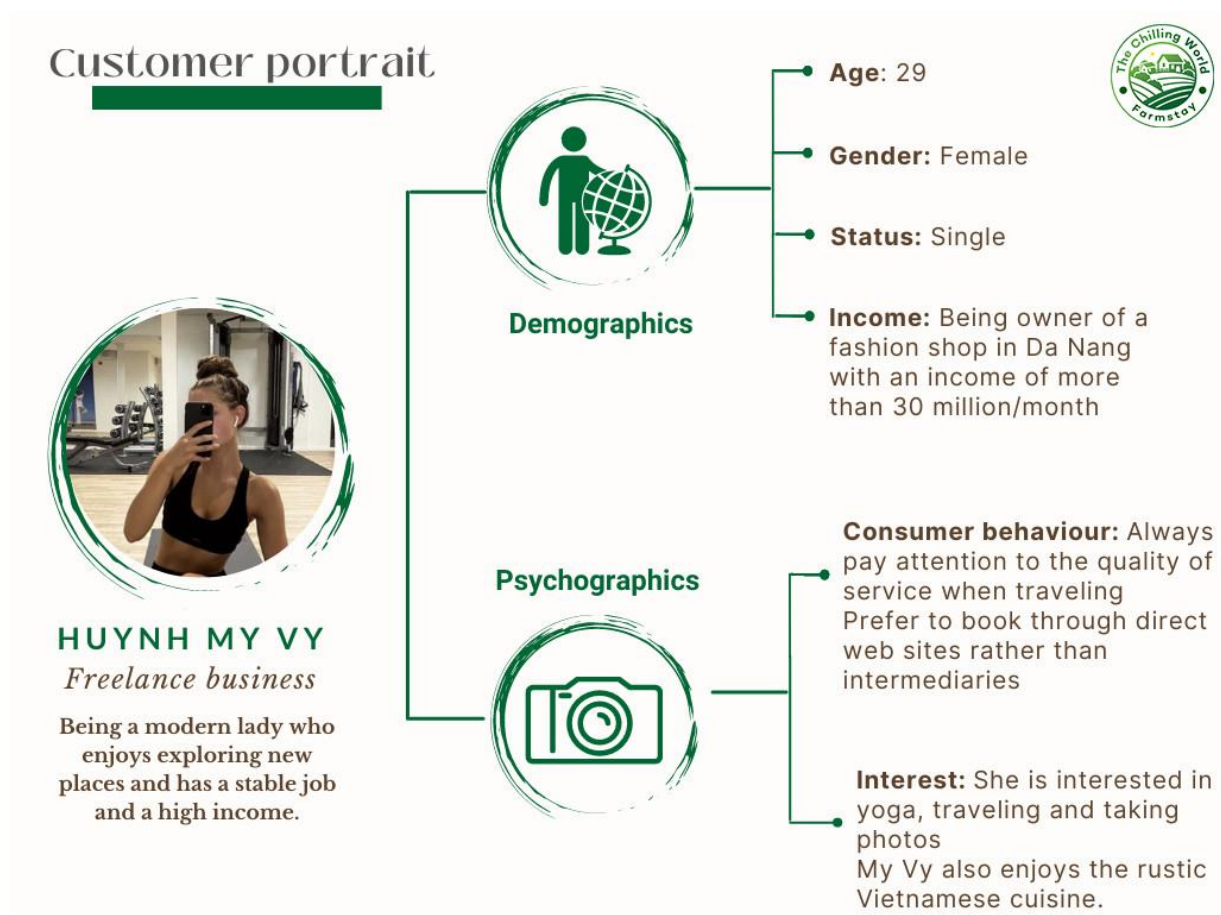


Figure 52 - Customers portraits

2.1.7. Value Proposition

2.1.7.1. The value of The Chilling World Farmstay:

The Chilling World Farmstay wishes to become the first option for customers, with our products and services being created by combining the form of "Farm" with "Stay". We will bring for visitors a stopover, a relaxing place, a camping and summer camp place, a place to enjoy the natural landscape and a source of pure organic agricultural products.

We aim at a diverse range of visitors of all ages, genders, regions and countries. With a service scale to meet individuals, groups, couples, families, groups and even groups - organisations. Diverse types of accommodation such as Dorm, Glamping, Bungalow and many types of rooms with reasonable prices. The package services meet the needs of long and short vacations.

When staying here, visitors can not only visit but also relax and explore the farm; In addition, there are a variety of interesting experience activities. Capturing the psychology and behavior of customers when traveling to a resort, they often like to take pictures to check-in with the places they go to, along with the interest of being directly involved in the new activities of that place. The Chilling World Farmstay has a variety of attractions in the farming area, along with activities for visitors to directly care for, plant, and harvest agricultural products as well as play with the animals here.

Besides developing the natural environment here, The Chilling World Farmstay aims at sustainable development and friendly tourism. Bringing travelers closer to nature and the community. After that, make sure the following four things are in place:

- Agritourism is a mix of agriculture and tourism.
- Provide the best entertainment, relaxation, and experience to guests
- Develop and update the Farmstay model to attract visitors
- Develop tourism, create jobs, and increase income for agricultural producers

The Chilling World Farmstay will be a new and unique type of tourism, where there will be interesting activities and 100% organic cuisine. Along with that, the quality of service will always bring satisfaction to visitors. We aim to be a worthy place for local as well as domestic and international tourists to stay, check-in, visit, and experience.

2.1.7.2. The brand values

We hope The Chilling World Farmstay to be a tourist-friendly brand, an actual chill place, and an authentic farm. The service here comes from the specific needs of visitors, The Chilling World Farmstay is determined to bring the value committed to visitors.

As a sub-brand of VITRACO Tourism and Transportation Connection CO., LTD. The Chilling World Farmstay wishes to bring service value to customers, and expand the choice of visitors through the parent brand VitracO . VitracO will act as a distributor of investment resources and tourist sources. As for The Chilling World Farmstay, we will play the role of adding diversity to VitracO's service ecosystem to attract more customers. Bringing the development direction to add many new dimensions to the image of the VitracO brand in the mind of customers. Help increase market share, increase sales, increase sales and profits, and reach new customer files (Davis, 2010).

This is the chance to join the market share in the local travel and domestic travel market. Both VitracO and The Chilling World Farmstay have a basis to allocate resources and organize growth strategies for both sides.

2.1.7.3. Unique selling point

Recognizing the needs of customers for health and the need to eat clean food. The Chilling World Farmstay has combined farm products to make food and drink ingredients for the restaurant. It is because of this that makes it unique and different from other restaurants in Danang market.

Next is about the geographical location of The Chilling World Farmstay, which is located in an area far from the city and next to a stream. This location is suitable for visitors to have the most

relaxing experience away from the noisy city. Reset yourself after stressful days. This is really a unique point for an accommodation model.

In particular, The Chilling World Farmstay also has services to help improve health, such as: Yoga. This is a unique point that other farmstays do not have. Hitting the strong point of the geographical location of the farmstay, which is next to the stream, a yoga class at this location is not a bad idea, attracting the attention of many customers.

Finally, the novelty of The Chilling World Farmstay's concept of accommodation combined with the farm is a competitive advantage. Currently, in Da Nang, there are many models of accommodation in the style of camping and glamping, but a model that has both accommodation and a farm is currently lacking in the Danang market. And this will be an interesting point that attracts many customers who want to experience this style.

CHAPTER 3: KEY ACTIVITIES PLAN

3.1. Human Resources

3.1.1. Organizational chart

To undertake a project The Chilling World Farmstay, we will first implement a simple human resource model. The Chilling World Farmstay will be organized into seven divisions, each having its own set of activities and responsibilities, including room division, food and beverage, sales and marketing, finance and accounting, engineering and information technology, farm, and human resources. The figure below depicts The Chilling World Farmstay's labor source arrangement.

The Chilling World Farmstay Organizational Chart

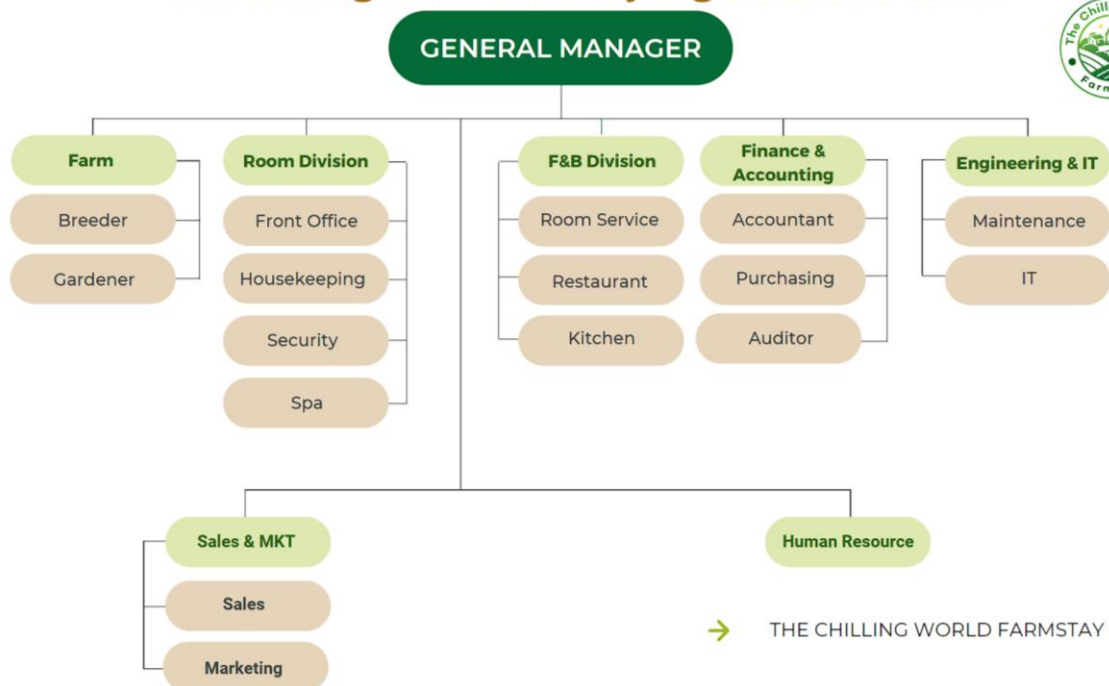


Figure 53 – Organizational chart of The Chilling World Farmstay

All departmental, customer, and service operations interact and link with the staff in the room division department, which is termed the "nerve center" of farmstay. Take on the job of a farmstay representative to engage with clients, give information, and accept and address consumer concerns. Furthermore, this department is critical to the quality of hotel services and the client experience.

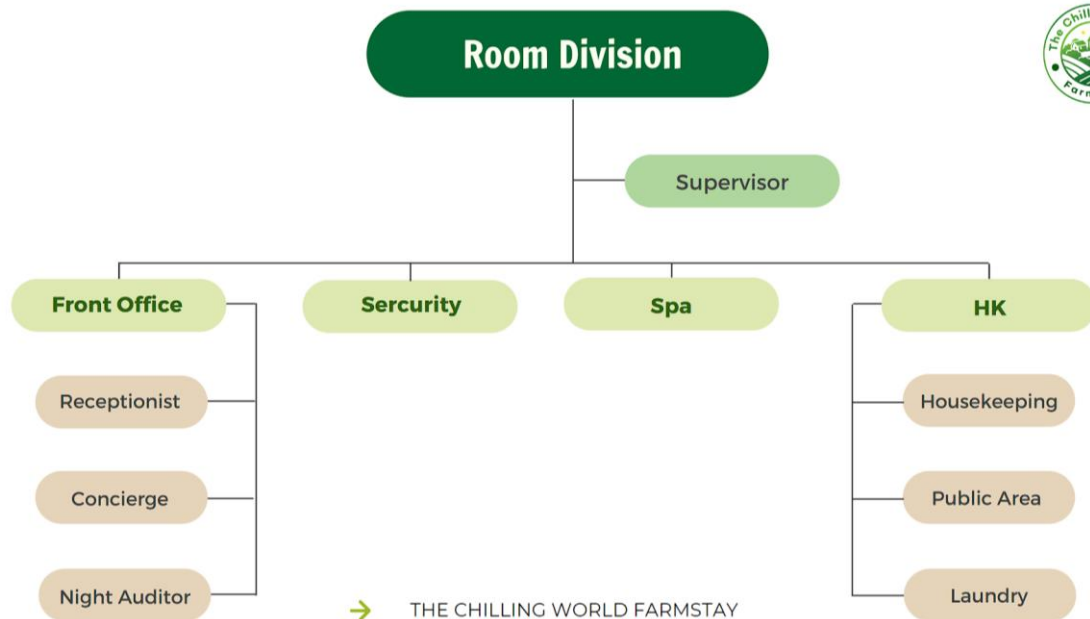


Figure 54 - Room Division organization of The Chilling World Farmstay

The food and beverage department's primary responsibility is to serve the eating demands of the customers. Furthermore, it plays an important function in generating revenue, offering tasty cuisine to guests, and promoting the entire brand.

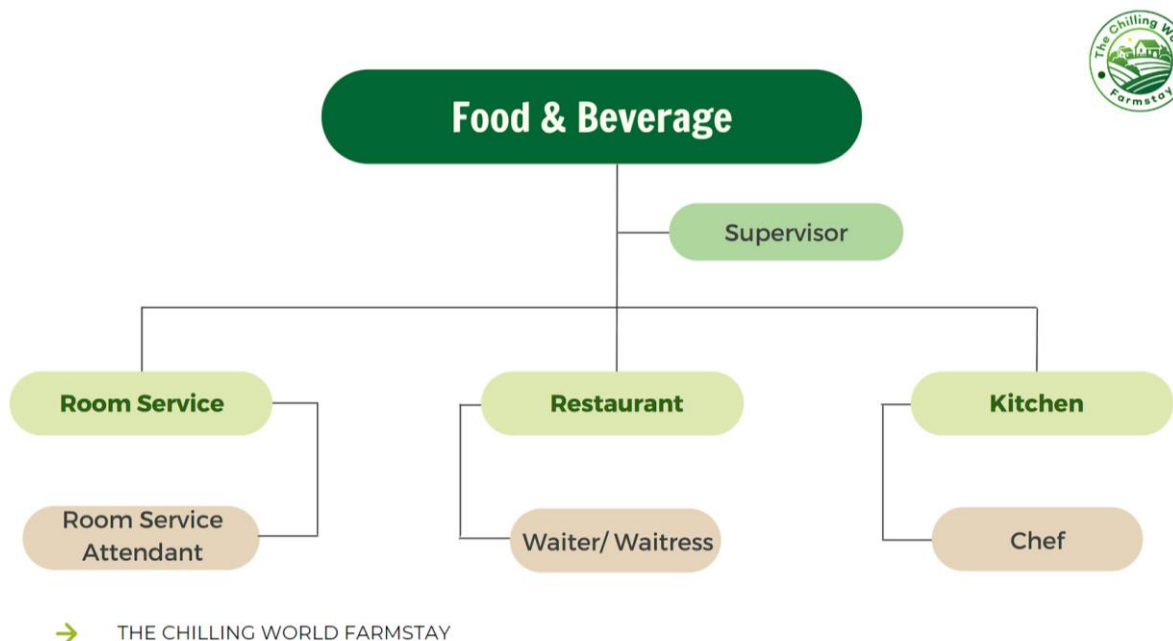


Figure 54 - The F&B Division organization of The Chilling World Farmstay

3.1.2. Roles and responsibilities

DEPARTMENT	TASKS
Front office manager	<ul style="list-style-type: none"> - Responsible for and coordinating all activities of the front office. - Assist Farmstay's board of directors with administrative work - Prepare weekly and monthly reports as requested by the director. - Arrange shift schedules for all employees in the department. - Participating in the selection of new employees, ensuring employees are trained according to Farmstay's standards - Check, monitor, and evaluate the performance of employees in the department - Check if there is a mistake on the room report. - Check the list of customers checking in, room availability, and special requests of customers - Maximize room utilization and revenue for farmstay - Always be there to support staff at peak times, promptly solve customer complaints, and avoid repeating the same mistake in the future - Carry out additional tasks as assigned by the department manager.
Front office supervisor	<ul style="list-style-type: none"> - Create a roster for employees - Oversee the implementation of check-in, check-out, and revenue management processes - Accept handover from the previous shift: master key, room key, front desk diary to complete the unfinished job. - Schedule enough workers to be on duty throughout the mid-shift meal period so that reception and service operations are not disrupted.



	<ul style="list-style-type: none">- Assist the receptionist in checking in group members, collaborate with the delegation leader to obtain information about specific requests: alarm, breakfast, shuttle bus... and immediately alert necessary departments- Assist management in organizing training courses to develop the professional abilities of department staff.- Receive information regarding specific requests and visitor comments, and work with relevant departments to meet and satisfactorily resolve issues for guests.- Proactively fix problems that arise in compliance with farmstay standards.- Record the substance of complaints and remedies in the monitoring log to prevent making the same mistakes in the future.- Submit required reports following farmstay rules.- Carry out additional tasks as given by superiors.
Guest service agent	<ul style="list-style-type: none">- Implement the check-in & check-out process according to Farmstay's standards- Consulting, selling services to customers- Serve guests during their stay- Complete assigned work reports- Organize and store files and papers related to work logically and scientifically- Participating fully in department meetings, reporting customer comments and feedback on service quality- Carry out additional tasks as assigned by the department manager.
Housekeeping	<ul style="list-style-type: none">- At the beginning of the shift, receive a list of rooms to be cleaned and room keys from the room secretary or shift supervisor.- Implement the process of making rooms according to hotel standards, depending on different room types- Ready to provide information about services in the hotel, and local tourist information when guests ask.

	<ul style="list-style-type: none"> - Hand over the room key to the shift supervisor/room secretary after the job is done. - When guests check-out and check-out, the housekeeper is responsible for checking the living room mini bar and the usage status of the equipment. - At the end of the working shift, cleaning equipment and tools for housekeeping work - are properly stored, in the right place specified by the hotel. - Coordinate with front desk staff, and luggage staff to assist guests with room changes upon request. - Carry out additional tasks as assigned by the department manager.
Security	<ul style="list-style-type: none"> - Responsible for work efficiency related to security and safety in the hotel - Control people and vehicles entering and leaving Farmstay - Receive and process mail and parcels - Managing the lending/renting of Farmstay's equipment - Technical support, technology - Consulting information for customers - Assist in arranging transportation for customers - Assist in the management, storage, and transfer of customers' luggage during check-in, stay and check-out - Carry out additional tasks as assigned by the department manager
F&B manager	<ul style="list-style-type: none"> - Check the input quality of the product, monitor the import process and procedures - Building a food and beverage quality management system - Monitor and check the operation of the restaurant, bar, kitchen - Manage employees under their management on time, manners, attitudes, and assessment of job completion.

	<ul style="list-style-type: none"> - Coordinate with the human resources department to select and train staff to meet service standards and ensure the necessary equipment for employees to work. - Take full responsibility for the operation of the Food and Beverage department - Coordinate with related departments to discuss and prepare the annual budget for Food and Beverage department - Manage the delivery of high-quality services to customers - Carry out additional tasks as assigned by the department manager
F&B supervisor	<ul style="list-style-type: none"> - Divide the work shift, and inspect the uniform style, and service abilities of the service employees. - Receive requests from departments and allocate tasks to specialist workers. - Monitor the staff's preparation activities before the start of the shift and evaluate the quality of the task accomplished. - Supervising staff service processes to ensure that farmstay service requirements are followed - Flexibly mobilizing support employees to work when it is crowded - Assist with the setup process and provide client service - Proactively resolve concerns that arise during service and payment in compliance with farmstay standards. - Handle service quality complaints to avoid repeating the same problem and preserve the material in the monitoring book. - Receive feedback information and, once accepted, execute it to enhance service quality. - Assist management in deploying, monitoring, and ensuring the success of training courses to increase professional skills for department staff. - Run shift meetings on behalf of the restaurant manager - Carry out additional duties as directed by superiors.

<p>Chef</p>	<ul style="list-style-type: none"> - Manage goods in the kitchen, inventory the quantity and quality of goods - Ensure standards of personal hygiene, food hygiene, and safety - Coordinate with related departments to inventory all kinds of tools, tools, assets, and machines, in the kitchen - Make menus, set up the processing methods and quality of dishes - Ensure the quality of the dishes after processing, directly check the quality of the dishes before transferring them to the serving department - Carry out additional tasks as assigned by the department manager.
<p>Waiter & waitress</p>	<ul style="list-style-type: none"> - Transfer prepared dishes from the kitchen to the preparation area to serve diners - Ensure dishes are served according to restaurant standards - Clean & set up the dining area - Always keep the work area clean - Check the quality of input materials, and ingredients for preparation, and ensure quality standards to serve customers - Perform other support tasks as assigned - Handling damaged materials - Pay attention and control your execution time, ensure timely service, and avoid customer complaints because of waiting too long. - Coordinating with the manager of the department to resolve customer complaints and complaints - Carry out additional tasks as assigned by the department manager.
<p>Maintenance</p>	<ul style="list-style-type: none"> - Monitor and control all kinds of machinery and equipment for watering and livestock in the farm area

	<ul style="list-style-type: none"> - Receive information about the failure of the equipment in the guest room to plan the repair as soon as possible. - Support staff of other departments to check the problems of machinery and equipment at outlets and fix problems - Handle working space, and areas of equipment such as electricity/water to be clean, dry and tidy. - Clean the pool and check the water system in the lake - Carry out additional tasks as assigned by the department manager
Farm: Gardener and Breeder	<ul style="list-style-type: none"> - Cultivating, tilling, and planting fruit and crops and other agricultural products - Feeding, bathing, and caring for animals - Prepare food for farm animals - Clean up, water, fertilize the soil and plants - Harvest, harvest crops, and fruit trees when the season comes - Guide and support tourists wishing to participate in farming and taking care of plants and animals - Carry out additional tasks as assigned by the department manager.

Table 4 - Roles and responsibilities of The Chilling World Farmstay

3.1.3. Employee payroll

Employees at the Chilling World Farmstay are compensated based on their employment location. The employee's basic compensation is set following the current market. Salaries might differ depending on the scenario.

SALARY						
No	DEPARTMENT	NAME	NUMBER OF STAFF	SALARY (MONTH)	COST (MONTH)	HEALTH INSURANCE, SOCIAL INSURANCE (22%)
1	Room Division	Manager	1	12,000,000	12,000,000	2,640,000
2		Supervisor	1	7,500,000	7,500,000	1,650,000
3		Receptionist	3	5,000,000	15,000,000	3,300,000
4		Concierge	2	4,500,000	9,000,000	1,980,000
5		Security	2	5,000,000	10,000,000	2,200,000
6		Housekeeping	3	4,500,000	13,500,000	2,970,000
7		Laundry				
8		Public Area				
9		Spa	2	4,000,000	8,000,000	1,760,000
10	F&B	Manager	1	12,000,000	12,000,000	2,640,000
11		Supervisor	1	7,500,000	7,500,000	1,650,000
12		Chef	2	6,500,000	13,000,000	2,860,000
13		Steward	2	4,000,000	8,000,000	1,760,000

14		Bartender	2	6,000,000	12,000,000	2,640,000
15		Waiter/ Waitress	5	5,000,000	25,000,000	5,500,000
16	Finance & Accounting	Head of Finance & Accounting	1	7,000,000	7,000,000	1,540,000
17		Accountant	1	5,000,000	5,000,000	1,100,000
18		Purchasing	1	5,000,000	5,000,000	1,100,000
19	Engineering & IT	Supervisor	1	7,500,000	7,500,000	1,650,000
20		Maintenance	2	6,000,000	12,000,000	2,640,000
21		IT				
22	Farm	Supervisor	1	7,500,000	7,500,000	1,650,000
23		Breeder	6	4,000,000	24,000,000	5,280,000
24		Gardener				
25	Sale & MKT	Supervisor	1	7,500,000	7,500,000	1,650,000
26		Sales staff	2	5,000,000	10,000,000	2,200,000
27		Marketing staff				
TOTAL			43		238,000,000	52,360,000

Table 5 - Employee payroll of The Chilling World Farmstay

3.2. Marketing plan

3.2.1. Marketing objectives

The Chilling World Farmstay's marketing objectives are designed

- Increase brand awareness to 10% measured by interaction and following on Fanpage, Instagram, and Tiktok channel in one year.
- Increase room sales to 50% across The Chilling World Farmstay website in three months.
- The number of guests visiting the farmstay increases 10% each month, achieving 7,000 room nights in the first year.
- Increase room sales to 35% across the Online Travel Agent (booking.com) in six months.
- Attracted 2500 guests to The Chilling World Farmstay from Travel Agent (Vitraco) in the first year.
- Attracted 300 people to attend the opening event and 250 visitors to The Chilling World Farmstay's Website on an opening day.

3.2.2. Marketing mix: 7Ps

- **Product:**
 - Accommodation:

The Chilling World Farmstay is known as a model that combines accommodation with farms, and the types of accommodation here are also quite diverse. The accommodation has a total of three types of rooms: dorm, bungalow, and glamping. Each room types have different categories and characteristics as described below:

Room type	Categories	Number of rooms	Area	Capacity
Dorm	Dorm 4 (Tuy Loan)	4	25 square meters	4 adults
	Dorm 6 (Cam Ne)	4	30 square meters	6 adults
	Dorm 8 (Non Nuoc)	4	35 square meters	8 adults
Bungalow	Garden View Bungalow	6	45 square meters	2 adults + 1 child
	River View Bungalow	6	45 square meters	2 adults + 1 child
Glamping	Jungle Camp	10	16 square meters	Max 4 adults

Table 6 – Lodging overview

The facilities and amenities of each room type will be as follows:

Room type	Bedroom	Bathroom
Dorm 4	<ul style="list-style-type: none"> - 2 bunk beds. Each bunk bed has two single beds that are 1m x 2m in size - 4 blankets with cover - 4 pillows with cover - 4 covered mattress - 1 full body mirror - 1 coffee table, 4 chairs - 1 tissue box - 1 basket - 1 individually controlled air-conditioning - 1 hairdryer - Decorative pictures 	<ul style="list-style-type: none"> - Safe power socket - Sink - Mirror - Water tap - Heater - Shower - Cloth hook - Towel racks - Toilet - Portable faucet next to the toilet - Toilet paper



	<ul style="list-style-type: none"> - Wall lights for each bed - Bed curtains - Locker with 4 cells - 4 bottles of mineral water, drinking glasses - Smoke detector - Safe power socket - 4 pairs of slippers - Carpet - High-speed Internet access 	<ul style="list-style-type: none"> - Trash can with lid - Ventilation equipment - Mat - Amenities for 1 guest: cup, soap, face towel, bath towel, hand towel, toothbrush, toothpaste, hair cap, cotton swab, shampoo, shower gel, conditioner
Dorm 6	<ul style="list-style-type: none"> - 3 bunk beds. Each bunk bed has two single beds that are 1m x 2m in size - 6 blankets with cover - 6 pillows with cover - 6 covered mattress - 1 full body mirror - 1 coffee table, 6 chairs - 1 tissue box - 1 basket - 1 individually controlled air-conditioning - 1 hairdryer - Decorative pictures - Wall lights for each bed - Bed curtains - Locker with 6 cells - 6 bottles of mineral water, drinking glasses - Smoke detector - Safe power socket - 6 pairs of slippers - Carpet - High-speed Internet access 	



Dorm 8	<ul style="list-style-type: none"> - 4 bunk beds. Each bunk bed has two single beds that are 1m x 2m in size - 8 blankets with cover - 8 pillows with cover - 8 covered mattress - 1 full body mirror - 2 coffee table, 8 chairs - 1 tissue box - 1 basket - 1 individually controlled air-conditioning - 1 hairdryer - Decorative pictures - Wall lights for each bed - Bed curtains - Locker with 8 cells - 8 bottles of mineral water, drinking glasses - Smoke detector - Safe power socket - 8 pairs of slippers - Carpet - High-speed Internet access 	
Bungalow	<ul style="list-style-type: none"> - A king-size bed measuring 1m8 x 2m - 1 blankets with cover - 2 pillows with cover - 1 covered mattress - 1 full body mirror - 1 coffee table, 2 chairs - 1 tissue box - 1 basket - 1 individually controlled air-conditioning - 1 hairdryer - Decorative pictures 	<ul style="list-style-type: none"> - Safe power socket - Sink - Mirror - Water tap - Heater - Shower - Bathtub - Cloth hook - Towel racks - Toilet - Portable faucet next to the toilet

	<ul style="list-style-type: none"> - 1 bedside lamp - 1 bedside shelf - 1 closet with 2 drawers - 1 safety box - Tea and coffee tray - 4 bottles of mineral water, drinking glasses - 1 pack of instant milk coffee, 1 pack of instant black coffee. 2 jasmine tea bags. 2 packs of sugar - 1 kettle - Smoke detector - Safe power socket - 2 pairs of slippers - Carpet - High-speed Internet access 	<ul style="list-style-type: none"> - Toilet paper - Trash can with lid - Ventilation equipment - Mat - Amenities for 1 guest: cup, soap, face towel, bath towel, hand towel, toothbrush, toothpaste, hair cap, makeup remover cotton, cotton swab, shampoo, shower gel, conditioner, bath robe
Glamping	<ul style="list-style-type: none"> - 2 mattresses measuring 1m5 x 2m - 1 fan - 2 blankets with cover - 4 pillows with cover - 1 full body mirror - 1 tissue box - 1 basket - 1 hairdryer - 1 wall light - 4 bottles of mineral water, drinking glasses - Safe power socket - Carpet - Decorative plant - 1 small reading table - Curtains - Rack 	<p>The bathroom and toilet are divided into two separate areas for men and women, including the following facilities:</p> <ul style="list-style-type: none"> - Safe power socket - Sink - Mirror - Water tap - Heater - Shower - Cloth hook - Towel racks - Toilet - Portable faucet next to the toilet - Toilet paper - Trash can with lid - Ventilation equipment - Mat

	<ul style="list-style-type: none"> - 4 bath towels, 4 face towels - 4 dental kits - High-speed Internet access 	<ul style="list-style-type: none"> - Amenities: cup, soap, cotton swab, shampoo, shower gel, conditioner
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Table 7 – Lodging amenities of The Chilling World Farmstay

- Farm:

With a combined model of accommodation and farm, The Chilling World Farmstay also focuses on farming areas. The total farm area is 15375 square meters. The farming areas are divided as below:

Categories	Product	Area	Harvest season	Purpose
Vegetables	Cabbage	8875 square meters	<ul style="list-style-type: none"> - Early vegetable crop: Sow in late July and early August. Planting in late August and in September. Harvest in November - December at the end of the year. - Main vegetable crop: Sow in September and October. Planting from mid-October to the end of November. Harvest in January - February next year. - Late vegetable crop: Sow in November, plant in mid-December. Harvest in February - March next year. 	<ul style="list-style-type: none"> - Used to serve the Co Man restaurant. - For sale to guests staying at The Chilling World Farmstay. - Supply to supermarkets.
	Lettuce, Malabar spinach, Mint leaves, Amaranth, Nalta jute, Katuk, Yu choy, Coriander, Fennel.		Any season	



	Water morning glory		Summer	
	Gourd	500 square meters	Autumn to spring	
	Marrow		Spring-summer crop: seeding occurs between January and March. Autumn-winter crop: the time to start sowing seeds in August to September	
	Tomato		Early crop: Sow in July - August and harvest in late October – December. Main crop: Sow in mid-September and harvest in February - March next year. Late crop: Sow in November - December and harvest in March - April next year.	
	Eggplant, Cucumber, Okra, String bean, Cove bean, Bitter melon.		Any season	
	Pumpkin		Sow seeds in December, January and February. Start to harvest the first fruit in April, May, and June.	
Tuber	Sweet potato	6000 square meters	Winter to Spring	
	Radish		The main crop begins to sow seeds from August to September. Late crop sowing in the period of October – November. Spring-summer crop sowing February – April.	
	Carrot		Sowing from August to early February next year,	

			harvesting from November to May next year.	
	Kohlrabi		Winter to Spring.	
Flower	Ho Diep orchid	150 square meters	It blooms from December to the end of May.	<ul style="list-style-type: none"> - To make a sightseeing area for guests. - For sale.
	Mokara orchid	100 square meters	Any season	
Fruit	Guava	7200 square meters	Guava flowers bloom in March-April and are harvested in June-July.	<ul style="list-style-type: none"> - Used to serve the Lounge. - For sale to guests staying at The Chilling World Farmstay. - Supply to supermarkets.
	Avocado		From May to September	
	Mango		Summer	
	Pomelo		Winter to Spring	
	Plum		Summer	
	Myrtle		Spring	
	Jackfruit, Milkweed.		Any season	
Animal	King chicken (Dong Tao chicken)	160 meters x 30 meters divided into 2	Year round	<ul style="list-style-type: none"> - Making food ingredients for Co Man Restaurant. - Supply to supermarkets.
	Free-range pigs			
	Peacock	20 meters x 20 meters		<ul style="list-style-type: none"> - To make a sightseeing area for guests. - Get eggs to sell.

Table 8 – Farm products

- Restaurant:

The Co Man restaurant is inspired by a place called the Co Man communal house in Da Nang. This is the main full-day dining restaurant of farmstay. The restaurant is divided into 2 areas, inside and outside, to give customers more choices. The space inside the restaurant has an area of 20mx40m, and the outside will be extended by 10 m compared to the inside space. Here,



customers will enjoy many unique Vietnamese dishes, many of which are made from farm products. These include the Fried pork in sweet and sour dish, which is made with the farm's pork, or the Vegetable dip with caramelized fish sauce, made with the farm's vegetables. At the same time, the restaurant's menu also has a variety of choices, from appetizers to main courses and finally desserts. Each customer will find at least one favorite dish when coming to Co Man restaurant. In addition, this restaurant also serves BBQ dinner for guests with different packages, from dishes like pork to seafood dishes. A BBQ will be served near the guest's accommodation or at the camping area, depending on the guest's preference.

 CỎ MÃN VILLAGE'S CUISINE	
SOUP	
★ DONG TAO CHICKEN SOUP Soup gà Đông Tảo	75.000
VEGETABLE SOUP Súp rau	30.000
CHICKEN CORN SOUP Súp ngô gà	35.000
SEAFOOD SOUP Súp hải sản	40.000
SALAD	
★ SHREDDED DONG TAO CHICKEN SALAD Gỏi gà Đông Tảo xé phay	175.000
FIVE COLOR SALAD Nộm ngũ sắc	70.000
MIXED VEGETABLE SALAD Nộm rau trộn	70.000
BANANA FLOWER SALAD Nộm hoa chuối	75.000
	
VEGETABLES	
★ CHOYOTE WITH CENTURY EGG Súp súp om trứng bão thảo	75.000
FRIED PUMPKIN WITH GARLIC Rau bí xào tỏi	350.000
BITTER MELON ON ICE AND ROUSONG Mướp đắng ướp đá và chà bông	150.000
BOIL KOHIRABI Rau củ luộc	65.000
STIR-FRIED WATER SPINACH WITH GARLIC Rau muống xào tỏi	65.000
PORK	
★ FRIED PECCARY IN THE SWEET AND SOUR DISH Thịt heo mồi xào chua cay	120.000
FRIED PORK Thịt heo rang cháy cạnh	100.000
STEAMED PORK WITH PEPPER Thịt lợn rim tiêu	120.000
THE CHILLING WORLD FARMSTAY	

 CỎ MÃN VILLAGE'S CUISINE	
SEAFOOD	
★ BOILED SQUID WITH GINGER & ONION Mực hấp gừng hành	100.000
FRIED SQUID WITH BUTTER Mực chiên bơ	100.000
★ FRIED SHRIMP WITH SALTED EGG Tôm rang trứng muối	250.000
BOILED SHRIMP IN BEER Tôm hấp bia	250.000
FRIED FLOWER CRAB WITH TAMARIND Ghẹ rang me	100.000
FRIED FLOWER CRAB WITH BUTTER Ghẹ rang bơ	100.000
★ BOILED GAROUPA IN THREE LAYERS Cá song hấp 3 lớp	400.000
SASHIMI GAROUPA Gỏi cá song	400.000
CHICKEN	
★ BONELESS CHICKEN WITH CASHEN SAUCE Gà rút xương sốt hạt điều	145.000
FISH SAUCE CHICKEN WINGS Cánh gà chiên mắm	150.000
★ BAKED CHICKEN WITH MUSHROOM SAUCE Gà quay sốt nấm rơm	250.000
CHICKEN HOTPOT WITH RIVER-LEAF Lẩu gà lá giang	300.000
★ HERBAL GRILLED CHICKEN Gà nướng thảo mộc	400.000
BOILED CHICKEN WITH COCONUT Gà hấp nước dừa	400.000
BROTH	
VEGETABLES BROTH AND MEAT Canh trứng nấu cá chua	60.000
EGG SOUP WITH TOMATOES Canh trứng nấu cà chua	55.000
★ CRAB & VEGETABLE BROTH Canh cua nộm tỏi rau dền	65.000
BEEF IN SOUR BROTH Canh bò nấu chua	65.000
★ HOT SOUR FISH SOUP Canh chua cá lóc	160.000
Noodle, Rice	
STICKY RICE COOKED IN BAMBOO Cơm lam ống tre	70.000
SEAFOOD AND VEGETABLES ON RICE Cơm chiên hải sản	120.000
CELLOPHANE NOODLE WITH CHICKEN Miến gà	100.000
FRIED NOODLES WITH SEAFOOD Mỳ xào hải sản	120.000
THE CHILLING WORLD FARMSTAY	

 CỎ MÃN VILLAGE'S CUISINE	
SIDES	
FRENCH FRIES Khoai tây chiên	35.000
FRIED BEAN CURD Đậu khuôn chiên	30.000
DEEP FRIED EGGPLAN Cà tím chiên xù	30.000
FRIED ABALONE CAP MUSHROOM Nấm bào ngư chiên xù	35.000
DEEP FRIED SEAMEED Rong biển chiên xù	30.000
FRIED SQUID BALLS Mực viên chiên	65.000
DESSERTS	
★ THAI SWEET GRUEL Chè Thái	35.000
ICE CREAM Kem socola, vani, dâu	30.000
MIXED FRUIT YOGURT Sữa chua trái cây	35.000
	
DRINKS	
SOFT DRINKS Coca, sprite, Soda	25.000
FRESH FRUIT JUICES Nước ép ổi, bưởi, chanh dây	25.000
★ RHO, TOMENTOSA BERRIES WINE Rượu sâm	150.000
★ VIETNAMESE APRICOT WINE Rượu mơ Việt Nam	35.000
BEER Bia tiger, larue	20.000
THE CHILLING WORLD FARMSTAY	

Figure 56 – The menu of Co Man restaurant

- Lounge:

With an area of 315 square meters, Dong Xanh Lounge is designed in an open, airy space, facing the orchard. This design will bring customers relaxation. Dong Xanh Lounge will serve drinks for guests when coming here, not only simple drinks, but Dong Xanh Lounge also has drinks made from alcohol, such as cocktails and mocktails.

MENU • BEVERAGE • MENU • BEVERAGE			
VIETNAMESE COFFEE		FRUIT JUICE	
Dark coffee	25.000	Guava juice	30.000
Cà phê đen		Nước ép ổi	
Milk coffee	30.000	Passion fruit juice	30.000
Cà phê sữa		Nước ép chanh dây	
White coffee	35.000	Plum lime juice	30.000
Bạc xỉu		Nước chanh xí muối	
Salt coffee	35.000	Pineapple juice	30.000
Cà phê muối		Nước ép dứa	
Coconut coffee	40.000	Tamarind juice	35.000
Cà phê dừa		Nước đá me	
ITALIAN COFFEE		Raspberry soda	35.000
Espresso	30.000	Soda dâu ngâm	
Americano	35.000	Rho. tomentosa soda	35.000
Cappuchino	35.000	Soda sim ngâm	
Latte	35.000	Dracontomelon juice	35.000
		Nước sầu ngâm	
THE CHILLING WORLD FARMSTAY			

MENU • BEVERAGE • MENU • BEVERAGE			
Coconut		SPECIAL TEA	
Nước dừa tươi	40.000	Ginger tea	35.000
		Trà gừng	
SMOOTHIE & MOJITO		Guava tea	40.000
Banana butter punch smoothie	45.000	Trà ổi hồng	
Sinh tố chuối bơ đậu phộng		Lychee tea	40.000
Acocado smoothie	45.000	Trà vải	
Sinh tố bơ		Aloe vera and lychee tea	40.000
Mango smoothie	45.000	Trà vải nha đam	
Sinh tố xoài		Tropical fruit tea	40.000
Strawberry guava smoothie	45.000	Trà trái cây nhiệt đới	
Sinh tố dâu ổi		Bubble milktea	40.000
Mojito lemon	45.000	Trà sữa trân châu	
Soda, chanh, bạc hà		Flavored tea	45.000
Mojito passion fruit	45.000	Trà thảo mộc	
Soda, rum, chanh dây, bạc hà			
THE CHILLING WORLD FARMSTAY			



Figure 57 - The menu of Dong Xanh lounge

- Spa:

There is a spa service with specific body treatments that will help customers feel relaxed. With an area of 300 square meters, the spa is divided into two separate zones for men and women, ensuring maximum privacy for guests. Three types of essential oils can be used. These are Lemongrass, Grapefruit Leaves, and Huang Nhu. Use it to help relax and prevent colds (if adding ginger). Lemongrass and Lemon Leaves used to help relax the body and mind. Green Tea and Mint soothe and whiten the skin.

- Recreation activities:

Activities	Description	Time
Yoga	The basic process is: meditation-warm up-practice movements-massage-relaxation. Along with specific instructions from the teacher, guests will experience a wonderful class. The class will be held in the streamside area. Each guest who experiences this class will fully enjoy the fresh air and heal the soul with the sound of the flowing stream. Besides, there is a spa service with specific body treatments that will help customers feel relaxed.	Every day in the morning (5:30 AM - 7:00 AM)
Summer camp	The Chilling World Farmstay also supports the organization for guests to experience outdoor activities such as becoming a gardener, allowing guests to directly sow seeds in the vegetable growing area, or taking care of the pig farm by feeding pigs	Every summer
Swimming pool	With a length of 15m and a width of 7m, a total area of 105m ² ensures all the criteria of a standard swimming pool, divided into 2 areas for adults and children	6:30 AM - 9:00 PM
Traditional folk game	Traditional and folk games for Vietnamese children, such as: kite flying, "O an quan",... To bring about traditional values for young children, we need to help the younger generations learn more about folk games. If guests do not know how to play, they will be guided by The Chilling World Farmstay's staff.	All day

Table 9 – Recreation activities of The Chilling World Farmstay

- Price

- Accommodation:

We use a dynamic pricing strategy that the room rate will vary depending on the high or low season. The room rate is NET and includes breakfast for eligible guests. The average daily rate (ADR) is set below:

ROOM TYPE		RATE
Dorm	Dorm 4	338.000VND / pax
	Dorm 6	318.000VND / pax
	Dorm 8	288.000VND / pax
Bungalow		1.688.000 VND / 2 pax
Glamping		588.000D / 4 pax

Table 10 - Room rate in August 2022 (high season)

- Restaurant:

Most of the dishes at Co Man restaurant are made with ingredients from the farm, so called “farm-to-table” foods to ensure the freshness and safety of all dishes. The price is set based on the following formula: $\frac{\text{Cost per serving}}{\text{Ideal food cost percentage}}$ The ideal percentage here is 40%. (Detail in [Table 22](#))

Besides, Dong Xanh lounge also has a wide variety of drinks, from traditional Vietnamese coffees to modern drinks like cocktails. In particular, Dong Xanh lounge's fruit tea is made using the farm's fruit. Ensure that each type of drink is fresh and clean. The price of this lounge is priced based on the ingredients. The price is diverse and suitable for the customer market. The price is set based on the following formula: $\frac{\text{Cost per serving}}{\text{Ideal drink cost percentage}}$. The ideal percentage here is 35% (Detail in [Table 23](#))

- **Place**

Farmstay's physical presence is crucial in the distribution channel since it is one of the sites where consumers register to utilize farmstay's services, as well as the only place where customers may use the services offered by the farmstay. As a result, a convenient location will help farmstay attract consumers and assist customers in making decisions. The Chilling World Farmstay can be found on Ba Na - Suoi Mo Street in Hoa Phu Village, Hoa Vang District, Danang City. The Chilling World Farmstay operates on direct distribution channels and indirect distribution channels. The Chilling World Farmstay's website is a direct channel that allows

visitors to book rooms quickly and easily, the website design is a critical component of the distribution channel. Customers can choose between two simple language options on The Chilling World Farmstay's website to access such as Vietnamese and English. Besides that, The Chilling World Farmstay works with the travel agent Vitraco, a transportation and tourism company, to bring potential domestic and international tourists to us. Furthermore, the online travel agent is the distribution channel that Booking.com chooses to use extremely effectively.

- Promotion

The Chilling World Farmstay makes the most of the common marketing strategies commonly used today. It focuses primarily on the strategies of the two main market sectors, offline marketing and online marketing. Our marketing strategies are planned based on the survey data: “The interest and demand of visitors to tourism trends for visit and stay at farmstay”. Thereby improving the image and brand value, and bringing the most information to customers.

- Offline marketing:

OFFLINE MARKETING	
Key Activities	Type
Banner Advertising	Billboard
Opening Event	Event Marketing
Vitraco's Vehicle Advertising	Public Advertising
Gift For Special Visitor	Promotional Items
Brochures & Business Card	Print Advertising
Great Service - Great Experience	Word-of-mouth Marketing
Voucher Discount	Coupon Marketing Strategy

Figure 58 - Action plan of offline marketing

The Chilling World Farmstay may reach a large audience with offline marketing techniques, especially those who use the internet infrequently or not at all. Additionally, we can contact a lot of potential customers through forms such as: Billboards, events, public ads, promotional items, print ads and word of mouth marketing. Thanks to this form of offline marketing, the information about our farmstay leaves strong and frequent impressions on guests' imaginations.

The opening event & Billboards:

The opening event will be an important milestone for The Chilling World Farmstay to officially come into operation and be known to everyone. Within 2 weeks before opening, our social media channels will actively post content about the services and images of farmstay. Coordinate with online press channels and tourism reviews of Danang city to promote the upcoming farmstay area. The banners and images on Vitraco's vehicles will be deployed 1 month before the opening event. The presence of our information in the city and also on the internet, will create word of mouth effect, crowd effect and stimulate the curiosity of customers. In addition, at the opening event, the media team will take photos and videos to continue using in online marketing.

Public Advertising:

The parent company Vitraco is a leading unit in the field of customer transportation as well as vehicle rental. We will apply the public advertising method to Vitraco's vehicles. The image of The Chilling World Farmstay will be highly mobile and approachable. This is a low-cost and effective form of reaching many people in many different areas in many places.

We realize that our type of farmstay is still new and unfamiliar to visitors, leading to apprehension when choosing this type of farmstay to stay when visiting and traveling. (47.4% responses have heard of Farmstay but have not arrived & 21.5% responses have never heard of farmstay – Figure 49). Through Vehicle Advertising, helping more people know about this type of farmstay, as well as through the owner company Vitraco, which is well-known nationwide as well as in Danang city. This helps to increase the prestige and trust of customers about the new type of tourism farmstay.



Figure 59 - Public advertising on Vitraco's vehicles.

Promotional items:

Based on our survey, the most time visitors spend traveling is within 3-4 days (45% responses – Figure 42). Meanwhile, the number of tourists traveling for 6 days or more is very small (11% of responses – Figure 42). Therefore, to increase the number of long-term stays as well as to be grateful and create good relationships with visitors. The Chilling World Farmstay will have signature gifts for guests who stay at our farmstay for at least 7 days. With highly practical items such as: bags, cups, keychains, pens, and bracelets. This brings joy to visitors as well as helps more people know The Chilling World Farmstay through those items.



Figure 60 - The signature gift of The Chilling World Farmstay

Print advertising:

At the reception of The Chilling World Farmstay, we will have brochures and business cards for visitors and partners. This helps us send people the most necessary and comprehensive information. In addition, it will save time to introduce details about our services and information.



Figure 61 - The Chilling World business card

Word-of-mouth marketing:

We focus on customer experience. The human factor and the product and service elements are the most important for offline marketing. By always improving quality service and training staff, The Chilling World Farmstay wishes to give visitors a good experience in terms of service, product, and service. Thereby bringing positive word-of-mouth marketing and good reception from visitors.

In addition, I have noticed that customers often trust the information of relatives and friends, as well as often refer to travel destinations from them (61.2% responses - Figure 47). Giving away promotional items and providing a good customer experience will create a very reliable word-of-mouth marketing effect with new potential customers.

Coupon marketing strategy:

Through the survey, we found that usually visitors only travel the most for about 3-4 days (45% responses - Figure 42), and ranked second is about 4-6 days (22.5% responses - Figure 42). To stimulate the demand for services of tourists. The Chilling World Farmstay will have a program to give away a 20% discount voucher for the total bill at Co Man restaurant, for visitors to stay through the 4th night at our farmstay. This helps to increase sales at the restaurant and increase the customer's length of stay. We will announce this program to customers through the front desk when guests check-in and run ads on social networks.

- Online marketing:

Online marketing is used to convey a variety of information in as many forms as possible. With this form, we promote the fastest interaction with exactly the potential customers. This is also for maintaining relationships with customers, along with tools to collect and measure data to evaluate the effectiveness of online marketing strategies. We use some online marketing channels such as: Website, SEO, social media, Email/SMS, affiliate and display advertising.

ONLINE MARKETING	
Key Activities	Type
Building Website / Domain	Website
Development Google Business	Search Engine Marketing
Development Facebook / Instagram / TikTok Platform	Social Media Advertising
Customer Care by Email/SMS	Email/SMS Marketing
Cooperation with OTA	Affiliate Marketing
Advertising on Social Media & Google	Display Advertising

Figure 62 - Action plan of online marketing

The website of The Chilling World Farmstay:

The website will also serve as a key communications platform for our farmstay, allowing customers to book a room reservation, discover about The Chilling World Farmstay, and track promotions that the farmstay will offer. In addition, the farmstay publishes information about its services, cuisine, farmstay origin, and values.



Figure 63 -- The Chilling World Farmstay website
URL: www.thechillingworldfarmstay.com

SEM – Search Engine Marketing:

We aim to optimize the website, this will be the best marketing channel with all the information about The Chilling World Farmstay. Furthermore, we will write keyword SEO by tagging the website with keywords such as "The Chilling World Farmstay", "Camping" and "Farmstay Danang." Optimize and promote these keywords to make it easier for customers to find The Chilling World Farmstay's booking page.

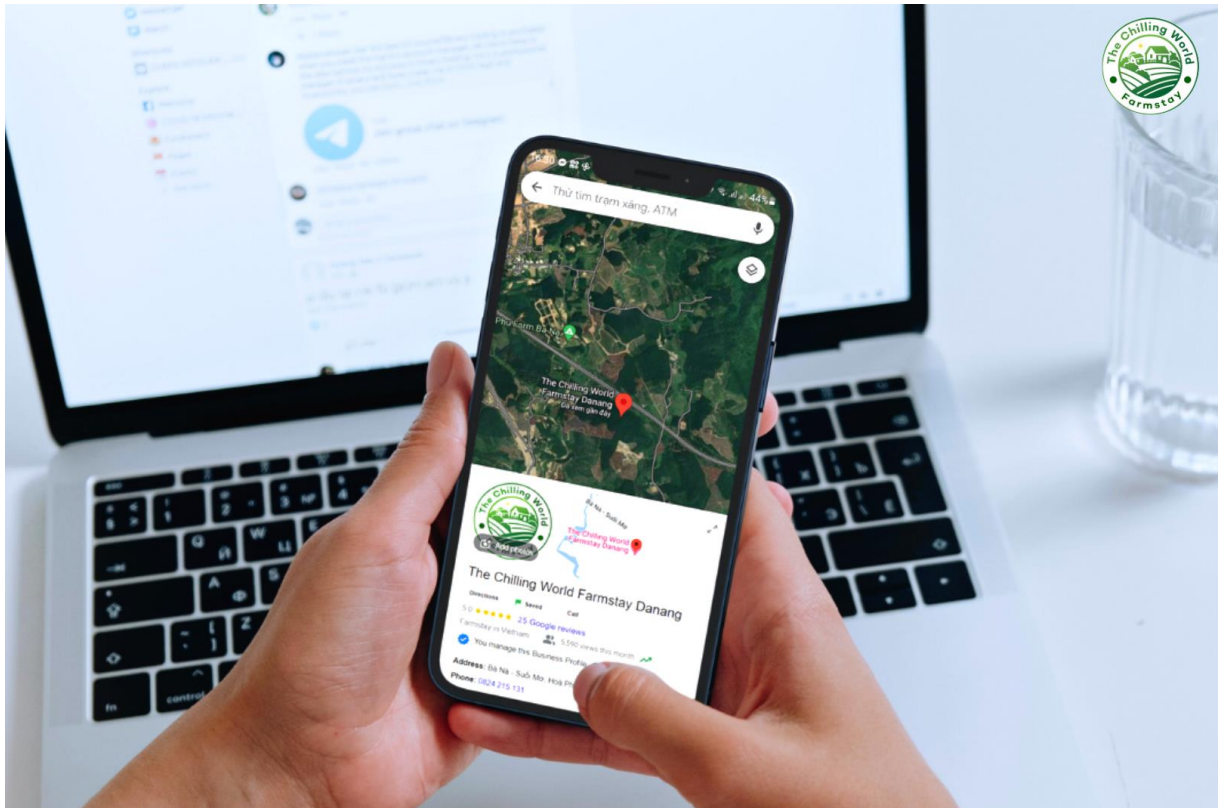


Figure 64 - Customer searching The Chilling World Farmstay on Google Map

The website is also the best sales channel and the most cost-optimized. However, based on our survey, The Chilling World Farmstay found that customers are less likely to search for information about tourist attractions on the website (36.4% responses – Figure 47). Therefore, besides optimizing the website, we also use search engines to assist in bringing information to customers.

With the Google Business platform, customers can find The Chilling World Farmstay's website, map, information, and contact information. We can run Google Ads and reach a wide range of search-based leads. The statistics about the search, visits, and customer interest on this platform will be used by us to optimize the marketing process.

Socia media:

The social media is the most cost-effective communication channel for reaching potential customers and this will be the easiest channel of information to go viral. Social media are network channels that enable users to interact and preferentially self-present with the different

types of audiences who extract value from user-generated content and the perception of interaction with others, either in real-time or asynchronously (Carr and Hayes, 2015).



Figure 65 - The Chilling World Farmstay fanpage Facebook

We aim here to be the most complete information channel about content images and videos, reviews, and promotions. When The Chilling World Farmstay's articles are run Facebook Ads, from there we will get more attention from customers, and also reach as many potential customers as possible. In addition, we can promote our services through Da Nang travel review community groups and other travel groups on Facebook to order. Our fanpage also is a place customers can read comments and feedback from each other, creating a very effective word-of-mouth marketing effect.

Meta Business Suite can help us measure the effectiveness of our content marketing, and measure the number of potential customers reached. Facebook Messenger is a tool for us to reach, communicate and support customers who are interested in The Chilling World Farmstay.

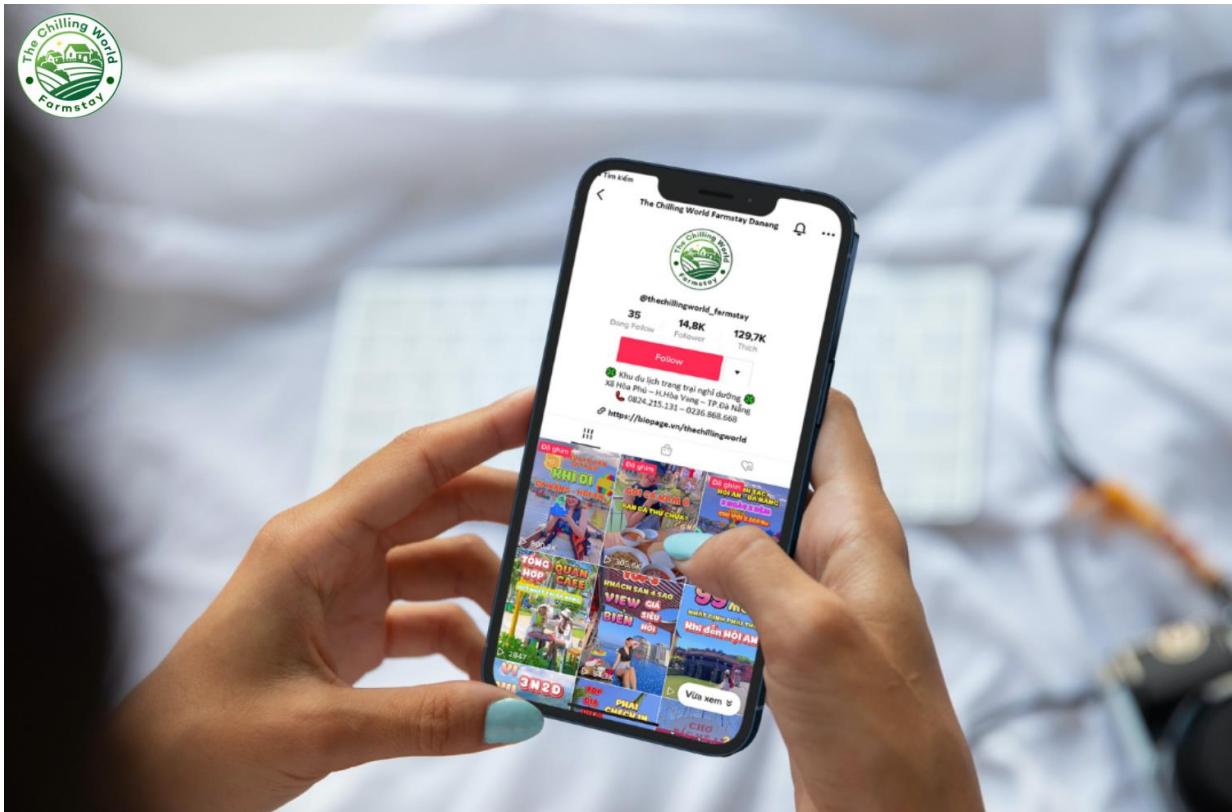


Figure 66 - The Chilling World Farmstay TikTok channel

Videos and photographs of travel, food, and stunning locations in Danang will be used to build the content for the Instagram and TikTok platforms. Which will serve as a promotional platform that is appealing to the majority of social media users. Customers can quickly decide whether to visit and use our services thanks to engaging and intuitive image and video sources.

Our marketing team will focus on building the most diverse content on The Chilling World Farmstay's social networking sites and online video platform. With the most diverse content possible and suitable for the widest range of customers. This will be the place where we reach new and old customers the most because the number of people searching for and interested in tourism content in the land is very high. (81.3% responses with social media & 45% responses with online video platform – Figure 47).

Email & SMS marketing:

The information of customers has been obtained through communication channels, as well as information from old customers. The Chilling World Farmstay will take care and support and

advertise through SMS and Email. Letters of thanks, program information, and customer care will be sent. To create customer satisfaction and engagement.

Cooperation with OTA: booking.com

Collaboration with OTA partners is very common in the tourism and hospitality industry. And based on the survey, people often look for booking options at resorts based on OTA units (82.8% responses – Figure 48) The Chilling World Farmstay chooses the platform: booking.com as our OTA partner, which has great popularity and trust among domestic and international customers.

With an 18% commission for a room, this fits with The Chilling World Farmstay's budget. Booking.com will help us expand the market, and reach more potential travelers based on global access. Transparency in service prices, brand enhancement, along with increasing competitiveness with local tourism units.

- Public Relation:

Besides, we also utilize Public Relation (PR) strategy to increase brand awareness, and brand loyalty to the farmstay, more importantly, is to give back to the society in which we operate. Various CSR programs are developed such as:

CORPORATE SOCIAL RESPONSIBILITY	
Key Project	Type
Green Tree - Green Memories	Environmental Responsibility Customers Relationship
Give Green – Give Healthy	Philanthropic Responsibility Social Chairity
Trainning Plant Tree For People	Community Connection

Figure 67 - Signature project for CSR

Project: Green Tree - Green Memories

Visitors to our Farmstay will be provided with seedlings and will be able to plant and take care of themselves while staying here. Planter information and planting time will be saved in our garden. When visitors return, they will see that their tree after themselves has grown and is taken care of by the staff here.

Project: Training plant trees for people

Every month, The Chilling World Farmstay will organize workshops on how to plant organic, nurse, take care of plants, popularize hydroponic vegetable growing models, and protect the environment. Participants will be visitors staying at our Farmstay and those who register to participate on the online platform.

Project: Give Green – Give Healthy

The clean agricultural products at The Chilling World Farmstay are grown entirely organically. We aim to bring clean food to local people. Every month, we will organize a program to donate clean agricultural products to centers for people with disabilities, orphans, and people in the city.

These projects bring human value to The Chilling World Farmstay's customers and create a connection between us with our visitors and the local people. The Chilling World Farmstay wishes to create a green space, contributing to raising people's awareness about the importance of planting trees for life. Thereby contributing to environmental resources protection, but also helping the city have a green space. In another hand, we hope supporting clean agricultural products for local people in difficulty, contributes to building social security. This not only helps the communities in the city but also connects people and it brings the brand image of The Chilling World to visitors in the most positive way.

- **Process**

The Chilling World Farmstay has investigated and provided activities to do before, during, and after receiving visitors to better serve them.

DIRECT SERVICE PROCESS				
PURPOSE	Specify the actions to be taken and request procedures along the farmstay's customer service process			
RANGE	This process applies to all departments and individuals			
PROCESSES	TASK	EXECUTOR	CONTENT	REQUIRE
Pre-arrival	Prepare registration form	Receptionist	-The front desk staff must prepare all the documents before the guests come to check-in. + Copy of booking confirmation letter. + Registration form of farmstay. + Room key.	- Prepare a clean and tidy posture. - Cleaning the reception area and the reception hall. - Keep a comfortable and confident mentality to welcome guests.
	Prepare a clean empty room to welcome guests	Housekeeping & Receptionist	The front desk staff contacts the housekeeping department to make sure the room is ready for service.	
	Prepare welcome drinks to serve guests	Waiter/ waitress	Receptionists or bellman contact with f&b department to ensure prepare welcome drinks when the guests arrive.	

On - arrival	Receiving and storing vehicles for visitors and staff during the shift	Security	<ul style="list-style-type: none"> - For cars: <ul style="list-style-type: none"> + Assist visitors in parking correctly + Monitor and watch the car for guests to avoid the passenger car being bumped, resulting in scratches, damage, or loss of things. - For customers' motorcycles: <ul style="list-style-type: none"> + Receive a car from a customer. + Send parking cards to consumers. + Park the car according to regulations. + Monitor passenger cars to ensure that they are not struck, fall, scratched, or damaged. + When the customer departs, ask for the parking ticket and double-check - pick up and transfer the car to the customer. - For workers' motorcycles: <ul style="list-style-type: none"> + Instruct the staff to park the car in the proper location. + Monitor employees' cars to avoid collisions that cause scratches and damage. 	<ul style="list-style-type: none"> - Follow the protocols to dispatch the car immediately for the client, when the car has just parked in front of the farmstay; if it is too crowded, please inform the customer to wait. The time it takes from receiving the automobile to receiving the ticket is 3 minutes. - Do not harm the customer's automobile; when driving, you must preserve and move the customer's car as if it were your own. - Greeting clients carefully and professionally, with a positive approach toward communication, hygiene, and personal appearance.
	Open doors and receive information	Bellman & Receptionist	<ul style="list-style-type: none"> - As soon as visitors arrive at the farmstay's entrance, the bellman unlocks it and assists with baggage. The receptionist will then ask the guest for information such as: <ul style="list-style-type: none"> + Did the guest make a reservation? + Have you ever stayed at a farmstay? - Handle each circumstance as follows: <ul style="list-style-type: none"> + If visitors have never been to farmstay before, introduce them to the several types of rooms from which they can pick. + If the guest has reserved a room in advance, check-in will be handled correctly. 	<ul style="list-style-type: none"> - Introduce guests to the many varieties of farmstay accommodations and services so that they may make an informed decision. - Greeting clients carefully and professionally, with a positive approach toward communication, hygiene, and personal appearance.
	Invite the visitor to the room	Bellman	The bellman will help guests in getting to their rooms and guiding them about the farmstay once the front desk staff has checked them in and determined their room number.	<ul style="list-style-type: none"> - Staff must go first to guide guests, and they must proceed naturally, not sluggish or fast.



				<ul style="list-style-type: none"> - The minimum distance between personnel and the nearest guest is 1.5 meters. - Professionalism, a positive approach toward communication, cleanliness, and personal appearance.
Customer service process (À la carte)	Order, serve, and support customers	Waiter/ waitress	After guiding guests to sit at the table, the waiter will open the cup, pour the tea, advise the customer and take the order.	<ul style="list-style-type: none"> - Consulting according to the needs of customers about the dishes. - Quick and timely service. - Professional style, good communication attitude, hygiene, and personal appearance.
	Transfer orders to the kitchen	Waiter/ waitress	After ordering, the waiter transfers the order to the kitchen.	<ul style="list-style-type: none"> - Must transfer the order to the kitchen first. - The time from receiving the order to the time it is delivered to the bar and kitchen is 3 minutes. - Transfer correctly, enough for the part to be received, without confusion.
	Food and beverage processing	Cook, bar	When receiving an order from the wait staff, the kitchen department makes food and drinks as required.	The time from making to finishing the dish must ensure the prescribed time limit.
	Check dished	Waiter/ waitress	When receiving the food from the kitchen, the wait staff checks to see if the order is correct or not.	<ul style="list-style-type: none"> - Dishes on request. - Decorate according to regulations, neat and beautiful. - Full seasoning. - Proper food containers.

	Serving food and drinks to guests	Waiter/ waitress	The staff serves food, drinks, and accompanying items to guests.	<ul style="list-style-type: none"> - Ensure correct posture when serving food. - Do not let food fall out. - Professional style, good communication attitude, hygiene, and personal appearance.
	Cleaning the table	Waiter/ waitress	When the guests finished eating each dish, the wait staff cleaned up the food left on the table.	<ul style="list-style-type: none"> - Do not leave too many leftovers on the table. - Do not affect guests and make dirty food on guests. - In case the food is still in the container, you must ask for permission.
	Supporting other requests	Waiter/ waitress	In case guests request more dishes and drinks, follow the same steps as above.	
	Payment & send-off	Waiter/ waitress	<ul style="list-style-type: none"> - When receiving the payment request from the customer, the service staff will print the bill and transfer it to the customer, receive the money and return it. - If the customer needs an invoice, he must write an invoice for the customer. - After the guest has paid and returned to the room, the service staff must greet, thank and open the door for the guest. 	<ul style="list-style-type: none"> - Time from customer requests to receive the bill is 7 minutes. - Time for customers to send money until receiving change is 5 minutes. - Invoices do not have to be recorded (except due to objective circumstances or the guest's fault). - Professional style, good communication attitude, hygiene, and personal appearance.
Customer service process (Buffet)	Prepare before welcoming guests	Waiter/ waitress	<ul style="list-style-type: none"> - Staff set up the dining table, and eating utensils according to the restaurant's standards. - Clean the space around the dining table, the area that you are in charge of, the area of the food stalls, and public areas. Prepare 	

			<p>enough tools and items to change, and serve the meal to guests such as cutlery, cups, chopsticks, and tissues,...</p> <ul style="list-style-type: none"> - Prepare dishes and other necessary items on food counters. - Support the kitchen department to put the dishes in the right position and arrange the sauces and condiments accordingly. - After ordering, put the nameplate according to the correct dish as well as the tools used to pick it up (tongues, plates, napkins). - Check the number of guests that will be served during the day on the system, and the requirements, and information of the guests. 	
	Welcoming and serving guests	Waiter/ waitress & Cook	<ul style="list-style-type: none"> - For guests staying: ask for information, and room number, then check if the system is correct, then assist guests to the appropriate table position. - For outside guests: <ul style="list-style-type: none"> + If the guest has not booked a table, ask for information (number of guests, desired location ...) and guide the guest to the table location. + Introduce guests to buffet prices, and drinks included in the service package as well as introduce an overview of food stalls and invite guests to enjoy delicious meals. - When guests go to get food, the staff takes a napkin to the side of the eating utensils to mark the table as already seated. - When guests use all the food on the plate, ask the guest to clean the dirty dishes and replace the eating utensils when necessary. - Waiters keep an eye on the food stalls, when they see a dish that is almost out of 	<ul style="list-style-type: none"> - When guests arrive, the staff is happy and enthusiastic to welcome guests. - When leading guests to the table, actively pull up chairs to invite guests (priority in the order of the elderly, children, women, and men). - Observe and assist guests with cleaning when necessary.

			<p>stock, immediately notify the kitchen department to quickly add more.</p> <ul style="list-style-type: none"> - If you see that the dishes and utensils on the counter are almost empty, quickly replenish them. - Dirty tongs and forks are quickly replaced by the staff, keeping the food stalls clean. - Supporting guests while dining can remove items that guests do not use to have space for food. 	
	Payment & send-off	Waiter/ waitress	<p>When the customer wants to pay, the service staff confirms with the guest for the last time (number of people, additional services) and then prepares the invoice. Staff support and guide customers through payment procedures.</p> <ul style="list-style-type: none"> - For staying guests: + For room types including buffet, thank you and greet guests, see you off. + For room class excluding buffet, guests can choose to pay immediately or pay after check-out, see-off. - For outside guests: carry out the payment procedures as usual and then see them off. 	When you see a guest about to leave, pull up a chair for the guest and smile to thank the guest for having a meal at the restaurant.
	Clean	Waiter/ waitress	<ul style="list-style-type: none"> - Clean up dirty utensils, clean tables, and chairs, and set up a new dining table for the next round of guests. - After closing the buffet time, the waiters support the Kitchen department to clean up the food trays, and collect the food pickers and dishes to wash. - Clean food counters, and collect nameplates, dishes, and utensils in the right place. 	
Departure	Check-out	Receptionist	<ul style="list-style-type: none"> - Front desk staff greet guests, get back the room key from the customer, and 	<ul style="list-style-type: none"> - If there are situations that arise that are not within the control of the staff or have not been handled



			<p>coordinate with the housekeeping department to check the room.</p> <ul style="list-style-type: none"> - Notice of expenses incurred during the stay at farmstay. - Enter the costs incurred by the guest into the system and print the invoice for the customer to check. - Confirm payment method with the customer: card or cash. - Pay the bill and send 1 invoice back to the customer. - Return the documents kept by the guest. - Update the room status into the system so that the room staff can clean the room and welcome the next guest. - Ask customers if they are satisfied or have any questions or requests, thank the customer and see you again. 	<p>appropriately, the front desk staff should first invite customers to wait, have tea, then contact the relevant department to have a solution.</p> <ul style="list-style-type: none"> - Avoid arguing, and losing temper with customers making customers unhappy, it is important to always keep a calm and professional attitude to solve the situation.
	Assist guests during check-out	Bellman	<ul style="list-style-type: none"> - Support luggage to the car for guests. - Call a taxi for guests (if needed) 	
	Return the car to the customer	Security	<ul style="list-style-type: none"> - For guests staying: + After guests check out, security guards assist the bellman to carry luggage for guests. + Security guards check tickets, deliver cars and greet customers. - For visitors: + When receiving the request of the guest, the security guard checks the ticket, delivers the car to the guest, and greets the guest. 	<ul style="list-style-type: none"> - The time from receiving the request to the delivery of the car is 3 minutes for bicycles, and 7 minutes for cars. - When transferring a car to a customer, it must be fast, but careful not to damage the customer's car. - Professional style, good communication attitude, hygiene, and personal appearance.
	Transfer payment records to	Receptionist	<ul style="list-style-type: none"> - Receptionists need to remove all guest service invoices from paid records and remove unnecessary invoices before 	<p>Issue invoices carefully and completely.</p>

	the accounting department		transferring payment records to the accounting department. - In case the guest has not paid, the receptionist must transfer all invoices, related records, and the day's debt report to the hotel's accounting department.	
	Customer service	Receptionist	- Send an email thanking customers for using the services of farmstay. - Ask customers to fill out a survey about the service quality at farmstay. - Send promotions and offers via email to customers.	

Table 11 – Service Process & Standard Operating Procedure

- **People**

The letter P is very important in the Marketing strategy that is People. Currently, serving in this The Chilling World Farmstay is 34 employees. Among them, many employees come from residential areas close to farmstay because we want to develop local and community-based tourism just to reduce operating costs, but more precisely because we believe in the ability, intelligence, studiousness, talent, and especially the hospitality of Vietnamese staff. Elegance and professionalism are far from comprehensive, which is always the top goal of The Chilling World Farmstay staff.

- Uniform:

For employees to always be in a happy state to serve customers in the best way, The Chilling World Farmstay has designed uniforms in a minimalist style with cool fabrics to give employees a feeling of comfort. most comfortable when working. Each department will have its own designed costumes according to the main concept color and suitable for the nature of each employee's work and printed with the logo of The Chilling World Farmstay.



Front Office Department

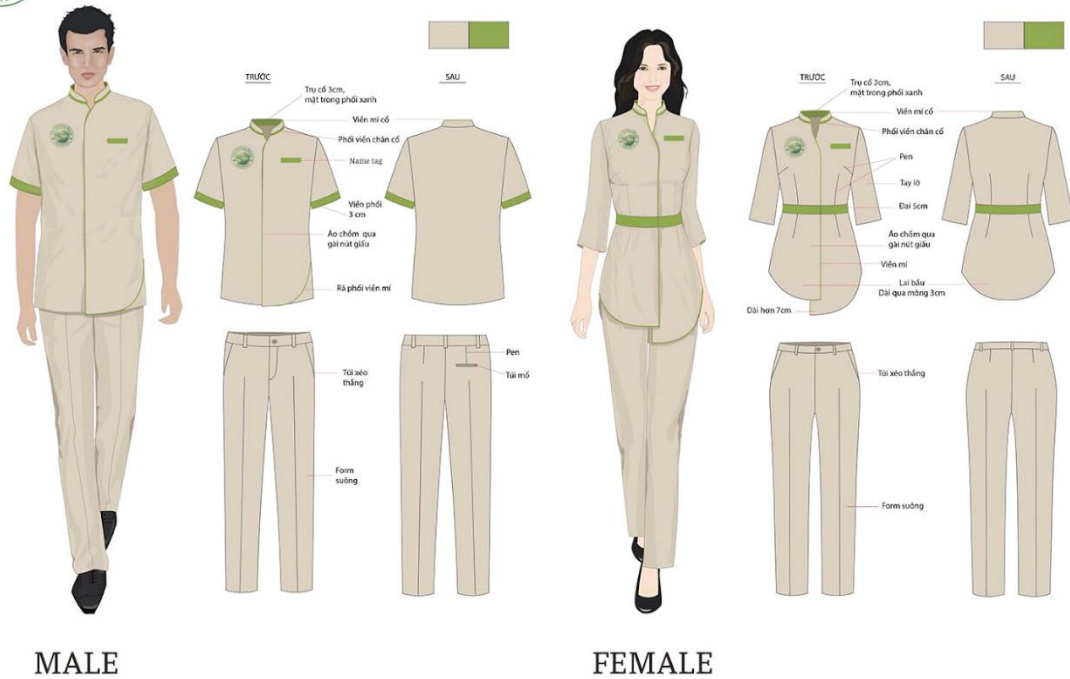


Figure 68 - The Front Office department uniform



Housekeeping Department

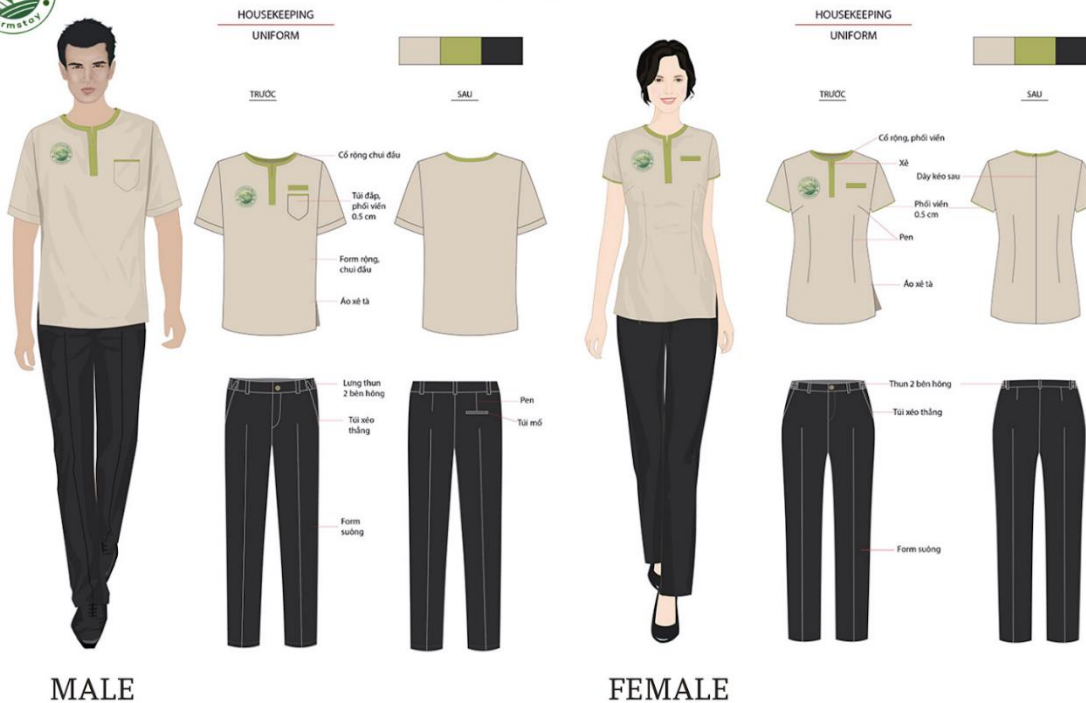


Figure 69 - The Housekeeping Department Uniform



Gardening & Breeding



Food & Beverage Department



- Grooming standard:

TITLE	STANDARDS
Appearances	<ul style="list-style-type: none"> • Uniform: Clothing must be kept flat, clean, and neat. Wear your name tag correctly. • Hair <ul style="list-style-type: none"> - Male: Clean, trimmed, and neatly combed or arranged. (Always shave clean before going to work) - Female: + Hair color must be basic, clean, neatly combed, not let the hair fall on shoulders – cover face. + Jewelry: Can wear light and simple jewelry - do not wear too expensive jewelry. + Make-up: female staff wear light makeup - keep a natural look, avoid excessive flashy makeup. + Nails should not be too long, do not paint nails too bright colors. + Avoid using perfume sprays with strong scents.
Manners	<ul style="list-style-type: none"> - Always smile warmly and openly greet people to make them feel more welcome. - Greetings when meeting with senior hotel management, colleagues, and guests. - Always allow utility use by customers in all circumstances. - Use your full hand, not just your fingers, while giving instructions to the guest
Attitude	<ul style="list-style-type: none"> - Employees must be hospitable, enthusiastic, friendly, and outgoing with both guests and coworkers. - Exercise self-control and abide by the norms and regulations of farmstay - High levels of responsibility at work - Do the tasks you've been given well.

Table 12 – Grooming standard of The Chilling World Farmstay

- Physical Evidence

The green poetic space will be the most attractive point for customers when coming to The Chilling World Farmstay. Our farmstay takes careful attention to design scenery and brand identification to make a long-lasting impression on our guests and strengthen our reputation in the market.

Brand Identity: For customers to comprehend us better, brand identity is essential. We have researched and exported many templates to choose the best for the brand identity. From bags, room cards, amenities, employee accessories and gifts, all are designed and printed with the logo of The Chilling World Farmstay. We would like to bring trust as well as affirm the quality of the brand in each design.





Figure 72 - Amenities of The Chilling World Farmstay



Figure 73 - The Chilling World Farmstay employee accessories



Figure 74 – Scenery of The Chilling World Farmstay

The Chilling World Farmstay is constructed in a natural, rustic style. Our farmstay, which is in the midst of the enormous, gorgeous mountains, gets more and more lyrical as it follows the stream nearby. Visitors will undoubtedly find this to be the perfect location for sightseeing and check- in.



*Figure 75 –
Scenery of The
Chilling World
Farmstay*

All of the farmstay's roadways are made of natural grass for the comfort of guests who wish to move around on foot or by bicycle.



*Figure 76 – Scenery
of The Chilling
World Farmstay*

Trees and flowers have been planted in every little corner and crevice of The Chilling World to provide guests the most relaxing and peaceful sensation. The flower walkways are embellished so that tourists may take fantastic photos. A wooden guide is located in each area to guide tourists in walking around.



Figure 77 – Scenery of The Chilling World Farmstay

The Chilling World would be even slightly warmer at night thanks to the campfire area. Guests make small talk, light fires, and eat amazing meals. This service promises to be engaging and full of surprises for customers.

3.2.3. Promotion plan

- General timeline

The Chilling World Farmstay's marketing plan is implemented in 3 phases, lasting for more than 3 years:

Phases	1 - PRE-LAUNCH	2 - OFFICIAL LAUNCH	3 - STABLE OPERATION
Timelines	6 Months Before Opening	1 Year After Opening	2 Year After Official Launch
Objectives	Popular the brand identity and building the marketing platforms	Expand and find new customers, affirm service quality and brand position	<ul style="list-style-type: none"> • Expand customer market, create relationships with loyal customers. • Become the top local brand position in Danang City. • Complete the Corporate Social Responsibility (CSR)

Figure 78 - The timeline and objectives of the marketing plan

- Action plan:

At each phase of Marketing, there will be different plans with diverse forms to suit each objective at that time. The efficiency level of the marketing plan will be forecast in advance and based on actual statistics; the plan may change depending on how to achieve the objectives in the best way. Below is an action plan table of marketing activities, designed based on the Gantt chart to monitor:

Channel	Strategy	Timeline		
		Phase 1	Phase 2	Phase 3
Offline Marketing	Billboard	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Event Marketing	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Public Advertising	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Promotional Items	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Print Advertising	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Coupon Marketing Strategy	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Word-of-mouth marketing	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Online Marketing	Website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	SEM	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Social Media	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Email/SMS	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Affiliate	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Display Advertising	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Public Relation	Green Tree - Green Memories	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Give Green - Give Healthy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Training plant tree	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Table 13 - Action plan marketing based on Gantt chart

CHAPTER 4: FINANCIAL PLAN

4.1. Startup Expenses and Capitalization

4.1.1. Initial Investment

The initial investment is also known as capital expenditure or fixed asset. Businesses might invest money through capital expenditures to develop and grow their companies or to put new strategies into action. The Chilling World Farmstay's first investment comprises: Construction Cost, Decoration, Infrastructure, Equipment, Cost of buying plant varieties and livestock, and Legal procedures. These are significant expenses; therefore, organizations must do a comprehensive market analysis to choose reliable suppliers offering reasonable pricing. The total amount of the original investment is 27,966,410,000 VND. The categories of costs are described in detail below.

(Unit: VND)

No.	List of initial investment	Price
1	Construction + Decoration Cost	20,876,100,000
2	Infrastructure	3,937,500,000
3	Equipment	2,652,810,000
4	Cost of buying plant varieties and livestock	500,000,000
5	Legal procedure	80,000,000
6	Estimated costs incurred for investment	15 - 20% Total initial expense
	TOTAL	27,966,410,000

Table 14 - The initial investment

4.1.2. Capitalization

The second most essential factor to take into account is capital, which is projected to cost 28 billion VND to build The Chilling World Farmstay. Vitracco will invest with an initial investment of 18 billion because this project was created and developed based on its parent firm, and we will borrow the remaining funds from banks over 20 years. The Chilling World Farmstay will borrow 10 billion VND with an interest rate of 5 percent each year in 20 years. The capital sources for The Chilling World Farmstay project are detailed in the table below:

(Unit: VND)

CAPITALIZATION		
	Investment	Percentage
VITRACO TRANSPORT & TOURISM CO., LTD	28,000,000,000	100%
Owner's equity	18,000,000,000	64%
Loans	10,000,000,000	36%

Loan amount (VND)	10,000,000,000
Interest rate (%)	5%
Loan term (Year)	20

Table 15 - The Chilling World Capitalization

4.1.3. Depreciation

Depreciation is the systematic valuation, calculation, and allocation of a fixed asset as it will wear out over its useful life (Pisarska, A. 2021). Each item has a different useful life, based on the development plan, The Chilling World Farmstay gives a straight-line depreciation estimate which means that the direct product price is evenly divided by the product life, product life cycle affected by shelf life, obsolescence, and damage during use. Below is a table of depreciation of fixed assets:

(Unit: VND)

Name	Month	Year
Depreciation	39,423,326	473,079,917

Table 16 – Depreciation

4.1.4. Financial detail plan

4.1.4.1. Operating Expenses

The Chilling World Farmstay's operating expenditures are split into two distinct parts: fixed costs and variable costs.

- **Fixed Cost:**

Fixed costs are any expenses that remain the same no matter how much a company produces. These costs are normally independent of a company's specific business activities (Steven Nickolas, 2022).

The fixed cost of The Chilling World Farmstay includes the following issues:

Salary and Insurance: Salary has been described in detail in the Human Resources section. Salary will be paid monthly to employees. For Insurance Costs, positions that have reached the minimum salary for insurance will be paid 21% of the salary following the latest Vietnamese law and this cost will be added to the salary.

Maintenance Equipment Expenses: Our farmstay is a combination of accommodation and farm services, so there will be a lot of machines. To provide maximum productivity and an excellent customer experience, we pay an expense each year to maintain the equipment and guarantee its quality.

Loan interest: Initial investment capital is 28 billion, with 18 billion investments from Vitracó, we borrow 10 billion from the bank at 5% interest per year. As a result, The Chilling World must budget money each year to cover the cost of paying interest to the bank.

Other incurred costs: are expenses spent throughout business operations that the farmstay cannot foresee, such as the cost of repairing damaged machinery, vehicles, or equipment. It will steadily rise in keeping with the growth of the farmstay.

Depreciation: The business we mentioned in section [4.1.3. Depreciation](#)

(Unit: VND)

FIXED COST			
List of estimated forecasting fixed costs	Unit	Price	Total
Salary	Month	290,360,000	3,484,320,000
Maintenance equipment fees	Year	50,000,000	50,000,000
Loan interest (preferential interest rate 5%)	Year	500,000,000	500,000,000
Depreciation	Year	473,079,917	473,079,917
Other Incurred cost	Month	20,000,000	240,000,000
Total			4,747,399,917

Table 17 - Fix costs

- **Variable Cost:**

Variable costs are any expenses that change based on how much a company produces and sells. This means that variable costs increase as production rises and decrease as production falls. Some of the most common types of variable costs include labor, utility expenses, commissions, and raw materials (Steven Nickolas, 2022)

The fixed costs of The Chilling World Farmstay include the following issues:

Electricity Expense: The Chilling World Farmstay must spend a lot of money on energy and water bills to keep everything running smoothly. It is projected to account for 5% of overall sales.

Marketing Expenses: The Chilling World Farmstay focuses on marketing activities to advertise this is an important cost to help businesses reach target customers. Based on factors including market size, campaign size, coverage, and reach, The Chilling World calculates marketing expenses.

Material cost: For all outlets to go into operation, each product created costs raw materials. The material cost includes these sections: Accommodation, Food and Beverage, Farm and Breeding, Spa and Other. Details of each product we mentioned in the detailed financial table.

(Unit: VND)

No.	Name of capitals	By Month		By Year	
		Price	Total	Price	Total
1	Electricity, Water Expenses			1,320,817,840	1,320,817,840
2	Marketing expenses			1,584,981,408	1,584,981,408
3	Material costs		543,382,964		6,520,595,568
	Accommodation	221,899,531	221,899,531		2,662,794,368
	F&B	199,533,600	199,533,600		2,394,403,200
	Farm & Breeding	88,028,500	88,028,500		1,056,342,000
	Spa	13,921,333	13,921,333		167,056,000
	Other	20,000,000	20,000,000		240,000,000
TOTAL					9,426,394,816

Table 18 - Variable costs

4.1.4.2. Income Statement

- 6-years revenue:

Income Statement	2024	2025	2026	2027	2028	2029
Revenue	19.416.022.248	20.969.304.028	23.066.234.431	24.219.546.152	25.430.523.460	26.702.049.633
Unit sale	6748	7288	8017	8417	8838	9280
Commission	2.201.798.093	2.377.941.940	2.615.736.135	2.746.522.941	2.883.849.088	3.028.041.543
COGS	4.792.637.742	5.176.048.762	5.693.653.638	5.978.336.320	6.277.253.136	6.591.115.793
Sale growth	5%	8%	10%	5%	5%	5%
Gross Profit	12.421.586.412	13.415.313.325	14.756.844.658	15.494.686.891	16.269.421.235	17.082.892.297
Marketing expense	1.164.961.335	1.258.158.242	1.383.974.066	1.453.172.769	1.525.831.408	1.602.122.978
Electricity, Water Expenses	970.801.112	1.048.465.201	1.153.311.722	1.210.977.308	1.271.526.173	1.335.102.482
Fixed cost	4.747.399.917	4.747.399.917	4.747.399.917	4.747.399.917	4.747.399.917	4.747.399.917
Total Expenses	6.883.162.364	7.054.023.360	7.284.685.704	7.411.549.993	7.544.757.497	7.684.625.376
Earn before tax	5.538.424.049	6.361.289.966	7.472.158.954	8.083.136.898	8.724.663.738	9.398.266.921
Taxes	664.610.886	763.354.796	896.659.074	969.976.428	1.046.959.649	1.127.792.031
Net Profit	4.873.813.163	5.597.935.170	6.575.499.880	7.113.160.470	7.677.704.090	8.270.474.890
Gross profit margin	64%	64%	64%	64%	64%	64%
Net profit margin	25%	27%	29%	29%	30%	31%

Table 21 – Income statement of The Chilling World Farmstay

- Break-even point:

The break-even point is the time when revenue is enough to cover its expenses. The total investment cost is about 28,000,000,000 VND and the profit per year is more than 4,8 billion VND, the time needed to reach break-even for The Chilling World Farmstay is about 4 years. All will be altered based on the actual business situation of the farmstay.

(Unit: VND)

Year	Base	1	2	3	4	5	6
Investment	28.000.000.000	28.000.000.000	23.126.186.837	17.528.251.667	10.952.751.788	3.839.591.318	
Revenue		19.416.022.248	20.969.304.028	23.066.234.431	24.219.546.152	25.430.523.460	26.702.049.633
Cost		14.542.209.085	15.371.368.858	16.490.734.551	17.106.385.682	17.752.819.370	18.431.574.742
Profit		4.873.813.163	5.597.935.170	6.575.499.880	7.113.160.470	7.677.704.090	8.270.474.890

Table 19 - Break-even point

6.4.3. Cash flow Statement

The statement of cash flows is a table showing the cash inflows and outflows of a business over some time, the cash flow statement shows through operating, investing, and financing activities (Guerard, Saxena and Gultekin, 2020). Below is the Expected Cash Flow Statement Case for 6 years.

(Unit: VND)

CHILLING WORLD FARMSTAY	6 -Years Cash Flow						
For the Year Ending	31/12/2023	31/12/2024	31/12/2025	31/12/2026	31/12/2027	31/12/2028	31/12/2029
Cash at Beginning of Year	28,000,000,000	33,590,000	6,049,791,663	13,394,888,369	21,749,770,043	31,788,546,951	43,766,157,595
Cash at End of Year	33,590,000	6,049,791,663	13,394,888,369	21,749,770,043	31,788,546,951	43,766,157,595	57,975,969,588
Operation	Base	2024	2025	2026	2027	2028	2029
Cash receipts from							
Net profit	-	4,873,813,163	5.597.935.170	6.575.499.880	7.113.160.470	7.677.704.090	8.270.474.890
Depreciation	-	2,402,810,000	2,402,810,000	2,402,810,000	2,402,810,000	2,402,810,000	2,402,810,000
Cash paid for							
Net Cash Flow from Operations	-	7,276,623,163	8.000.745.170	8.978.309.880	9.515.970.470	10.080.514.090	10.673.284.890
Investing Activities							
Cash receipts from							
Co - founder's capital	18,000,000,000	0	0	0	0	0	0
Cash paid for							
Purchase of property and equipment	27,966,410,000	360,421,500	389,255,220	420,395,638	454,027,289	490,349,472	529,577,429
Net Cash Flow from Investment Activities	-9,966,410,000	-360,421,500	-389,255,220	-420,395,638	-454,027,289	-490,349,472	-529,577,429
Financing Activities							
Cash receipts from							
Loan	10,000,000,000	0	0	0	0	0	0
Cash paid for							
Debt repayment	-	500,000,000	500,000,000	500,000,000	500,000,000	500,000,000	500,000,000
Dividends	-	-	-	-	-	-	-
Net Cash Flow from Financing Activities	10,000,000,000	-500,000,000	-500,000,000	-500,000,000	-500,000,000	-500,000,000	-500,000,000
Net Cash Flow	33,590,000	6,416,201,663	7.111.489.950	8.057.914.242	8.561.943.181	9.090.164.618	9.643.707.461

Table 20 - Cash Flow

4.1.4.3. Financial Ratios

- Return on Equity - ROE

$$\text{ROE} = \frac{\text{Net Income}}{\text{Equity}} \times 100\%$$

- Return on Assets - ROA

$$\text{ROA} = \frac{\text{Net Income}}{\text{Total Assets}} \times 100\%$$

- Return on Investment - ROI

$$\text{ROI} = \frac{\text{Profit}}{\text{Investment}}$$

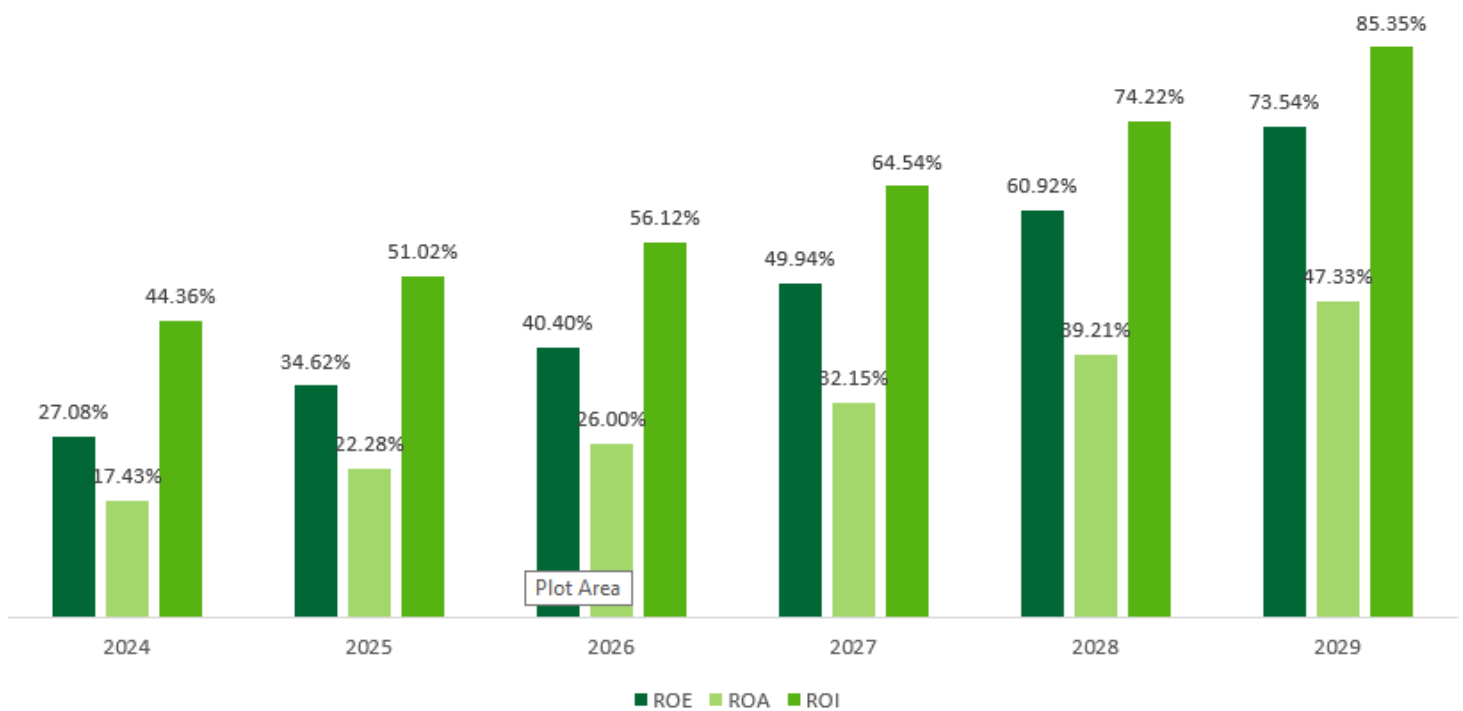


Table 21 – Other Ratio

4.2. Risk management

Having done business, no matter what product, it is impossible not to mention the risk. The service industry is one of the high-risk businesses due to its many competitors and especially when doing business in a new market. Therefore, The Chilling World Farmstay needs to prepare carefully to limit risks.

4.2.1. Compliance risk (Food safety)

Food safety hazards are caused by biological contamination such as bacteria, mold, and so on; chemicals such as detergents and disinfectants; physical contaminants such as glass, wood, stone, hair, and so on; and some manufacturing errors (foodcertificate.org, 2022). These hazards can pose risks such as food poisoning or other health problems for guests. This is a fairly common risk in the culinary industry. Therefore, it is necessary to take some measures to avoid encountering these risks.

- Likelihood: Moderate
- Severity: High

Solution: To avoid food safety risks, The Chilling World Farmstay needs to design a separate food processing area and a guest dining area. The area for eating and drinking must be airy, be regularly kept clean, and have enough toilets and hand wash basins. The warehouse of food materials must be kept clean. Have a clean water source; separate processing for raw and cooked food (table, knife, cutting board); have enough clean eating utensils; follow daily hygiene regimes; do not use your hands directly to prepare food. Food ingredients must have provenance, ensure safety, and do not use foods outside the list permitted by the Ministry of Health. Food handlers and caterers must learn and be granted a certificate of training in food hygiene and safety following regulations issued by a competent authority. Waste containers must be sealed, covered, and cleaned daily to ensure no environmental pollution. (vfa.gov.vn, 2013)

4.2.2. Legal risk

As the business of The Chilling World Farmstay develops, the farmstay will need to expand. We may be at risk when we want to expand our business. That risk may arise from the land use permit or from the local regulations in that area.

- Likelihood: Low
- Severity: Moderate

This is a relatively low risk of occurring. The remedy for this risk is that The Chilling World Farmstay will expand into a different geographical and legal location.

4.2.3. Reputational risk

In the process of building and developing a brand, businesses cannot avoid risks and potential damage to the brand, whether they come from subjective or objective factors. Possibly because a video went viral online about the poor quality of The Chilling World Farmstay's food. That will adversely affect the reputation of the brand, reducing revenue. This is a relatively common risk for businesses.

- Likelihood: Moderate
- Severity: High

So The Chilling World Farmstay needs to find the cause and come up with timely strategies to improve it. Promote more marketing strategies, and build a professional staff. Service quality needs to be further improved. Those measures will help The Chilling World Farmstay build a beautiful image in the eyes of customers, avoiding brand risks.

4.2.4. Operational risk

4.2.4.1. The risk to employee

For any service, there will be issues regarding customer satisfaction. These problems could be the service attitude of the employee or the employee making a mistake. For example, an

employee made a mistake in ordering a guest's food. This is also one of the common risks, so it is necessary to take measures to prevent this risk.

- Likelihood: High
- Severity: Moderate

To solve the problems, the manager of The Chilling World Farmstay must be an experienced person to be able to respond to all customer needs and questions and always provide the best experience. Always plan and guide employees to adapt to each specific situation. This problem needs to be seriously overcome when social networks are getting stronger and losing credibility very quickly.

4.2.4.2. The risks from the chain of suppliers

Any service provider will be in a situation where some supply issues are likely. In accommodation facilities, the availability of amenities is very important. In terms of cuisine, many ingredients have been used from the farm's products. However, these raw materials may not be sufficient in some cases. In addition, the farm also needs a quality supply of seeds, breeding...

- Likelihood: Low
- Severity: Low

Therefore, to minimize the trouble and damage from suppliers, The Chilling World Farmstay needs to develop a supply chain to find a reputable, responsible partner for a long-term commitment. Besides, it is also necessary to find sub-suppliers to be able to replace the main supplier in case of an emergency.

4.2.5. Human risk

Any business has personnel risks. The Chilling World Farmstay may face some risks, such as the unexpected illness of employees, dishonest employees at work, ...

- Likelihood: Moderate
- Severity: Moderate

Personnel risk management is an important part. Having a good HR risk management strategy in place can help figure out how to deal with problem employees. Planning recruitment to ensure that there are always enough employees to go around. Create a training path that is right for your employees and create a happy work culture.

4.2.6. Financial risks

Since the Chilling World Farmstay's capital is borrowed, there is a risk of interest rate changes. In addition, The Chilling World Farmstay is a subsidiary company of Vitraco. Therefore, when Vitraco is affected, bad impacts from epidemics (such as Covid 19) or other problems lead to financial impacts. The Chilling World will then suffer financial and capital losses. Besides, we also sell agricultural products to supermarkets, so the risk may come from customers' debt.

- Likelihood: Low
- Severity: High

To address those risks, we need to plan financial expenditures properly and allocate resources correctly. Also, consult with financial experts to find the best solution.

4.2.7. The competition risks

In any new market, unfair competition or copied business models are inevitable when you are a newcomer. With a farm stay business model, The Chilling World Farmstay is considered a new "person" in this market. In addition, guests will inevitably compare prices and service quality based on two similar business models, from which they will make decisions about where to stay.

- Likelihood: High
- Severity: Moderate

To deal with situations like these, The Chilling World Farmstay must have a plan in place. Besides, it is necessary to constantly change and develop content and the quality of service to enhance our reputation.

4.2.8. Physical risk

4.2.8.1. Natural disasters

Natural disasters include thunderstorms and storms. Because the rainy season in Da Nang usually takes place from September to December. Every year, Da Nang receives at least one to two big storms or tropical depressions, leading to prolonged rain (tourdanangcity.vn, 2022). The Chilling World Farmstay is also not immune to this disaster. Especially for farm and ranch areas. Fruit trees, especially tall ones, can fall. Vegetables can be waterlogged. The barns may collapse.

In addition, natural disasters also affect the number of visitors. Weather is a very important factor since farmstay has many outdoor activities and sightseeing services. In bad weather, those activities will not be able to take place. The number of visitors to The Chilling World Farmstay will decrease.

- Likelihood: High
- Severity: High

Before the storm comes, it is necessary to create a trench for the water to drain quickly from the vegetable garden. Creating conditions for oxygen to enter the soil for plants to metabolize and new roots to help the respiratory process work better.

After the storm, we need to clean up the remnants. For slightly affected trees, it is necessary to prune branches, leaves, and fruits that are stripped of fibers due to wind and storm friction. Simultaneously, for fallen trees with a portion of their roots firmly rooted in the soil, loosening the soil is required to loosen the roots, prune branches and leaves, and rebuild.

When flooded, plants will rot and not absorb nutrients. Depending on the type of plant and the duration of flooding, the plant will be affected by growth and yield loss, and even death. The

method is to let the water flow naturally when the plants are flooded because then a part of the air in the water will help the plants breathe. (camnangcaytrong.com, 2022)

For the farm, it is necessary to take measures to prepare before the storm arrives. That is repairing and reinforcing the barn, and finding a high place to put livestock and poultry up. In addition, conduct a thorough cleaning of the barn, so that the water can be drained well. Finally, strengthen care and nurturing for livestock and poultry so that they can withstand the storm (Tran Van Luan, 2022)

During the rainy season, guests will be restricted in outdoor activities. Therefore, The Chilling World will promote more in-house activities and services. There will be more promotions on spa services and restaurants. Yoga classes will be opened with more variety and more activities.

4.2.8.2. Bugs

The difficult problem in plant care is dealing with pests and diseases, especially in the period from when the plant is young to the time of harvest. Pests can affect the safety, yield, and quality of crops. To promptly detect pathogens prevent and actively prevent their spread, it is necessary to destroy harmful pests in green vegetables and fruit trees. (batnhuacali.com, 2022)

Some types of insects that damage vegetables can be mentioned as follows: cabbage looper, and cutworm,... These insects will cause young plants to be chiseled. Holes in leaves, mainly between veins.

Several measures can be taken to avoid insect damage to vegetables. Monitor vegetable crops to prevent and destroy worm eggs. Use your hands to catch the larvae, and handle them. Remember to use gloves while working. Check for signs of infestation early in the morning, when caterpillars are most active. Install nets to protect vegetables. Immediately remove severely infected areas, to avoid spreading to other areas.

In addition, many pests damage fruit trees, such as: branch borers. Damaged trees have poor growth, fruit that often falls, small fruits, and poor quality. Branches are easily broken in stormy

winds. Severely damaged, the whole branch or the whole tree may die (nongnghiepnhatban.com.vn, 2018).

Some measures can be applied to fruit trees. With adult worms: Use a racket or catch by hand. With young worms: Cut or break wilted young branches (for branch borers).

- Likelihood: High
- Severity: High

4.2.8.3. Disease in poultry and livestock

In the changing seasons, erratic weather can cause the emergence and spread of many diseases in livestock and poultry, especially dangerous diseases such as avian influenza, African swine fever, etc...

- Likelihood: Moderate
- Severity: High

To protect livestock, breeders must focus on investing in upgrading the barn system as well as sanitation to limit the risk of disease outbreaks. Actively monitor and take samples for disease testing to promptly handle diseased poultry and livestock (Binh Nguyen, 2021).

4.2.8.4. Fire damage

Fire is one of the risks that any business can face. The consequences of this risk can be described as property damage or damage to facilities. Most importantly, this risk could result in loss of life, that is, injury to employees or customers.

- Likelihood: Low
- Severity: High

To best limit this risk, fire alarm systems, and fire suppression systems need to be installed at all locations. Especially in the accommodation rooms, because the room is closed, if there is a fire, it will be extremely dangerous to guests. Extinguishers should be placed in conspicuous

places, especially around fire areas such as kitchens. In addition, employees need to learn how to react and act in the event of a fire. Employees are also responsible for proactively checking facilities to avoid negligence that could cause a fire or explosion.

4.3. Future-oriented

From the early days of establishing The Chilling World Farmstay project, we have set short-term goals and long-term goals to develop farmstay in the direction of better development. During the business growth stage, we will always come up with strategies to develop service quality and brand to better meet all the needs of visitors when coming to experience the services and enjoy the food with a bold Vietnamese identity. In addition, to develop service quality, we will periodically organize professional training courses for employees of all departments, constantly improving the process and service quality. Besides, we will also supplement and diversify services, entertainment activities, and outdoor events to maximize the utilization capacity of farmstay. Updating market developments and tourist demand so that we could best serve our clients and give wonderful experiences while using our services aids us in maintaining the position that the firm has projected in the market of Danang in particular and Viet Nam in general.

4.4. Conclusion

In conclusion, The Chilling World Farmstay was developed after investigating and collecting consumer requirements and preferences. With unique products and meaningful messages, our business is not only for business purposes but above all, we would like to spread a green, natural lifestyle to everyone. Accommodation combined with a farm and attractive services, to bring customers, the most enjoyable experience. With the desire to bring a green, environmentally friendly lifestyle and develop tourism for the community. According to research and evaluation, we realize that the business opportunity of farmstay in Danang market is extremely large and has a lot of potential for development in the future. The Chilling World has future orientations and promises to become an interesting destination for tourists when coming to Da Nang.

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OTHERS

(Unit: VND)

	Dishes	Cost	Price	Profit
Soup	Dong Tao chicken soup	30.000	75.000	45.000
	Vegetable soup	12.000	30.000	18.000
	Chicken corn soup	14.000	35.000	21.000
	Seafood soup	16.000	40.000	24.000
Salad	Shredded Dong Tao chicken salad	70.000	175.000	105.000
	Five color salad	28.000	70.000	42.000
	Mixed vegetable salad	28.000	70.000	42.000
	Banana flower salad	30.000	75.000	45.000
Vegetable	Bitter melon on ice and rousong	26.000	65.000	39.000
	Fried pumpkin with garlic	26.000	65.000	39.000
	Boil kohlrabi	26.000	65.000	39.000
	Stir-fried water spinach with garlic	26.000	65.000	39.000
	Chayote with century egg	30.000	75.000	45.000
Seafood	Boiled squid with ginger & onion	76.000	190.000	114.000
	Fried squid with butter	76.000	190.000	114.000
	Fried shrimp with salted egg	100.000	250.000	150.000
	Boiled shrimp in beer	100.000	250.000	150.000

	Fried flower crab with tamarind	76.000	190.000	114.000
	Fried flower crab with butter	76.000	190.000	114.000
	Boiled garoupa three layers	160.000	400.000	240.000
	Sashimi grouper	160.000	400.000	240.000
Chicken	Fish sauce chicken wings	38.000	95.000	57.000
	Boneless chicken with cashew sauce	58.000	145.000	87.000
	Herbal grilled chicken	160.000	400.000	240.000
	Boiled chicken with coconut	160.000	400.000	240.000
	Baked chicken with mushroom sauce	100.000	250.000	150.000
	Chicken hotpot with river-leaf	120.000	300.000	180.000
Pork	Fried peccary in sweet and sour dish	48.000	120.000	72.000
	Fried pork	40.000	100.000	60.000
	Steamed pork with pepper	48.000	120.000	72.000
Broth	Vegetables broth and meat	24.000	60.000	36.000
	Egg soup with tomatoes	22.000	55.000	33.000
	Crab & vegetable broth	26.000	65.000	39.000
	Beef in sour broth	26.000	65.000	39.000
	Hot sour fish soup	64.000	160.000	96.000

Rice / Noodle	Sticky rice cooked in bamboo	28.000	70.000	42.000
	Seafood and vegetables on rice	48.000	120.000	72.000
	Fried noodles with seafood	48.000	120.000	72.000
	Cellophane noodle with chicken	40.000	100.000	60.000
Side	French fries	14.000	35.000	21.000
	Fried bean curd	12.000	30.000	18.000
	Deep fried eggplant	12.000	30.000	18.000
	Fried abalone cap mushroom	14.000	35.000	21.000
	Deep fried seaweed	12.000	30.000	18.000
	Fried squid balls	26.000	65.000	39.000
Dessert	Thai sweet gruel	14.000	35.000	21.000
	Ice cream (Chocolate, Vanilla, Strawberry)	12.000	30.000	18.000
	Mixed fruit yogurt	14.000	35.000	21.000
Drinks	Soft drinks (Coca, sprite)	10.000	25.000	15.000
	Fresh fruit juices (Guava, grape, passion)	10.000	25.000	15.000
	Rho. Tomentosa berries wine	60.000	150.000	90.000
	Vietnamese apricot wine	14.000	35.000	21.000
	Beer (Tiger, Larue)	8.000	20.000	12.000

Table 22 - The price of Co Man restaurant

(Unit: VND)

	Dishes	Cost (VND)	Price (VND)	Profit (VND)
Vietnamese Coffee	Dark coffee	8.750	25.000	16.250
	Milk coffee	10.500	30.000	19.500
	White coffee	12.250	35.000	22.750
	Salt coffee	12.250	35.000	22.750
	Coconut coffee	14.000	40.000	26.000
Italian Coffee	Espresso	10.500	30.000	19.500
	Americano	12.250	35.000	22.750
	Cappuccino	12.250	35.000	22.750
	Latte	12.250	35.000	22.750
Fruit Juice	Guava juice	10.500	30.000	19.500
	Passion fruit juice	10.500	30.000	19.500
	Plum lime juice	10.500	30.000	19.500
	Pineapple juice	10.500	30.000	19.500
	Tamarind juice	12.250	35.000	22.750
	Raspberry soda	12.250	35.000	22.750
	Rhodomirtus tomentosa berries soda	12.250	35.000	22.750
	Dracontomelon juice	12.250	35.000	22.750
	Coconut	14.000	40.000	26.000
Smoothie & Mojito	Banana butter punch smoothie	15.750	45.000	29.250
	Avocado smoothie	15.750	45.000	29.250
	Mango smoothie	15.750	45.000	29.250

	Strawberry guava smoothie	15.750	45.000	29.250
	Mojito lemon	15.750	45.000	29.250
	Mojito passion fruit	15.750	45.000	29.250
Special Tea	Flavored	15.750	45.000	29.250
	Ginger tea	12.250	35.000	22.750
	Guava tea	14.000	40.000	26.000
	Lychee tea	14.000	40.000	26.000
	Aloe vera and lychee tea	14.000	40.000	26.000
	Tropical fruit tea	14.000	40.000	26.000
	Bubble milk tea	14.000	40.000	26.000
Cocktails & Spirits	Tequila sunrise	33.250	95.000	61.750
	Matador	33.250	95.000	61.750
	Screaming orgasm	33.250	95.000	61.750
	Moscow mule	33.250	95.000	61.750
	Single lady	33.250	95.000	61.750

Table 23 - The price of Dong Xanh lounge

END