

BUSSINESS PLAN
GRADUATION THESIS
FOR
KOMBUCHA
EXQUISITE BLEND OF NATURE

Supervisor: Tran Khanh Trang

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I. INTRODUCTION



1. Company introduction

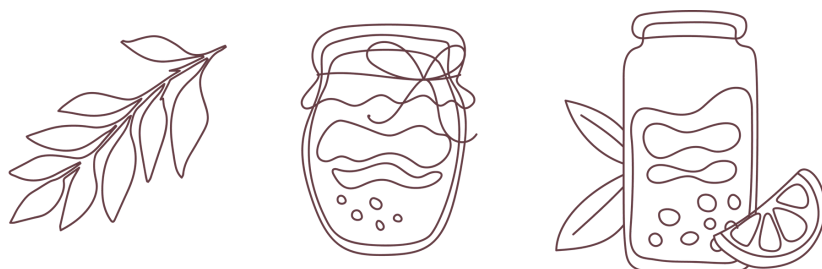
2. Background of the market

3. About kombucha

4. Market problem identification & opportunity recognition

5. Reasons for starting

6. Mission, vision and core values



1. Company introduction



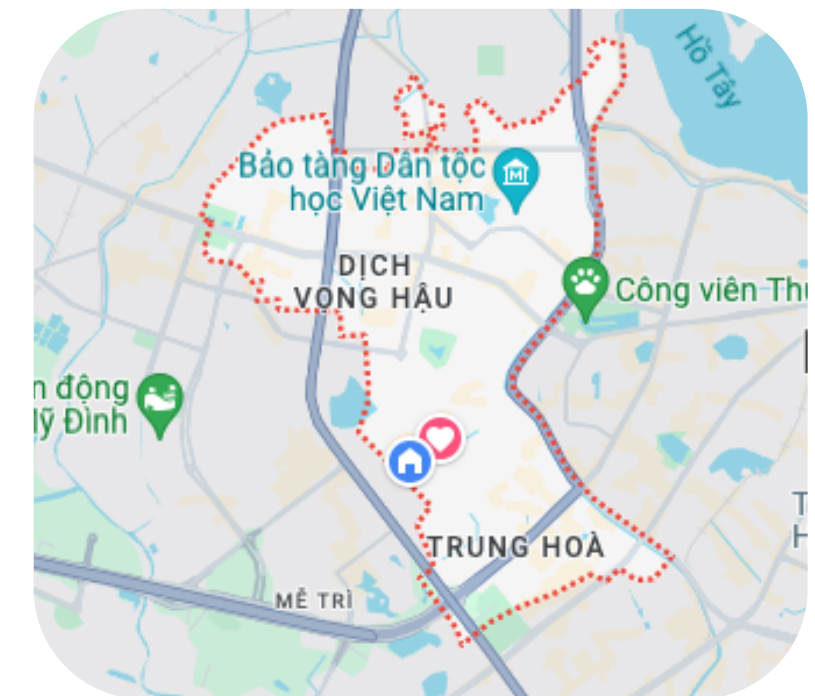
Type of company LIMITED LIABILITY COMPANY

Company name KOMBUCHILL - Exquisite Blend of Nature

Location CauGiay district - HaNoi

Product Fresh Kombucha Tea

Service Unlimited Experience



KombuChill Member



Hoang Tien Tuong



Tran Anh Tu



Doan Phuong Thao



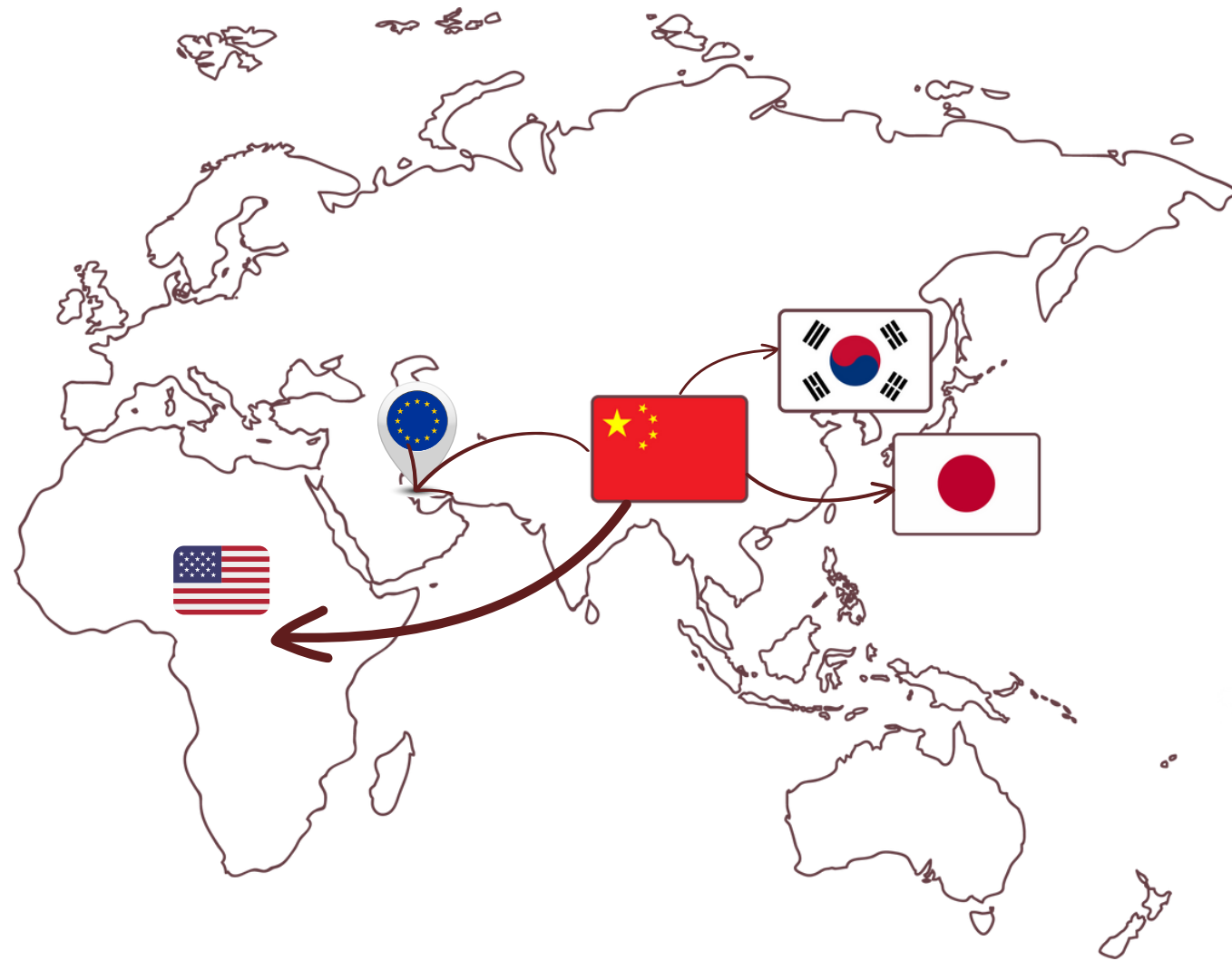
Pham Thi Quynh



Nguyen Ho Gia Hien

2. Background of the market

The History of Kombucha

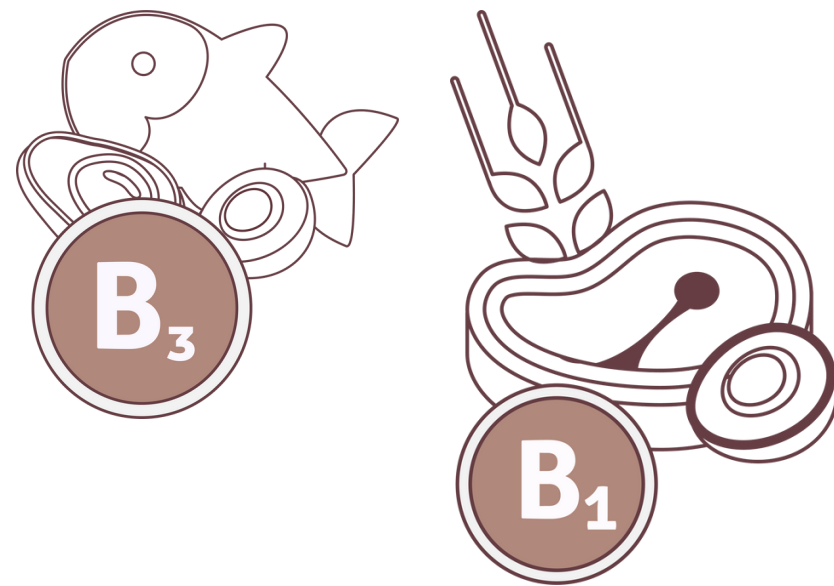


Appeared from the mid and late 2010s



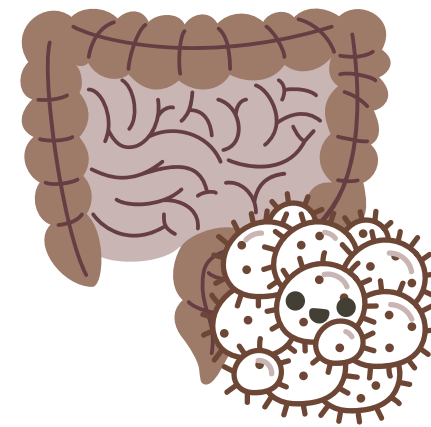
Emperor Qin Shi Huang

3. About kombucha



Many nutritional vitamins

The above information is provided by USDA



Rich in probiotics

Provides beneficial bacteria for the digestive system and helps promote metabolism



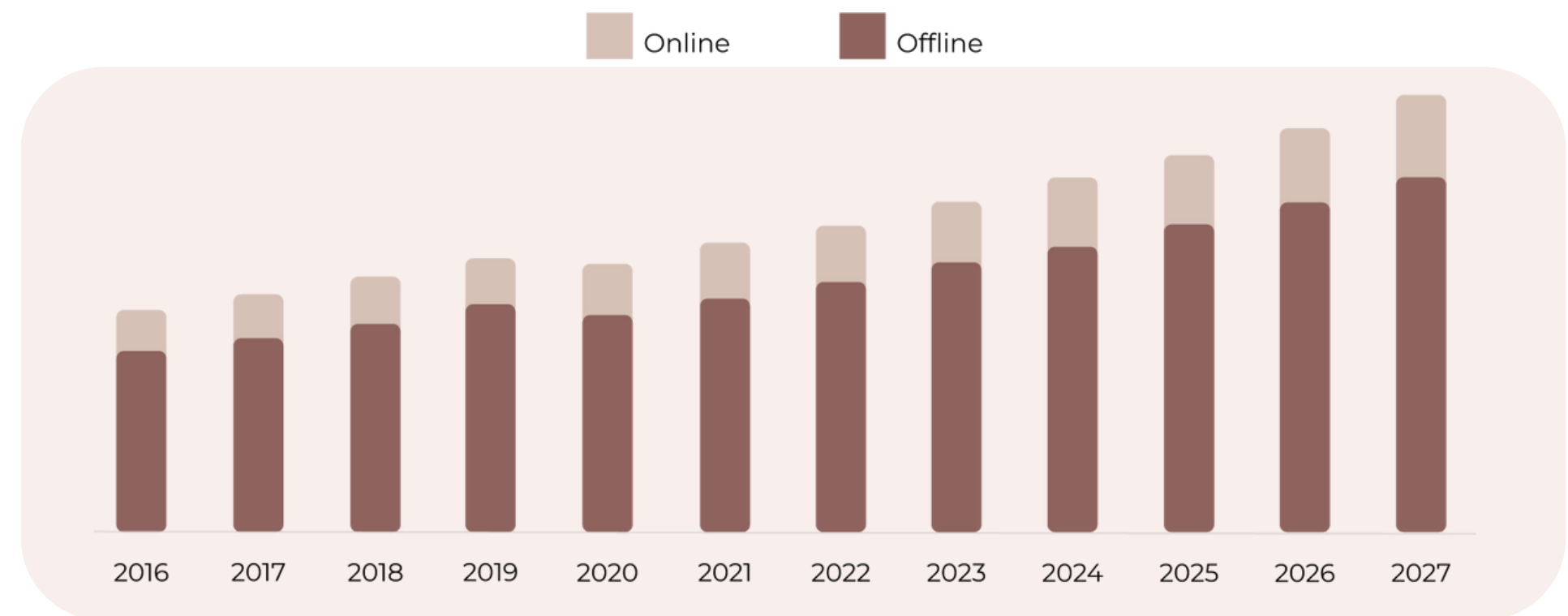
Reduces toxins

Reduces toxins accumulated in internal organs, prevents cancer

4. Market problem identification & opportunity recognition

Current trends in consumer food use and probiotic beverage trends

Figure: US probiotic drink market size from 2016 - 2027 (USD billion)



(Source: grandviewresearch.com)



- Green and healthy living trend.



- Growing awareness of the health benefits of probiotic products.



The global probiotic beverage market is expected to achieve a compound annual growth rate (CAGR) of 6.1% from 2020 to 2027.

4. Market problem identification & opportunity recognition

Trend of using clean foods and fermented beverages in Vietnam

Social network trends

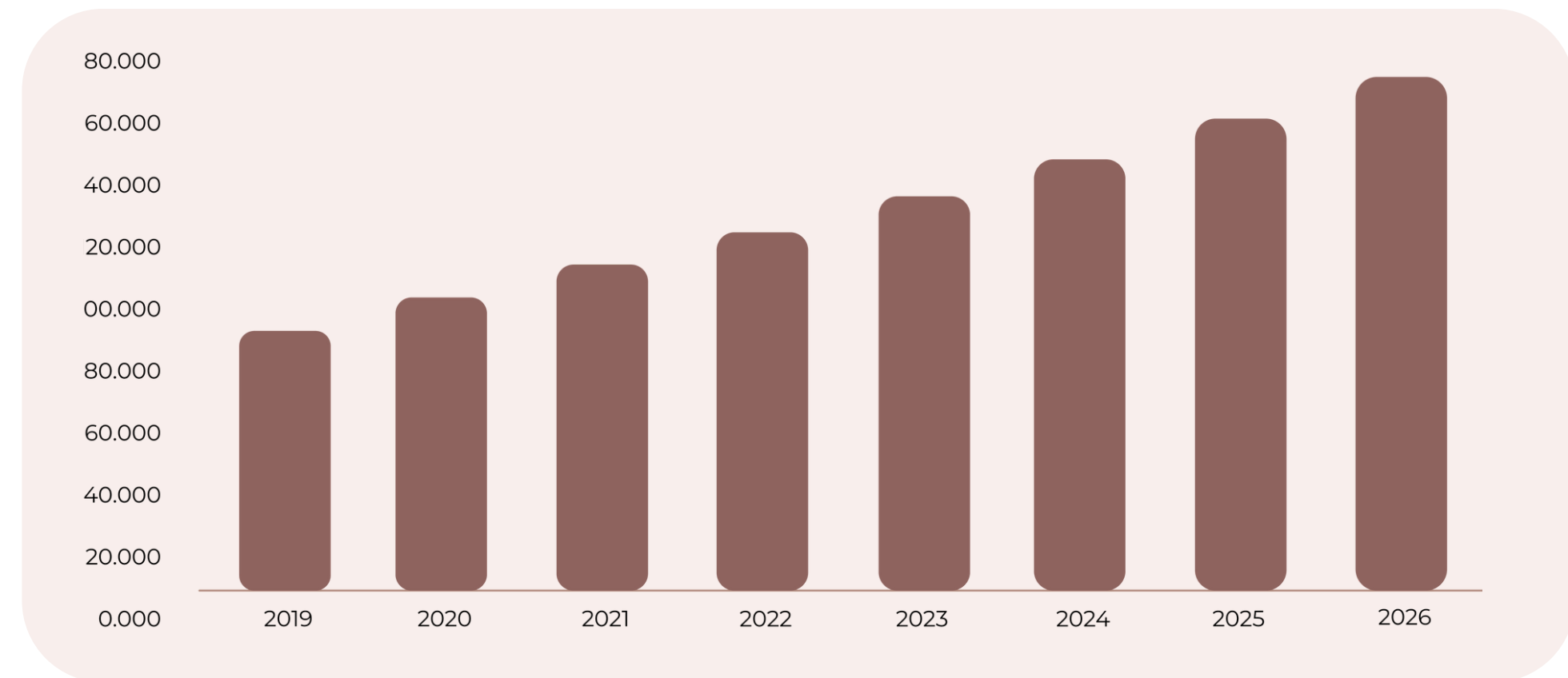


- Consumer concerns about gut health.
- The true value of choosing natural beverages.



The Vietnamese probiotics market is projected to grow at a compound annual rate of 10.32% to reach 160.903 million USD by 2026.

Figure: Vietnam probiotics market, USD million, 2019- 2026



(source: Annual report)

5. Reasons for starting



CONSUMER DEMAND

Consumer demand for kombucha tea is increasing



LESS COMPETITION

In the Vietnamese market, there are very few shops that specialize in selling kombucha tea



MEANINGFUL PRODUCTS

Desire to create unique and meaningful products for the community

6. Mission, vision and core values

MISSION

Creating natural and fresh kombucha tea products, to promote health and enjoyable experiences for the community.

VISION

Become a leading brand by 2028.
Create a Kombucha tea community to promote awareness of the value of natural and sustainable health.

CORE VALUES

- Natural and Fresh
- No Preservatives
- Sustainable
- Interesting experiment



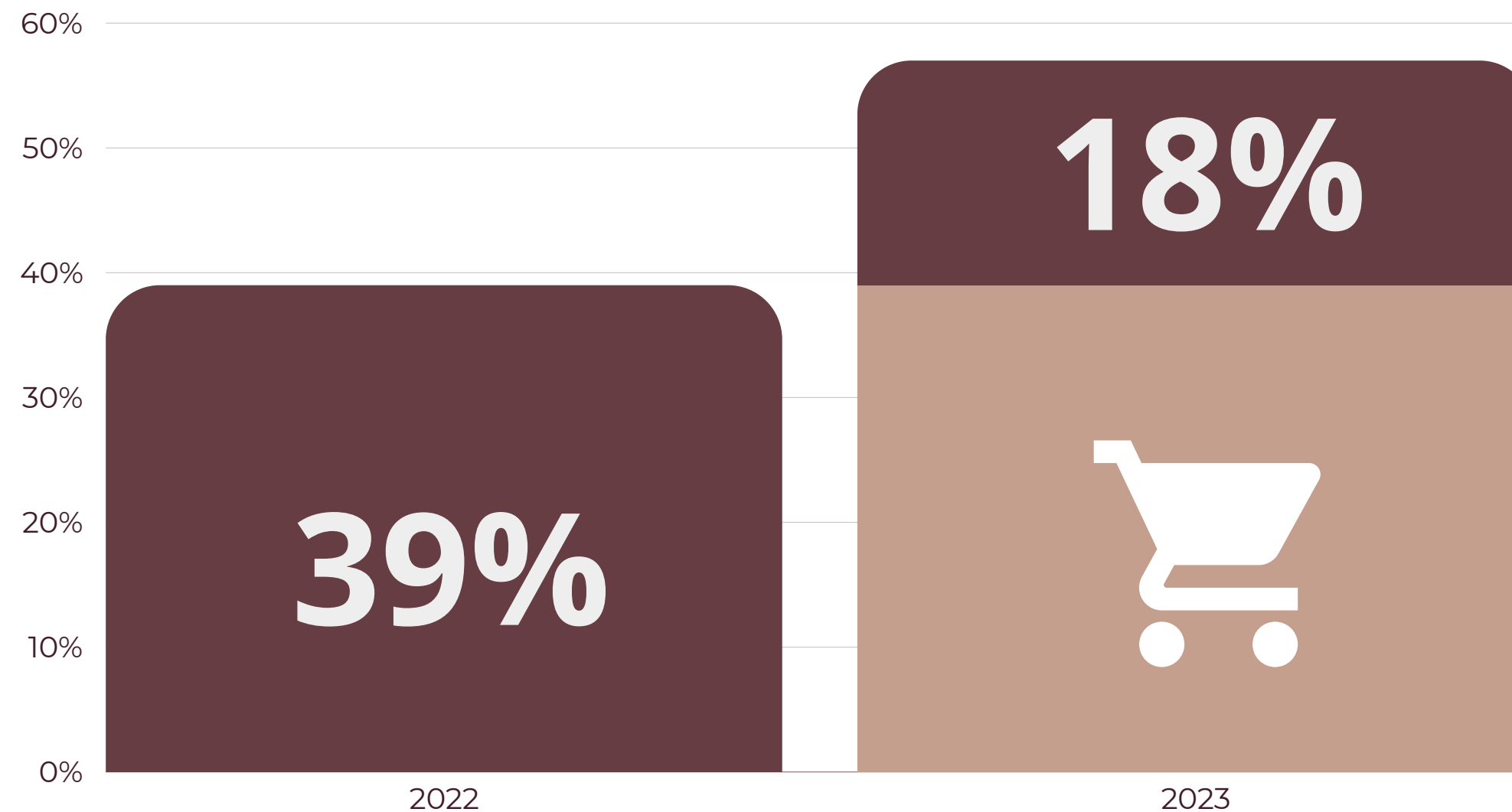
II. MARKET ANALYSIS AND STRATEGY

1. Market overview
2. Competitors analysis
3. Customer Segmentation
4. KombuChill SWOT analysis
5. Value Proposition



1. Market overview

Overall analysis of the F&B market



Overall chart of the F&B market



Forecast to get better from the second half of 2023.



The demand for consumer spending can increase in the future.

1. Market overview

Economic situation in Vietnam



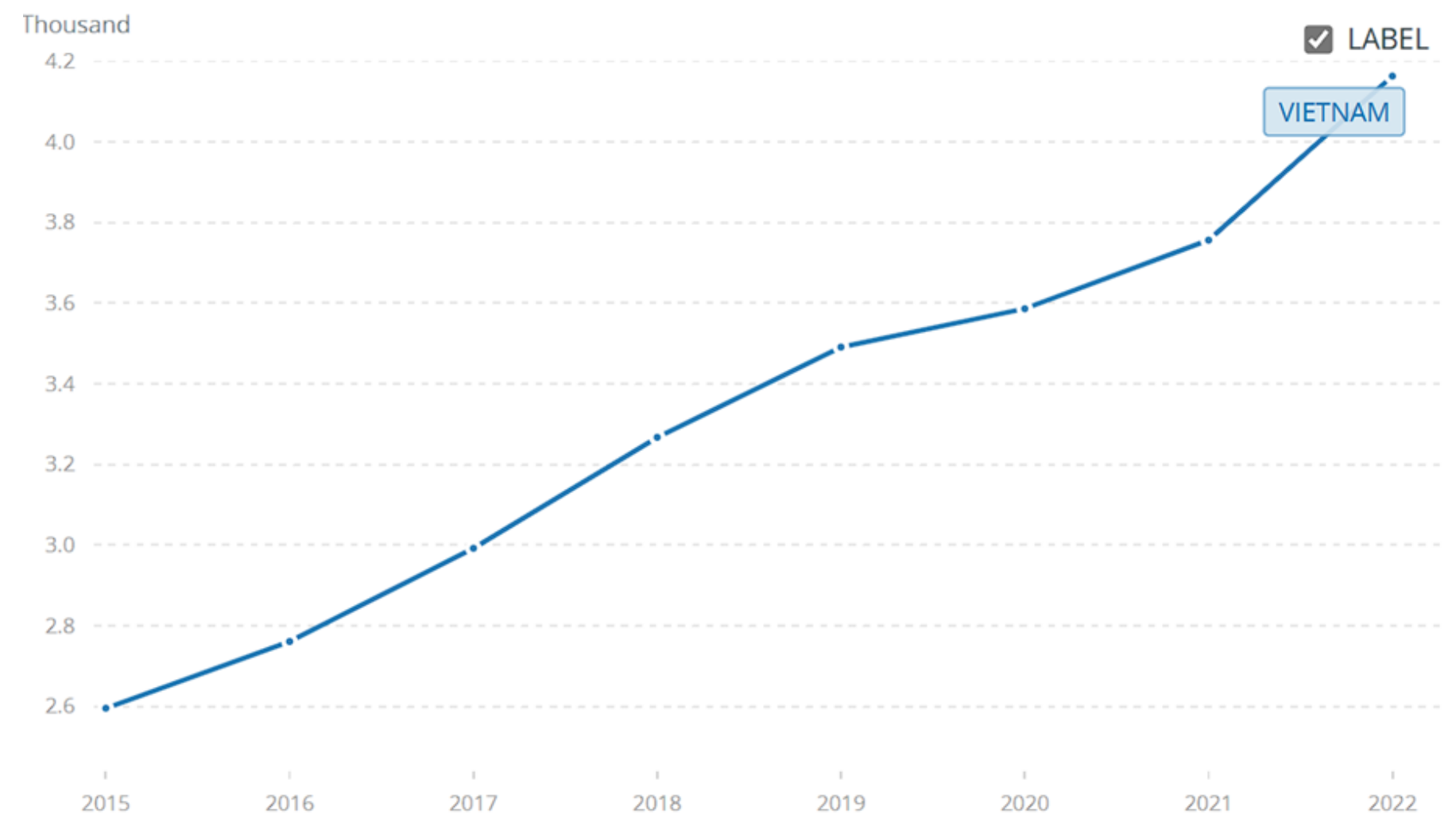
Vietnam's GDP per capita has tended to ***increase significantly***

- 2019: 3.425,09 USD
- 2020: 3.526,27 USD
- 2021: 3.694,02 USD.



As disposable income increases, people often have more choices and are willing to spend more on high-quality food.

Vietnam's GDP per capita from 2015 - 2022



(Source: worldbank 2023)

1. Market overview

Overall analysis of the Kombucha market in Vietnam

We will rely on data on the global Kombucha tea market size



Annual growth rate (CAGR) is 9.48%



2023: 2.71 billion USD

2028: 4.26 billion USD

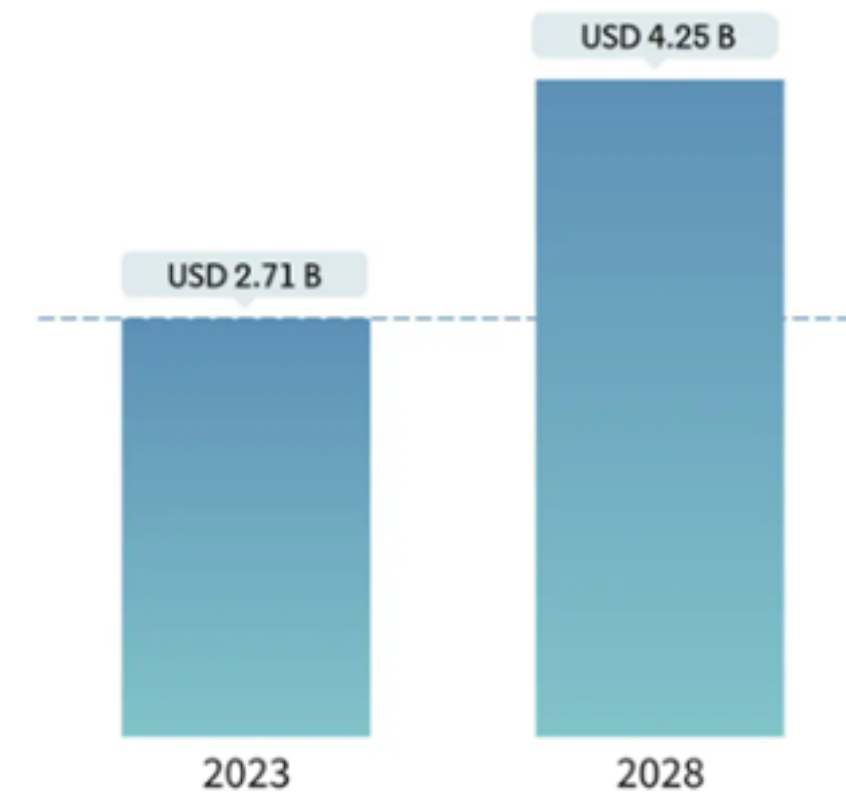
The global Kombucha tea market is growing rapidly



With the strong growth rate of the global market, it can be inferred that the market in Vietnam is also growing

Global Kombucha market size

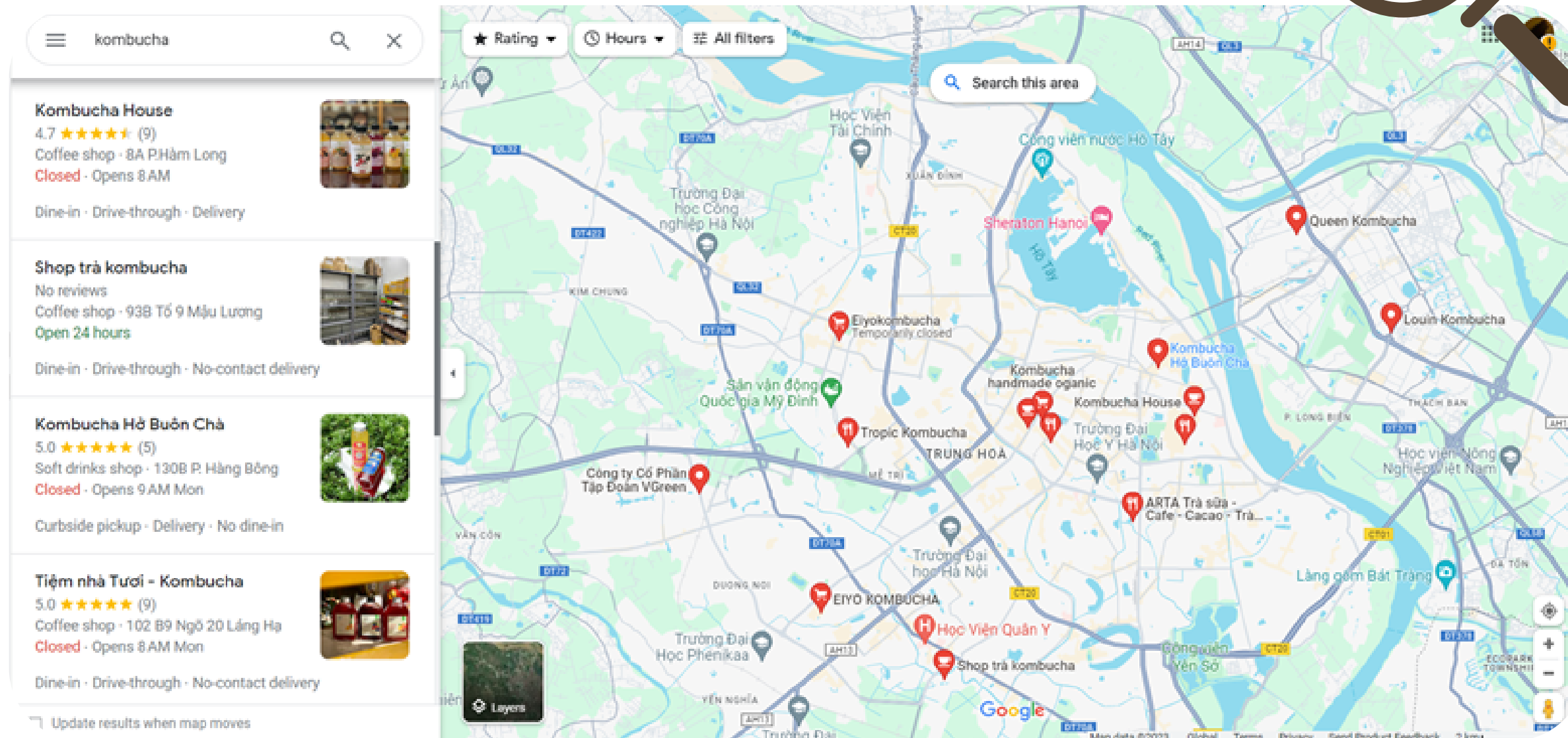
Kombucha Market
Market Size in USD Billion
CAGR **9.48%**



(Source: Mordor Intelligence)

1. Market overview

Search for the keyword **Kombucha** on **Google Map**



11 locations in the Hanoi area that offer Kombucha.

It is positive that KombuChill can enter the Kombucha tea market

1. Market overview

Market trend analysis

Healthy eating trends in Vietnam



Products of natural origin



Healthy products



Low-sugar products

1. Market overview

Market trend analysis

Kombucha tea consumption trends in Vietnam



New drink helps strengthen the immune system - Kombucha tea



Purifies the body and supports weight loss



Replace sodas, soft drinks, and carbonated soft drinks...

1. Market overview

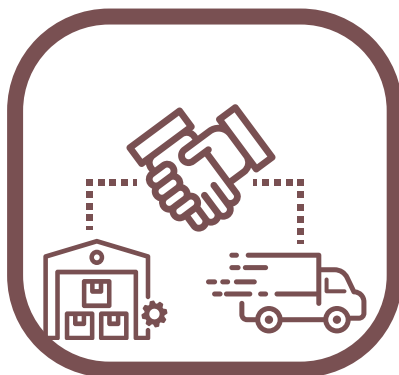
Model of Porter's 5 forces.



Bargaining Power of Buyers - **Low**



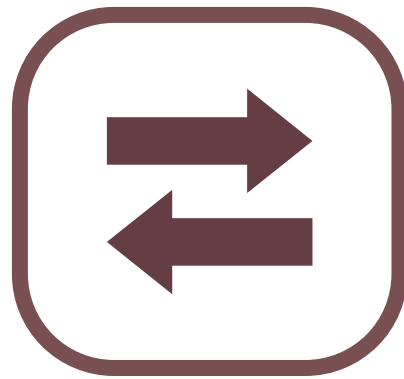
Bargaining Power of Suppliers - **Low**



Bargaining Power of Suppliers - **Low**

1. Market overview

Model of Porter's 5 forces.



Threat of Substitute Products - High

- Threats from other healthy drinks: Fruit juices, non-alcoholic drinks, green tea.
- Products with similar health benefits, at a lower cost.






Rivalry Among Existing Competitors - High

- The Kombucha market is highly competitive
- Market development and increased marketing strategies from competitors.



2. Competitors analysis

Direct competitors

Name	Kombucha House	The Coffee House	Star Kombucha
Logo			
Price	From 35.000 VND to 99.000 VND	From 49.000 VND to 89.000 VND	From 25.000 VND to 30.000 VND
Address	8A Ham Long, Hoan Kiem, Hanoi.	System of 147 stores nationwide, 38 stores in Hanoi area.	No address, direct distribution to supermarkets, convenience stores,...

2. Competitors analysis

Direct competitors

50

*Different flavors in a
diverse menu*






40

*customers are
served once*



2. Competitors analysis

Indirect competitors

Name	MANA Juice	Highland coffee	Tocotoco
Logo			
Price	From 30,000VND to 48,000VND	From 29,000VND to 75,000VND	From 25,000VND to 50,000VND
Social media	Facebook page with more than 2.3 thousand followers.	Facebook page with more than 1.6 million followers	Facebook page with more than 500 thousand followers.

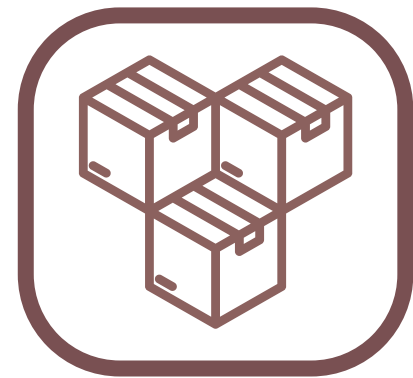
2. Competitors analysis

Lesson and practical experience



LESSON 1

Understand customer needs



LESSON 2

Focus on product quality



LESSON 3

Focus on human factors



LESSON 4

Clear marketing strategy

3. Customer Segmentation

4 MAIN FACTORS



Market research



Interview: 20 people



Survey: 405 people



Demographic:

Age 18 - 30
Male and Female
5 million or more



Demographic:

Cau Giay District, Hanoi



Psychographic

- Spending habit: 50.000 - 100.000 VND
- Behavioral: Enhance Immune System and Weight Management
- Factors influencing respondent's kombucha behavior

❖ 4. KOMBUCHILL SWOT ANALYSIS ❖

STRENGTHS

Good quality products and services.

Commitment to the community.

OPPORTUNITIES

High cost.

Limited experience.

S

W

WEAKNESSES

Health trends.

Growth in social media.

THREATS

Rapid changes in consumer.
Competition from.

Renowned brands.

O

T



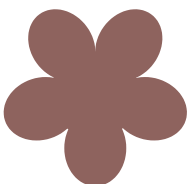
5. Value Proposition

Core value

Delicious, good quality kombucha tea



Creating a relaxing nature space for customers.



Effort to meet the individual needs of each customer.



Providing a personalized experience for customers.



Emphasizing community and social values.



Unique selling point

A unique secret recipe.

Flowers are placed in the opening early at 6 AM

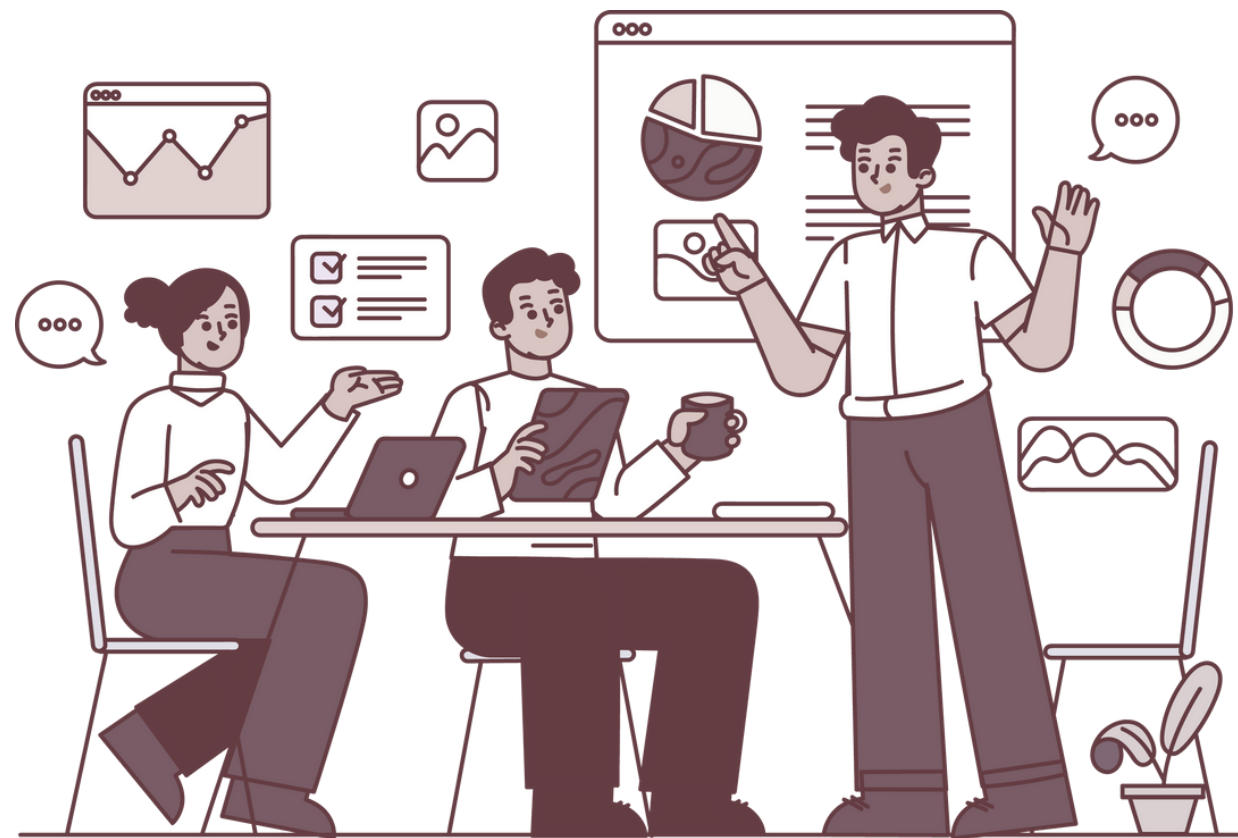
Opening early at 6 AM

A self-service cafeteria model every Sunday.

Allocate 2% of annual revenue to the "Nuôi Em" project.



III. KEY ACTIVITIES PLAN



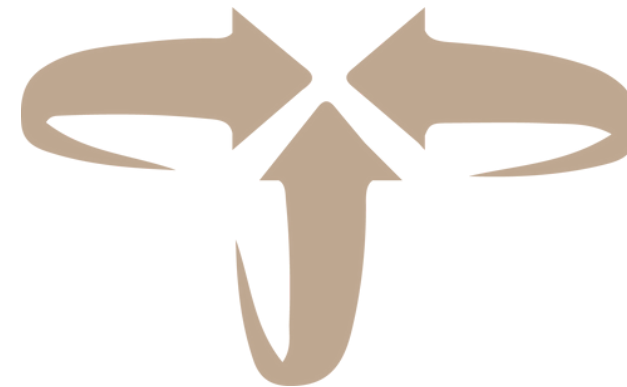
1. Key resources
2. Key activities
3. Company structure and Human resource orientation
4. Key partners
5. Distribution channel
6. Marketing 7Ps

1. Key resources

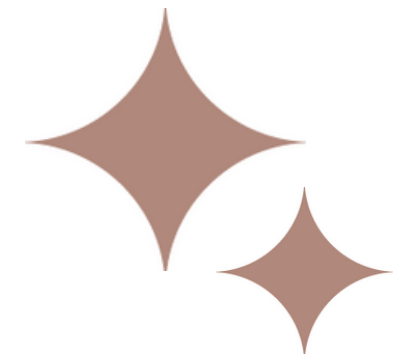
Financial resources
2,000,000,000 VND



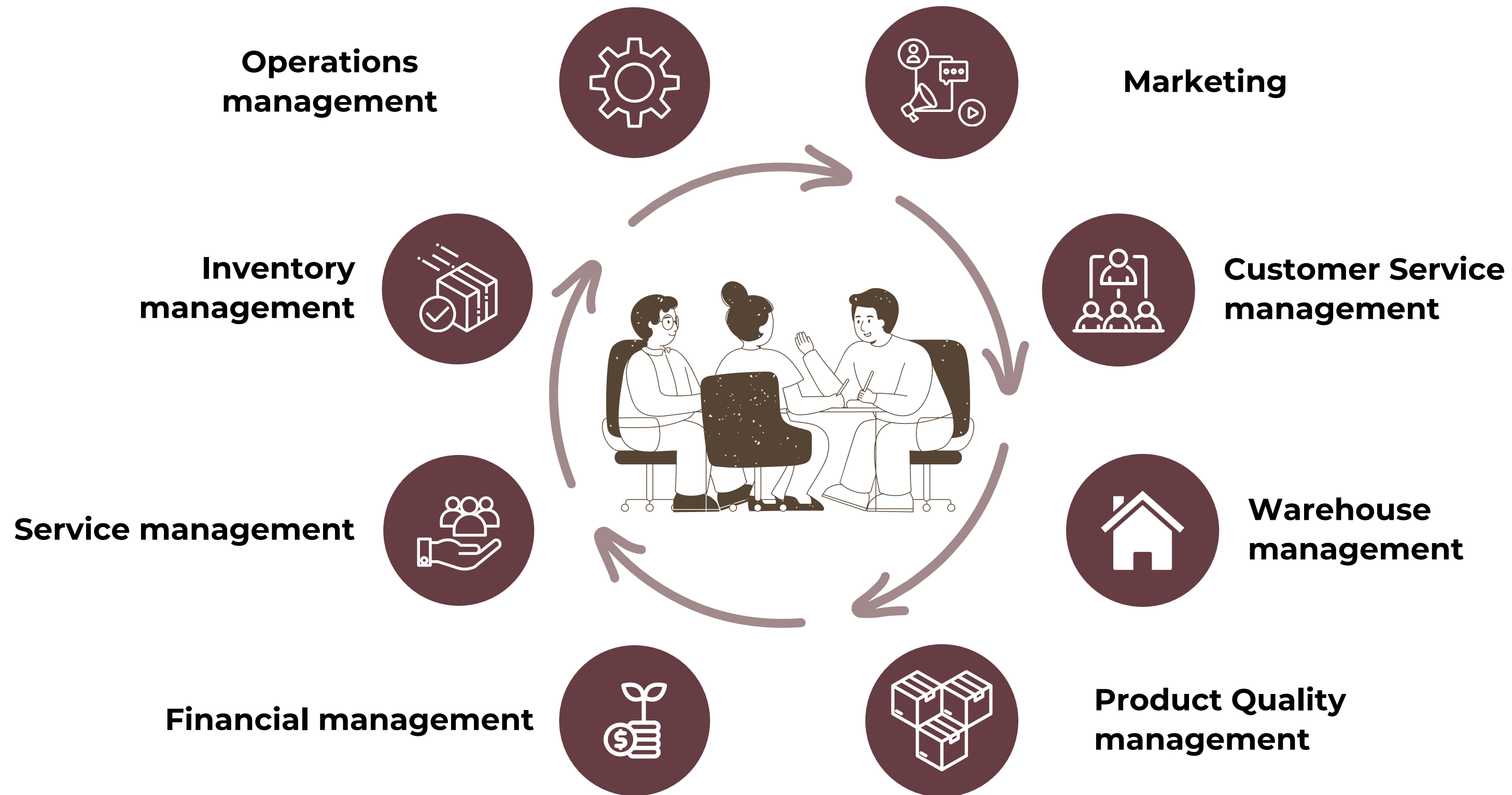
Supplies



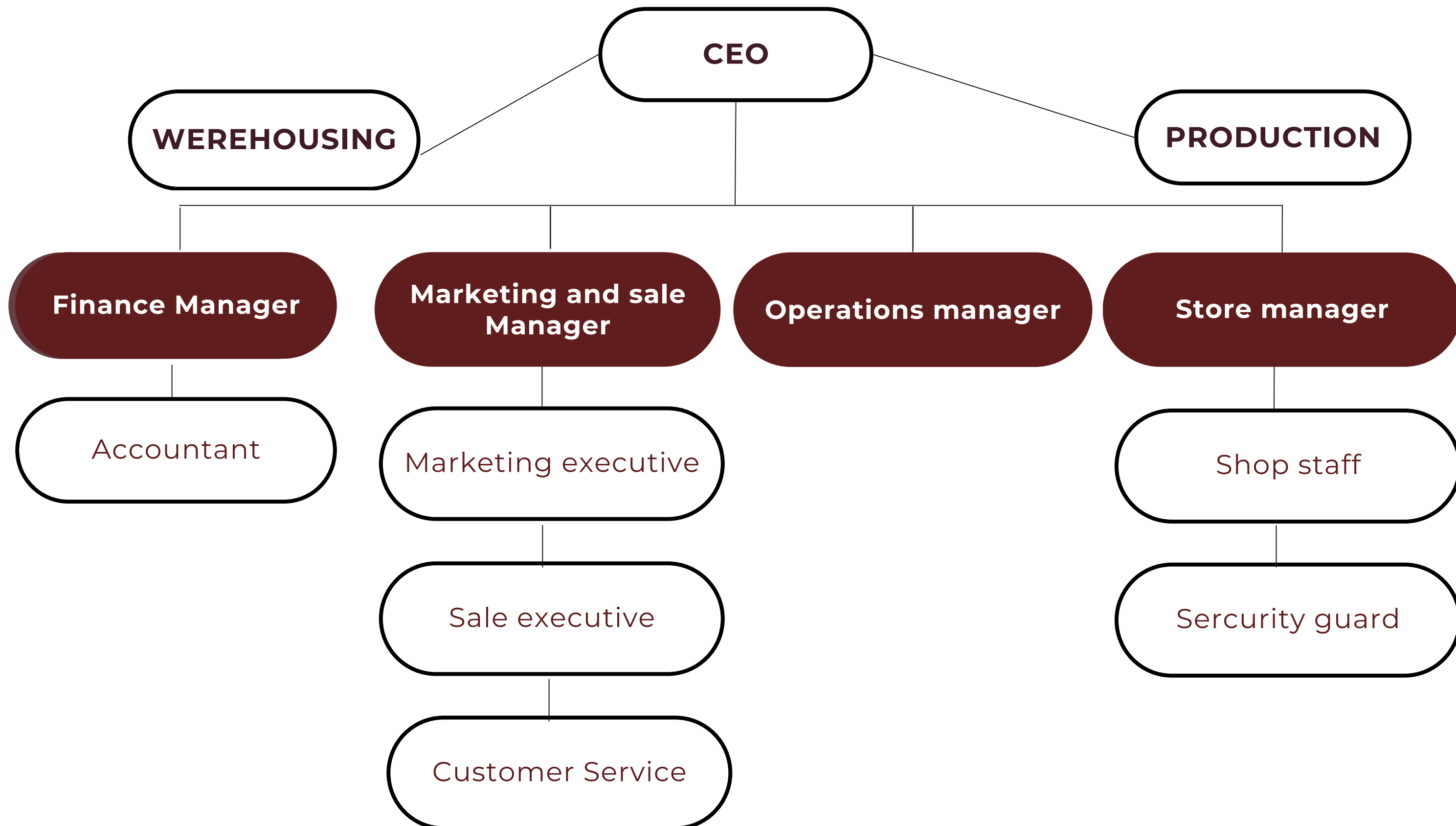
Human resources



2. Key activities



3. Company Structure



3. Company Structure



**Finance manager &
Warehouse Staff**
Hoang Tien Tuong



Sales Executive
Tran Anh Tu



CEO
Doan Phuong Thao

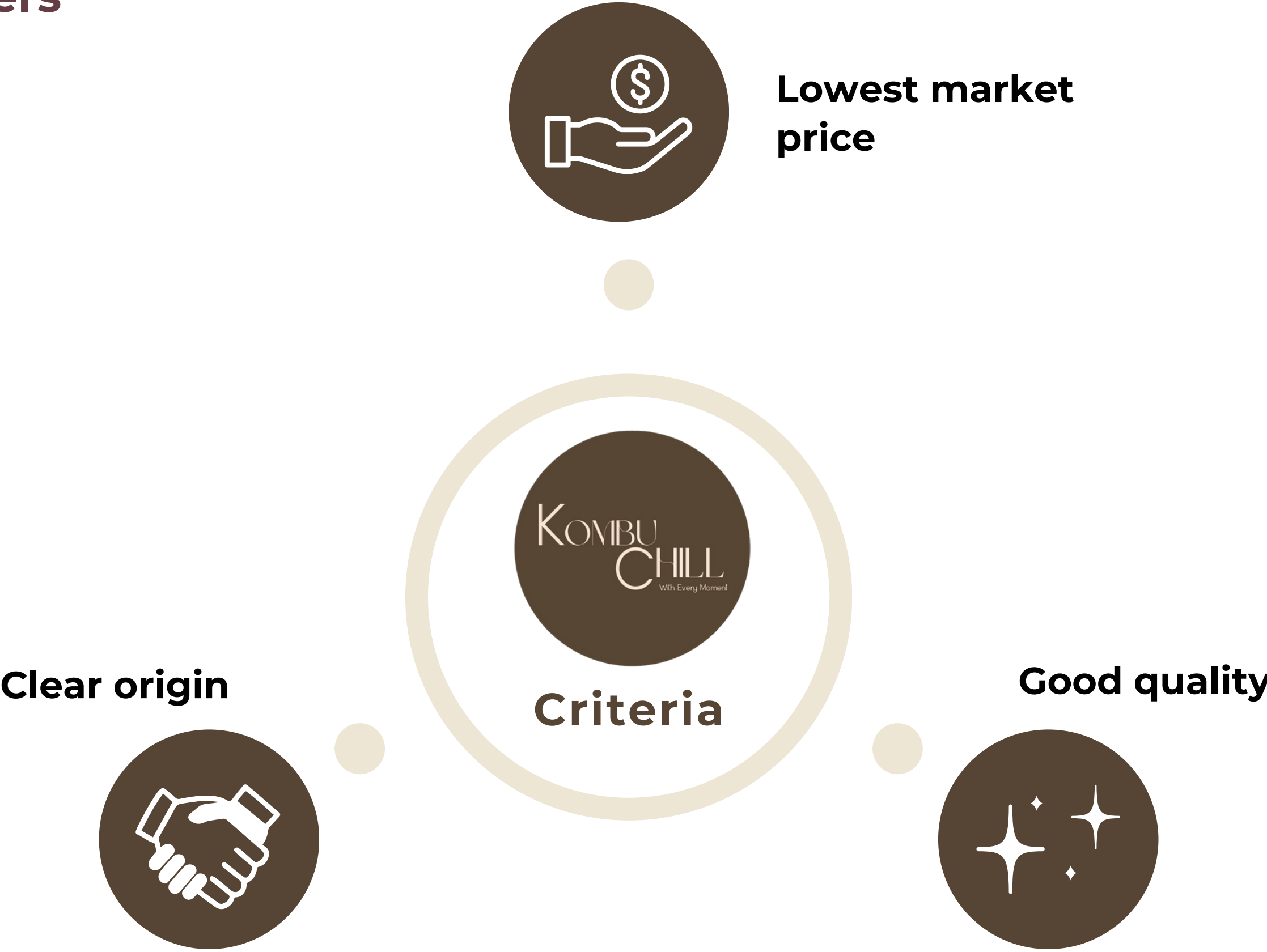


**Marketing
executive &
customer care**
Pham Thi Quynh



**Operation manager
& Store Manager**
Nguyen Ho Gia Hien

4. Key partners



Ingredient suppliers				
				
Collab's partner				
Delivery's partner				
Payment Service Partners				

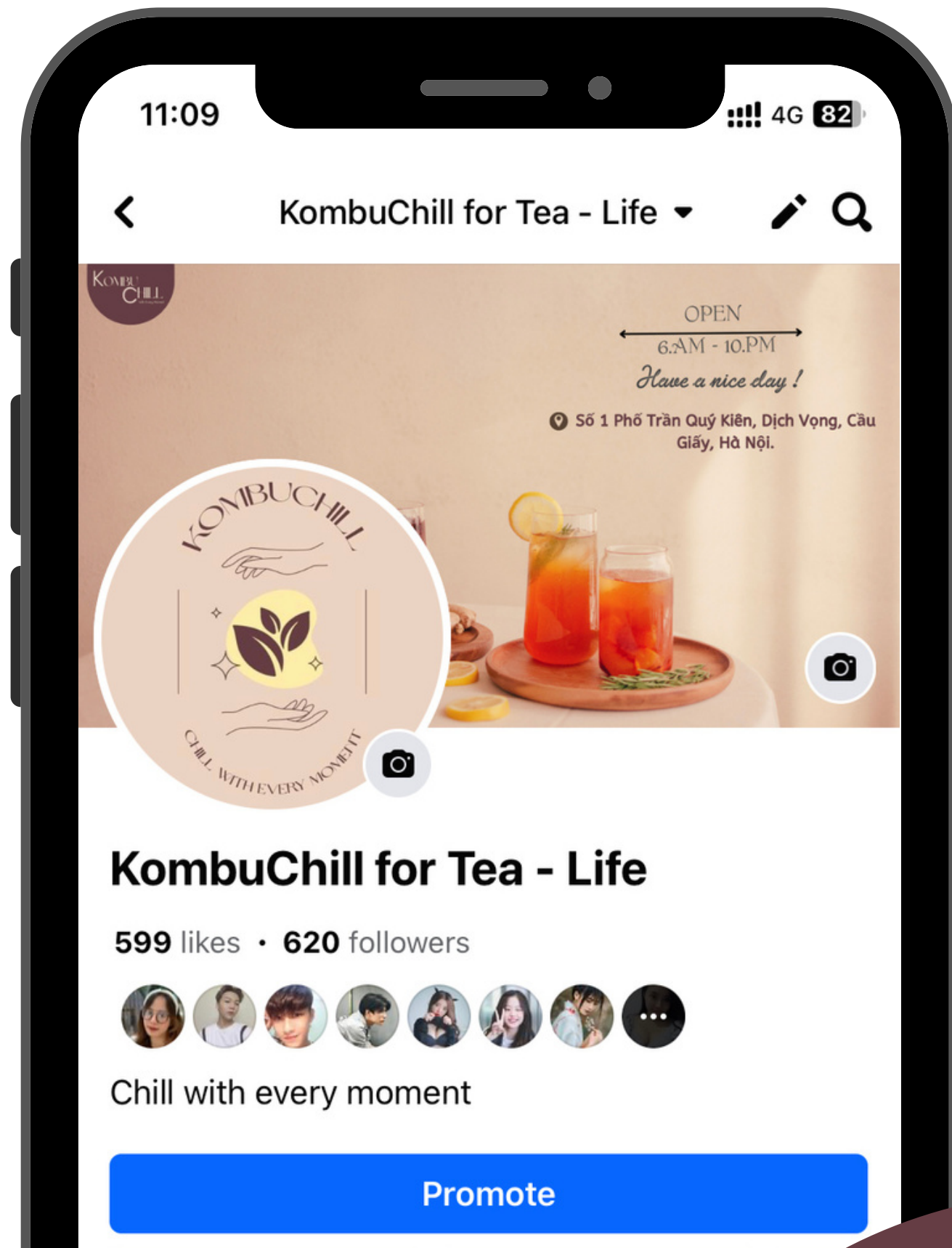
4. Distribution channel

Direct distribution channel

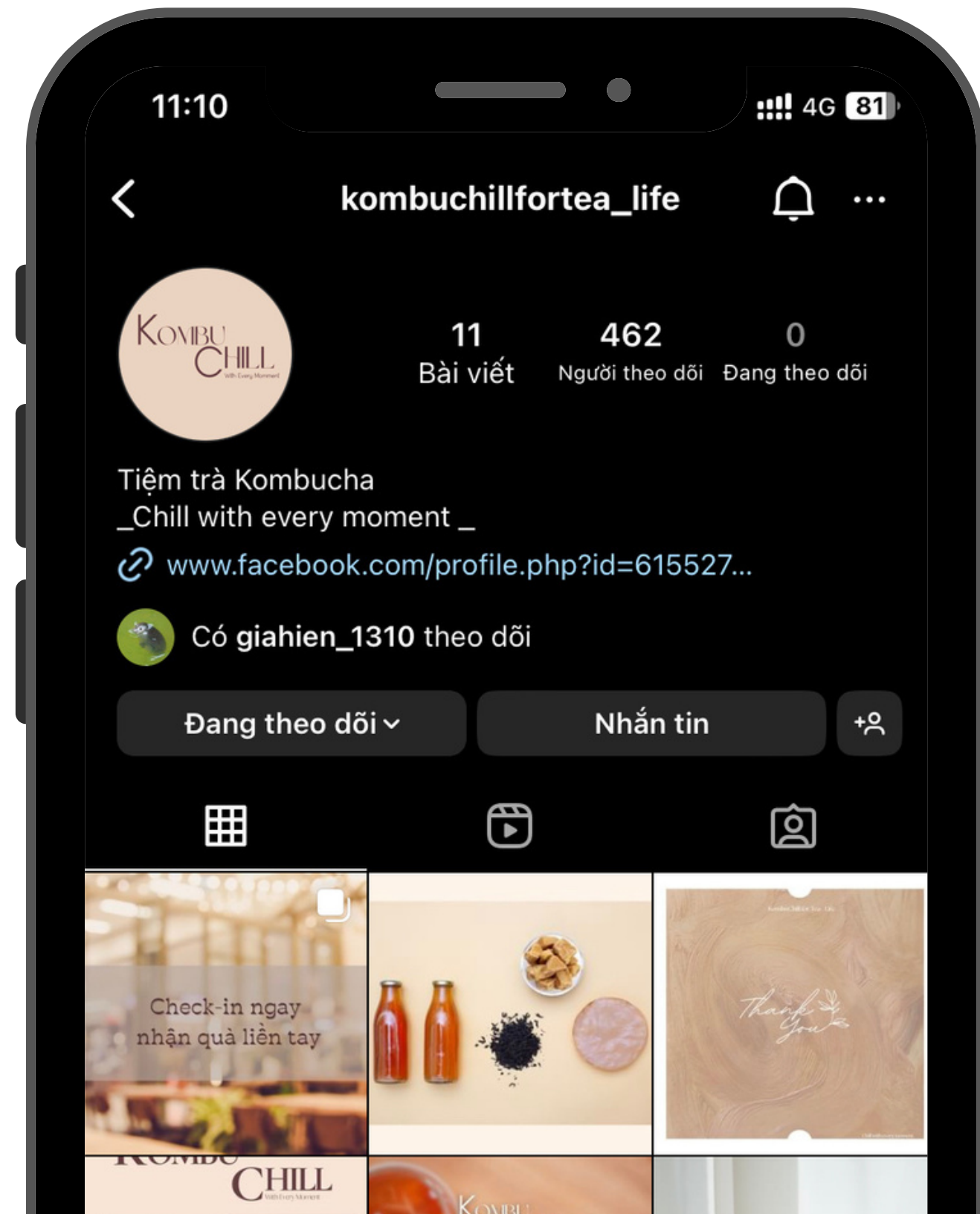


*1 Trần Quý Kiên, Dịch Vọng,
Cầu Giấy, Hà Nội*

Facebook page, KombuChill for Tea - Life



Instagram page, kombuchillfortea_life



Indirect distribution



FourT Pilates Academy



Star Fitness



Queen pilates



5. Marketing 7Ps

Product:

- Traditional kombucha
- Fruit-flavored drink: Chillin with fruit
- Special mix version
- Gift Pack version

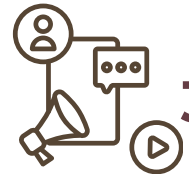


Services

- KombuChill Tasting
- Talkshow: Kombucha tea and healthy lifestyle
- Work shop prepares Kombucha tea
- Serving Kombucha tea upon request (party, event,...)
- KombuChill Cafeteria

5. Marketing 7Ps

Price



3 main factors:

- Customer survey
- Product and service quality
- Prices of competitors

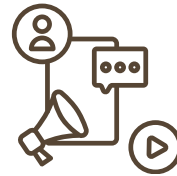


- Product: **40,000 VND - 70,000 VND**
- Service: **150,000 VND - 3,000,000 VND**



5. Marketing 7Ps

Place



2 key factors:

- Market research
- Geographic analysis

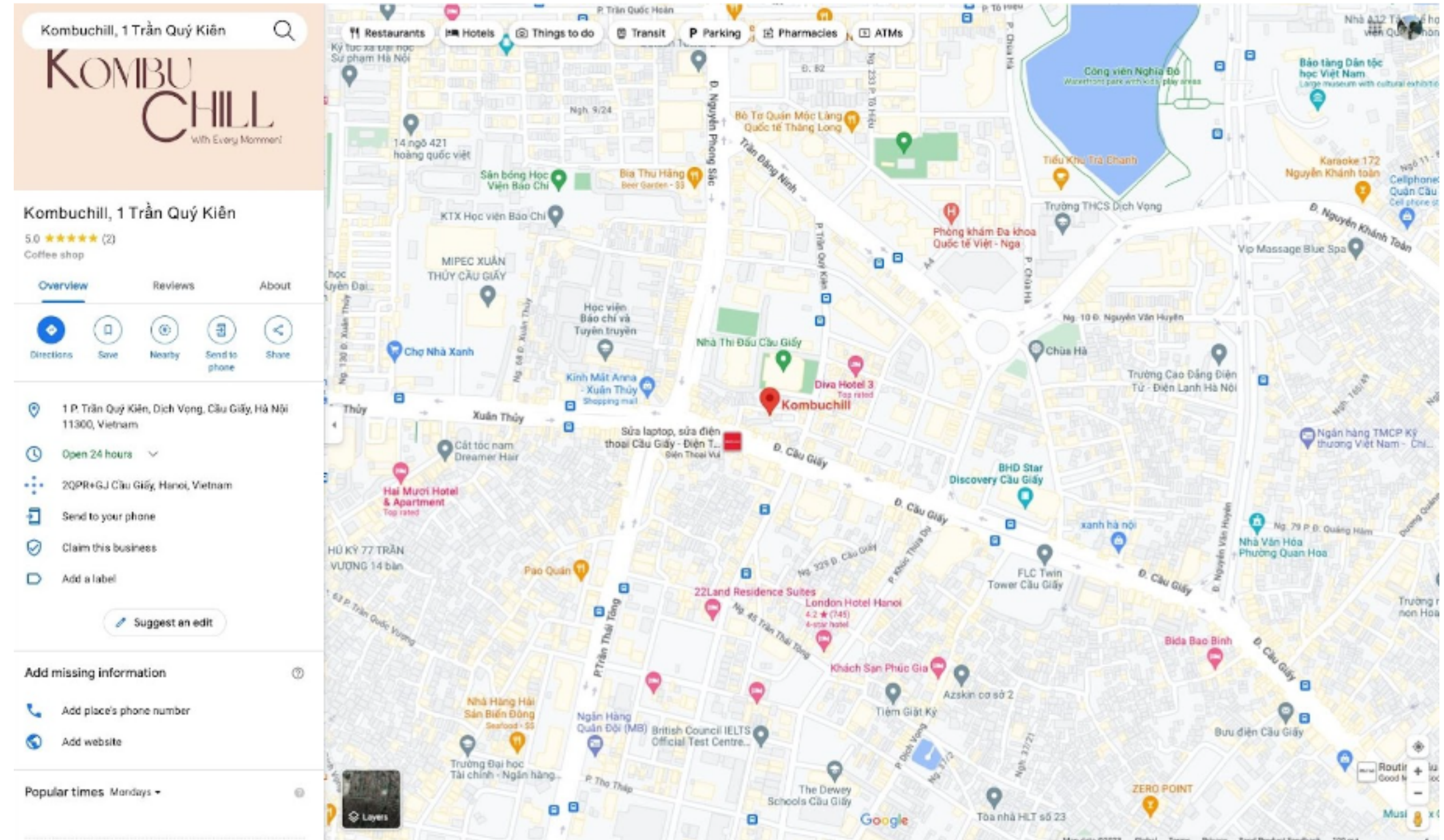
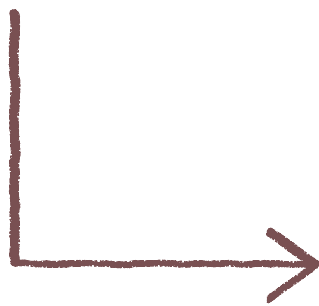


Image 3.1: Location of KombuChill on Google Maps (Source: Google Maps, 2023)



5. Marketing 7Ps

Promotion

Marketing plan for the next 6 months

Target

- Attract new and targeted customers.
- Increase interaction and brand recognition.

- Introduce and sell new products.
- Notifications about events and promotions.
- Increase sales volume during holidays and New Year.
- Increase loyal customers

- Increase interaction and brand recognition.
- Leave a good impression in the hearts of customers.
- Increase loyalty through promotional events.

Key hook

- The Amazing Benefits of Kombucha”
- “Scoby: Kombucha's Steady Friend!”

- “New year event”
- “New seasonal drink”
- “Draw to win lucky money”

- “Environmental protection movement in environment month”
- “Discount event”

Support tactics

Run Ads, Seeding group

Run Ads, KOL

Run Ads, KOL



Results: 27/10/2023 - 28/11/2023 on Facebook and Instagram

Reach and visits

Facebook reach ⓘ

671 ↑ 100%



Instagram reach ⓘ

382 ↑ 100%



Visits

Facebook visits ⓘ

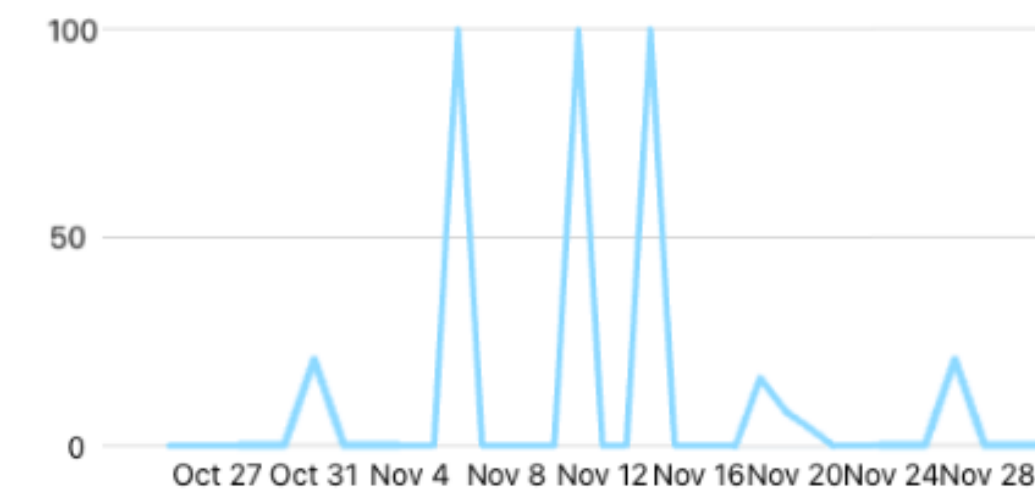
345

619 ↑ 100%



Instagram profile visits ⓘ

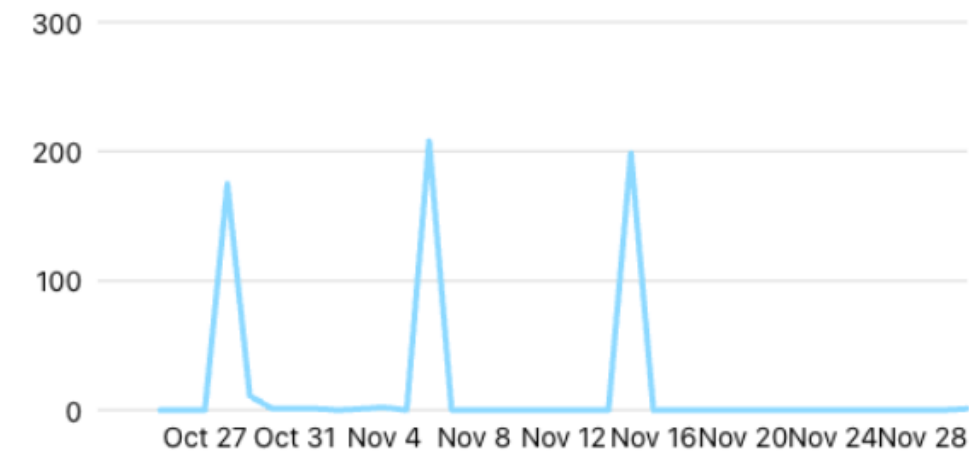
345 ↑ 100%



New likes and new followers

Facebook Page new likes ⓘ

603 ↑ 100%



New Instagram followers ⓘ

509 ↑ 100%

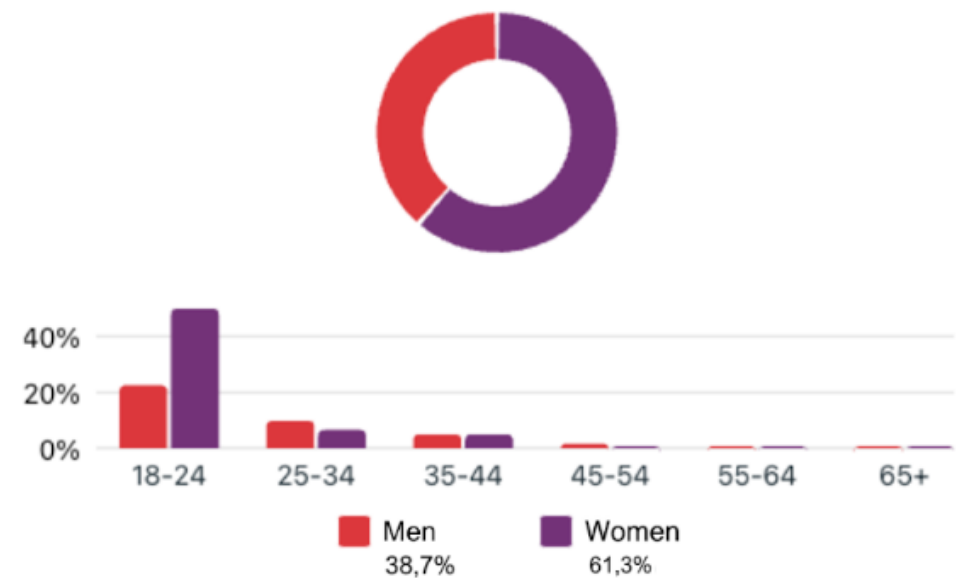


Follower demographic

Facebook followers ⓘ

620

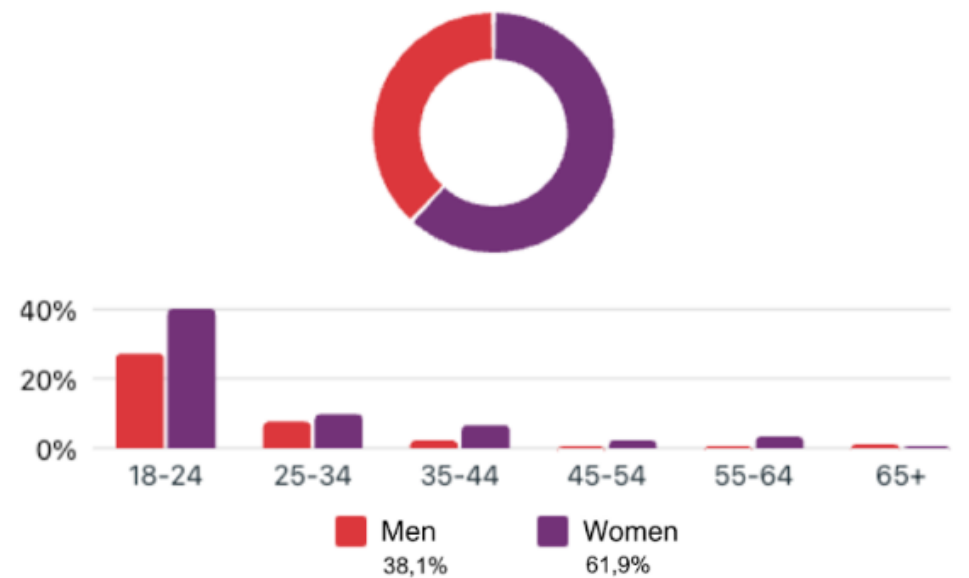
Age & gender ⓘ



Instagram followers ⓘ

463

Age & gender ⓘ



5. Marketing 7Ps

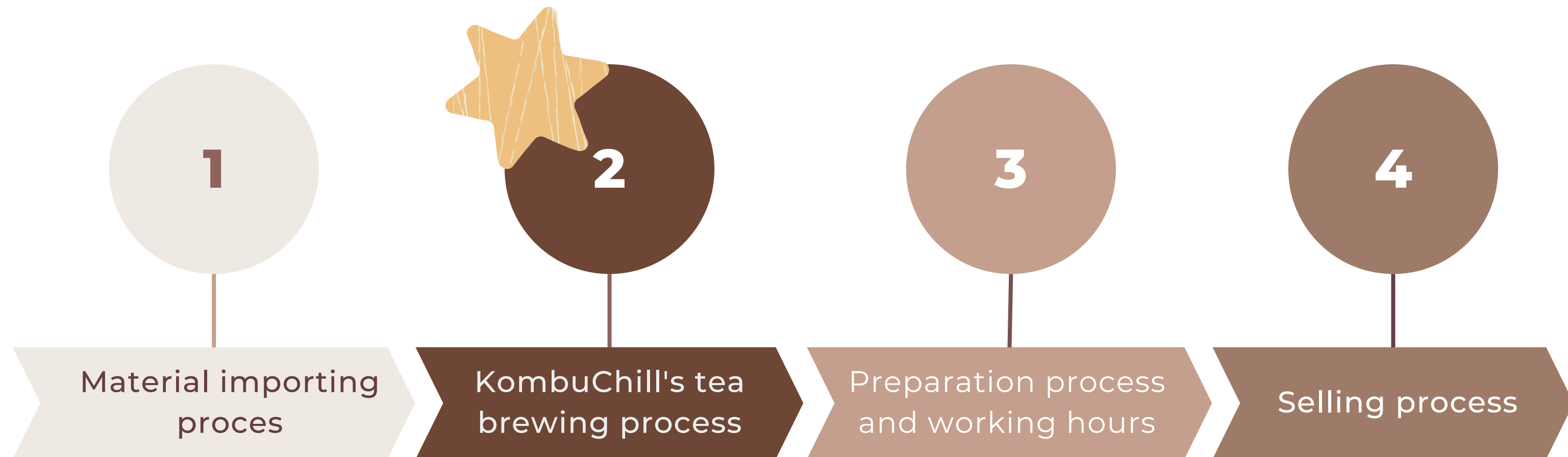
People

- Department managers
- People who interact directly and take care of customers



5. Marketing 7Ps

Process



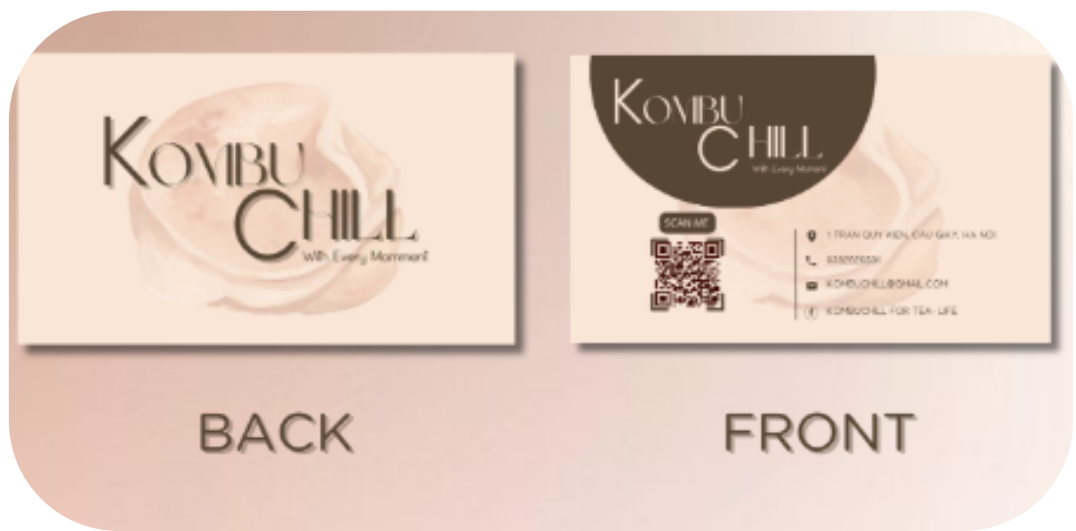
5. Marketing 7Ps

KombuChill's tea brewing process



5. Marketing 7Ps

Physical evidence



KombuChill for Tea - Life

KOMBU CHILL

With Every Moment

Chillin w original	45K
Chillin w fruit	50K
Apple Chillin	
Strawberry Chillin	
Peach Chillin	
Pineapple chillin	
Mango chillin	
Ginger chillin	

Special mix chillin 70k

Pine-Apple Chillin
The combination of pineapple and apple juice with the slightly sour and carbonated taste of Kombucha

Straw-mango Chillin
The perfect combination of strawberries and mango with the slightly sour taste of Kombucha and a slight carbonation

Orange-peachy Chillin
Kombucha tea combined with the slightly sour taste of orange and the scent of peaches brings a refreshing feeling

Mango-passion chillin
The perfect combination of mango, passion fruit and Kombucha tea

Chillin Pack

Pack of 2 products	110K
Pack of 4 products	220K
Pack of 6 products	330K

KOMBUCHILL

Exquisite Blend of Nature.

IV. FINANCIAL ANALYSIS

- 1. Initial Investment**
- 2. Revenue Stream**
- 3. Cost Structure & Expense**



The assumption



Growth rate

15%

Capacity



Optimistics case

100%



Most likely case

80%



Pessimistic case

60%

1. Inititial Investment



Inititial Investment

2,000,000,000 VND



Net working capital
841,114,400 VND



Long-term assets
1,158,885,600 VND



Legal procedure
4,890,000 VND



Registration fees for delivery apps
2,000,000 VND



Renovation & reconstruct fee
860,250,000 VND



Computer & software
11,700,000 VND



Printing cost
8,019,000 VND



Furniture
34,560,000 VND

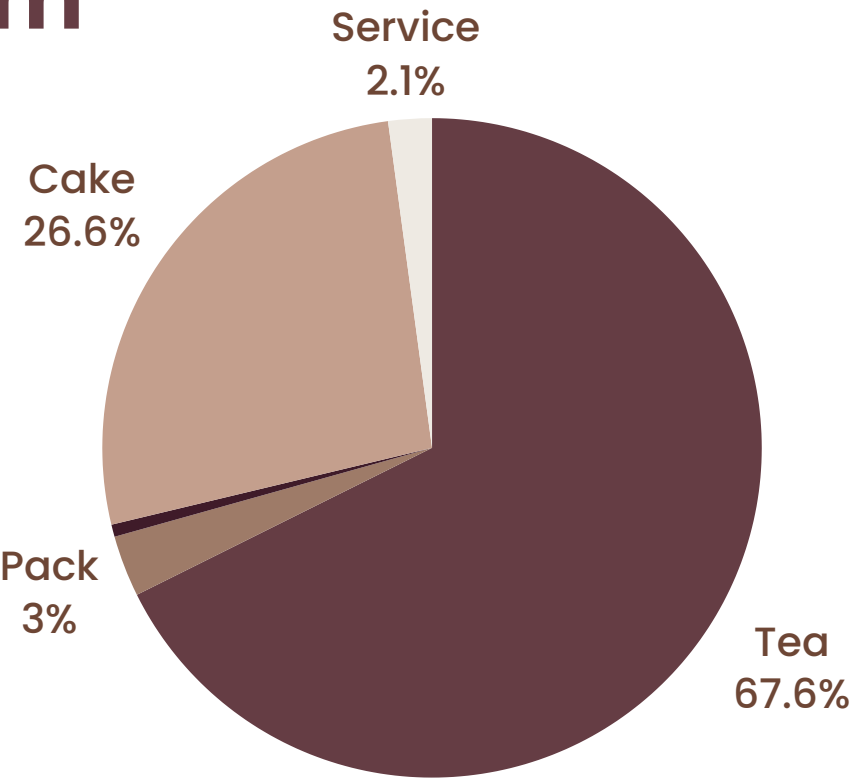


Equipment
237,466,600 VND

2. Revenue Stream

Optimistic (100%)

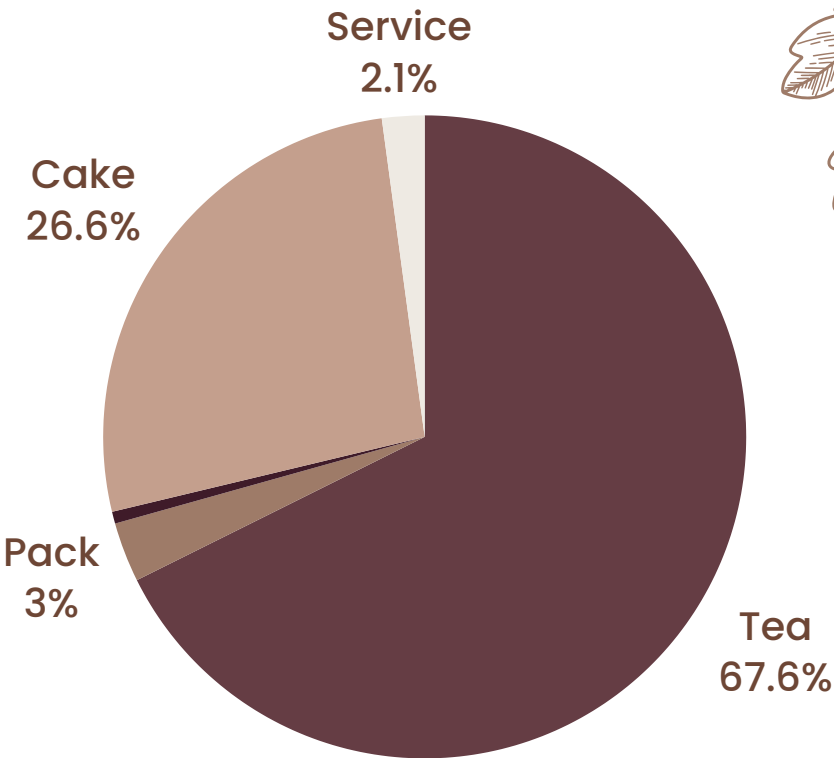
Tea	67,500
Pack	3,000
Kit	600
Cake	26,550
Service	2,130



Total per year: 6,399,750,000VND

Most likely (80%)

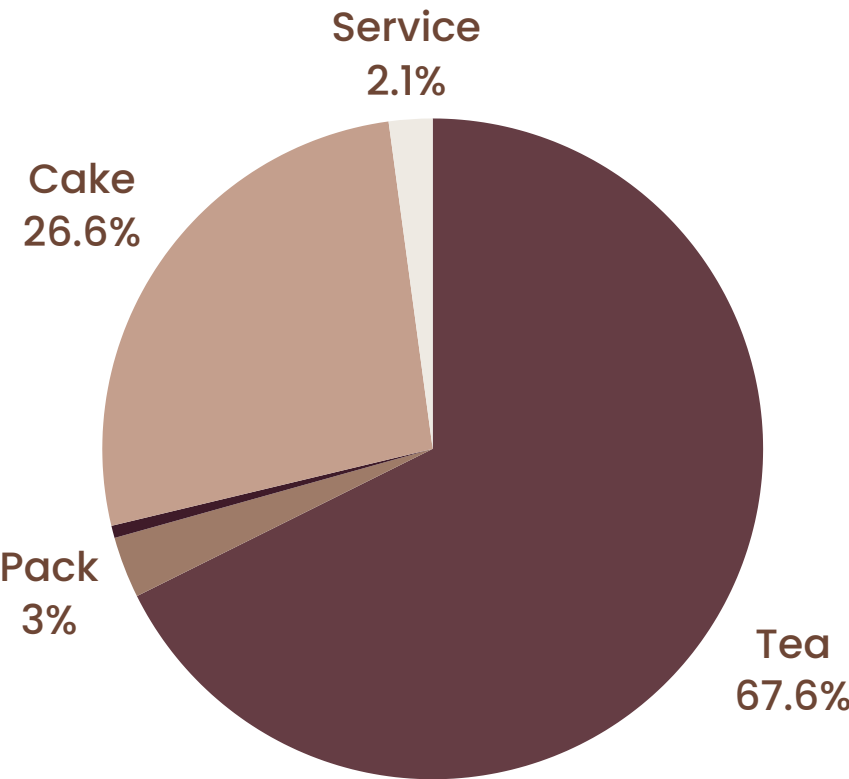
Tea	54,000
Pack	2,400
Kit	480
Cake	21,240
Service	1,704



Total per year: 5,119,800,000VND

Pessimistic (60%)

Tea	40,500
Pack	1,800
Kit	360
Cake	15,930
Service	1,278



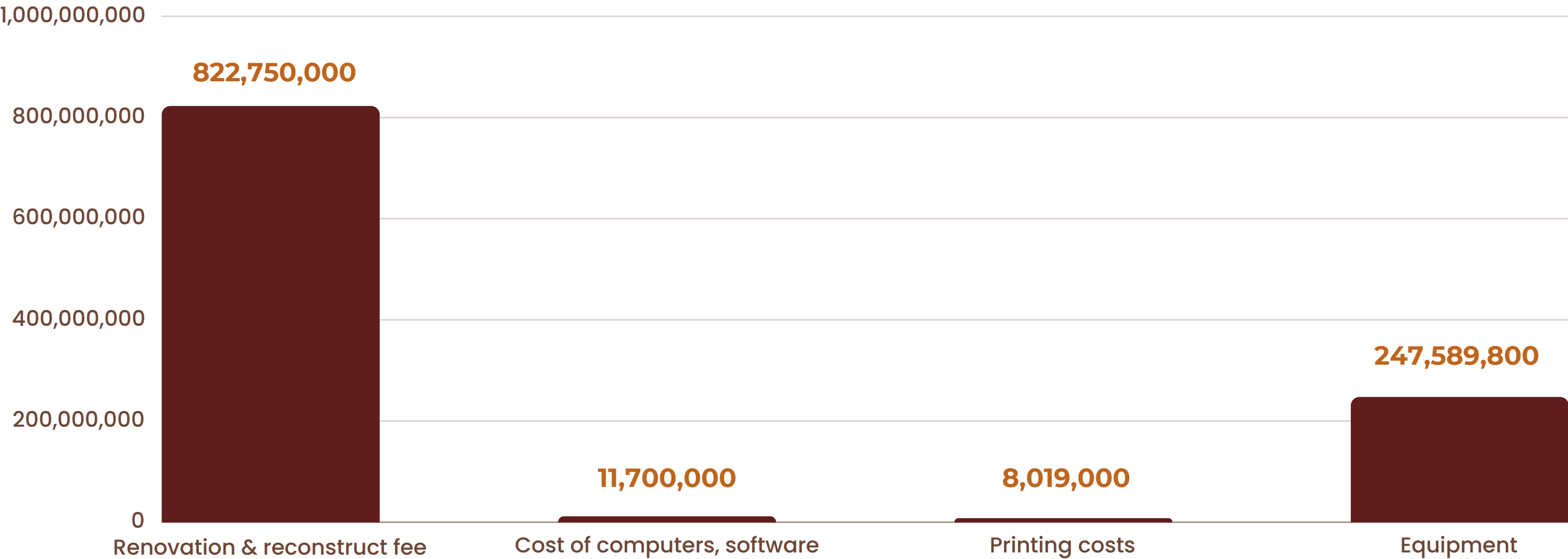
Total per year: 3,839,850,000VND



3. Cost structure & Expense

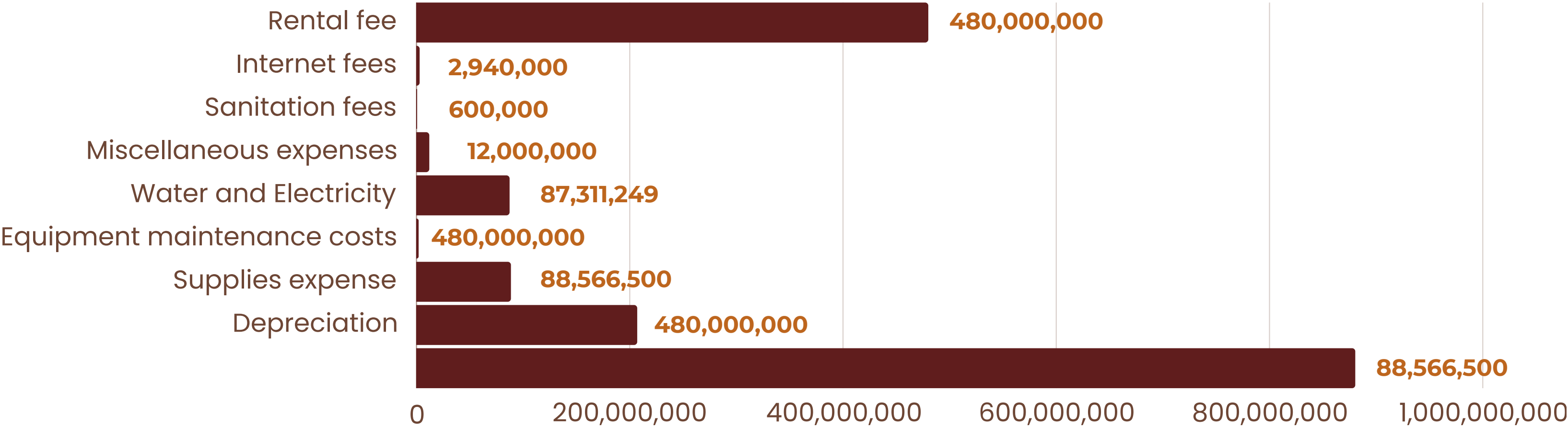
Depreciation

Total : 1,090,058,800



Fixed cost per year

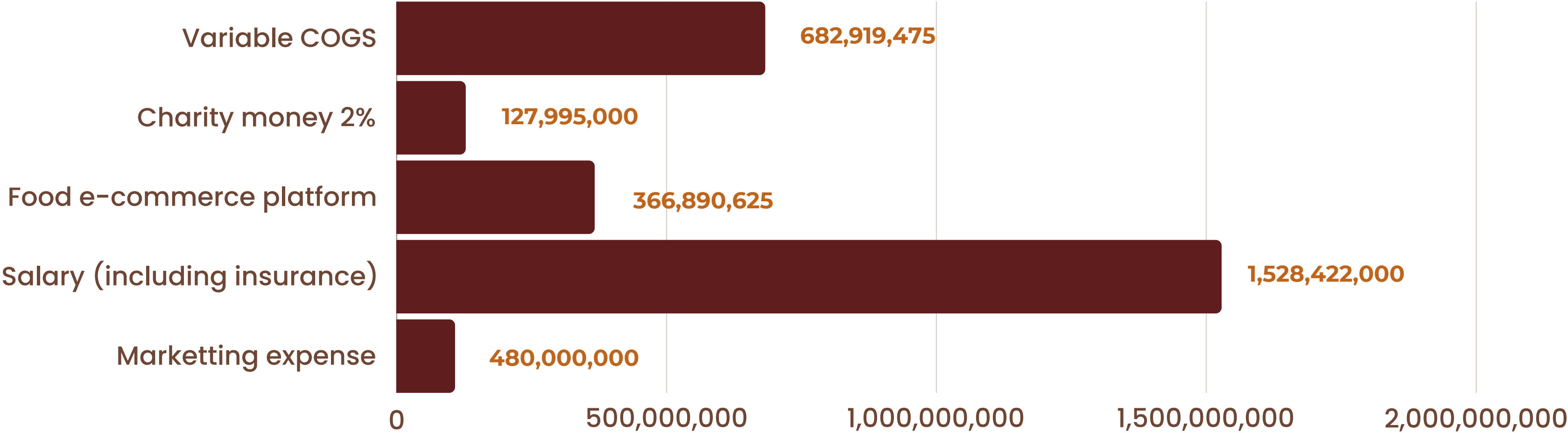
Total: 880,422,618





Variable cost per year

Total: 2,592,581,080

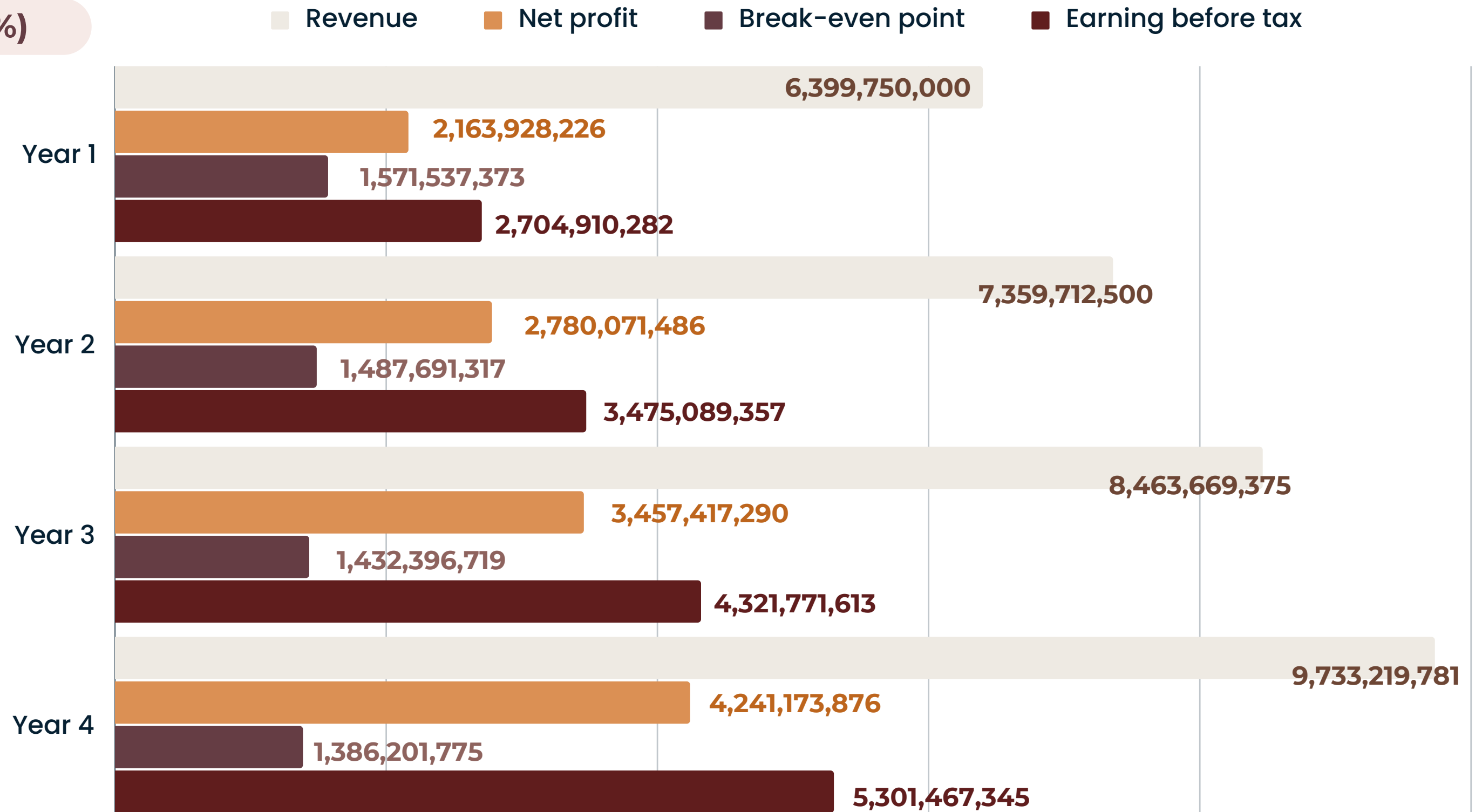


Year 1	Year 2	Year 3	Year 4
2,592,581,080	2,749,089,102	2,968,097,008	3,213,944,961



Net profit, Earning before tax and Break-even point

Optimistic (100%)



Net profit margin

Optimistic (100%)



Year 1

34%

Year 3

41%

Year 2

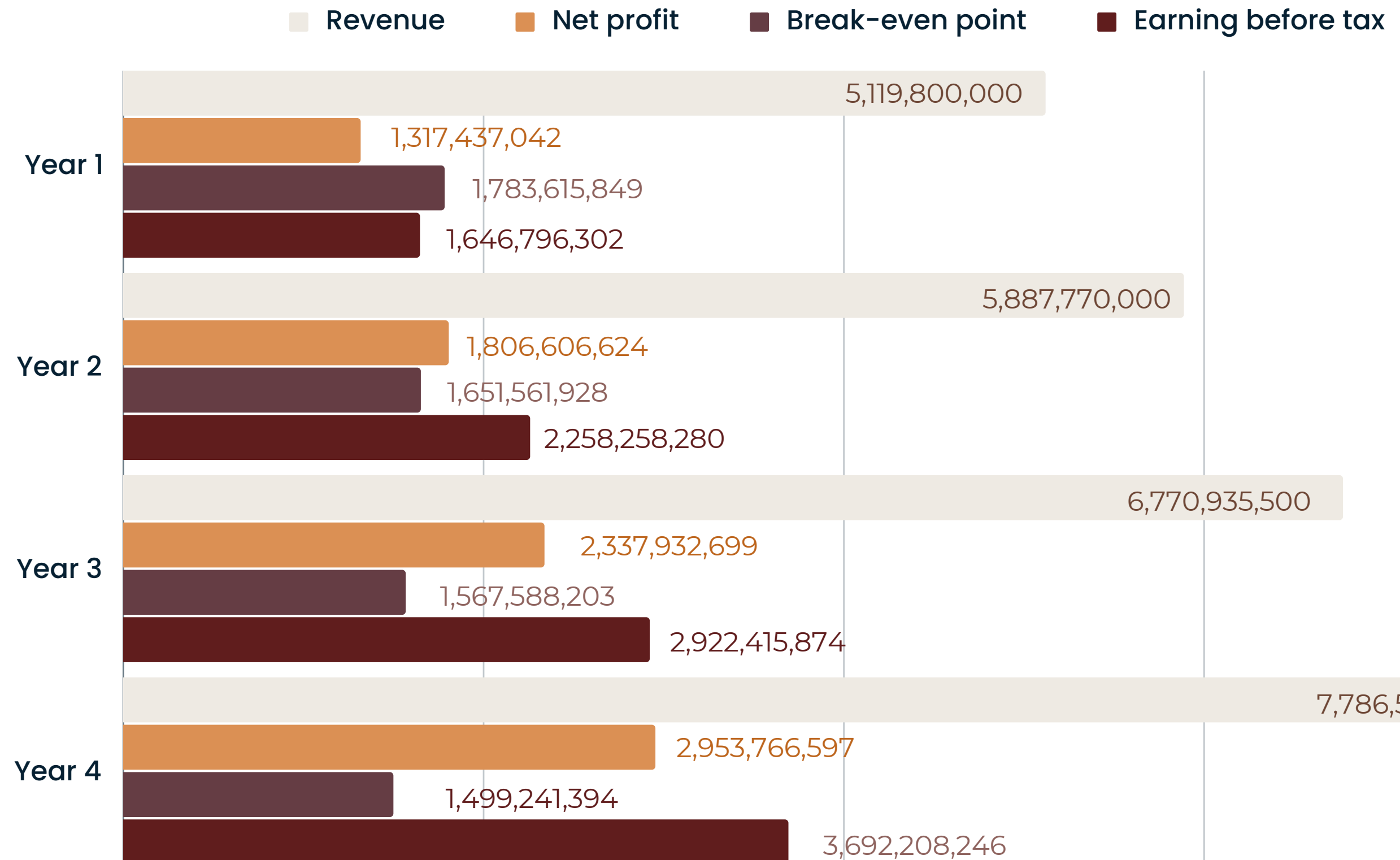
38%

Year 4

44%

Net profit, Earning before tax and Break-even point

Most likely (80%)



Net profit margin

Most likely (80%)



Year 1

26%

Year 3

35%

Year 2

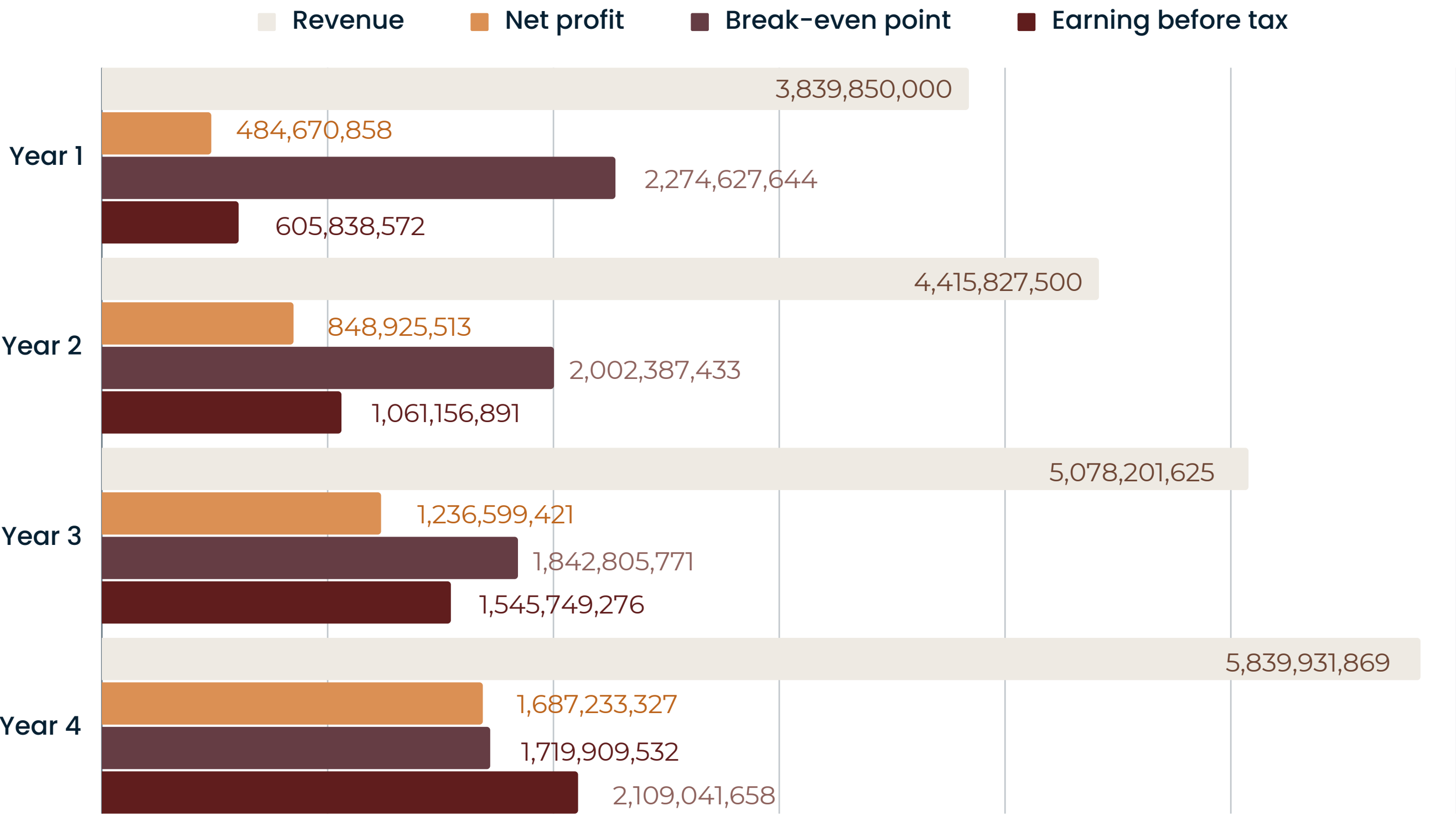
31%

Year 4

38%

Net profit, Earning before tax and Break-even point

Pessimistic (60%)



Net profit margin

Pessimistic (60%)



Year 1

13%

Year 3

24%

Year 2

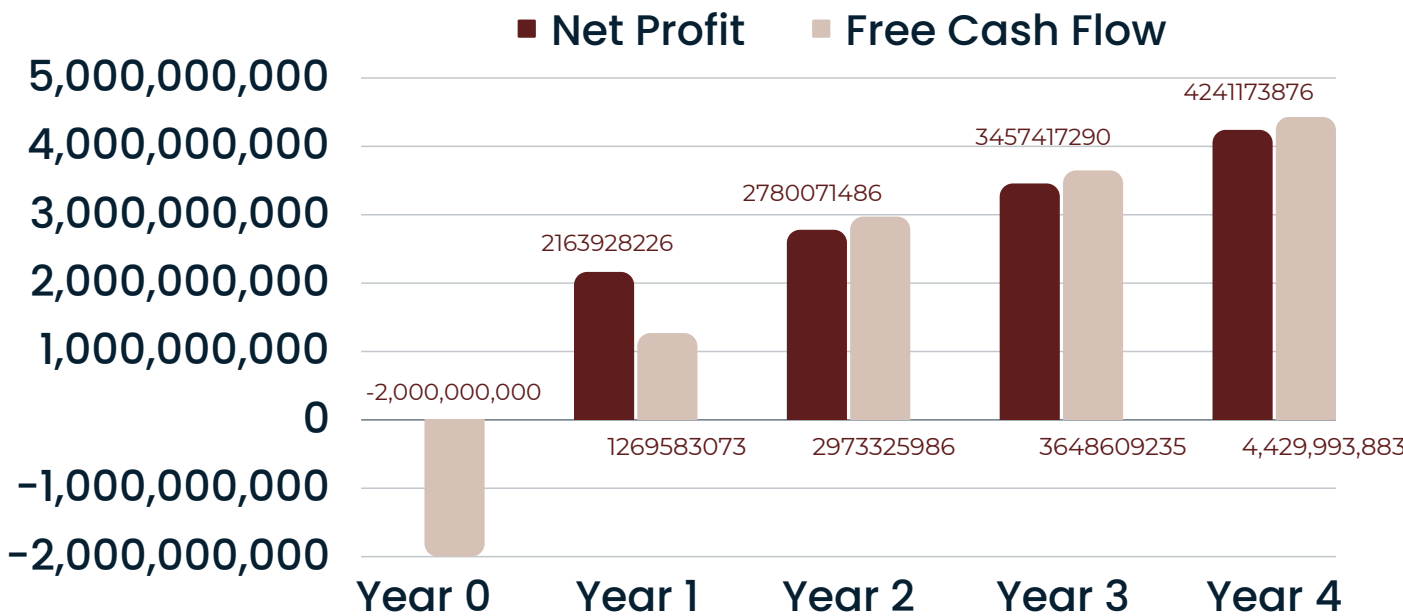
19%

Year 4

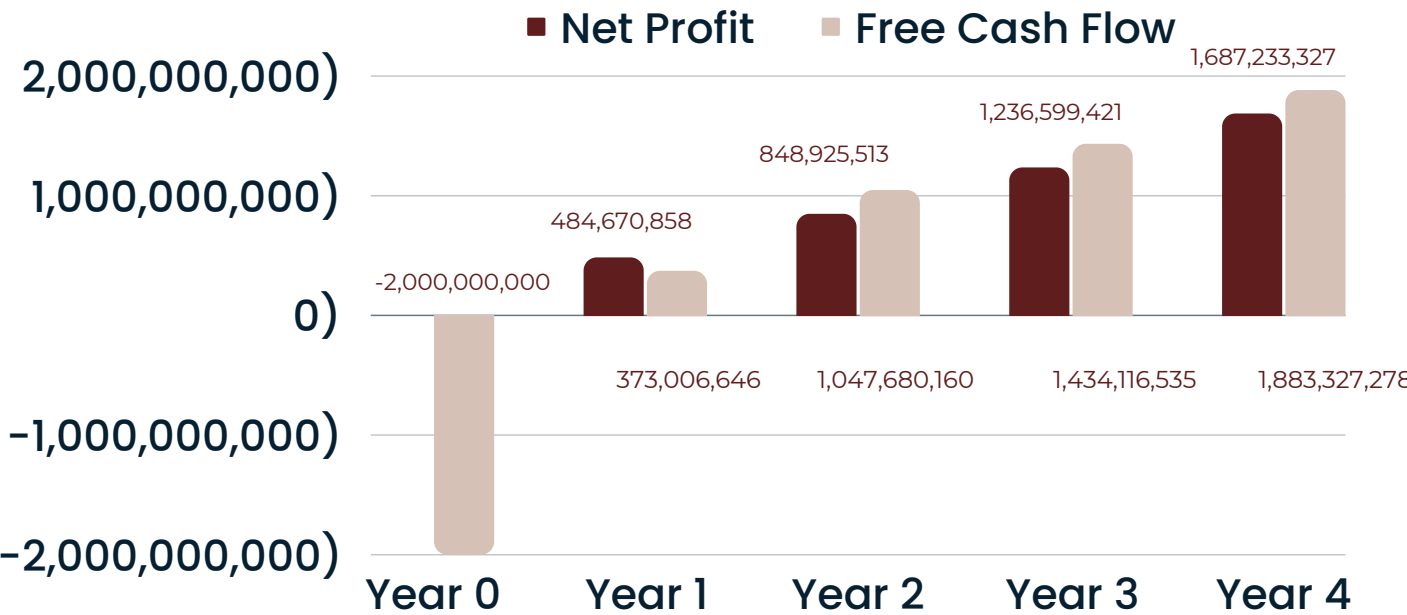
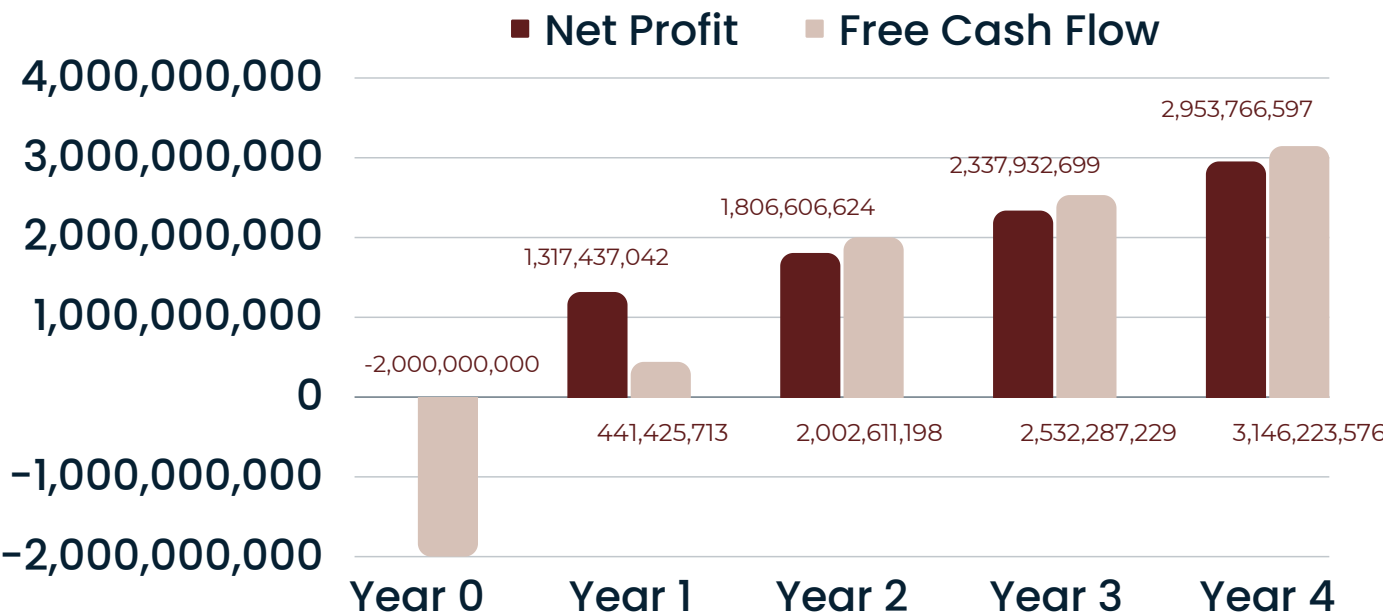
29%

Net Profit & Free Cash Flow

Optimistic (100%)







Most likely (80%)



Pessimistic (60%)

4. Financial Analysis

	Optimistic (100%)	Most likely (80%)	Pessimistic (60%)
 Internal Rate of Return	105%	65%	23%
 ROE	35%	32%	26%
 Payback period (year)	1.2	1.8	2.9
 Net Present Value	6,284,130,074	3,361,993,721	2,487,596,497

V. RISK ANALYSIS



1. Risk analysis

2. Future-oriented

1. Risk analysis



Risk of cash flow

- Late payment or no payment
- The market volatility
- Sudden surge in costs
- Investors withdrawing capital



Risk of competitors

- Market share
- Price
- Trademark
- Secret formula



Risk of product damage

- Delivery
- Production



Employees quitting

- Internal strife
- Work pressure



Risk of fire hazard

- Electrical equipment
- Kitchen area
- Warehouse area



Risk of suppliers

- Time
- Quality
- Contract transparency

2. Future-oriented

Medium-term (First 5 years)

Product and service

- Leading Fresh Kombucha Brand by 2028.
- Develop a premium Kombucha flavor line.

Marketing

- Branding
- Website development
- Active on social networks
- Connect with influencers

Finance

- Reach break-even point
- Reinvest into marketing.
- Diversify portfolio investment
- Consider franchising.

Long-term (First 5 years)

Product and service

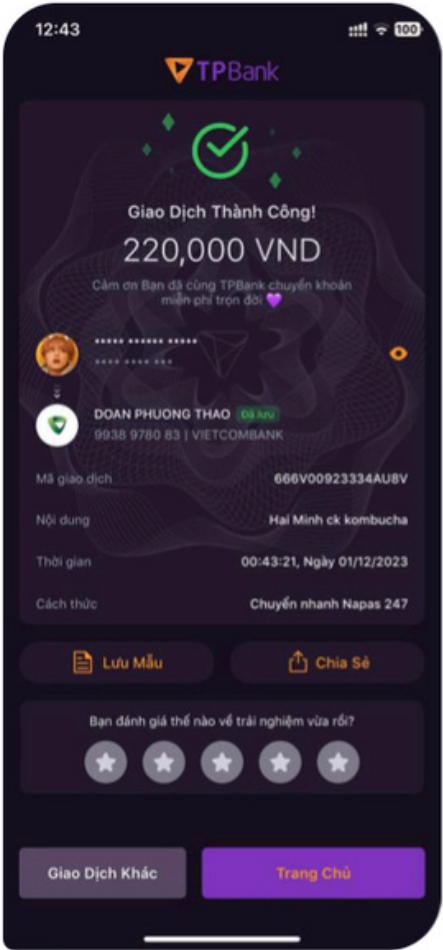
- Sustainable supply chain
- Invest in modern composting technology
- Product line expansion: packaged Kombucha powder

Marketing

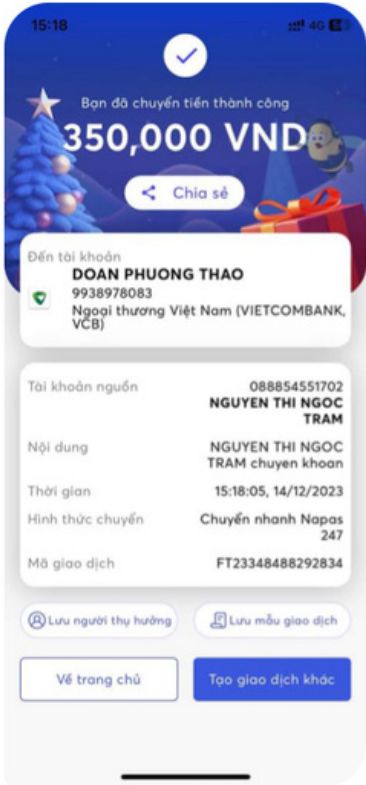
- Associate with famous people
- Funding large-scale programs

Finance

- Scale expansion.
- Cost management and price optimization.
- Invest in research

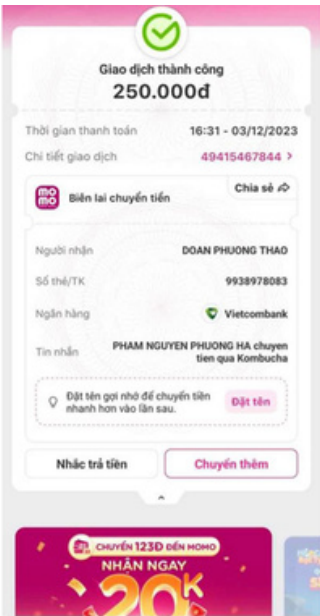


Mình gửi ạ



m gửi nhe

EVIDENCE



Mình gửi shop ạ

Shop check giúp mình nhé

Mình nhận được rồi ạ, chúng mình lên đơn cho cậu đây ạ. Hãy để ý điện thoại nha



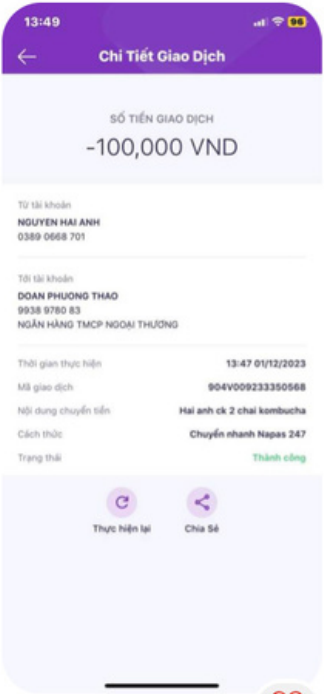
Mình gửi nha

Vâng shop cảm ơn bạn ạ



mình gửi ạ

dạ mình nhận được rồi ạ, cảm ơn cậu nhiều



Dạ mình gửi ạ