

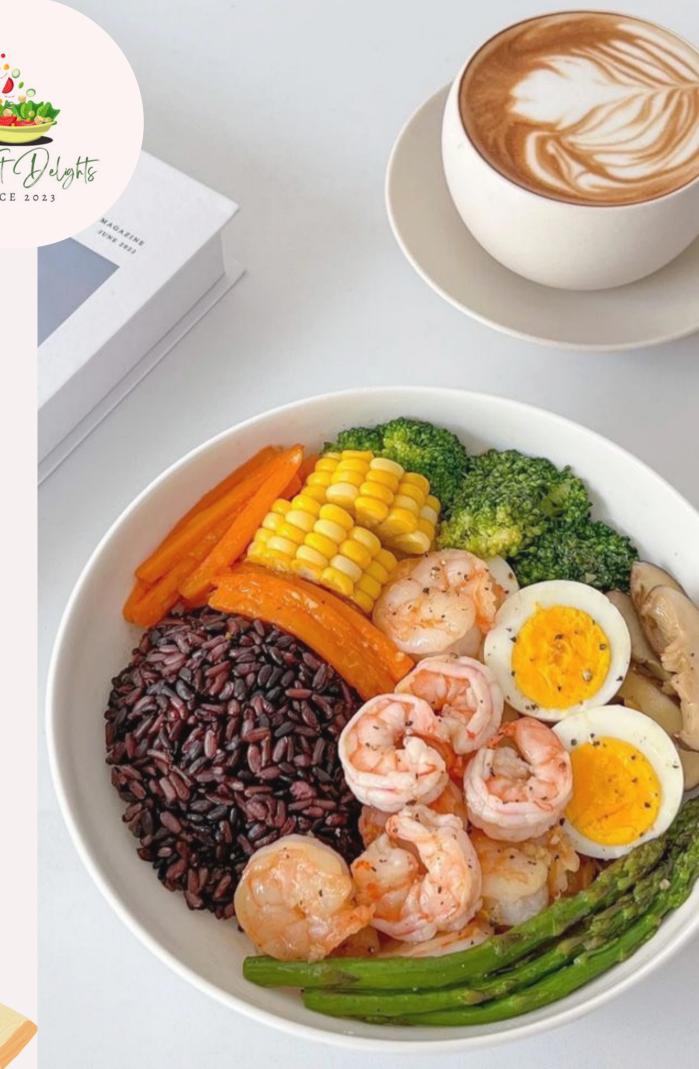


GRADUATION THESIS DEFENSE (2023)

FreshFit Delights

Healthy eating, taking care of health







TEAM MEMBER

Nguyen Quang Huy - HE150096

Lai Hong Linh - HS150610

Tran Thi Huyen Tram - HS150513

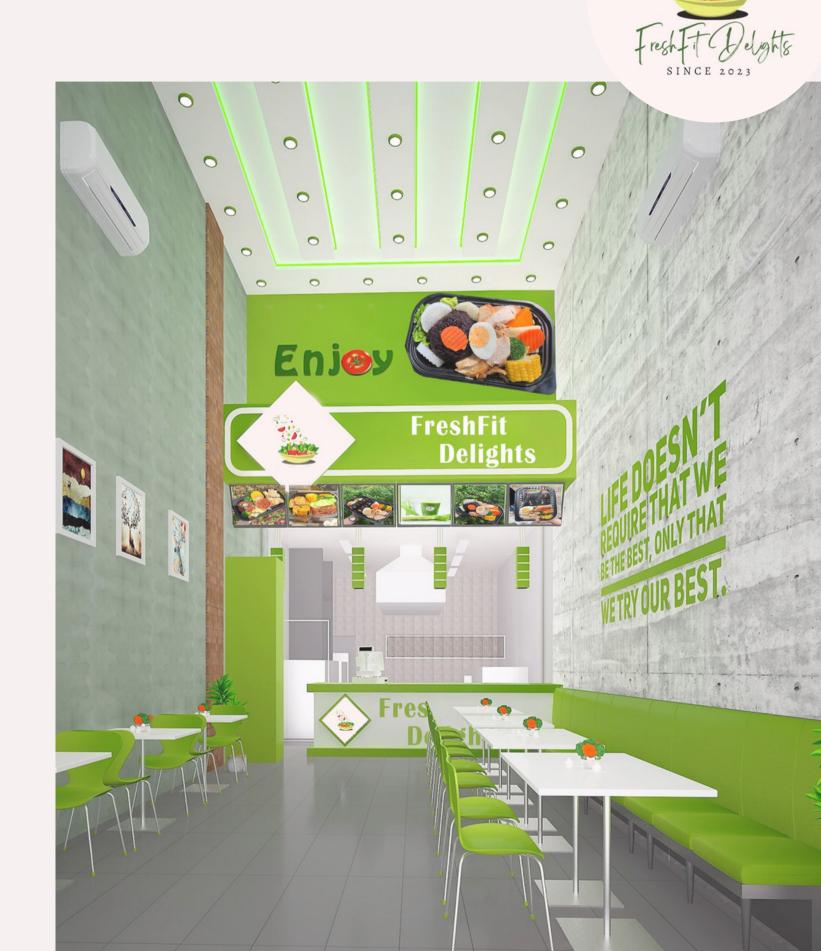
Nguyen Hong Nhung - HS150466

Pham Tu Uyen -HS150519



MAIN CONTENTS

- 1 INTRODUCTION
- 2 MARKET ANALYSIS
- 3 KEY ACTIVITY PLAN
- 4 FINANCIAL ANALYSIS
- 5 RISK MANAGEMENT AND BUSINESS ORIENTATION
- 6 EVIDENCE







INTRODUCTION







Company introduction



EatClean is a nutritious diet that emphasizes clean, fresh, and leafy green foods.

86% of customers in Vietnam prioritize choosing organic products because of their safety, superior nutrition, and flavor for daily meals.





Source: Organic Food Consumption Trends In VIETNAM (Golden Sand)





Market basis:

The food and beverage sector currently makes up around 15% of GDP, and its growth potential is expected to rise soon

• Based on the implementation capacity of the project team:

Business people need to have the traits of honesty, and integrity, and always give clients real information in terms of attitude, abilities, and knowledge





Company Introduction



Company Description

Company name: FreshFit Delights

Slogan: Healthy eating - Taking care of health

Location: 218 Hamlet 3, Thach Hoa, Thach That, Hanoi

Description of business: FreshFit Delights is an Eat Clean food supply store founded in 2023

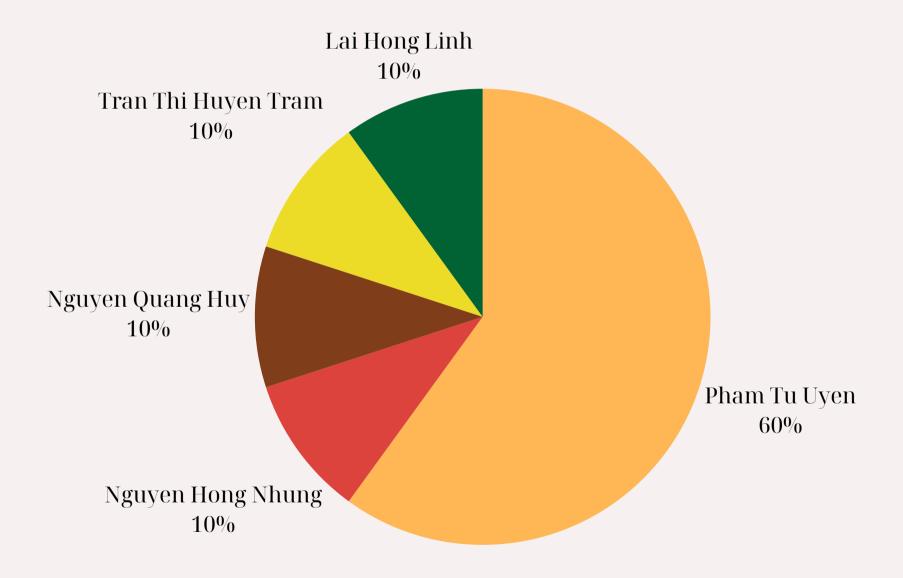
Type of company: Limited Liability Company (LLC)

The initial charter capital for the business nearly is: 640.000.000 VND



Company Introduction

Company Description



Amount of member's investment capital



Nguyen Quang Huy



Tran Thi Huyen Tram



Phạm Tu Uyen



Lai Hong Linh



Nguyen Hong Nhung



Company Introduction



The store's products sell healthy foods and drinks



By 2028, it will become the number one healthy restaurant in Hoa Lac, loved and respected by customers



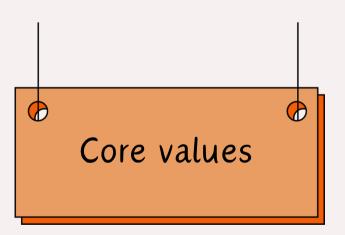
FreshFit Delights wants to serve the most delicious meals to customers without them having to worry too much about whether the dish is too fatty for their weight loss cycle



Change the view on healthy meals, help people have a healthy life by providing quick menus - beautiful, beautiful skin - good for health.



Income: Good level or higher Gender: Male and female Age: 20 - 40 years old Location: Living and working around Village 3, Thach Hoa, Thach That, Hanoi



Integrity: Be honest and straightforward Responsibility: Be responsible to customers and associates Compliance: Comply with work Trust: Believe in the development direction





MARKET RESEARCH





Market Assessment Market Trend Analysis



Market Analysis



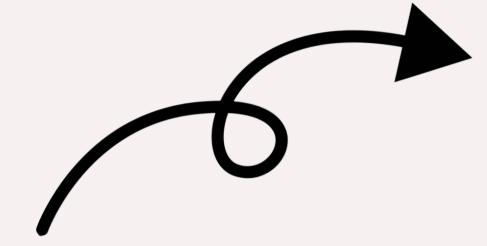
Customer Segmentation



Value Proposition

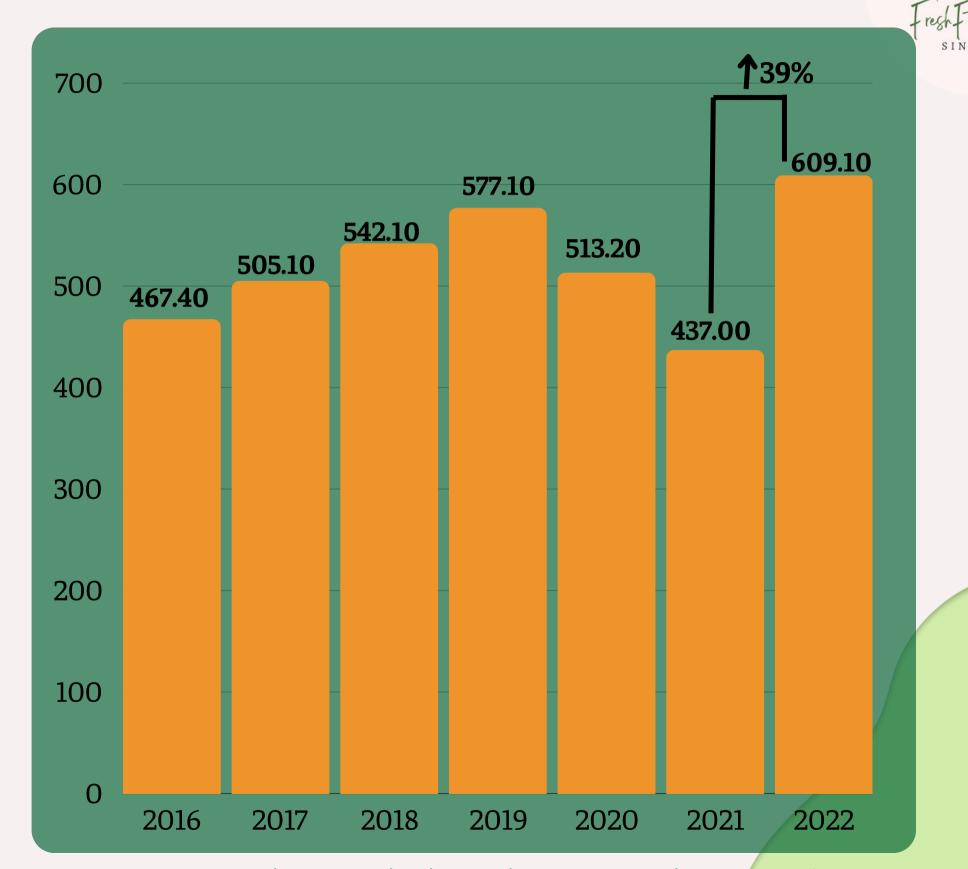


Market assessment





Overall analysis of the F&B market



F&B service revenue in Vietnam in 2022 Source: (iPOS.vn, 2023)



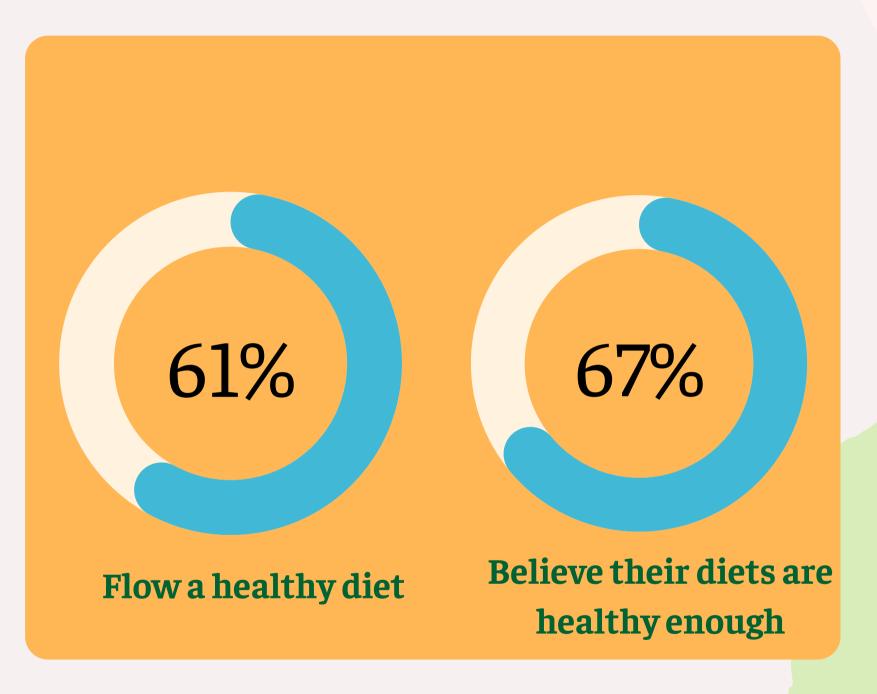
Market assessment







Overview of the healthy food market





Statistics about following a healthy and believing diets are healthy enough Source: (Cimigo, 2022)



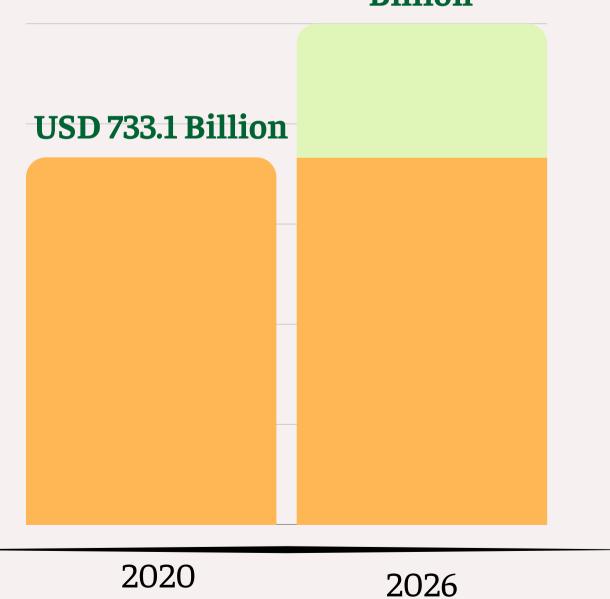
Market assessment



Global Market for Health and Wellness Foods

Market forecast to grow at CAGR of 6 %

USD 1,000 Billion



Global market for health and wellness foods. Source: globenewswire.com



Overview of the healthy food market





Market Trend Analysis

In Vietnam, risks from climate change and environmental pollution are increasingly clearly recognized by middle-class Vietnamese consumers

Changing consumer perception of eating habits

Trends in customer needs and behavior regarding Eat clean food

 Vietnamese people form the habit of eating clean

Willing to pay











Direct Competitors



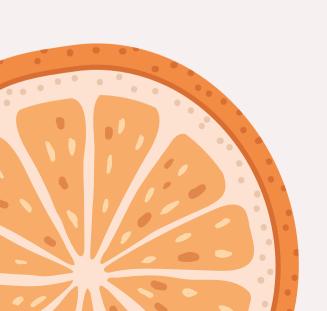
Indirect competitors





Lesson and practical experience









Direct Competitors



	Joseph Healthy Rice	An Anh	Mother Butter Kitchen
Address	Hoa Lac, online	Hoa Lac, online	Hoa Lac, online
Service	Providing brown rice, salads, and sauces - delicious, clean, and high-quality	Provide salad, chicken soup, and brown rice	Providing brown rice, salad, and fast-food
Price(vnd)	40.000 - 50.000	15.000 - 40.000	35.000 - 45.000
Social media		4	•





Indirect Competitors

Restaurant	Thu Thuy	Hoa Lac Food	Bep Anh Beo
Place	Hoa Lac	Hoa Lac	Hoa Lac
Price(vnd)	25.000 -50.000	30.000 - 45.000	35.000 - 50.000
Service	Rice per set: white rice served with food and drink	Rice per set: white rice served with food and drink Served with vermicelli, vermicelli, porridge, pho	Rice per set: white rice served with food and drink Served with vermicelli, vermicelli, porridge, pho





Potential Competitors

In Hoa Lac, there are many investors in food and drink. Specifically, here is the Manh Quan supermarket; they sell necessities, food, etc. With economic potential, they may invest in the clean food market if they see the needs of people here.



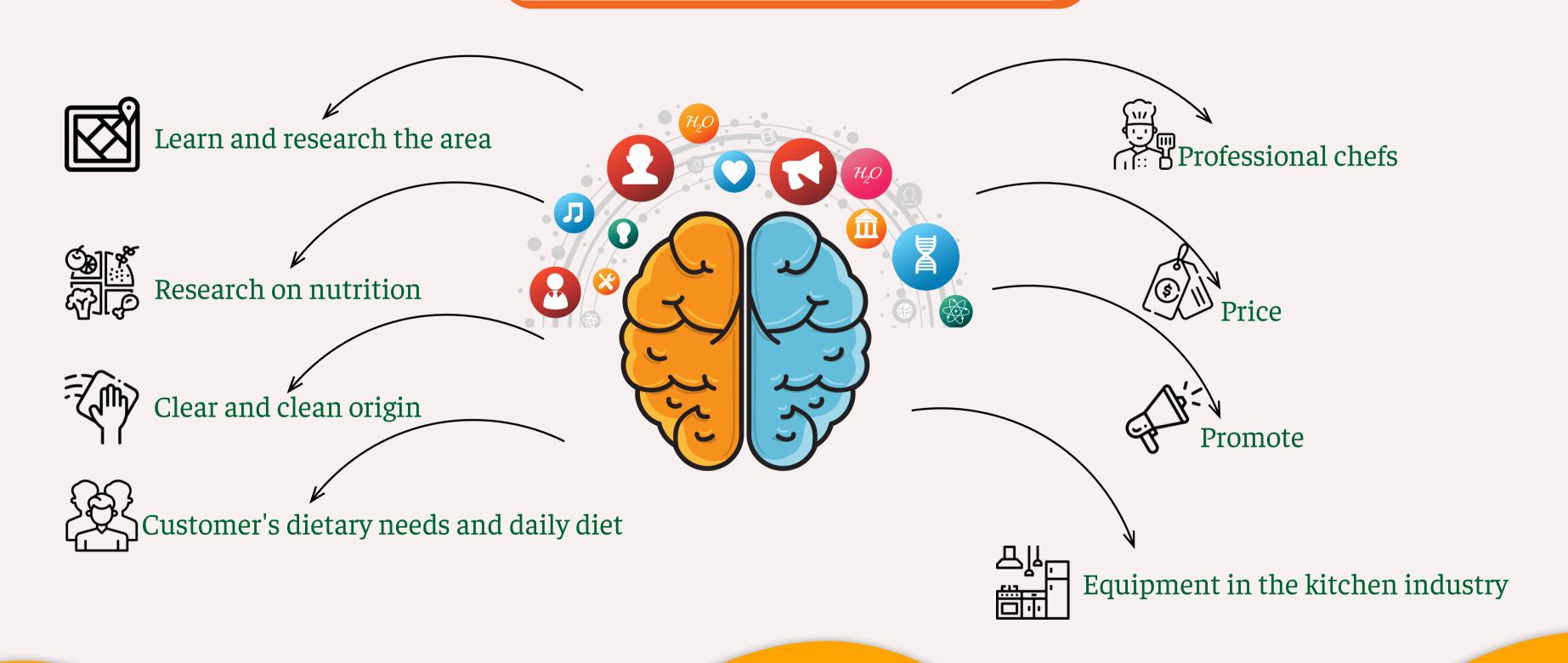








Lesson and Practical experience







Demographic



Geographic



Behavioral



Psychology



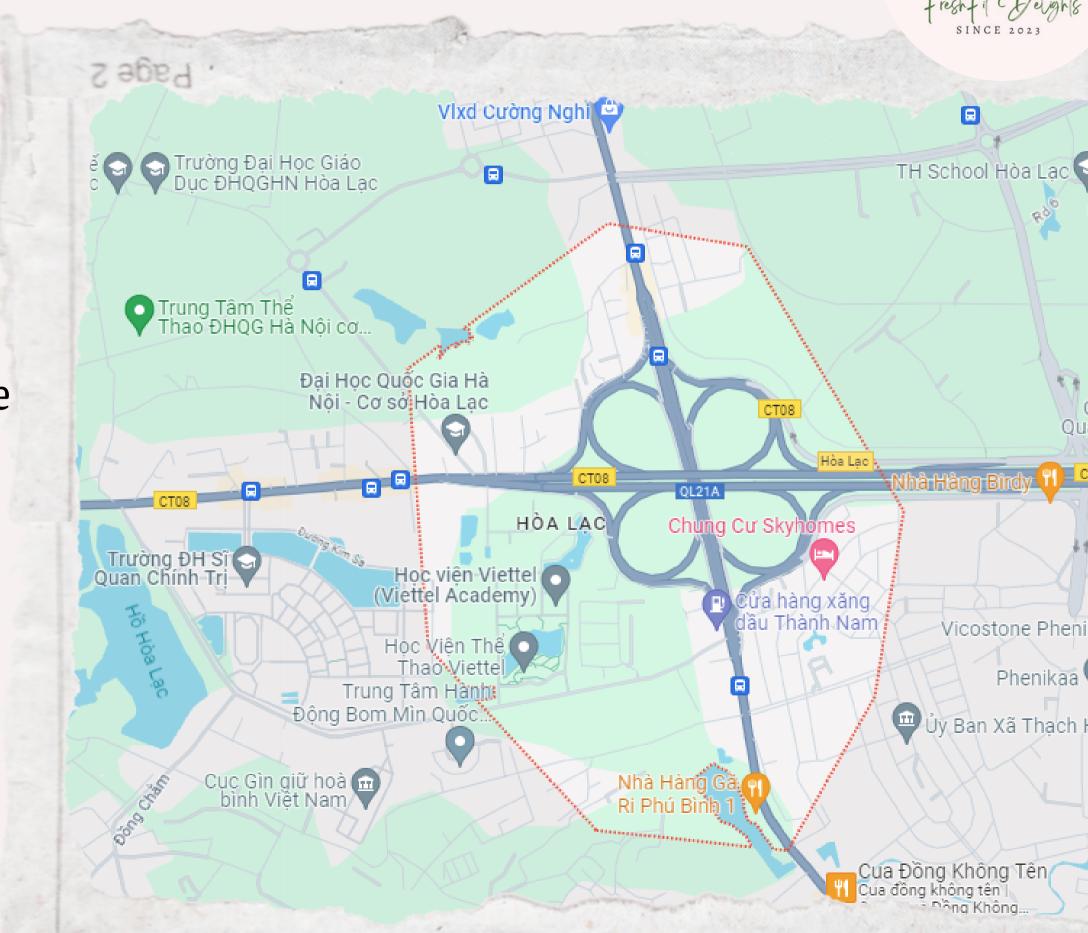


Geographic



Population of the district 242,786 people

Density: 1.460 people /km²







Demographic



AGE, Primary group: 25-35 ages



Subgroup: 35-45 age



Income: 10-30 million per month



Job type: Students, Office staff, Workers









Psychographic



- People choose a menu-based diet to ensure health and lose weight.
- People go to stores that sell clean food.
- People who care about health will enjoy these experiences.

Have you ever eaten "eatclean"?

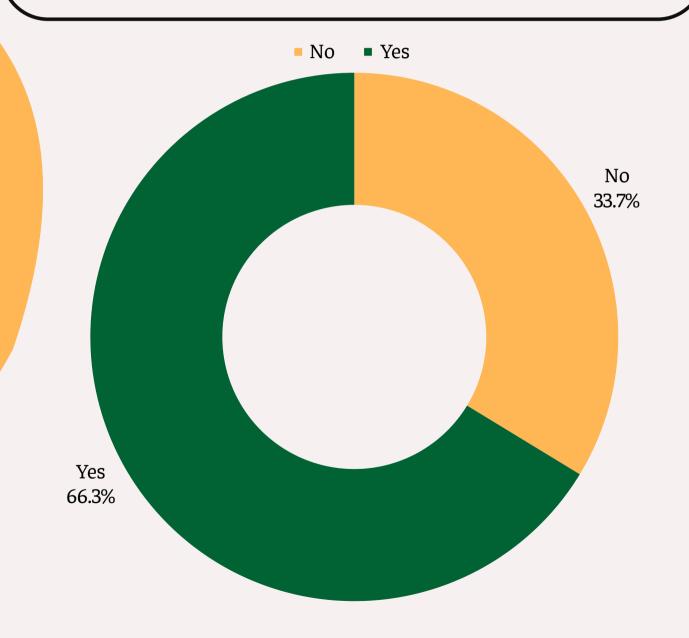
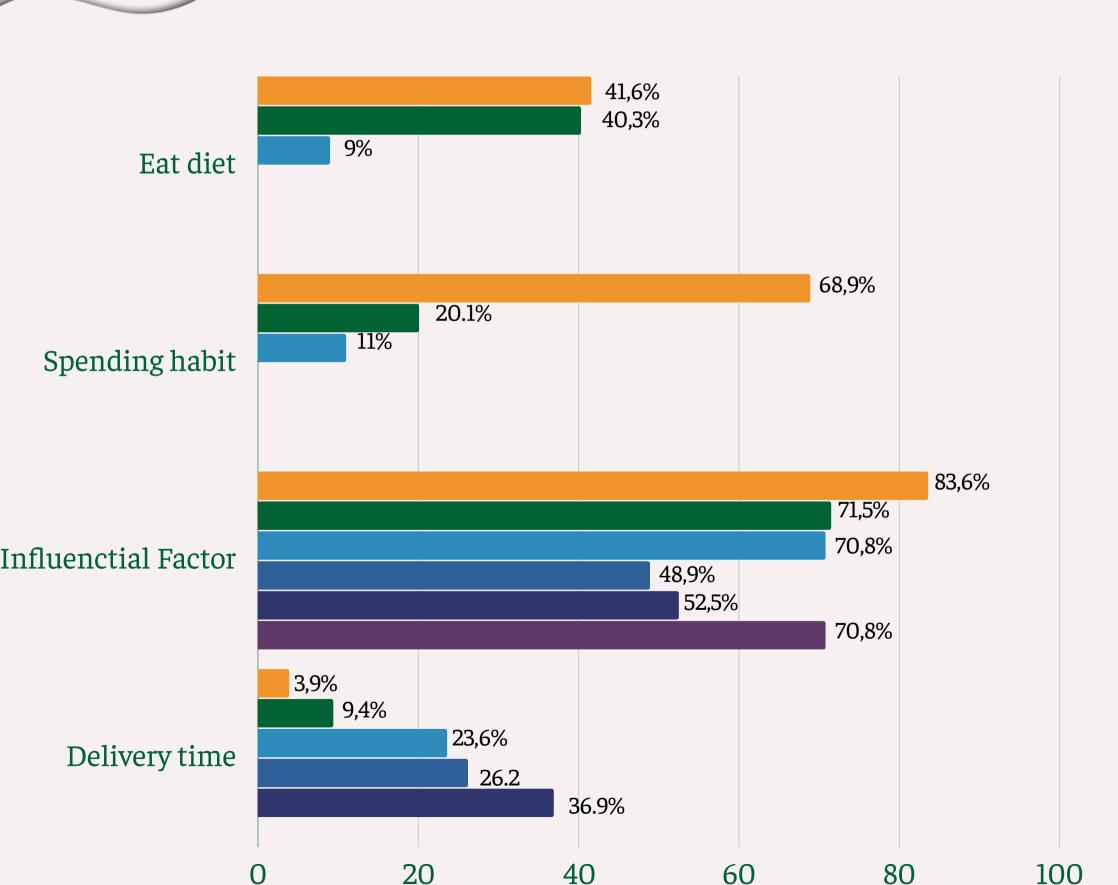


Figure 17: Interests for eat clean diet according to FreshFit Delights survey

Behavioral







Value propositions

Value proposition





Product value



- Committed to product quality
- Ensure food hygiene and safety during production and packaging
- Bring value to consumers

Guaranteed nutritional value



- Balanced diet
- Nutritional values vary by recipe
- Calculate calories for each meal in accordance *

Service quality



- Satisfaction
- Caring
- Patience

Design the suitable space



- Peace of mind when experiencing a friendly space
- Although not high-end, it is clean
- Creating excitement in every product purchase.

SWOT Analysis



Strength

- The product has clean, clear ingredients
- Dynamic founding team passionate about cooking
- Reputable source, diverse and quality products





- Lack of experience operations management
- Short product shelf life



OPPORTUNITIES

- The residential area is crowded with students, lecturers, and office workers
- The demand for clean food is increasing
- The development of social networks

Threats

- Competitors
- Safety regulations
- Raw material price fluctuations: Raw material price fluctuations affect the ability to provide products to customers at the best prices





KEY ACTIVITY PLAN



** Key activities



Company structure



Key partners



** Key resources



Marketing



Production Management

Key Activities



Store Management

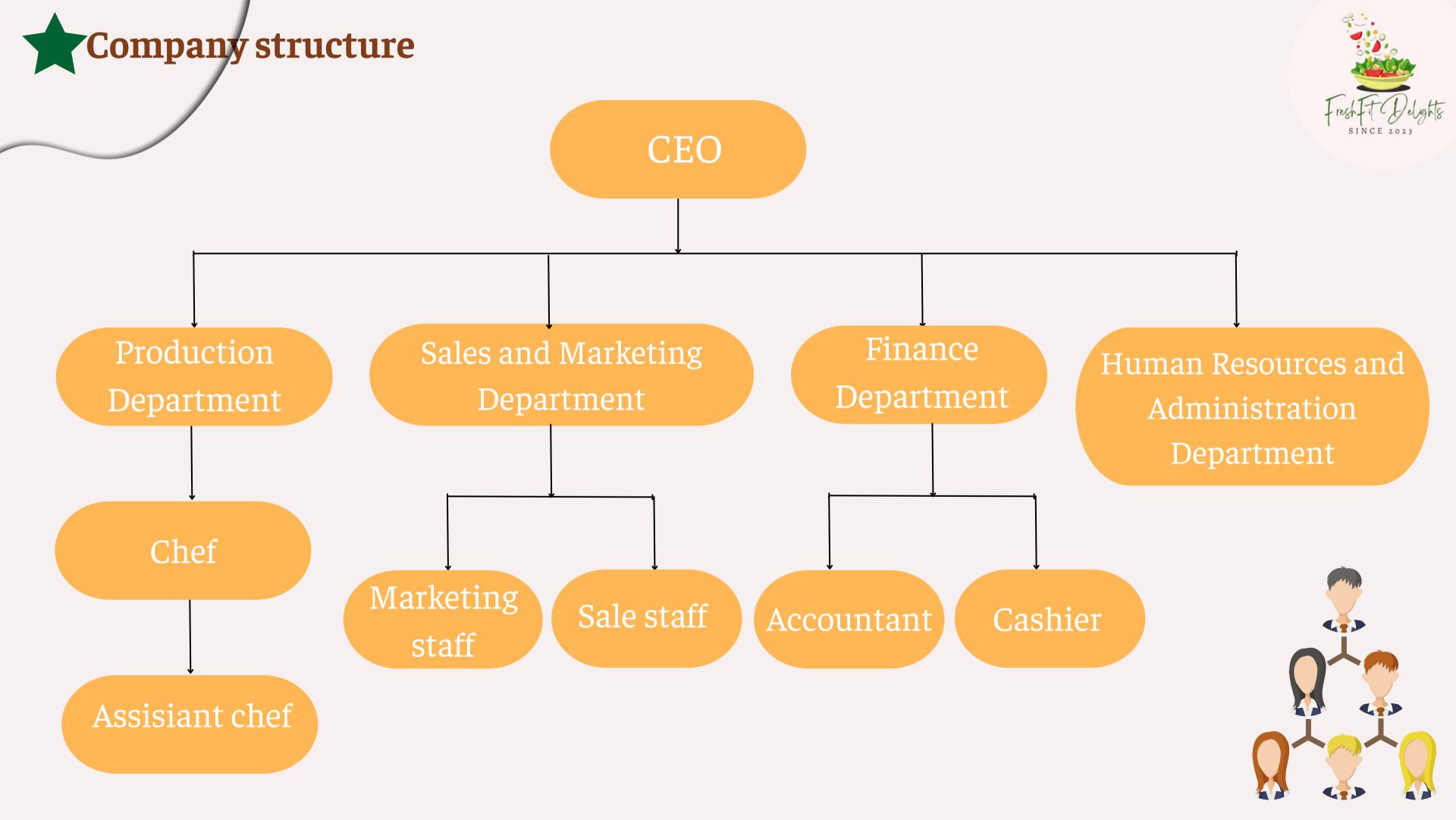


Marketing and Sales

Financial activities



Customer Care











Sendo Farm is also a supplier that meets Vietgap standards. Sendo Farm's products are guaranteed in terms of origin and product quality.



Dung Ha Development Joint
Stock Company specializes in
providing clean food, grown and
cared for according to the process
from farms nationwide to
consumers.





Image, brand identity partner





Hoang Kim Advertising and
Printing Company is known as a
professional unit in advertising
design and construction

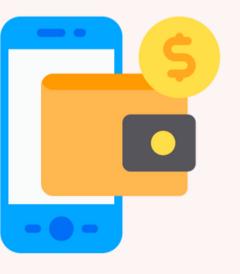




Payment service partner



Card Payment-

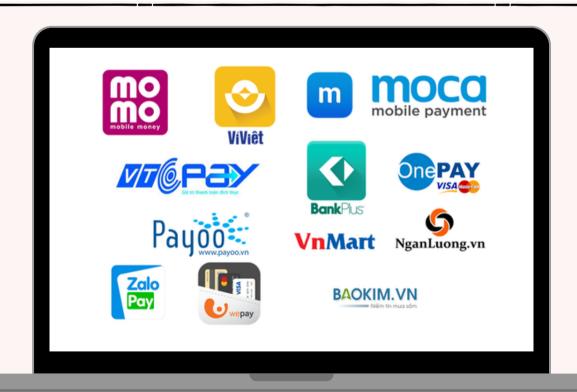














Key Resources



VND 400,000,000 VND 240,000,000



FreshFit Delights maintain its legitimacy and differentiate itself from other competitors.



Financial resources



Intellectual property











Product







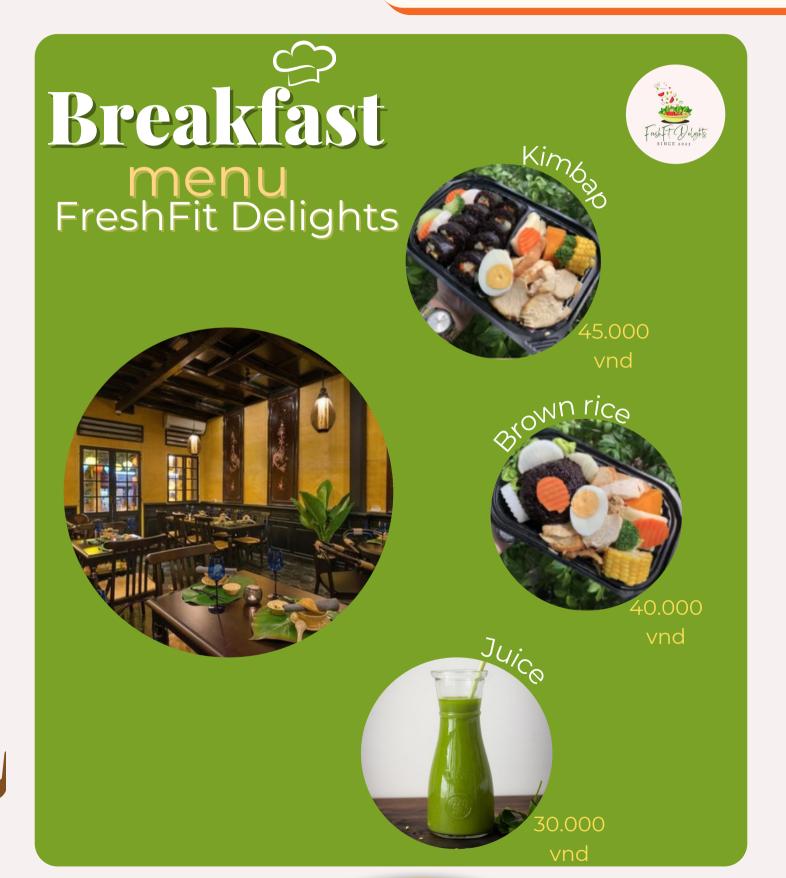
Figure: Brown rice

Figure: Drink



Marketing 7Ps

Price









Price



<u>Selling Price = Cost Price Per Unit + Profit</u>



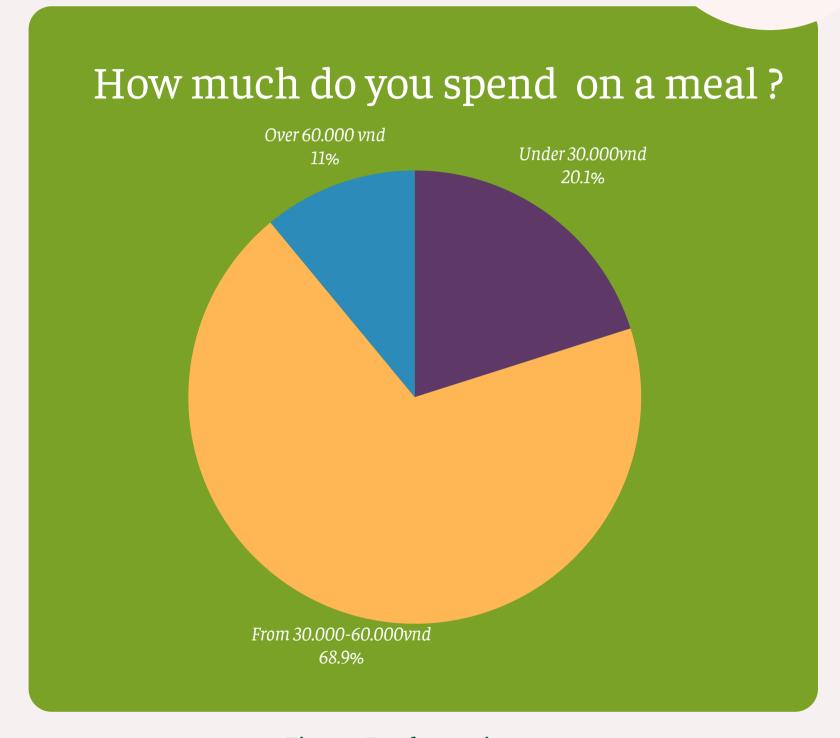


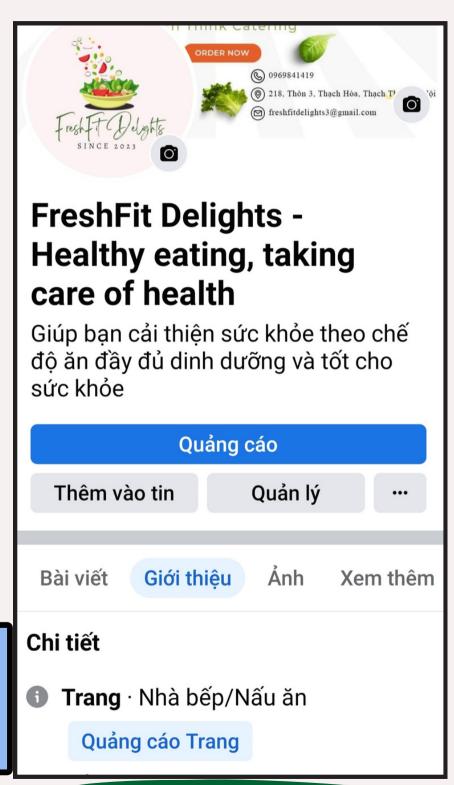
Figure: Product price survey

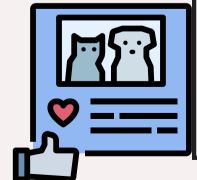


Place









Online Channel



Promotion



Communication & Promotion Channels

Point of purchase

Digital channels

Other communication channels









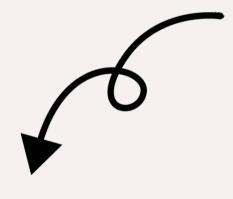
Promotion















Sales Promotions

Advertisement & Sales Promotions







Supplier selection process

STEP 1

Identify the need for suppliers selection, key sourcing requirement.

STEP 2

Limit suppliers to a selection pool

STEP 3

Determine methods
of suppliers
evaluation and
selection

STEP 6

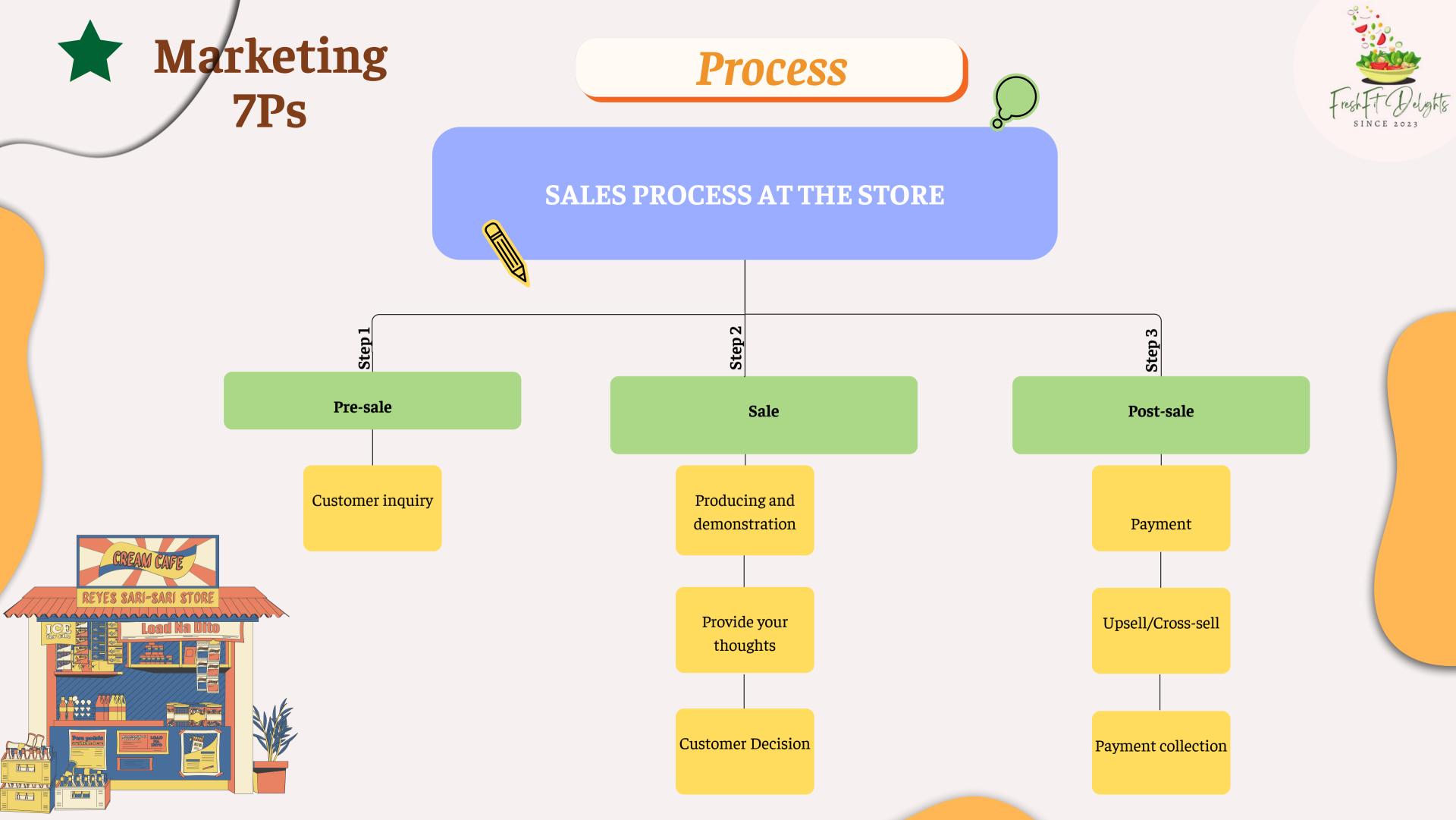
Select a supplier and reach an agreement

STEP 5

Identify potential sources of suppliers

STEP 4

Define sourcing strategy

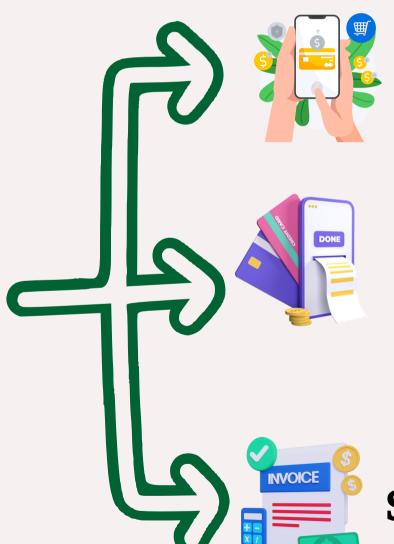




Process



Payment Process



Step 1: Select a payment method

Step 2: Payment confirmation







People



Management team

The management group establishes objectives, distributes tasks, and makes sure that workers are encouraged and have a comfortable place to work.

Customers

For the store to grow in the future, gathering customer data and fostering enduring relationships with customers are essential.

Partners and suppliers

Ensuring a consistent supply of high-quality ingredients, suitable for eatclean products.

Staff

The staff's professionalism, service attitude, and skills directly affect the customer experience.





Physical evidence













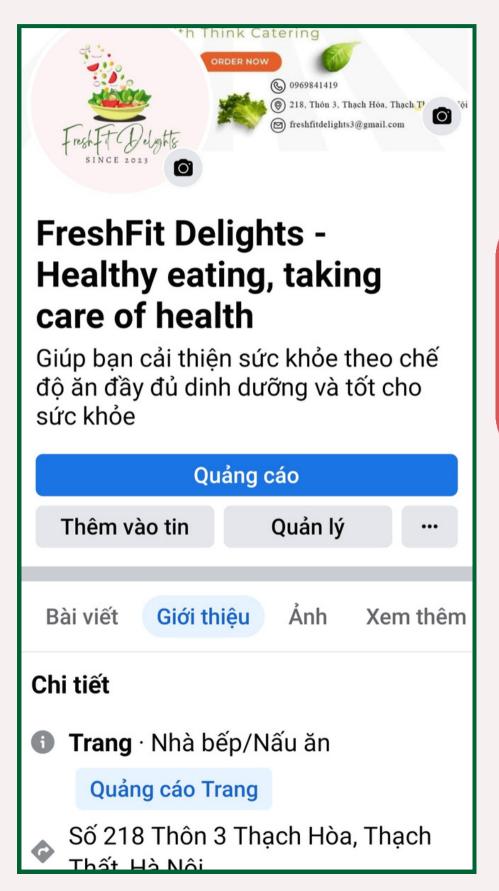


- @ 0969841419
- Thôn 3, Thạch Hòa, Hòa Lạc
- freshfitdelights3@gmail.com



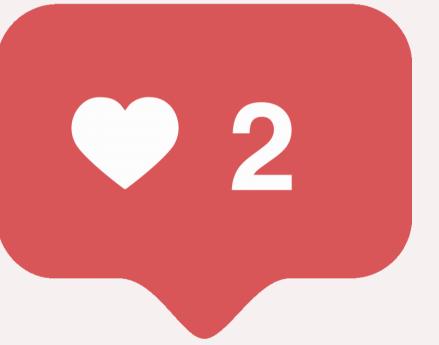


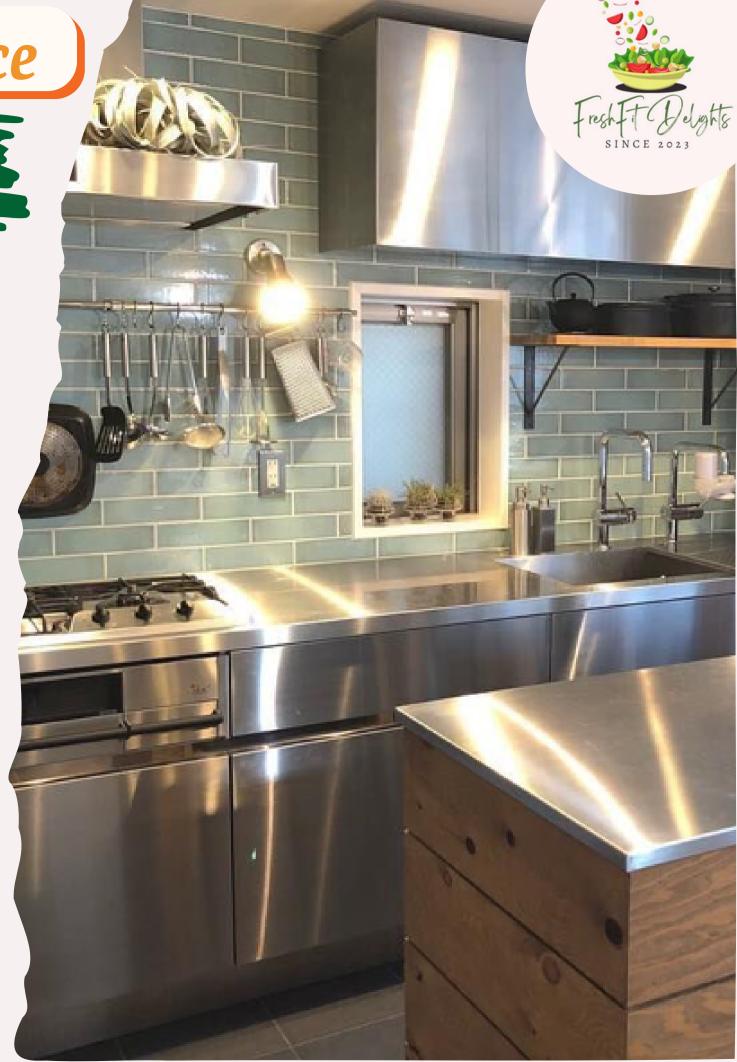




Physical evidence

Social media presence





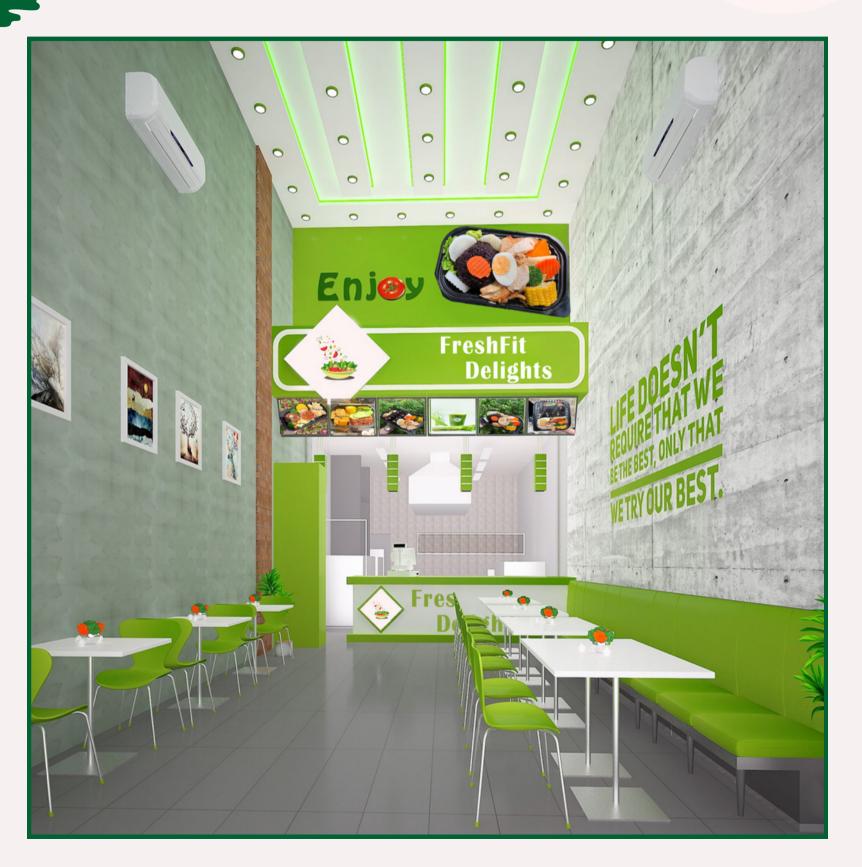


Physical evidence

Physical store_









Marketing

FreshFit Delights Market Penetration Campaign.



Pre - Grand opening

Grand opening

After opening





Marketing

FreshFit Delights Market Penetration Campaign.

Time Line



January 2, 2024 - January 14, 2024

Phase 3

January 16, 2024 - December 28, 2024



Phase 2

January 15, 2024



Marketing

FreshFit Delights Market Penetration Campaign.



To promote a range of healthy dishes made from ingredients





Objective

Position the brand as a top choice for complete and satisfying nutrition.

Key Message

"Healthy eating, taking care of health"







Channel	Activities
Social Media	 Release teaser posts with glimpses of products and benefits on Facebook. Create countdown posts to build excitement on Facebook. Encourage the audience to share their anticipation using hashtags on Facebook.
Online Promotion	 Offer pre-order options and early bird discounts online. Generate excitement through online giveaways and contests. Leverage social media platforms to spread the word. Run ads on Facebook to increase brand awareness. Create short videos on Facebook to introduce FreshFit Delights and product line.









3	Channel	Activities
	Grand Opening	 Organize a captivating Grand Opening event at FreshFit Delights Store. Conduct a ribbon-cutting ceremony with local dignitaries. Offer free samples of various healthy food items.
	Online Promotion	 Posting articles and photos related to the opening ceremony on social networking platforms. Leverage online ads to reach a larger audience. Encourage customers to feedback online and share the event with their networks.
	Collateral	 Design and print brochures or flyers highlighting FreshFit Delights Store's commitment to healthy eating. Distribute collateral prior to the event in nearby locations.





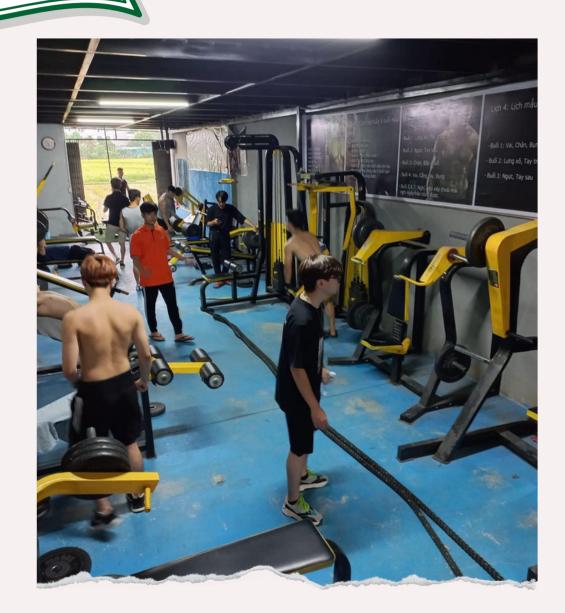


	Channel	Activities
	Customer Loyalty Program	 Implement a customer loyalty program with exclusive discounts and offers for frequent customers. Send personalized email newsletters with product recommendations and promotions.
	Social Media	 Regularly post engaging content related to healthy eating, recipe ideas, and success stories on social media platforms. Encourage user-generated content through contests or challenges.
	Collaborations and Partnerships	 Collaborate with local gyms, fitness centers, and health-related organizations.
	Customer Feedback and Reviews	• Encourage customers to provide feedback through online reviews, surveys, or social media contests. Monitor and respond to customer feedback promptly.
	Online Promotions	Run ads on Facebook to increase brand awareness.





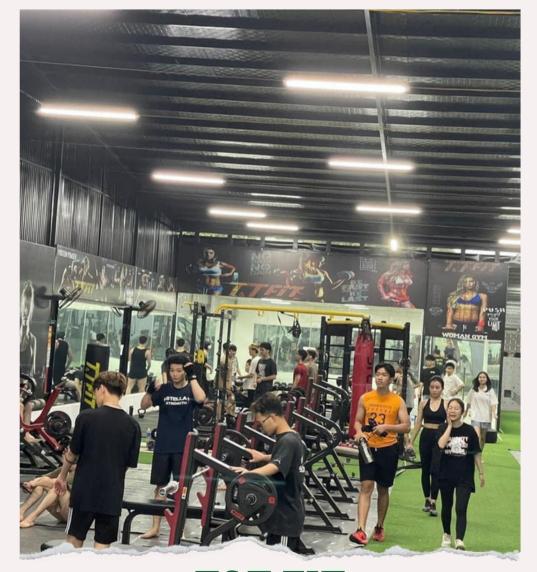




HD Gym Tan Xa



FPT University gym,
VoViNam martial arts
practice area



T&T FIT
366 villages 4 Thach Hoa Thach That



FreshFit Delights Market

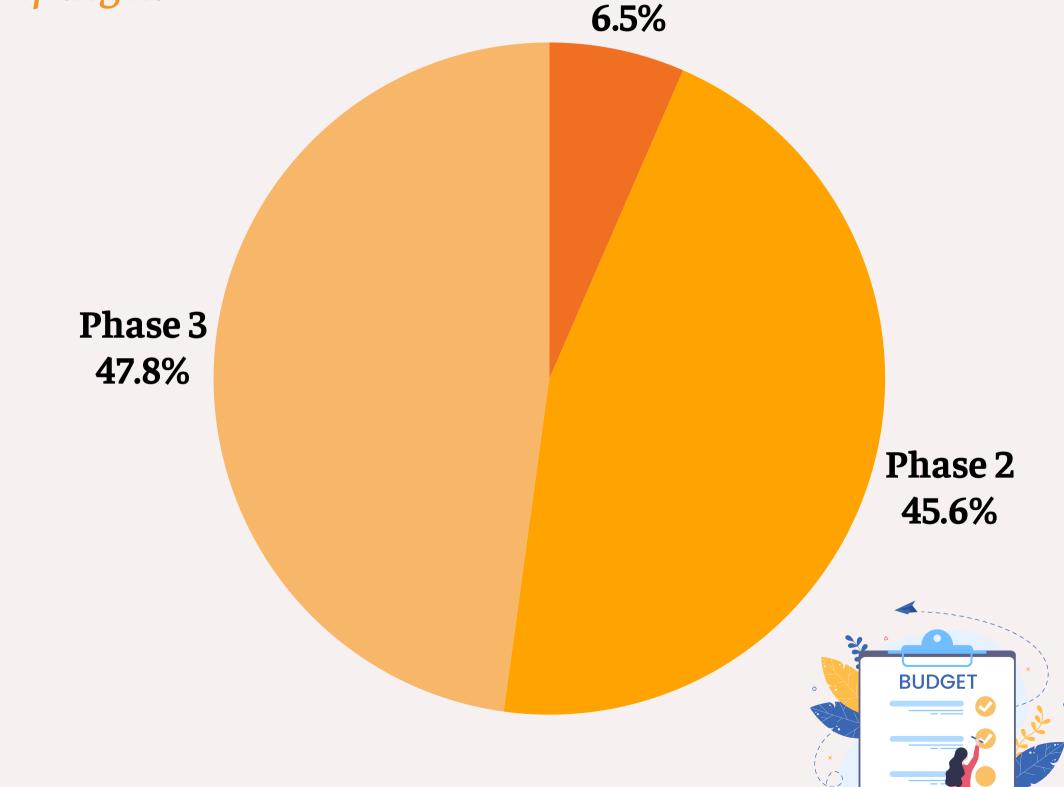
Penetration Campaign.



1. VND 3.000.000

2. VND 21.000.000

3. VND 22.000.000



Phase 1



VND 46.000.000





FINANCIAL ANALYSIS



Inital investment Revenue





Cost Structure



Financial analysis



Inital investment



Legal procedure VND 9.176.000



Rent VND 42.000.000





Computer,
Software
VND 8.890.000



Equipment VND 74.380.000







Renovation & Reconstruct fee VND 43.765.000

Total initial investment VND 637.897.100



Net working capital VND 400.000.000





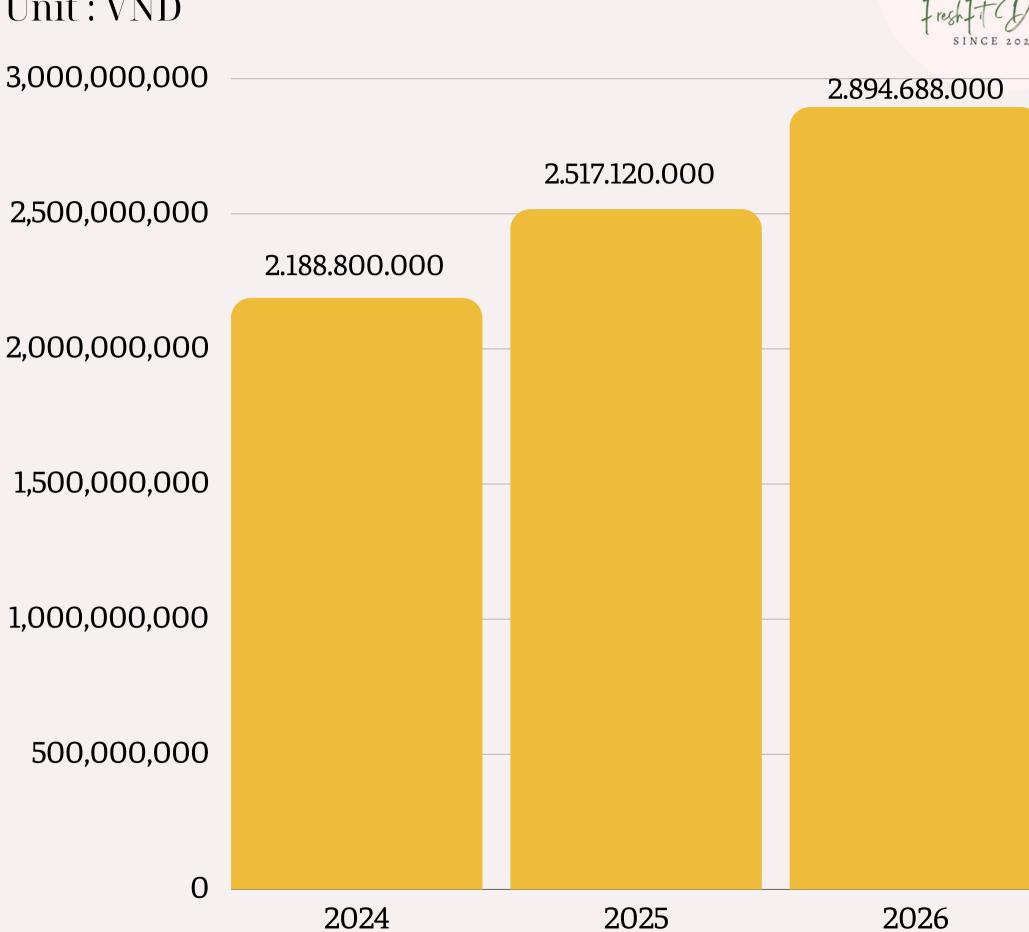




Expected growth rate



Unit: VND





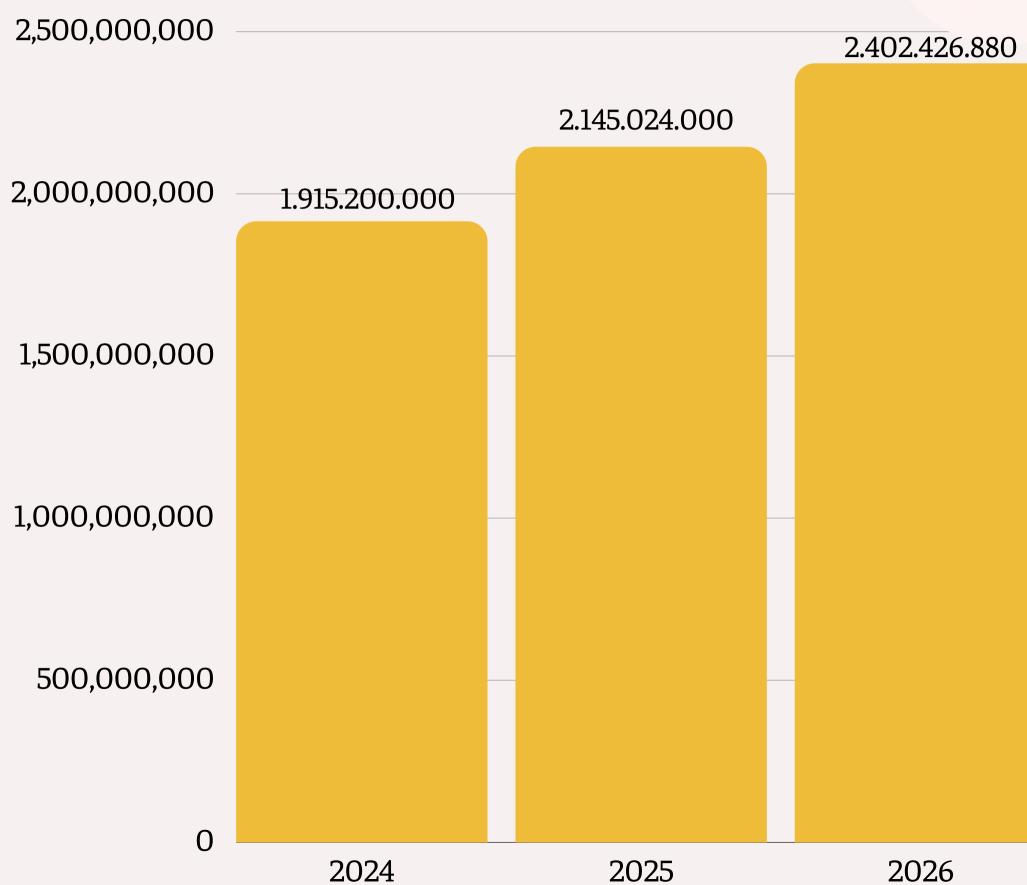


Most likely case

Expected growth rate 12%









Revenue

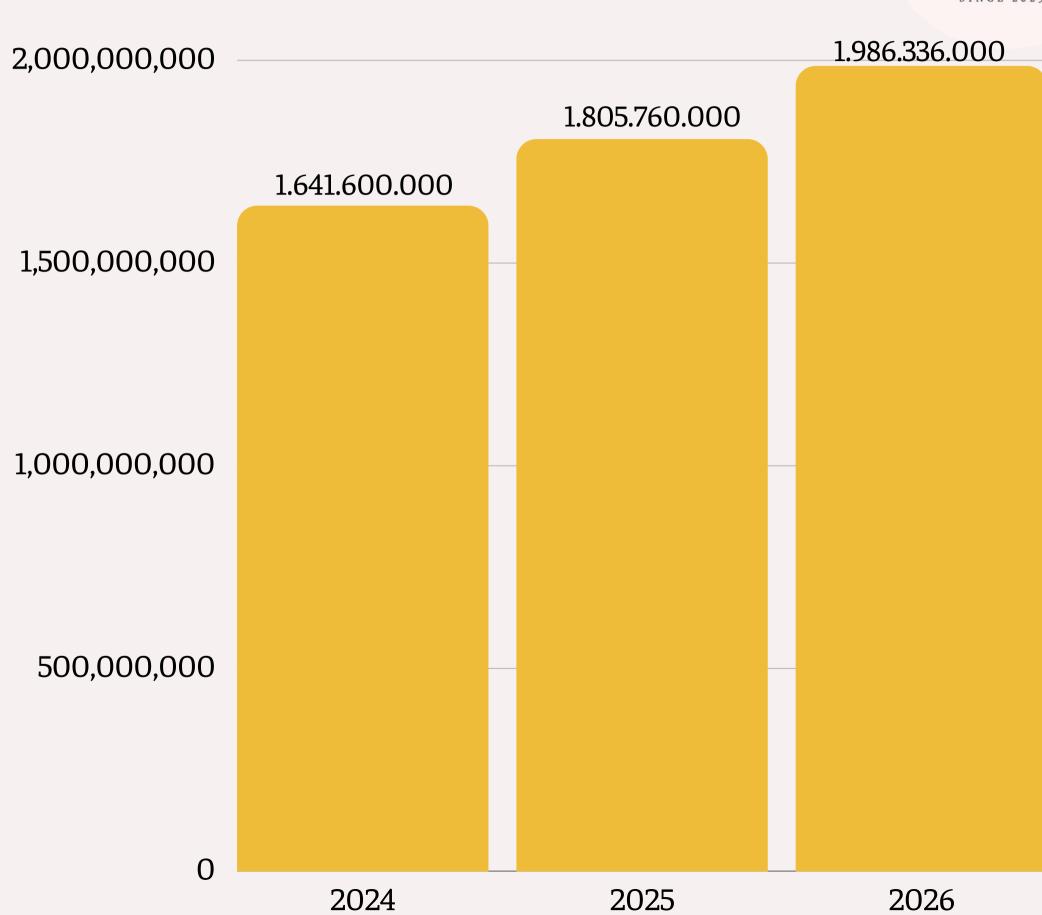


Pessimistic case







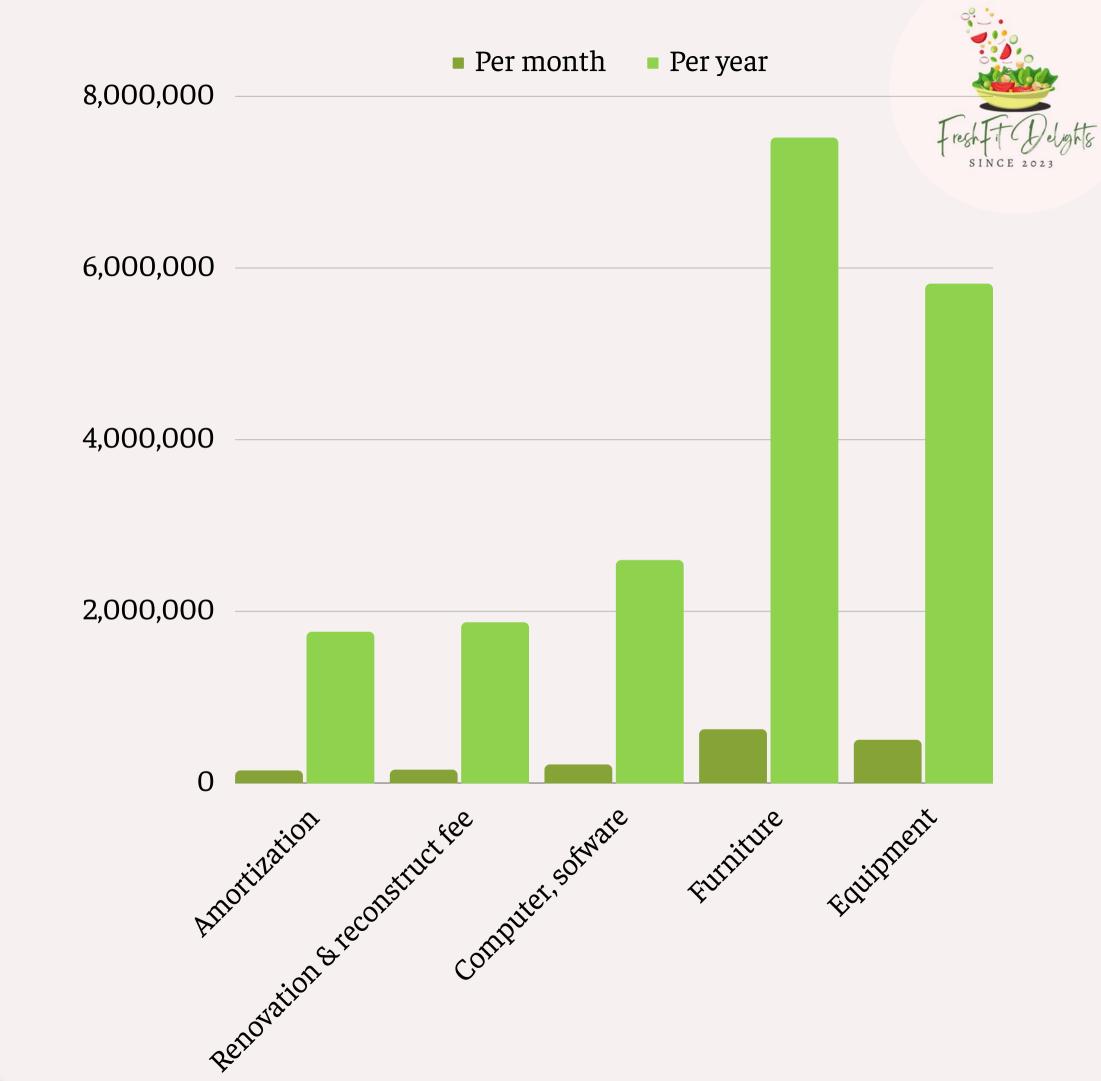




Depreciation & Amortization

Total depreciation per month: 1.650.113 VND

Total depreciation per year: 19.571.753 VND



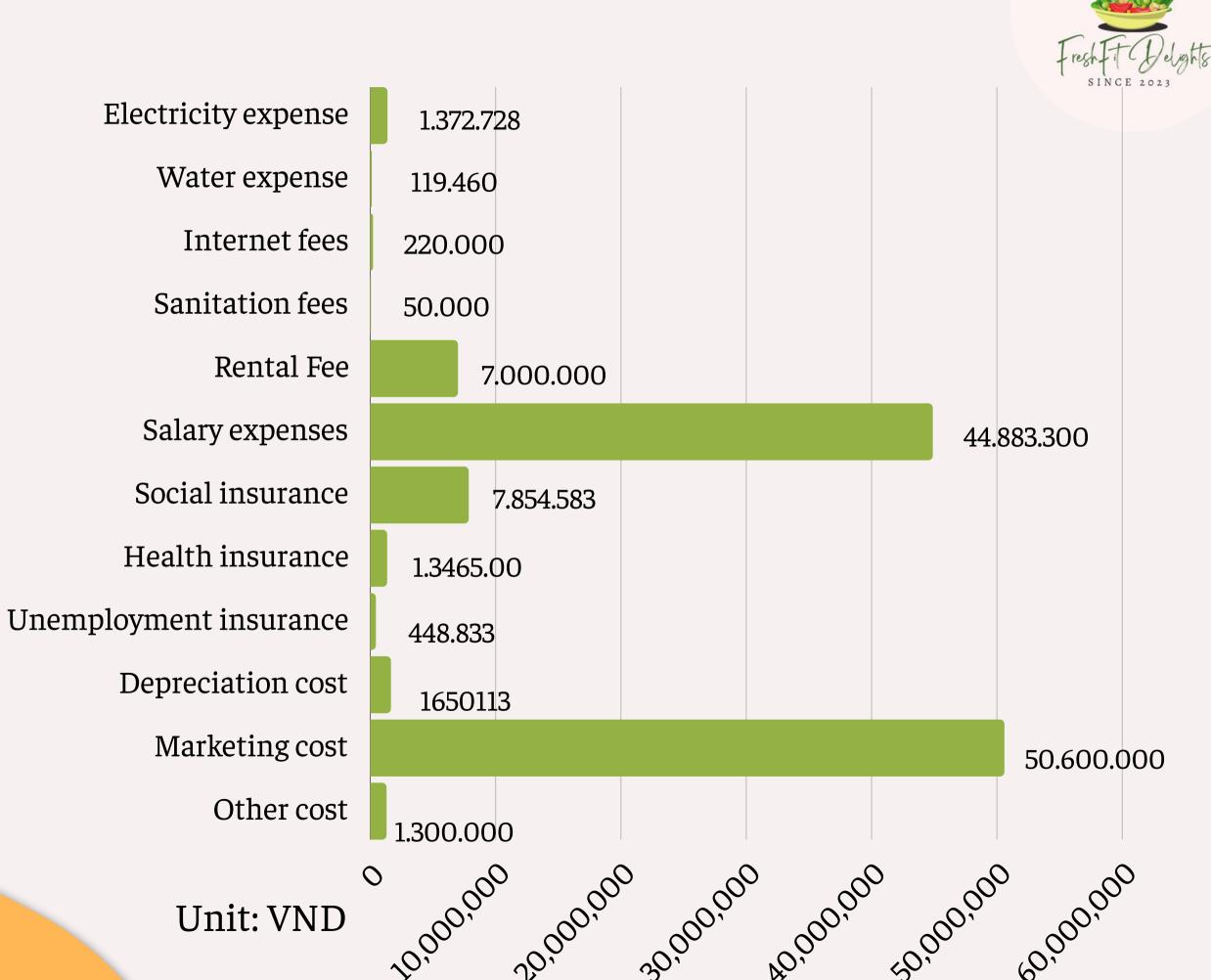


Fixed cost

Optimistic case

Total per month: 116.845.550 VND

Total one year: 1.402.146.604 VND



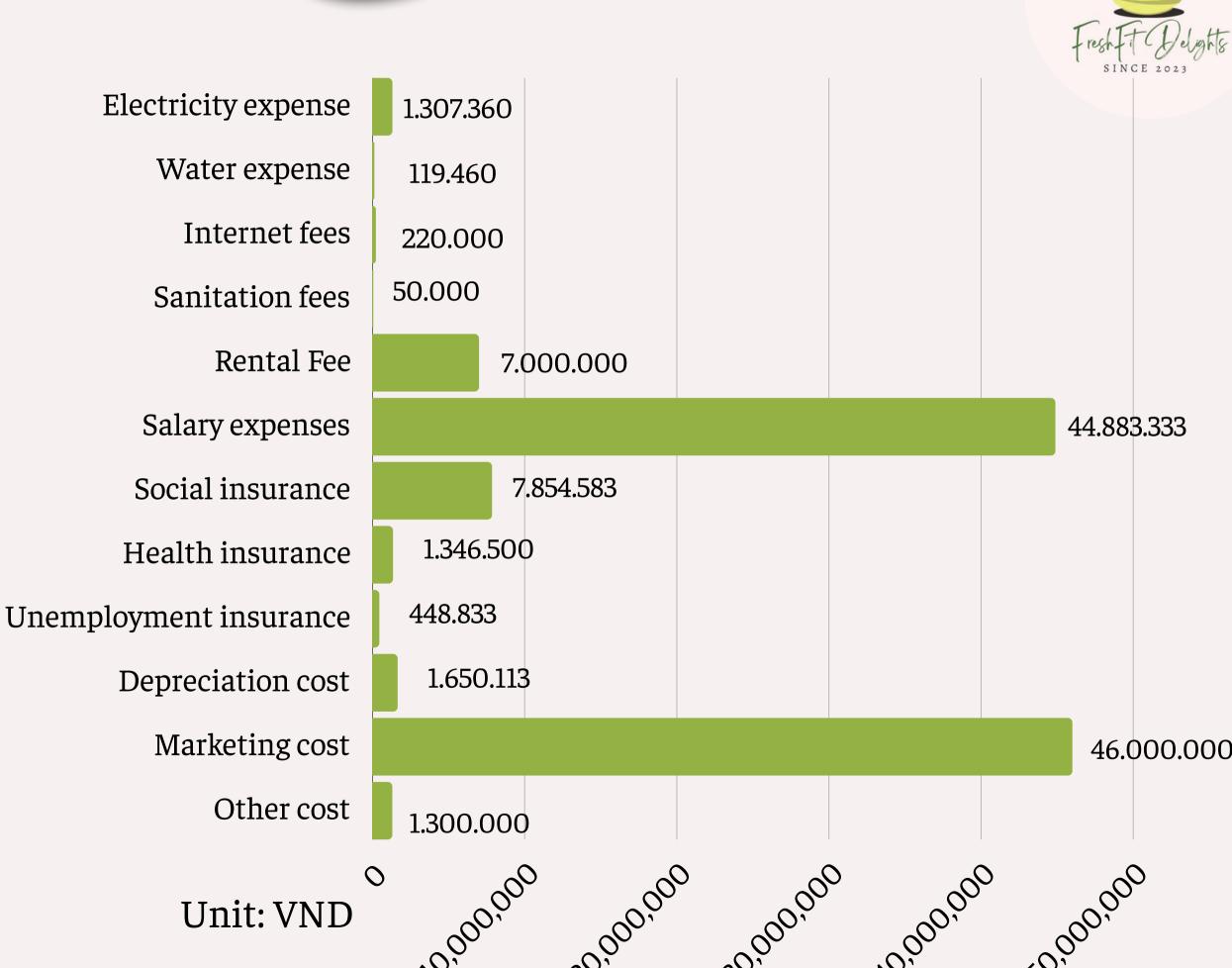


Fixed cost

Most likely case

Total per month: 112.180.182 VND

Total one year: 1.346.162.188 VND



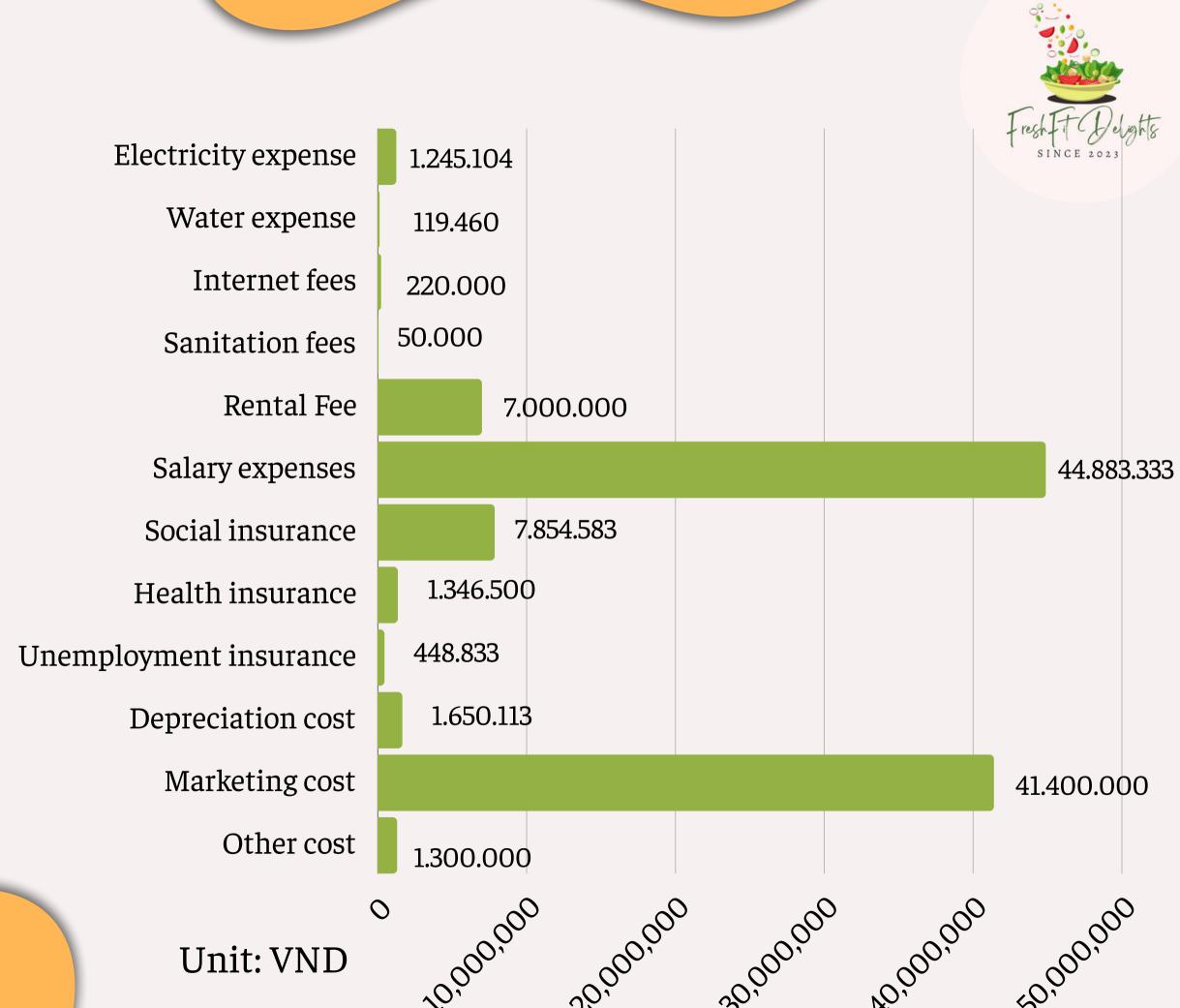


Fixed cost

Pessimistic case

Total per month: 107.517.927 VND

Total one year: 1.290.215.125 VND

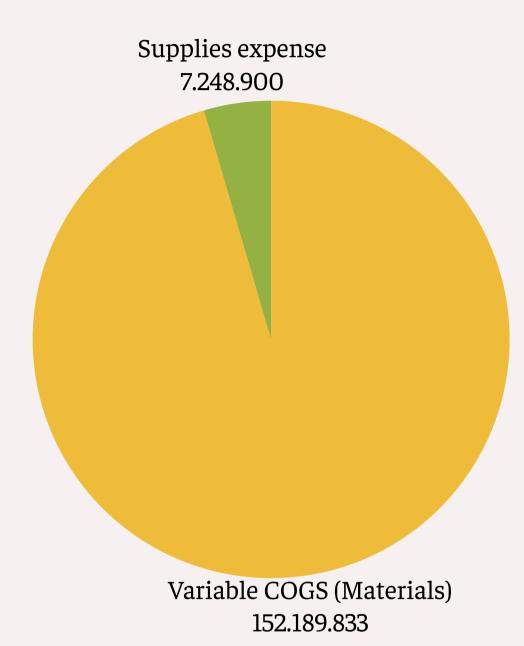




COST STRUCTURE & EXPENSE

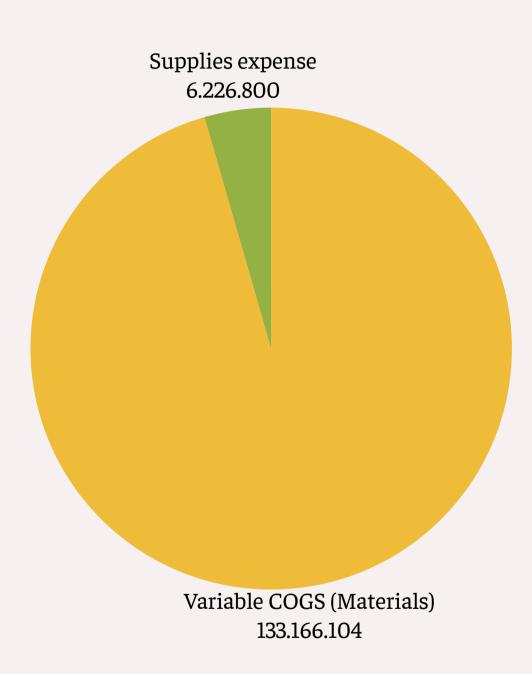


Variable cost



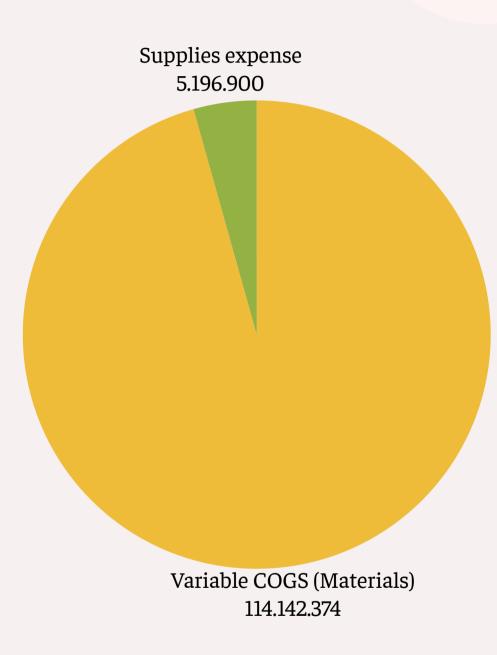
TOTAL:152.189.833 VND

Optimistic case



TOTAL: 133.160.104 VND

Most likely case



TOTAL: 114.142.374 VND

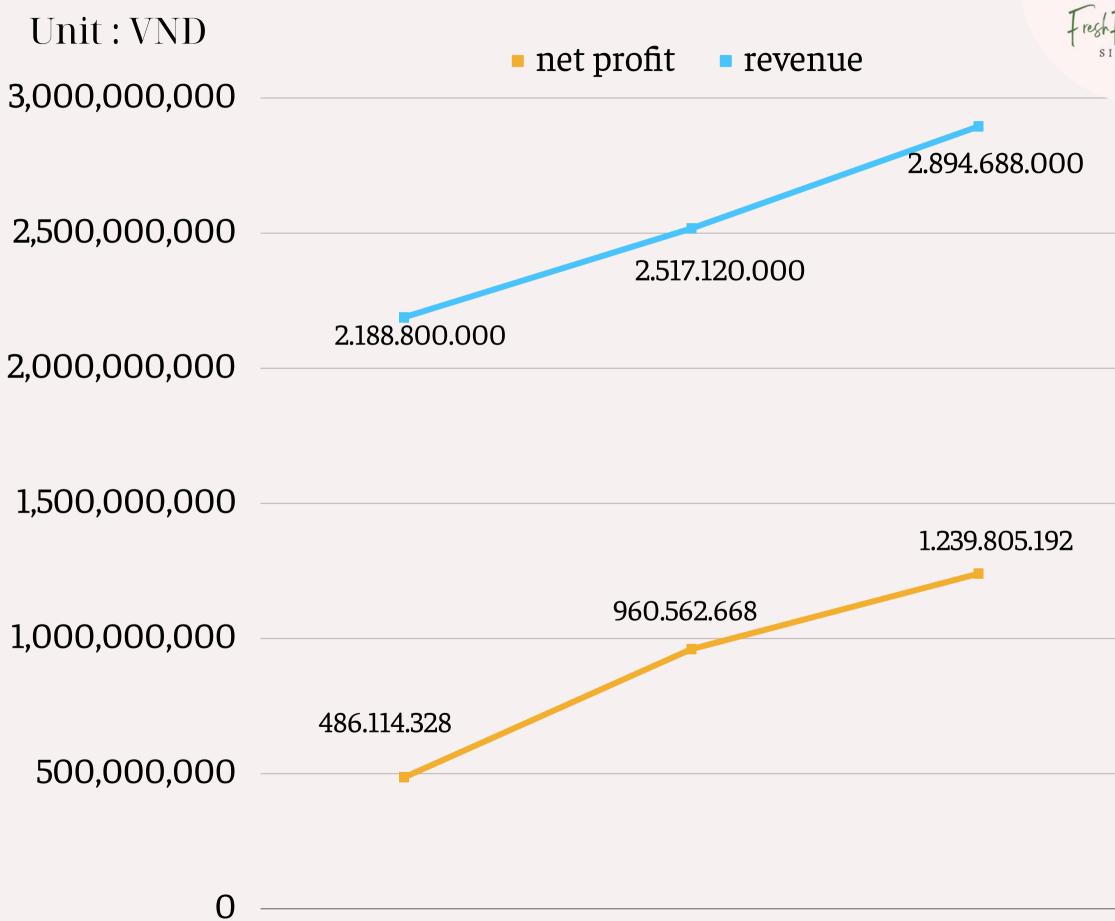
Pessimistic case



Net profit



Optimistic case



Year 2

Year 3

Year 1





Net profit



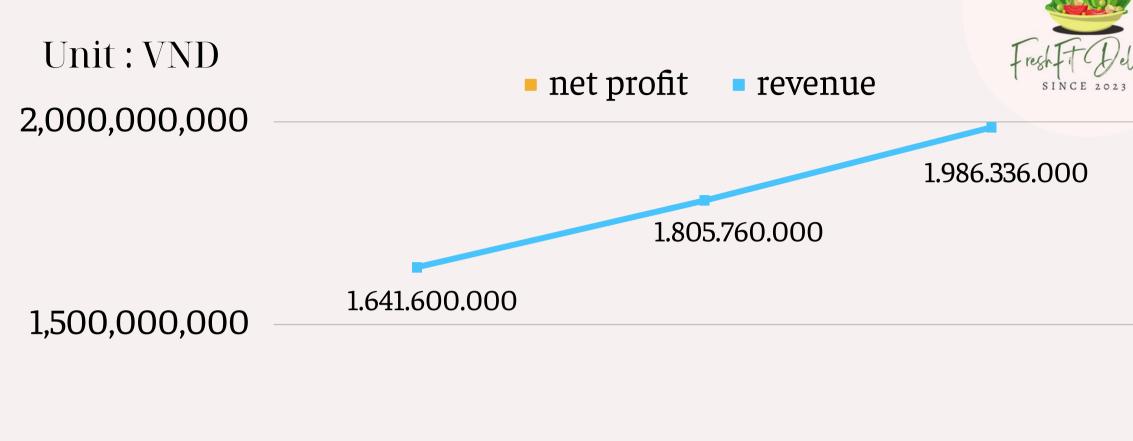


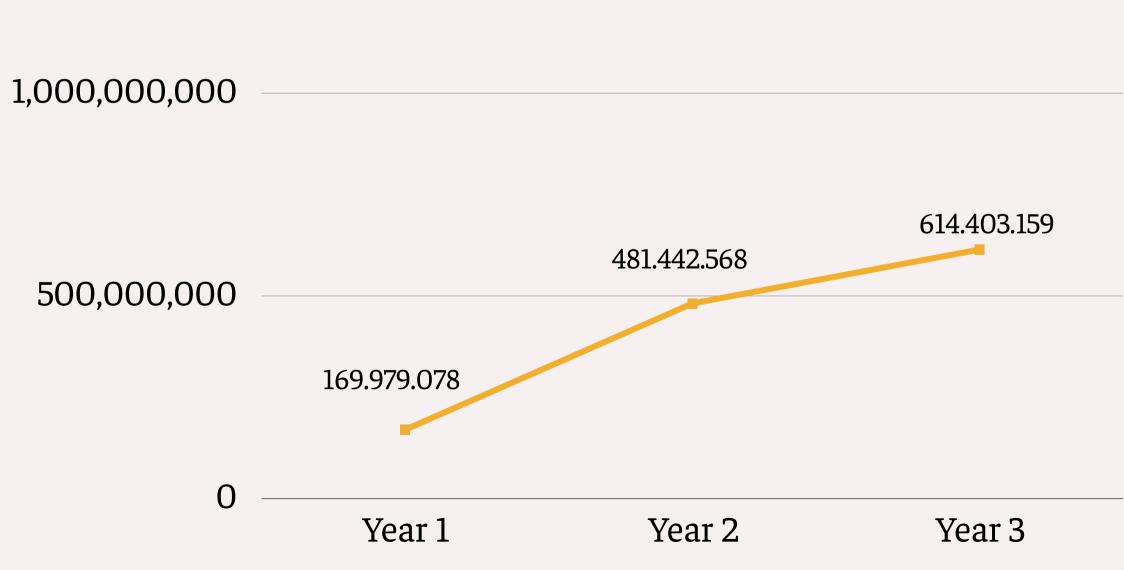




Pessimistic case





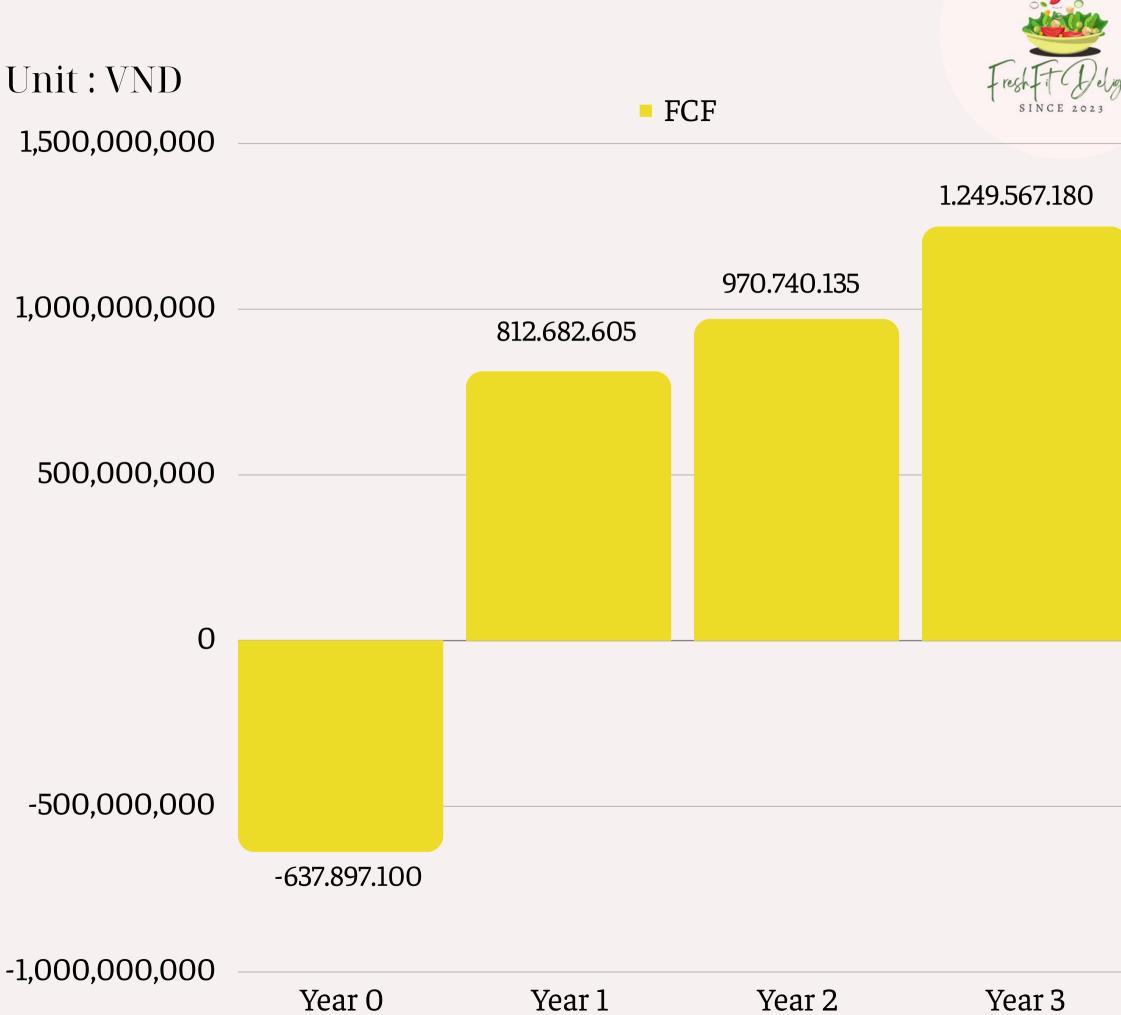




Free Cash Flow

Optimistic case

Tax rate 20%



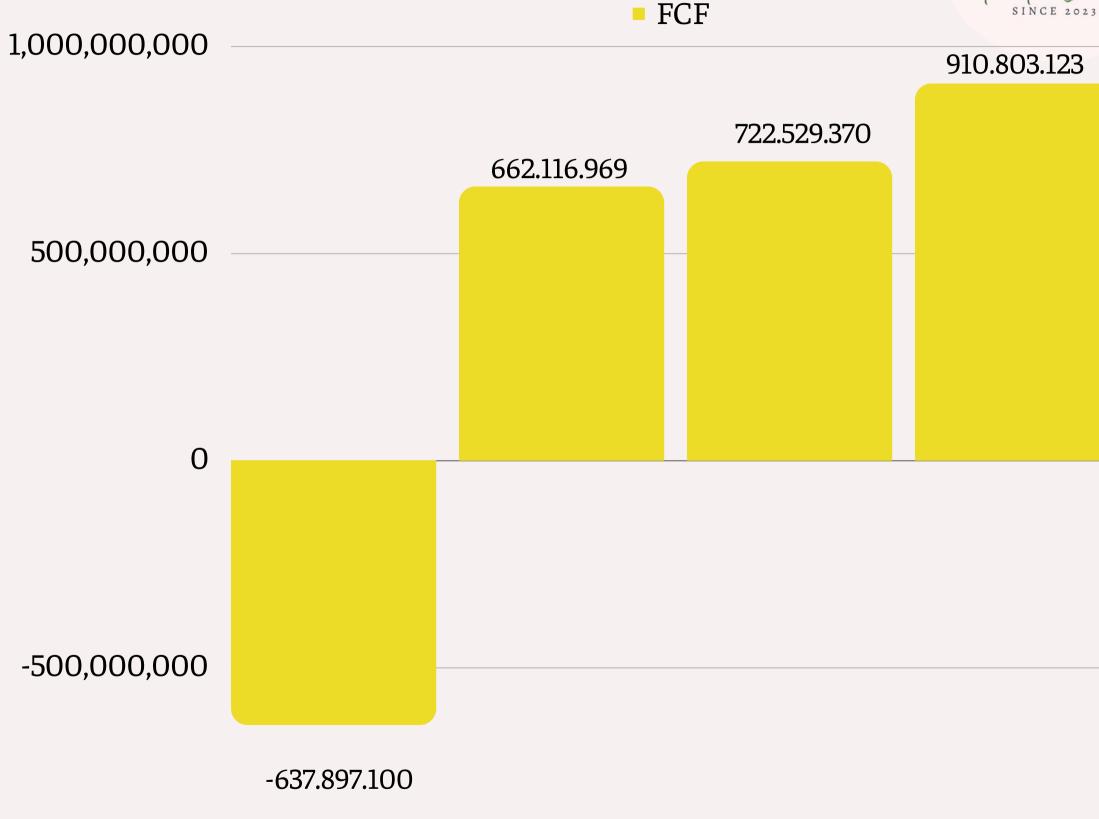


Free Cash Flow

Unit: VND FCF

Most likely case

Tax rate 20%



Year 1

Year O

Year 2

Year 3

-1,000,000,000



Free Cash Flow



Year 3

Pessimistic case

Tax rate 20%



Year 1

Year O

Year 2



Payback Period & Net Present Value



Optimistic case



Net present value (+) VND 1.750.997.698



Required rate of return of equity 12%



Payback 0.82 (nearly 10 months)



Payback Period & Net Present Value



Most likely case



Net present value (+) VND 1.177.566.428



Required rate of return of equity 12%



Payback 0.96 (more than 11 months)



Payback Period & Net Present Value



Pessimistic case



Net present value (+) VND 660.683.614



Required rate of return of equity 12%



Payback 1.21 (more than 15 months)



RISK MANAGEMENT AND BUSINESS **ORIENTATION**



Risk management



Business orientation



Risk management



Competitive risk



- Adopts a strategy centered on quality.
- Provide customers with appropriate calorie options.
- Introducing new dishes to augment choices and value for customers.

Contamination and spoilage risk



- Implement an inventory management system, carefully considering input frequency and quantity.
- Cooperate with suppliers to resolve customer complaints related to food poisoning incidents.

Supply chain risk



- Supply chain hazards are difficult to fully mitigate and prevent.
- As a result, FreshFit Delights will devise a strategy to minimize and control risks.

Food safety and processing risk



• To reduce the danger, FreshFit Delights will meticulously create policies and train employees.



Business orientation



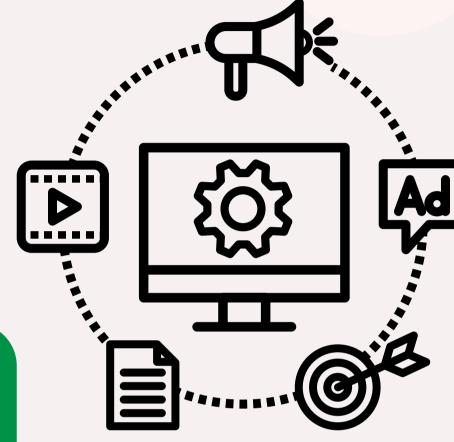


Product and Service

- Research and Innovation
- Seasonal Menu



- Content Marketing
- Community Eventsg



Finance

- Investment in Technology
- Supplier Negotiations
- Profit Margin Analysis
- Sustainable Growth

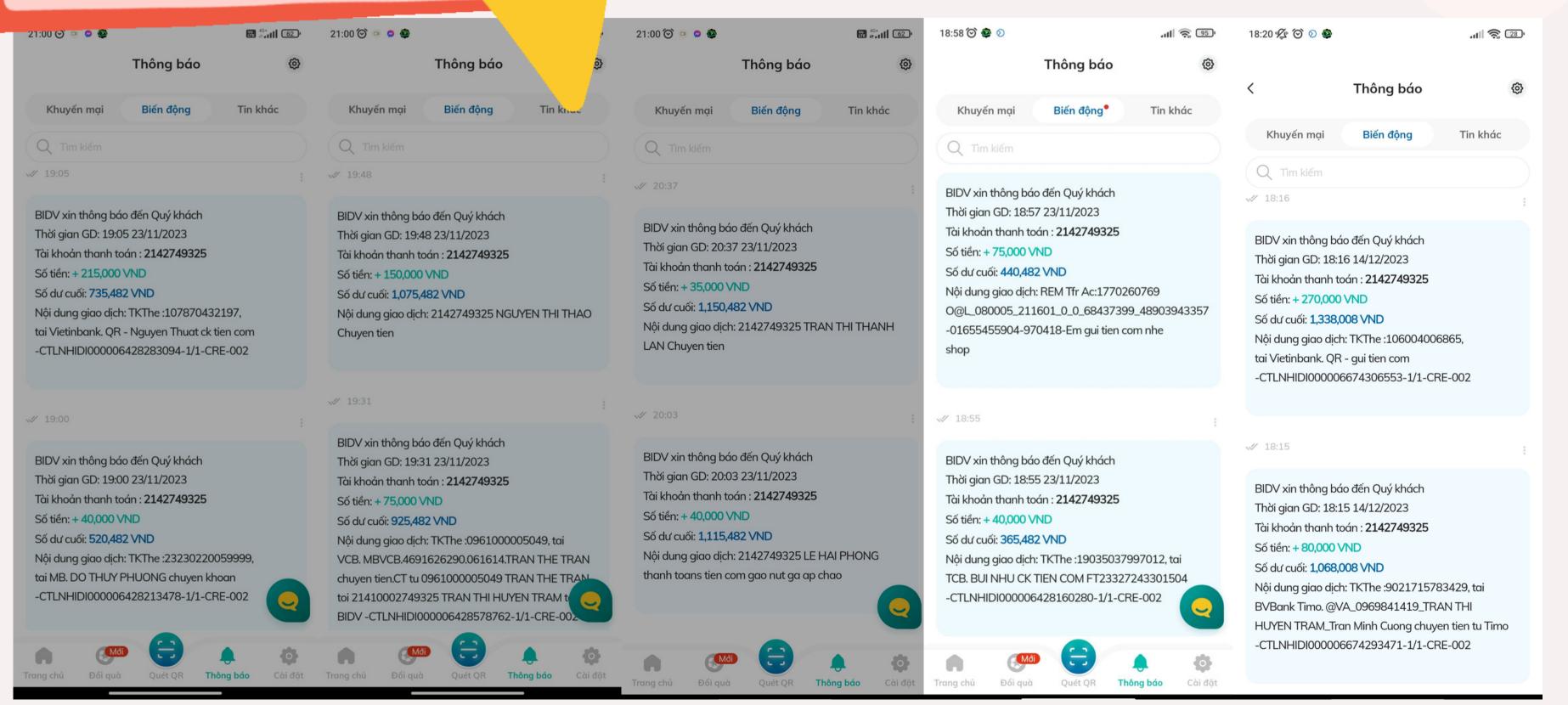
• Expansion Plans

Financial Planning for Innovation



Credit transfer





Credit transfer

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Khuyến mại

Q Tìm kiếm

BIDV xin thông báo đến Quý khách

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TRAN THI HUYEN TRAM - 2142749325

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Số tiền: + 150.000 VND

Số dư cuối: 758.008 VND

18:09



Tin khác

63



28p Yêu thích Phản hồi

Bình luận dưới tên FreshFit Delights -

Healthy eating, taking care of health

FreshFit Delights - Healthy eating,...

Nhắn tin



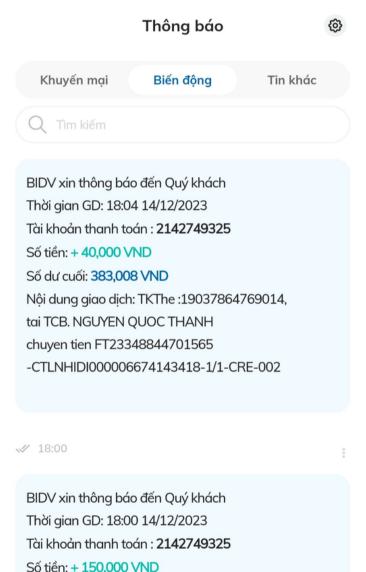
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19p Yêu thích Phản hồi 1 🔾 🜦 FreshFit Delights - Healthy eating,...

Số dư cuối: 343,008 VND Nội dung giao dịch: TKThe: 0943219036, tai VPB. LAI HONG NGOC chuyen tien

Phương Phương MIL đặt 2 nam qua liết ứa gà án Bình luân dưới tên FreshFit Delights -



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18:07 BIDV xin thông báo đến Quý khách Thời gian GD: 18:07 14/12/2023 Tài khoản thanh toán: 2142749325 Số tiền: + 225.000 VND Số dư cuối: 608,008 VND Nội dung giao dịch: 2142749325 gui tien 3 Com, 3 nuoc

Thông báo

Biến động

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Khuyến mại

Q Tìm kiếm

BIDV xin thông báo đến Quý khách

Tài khoản thanh toán: 2142749325

Nội dung giao dịch: TKThe: 1029286358,

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an.CT tu 1029286358 VU MAI PHUONG toi

2142749325 TRAN THI HUYEN TRAM tai BIDV

-CTLNHIDI000006674243841-1/1-CRE-002

Thời gian GD: 18:11 14/12/2023

Số tiền: +80.000 VND

Số dư cuối: 988,008 VND

Thông báo

Biến động

6

Tin khác

Nội dung giao dịch: TKThe :3208215008898, tai Agribank. BIDV;2142749325;NGUYEN THI HONG LINH chuyen khoan mua 2 xuat com va do uong -CTLNHIDI000006674229395-1/1-CRE-002









Nhắn tin



Trang chủ

























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DELIVERY









