



FPT UNIVERSITY

# BUSINESS PLAN FOR SON DUNG MUD BATH

Bachelor of Business Administration Thesis

FA23BIZ48

**Supervisor:**

Nguyễn Thị Thới

Võ Ngọc Hiền





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# 01

# INTRODUCTION

Son Dung Mud Bath Service

## INTRODUCTION

# Company Introduction



Son Dung Resort & Restaurant, located in Van Ninh, Khanh Hoa, Vietnam, offers a mesmerizing setting surrounded by pristine forests and vast semi-deserts. Established in 2015, the resort seamlessly blends opulence with nature, providing:



### **Luxurious Accommodations**

Sumptuous villas and chalets nestled in the wilderness.



### **Culinary Excellence**

Indulge in a culinary haven within the restaurant, offering meticulously prepared local seafood dishes for discerning palates.



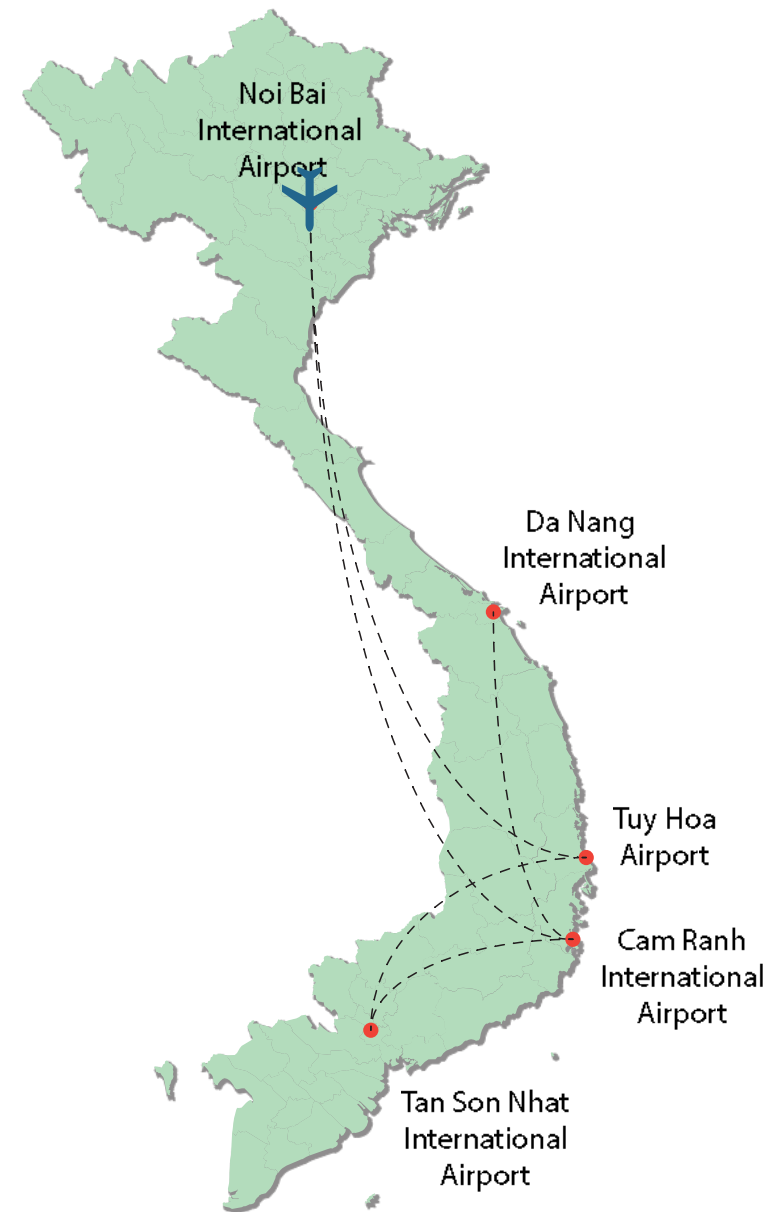
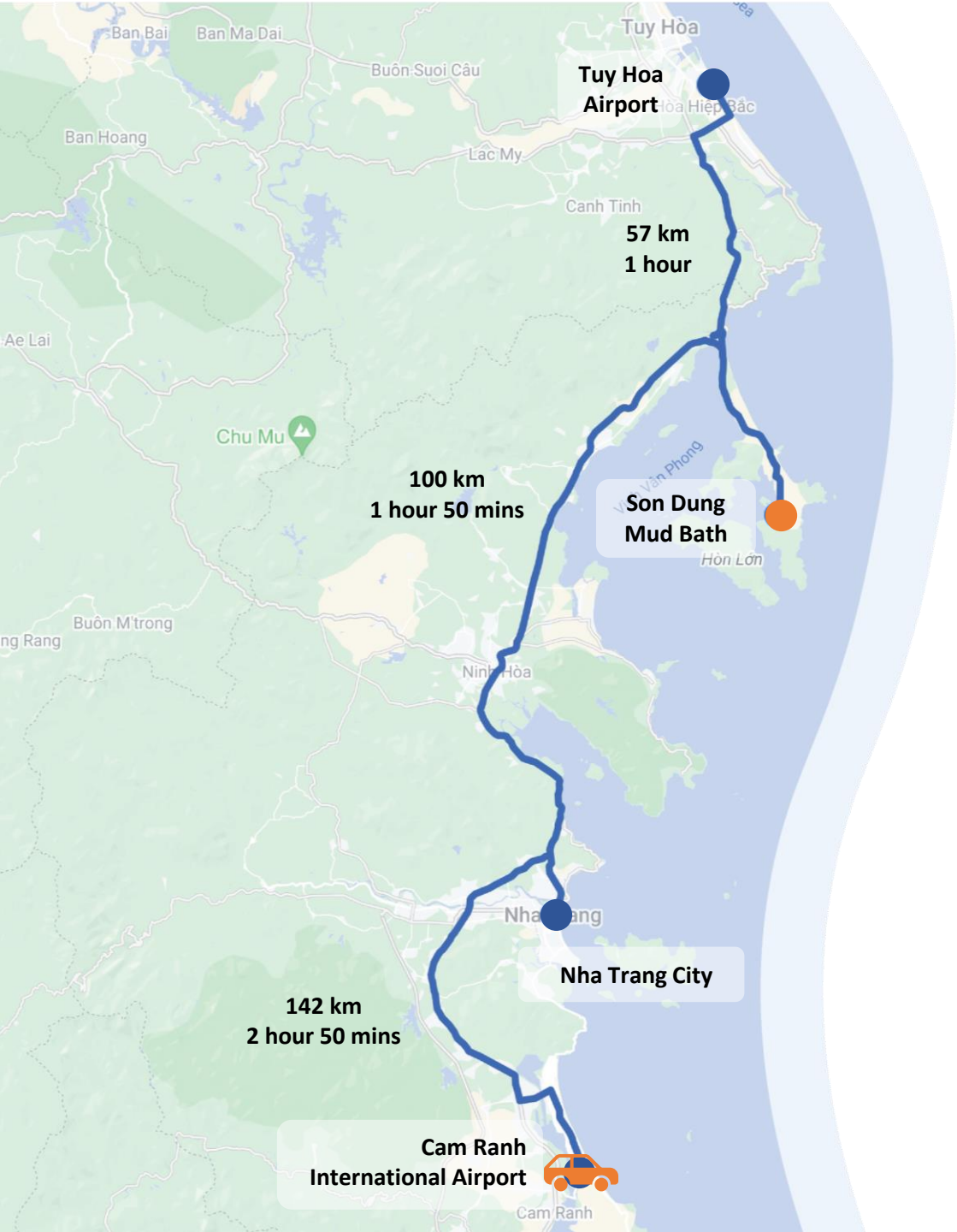
### **Recreational Abundance**

Explore diverse activities, from immersive desert expeditions to scuba diving excitement, concluding with serene seaside leisure.



*Front restaurant entrance*





## INTRODUCTION

# Project Scope



### Project Purpose Statement

Proposes the detailed plan in the first year and brief for the next 4 years including a marketing plan and financial projection for a new mud bath service.



### Background

Established in 2015, Son Dung Resort & Restaurant has consistently provided a variety of services, demonstrating the seamless combination of luxury and nature.



### Objective

The owner expects the new venture to attract a wider segment of customers, especially families and groups of friends, increase profits, and adapt to social tourism needs.





## INTRODUCTION

# About Mud Bath Services



Source: Thai An Travel

A mud bath is a process in which the human body is soaked in a bathtub containing mineral mud, which is a natural mud created by geological processes.

Mineral mud contains a variety of organic, inorganic, and carbon-containing compounds.

Mineral mud used for bathing in resorts and tourist locations:



**Formed by the  
sedimentation of organic**



**Formed by the breakdown of soil  
and consists primarily of inorganic  
materials**

---

Source: Chadzopulu A. , Adraniotis J. , Theodosopoulou E, 2011

## INTRODUCTION

# Mud Bath In Khanh Hoa



### Unique Offering

Department of Tourism in Khanh Hoa province describes mineral mud bathing as a nature-endowed "specialty" in Nha Trang.



### Health Benefits

Mineral mud bathing has become an unmissable "specialty" for both locals and tourists.



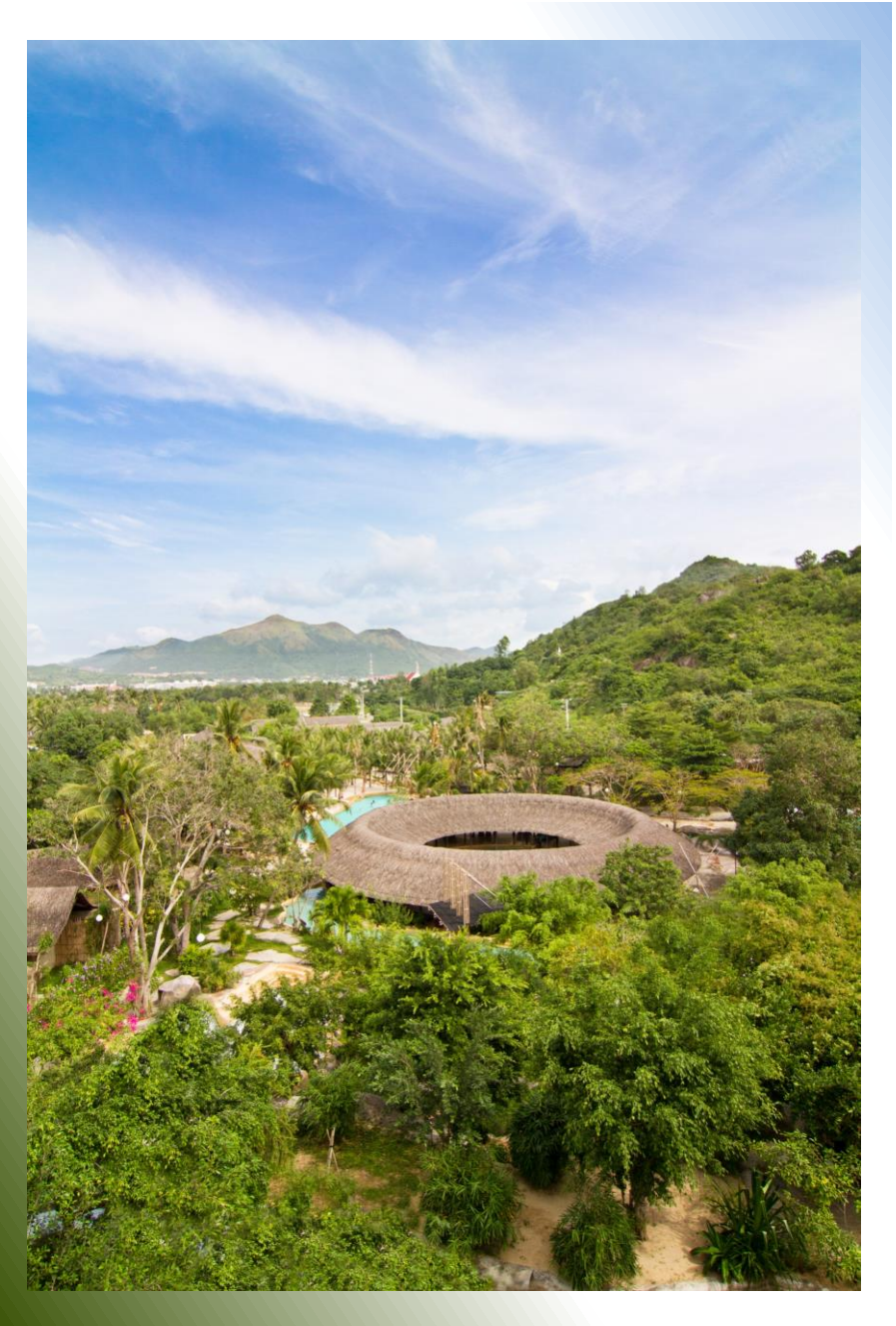
### Tourism Development

Nha Trang City in Khanh Hoa province stands out as a robust promoter of this distinctive service.



### Enriching Tourism

Developing mud bath experiences enhances tourism products, extending the duration and spending of domestic and foreign visitors.





## INTRODUCTION

# Market Problem

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### General status of mud bath industry

Mud bath industry lacks synchronization with the principles of wellness tourism and environmental well-being



### Lack of tourist development

Tourism in Van Ninh is mainly spontaneous, and the community does not have the knowledge and skills to do tourism.



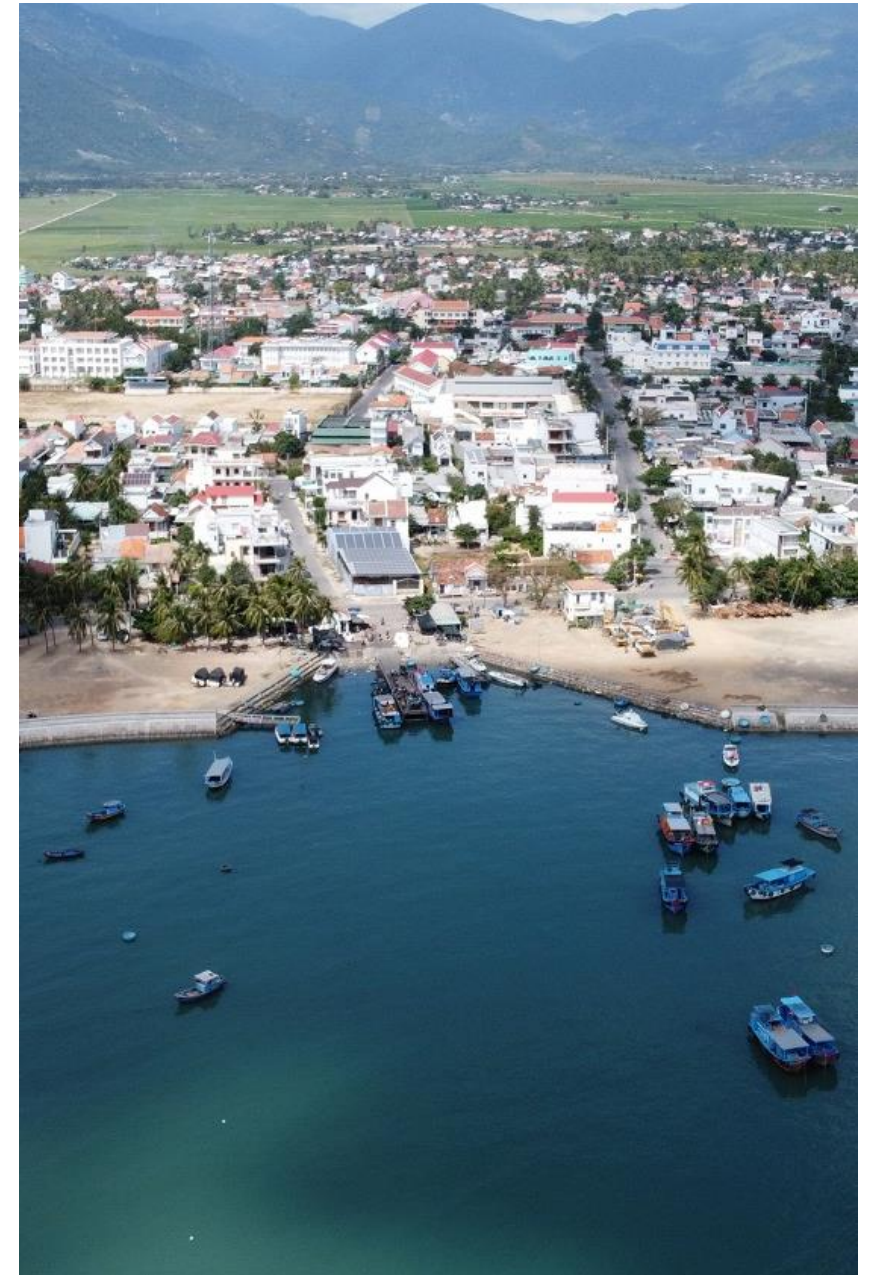
### Destination access

The resort is located in a relatively remote area, making it difficult and time-consuming for visitors to reach.



### Challenges in Wellness Tourism Development

Wellness tourism in Vietnam remains in its nascent stages of development.





## INTRODUCTION

# Opportunities Recognition

### Location

Nestled near Van Phong Bay in Vietnam's Central Region, Son Dung Mud Bath offers a unique retreat with picturesque beaches, fine sand, and stunning mountains.

### Diverse Activities

Beyond mud bathing, Son Dung offers trekking, bicycling, and kayaking. Adventurous hikes to Mui Doi, the Easternmost part of Vietnam, provide encounters with diverse wildlife.

### Distinctive Destination

Son Dung Mud Bath is a unique blend of nature's beauty and therapeutic benefits, offering relaxation, revitalization, and an immersive experience in the wonders of the natural environment.



INTRODUCTION

# Opportunities Recognition

## Strategic Location

Positioned in Van Phong Bay's special economic zone.

## Key Projects

Management Board's plan includes a high-end resort and entertainment area.

## Government Approval

Khanh Hoa provincial government approved major projects, focusing on Van Phong International Airport (Nam, 2023).


## Tourism Sector Growth

- Vietnam targets 8 million foreign visitors in 2023.
- Domestic tourism strong, with 64 million visitors in H1 2023.
- Estimated tourism revenue: VND 343.1 trillion, up 29.4% YoY (The Outbox Company, 2023d).

Source: Nam, 2023; The Outbox Company, 2023d

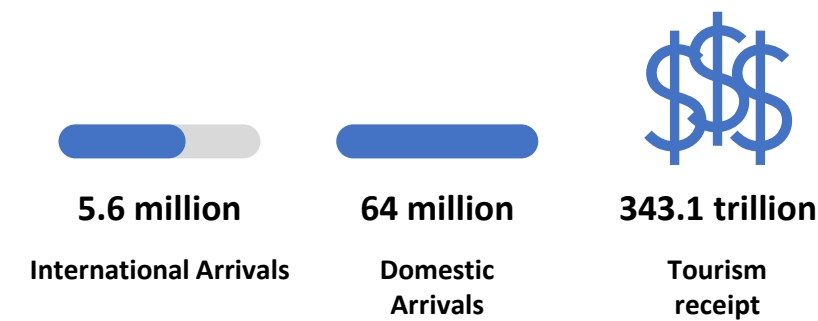
## Đầu tư mạnh vào Vân Phong

15-06-2023 - 06:02 | Trong nước

 Chia sẻ  Thích 39 Theo dõi Người Lao Động trên  Google News  Nghe tin/bài

UBND tỉnh Khánh Hòa thống nhất kế hoạch triển khai 4 dự án trọng điểm tại khu vực phía Bắc Khu Kinh tế Vân Phong và 1 dự án sân bay Vân Phong

*Invest heavily in Van Phong News (Nam, 2023)*



*Number of Arrivals and Tourism Receipt  
(The Outbox Company, 2023d)*

# 02

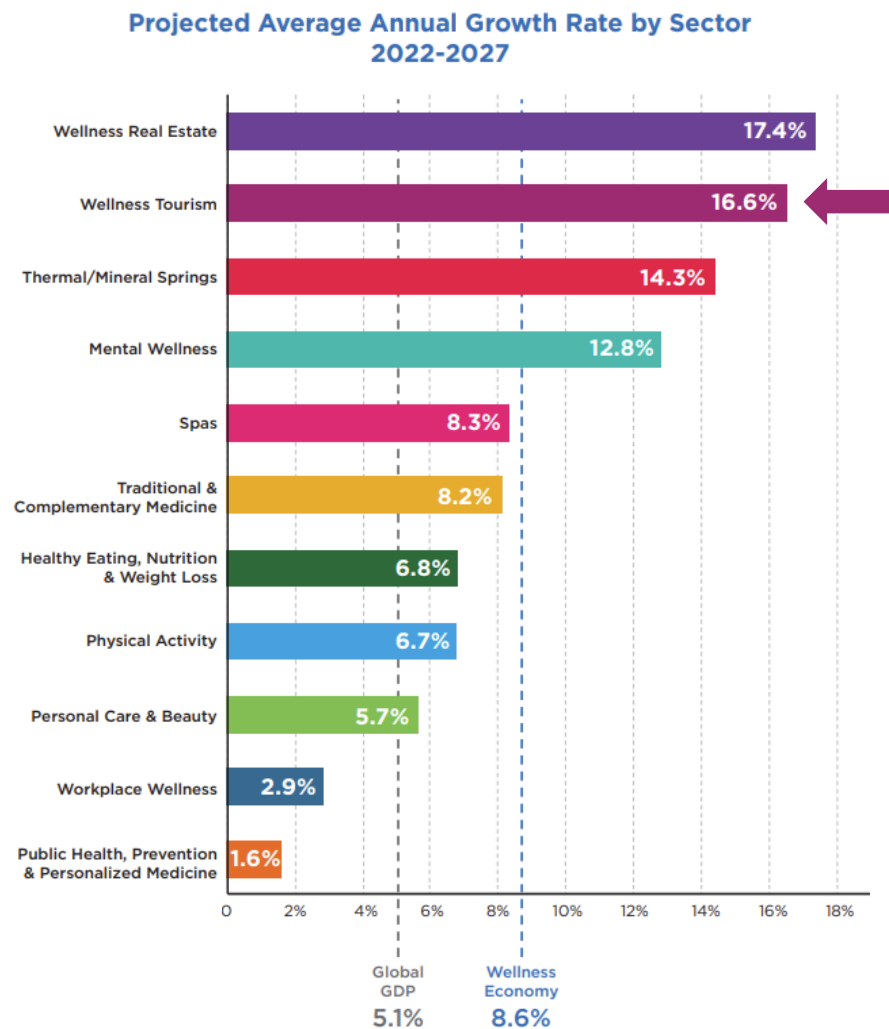
# MARKET ANALYSIS

Mud Bath Market in Khanh Hoa Province



MARKET ANALYSIS

Annual growth rate post-COVID



Source: Global Wellness Institute and IMF

Wellness Economy Growth Projections 2022-2027

	Market Size (US\$ billions)		Projected Market Size (US\$ billions)					Projected Average Annual Growth Rate
	2019	2022	2023	2024	2025	2026	2027	2022-2027
Healthy Eating, Nutrition, & Weight Loss	\$911.3	\$1,079.3	\$1,161.7	\$1,240.4	\$1,325.6	\$1,411.0	\$1,500.7	6.8%
Personal Care & Beauty	\$1,066.3	\$1,088.7	\$1,183.2	\$1,246.5	\$1,310.7	\$1,373.0	\$1,437.7	5.7%
Wellness Tourism	\$720.4	\$650.7	\$867.9	\$1,029.5	\$1,152.6	\$1,275.1	\$1,399.6	16.6%
Physical Activity	\$875.9	\$976.3	\$1,058.5	\$1,126.3	\$1,202.3	\$1,275.7	\$1,352.4	6.7%
Wellness Real Estate	\$225.2	\$397.7	\$472.7	\$566.6	\$667.0	\$770.1	\$887.5	17.4%
Traditional & Complementary Medicine	\$486.6	\$518.6	\$569.5	\$615.1	\$662.1	\$713.1	\$768.2	8.2%
Public Health, Prevention, & Personalized Medicine	\$358.2	\$610.9	\$613.1	\$625.6	\$637.9	\$646.2	\$661.4	1.6%
Mental Wellness	\$130.2	\$180.5	\$201.8	\$229.6	\$258.8	\$292.0	\$330.2	12.8%
Spas	\$113.8	\$104.5	\$122.0	\$133.3	\$141.3	\$148.8	\$156.1	8.3%
Thermal/Mineral Springs	\$65.7	\$46.3	\$57.9	\$66.6	\$74.5	\$82.4	\$90.5	14.3%
Workplace Wellness	\$52.2	\$50.6	\$52.0	\$53.3	\$54.8	\$56.5	\$58.4	2.9%
Wellness Economy	\$4,931.7	\$5,611.6	\$6,262.6	\$6,818.1	\$7,356.3	\$7,893.9	\$8,470.6	8.6%

Note: Figures do not sum to total due to overlap in segments.  
Source: Global Wellness Institute estimates, based upon economic and industry sector projections from the IMF, ILO, Euromonitor, and GWI's data and projection model.

MARKET ANALYSIS

# Annual growth rate post-COVID

## 2027 Projection

Wellness tourism expected to reach \$1,399 billion, indicating a significant trend in the overall wellness economy.



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*Note: Figures do not sum to total due to overlap in segments.  
Source: Global Wellness Institute estimates, based upon economic and industry sector projections from the IMF, ILO, Euromonitor, and GWI's data and projection model.*



## MARKET ANALYSIS

# Khanh Hoa's Potential in Wellness Tourism



Khanh Hoa Province has many potentials to develop this type of tourism, but to exploit those potentials, it is necessary to invest in the development of infrastructure and technical facilities for tourism (Chung, 2023).

Source: Chung, 2023

Thứ bảy, 14/10/2023 - 18:31

Theo dõi Báo Quân đội nhân dân trên [Google News](#)

## Khánh Hòa: Hội thảo phát triển du lịch kết hợp chăm sóc sức khỏe

★ **QĐND** QUÂN ĐỘI NHÂN DÂN Ngày 14-10, tại tỉnh Khánh Hòa, Trường Đại học Thông tin liên lạc tổ chức Hội thảo khoa học “Cơ sở lý luận và thực tiễn đề xuất mô hình triển khai loại hình du lịch kết hợp khám - chữa bệnh dựa trên nền tảng công nghệ tại tỉnh Khánh Hòa”.

**Du lịch** kết hợp khám - chữa bệnh là loại hình còn mới đối với các nước đang phát triển như Việt Nam. Tuy nhiên, hiện nay, nhiều quốc gia đang quan tâm và đẩy mạnh phát triển loại hình du lịch này, xem đây là ngành dịch vụ mang lại lợi ích kinh tế cao.



Colonel, Dr. Le Xuan Hung, Rector of the University of Information and Communications spoke at the conference. (Chung, 2023)

TRENDS

# Seasonal Trends In Khanh Hoa

## Visitor Peaks (2022)

**Summer Months (Jun–Aug):** Highest influx of tourists.

**Domestic Emphasis:** More domestic visitors noted, emphasizing the significance of domestic tourism for Nha Trang.

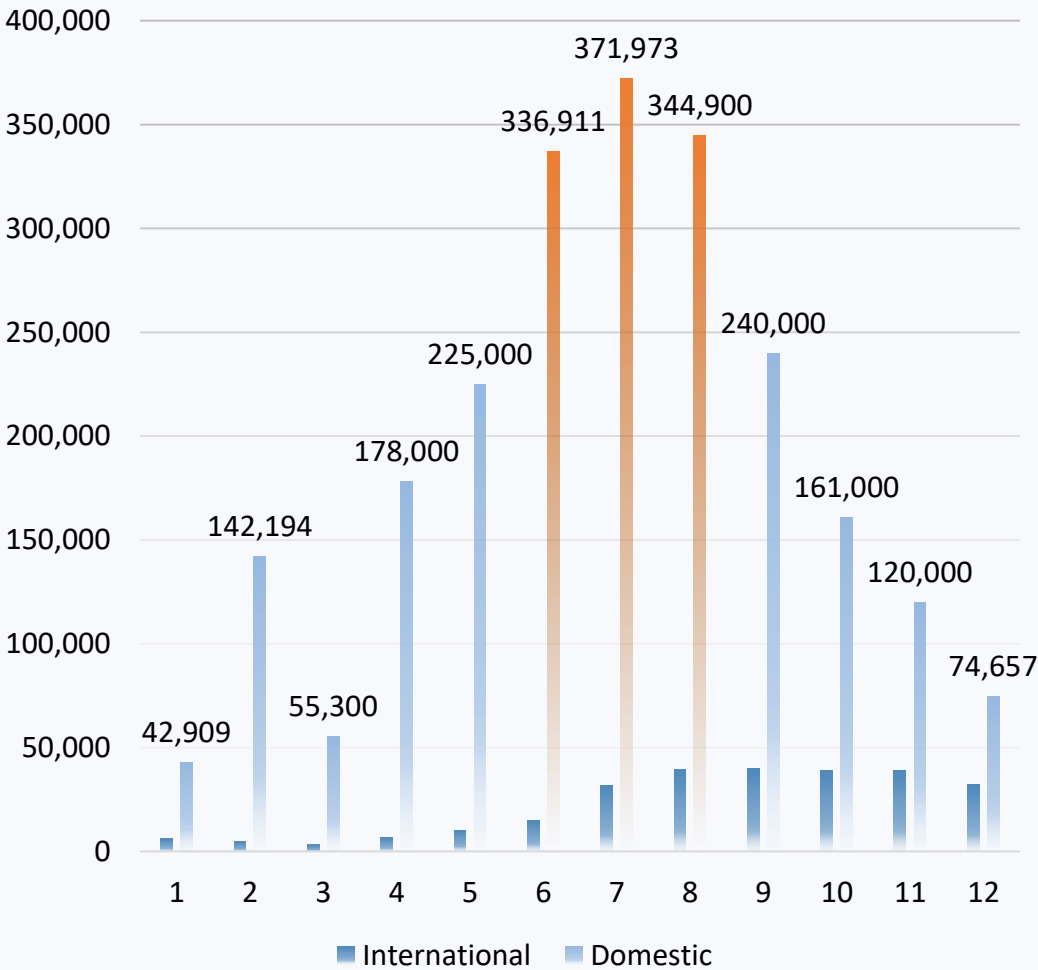
## Continued Trend (2023)

**Summer Visitors:** Over 11 million from June to August.

**Domestic Impact:** Underscores the pivotal role of domestic tourism in shaping Nha Trang's visitor landscape.

Source: Sở Du Lịch Tỉnh Khánh Hòa, 2023

NHA TRANG VISITOR TREND IN 2022





## TRENDS

# Market Trends

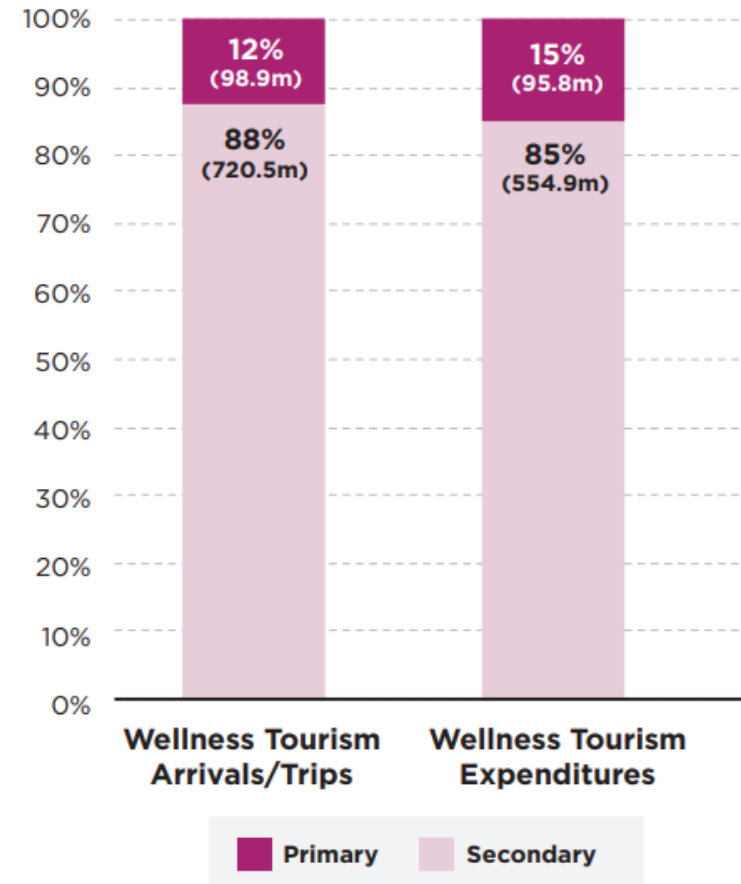
### Secondary wellness trips potential

Secondary wellness tourism accounted for 88% of wellness tourism trips and 85% of wellness tourism expenditures in 2022.

\*These figures combine both international/inbound and domestic wellness tourism trips and expenditures.

Source: Global Wellness Institute, 2023a

Breakdown of Wellness Trips:  
Primary versus Secondary (2022)



## TRENDS

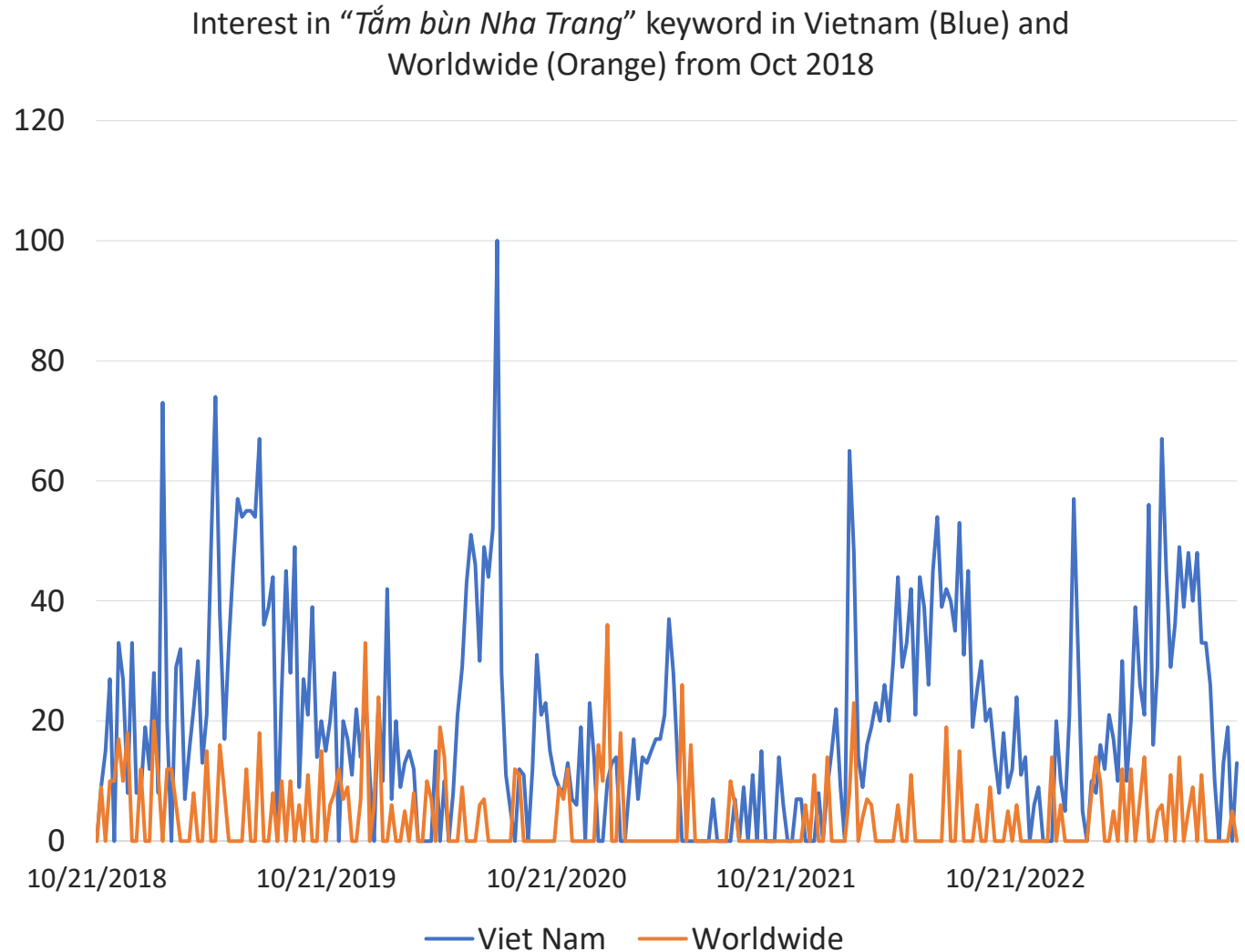
# Market Trends

## Vietnam's Wellness Tourism Trend

Recognizing the growing global and Vietnamese trends in wellness tourism and the enduring interest in mud baths, Son Dung Resort and Restaurant sees this as an opportunity.

Introducing a mud bath service aligns with these trends, presenting a chance to boost profits and elevate the Son Dung brand name.

Source: Tourism Information Technology Center, 2021; Van, 2023; Google Trends





MARKET SEGMENTATION

# Demographic

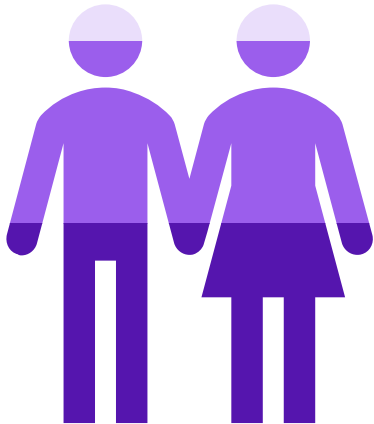
## Millennials

Vietnamese travelers who choose wellness activities are mostly in the overlapping age group between Gen Y (26 to 42 years old, the new middle-class of Vietnam) and Gen X.

8.5%  
Gen X & BB

43.5%  
Gen Z

48%  
Gen Y



## What are the top preferences when it comes to traveling? Country focus: Vietnam



In Vietnam, cultural and gastronomic activities are highly preferred by various age groups, except for the 45-54 age group, which shows a greater inclination towards beach and leisure activities. Festive activities, such as clubbing nights, are the second most favored option for the age group of 18-24. Conversely, while nature and adventure activities still hold some appeal for other groups, none of these young travelers surveyed find these activities interesting.



### What activities do you usually do while traveling? Age & Gender differences(%)

	Vietnam						
	18-24 yo	25-34 yo	35-44 yo	45-54 yo	55-64 yo	Male	Female
Wellness activities (yoga, spa, ...)	10%	23%	39%	15%	0%	19%	29%
Cultural and gastronomic activities	71%	74%	67%	38%	0%	59%	73%
Festive activities (festivals, clubbing nights ...)	51%	26%	39%	39%	0%	31%	39%
Shopping	31%	52%	33%	24%	0%	26%	56%
Beach and leisure activities	40%	48%	55%	62%	0%	57%	44%
Photography	40%	14%	16%	45%	0%	30%	18%
Nature and adventure activities (kayak, trekking...)	0%	28%	38%	39%	0%	35%	20%
Sporting activities (surfing, cycling ...)	20%	17%	12%	0%	0%	9%	17%

Q: "What activities do you usually do while traveling? - Summary Top - Vietnam N=75

TGM Global Travel Survey 2023

Vietnam top preferences when it comes to traveling by segments

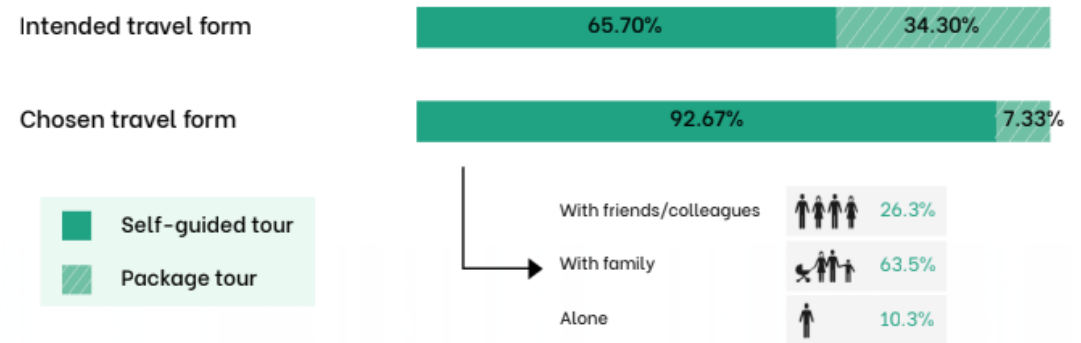
Source: The Outbox Company, 2022a; TGM Research, 2023

MARKET SEGMENTATION

# Demographic

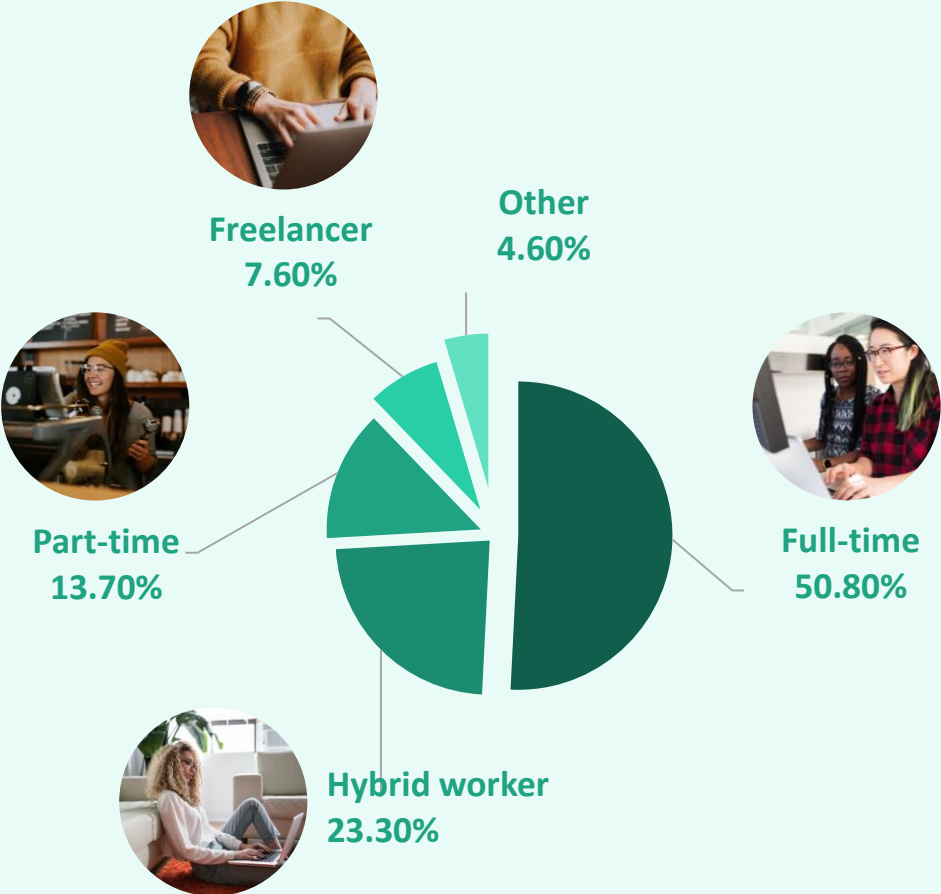
**Married (having children), Full-time workers predominated**

Travel form



*Travel form of Vietnamese behavior Tet in 2022.*

Source: The Outbox Company, 2022b; The Outbox Company, 2023d



*Percentage of the Vietnamese tourists' occupation in Q2/2023*



MARKET SEGMENTATION

# Demographic

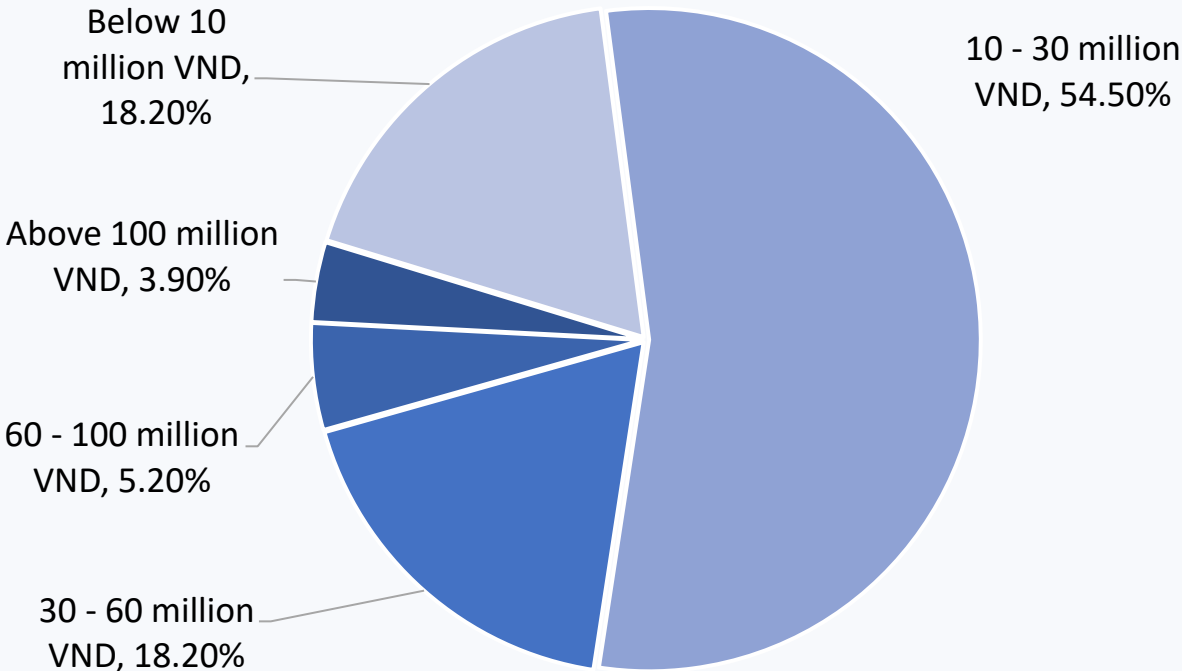
## Income Range

Survey survey of demands and level of interest in resort tourism

**395** responses show Gen Y (10-30 million VND salary) comprises **54.5%**, indicating a middle-class status (Class A B).

Source: Primary Survey Data

Average Salaray of Gen Y in Viet Nam



MARKET SEGMENTATION

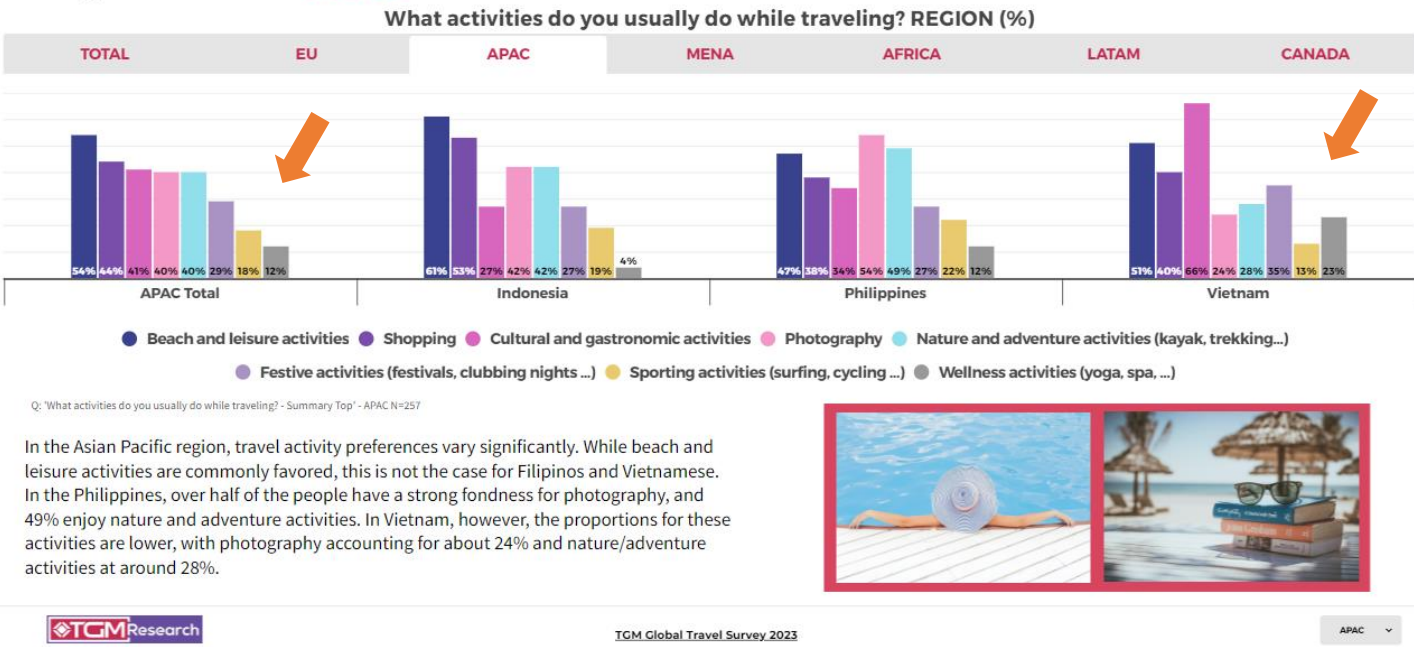
# Psychographic and Behavioural



## Vietnamese expected type of travel

Wellness activities, ranking at 23%, reflect a stronger interest compared to the broader APAC region, indicating a higher demand for mental health care among Vietnamese travelers.

Beach and leisure activities tend to be the top preferences when it comes to traveling.  
Regional focus: **APAC**



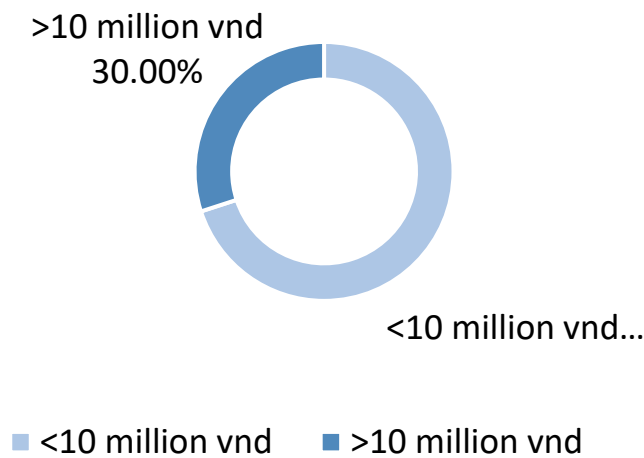
APAC Top preferences when it comes to traveling

Source: TGM Research, 2023

# Psychographic and Behavioural

## Spending Behavior

### Gen Y Travel Budget

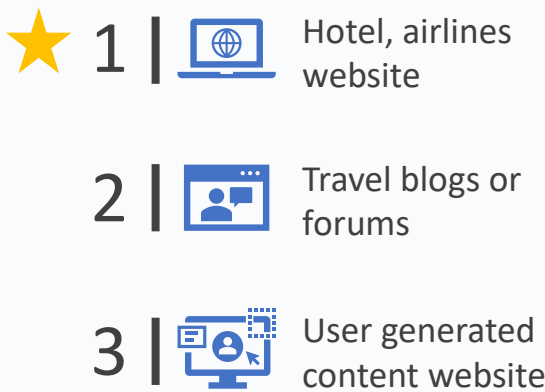


Source: The Outbox Company, 2023a, 2022c, 2022d

## Searching and booking

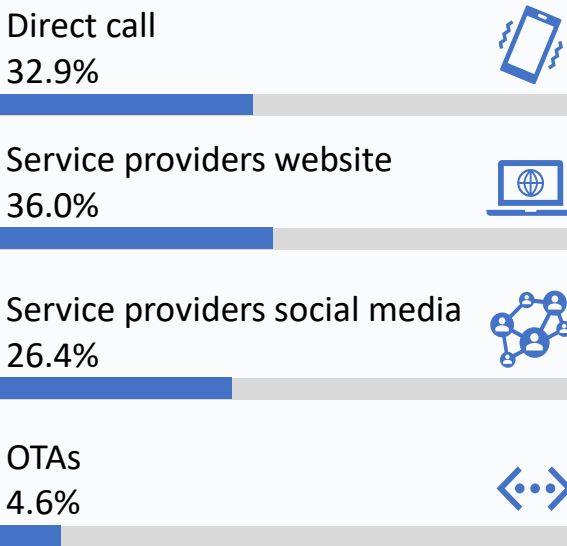
### Self-guided tour

When planning the trip, what are the most influential source for you?



Influential Source Ranking

### Which channel do you usually book?

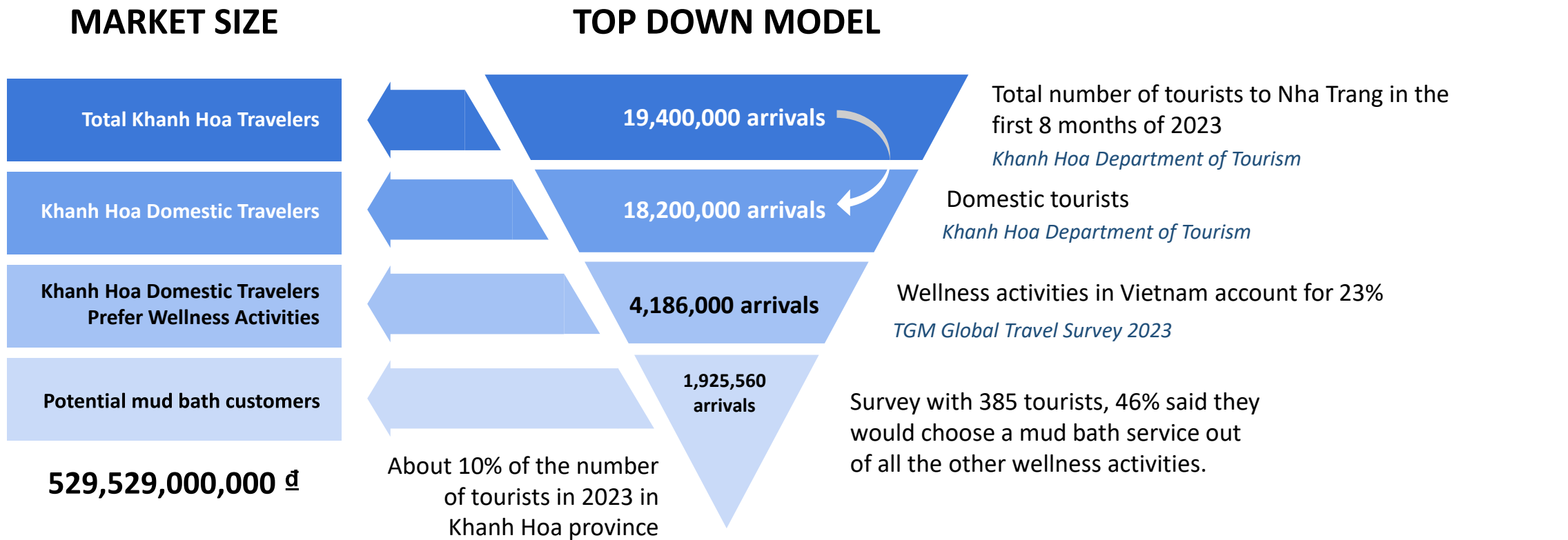


Booking Channels Ranking



MARKET SIZE

# Top Down Model

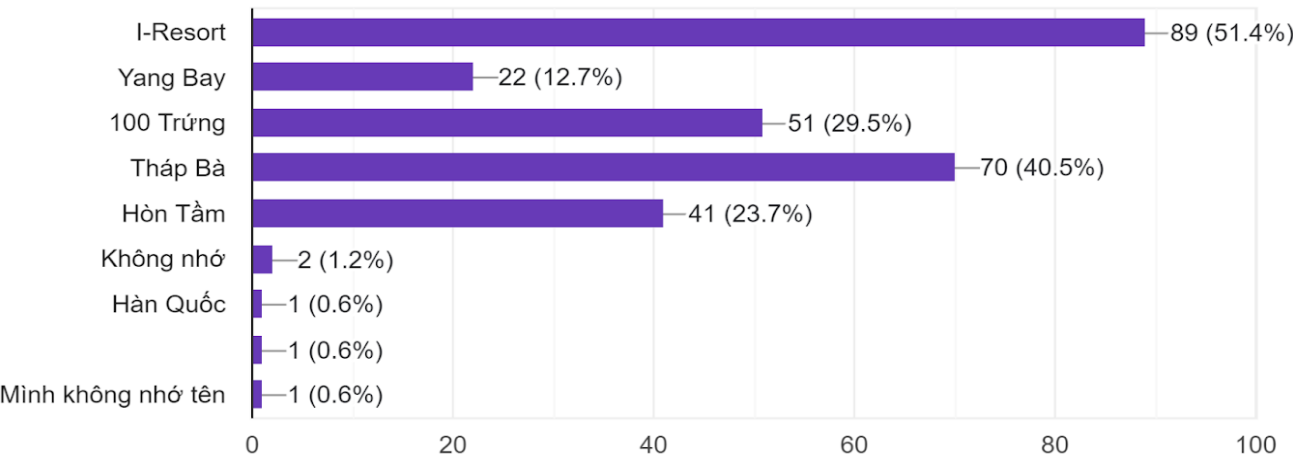


MARKET SIZE

# Bottom Up Model

15. Where did you experience it? (\*In Vietnamese)

173 responses



## Survey Findings

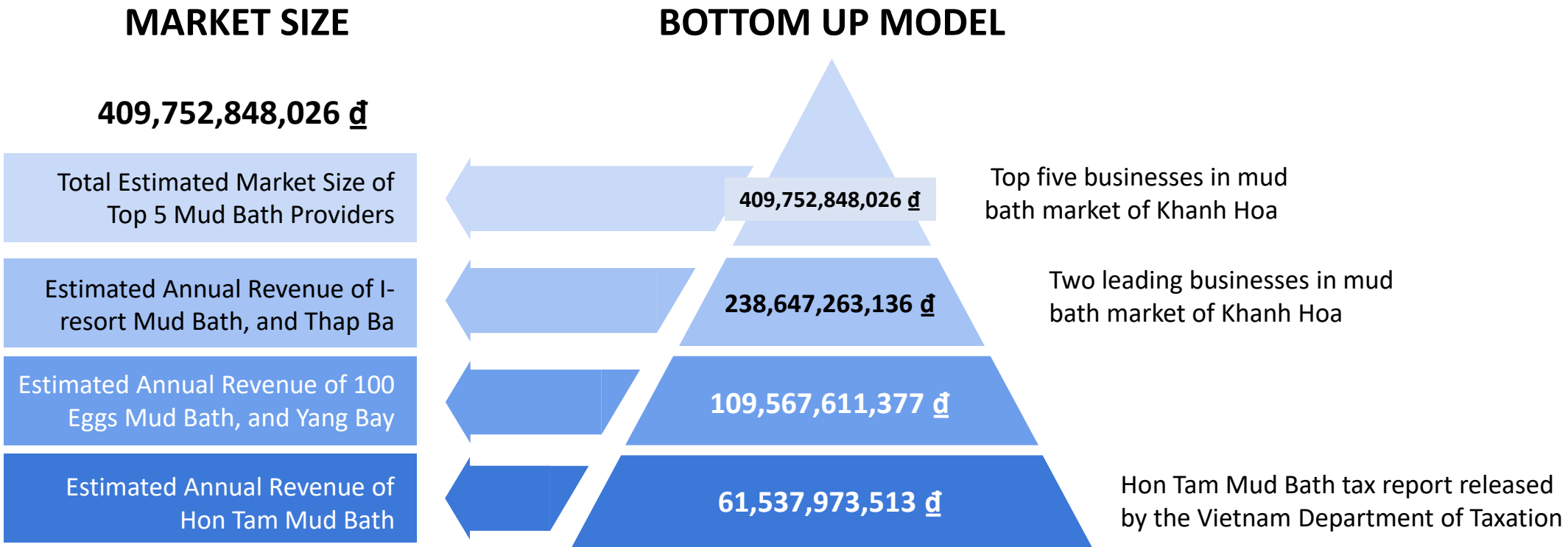
- 385 participants surveyed.
- Hòn Tằm ranks fourth among tourist destinations in popularity.

## Popularity Sequence

- I-Resort
- Tháp Bà
- 100 Trứng
- Hòn Tằm
- Yang Bay

MARKET SIZE

# Bottom Up Model

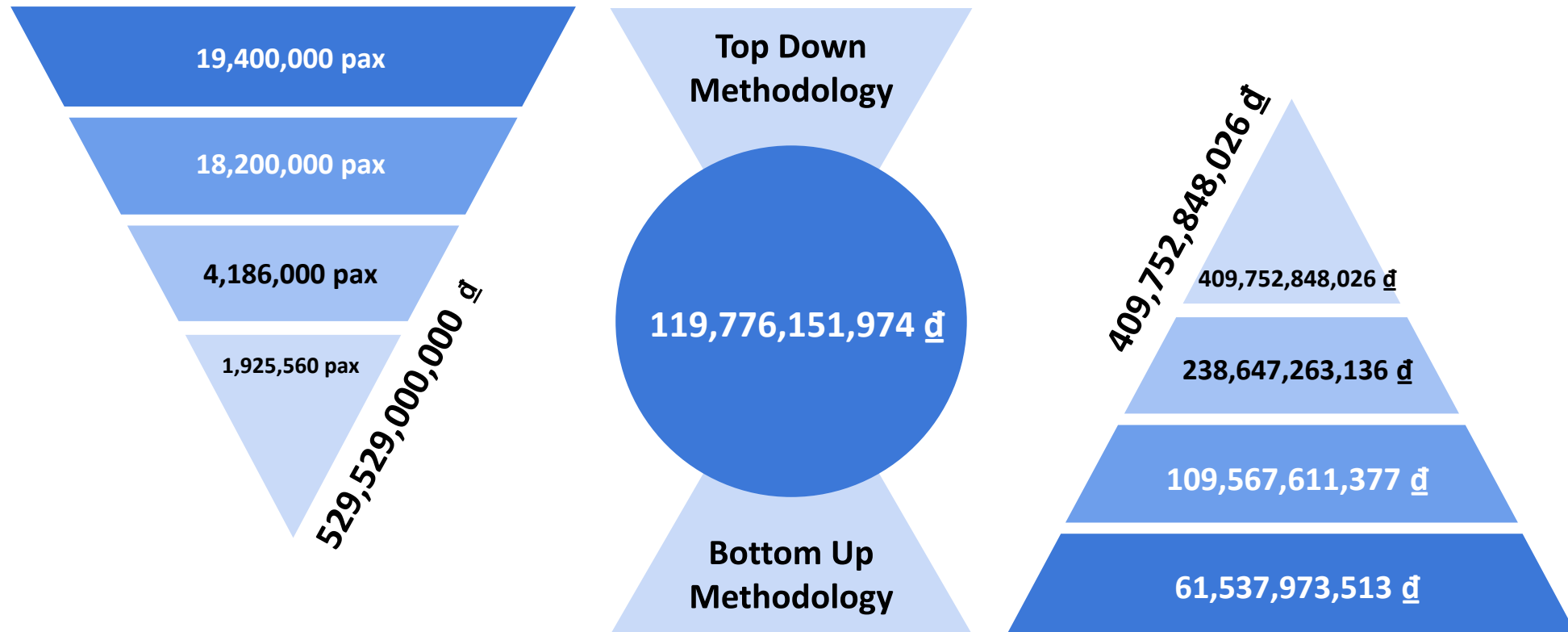




MARKET SIZE

# Triangulation Model

The current market is seemed to satisfy only  
**77.38%** of this demand.



COMPETITIVE ANALYSIS

# Differentiation

Factor	Direct Competitor Set		Indirect Competitor Set	
	I - Resort	100 Eggs Mud Bath	Yang Bay Mud Bath	Thap Ba Mud Bath
Location	7 km from Nha Trang city center	11 km from Nha Trang city center	40 km from Nha Trang city center	4 km from Nha Trang city center
Built-in Resort	Yes	Yes	Yes	No
Mud Bath Price	260,000VND - 350,000VND	250,000VND - 300,000VND	330,000VND - 420,000VND	260,000VND - 470,000VND
	Area: 12 Hectares	Area: 25 Hectares	Area: 6 Hectares	Area: 5 Hectares
Capacity	- 70 Mud tubs - 4 Mineral swimming pools - 1 Tub for herbal minerals - 4 Hot waterfalls	- 71 Tubs for mud soaking - 49 Tubs for herbal minerals - 6 Shared mud stone tubs - 6 Shared mineral tubs - 16 Mud stone tubs	- 21 Pools and mud tubs	- 50 Mud tubs. - 3 Mineral swimming pools - Shared and private hot mineral mud soaking tubs
Facilities	<ul style="list-style-type: none"><li>• Mud bath</li><li>• Hot spring</li><li>• Amusement water park</li><li>• Spa</li><li>• Restaurant</li><li>• Herbal pools</li></ul>	<ul style="list-style-type: none"><li>• Mud bath</li><li>• Hot spring</li><li>• Swimming pool</li><li>• Restaurant</li><li>• Spa</li><li>• Highlands and Champa styled Village</li><li>• Jacuzzi pool</li></ul>	<ul style="list-style-type: none"><li>• Mud bath</li><li>• Hot spring</li><li>• Swimming pool</li><li>• Restaurant</li><li>• Waterfall</li><li>• Highlands style</li><li>• Floating bamboo huts</li><li>• Herbal pools</li></ul>	<ul style="list-style-type: none"><li>• Mud bath</li><li>• Hot spring</li><li>• Swimming pool</li><li>• Restaurant</li><li>• Spa</li><li>• Champa design</li></ul>
Ambience	Luxury Services - Water Activities	Traditional Experiences	Wildlife Experiences	Family - Friendly Atmosphere
Accessibility	Easy to get to by car or bus	Easy to get to by car or bus	Easy to get to by car or bus	Easy to get to by car or bus

Source: I – Resort; 100 Eggs; Mud Bath; Yang Bay Mud Bath; Thap Ba Mud Bath

# 03

## **OPERATION, MANAGEMENT & MARKETING**

Son Dung Mud Bath Service



OPERATION, MANAGEMENT & MARKETING

# PRODUCT AND BUSINESS MODEL

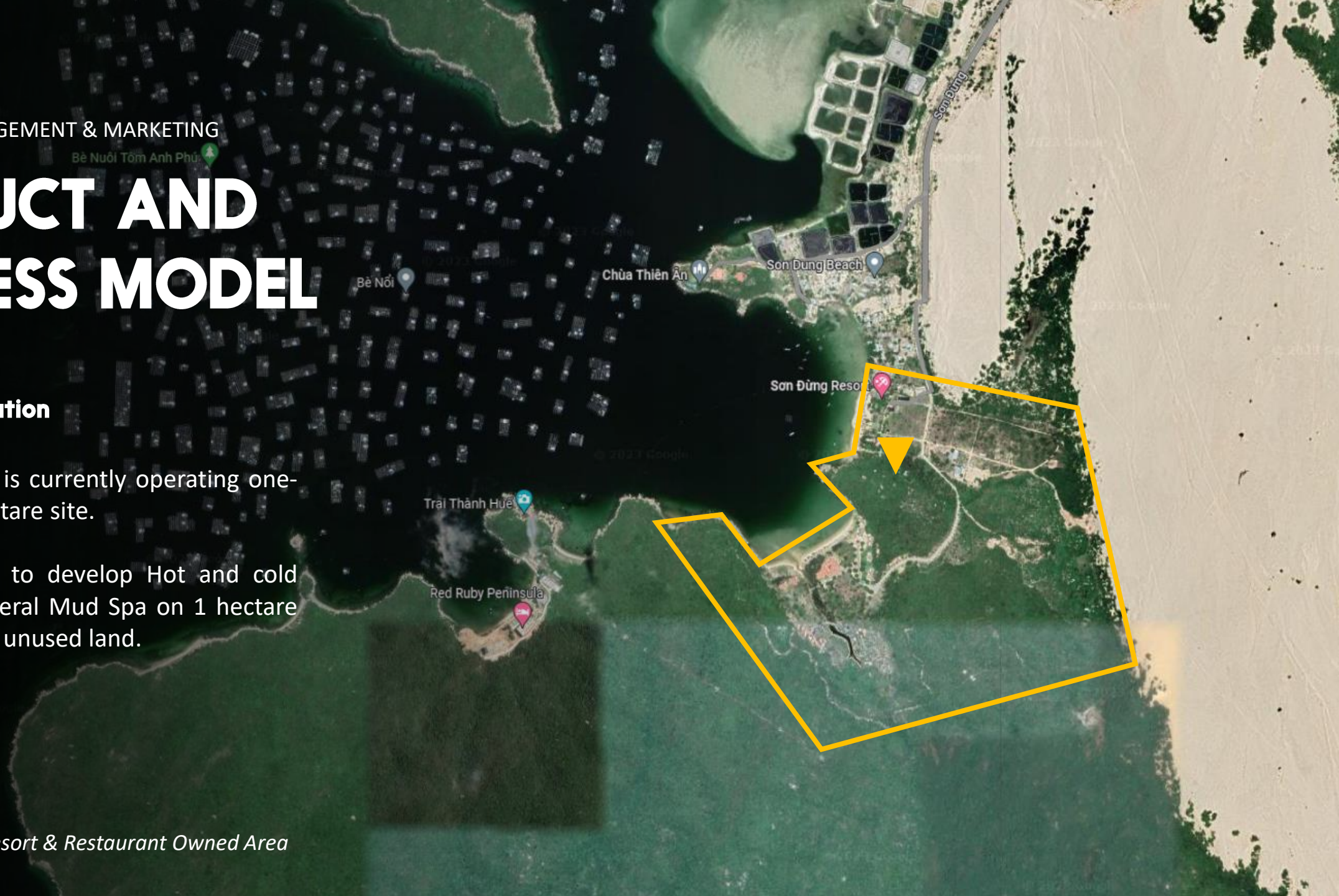
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## Mud Bath Operation

Son Dung Resort is currently operating one-third of its 60-hectare site.

The resort plans to develop Hot and cold Streams and Mineral Mud Spa on 1 hectare of the 40-hectare unused land.

*Image: Son Dung Resort & Restaurant Owned Area*



# Product Description

## General Services

- ❖ Soak in hot mineral mud (20 minutes)
- ❖ Soak in herbal mineral water (20 minutes)
- ❖ Soak in hot & cold springs
- ❖ Soak in the hydrotherapy umbrella massage and massage the soles of your feet in the fountain
- ❖ Relax at the waterfall reserved for guests to take mud baths
- ❖ Body massage with hydrotherapy system and foot massage on the fountain
- ❖ Exercise and have fun at the swimming pool
- ❖ Body massage with hydraulic system at the swimming pool
- ❖ Savor a Delightful Meal at Son Dung Mud Bath Restaurant
- ❖ Sightseeing, take pictures and enjoy the scenery

## VIP Services

- ❖ Own a private space, rest and use the facilities in the room
- ❖ Soak in hot mineral mud, hot herbal mineral water (Unlimited time)
- ❖ Rejuvenate with a Full-Body Acupressure Massage (20 minutes)
- ❖ **Special Treat:** Bird's Nest Soup

**For Mud Bath Service, Son Dung Mud Bath will offer 2 ticket segments including mud bath and non-mud bath divided into 5 types of tickets:**

- ❖ Basic Package
- ❖ Special Package
- ❖ V.I.P Package
- ❖ Herbal Mineral Bath
- ❖ Hot & Cold Spring Bath, Swimming Pool
- ❖ Visitor Ticket

# Product Price

- Guests under 100cm get free tickets.
- Guests under 140cm and over 100cm are charged child tickets.
- Guests over 140cm are charged adult tickets.

NO	NAME OF SERVICES	PRICE (VND)		INCLUDED SERVICE
1	Hot mineral mud bath (VIP)	Adult		<b>Service includes:</b> <ul style="list-style-type: none"><li>- Own a private space, rest and use the facilities in the room.</li><li>- Soak in hot mineral mud, hot herbal mineral water (unlimited time).</li><li>- Take care of your body with full body acupressure massage service (20 minutes).</li><li>- Enjoy fruit, drinks, and a quick meal at Son Dung Mud Bath restaurant.</li><li>- Use all services of hot &amp; cold spring and swimming pool tickets.</li></ul> <b>Specialty:</b> 1 cup of bird's nest soup for each person.
		Room for 4 guests (Room is no more than 6 people)	5,000,000đ/ room (Surcharge 1,000,000đ/ pax if there are more than 4 guests)	
		Children	500,000đ/ pax	
2	Hot mineral mud bath (Special)	Adult		<b>Service includes:</b> <ul style="list-style-type: none"><li>- Soak in hot mineral mud (20 minutes).</li><li>- Soak in hot herbal mineral bath (20 minutes).</li><li>- Exfoliate with herbal leaves.</li><li>- Relax at the waterfall reserved for guests to take mud baths.</li><li>- Body massage with hydrotherapy system and foot massage in the bathtub.</li><li>- Use the services of hot &amp; cold mineral spring and swimming pools.</li><li>- Enjoy a selected meal at restaurant.</li></ul>
		1 - 4 guest tub	500,000đ/ pax	
		5 - 8 guest tub	450,000đ/ pax	
		9 - 10 guest tub	400,000đ/ pax	
		Children	300,000đ/ pax	
3	Hot mineral mud bath (Normal)	Adult		<b>Service includes:</b> <ul style="list-style-type: none"><li>- Soak in hot mineral mud (20 minutes).</li><li>- Body massage with hydrotherapy system and foot massage in the bathtub.</li><li>- Use the services of hot &amp; cold mineral spring and swimming pools.</li></ul>
		1 - 4 guest tub	350,000đ/ pax	
		5 - 8 guest tub	320,000đ/ pax	
		9 - 10 guest tub	280,000đ/ pax	
		Children	150,000đ/ pax	



# Product Price

- Guests under 100cm get free tickets.
- Guests under 140cm and over 100cm are charged child tickets.
- Guests over 140cm are charged adult tickets.

NO	NAME OF SERVICES	PRICE (VND)		INCLUDED SERVICE
4	Herbal mineral bath	Adult	300,000đ/ pax	<b>Service includes:</b> - Soak in herbal mineral water (20 minutes). - Soak in the hydrotherapy umbrella massage and massage the soles of your feet in the fountain. - Use the services of hot & cold water and swimming pool.
		Children	150,000đ/ pax	
5	Hot & Cold spring bath + Swimming pool	Adult	150,000đ/ pax	<b>Service includes:</b> - Soak in hot & cold springs. - Exercise and have fun at the swimming pool. - Body massage with hydraulic system at the swimming pool.
		Children	80,000đ/ pax	
7	Visitor ticket	Adult	100,000đ/ pax	Service includes: Sightsee, take pictures and enjoy the scenery.
		Children	50,000đ/ pax	

# Business Model Canvas

<b>KEY PARTNERS</b> <ul style="list-style-type: none"> <li>Son Dung Resort &amp; Restaurant</li> <li>Watech Company</li> <li>OTA channels: Traveloka, Booking.com, Ivivu, Kkday, Klook</li> <li>TA Distribution</li> </ul>	<b>KEY ACTIVITIES</b> <ul style="list-style-type: none"> <li>Mud bath services</li> <li>Swimming pools</li> <li>Hot &amp; Cold stream</li> <li>Restaurant</li> <li>Sightseeing</li> </ul>	<b>VALUE PROPOSITION</b> <p>The mud bathing facility's position is beneficial for several reasons. Son Dung Mud Bath has 4 landscapes including the Sea, Forest, River and Dessert. This stunning scenery can help visitors to relax and de-stress. With this USP, Son Dung Mud Bath is the only one in the area. This provides a compact and noise-free space for visitors to enjoy their mud baths in peace. On the other hand, Competitors only have 1 or 2 natural landscapes.</p>	<b>CUSTOMER RELATIONSHIP</b> <p>Customers Supports Automated tracking customer interactions Aggregating essential customer info.</p>	<b>CUSTOMER SEGMENTS</b> <ul style="list-style-type: none"> <li>Male/Female</li> <li>From 26 - 42 years old</li> <li>Married (having children)</li> <li>Full-time workers predominated</li> <li>Average 10m – 30m VND/month (for each household)</li> <li>Nha Trang travellers</li> <li>Plane/Car/Train</li> </ul>
<b>COST STRUCTURE</b> <p>Fixed costs: Salaries and Benefits Variable costs: Utilities, Materials (Mud for Bathing), Manufacturing Costs Undistributed costs: Marketing and Advertising, Administrative and General, Property Operation and Maintenance Infrastructure/Equipment Costs: Area Development Cost, Equipment Cost</p>			<b>REVENUE STREAMS</b> <p>Proceeds from services of Mud bath are usually one-time customer payments. Mud bath area (Include VIP service): Mud baths, VIP service Restaurant area: Food Checkin and Playground area: Mud games, Photo taking</p>	

# Flower of Service

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## Information

Providing clear and accurate information about treatments, pricing, and booking.

## Consultation

Providing expert advice on mud bath treatments and answering any questions customers may have.

## Order taking

Allowing customers to book treatments online, by phone, or in person.

## Billing

Sending customers accurate and timely bills.

## Payment

Offering customers a variety of payment options.

## Hospitality

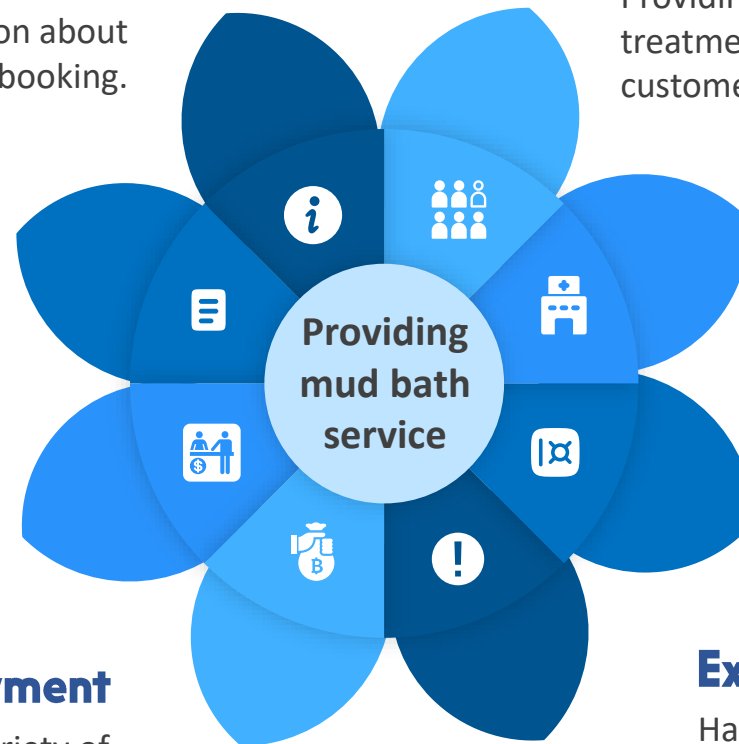
Making customers feel welcome and comfortable by providing robes, slippers, towels, refreshments, and a relaxing atmosphere.

## Safekeeping

Protecting customers' belongings and privacy.

## Exceptions

Handling unexpected problems and complaints in a way that satisfies customers.



# SWOT

## Strengths

- (S1)** A pioneering mud bath service in Van Phong Bay.
- (S2)** Diverse services within Son Dung Mud Bath: Mud bath, Restaurant, Beach activities, and Outdoor exploration.
- (S3)** Surrounded by pristine natural landscapes which bring a unique and authentic experience for visitors.
- (S4)** Separated from the crowded city.
- (S5)** Proximity to Nha Trang City - The tourism city.

## Weaknesses

- (W1)** Son Dung is a new penetrator in the mud bath market, which means the organizational and management structure has not yet been completed.
- (W2)** Lack of online presence and awareness.
- (W3)** Remote location and limited accessibility of Son Dung Mud Bath.

## Opportunities

- (O1)** Travel trends in 2023 include wellness tourism, sustainable travel, solo travel, off-season travel, and economical travel... The trends of travelling to isolated nature for relaxation, and wellness post-Covid-19.
- (O2)** Wellness Tourism is considered to be the highest-growing market within the wellness sector (16.6%)
- (O3)** Van Phong Bay is oriented as an area to develop eco-tourism and high-end resorts for the near future, Including Van Phong International Airport.

## Threats

- (T1)** Strict environmental protection policy.
- (T2)** High competition comes from competitors with large market shares and long-standing reputations.



# TOWS

## External Strengths (S)

## External Weaknesses (W)

Internal Opportunities (O)

**SO**

**O1, S2, S3, S4, S5:** Promote advertising

**O2, S1, S3, S5:** Market penetration

**O3, S2, S3:** Positioning

**WO**

**W1, O2, O3:** Organizational structuring

**W2, O1, O2:** Improve online presence and awareness

**W3, O3:** Take advantage of the region's perks

Internal Threats (T)

**ST**

**S2, S3, S4, T2:** Differentiation

**S1, S5, T1:** Promote the action program on Safety and Environmental Protection

**WT**

**W1, T2:** Enhance recruitment and human resources policies

**W2, T2:** Focus on marketing and promoting Son Dung Mud Bath competitive advantages



PRODUCT AND BUSINESS MODEL

# Mud Bath Development

*Preliminary design of Son Dung Mud Bath*

*Source: Watech Company*





# Mud Bath Development

*Preliminary design of Son Dung Mud Bath*

*Source: Watech Company*



## The Mineral Mud bath area

50 mud bathtubs, including:

- 20 small mud baths (capacity for 4 people)
- 15 medium-sized mud baths (capacity of 5 - 8 people)
- 10 large mud baths (capacity of 9 - 12 people)
- 5 private mud baths in VIP room (capacity 2 - 6 people)

## The hot and cold streams

1 cold stream (capacity 30 - 50 people), and 1 hot stream (capacity 30 - 50 people).

## Entertainment area

1 huge swimming pool ( including kid and adult areas )



# Mud Bath Development

Preliminary design of Son Dung Mud Bath

Source: Watech Company



## HOT MINERAL MUD BATH

- |   |                  |   |                 |
|---|------------------|---|-----------------|
| 1 | 9 - 10 GUEST TUB | 3 | 5 - 8 GUEST TUB |
| 2 | 1 - 4 GUEST TUB  | 4 | VIP AREA        |

## OTHER

- |   |                  |   |            |
|---|------------------|---|------------|
| 5 | SWIMMING POOL    | 7 | RESTAURANT |
| 6 | COLD SPRING BATH | 8 | HOT BATH   |
| P | PARKING LOT      | L | LOBBY      |

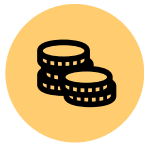


# Legal



Enterprise Law No.  
59-2020-QH14

*LUẬT DOANH NGHIỆP*



Investment Law  
No. 61-2020-QH14

*LUẬT ĐẦU TƯ*



Labor Code No.  
45/2019/QH14

*BỘ LUẬT LAO ĐỘNG*



Construction Law 2014,  
No. 50/2014/QH13

*LUẬT XÂY DỰNG*



Law No. 13/2008/QH12 of  
the National Assembly

*LUẬT THUẾ GIÁ TRỊ GIA TĂNG*



Law No. 17/2012/QH13 of the National  
Assembly: Water Resources Law

*LUẬT TÀI NGUYÊN NƯỚC*



Consolidated Document No. 22/VBHN-  
VPQH Law on Corporate Income Tax

*LUẬT THUẾ THU NHẬP DOANH NGHIỆP*



Article 7 of Circular 111/2013/TT-BTC  
stipulates the partially progressive tax

*LUẬT THUẾ THU NHẬP CÁ NHÂN*



Decree 48/2019/ND-CP regulating  
the management of operations of  
facilities serving water entertainment  
and recreation

*QUY ĐỊNH VỀ QUẢN LÝ HOẠT ĐỘNG CỦA  
PHƯƠNG TIỆN PHỤC VỤ VUI CHƠI, GIẢI  
TRÍ DƯỚI NƯỚC*



Law on Social Insurance

*LUẬT BẢO HIỂM XÃ HỘI*



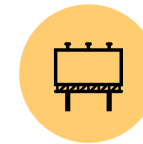
Law on Fire Prevention and  
Fighting No. 27/2001/QH10

*LUẬT PHÒNG CHÁY VÀ  
CHỮA CHÁY*



Food Safety Law No.  
55/2010/QH12

*LUẬT AN TOÀN THỰC PHẨM 2010*



Advertising Law No.  
16/2012/QH13 of the  
National Assembly

*LUẬT QUẢNG CÁO*

OPERATION, MANAGEMENT & MARKETING

# General Policies

## General Policies



### Operating hours - Ticket sales stop time

- Opening hours are **from 8:00 a.m. to 6:00 p.m.** daily.
- Stop selling tickets at the counter **at 5:00 p.m.**

### Regulations on how to calculate tickets for children

Children under 1m	Children from 1m - 1m4	Children over 1m4
Free (must be accompanied by parents or adult)	Calculate child tickets	Adult ticket charge



### Other regulations

Allowed swimsuits; Jewelry; Pets; Dangerous items and explosives; Audio devices; Food and drinks; Environmental landscape

## Regulations on use and return of tickets



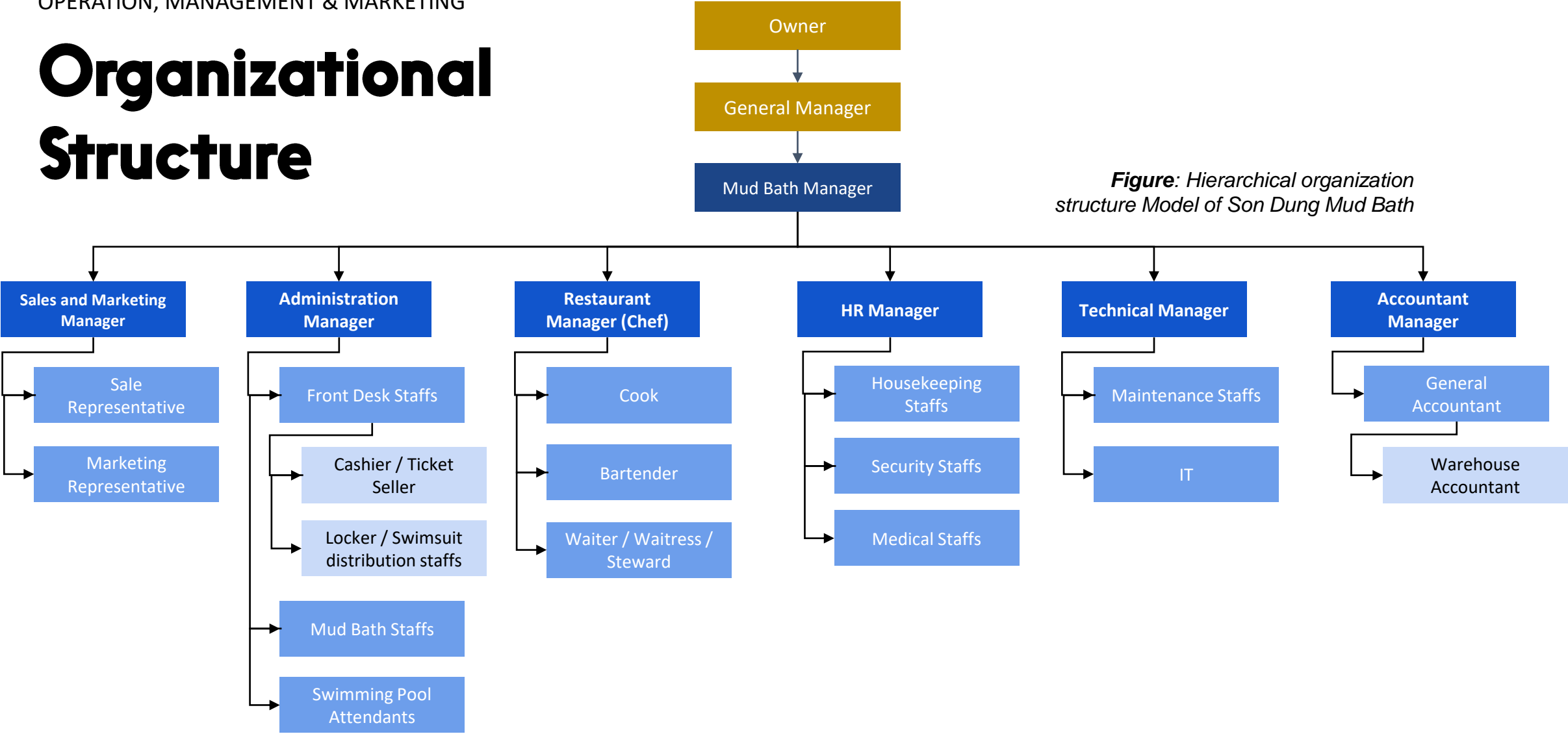
1. Use of Tickets
2. Return of Tickets
3. Cancellation Policy
4. Lost Tickets.
5. Changes to Regulations

## Disclaimers

1. Hot mineral mud soaking time: **20 minutes**.
2. Time spent soaking in herbal mineral water: **20 minutes**.
3. Adult swimming pool depth: **1.35m**
4. Children's pool depth: **0.8m**.
5. If you are a child, you are **REQUIRED** to use a life jacket (serviced free of charge).
6. For people with cardiovascular disease and high blood pressure, you should soak in mud or hot mineral water for about **10 minutes**. Then sit and rest for **5 minutes**.
7. You should drink about **350 ml** of water and have a snack after soaking in mud - soaking in hot mineral water.
8. Do not drink alcohol, beer, or other stimulants while soaking in mud, soaking in hot mineral water, and swimming in the swimming pool.
9. Do not jump headfirst into the pool.
10. Do not bathe with soap again after soaking in mud baths and hot mineral water.

OPERATION, MANAGEMENT & MARKETING

# Organizational Structure



*Figure: Hierarchical organization structure Model of Son Dung Mud Bath*

# Human Resource Management

## Human Resource of Son Dung Mud Bath

Year 0 - 29 staff (management); Year 1 - increase to 64 for full-scale operations with sales focus.

Maintain 64 staff from Year 1 to Year 2, gradually increase to 69 by Year 3 and 4, stabilize at 74 from Year 5 for standard tourism seasons.

Flexible part-time hiring during peaks ensures operational efficiency and long-term success.

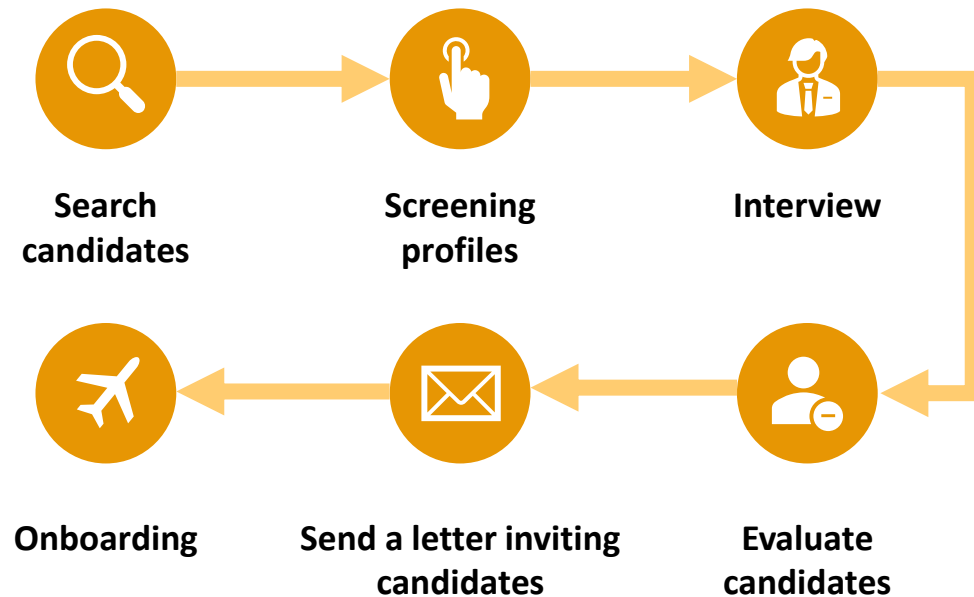
Position	Peak Season 6-7-8
Mud bath attendants	10
Swim pool attendants	2
Restaurant staff	3
Housekeeping staffs	5
Security Staffs	1
Medical Staffs	1

Position	Total Employees					
	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
Manager						
Mud bath manager	1	1	1	1	1	1
Sale & Marketing Manager	1	1	1	1	1	1
HR manager	1	1	1	1	1	1
Administration Manager	1	1	1	1	1	1
Technical Manager	1	1	1	1	1	1
Accountant Manager	1	1	1	1	1	1
Operations						
Sale & Marketing	4	8	8	8	8	8
Front desk staffs	0	6	6	6	6	6
Mud bath attendants	5	10	10	15	15	20
Swim pool attendants	1	3	3	3	3	3
Restaurant staff	0	9	9	9	9	9
Support						
Maintenance Staff	0	5	5	5	5	5
Housekeeping staffs	10	10	10	10	10	10
Accounting staffs	1	3	3	3	3	3
Security Staffs	0	2	2	2	2	2
Medical Staffs	2	2	2	2	2	2
Total Employees	29	64	64	69	69	74



# Human Resource Management

## Staff Recruitment



## Training



Staff Training Requirements for Mud Bath and Swimming Pool Personnel

# 04

# SALES AND MARKETING PLAN

Son Dung Mud Bath sales and marketing plan

# STP Model

## Segmentation & Targeting

Gen Y (Millennials)	
Demographic	<ul style="list-style-type: none"><li>- <b>Age:</b> From 26 - 42 years old</li><li>- <b>Income:</b> 10 - 30 million VND (Class A, B)</li></ul>
Geographic	<ul style="list-style-type: none"><li>- Tourists from <b>Big Southern Cities</b> (Ho Chi Minh, Can Tho).</li><li>- <b>Local and nearby areas</b> such as Tuy Hoa, Nha Trang, Cam Ranh, Da Lat, Phan Rang - Thap Cham City.</li></ul>
Behavioral	<ul style="list-style-type: none"><li>- Tending to travel with family.</li><li>- Searching information on hotel/ airline websites, travel blogs or forums, and user-generated content websites.</li><li>- Booking a place in advance via direct call, service provider website, and service provider social media.</li><li>- Willing to pay</li></ul>
Psychographic	<ul style="list-style-type: none"><li>- Enjoy natural and beach destinations.</li><li>- Being interested in wellness activities.</li><li>- High priority for travel experience.</li><li>- Need a break from their stressful jobs or want to reward themselves for their hard work.</li></ul>

# STP Model

## Bui Anh Tuan

Male, 32

Software Engineer

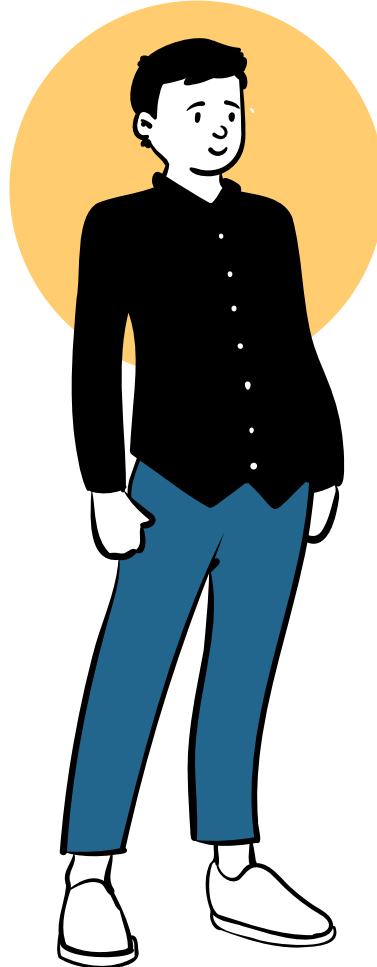
**Location:** Ho Chi Minh City

**Income:** 50 million VND/month

**Marital status:** Married

**Interests:** Travel, wellness, and spending time with family

**Goals:** To relax and de-stress, recharge from work and family travel



## Customer Persona 1

### PAIN POINT

- Natural resort scenery
- Parent-child distance
- Relaxing and stimulating activities

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### NEED

- Enjoyable, natural travel experience.
- Comfortable, private resort accommodation.
- Activities that both adults and children can participate in together.
- Activities that are good for relaxing and stimulating his mind.

### Budget

20 million VND for a 2-3 day trip (3-4 people)



# STP Model

## Tran Thi Anh Thu

**Female, 26**

**Marketing Executive**

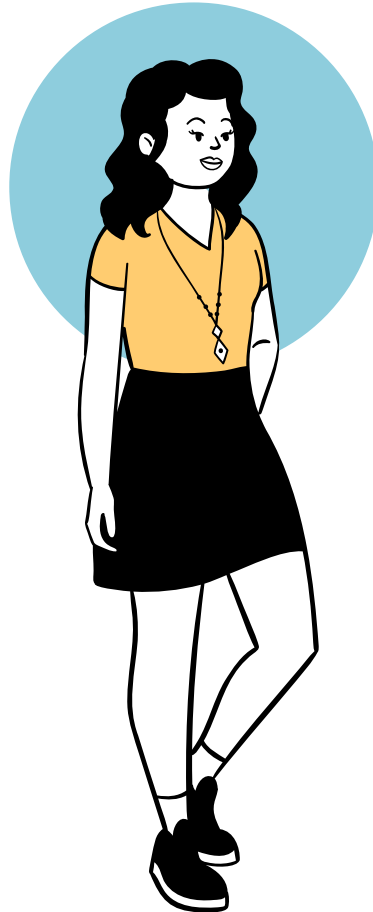
**Location:** Ho Chi Minh City

**Income:** 25 million VND/month

**Marital status:** In a relationship

**Interests:** Travel, wellness, spending time with partner

**Goals:** To relax and de-stress, recharge from work, spa, and dating travel



## Customer Persona 2

### PAIN POINT

- Natural resort scenery:
- Mental and physical health
- Personal care

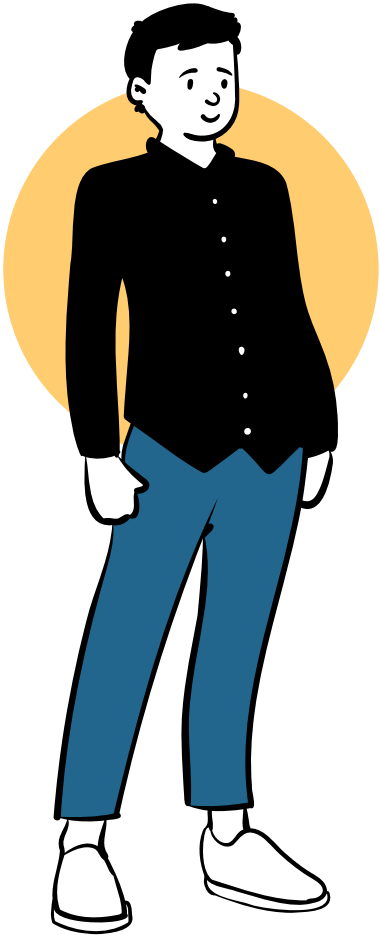
### NEED

- Enjoyable, natural travel experience
- Comfortable, private resort accommodation
- Private resort activities for couples
- Activities that are good for relaxing, spa and dating

### Budget

10 million VND for a 2-3 day trip (1-2 people)

# STP Model



## EXPECTATIONS

### **Enchanting Natural Beauty:**

Discover diverse landscapes for an exciting and captivating natural experience.

### **Comfortable Retreat:**

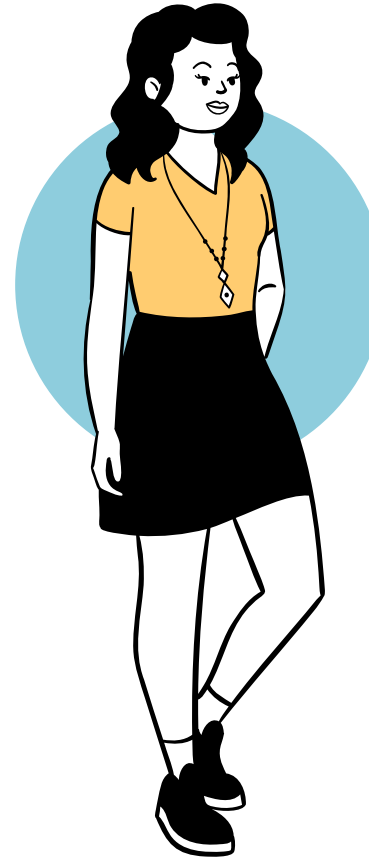
Relax in clean, comfortable accommodations, providing a tranquil haven.

### **Stress-Free Activities:**

Engage in activities designed for disconnecting, unwinding, and finding relaxation.

### **Family-Friendly Fun:**

Enjoy quality family time with relaxation and fun for everyone.



## EXPECTATIONS

### **Invigorating Natural Beauty:**

Experience refreshing and pleasant natural surroundings for a rejuvenating escape.

### **Private Comfort Retreat:**

Enjoy clean, comfortable, and private accommodations for a tranquil stay.

### **Recharging Activities:**

Engage in activities designed to help you recharge, unwind, and relax from work.

### **Romantic Escapes:**

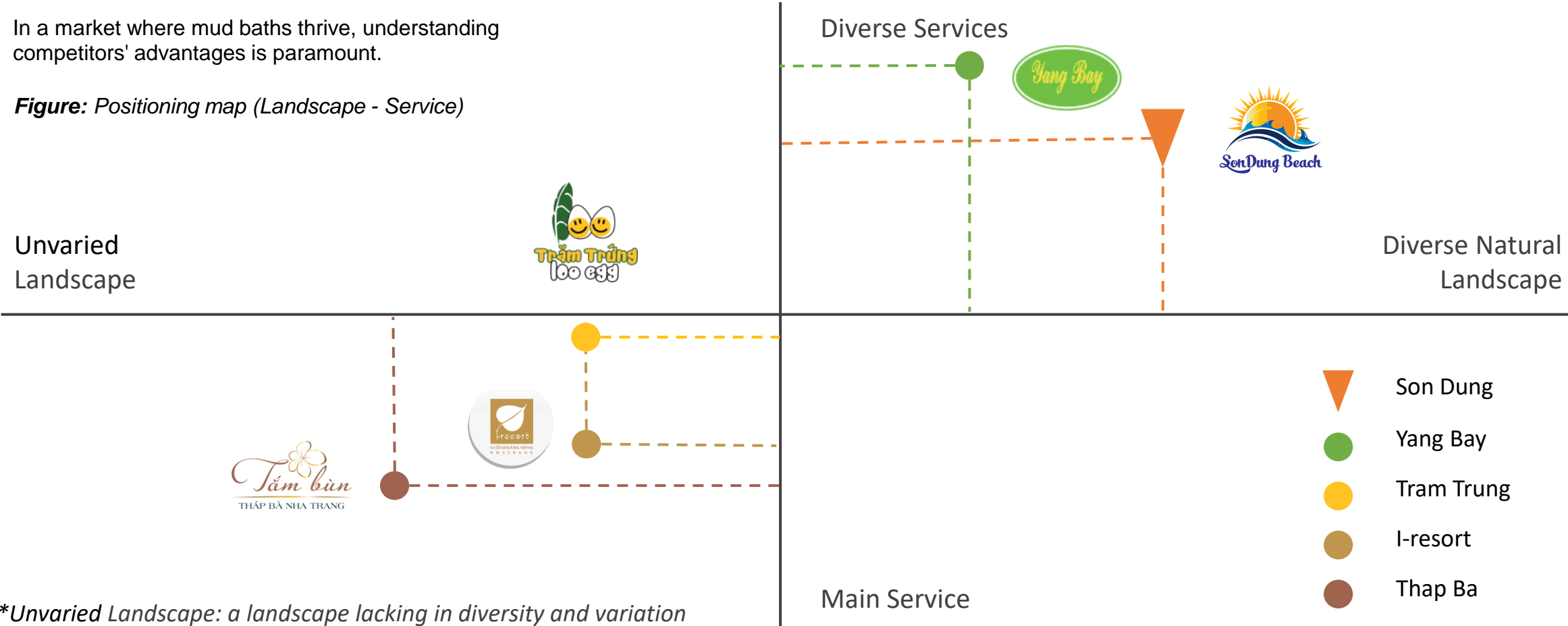
Discover vacation and intimate dating activities, creating cherished moments for couples.

# STP Model

## Positioning

In a market where mud baths thrive, understanding competitors' advantages is paramount.

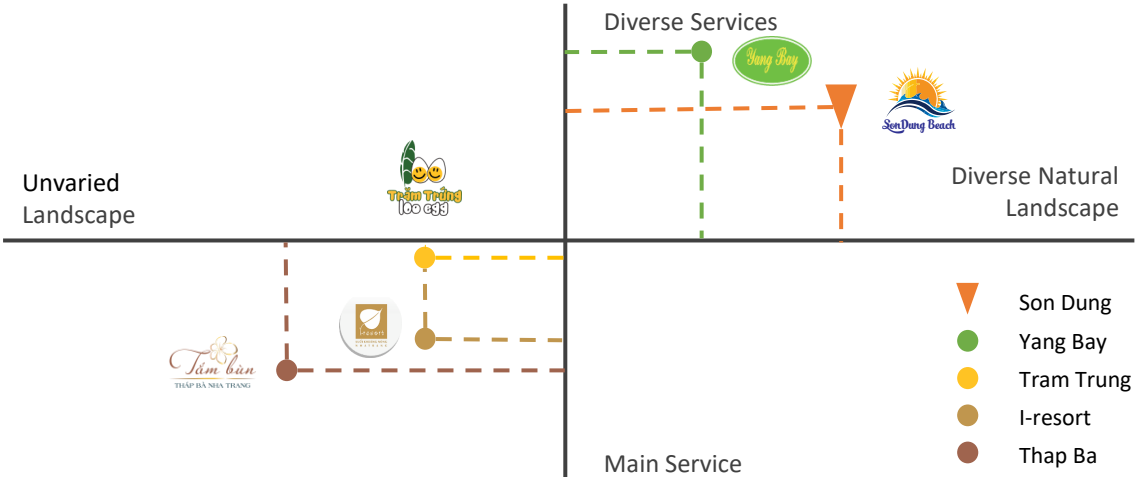
**Figure:** Positioning map (Landscape - Service)



**Source:** I – Resort; 100 Eggs; Mud Bath; Yang Bay Mud Bath; Thap Ba Mud Bath

\*Unvaried Landscape: a landscape lacking in diversity and variation

# STP Model



## Landscape Factors

Table: Son Dung & Competitors landscapes

Competitors	Number of natural landscapes	Details
Son Dung	4	Ocean, Mountain, River, Desert
Yang Bay	3	Forest, Waterfall, River
100 Egg Mud Bath	2	Mountain, Forest
I Resort	2	Mountain, Forest
Thap Ba Mud Bath	1	Mountain

## Service Factors

Table: Son Dung & Competitors services

Competitors	Number of services	Details
Yang Bay	14	Mud bath, hot spring, restaurant, fish bottle feeding, crocodile fishing, riding around the lake, zoo, ostrich riding, pig racing, cockfighting, archery, rope swing, rafting, stream fish massage
Son Dung	12	Mud bath, hot spring, restaurant, canoe, jetski, kayaking, sub rowing, island tour, desert tour, fishing, squid fishing, scuba diving to see coral
100 Egg Mud Bath	7	Mud bath, hot spring, restaurant, coffee, park, Champa street, experience Tay Nguyen house
I Resort	4	Mud bath, hot spring, restaurant, water park
Thap Ba Mud Bath	3	Mud bath, hot spring, restaurant

Source: I – Resort; 100 Eggs; Mud Bath; Yang Bay Mud Bath; Thap Ba Mud Bath



# Marketing Mix 7Ps

## Product

Son Dung Mud Bath offers a core mud bath service with high-quality ingredients, personalized packages, and a relaxing ambiance. The experience includes hot and cold mineral streams, a swimming pool, and supplementary food and drink services for customer convenience.

Dedicated staff ensure a safe and effective mud bath experience, prioritizing customer care and satisfaction.



Image: Watech Company (Key Partner)



SALES AND MARKETING PLAN

# Marketing Mix 7Ps

## Price

### Mud Bath Menu

#### Basic Package

Service includes:

- Soak in hot mineral mud (20 mins)
- Body massage with hydrotherapy system, foot massage in bath tub.
- Hot & Cold mineral spring, Swimming Pool

<b>Adult</b>	
1-4 pax.....	350,000 đ / pax
5-8 pax.....	320,000 đ / pax
9-10 pax.....	280,000 đ / pax
<b>Children.....</b>	150,000 đ / pax

#### V.I.P Package

Service includes:

- Private space, rest and use room’s facilities
- Soak in hot mineral mud and herbal mineral water (unlimited time)
- Full body acupressure massage service (20 mins)
- Food and quick meal at restaurant
- All service of hot & cold spring and swimming pool

<b>Adult</b>	
4 pax.....	5,000,000 đ / pax
Maximum 6 pax	Surcharge 1,000,000đ/ pax if there are more than 4 guests
<b>Children.....</b>	500,000 đ / pax

#### Special Package

Service includes:

- Included in **Basic Package**
- Soak in hot herbal mineral bath (20 mins)
- Exfoliate with herbal leaves
- Waterfall relax for mud bath guests
- A selected meal at restaurant

<b>Adult</b>	
1-4 pax.....	500,000 đ / pax
5-8 pax.....	450,000 đ / pax
9-10 pax.....	400,000 đ / pax
<b>Children.....</b>	300,000 đ / pax

#### Herbal Mineral Bath

Service includes:

- Soak in herbal mineral water (20 mins)
- Hydrotherapy umbrella massage and soak your feet in the mountain
- Hot & Cold mineral spring, Swimming Pool

<b>Adult.....</b>	300,000 đ / pax
<b>Children.....</b>	100,000 đ / pax

#### Hot & Cold Spring Bath, Pool

Service includes:

- Soak in Hot & Cold Spring
- Fitness and enjoyment at our swimming pool
- Body massage with hydraulic system by the pool side

<b>Adult.....</b>	150,000 đ / pax
<b>Children.....</b>	80,000 đ / pax

#### Visitor Ticket

Service includes:

- Sightsee, take pictures and enjoy beautiful scenery

<b>Adult.....</b>	100,000 đ / pax
<b>Children.....</b>	50,000 đ / pax

**Adult Ticket:** Above 140 cm height  
**Children Ticket:** From 100 – 140 cm height  
**Free ticket:** Children below 100 cm height

# Marketing Mix 7Ps

## Price

### Restaurant Menu



SPAGHETTI  
(MINCED BEEF SAUCE / CREAM SAUCE)  
65,000 đ



CHEESE STICK  
40,000 đ



FRENCH FRIES  
30,000 đ



CHEESE FRIES  
40,000 đ

#### BURGER



CHICKEN BURGER  
60,000 đ



BULGOGI BURGER  
70,000 đ

#### CHICKEN



CRISPY FRIED CHICKEN  
(WINGS / THIGHS)  
40,000 đ



SHAKEN CHICKEN  
47,000 đ

#### DRINKS

##### JUICE

FRUIT JUICE  
(SEASONAL)



60,000 đ

COCONUT



50,000 đ

##### TEA

PEACH TEA



55,000 đ

BUBBLE TEA



45,000 đ

##### COFFEE

BLACK COFFEE  
(HOT / ICED)



35,000 đ

MILK COFFEE  
(HOT / ICED)



40,000 đ

##### BEER

TIGER / HEINEKEN / SAIGON



40,000 đ

##### SOFT DRINK

PEPSI / COKE / 7 UP / MIRINDA



25,000 đ

##### WATER

AQUAFINA / LA VIE



20,000 đ

SALES AND MARKETING PLAN

# Marketing Mix 7Ps

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## Place

Son Dung Mud Bath is strategically positioned within the geographic center of Van Ninh, Khanh Hoa, Vietnam.

*Source: Google Maps*

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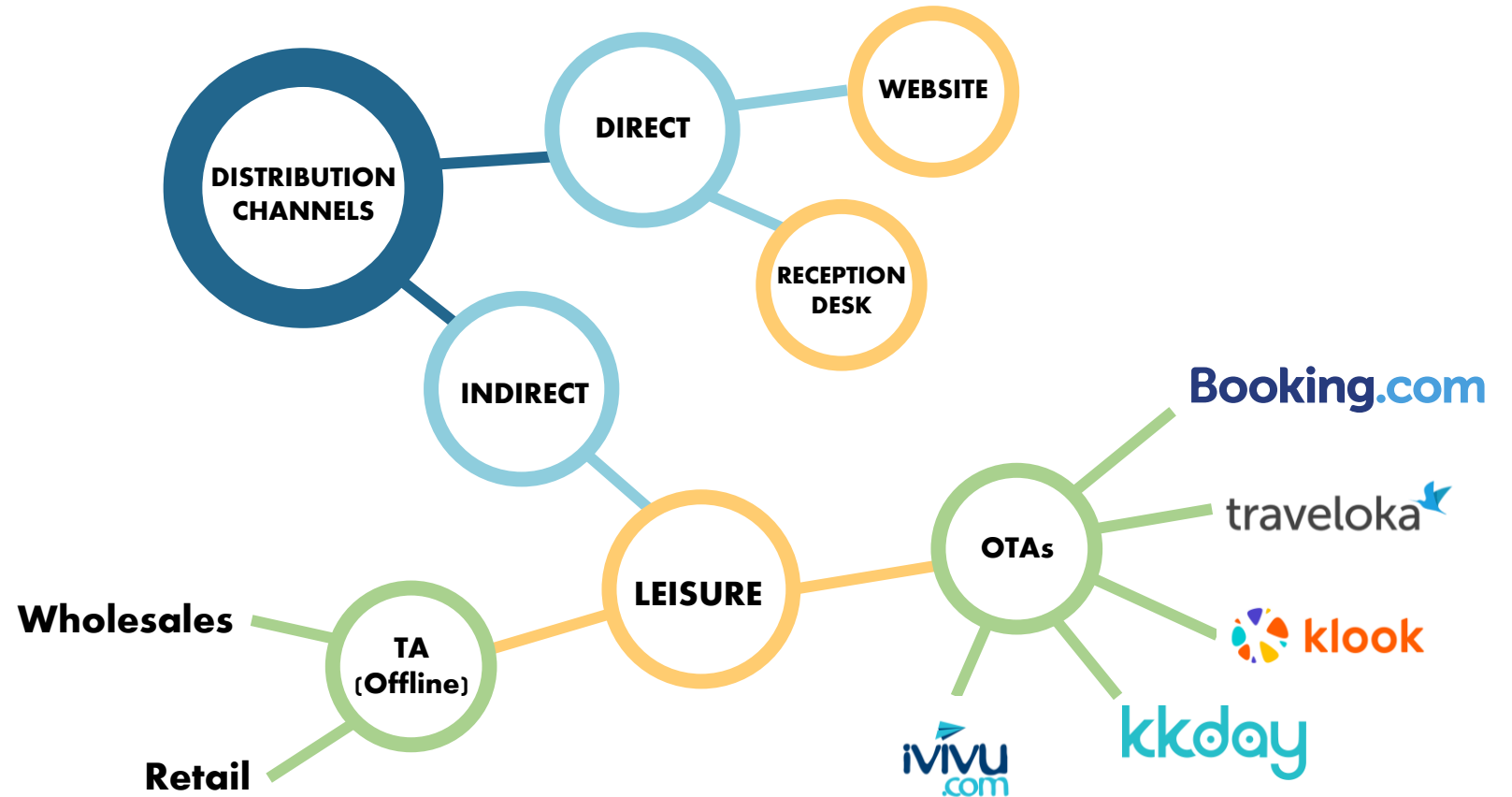


# Marketing Mix 7Ps

## Place

The widespread adoption of multiple distribution channels is increasingly becoming the norm rather than the exception.

In addition to direct bookings through the reception desk and website, the company has expanded its distribution channels to include wholesale and OTA (Online Travel Agency) ticket sales.





# Marketing Mix 7Ps

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## Promotion

### Advertising

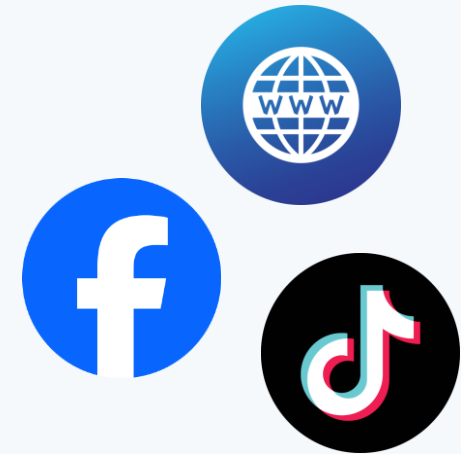
Leverages both traditional offline channels and contemporary online platforms



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### Offline

OOH: Deploy display advertising on Taxi, and TVCs on LCD screens in Tran Phu Street, Nha Trang City.



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### Online

Establish a presence on Facebook and TikTok for social media engagement. Create a user-friendly website to showcase Son Dung Mud Bath's features, values, and facilitate reservations.

# Marketing Mix 7Ps

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## Promotion

### Public Relations

Focuses on building positive relationships, managing perceptions, and leveraging third-party endorsements to create an authentic and favorable image in the eyes of the public.



### Influencer

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Cultivate goodwill, manage public communication, and garner media coverage to bolster the mud bath service's positive image.



### Online Presses

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Feature promotional articles in wellness and travel-focused online business magazines

# Marketing Mix 7Ps

## Promotion

### Sales Promotion

Strategically influencing customer behavior, increasing sales, and promoting a vibrant and engaging atmosphere at Son Dung Mud Bath.



**Figure:** Son Dung Mud Bath's Tet Promotion



**Figure :** Son Dung Mud Bath's Summer Holiday Promotion



**Figure :** Son Dung Mud Bath's 30/04 -01/05 Holiday Promotion

# Marketing Mix 7Ps

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## People

During the peak summer season, a comprehensive onboarding program is essential to ensure that seasonal workers can effectively handle customer interactions and maintain high standards of service.



**Management**



**Operation**



**Support**



**Customer 1**



**Customer 2**

# Marketing Mix 7Ps

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## Physical Evidence

### Physical environment



The reception



Lobby



Surroundings



The bathtub

### Mud Bath logo

#### Symbolism and Imagery:

- Sun
- Sea

#### Color Palette:

- Vibrant yellows
- Serene blues
- Accent colors

#### Typography:

- Slim Tony



*Image: Son Dung Resort & Restaurant Logo*

### Website

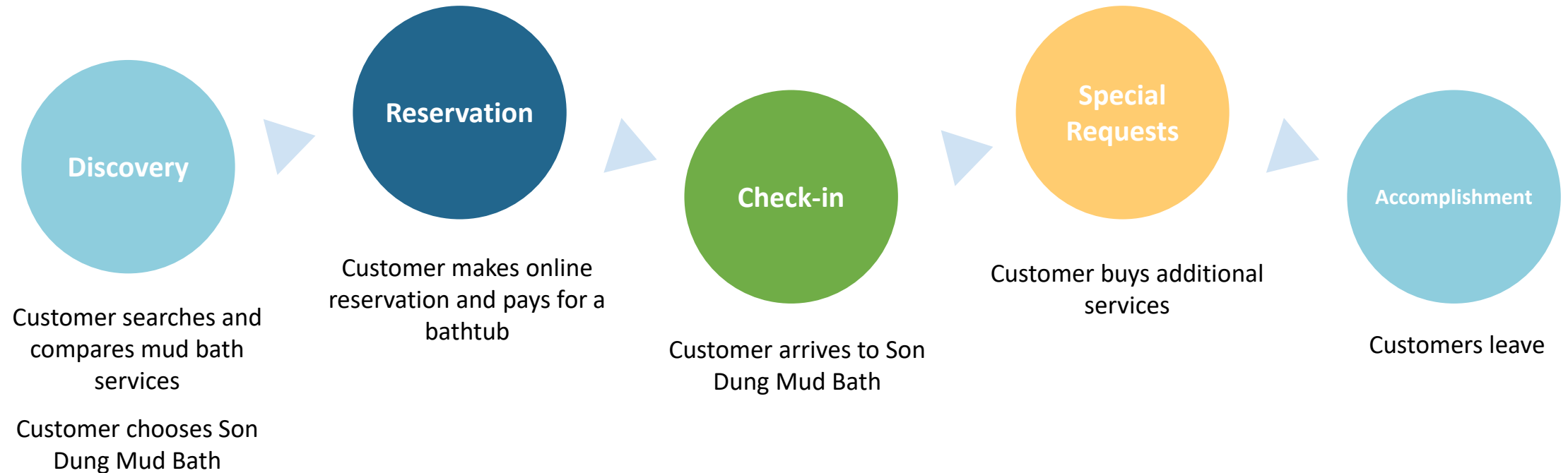
The Son Dung Mud Bath website is a straightforward and beautiful way to find out about and purchase tickets for the mud bath services.



# Marketing Mix 7Ps

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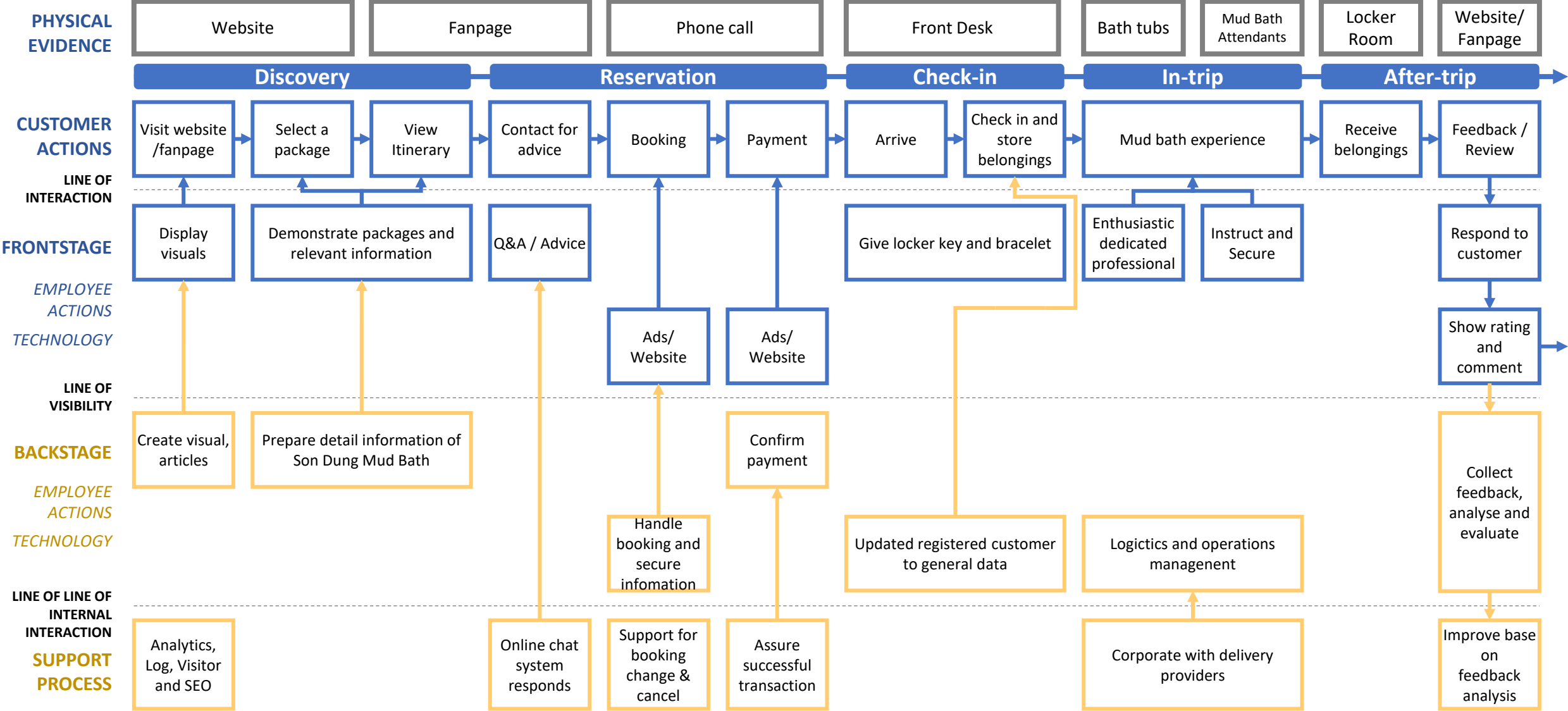
## Process



**Figure:** Customer Service Process of Son Dung Mud Bath from check-in to check out

# Marketing Mix 7Ps

## Service Blueprint



# SMART Model

## Measurable

Son Dung Mud Bath wants to achieve the best conversion rate at 3.87% for its Website, 2.82% for Facebook, with a conversion of 31,834 in total.

## Relevant

Son Dung Mud Bath's marketing strategies focus on expanding its customer base by enhancing brand recognition and establishing its reputation as a reliable and trustworthy service.



## Specific

Promotes brand recognition through influencer travel vlogs, engaging customers with unique services, catchy messages, building relationships, and offering special revisit packages.



## Achievable

Son Dung Mud Bath expects to achieve the goal of serving several customers equivalent to 35% of the area's capacity



## Time-bound

Run brand awareness campaigns from January 28, 2025, to September 30, 2025, followed by retention campaigns from October 1, 2025, to December 31, 2025.

# Marketing Plan

Yearly Timeline

Three - Year Marketing Plan

	Pre - opening Plan	Launching	Future Plan	
Timeline	Year 0	Year 1	Year 2	Year 3
	06/2024 - 11/2024	12/2024 - 12/2025	01/2026 - 12/2026	01/2027 - 12/2027
Objectives	Obtain mass customer awareness and Establish brand recognition	Increase Sales and Develop brand awareness	Increase Customer Retention and Loyalty	Proceed Service and Process Optimization
Approach	<div><div>- Develop a strong brand identity and create a visually appealing website and social media presence.</div><div>- Generate leads and build a customer base by running online marketing campaigns and partnering with influencers and local businesses.</div></div>	<div><div>- Exceed the planned revenue goals for the year.</div><div>- Achieve a customer satisfaction rating of 95% or higher.</div><div>- Continue generating leads and build a customer base by running online marketing campaigns and partnering with influencers and local businesses.</div></div>	<div><div>- Reduce customer churn rate and retain a strong customer base.</div><div>- Strengthen the customer relationship and build brand advocacy.</div><div>- Collect valuable customer feedback to improve products, services, and marketing efforts.</div></div>	<div><div>- Invest in new products and services to meet the needs of your customers.</div><div>- Partner with other businesses to expand your reach and offer new services to your customers.</div></div>
Key Activities	<div><div>- Develop a captivating landing page</div><div>- Build Social Media Channels</div><div>- Initial digital content and promotional materials</div><div>- Social media content teasers and behind-the-scenes previews</div></div>	<div><div>- Paid Marketing: Increase conducting Google and Facebook Ads</div><div>- Owned Marketing (Facebook, website): Digital content and video ads</div><div>- Promotional Program</div><div>- Use OOH to increase brand recognition</div></div>	<div><div>-Track marketing results</div><div>-Refine marketing strategies</div><div>- Email marketing</div></div>	<div><div>-Develop new marketing initiatives</div><div>-Monitor industry trends</div><div>-Continue to increase brand awareness</div><div>-Maintain social media engagement</div></div>

# Marketing Plan

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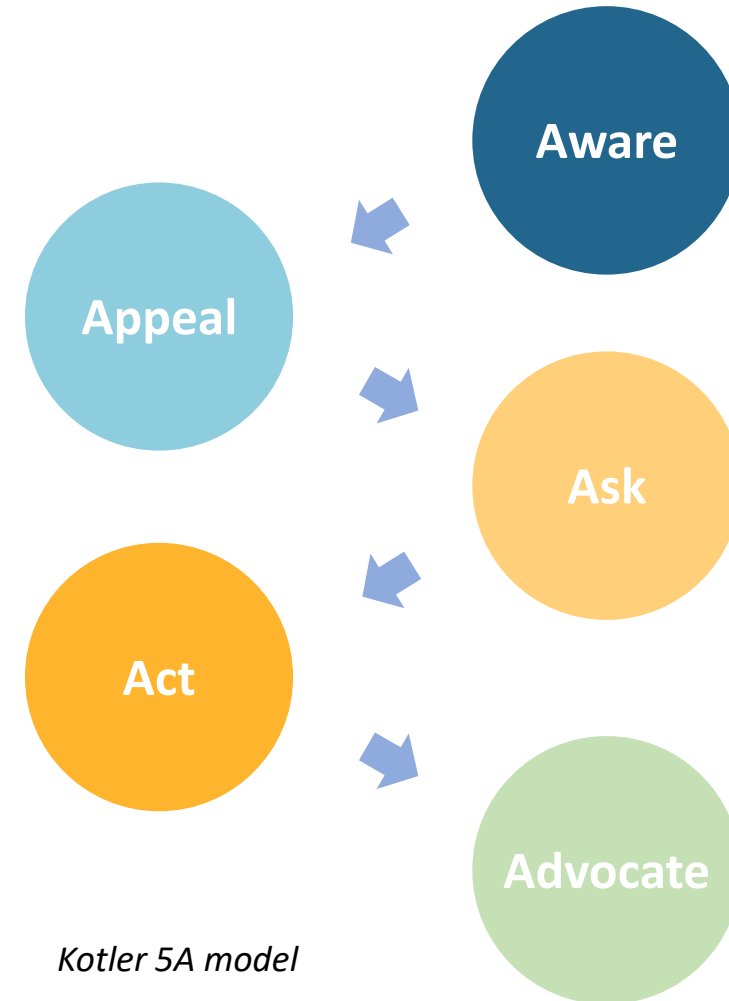
## First-Year Timeline

### Kotler 5A model

Leverage the Kotler 5A model (awareness, appeal, ask, act, advocacy) to optimize each customer journey stage. Enhance experiences, create awareness, and attract through valuable content.

Source: EQVN, 2022

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# Marketing Plan

## First - Year Integrated Marketing Communication Plan

TIMELINE	12/2024 - 02/2024	03/2025 - 05/2025	06/2025 - 09/2025	10/2025 - 12/2025
PHASE	1	2	3	4
OBJECTIVES	Raise Brand Awareness	Appealing to Customers' Curiosity and Build Anticipation	Encouraging Customers to Take Action and Maximize Customer Acquisition	Building Customer Advocacy and Loyalty
KEY MESSAGE	"Hoàng hôn mặt biển, bình minh đồi cát - Sơn Đùng một điểm sáng mới"	"Son Dung Mud Bath - Bản Giao Hưởng Thiên Nhiên, Đích Đến Lý Tưởng Cho Hành Trình Thư Thái"	"Hòa Minh trong bùn: Cuộc phiêu lưu độc đáo tại Sơn Đùng"	"Dấu Mưa Ướt Đắm Mái Đầu, Sơn Đùng Vẫn Đợi, Bạn Đâu, Đi Liền!"
TACTICS	Offline marketing, Owned media, Paid Marketing,Public Relations	Offline marketing, Owned media, Paid Marketing, Public Relations, Sale Promotion	Offline marketing, Owned media, Paid Marketing, Public Relations, Sale Promotion	Offline marketing, Owned media, Paid Marketing
CHANNELS	Website, Facebook, TikTok	Website, Facebook, TikTok	Website, Facebook Tiktok  Electronic word-of-mouth (eWOM)	Website, Facebook, Tiktok  Electronic word-of-mouth (eWOM)
KPI & MEASUREMENT	Reach: 8,327,953 Engage: 90,340 Conversion: 3,762	Reach: 14,014,565 Engage: 165,873 Conversion: 6,964	Reach: 27,652,486 Engage: 405,181 Conversion: 18,536	Reach: 6,975,686 Engage: 82,936 Conversion: 2,571
BUDGET	382,881,502	589,120,000	1,701,204,211	144,000,000

Activities	2024	2025											
	Phase 1			Phase 2			Phase 3				Phase 4		
	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
A video introducing the mud bath area's story	<div></div>												
Paid Media	<div></div>												
Facebook Seeding Groups		<div></div>											
Booking Travel KOCs (Mr. Le Pa Da, Đăng Nam Travelblog)		<div></div>											
Online Presses release for Opening (24h, VTC, Zing)		<div></div>											
OOH		<div></div>											
Tet Promotion Contents for Opening			<div></div>										
Conducting Tet Promotion on Facebook Ads			<div></div>										
Offering Tet Promotion "Cùng Sơn Đờng tận hưởng sum vầy" - Only in Tet Holiday			<div></div>										
Paid Media				<div></div>									
Push articles about the keyword "tắm bùn" of Son Dung Mud Bath to the top in SERPs				<div></div>									
Facebook Seeding Groups					<div></div>								
Paid Media					<div></div>								
Holiday Promotion					<div></div>								
Booking KOL (Gia Đình Cam Cam)					<div></div>								
Online Presses for Son Dung's before Summer Season (24h, VTC, Zing)					<div></div>								
Exclusive Packages for Summer Season													
Interactive Contests and Challenges on Facebook Fanpage													
Paid Media							<div></div>						
Maintain the ranking of Son Dung Mud Bath on SERPs							<div></div>						
Booking Travel KOCs (Blog của Rọt, Tô Đi Đầu, Minh Travel)							<div></div>						
Online Presses release for Summer Season (24h, VTC, Zing)							<div></div>						
OOH (Taxi advertising)							<div></div>						
Update the Sơn Đờng website with information about the VIP loyalty program											<div></div>		
Facebook Content Marketing: Highlighting their positive experiences and contributions to the Sơn Đờng community											<div></div>		
Gather customers' feedback through social media											<div></div>		
Paid Media											<div></div>		
Maintain rankings and optimize Son Dung Mud Bath's website on SERPs											<div></div>		

# Marketing Plan

PHASE 1				
OBJECTIVE		Raise brand awareness, generate buzz and showcase the Son Dung Mud Bath's highlights.		
KEY MESSAGE		"Hoàng hôn mặt biển, bình minh đồi cát - Sơn Đùng một điểm sáng mới"		
TIMELINE		3 months (December 2024 - February 2025)		
CHANNEL		ACTIVITIES		TIME
PRE- OPENING	ONLINE	A video introducing the mud bath area's story	Topic: Son Dung mud bath area - "Khanh Hoa's sleeping paradise" - A place to help you be reborn again	12/2024
		Paid Media	Facebook Ads	12/2024 - 01/2025
			Google Ads	
		Facebook Seeding Groups	Check In Vietnam, Việt Nam ơi, Ghiền du lịch, Đam mê du lịch, Review du lịch Nha Trang	01/2024
		PR	Booking Travel KOCs (Mr. Le Pa Da, Đăng Nam Travelblog)	01/2025
			Online Presses release for Opening (24h, VTC News, Zing News)	01/2025
	OFFLINE	OOH	LCD	01/2025 - 02/2025
TET HOLIDAY: 28/01 - 03/02/2025				
OPENING	ONLINE	Owned Media	Tet Promotion Contents for Opening	02/2025
		Paid Media	Conducting Tet Promotion on Facebook Ads	02/2025
	OFFLINE	Opening	Offering Tet Promotion "Cùng Sơn Đùng tận hưởng sum vầy" - Only in Tet Holiday	02/2025

# Marketing Plan

IMC Chart

Brand Introduction Story Video

Duration	Scenes	Narrator
Opening Shot (20s)	Aerial View of Van Phong Bay	"Welcome to the breathtaking beauty of Van Phong Bay, nestled in the heart of Khanh Hoa province, Vietnam. Join us on a mesmerizing journey as we explore the hidden gem Van Phong Bay."
Scene Transition (15s)	Tranquil Waters and Lush Greenery	"With its crystal-clear turquoise waters, Van Phong Bay invites you to a world of serenity and natural wonders. The bay's pristine beaches and lush green landscapes create a perfect harmony for relaxation and rejuvenation."
Scene Transition (15s)	Vibrant Marine Life	"Dive into the vibrant underwater world, where colorful coral reefs and diverse marine life captivate the senses. Van Phong Bay is a haven for snorkeling and diving enthusiasts, offering an unparalleled experience beneath the surface."
Scene Transition (20s)	Cultural Highlights	"Immerse yourself in the local culture and hospitality. From traditional fishing villages to delicious seafood delicacies, Van Phong Bay offers a unique blend of natural wonders and authentic Vietnamese experiences."
Scene Transition (15s)	Sunset Over Van Phong Bay on the coast of Sơn Đùng Mud Bath	"Experience the magic of Van Phong Bay, where every sunset paints the sky with hues of orange and pink. Discover the beauty that awaits you in this pristine corner of Khanh Hoa province. Van Phong Bay—where nature meets tranquility."
Ending Scene (5s)	Pop-up information about Son Dung Mud Bath	"Sơn Đùng Mud Bath - Khanh Hoa's sleeping paradise"



SALES AND MARKETING PLAN

Marketing Plan

IMC Chart

Public Relations (PR)

KOLs/KOCs booking				
KOLs/KOCs	Activities	Job description	Channel	Timeline
Mr. Le Pa Da	- Experience in the opening day - Capture footage of the entire area—show the entrance, facilities, pools, mud baths, lush surroundings, relaxation areas, and any unique features. - Film the process of getting into the mud bath, the texture of the mud, the feeling on the skin, and the overall experience. - Offer advice to families and groups of friends—what to bring, what to expect, best times to visit, etc.	1 short review video about the mud bath experience at Son Dung	Tiktok	01/2025
	- Experience in the opening day - Capture footage of the entire area—show the entrance, facilities, pools, mud baths, lush surroundings, relaxation areas, and any unique features. - Film the process of getting into the mud bath, the texture of the mud, the feeling on the skin, and the overall experience. - Offer advice to families and groups of friends—what to bring, what to expect, best times to visit, etc.	1 short review video about mud bath experience at Son Dung	Tiktok	01/2025
Đặng Nam Travelblog	- Provide pictures of the entire area especially focus on the landscape, foods - Short description about the process using mud bath services	1 post about the landscape, service, and restaurant at Son Dung	Instagram	01/2025

E-newspaper			
E-newspaper	Activities	Contents	Timeline
24h	Type 1 PR article in the travel section	Discover Tranquil Bliss at Khanh Hoa's Sleepy Paradise: Son Dung	1/2025
VTC News	Top 1 travel category	Nestled in the heart of Khanh Hoa province, Vietnam, a serene haven awaits fans of relaxation and rejuvenation. Son Dung, an upcoming paradise, promises to be the next hub for tourists seeking the unique pleasures of mud baths amidst nature's tranquil embrace. Suitable for family or friends to relax and relieve stress from working days in the city.	
Zing News	Top 1 on Group 1 of subsection page		

# Marketing Plan

Promotion	Objective	Campaign Activities	Detail of Promotion	Time of application
<b>Topic: "Cùng Sơn Đùng tận hưởng sum vầy" - Buy 3, Get 1 Free!</b>	<ul style="list-style-type: none"><li>- To motivate customers to experience the service at the mud bath area.</li><li>- To promote the Group Mud Bath Experience to boost sales.</li></ul>	<ul style="list-style-type: none"><li>- Integrate an Online Scheduling System for customers to book in advance.</li><li>- Encourage customers to share photos and positive comments about their mud bath experience on social networking sites.</li></ul>	Buy 3 adult mud bath tickets, you will get 1 adult mud bath ticket for free	28/01 - 03/02/2025

# Marketing Plan

IMC Chart

Phase 1 (12/2024 - 02/2025)

Phase 1	ADVERTISING			PUBLIC RELATION		OFFLINE	PROMOTION
	Google	Facebook	Seeding Groups	KOL	Online Press	LCD	Sales Promotion
Reach	221,486	6,480,000	1,096,800	29,667		500,000	
Clicks	22,149	58,320	9,871		10,132,500		
Conversion	857	1,645	278	326			656
Followers		2,916	494				
BUDGET	50,000,000	50,000,000		25,900,000	44,000,000	96,000,000	40,981,502
TOTAL CONVERSION	3,762						
TOTAL BUDGET	382,881,502						

Expected KPIs and Budget Estimation for Phase 1

Marketing Plan

IMC Chart

Phase 2 (03/2025 - 05/2025)

PHASE 2				
OBJECTIVE		Foster brand awareness and build anticipation for the target audience seeking wellness experiences.		
KEY MESSAGE		"Son Dung Mud Bath - Bản Giao Hưởng Thiên Nhiên, Đích Đến Lý Tưởng Cho Hành Trình Thư Thái"		
TIMELINE		3 months (03/2025 - 05/2025)		
01/03 - 20/04				
CHANNEL		ACTIVITIES	TIME	
ONLINE	Paid Media	Facebook Ads	01/03 - 20/04	
		Google Ads		
	SEO	Push articles about the keyword "tắm bùn" of Son Dung Mud Bath to the top in SERPs		
20/04 - 30/05				
International Labor Day	CHANNEL	ACTIVITIES	TIME	
	ONLINE	Facebook Seeding Groups	Seeding Posts on Travel Review Groups. (Ghiền du lịch, Đam mê du lịch, Review du lịch Nha Trang)	30/4 - 02/05
		Paid Media	Facebook Ads	30/4 - 02/05
			Google Ads	
		Holiday Promotion	"Giải phóng tế bào chết, cùng đón lễ tại Sơn Đùng: Đón Lễ 30/4 -1/5"	30/4 - 02/05
	PR	Booking KOL (Gia Đình Cam Cam)	30/4 - 02/05	
Online Presses for Son Dung's before Summer Season (24h, VTC News, Zing News)				

# Marketing Plan

IMC Chart  
Public Relations (PR)

KOLs/KOCs booking				
KOLs/KOCs	Activities	Job description	Channel	Timeline
Gia Đình Cam Cam	<ul style="list-style-type: none"><li>- Begin with an engaging introduction, explaining what the 'Giải phóng tế bào chết, cùng đón lễ tại Sơn Đùng: Đón Lễ 30/4 -1/5' is about and where it takes place.</li><li>- Show the beauty of Sơn Đùng, its scenery, and any unique or noteworthy features of the location where the event is being held.</li><li>- Show the activities of other services (canoe, jetski, kayaking, sub rowing, island tour, desert tour, fishing, squid fishing, scuba diving to see coral).</li><li>- Include interviews with event organizers, participants, or attendees to gather their perspectives and experiences. Testimonials can add credibility and authenticity to the review.</li><li>- Share personal experience attending the event, focusing on what KOL enjoyed the most, any surprises, or unique aspects that stood out to them.</li><li>- Offer helpful tips for families and groups of friends, such as what to bring, the best times to visit specific attractions, or any insider information that could enhance their experience.</li></ul>	1 review video about Unveiling the Exhilarating Festivities of Sơn Đùng: Celebrating 30/4 - 1/5 with Cell Rejuvenation	Youtube	30/4 - 02/05
	<ul style="list-style-type: none"><li>- Show relaxing spa treatments utilizing local ingredients like mineral-rich mud masks, herbal baths, or massages using essential oils derived from indigenous plants.</li><li>- Show the activities of other services (canoe, jetski, kayaking, sub rowing, island tour, desert tour, fishing, squid fishing, scuba diving to see coral).</li><li>- Provide pictures of the entire area, especially focusing on the landscape and food.</li></ul>	1 post about "Giải phóng tế bào chết, cùng đón lễ tại Sơn Đùng: Đón Lễ 30/4 -1/5" 3 story about the landscape, service, restaurant of event at Son Dung	Facebook	30/4 - 02/05
	<ul style="list-style-type: none"><li>- Begin with an engaging introduction, explaining what the 'Giải phóng tế bào chết, cùng đón lễ tại Sơn Đùng: Đón Lễ 30/4 -1/5' is about and where it takes place.</li><li>- Show the beauty of Sơn Đùng, its scenery, and any unique or noteworthy features of the location where the event is being held.</li><li>- Offer advice to families and groups of friends—what to bring, what to expect, best times to visit, etc.</li></ul>	1 short review video about "Giải phóng tế bào chết, cùng đón lễ tại Sơn Đùng: Đón Lễ 30/4 -1/5"	Tiktok	30/4 - 02/05



# Marketing Plan

IMC Chart

Public Relations (PR)

E-newspaper			
E-newspaper	Activities	Contents	Timeline
24h	Type 1 PR article in the travel section	<p>Unveiling the Exhilarating Festivities of Sơn Đờng: Celebrating 30/4 - 1/5 with Cell Rejuvenation.</p> <p>Welcome to an exciting review of the vibrant and culturally rich celebration at Sơn Đờng from April 30 to May 1. This annual festivity is not just about commemorating historical events but also embracing rejuvenation and celebrating life.</p> <p>One of the standout features of this celebration is the emphasis on cell rejuvenation. The event highlights the importance of shedding the old and welcoming the new, symbolized by the practice of exfoliation or "Giải phóng tế bào chết" in Vietnamese. This act of freeing oneself from dead skin cells is not just a beauty regimen but a metaphor for letting go of the past and embracing renewal.</p> <p>Sơn Dung comes alive during this period with many activities that immerse visitors in the local culture. From traditional performances showcasing vibrant dances and melodic music to artisanal craft displays, every corner resonates with the richness of Vietnamese heritage. Suitable for family or friends to relax and relieve stress from working days in the city</p>	30/4 - 02/05
VTC News	Top 1 travel category		
Zing News	Top 1 on Group 1 of subsection page		

# Marketing Plan

Promotion	Objective	Campaign Activities	Detail of Promotion	Time of application
"Giải phóng tế bào chết, đón lễ tại Tắm bùn Sơn Đùng: Đón Lễ 30/4 -1/5"	<div>- To motivate customers to experience the service at the mud bath area.</div> <div>- To promote the Group Mud Bath Experience to boost sales.</div>	<div>- Integrate an Online Scheduling System for customers to book in advance.</div> <div>- Encourage customers to share photos and positive comments about their mud bath experience on social networking sites.</div> <div>- Create a sense of urgency with limited-time promotions</div> <div>- Highlight the savings and benefits of booking during the promotional period</div>	<div>- Experience the service of the Special package at a discounted price of the Basic package.</div>	30/04 - 02/05

# Marketing Plan

IMC Chart

Phase 2 (03/2025 - 05/2025)

Phase 2	ADVERTISING			PUBLIC RELATION		PROMOTION
	Google	Facebook	Seeding Groups	KOL	Online Press	Sales Promotion
Reach	442,972	12,960,000	548,400	63,193		
Clicks	44,297	116,640	4,936		10,132,500	
Conversion	1,714	3,289	139	695		1,126
Followers		5,832	247			
BUDGET	100,000,000	100,000,000		210,000,000	44,000,000	135,120,000
TOTAL CONVERSION	6,964					
TOTAL BUDGET	589,120,000					

Expected KPIs and Budget Estimation for Phase 2

SALES AND MARKETING PLAN

Marketing Plan

IMC Chart

Phase 3 (03/2025 - 05/2025)

PHASE 3			
OBJECTIVE		Foster Brand Awareness, Boost Morale and Maximize revenue during peak periods	
KEY MESSAGE		"Bí quyết làm mới từng tế bào, mùa hè trọn vẹn niềm vui"	
TIMELINE		4 months (06/2025 - 09/2025)	
CHANNEL		ACTIVITIES	TIME
ONLINE	Summer Promotion	Exclusive Packages for Summer Season: "Hòa Minh trong bùn: Cuộc phiêu lưu độc đáo tại Sơn Đờng"	06 - 07/2025
	Owned Media	Interactive Contests and Challenges on Facebook Fanpage: Summer and Mud Bath photo challenge for a chance to win a free mud bath session (Use #Sondungmudbath).	06 - 07/2025
	Paid Media	Facebook Ads	06/2025 - 09/2025
		Google Ads	
	SEO	Maintain the ranking of Son Dung Mud Bath on SERPs	06/2025 - 09/2025
	PR	Booking Travel KOCs (Blog của Rọt, Tô Đi Đâu, Minh Travel)	06 - 07/2025
		Online Presses release for Summer Season (24h, VTC News, Zing News)	06/2025 - 09/2025
OFFLINE	Facebook Seeding Groups	Check In Vietnam, Việt Nam ơi, Ghiền du lịch, Đam mê du lịch, Review du lịch Nha Trang	
	OOH	Taxi advertising	06/2025 - 09/2025

# Marketing Plan

KOLs/KOCs booking				
KOLs/KOCs	Activities	Job description	Channel	Timeline
Blog của Rọt	<ul style="list-style-type: none"><li>- Begin with an engaging introduction, explaining what the summer promotion "Hòa Minh trong bùn: Cuộc phiêu lưu độc đáo tại Sơn Đờng" is about and where it takes place.</li><li>- Film the process of getting into the mud bath, the texture, the feeling on the skin, and the overall experience.</li><li>- Offer advice to families and groups of friends—what to bring, what to expect, best times to visit, etc.</li></ul>	1 Tik Tok Review Video about "Hòa Minh trong bùn: Cuộc phiêu lưu độc đáo tại Sơn Đờng" (focus on the mud bath experiences)	Tiktok	06 - 07/2025
Tô Đi Đâu	<ul style="list-style-type: none"><li>- Begin with an engaging introduction, explaining what the summer promotion "Hòa Minh trong bùn: Cuộc phiêu lưu độc đáo tại Sơn Đờng" is about and where it takes place.</li><li>- Capture footage of the entire area—show the entrance, facilities, pools, mud baths, lush surroundings, relaxation areas, and any unique features.</li><li>- Show the activities of other services (canoe, jetski, kayaking, sub rowing, island tour, desert tour, fishing, squid fishing, scuba diving to see coral).</li><li>- Offer advice to families and groups of friends—what to bring, what to expect, the best times to visit, etc.</li></ul>	1 Tik Tok Review Video about "Hòa Minh trong bùn: Cuộc phiêu lưu độc đáo tại Sơn Đờng" (focus on the water activities: canoe, jetski, kayaking, sub rowing, island tour, desert tour, fishing, squid fishing, scuba diving to see coral)	Tiktok	06 - 07/2025
Minh Travel	<ul style="list-style-type: none"><li>- Begin with an engaging introduction, explaining what the summer promotion "Hòa Minh trong bùn: Cuộc phiêu lưu độc đáo tại Sơn Đờng" is about and where it takes place.</li><li>- Capture footage of the entire area—show the entrance, facilities, pools, and mud baths.</li><li>- Show the beauty of Sơn Đờng, its scenery includes Ocean, Mountain, River, and Desert.</li><li>- Offer advice to families and groups of friends—what to bring, what to expect, best times to visit, etc.</li></ul>	1 Tik Tok Review Video about "Hòa Minh trong bùn: Cuộc phiêu lưu độc đáo tại Sơn Đờng" (focus on the USP landscape of Son Dung which is Ocean, Mountain, River, and Desert)	Tiktok	06 - 07/2025



SALES AND MARKETING PLAN

Marketing Plan

IMC Chart

Public Relations (PR)

E-newspaper			
E-news	Activities	Contents	Timeline
24h	Type 1 PR article in the travel section	Unveiling the Ultimate Summer Retreat: Sơn Đờng Mud Bath Review	06/2025 - 09/2025
VTC News	Top 1 travel category	Located in the breathtaking coastal city of Nha Trang, Vietnam, Sơn Đờng Mud Bath isn't just a destination; it's an experience. As I stepped onto the premises, I was instantly embraced by a sense of serenity—a haven where the bustling world outside seemed to fade away.	
Zing News	Top 1 on Group 1 of subsection page	The highlight of Sơn Đờng's allure lies in its therapeutic mud baths. Picture this: immersing yourself in silky, mineral-rich mud while basking in the warmth of the sun—a true treat for your skin and soul. The staff's warm welcome and attention to detail added a layer of comfort, making the experience even more memorable. Suitable for family or friends to relax and relieve stress from working days in the city	

# Marketing Plan

Promotion	Objective	Campaign Activities	Detail of Promotion	Time of application
Exclusive Packages for Summer Season: "Hòa Minh trong bùn: Cuộc phiêu lưu độc đáo tại Sơn Đờng"	<ul style="list-style-type: none"><li>- To motivate customers to experience the service at the mud bath area.</li><li>- To promote the Group Mud Bath Experience to boost sales.</li></ul>	<ul style="list-style-type: none"><li>- Integrate an Online Scheduling System for customers to book in advance.</li><li>- Encourage customers to share photos and positive comments about their mud bath experience on social networking sites</li><li>- Highlight the savings and benefits of booking during the promotional period.</li></ul>	Families and groups of more than 4 people receive a 10% discount based on the total bill.	01/06 - 01/07

# Marketing Plan

## IMC Chart

Phase 3 (03/2025 - 05/2025)

Phase 3	ADVERTISING			PUBLIC RELATION		OFFLINE	PROMOTION
	Google	Facebook	Seeding Groups	KOL	Online Press	Taxi Ads	Sales Promotion
Reach	590,629	19,212,800	2,924,800	28,257		4,896,000	
Clicks	59,063	172,915	26,323		13,510,000	146,880	
Conversion	2,286	4,876	742	311		5,684	4,637
Followers		8,646	1,316				
BUDGET	150,000,000	150,000,000		31,000,000	44,000,000	640,000,000	686,204,211
TOTAL CONVERSION	18,536						
TOTAL BUDGET	1,701,204,211						

Expected KPIs and Budget Estimation for Phase 3

SALES AND MARKETING PLAN

# Marketing Plan

IMC Chart

Phase 4 (10/2025 - 12/2025)

PHASE 4			
OBJECTIVE		Enhance customer loyalty and encourage repeat visits to the mud bath area at Sơn Đờng	
KEY MESSAGE		Embrace the tranquility: Your oasis awaits!	
TIMELINE		3 months (10/2025 - 12/2025)	
CHANNEL	ACTIVITIES		TIME
ONLINE	Website	Update the Sơn Đờng website with information about the VIP loyalty program	10 - 11/ 2025
	Social Media	Facebook Content Marketing: Highlighting their positive experiences and contributions to the Sơn Đờng community	
		Gather customers' feedback through online surveys	
	Paid Media	Facebook Ads	10/2025 - 12/2025
		Google Ads	
	SEO	Maintain rankings and optimize Son Dung Mud Bath's website on SERPs	

SALES AND MARKETING PLAN

Marketing Plan

IMC Chart

Phase 4 (10/2025 - 12/2025)

Phase 4	ADVERTISING			PUBLIC RELATION	
	Google	Facebook	Seeding Groups	KOL	Online Press
Reach	221,486	6,480,000	274,200		
Clicks	22,149	58,320	2,468		10,132,500
Conversion	857	1,645	70		
Followers		2,916	123		
BUDGET	50,000,000	50,000,000			44,000,000
TOTAL CONVERSION	2,571				
TOTAL BUDGET	144,000,000				

Expected KPIs and Budget Estimation for Phase 4



# Marketing Plan

## Expected KPIs and Budget Estimation

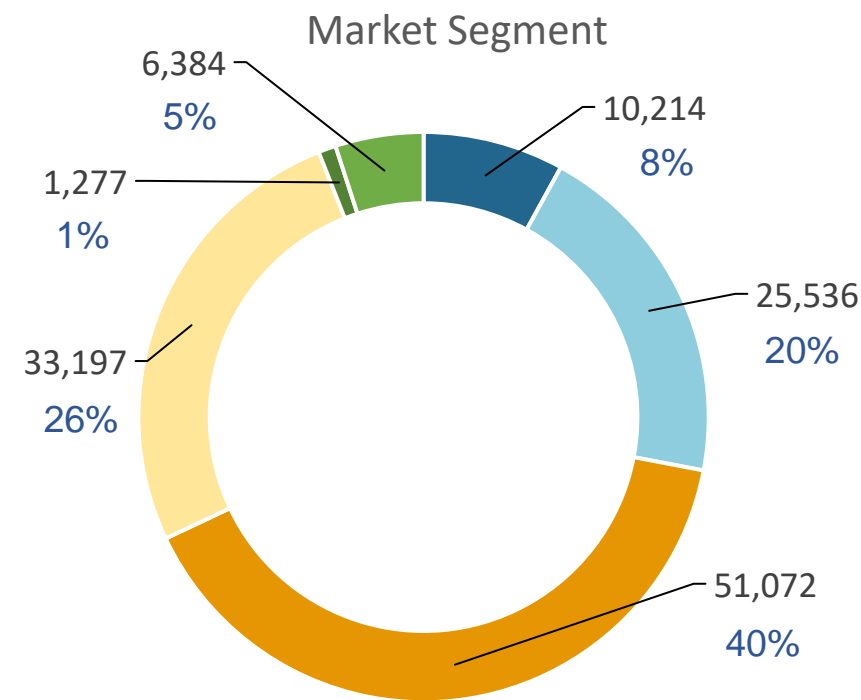
KPI		ONLINE		OFFLINE		PROMOTION	VIDEO PRODUCTION
		ADVERTISING	PUBLIC RELATION	Taxi Ads	LCD	Sales Promotion	TVC
Phase 1	Expected Reach	7,798,286	29,667		500,000		
	Click	90,340	10,132,500				
	Conversion	2,780	326			656	
	Followers	3,410					
	Budget	100,000,000	69,900,000		96,000,000	40,981,502	76,000,000
Phase 2	Expected Reach	13,951,372	63,193				
	Click	165,873	10,132,500				
	Conversion	5,143	695			1,126	
	Followers	6,079					
	Budget	200,000,000	254,000,000			135,120,000	

# Marketing Plan

## Expected KPIs and Budget Estimation

KPI		ONLINE		OFFLINE		PROMOTION	VIDEO PRODUCTION
		ADVERTISING	PUBLIC RELATION	Taxi Ads	LCD	Sales Promotion	TVC
Phase 3	Expected reach	22,728,229	28,257	4,896,000			
	Click	258,301	13,510,000	146,880			
	Conversion	7,904	311	5,684		4,637	
	Followers	9,962					
	Budget	300,000,000	75,000,000	640,000,000		686,204,211	
Phase 4	Expected reach	6,975,686					
	Click	82,936	10,132,500				
	Conversion	2,571					
	Followers	3,039					
	Budget	100,000,000	44,000,000				
TOTAL	TOTAL CONVERTED	18,399	1,332	5,684		6,419	
		31,834					
	TOTAL BUDGET	700,000,000	442,900,000	640,000,000	96,000,000	862,305,713	76,000,000
		2,817,205,713					

# Sale Plan



## Direct

### BAR/DIR

Website, landing page, direct call, social network, or walk-in

## Partnership

### LEISURE

OTA parties such as Booking.com, Ivivu, Klook, Traveloka, kkday

TA (offline): Wholesales

TA (offline): Retail Travel Agency

## Board of Directors

### BOD

Son Dung Resort & Restaurant

### Complementary FAM Tour

Exclusive for Travel Agency

# 05

# FINANCE

Son Dung Mud Bath Financial Projection

# Initial Investment

## Total Area Initial Investment

Total Area Initial Investments	
Unit	Price
Total Mud Bath	25,436,570,000 đ
Total Restaurant	123,214,000 đ
Total Other Operating	123,840,000 đ
Total Investments	25,683,624,000 đ

## Depreciation

Depreciation Calculation				
Unit	Initial Investment	Useful Life (year)	Depreciation per month	Depreciation per year
Land & Building				
Area development	25,000,000,000 đ	10	208,333,333 đ	2,500,000,000 đ
Machinery & Equipments				
Laundry system	230,000,000 đ	5	3,833,333 đ	46,000,000 đ
Computers for employee	60,000,000 đ	5	1,000,000 đ	12,000,000 đ
Printer	8,180,000 đ	5	136,333 đ	1,636,000 đ
Gas stove/cooker	22,676,000 đ	5	377,933 đ	4,535,200 đ
Fridge	14,790,000 đ	5	246,500 đ	2,958,000 đ
Freezer	11,366,000 đ	5	189,433 đ	2,273,200 đ
Fried machine	7,382,000 đ	5	123,033 đ	1,476,400 đ
Vacuum cleaner	25,000,000 đ	5	416,667 đ	5,000,000 đ
Fire extinguisher (ABC 35KG MFZL35)	17,500,000 đ	5	291,667 đ	3,500,000 đ
Air conditioner	35,000,000 đ	5	583,333 đ	7,000,000 đ
Depreciation Calculation			215,531,567 đ	2,586,378,800 đ



# Customer estimation

## Capacity Calculation

Capacity Calculation	
Max/day	1000
Max/month	30400
Max/year	364800
Estimate 35% of max	127680

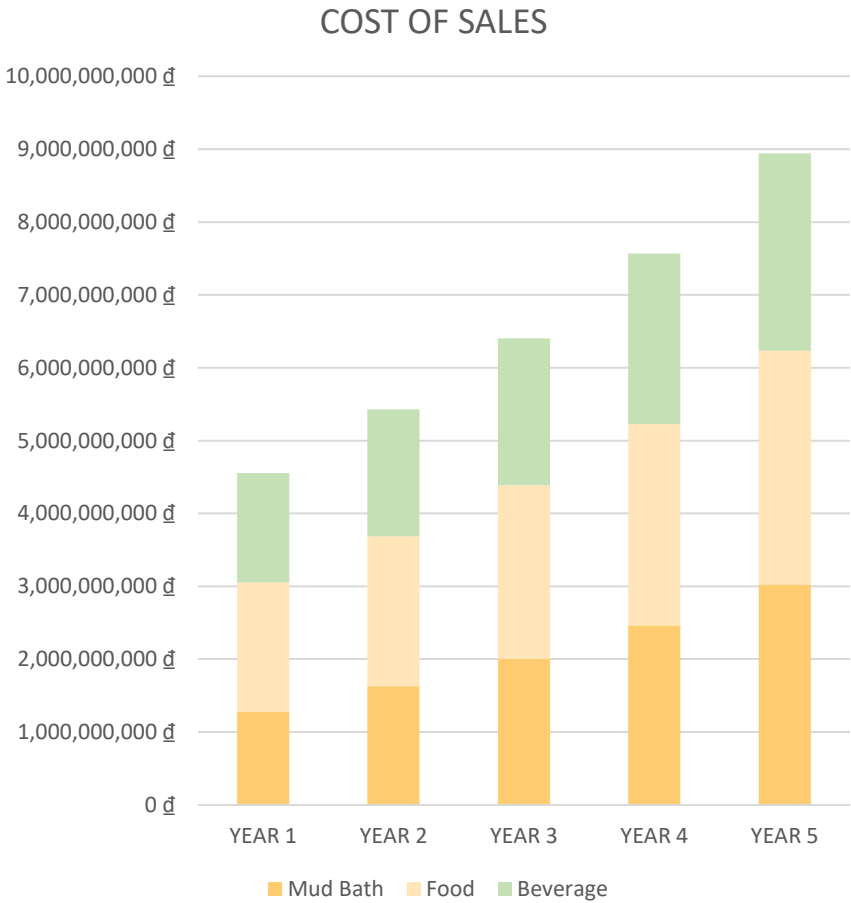
## Estimated Distribution

Month	Customer/month	Customer/day
1	2,389	80
2	7,918	264
3	3,079	103
4	9,912	330
5	12,529	418
6	18,761	625
7	20,714	690
8	19,206	640
9	13,365	445
10	8,965	299
11	6,682	223
12	4,157	139
Total	127,680	

# Cost structure

## Cost of Goods Sold

COST OF SALES					
	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Mud Bath	1,276,800,000 đ	1,627,000,704 đ	2,001,210,866 đ	2,461,489,365 đ	3,027,631,919 đ
Food	1,777,016,536 đ	2,059,384,463 đ	2,386,620,654 đ	2,765,854,676 đ	3,205,348,984 đ
Beverage	1,502,433,806 đ	1,741,170,537 đ	2,017,842,536 đ	2,338,477,715 đ	2,710,061,823 đ
Total Cost Of Sales	4,556,250,341 đ	5,427,555,704 đ	6,405,674,056 đ	7,565,821,756 đ	8,943,042,727 đ

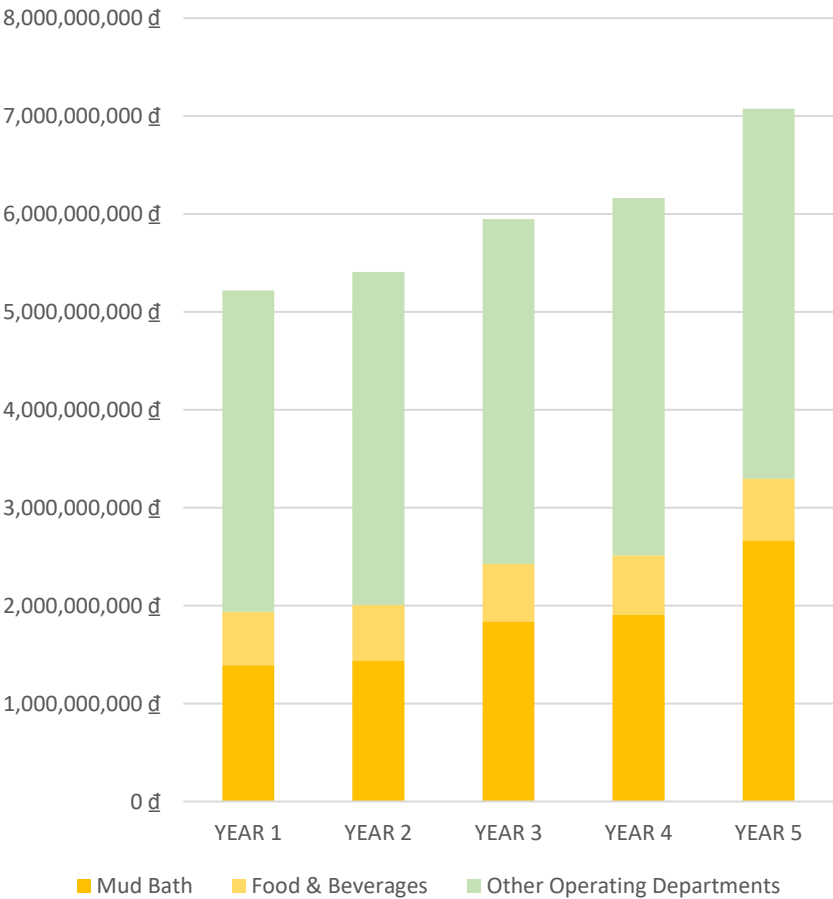


# Cost Structure

## Total Salary and Wages

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Mud Bath	1,392,300,000 ₪	1,442,422,800 ₪	1,840,270,421 ₪	1,906,520,156 ₪	2,666,995,682 ₪
Food & Beverages	546,240,000 ₪	565,904,640 ₪	586,277,207 ₪	607,383,186 ₪	629,248,981 ₪
Other Operating Departments	3,280,860,000 ₪	3,398,970,960 ₪	3,521,333,915 ₪	3,648,101,935 ₪	3,779,433,605 ₪
Total Salary & Wages	5,219,400,000 ₪	5,407,298,400 ₪	5,947,881,542 ₪	6,162,005,278 ₪	7,075,678,268 ₪

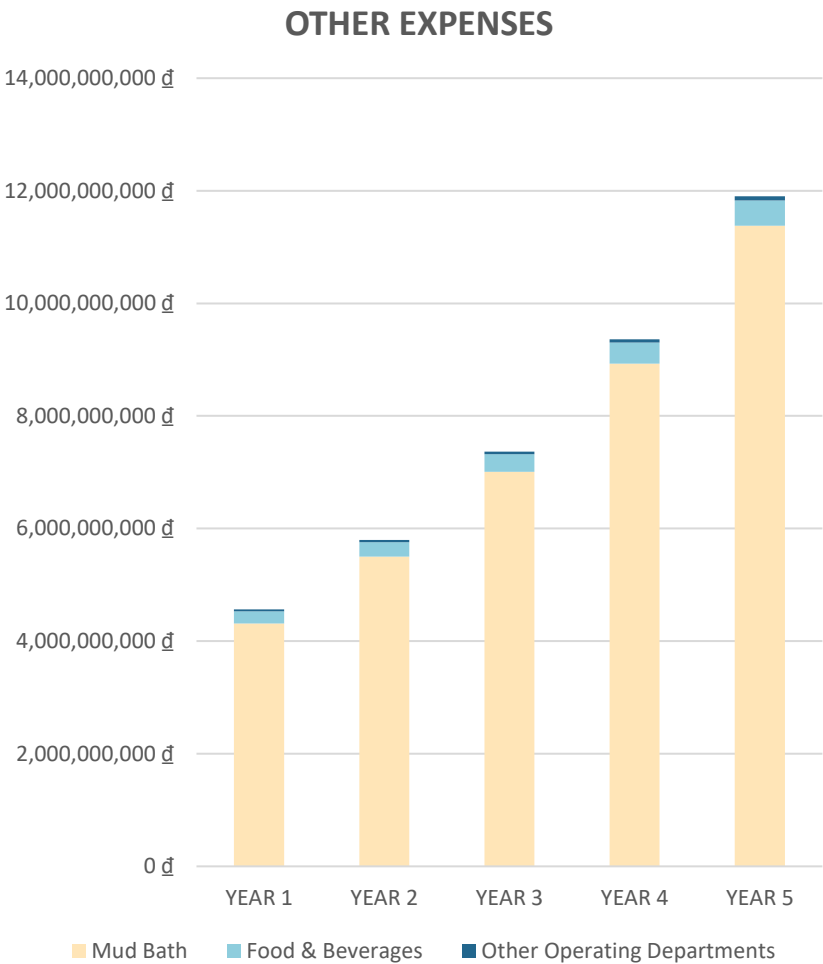
PAYROLL & RELATED EXPENSES



# Cost Structure

## Total Other Expense

OTHER EXPENSES					
	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Mud Bath	4,315,670,000 đ	5,499,371,968 đ	7,007,739,711 đ	8,929,822,559 đ	11,379,094,290 đ
Food & Beverages	215,481,906 đ	258,711,973 đ	310,614,872 đ	372,930,552 đ	447,748,029 đ
Other Operating Departments	30,322,000 đ	38,176,191 đ	48,091,836 đ	60,615,736 đ	76,440,933 đ
Total Other Expenses	4,561,473,906 đ	5,796,260,131 đ	7,366,446,419 đ	9,363,368,847 đ	11,903,283,251 đ



FINANCE

# Cost Structure

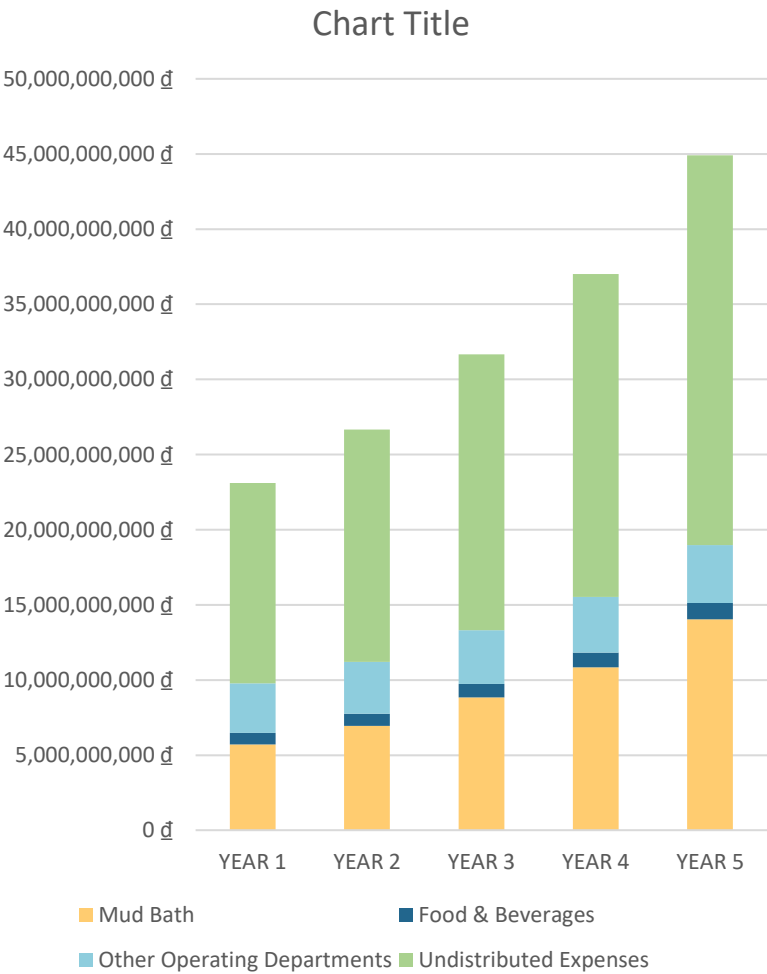
## Undistributed Expenses

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Admin & General	2,463,270,000 đ	2,551,947,720 đ	2,826,568,238 đ	2,928,324,694 đ	3,399,245,183 đ
Employees Benefits	1,673,940,000 đ	1,734,201,840 đ	1,922,475,146 đ	1,991,684,252 đ	2,315,068,965 đ
Seasonal Employees	319,950,000 đ	331,468,200 đ	343,401,055 đ	355,763,493 đ	368,570,979 đ
Complementary Fam Tour	472,416,000 đ	581,071,680 đ	714,718,166 đ	879,103,345 đ	1,081,297,114 đ
Sales & Marketing / PR	2,817,205,713 đ	3,430,078,506 đ	4,170,835,612 đ	5,074,314,077 đ	6,176,723,789 đ
Property Operation & Maintenance	180,000,000 đ	186,480,000 đ	193,193,280 đ	200,148,238 đ	207,353,575 đ
Travel Agency Commission (Online) 30%	2,145,024,000 đ	2,638,379,520 đ	3,245,206,810 đ	3,991,604,376 đ	4,909,673,382 đ
Travel Agency Commission (Wholesales Offline) 12%	1,716,019,200 đ	2,110,703,616 đ	2,596,165,448 đ	3,193,283,501 đ	3,927,738,706 đ
Travel Agency Commission (Retail Offline) 10%	929,510,400 đ	1,143,297,792 đ	1,406,256,284 đ	1,729,695,230 đ	2,127,525,132 đ
Sales Commission 2%	614,906,880 đ	756,335,462 đ	930,292,619 đ	1,144,259,921 đ	1,407,439,703 đ
Total Undistributed Expenses	13,332,242,193 đ	15,463,964,337 đ	18,349,112,658 đ	21,488,181,126 đ	25,920,636,527 đ

# Cost Structure

## Total Operating Expenses

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Mud Bath	5,707,970,000 đ	6,941,794,768 đ	8,848,010,132 đ	10,836,342,715 đ	14,046,089,972 đ
Food & Beverages	761,721,906 đ	824,616,613 đ	896,892,079 đ	980,313,739 đ	1,076,997,010 đ
Other Operating Departments	3,311,182,000 đ	3,437,147,151 đ	3,569,425,751 đ	3,708,717,672 đ	3,855,874,538 đ
Undistributed Expenses	13,332,242,193 đ	15,463,964,337 đ	18,349,112,658 đ	21,488,181,126 đ	25,920,636,527 đ
Total Operating Expenses	23,113,116,099 đ	26,667,522,868 đ	31,663,440,620 đ	37,013,555,252 đ	44,899,598,047 đ

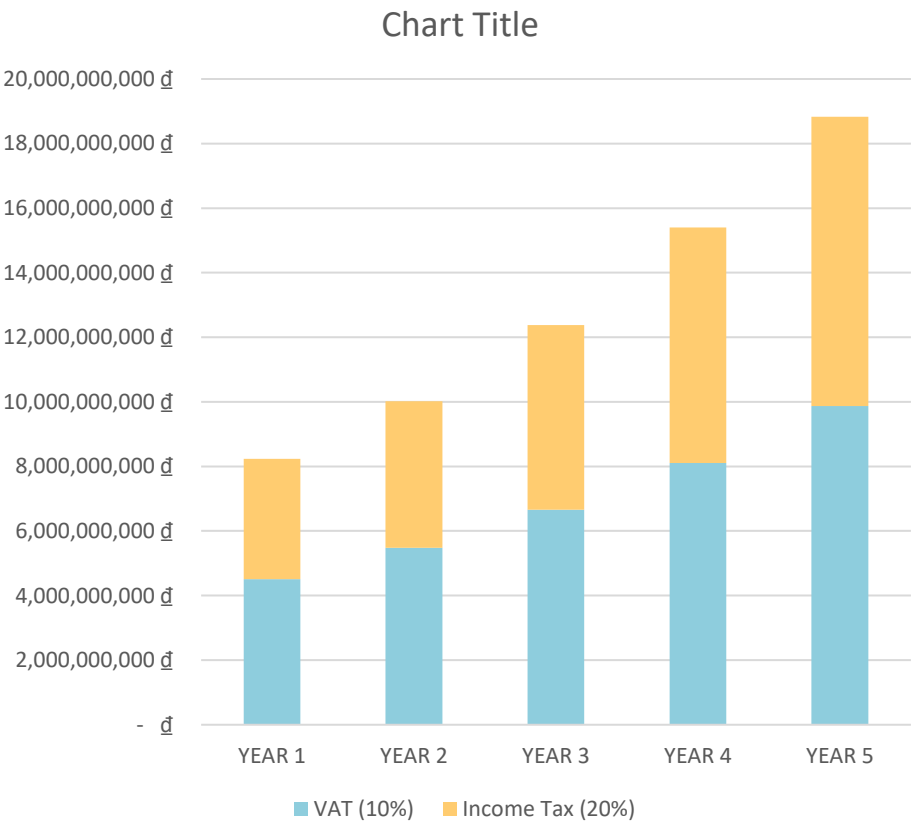




# Cost Structure

## Tax Expenses

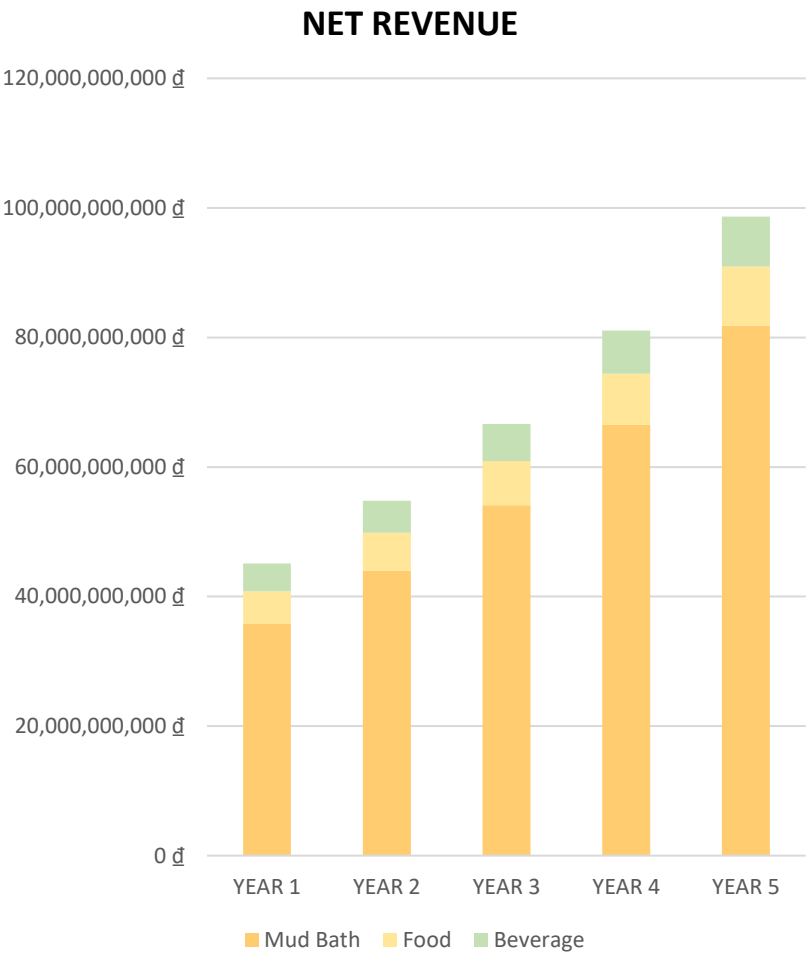
	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
License tax	3,000,000 đ	3,000,000 đ	3,000,000 đ	3,000,000 đ	3,000,000 đ
VAT (10%)	4,508,735,260 đ	5,479,358,636 đ	6,662,676,697 đ	8,105,933,031 đ	9,866,970,908 đ
Income Tax (20%)	3,724,584,470 đ	4,539,701,559 đ	5,711,530,459 đ	7,295,990,661 đ	8,965,413,662 đ
Total Income Tax	8,236,319,730 đ	10,022,060,195 đ	12,377,207,156 đ	15,404,923,692 đ	18,835,384,570 đ



# Revenue Stream

## Total Revenue

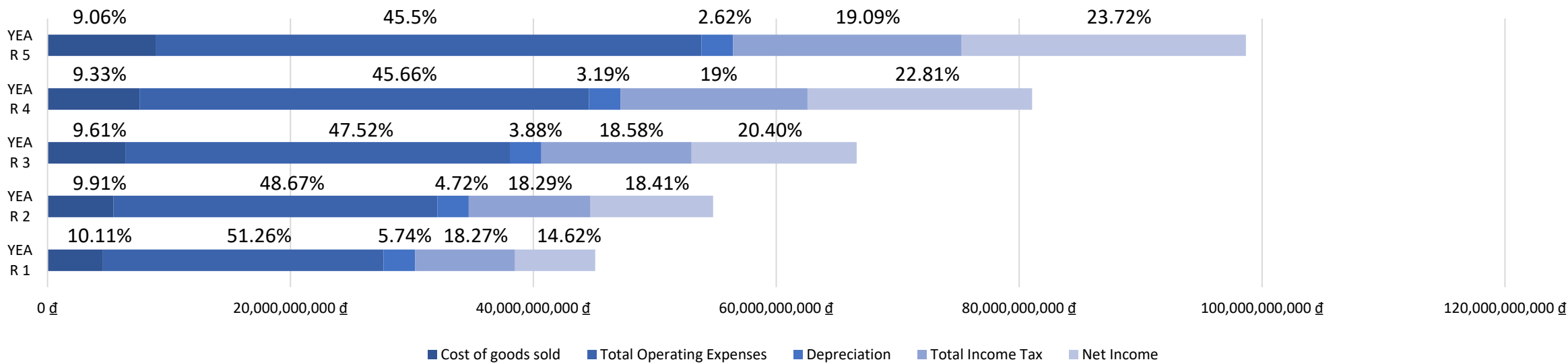
NET REVENUE					
	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Mud Bath	35,750,400,000 đ	43,972,992,000 đ	54,086,780,160 đ	66,526,739,597 đ	81,827,889,704 đ
Food	5,077,190,102 đ	5,883,955,609 đ	6,818,916,155 đ	7,902,441,932 đ	9,158,139,955 đ
Beverage	4,259,762,495 đ	4,936,638,756 đ	5,721,070,654 đ	6,630,148,781 đ	7,683,679,422 đ
Total Revenue	45,087,352,597 đ	54,793,586,365 đ	66,626,766,969 đ	81,059,330,310 đ	98,669,709,082 đ



# Financial Statement Analysis

## Income Forecast

INCOME STATEMENT FORECAST					
	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Total Revenue	45,087,352,597 ₪	54,793,586,365 ₪	66,626,766,969 ₪	81,059,330,310 ₪	98,669,709,082 ₪
Cost of goods sold	4,556,250,341 ₪	5,427,555,704 ₪	6,405,674,056 ₪	7,565,821,756 ₪	8,943,042,727 ₪
Total Operating Expenses	23,113,116,099 ₪	26,667,522,868 ₪	31,663,440,620 ₪	37,013,555,252 ₪	44,899,598,047 ₪
Depreciation	2,586,378,800 ₪	2,586,378,800 ₪	2,586,378,800 ₪	2,586,378,800 ₪	2,586,378,800 ₪
Total Income Tax	8,236,319,730 ₪	10,022,060,195 ₪	12,377,207,156 ₪	15,404,923,692 ₪	18,835,384,570 ₪
Net Income	6,595,287,627 ₪	10,090,068,798 ₪	13,594,066,338 ₪	18,488,650,811 ₪	23,405,304,938 ₪



# Financial Statement Analysis

## Forecast Cash Flow

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
	TOTAL	TOTAL	TOTAL	TOTAL	TOTAL
Operating Cash Flow					
Net Income	6,595,287,627 đ	10,090,068,798 đ	13,594,066,338 đ	18,488,650,811 đ	23,405,304,938 đ
Plus: Depreciation & Amortization	2,586,378,800 đ	2,586,378,800 đ	2,586,378,800 đ	2,586,378,800 đ	2,586,378,800 đ
Cash from Operations	9,181,666,427 đ	12,676,447,598 đ	16,180,445,138 đ	21,075,029,611 đ	25,991,683,738 đ
CASH FLOW FROM INVESTING					
Cash paid for purchase of equipments	-431,894,000 đ				
Cash paid for area development	-25,000,000,000 đ				
Total cash flow from investing	-25,431,894,000 đ	0 đ	0 đ	0 đ	0 đ
INCREASE (DECREASE) IN CASH	-16,250,227,573 đ	12,676,447,598 đ	16,180,445,138 đ	21,075,029,611 đ	25,991,683,738 đ
CASH AT BEGINNING OF PERIOD	25,431,894,000 đ	9,181,666,427 đ	21,858,114,024 đ	38,038,559,162 đ	59,113,588,773 đ
CASH AT END OF PERIOD	9,181,666,427 đ	21,858,114,024 đ	38,038,559,162 đ	59,113,588,773 đ	85,105,272,512 đ

# Financial Statement Analysis

## Balance Sheet

ASSETS	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Current Assets					
Cash	9,181,666,427 ₪	21,858,114,024 ₪	38,038,559,162 ₪	59,113,588,773 ₪	85,105,272,512 ₪
Total Current Assets	9,181,666,427 ₪	21,858,114,024 ₪	38,038,559,162 ₪	59,113,588,773 ₪	85,105,272,512 ₪
Non Current					
Land and Building	25,000,000,000 ₪	25,000,000,000 ₪	25,000,000,000 ₪	25,000,000,000 ₪	25,000,000,000 ₪
Machinery and Equipments	431,894,000 ₪	431,894,000 ₪	431,894,000 ₪	431,894,000 ₪	431,894,000 ₪
Total Non Current Assets	25,431,894,000 ₪	25,431,894,000 ₪	25,431,894,000 ₪	25,431,894,000 ₪	25,431,894,000 ₪
(Less Accumulated Depreciation)	2,586,378,800 ₪	5,172,757,600 ₪	7,759,136,400 ₪	10,345,515,200 ₪	12,931,894,000 ₪
Net Book Value	22,845,515,200 ₪	20,259,136,400 ₪	17,672,757,600 ₪	15,086,378,800 ₪	12,500,000,000 ₪
Total Assets	32,027,181,627 ₪	42,117,250,424 ₪	55,711,316,762 ₪	74,199,967,573 ₪	97,605,272,512 ₪

LIABILITY & EQUITY	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Liability					
Total liability	0	0	0	0	0
Equity					
Owner's Capital	25,431,894,000 ₪	25,431,894,000 ₪	25,431,894,000 ₪	25,431,894,000 ₪	25,431,894,000 ₪
Retained Earnings	6,595,287,627 ₪	16,685,356,424 ₪	30,279,422,762 ₪	48,768,073,573 ₪	72,173,378,512 ₪
Total Equity	32,027,181,627 ₪	42,117,250,424 ₪	55,711,316,762 ₪	74,199,967,573 ₪	97,605,272,512 ₪
Total Liabilities and Equity	32,027,181,627 ₪	42,117,250,424 ₪	55,711,316,762 ₪	74,199,967,573 ₪	97,605,272,512 ₪
Balance sheet in or out of balance?	BALANCE	BALANCE	BALANCE	BALANCE	BALANCE

FINANCE

# Financial Statement Analysis

Valuation

KEY METRICS CALCULATION						
UNITS	YEAR 0	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
NPV Calculation						
Initial Cost	-25,683,624,000 ₪					
Cash Inflow		45,087,352,597 ₪	54,793,586,365 ₪	66,626,766,969 ₪	81,059,330,310 ₪	98,669,709,082 ₪
Cash Outflow		-35,905,686,170 ₪	-42,117,138,767 ₪	-50,446,321,831 ₪	-59,984,300,699 ₪	-72,678,025,343 ₪
Net Cash Flow	-25,683,624,000 ₪	9,181,666,427 ₪	12,676,447,598 ₪	16,180,445,138 ₪	21,075,029,611 ₪	25,991,683,738 ₪
Risk-free rate	2.30%					
Expected Rate of Return	14.00%					
Company's Beta Estimated	1					
Market Risk Premium	11.70%					
Cost of Capital	14.00%					
NPV				29,023,299,192 ₪		
Terminal Value						
Perpetual growth rate of FCF	2%					
Terminal Value				220,929,311,776 ₪		
PayBack						
Cumulative NCF	-25,683,624,000 ₪	-16,501,957,573 ₪	-3,825,509,976 ₪	12,354,935,162 ₪	33,429,964,773 ₪	59,421,648,512 ₪
Payback (Year)				2.24		
IRR Calculation						
IRR Yearly		-64.25%	-9.63%	20.30%	37.10%	46.63%
IRR				46.63%		
Customer Acquisition Cost (CAC)						
Total Customers		31,834	39,156	48,162	59,239	72,864
Total Marketing		2,817,205,713 ₪	3,430,078,506 ₪	4,170,835,612 ₪	5,074,314,077 ₪	6,176,723,789 ₪
Customer Acquisition Cost		88,497 ₪	87,601 ₪	86,601 ₪	85,659 ₪	84,771 ₪
Average Customer Acquisition Cost				86,244 ₪		
ROI						
Total Initial Investments	-25,683,624,000 ₪					
Net Income		6,595,287,627 ₪	10,090,068,798 ₪	13,594,066,338 ₪	18,488,650,811 ₪	23,405,304,938 ₪
Return On Investments		25.68%	39.29%	52.93%	71.99%	91.13%
Burn Rate						
Revenue		45,087,352,597 ₪	54,793,586,365 ₪	66,626,766,969 ₪	81,059,330,310 ₪	98,669,709,082 ₪
Operating Expenses		16,735,289,619 ₪	18,919,786,597 ₪	22,234,206,958 ₪	25,519,697,149 ₪	30,869,999,456 ₪
Average Burn Rate per month		-2,362,671,915 ₪	-2,989,483,314 ₪	-3,699,380,001 ₪	-4,628,302,763 ₪	-5,649,975,802 ₪
Average Burn Rate per month				-3,865,962,759 ₪		



# Financial Statement Analysis

## Valuation

Key Metrics	
Cost of Capital	14.00%
Net Present Value (NPV)	29,023,299,192 đ
Terminal Value (TV)	220,929,311,776 đ
Payback (PB)	2.24
Internal Rate of Return (IRR)	46.63%
Customer Acquisition Costs (CAC)	86,244 đ
Return on Investment 1st Year (ROI)	25.68%
Return on Investment 2nd Year (ROI)	39.29%
Return on Investment 3rd Year (ROI)	52.93%
Return on Investment 4th Year (ROI)	71.99%
Return on Investment 5th Year (ROI)	91.13%
Average Burn Rate per month (5 years)	-3,865,962,759 đ

# 06

# RISK MANAGEMENT

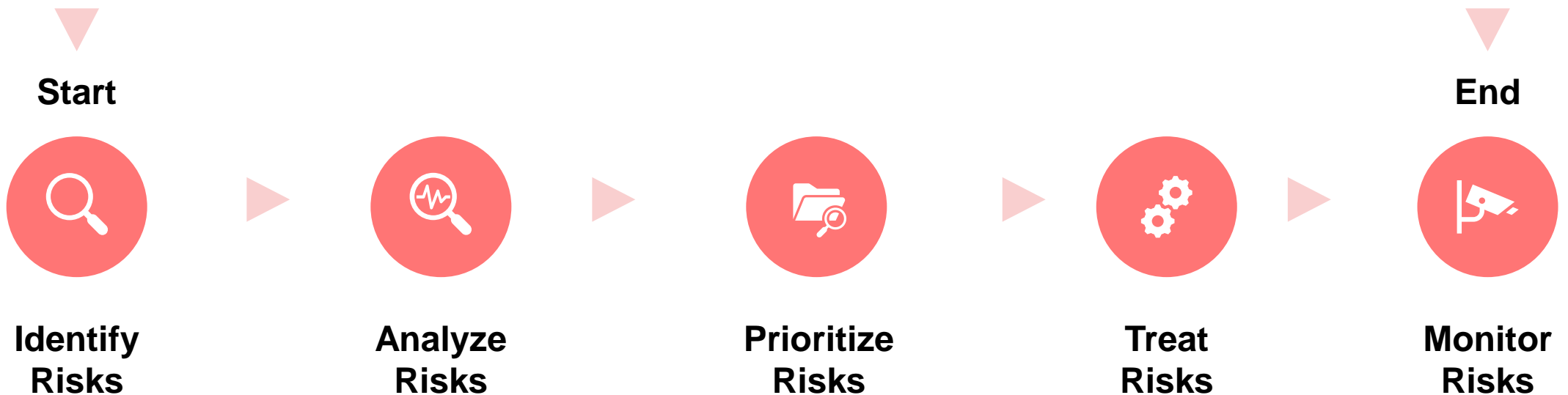
Son Dung Mud Bath Risk Management

RISK MANAGEMENT

# RISK MANAGEMENT PROCESS

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## Risk Management Process Flowchart



# RISK PREDICTION AND CONTINGENCY PLAN

## Internal Risks

Risk	Prediction	Contingency plan
Staffing issues	High turnover, lack of training, or inadequate staffing levels may impact service quality	Employee Retention Programs Cross-Training
Operational Inefficiencies	Inefficient processes or lack of proper management may lead to operational disruptions	Process Optimization Emergency Protocols

# RISK PREDICTION AND CONTINGENCY PLAN

## External Risks

Risk	Prediction	Contingency plan
Public Health and Safety Concerns	Outbreaks or health concerns may affect travel decisions and lead to cancellations	<b>Health and Safety Protocols</b> <ul style="list-style-type: none"><li>• Implement stringent health and safety measures</li><li>• Regularly communicate and update customers</li></ul> <b>Flexible Booking Policies</b> <ul style="list-style-type: none"><li>• Offer flexible booking and cancellation policies</li><li>• Provide rescheduling options.</li></ul>
Regulatory and Compliance Changes	Changes in local or international regulations may impact business operations	<b>Regular Compliance Audits</b> <p>Compliance with local and international regulations. Stay informed about regulatory changes</p> <b>Legal Consultation</b> <p>Establish a relationship with legal experts Develop a crisis communication plan</p>

# RISK PREDICTION AND CONTINGENCY PLAN

## External Risks

Risk	Prediction	Contingency plan
Bad Weathers	Vietnam is prone to natural disasters, including typhoons and floods.	<b>Infrastructure Resilience</b> <ul style="list-style-type: none"><li>Regularly assess and reinforce the resilience of facilities</li><li>Establish evacuation</li></ul> <b>Insurance Coverage</b> <ul style="list-style-type: none"><li>Ensure comprehensive insurance coverage</li><li>Maintain an emergency fund</li></ul>



# RISK PREDICTION AND CONTINGENCY PLAN

## External Risks

Risk	Prediction	Contingency plan
Tourism seasonality	<p><b>Challenges</b></p> <ul style="list-style-type: none"><li>• Unstable Revenue</li><li>• High Fixed Costs</li><li>• Difficulties in managing personnel</li></ul> <p><b>Opportunities</b></p> <ul style="list-style-type: none"><li>• Increasing revenue</li><li>• Taking advantage of available manpower</li><li>• Improving service quality</li></ul>	<p><b>Diversify Product and Service Offerings:</b></p> <ul style="list-style-type: none"><li>• Expand beyond traditional offerings.</li><li>• specialized themes or niches.</li></ul> <p><b>Strengthen Marketing and Promotional Efforts:</b></p> <ul style="list-style-type: none"><li>• Target marketing campaigns both peak and off-peak seasons.</li><li>• Collaborate with Nha Trang local tourism organizations or travel agencies.</li><li>• Leverage social media platforms and influencer marketing.</li></ul> <p><b>Enhance Customer Experience and Loyalty Programs:</b></p> <ul style="list-style-type: none"><li>• Provide exceptional customer service and personalized experiences.</li><li>• Implement loyalty programs.</li><li>• Gather customer feedback.</li></ul> <p><b>Partner with Local Businesses and Organizations:</b></p> <ul style="list-style-type: none"><li>• Collaborate with local attractions, and transportation providers.</li><li>• Engage with community events and festivals.</li></ul>

Thank You!

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