

LUCTEAM CONTEMPORARY ART THEATER

Business Plan Graduation Thesis

Supervisor: Dang Tran Hieu



MEMBERS LIST



Nguyen Huong Giang
HS160037



Nguyen Thu Huyen
HS153024



Duong Minh Hai
HS160045



Nguyen Lam Hang
HS163007



Trinh Duc Manh
HS153003

Table of Contents



Introduction



Market analysis & Value proposition



Key activity plan



Financial Analysis



Risk management



Future orientation





Introduction

Definition of Contemporary Theater

Overview of the performing art market in the world

Overview of the performing art market in Viet Nam

The story and the reason to choose business

Company Introduction





1. Definition of Contemporary Theater



Known as a type of art that integrates various elements, including art, dance, and music



Carry the breath of the most modern things



Does not have pre-established stage rules



The main objective is to get the public to react, often by opening a debate.



2. Overview of the performing art market in the world

Brief history

- Performance art originated in the early 20th century with futurism
- In the 1990s, became popular by addressing various social issues
- In the 1960s and '70s, characterized by spontaneity, audience interaction, and political activism



Idecaf Theatre Stage



The quintessence of Tokin



2. Overview of the performing art market in the world

The Performing Arts market situation in the World

Before Covid-19

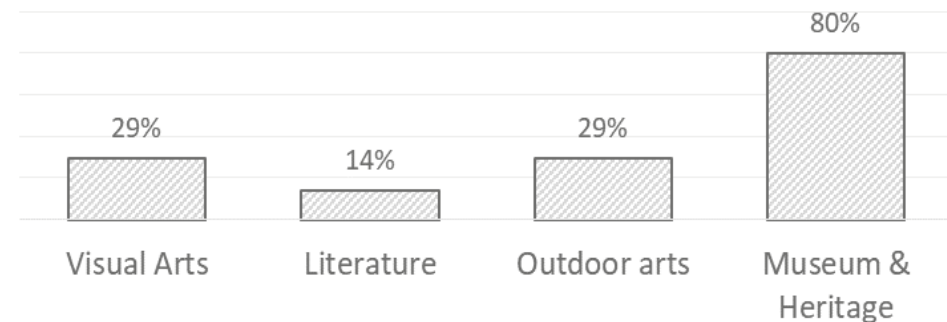
Performing Arts audiences mostly attended Museum and Heritage, and 19% said that they had seen a Play in the Mainstream and 19% in Contemporary type had been to a live music gig.

In the 12 months before the pandemic:

- Popular or Mainstream:
- 19% had seen a **play**,
 - and 17% had seen a **musical**,
-
- Classical Arts:
- 4% had seen the **opera**,
 - 5% had seen the **ballet**,
 - and 7% had attended a **classical music** concert.
-
- Contemporary or Modern:
- 3% had seen **contemporary dance**,
 - and 19% had been to a **live music gig**.
-

12 months before Covid: Performing Arts audiences were also attending
(Source: The Audience Agency, 2023)

12 months before Covid: **Performing Arts** audiences were also attending...



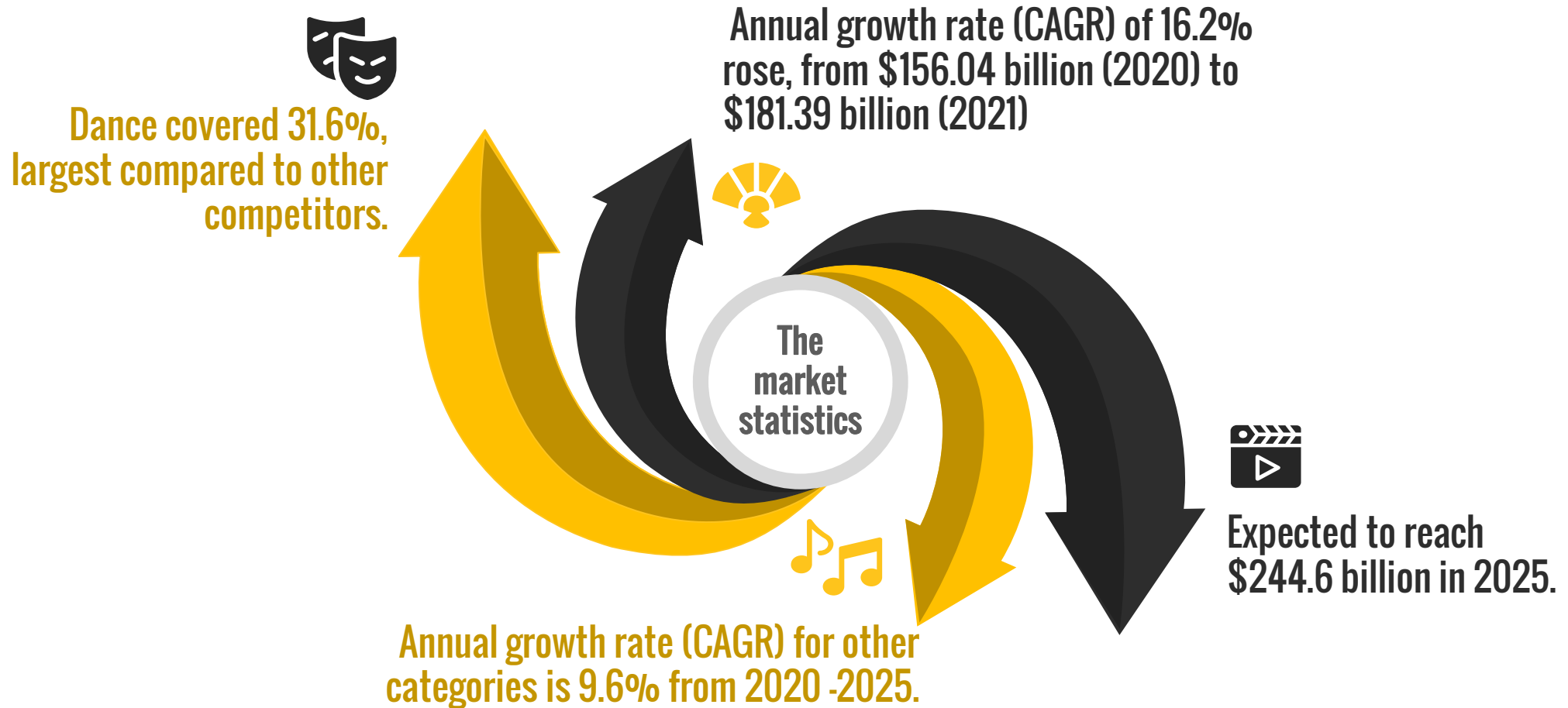
In-person Attendance: In the 12 months before the pandemic
(Source: The Audience Agency, 2023)



2. Overview of the performing art market in the world

The Performing Arts market situation in the World

After Covid-19





2. Overview of the performing art market in the world

The Performing Arts market situation in the World

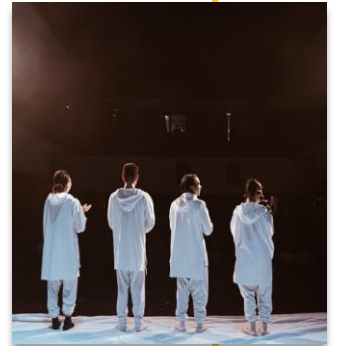
After Covid-19

- **Performing Art Companies Industry Overview**

- Companies displays significant fragmentation
- The overall market is highly competitive and diverse

- **Growth in Emerging Markets**

- **Increasing Demand for Live Entertainment**





3. Overview of the performing art market in Viet Nam



Performing arts in Vietnam is an important part of cultural heritage with its diversity and depth



Folk performing arts have existed for thousands of years and are often passed down via generations



Since 1986 renovation, professional performing arts have become more developed



4. The story and the reason to choose business



A place to preserve and develop traditional Vietnamese culture



**Address the challenges faced by actors in theater:
unemployment, low salary**



A platform for talented young individuals to advance their careers and contribute to the growth of vietnam's dramatic arts sector.



5. Company Introduction



About Artist Tran Luc

Tran Luc was born in Hanoi on September 15, 1963, in a family with an artistic tradition.



About LucTeam

LucTeam officially launched to the audience at the end of 2017 with 12 artists



5. Company Introduction

Company Description



Type of company: Private company and limited liability



Company's name: LucTeam Contemporary Art Theater



Slogan: "The contemporary breath in the essence of the East"



Location: Gate 1, Hacinco Student Village, 79 Nguyen
Nhu Kon Tum, Thanh Xuan District, Hanoi



5. Company Introduction

Company Description

Vision

By 2028, LucTeam will become an icon of contemporary theater in Vietnam, symbolizing innovation, creativity, and serving the spiritual life of humanity.

Mission

We committed to delivering the most special and unique artistic experiences to the audience by blending creativity, modernity, with the desire to preserve cultural and artistic values, inspire, and elevate the lives of all.

Core Value

◆ INSPIRATION

◆ COLLABORATION

◆ CREATIVITY

◆ PASSION



MARKET ANALYSIS AND VALUE PROPOSITION





1. Market potential

The potential of the Global Contemporary Theater Market



**Post-Covid
Growth and
Industry Leaders**



**Diversity and
Innovation**



**Social Relevance
and Activism**



**Role of Young
Talent**



Financial Support





1. Market potential

The potential of the Vietnam's Contemporary Theater Market

**Cultural Richness
of Vietnam**



**Government Support
for Cultural
Development**



**Growth in Entertainment
Industry**



**Innovative Fusion of
Tradition and Contemporary
Storytelling**

**International
Exposure and
Collaboration**

**Challenges in
Vietnamese
Contemporary Drama**



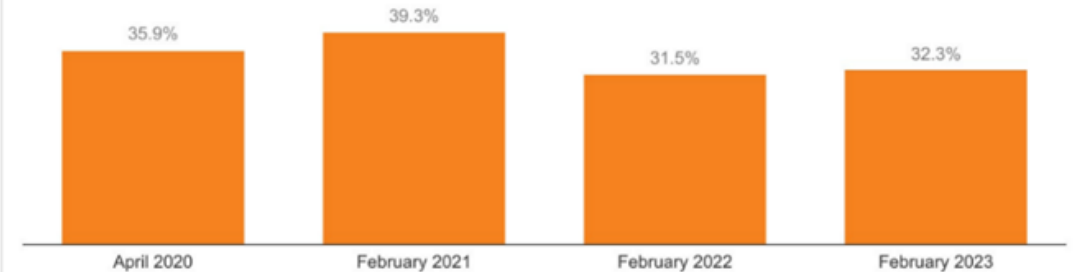
2. Market trend analysis

1. Trend of interest in mental health

- In the world, 1 in 8 people is affected by a mental disorder.
 - The rate of depression in Vietnam in Covid-19 epidemic is 14,636%
- > The trend not only cares about physical health but also the mental health and emotions of Vietnamese people.

Figure 1

The Share of Adults Reporting Symptoms of Anxiety and/or Depressive Disorder During the COVID-19 Pandemic



NOTE: April 2020 is the earliest data available. Adults having symptoms of depressive or anxiety disorder were determined based on having a score of 3 or more on the Patient Health Questionnaire (PHQ-2) and/or Generalized Anxiety Disorder (GAD-2) scale. The reference period for the GAD-2 and PHQ-2 questions changed from the "past 7 days" to the "past 2 weeks" beginning in August 2021; however, trends remained stable. SOURCE: KFF analysis of U.S. Census Bureau, Household Pulse Survey, 2020-2023.

KFF



2. Market trend analysis

2. The growth of performing arts therapies for mental health



Performing arts activities have a positive impact on reducing anxiety, stress and depression.

Vietnamese people are showing a stronger tendency to access and pay attention to products of the performing arts industry to have a healthy, positive and optimistic spiritual life .





2. Market trend analysis

3. The trend of preserving traditional cultural and artistic values



- In recent years, traditional cultural values, have always been focused on preserving and promoting.
- Many activities to introduce and bring traditional art forms closer to the public have been carried out by young people with full enthusiasm.



2. Market trend analysis

4. The trend of integrating digital technology into performing arts

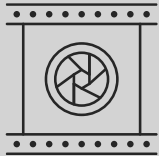
- Technology is increasingly developing and is increasingly making a major contribution to the performing arts industry.



Lighting



Scenic



Projection





3. Market analysis

Direct Competitors



Le Ngoc Stage

Main Product:

Drama, Puppetry, Opera, Circus, Opera-ballet

Price:

VVIP ticket: 399.000 VND

VIP ticket: 299.000 VND

Regular ticket: 199.000 VND



3. Market analysis

Direct Competitors



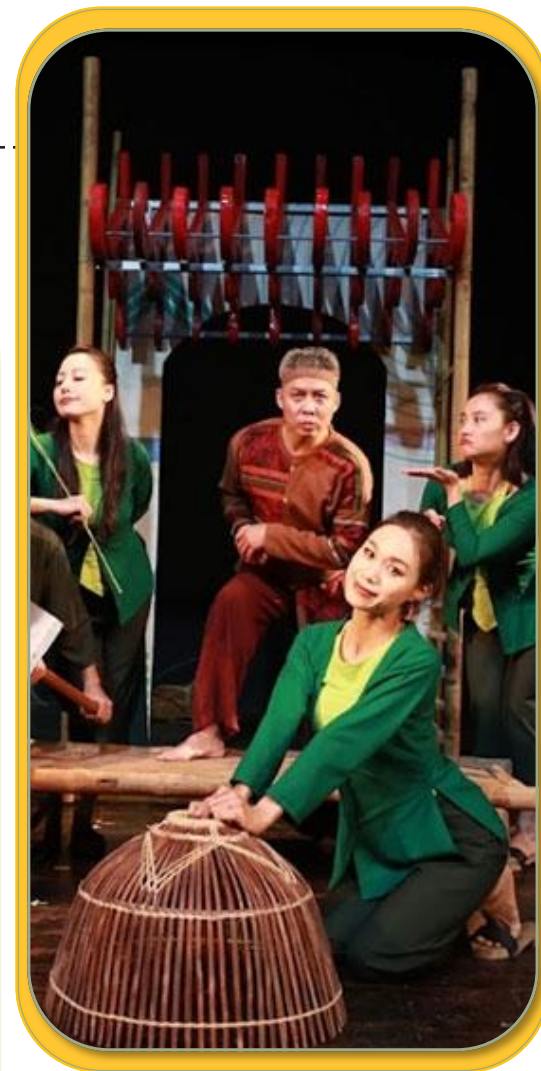
Youth Theater of Vietnam

Main Product:

- Drama, Singing, Dancing, Light music, Ethnic music, Pantomime

Price:

- From 100,000VND to 180,000VND





3. Market analysis

Direct Competitors



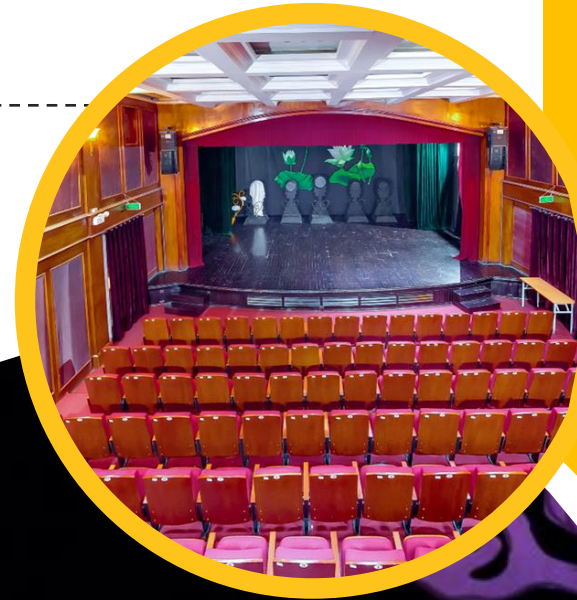
Vietnam National Drama Theater

Main Product:

- Classic drama, Modern drama

Price:

- VVIP ticket: 550,000 VND
- VIP ticket: 450,000 VND
- Standard 1: 350,000 VND
- Standard 2: 250,000 VND





3. Market analysis

Indirect Competitors

	CGV Cinema Royal City	The Quintessence of Tonkin	Vietnam National Puppetry Theatre
Price	From 65,000VND to 150,000VND	From 200,000VND to 600,000VND	From 120,000VND to 400,000VND
Product	Movies	Mixed art performing	Water Puppetry



3. Market analysis

Lesson and practical experience





4. SWOT Analysis

Strengths

- Director Tran Luc with extensive experience
- A team of young actors, grasping modern trends
 - The stage style "Uoc le - Bieu hien"
- The participation and advice of renowned artists
 - A diverse range of services
- Central location easily attracts customers

Opportunities

- The public's need to enjoy art is increasing.
- Contemporary theater tends to be popular in the art market.
- The trend of cultural tourism development in Vietnam.
- The younger generation preserves Vietnam's cultural and artistic traditions.
- The diverse development of various forms of media.



Weaknesses

- As a relatively new theater company
- The actor training process is lengthy and time-consuming.
- Financial resources are limited.
- Organizational operations still have several shortcomings.
- The innovative theatrical style may not appeal to everyone's artistic tastes.

Threats

- Facing competition from various other artistic and entertainment sectors.
- Facing competition from other theater companies.
- Many audiences prefer traditional theater over innovative contemporary forms.
- Copyright enforcement in Vietnam is still not well-defined.



5. Customer Segmentation

Survey Method



01

Interview 1:1



02

Survey Online



03

Customer Persona

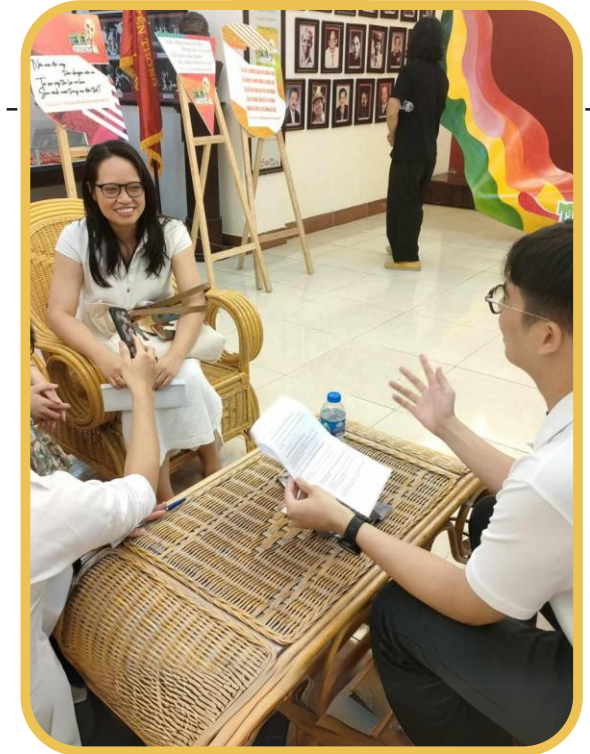


5. Customer Segmentation

1. Interview 1:1

The sample consist of 14 interviewees

- Age range from 18 - 45
- Have lived, studied or worked in Hanoi
- All interviewees have watched LucTeams plays



Insight Summary

- The difference between middle-aged and young audiences' reasons for coming to see plays
- LucTeam's unique blend of classic and modern principles attracts clients
- Unsatisfied customer elements in the play
- Suggestions for improvement



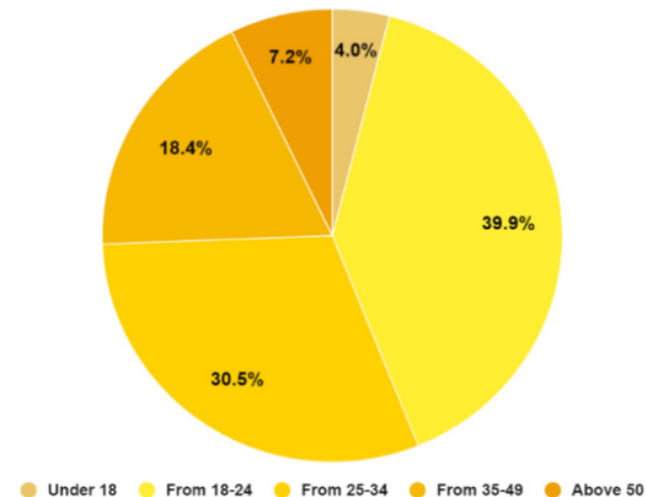
5. Customer Segmentation

2. Survey Online

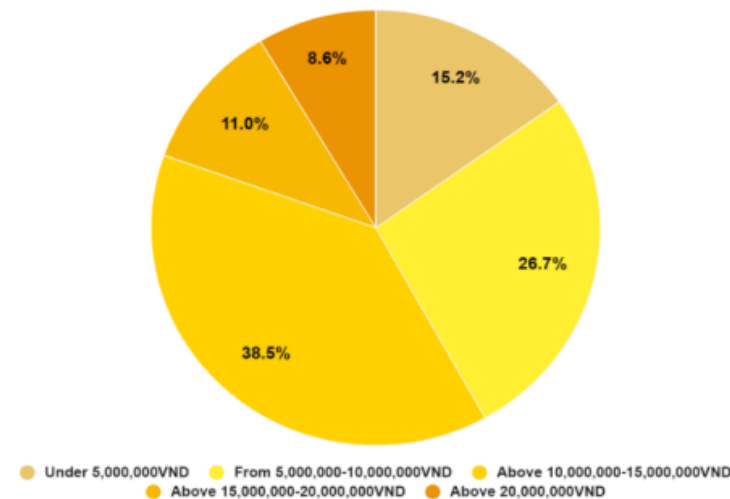
DEMOGRAPHIC SEGMENTATION

Classification	Primary customers	Secondary customers
Demographics		
Age	18 - 34 years old	35 - 50 years old
Gender	Male, female	Male, female
Income	Income over 8,000,000 VND	

What is your age?



What is your income?





5. Customer Segmentation

2. Survey Online

GEOGRAPHIC SEGMENTATION

HaNoi Population:

8,418,883



HaNoi Density:

2,398 people /km²



(Source: World Population Review, Recited by Hanoitop10.net, 2022)



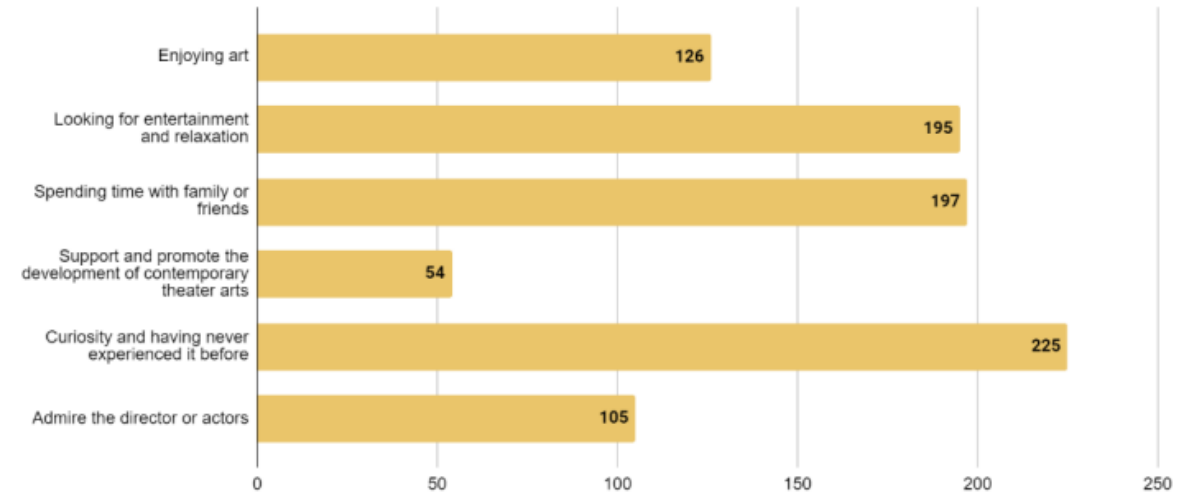
5. Customer Segmentation

2. Survey Online

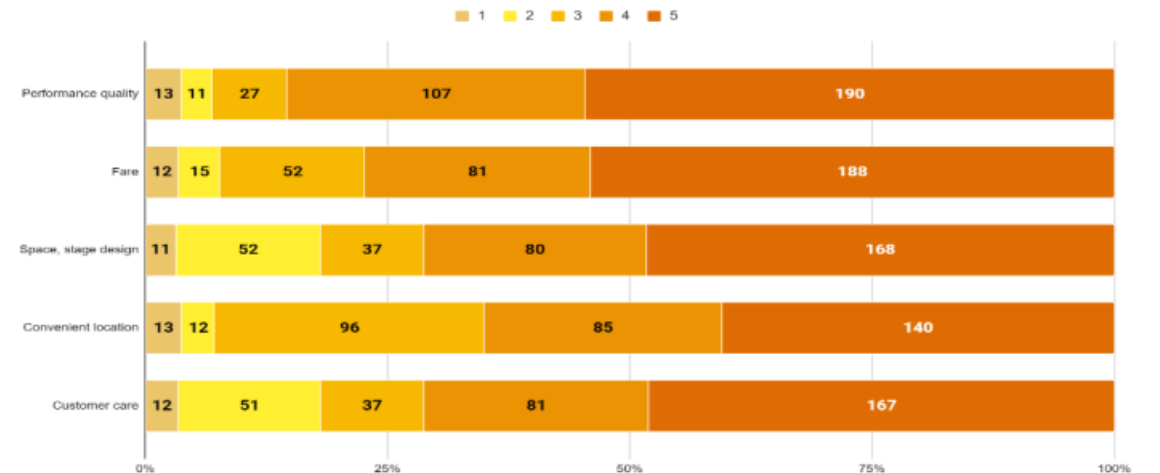
PSYCHOGRAPHIC SEGMENTATION

- Find an entertainment space after stressful working hours
- Enjoy relaxing time with family or friends
- Prioritize the meaningful content and quality of the play
- Consider the reasonable ticket price and the play's timing to fit your busy schedule.

Why do you choose contemporary theatre to entertain?



Rate the following factors based on your needs? (1: Very unimportant; 5: Very important)





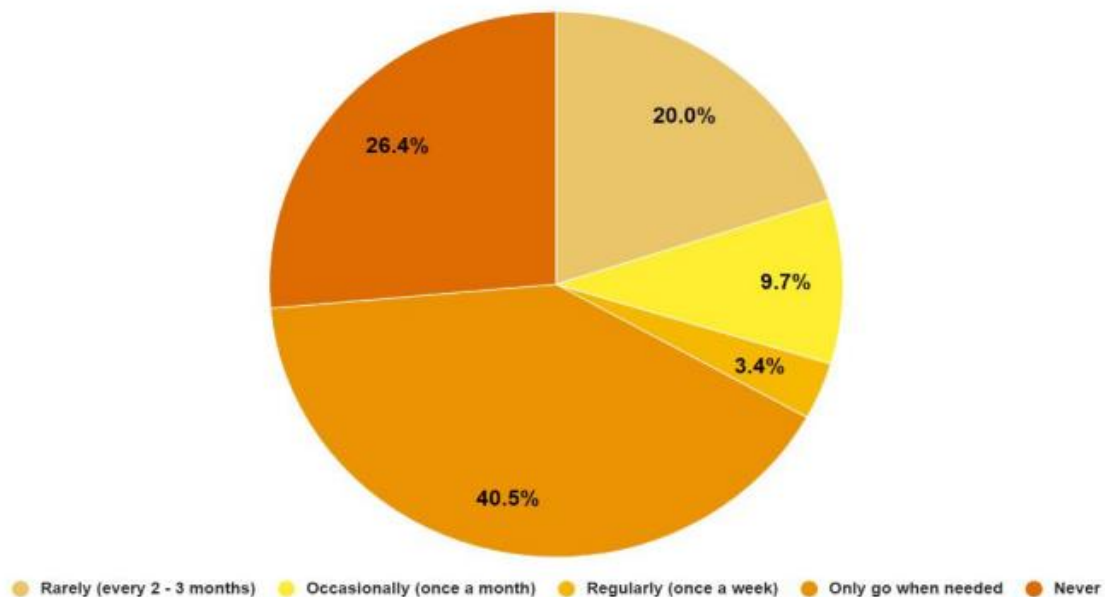
5. Customer Segmentation

2. Survey Online

BEHAVIOR SEGMENTATION

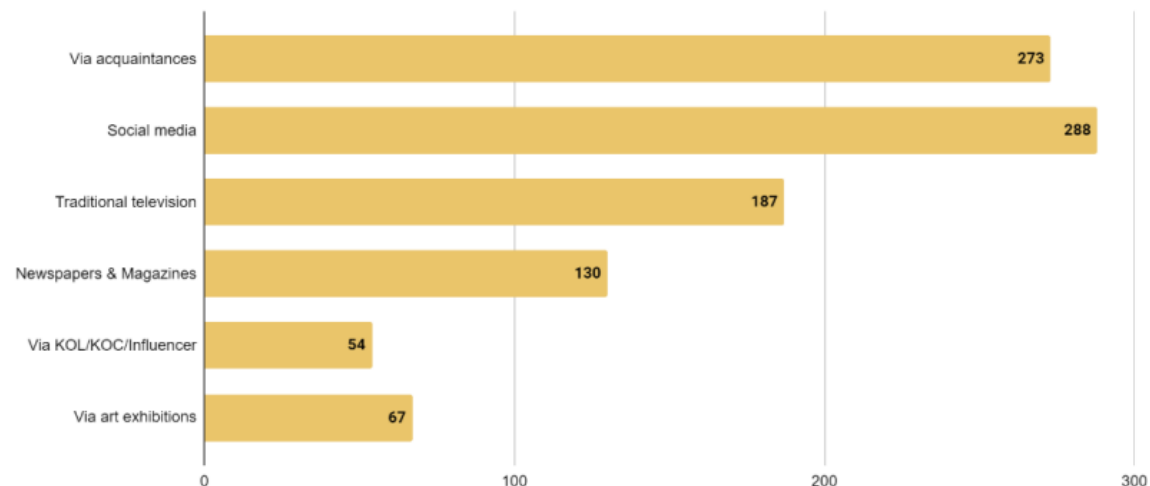
Frequency of participation

How often do you watch contemporary theatre?



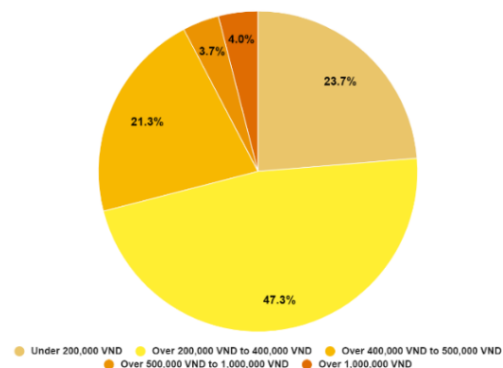
Influential factor

Where do you find information about contemporary theatre performance?



Spending habits

The price range you are willing to spend on a contemporary play





5. Customer Segmentation

3. Customer Persona

Contemporary performance



LUONG THI TRA MY

AGE: 26

GENDER : FEMALE

LOCATION: CAU GIAY, HA NOI

OCCUPATION : OFFICE WORKER

INCOME : 15,000,000 VND PER MONTH

GOALS

- Connect with people who share an interest in contemporary drama
- Explore diverse cultural perspectives and social realities through art
- Want to participate and comment on contemporary plays
- Want to gain new perspectives through contemporary dramatic art

PAIN POINTS

- Free time is limited due to busy work
- Want to have more interaction with actors and directors to better understand contemporary dramatic art
- A theater space that is too small, too crowded with an audience, or an inappropriate setting can make her disappointed
- High ticket prices for theater performances can be a barrier to regular attendance

BEHAVIORS

- Regularly attends contemporary theater performances, averaging 7-8 visits per year.
- Use social networks daily and always update new trends
- Often go to the theater with family and friends
- Prefers mobile ticket booking and paperless options for convenience.

HOW WE CAN ENGAGE

- Free time is limited due to busy work
- Want to have more interaction with actors and directors to better understand contemporary dramatic art
- A theater space that is too small, too crowded with an audience, or an inappropriate setting can make her disappointed
- High ticket prices for theater performances can be a barrier to regular attendance



5. Customer Segmentation

3. Customer Persona

Training course



TRINH TUAN HOANG

AGE: 22

GENDER: MALE

LOCATION: HA DONG, HA NOI

OCCUPATION : STUDENT AT
HANOI ACADEMY OF THEATER
AND CINEMA

INCOME : UNDER 7,000,000
VND PER MONTH

GOALS

- Aims to hone acting skills and many other skills in the theater and film industry
- Looking forward to working and gaining experience with experienced consultants in this field.
- To develop his acting style and find his own strengths

PAIN POINTS

- Since he was a student, he wanted to look for acting classes at an affordable cost.
- Balancing classes, work and acting courses, wanting to find courses that fit a busy schedule
- Seek assurance that the courses will lead to effectiveness and career opportunities

BEHAVIORS

- Actively participates in college plays and drama clubs
- Has a strong passion for acting and performing
- Follow contemporary theater trends and the latest acting techniques through online platforms and theater magazines.
- Regularly attend theatrical performances at the drama theater

HOW WE CAN ENGAGE

- Offer discounted rates or flexible payment plans for students
- Offers courses in the evening or on weekends to accommodate students' busy schedules
- Make sure instructors are experienced professionals, delivering effective courses with unique methods
- Provide specific roadmaps and personalized guidance to help students develop their own unique acting style.



5. Customer Segmentation

3. Customer Persona



HA TU ANH

AGE: 44

GENDER: FEMALE

LOCATION: HOAN KIEM, HA NOI

OCCUPATION: MARKETING OFFICE
STAFF

INCOME: OVER 20,000,000 VND
PER MONTH

GOALS

- Search for event venues for company product launches or events
- Expect technical support and good customer service
- Appreciate long-term cooperative relationships when finding a suitable lessor
- Search for stage locations that suit the requirements of each event
- Location is central, easy to move

BEHAVIORS

- Search for event venues for company product launches or events
- Expect technical support and good customer service
- Appreciate long-term cooperative relationships when finding a suitable lessor
- Search for stage locations that suit the requirements of each event

PAIN POINTS

- Balance venue rental costs with overall budget
- Need a sharp technical team to support the event and avoid risks
- Ensure the venue can meet specifications for audio-visual and lighting requirements
- Looks for modern and innovative solutions to enhance events

HOW WE CAN ENGAGE

- Highlight LucTeam's stage as a flexible and creative event space, capable of hosting a diverse range of live performances.
- Offers flexible pricing options and tailored packages for shows of varying sizes and budgets.
- Provide an experienced in-house technical team to support event execution and rehearsal.
- Demonstrates LucTeam's commitment to event organization activities
- Facilitate cooperation with artists and celebrities to improve the effectiveness of the event

Stage hiring service





6. Value Proposition

Unique stage concept

01

A revolution in stage
language

02

An interactive art experience:
Beyond the performance

03

04

Innovative acting and script
writing courses

05

The combination of modern
and traditional stage design.

06

Dedicated customer service
process



7. LucTeam Business Model Canvas





KEY ACTIVITIES PLAN

01



Key activities

02



Center structure

03



Key partners

04



Key resources

05



Distribution Channel

06



PESTEL Strategy

07



Marketing mix

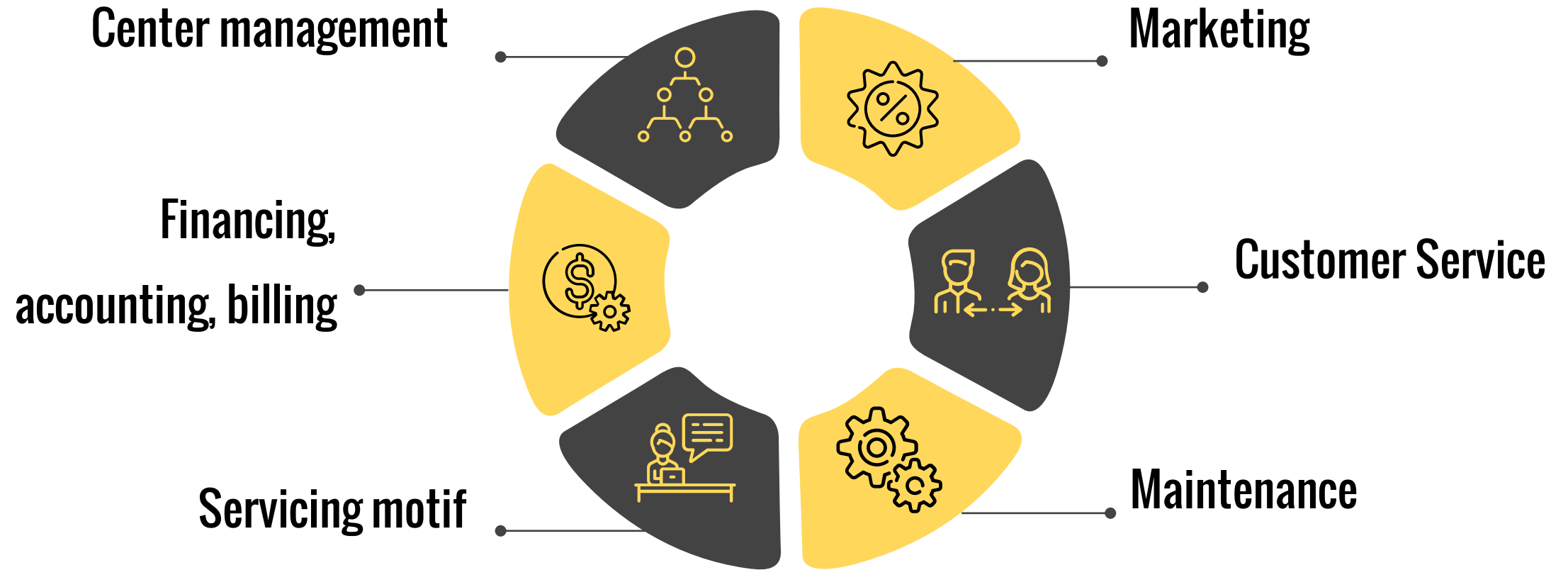
08



Marketing plan

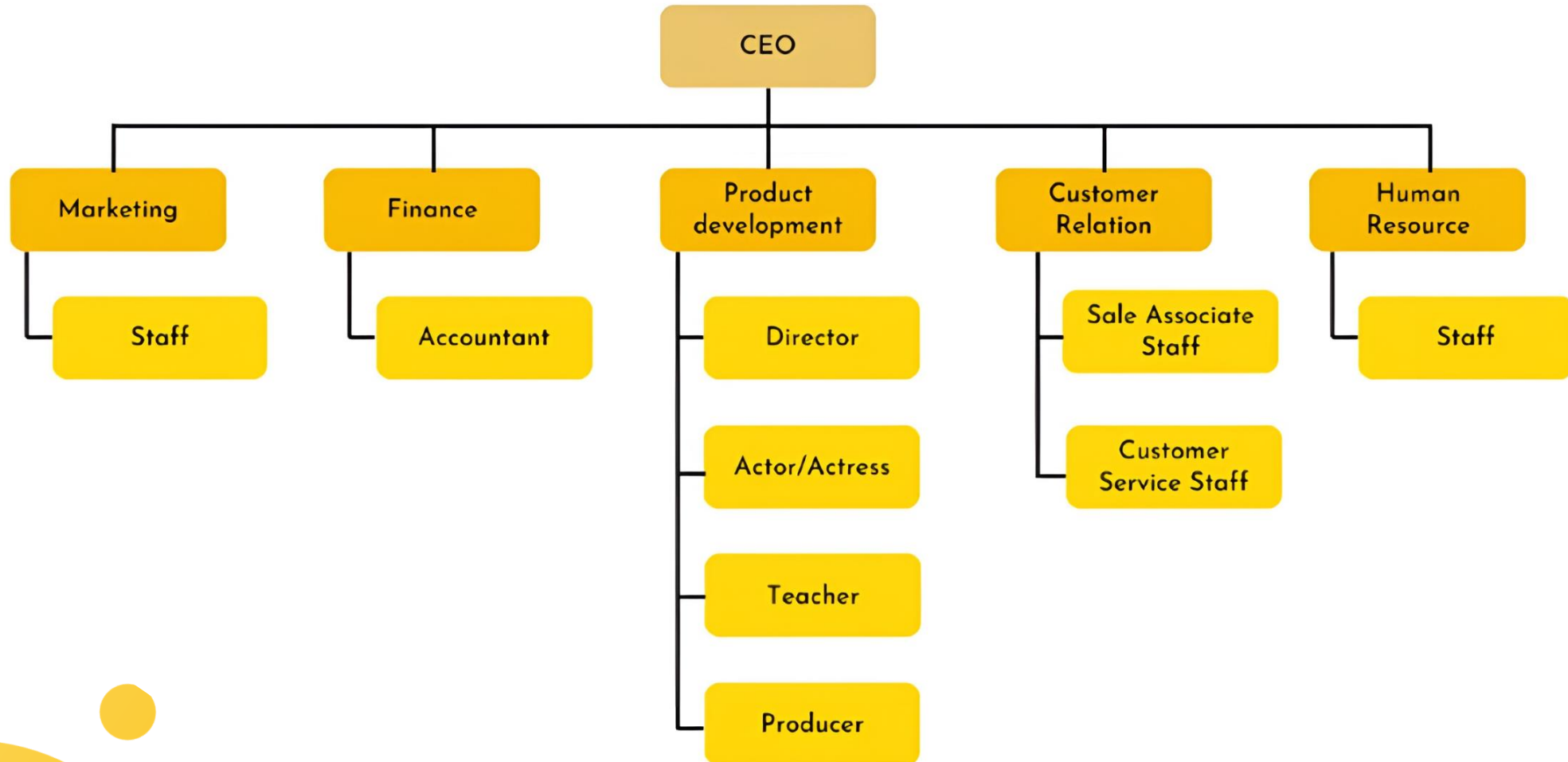


1. Key activities





2. Center Structure





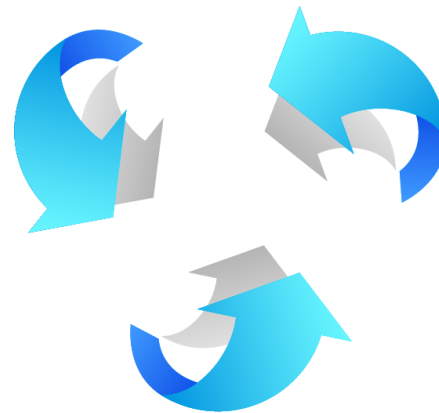
3. Key partners

Experienced artists and lecturers		Makeup & Stylist	
Stage construction and design		Costumes and props for actors	
Design and Sew Uniforms		Card payment service provider	



4. Key resources

1,100,000,000VND from equity
Financial resources



Human resources

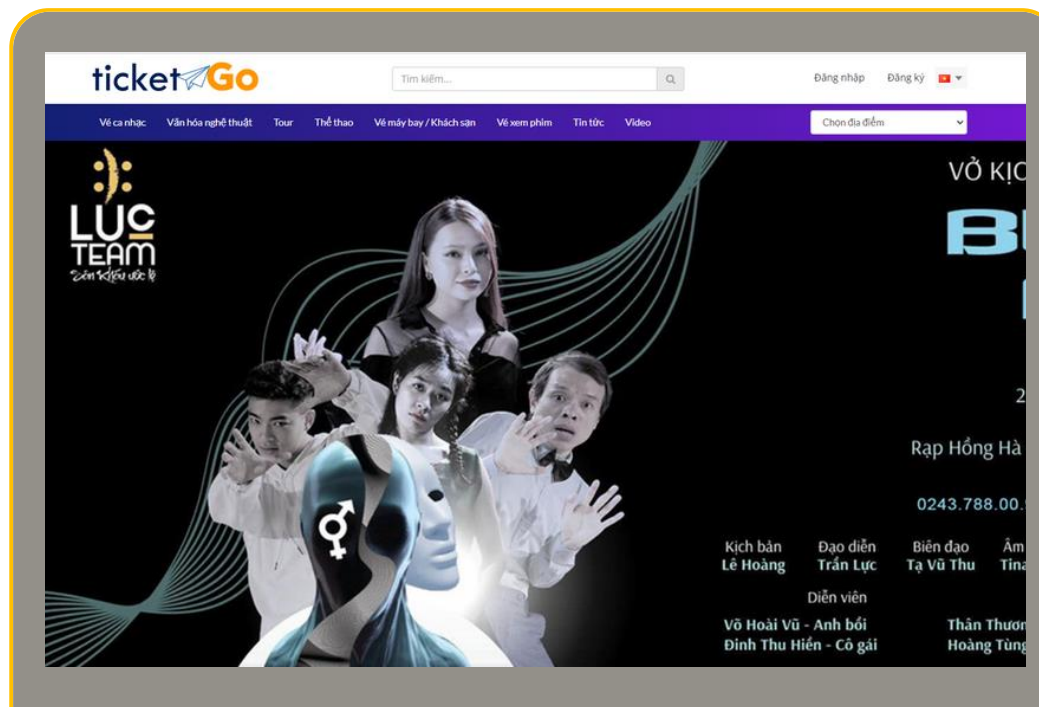
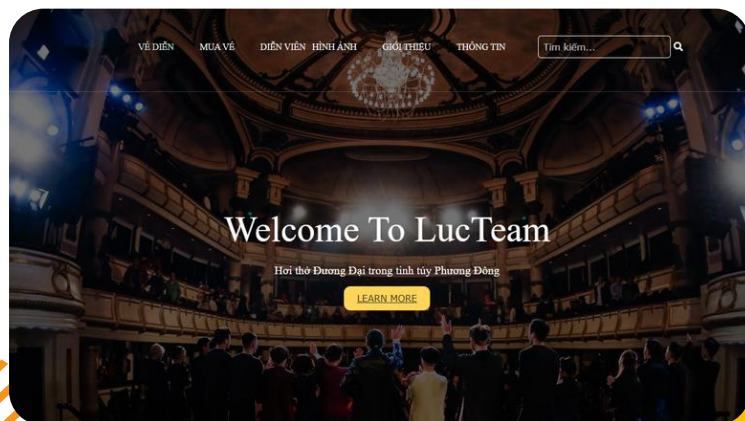
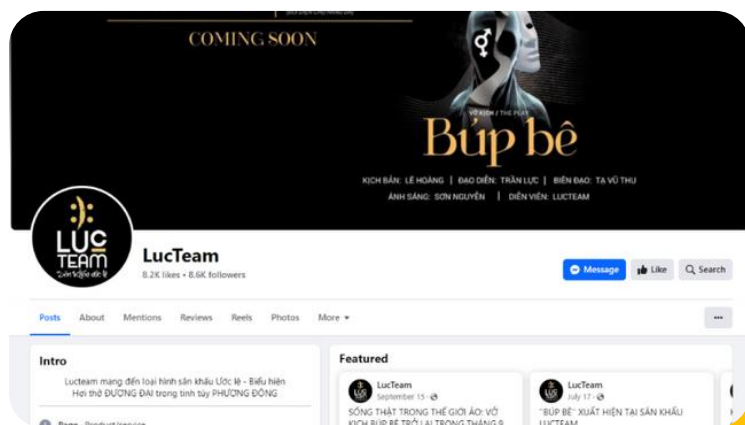


Suppliers



5. Distribution channel

Direct Channels



Indirect Channels



6. PESTEL Strategy

Environmental: Too rapid urbanization can cause adverse impacts on the environment if not managed carefully

Legal: Follow various laws such as Law of establishing of a company, licensing activities, Safety regulations and copyright

Technological: By the beginning of 2023, Vietnam has nearly 78 million internet users, more than half of them using it for entertainment (Vietnam Digital Report, 2023)



Political: Communist Party of Vietnam about Decree 15/2016/ND-CP and Decree 79/2012/ND-CP

Economic: GDP is estimated at 409 billion USD in 2022 (GSO), Moreover, Vietnam's GDP growth rate in 2022 increased by 8.02% in this time (GSO)

Social: A population of about 99 million (Worldometer, 2023), 4.67 million VND monthly income (GSO, 2022). Increase interest in entertainment (Statista 2021)



7. MARKETING 7PS





7. MARKETING 7PS

PRODUCT



Short play excerpts



Stage rental service



7. MARKETING 7PS

PRODUCT



Acting & Script Writing training course



Basic acting course
15 sessions



Advanced acting course
30 sessions



Basic script writing course
15 sessions



Advanced screenwriting course
15 sessions



7. MARKETING 7PS

PRICE

Short play
excerpts

“Uoc Le” Ticket
200,000VND

Happy Ticket
250,000VND

Contemporary Ticket
350,000VND

AI Ticket
450,000VND





7. MARKETING 7PS

PRICE

Acting & Screenwriting training course

Courses	Price
First Steps to Acting - 15 session course	4,500,000VND
Improving Acting Skills - 30 session course	8,000,000VND
Screenwriting Basics - 15 session course	4,500,000VND
Improving Screenwriting Skills - 30 session course	8,000,000VND

Renting stage service

Number of hours	Rental price
7:00 am - 2:00 pm	6,000,000VND
3:00 pm - 10:00pm	7,000,000VND



7. MARKETING 7PS

PLACE



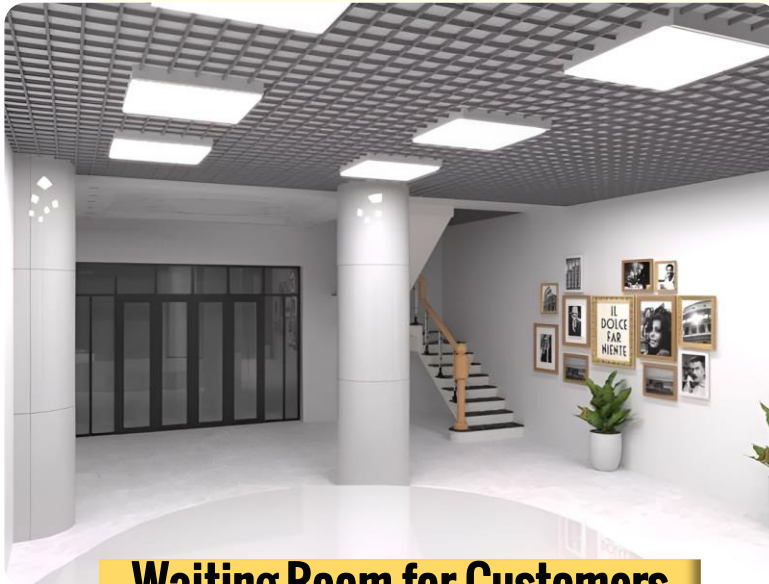
Gate 1, Hacinco Student Village, 79 Nguy Nhu Kon Tum,
Thanh Xuan District, Hanoi



7. MARKETING 7PS

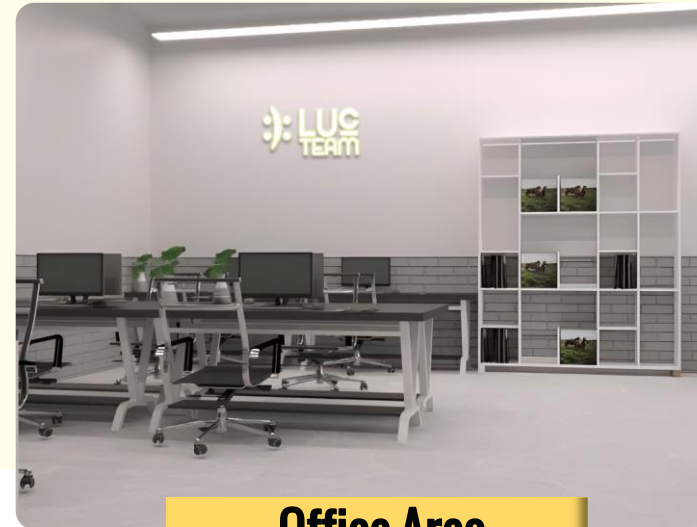
PLACE

1st floor



Waiting Room for Customers

Cashier Counter



Office Area



Exhibition Area



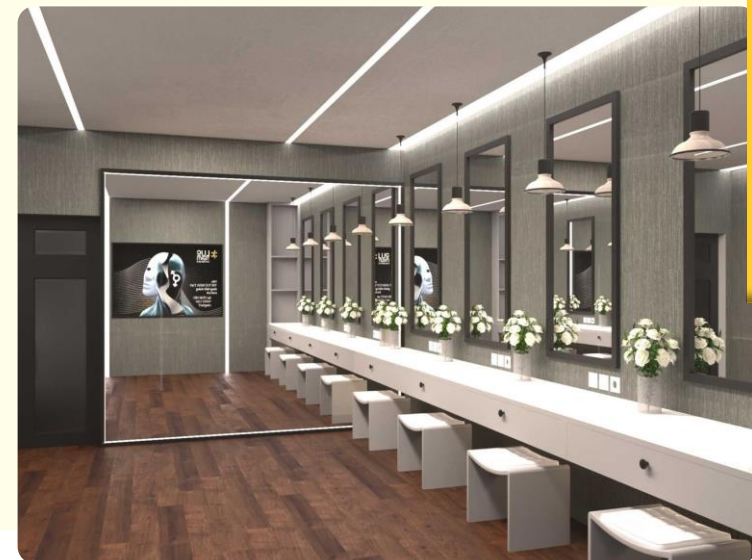
7. MARKETING 7PS

2nd floor

LucTeam's
Stage



Actor's
Makeup
Room





7. MARKETING 7PS

PROMOTION

Digital Channel Community



share experiences, exchange knowledge, and offer drama-related recommendations



cultivate a sense of belonging and camaraderie among its customers and fans



encouraging lively discussions not only about drama but also about the distinctive services it provides.





7. MARKETING 7PS

PROMOTION

Digital Channel Website



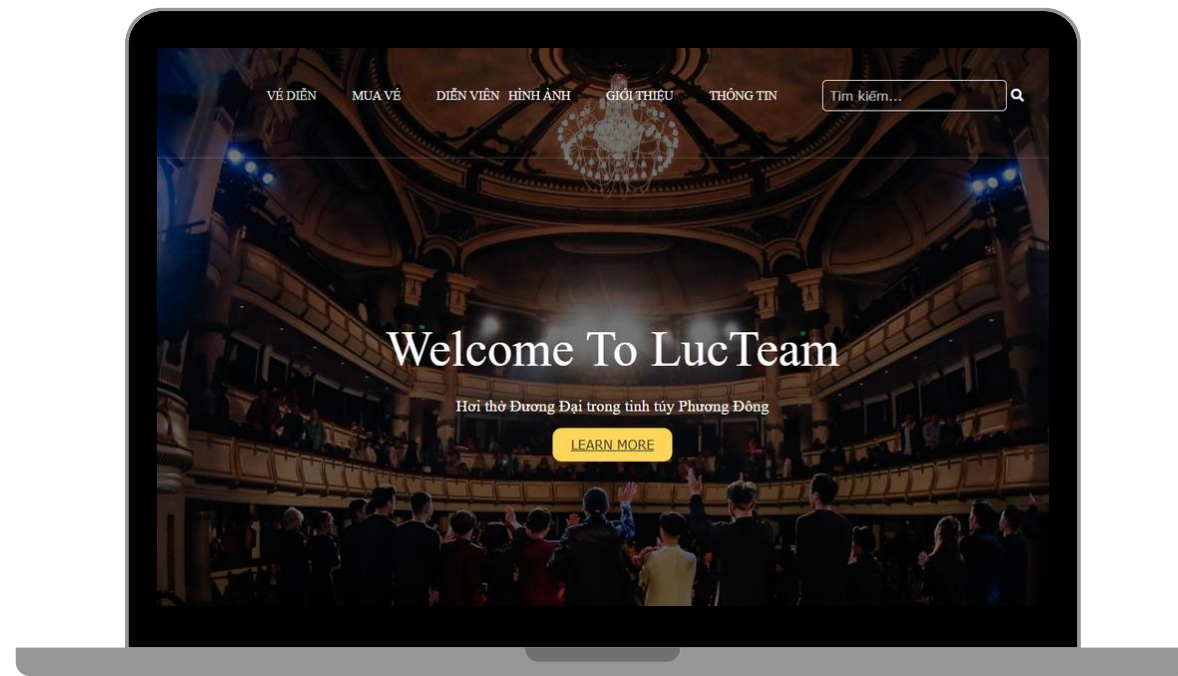
share information about the brand's core values, goals, and mission.



Interact with and support customers through various tools



two-way communication channel with customers offer detailed information about the plays





7. MARKETING 7PS

PROMOTION



WORD-OF-MOUTH

carefully prepared, from studio decorations to inviting guests

OFFLINE EVENTS



pecially printed banners serve both marketing purposes and sharing event information



7. MARKETING 7PS

PEOPLE



People manage the functional department



People who create plays and perform them



People directly interact and take care of customers



7. MARKETING 7PS

PROCESS

THEATER TICKET BOOKING PROCESS

1



Select the specific play or production

2



Select the type of ticket

3



Provide their payment information

4



Receive booking confirmation

TICKET SALES PROCESS AT THE COUNTER



Provide information about the play, including the date, time, and location.

Choose the type of ticket that suits your needs



Sell the tickets and print them right at the counter

Register you and provide directions to the stage location



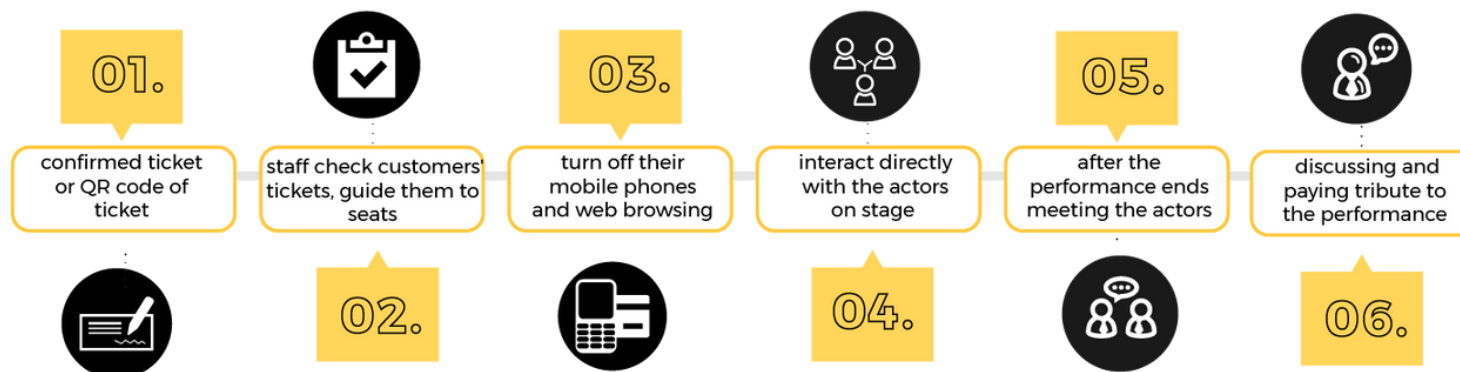


7. MARKETING 7PS

PROCESS



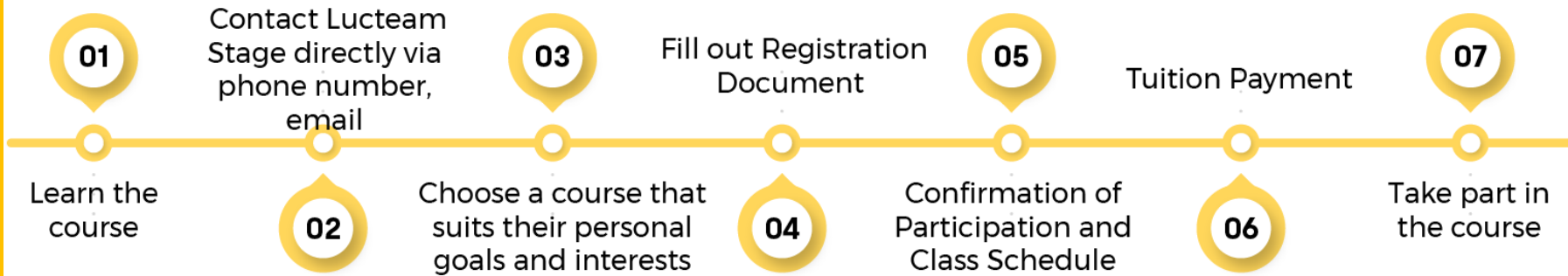
THE PROCESS OF ENJOYING THE PLAY



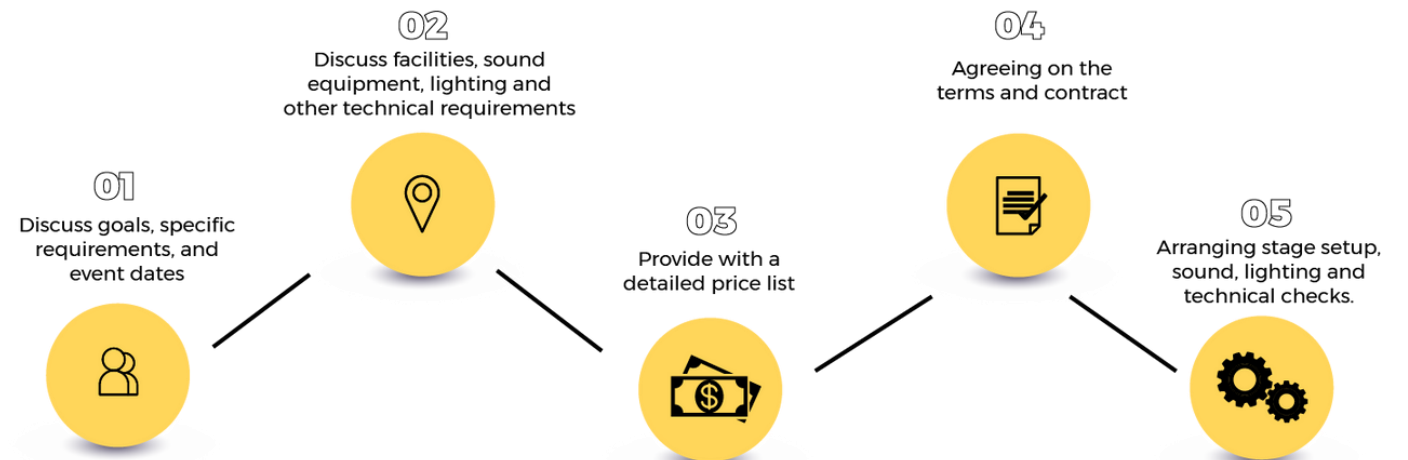


7. MARKETING 7PS

COURSE REGISTRATION PROCESS



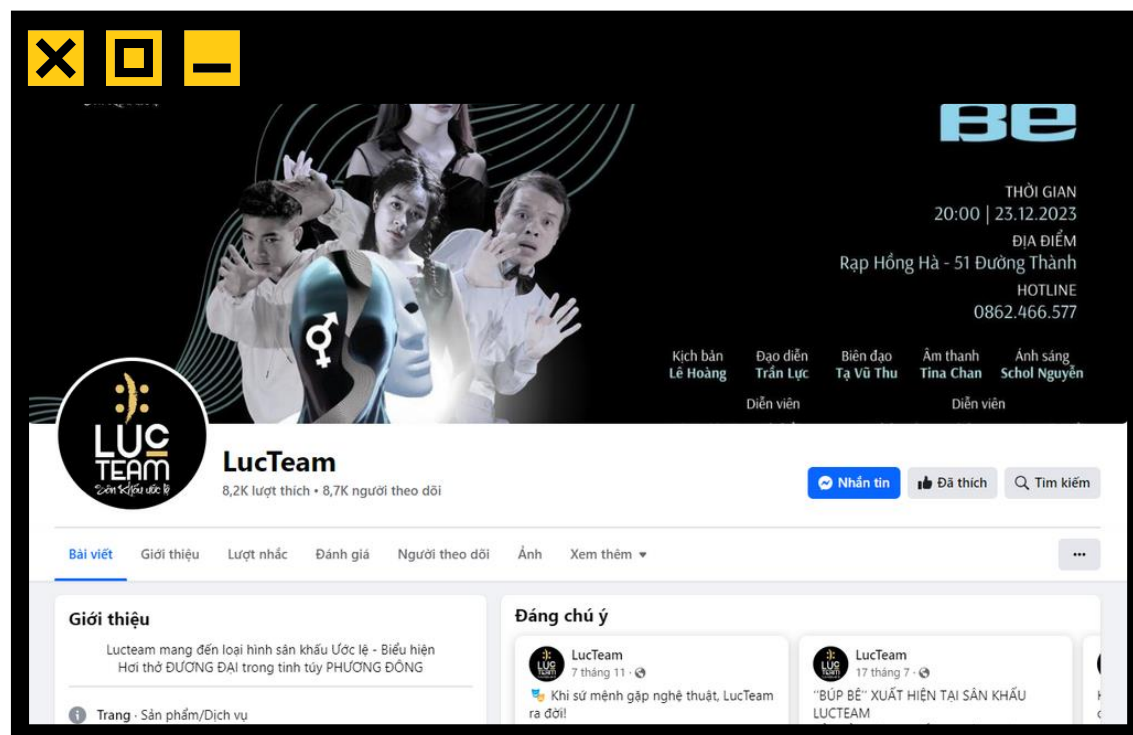
STAGE RENTAL PROCESS





7. MARKETING 7PS

PHYSICAL EVIDENCE



LucTeam Fanpage



LucTeam Logo



7. MARKETING 7PS

LucTeam Card Visit

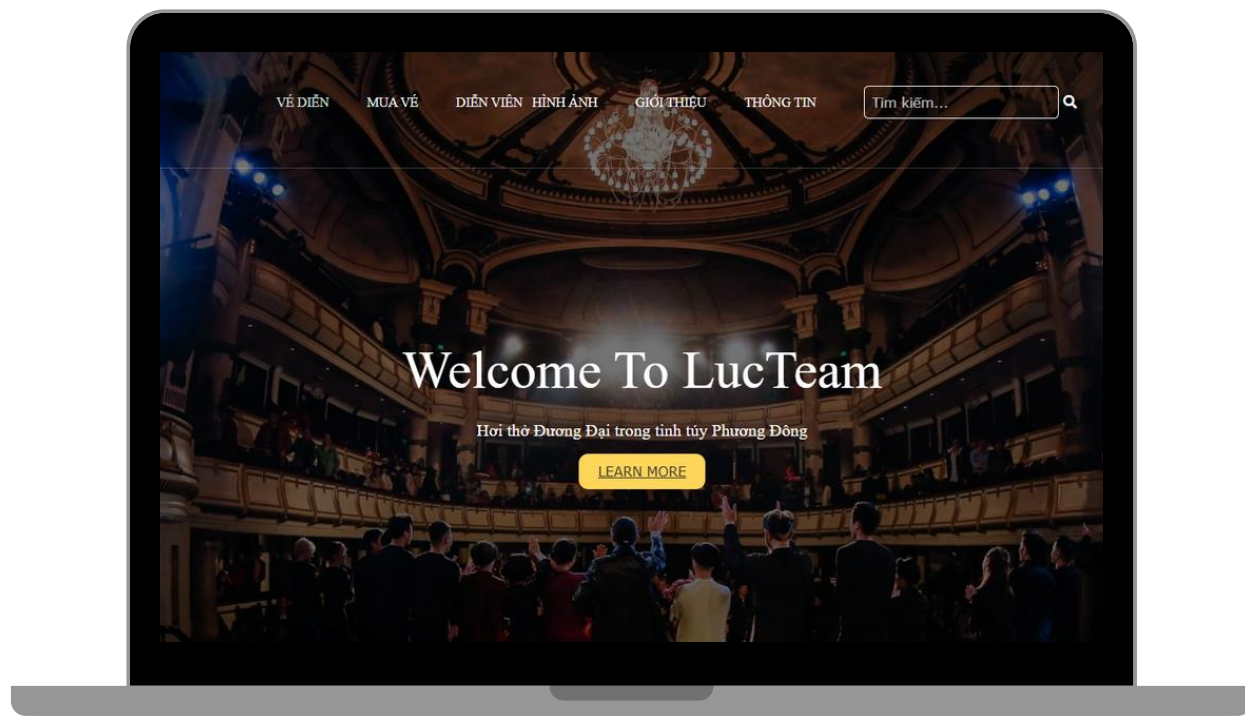


Employee identification card



7. MARKETING 7PS

PHYSICAL EVIDENCE



LucTeam Website



LucTeam Uniform



8. MARKETING PLAN



MARKETING PLAN

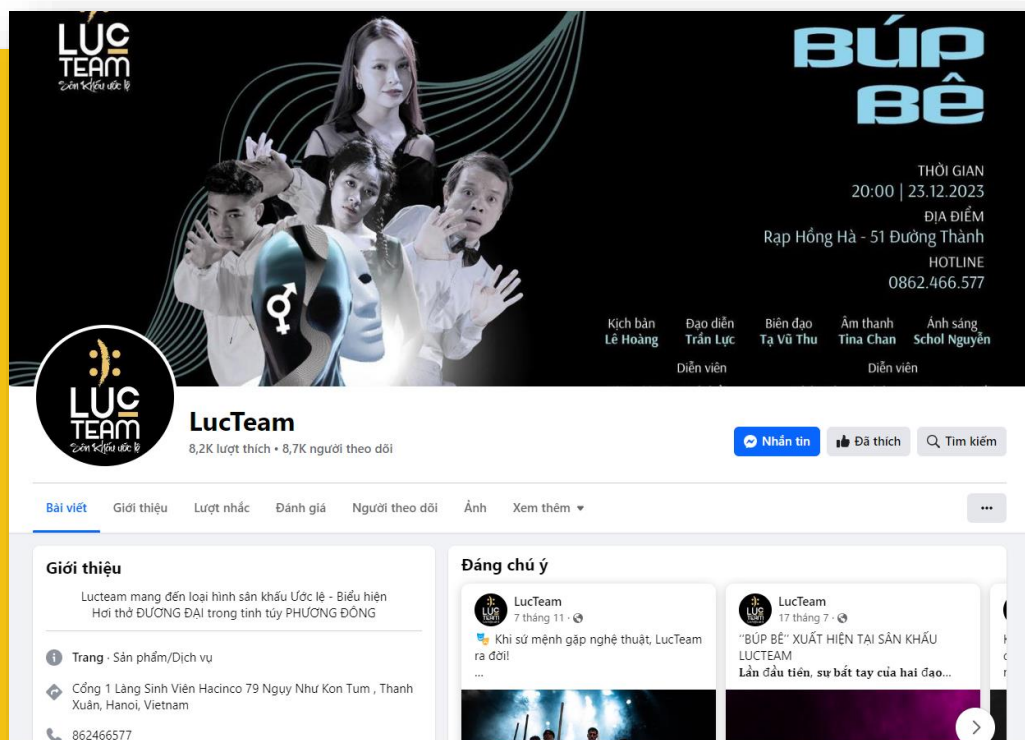
2023-2024

It coordinates company goals and objectives. It defines the target market, allowing us to segment them according to your needs.



8. MARKETING PLAN

PILOT TESTING



LucTeam Fanpage



Phase 1 (15/9 - 15/10)
Reintroduce the brand



Phase 2 (15/10 - 15/11)
The needs of entertainment

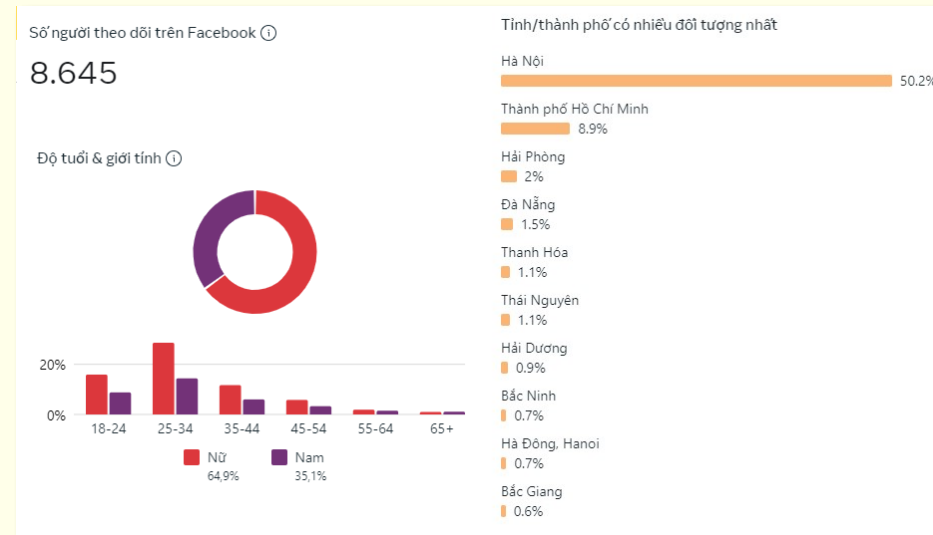
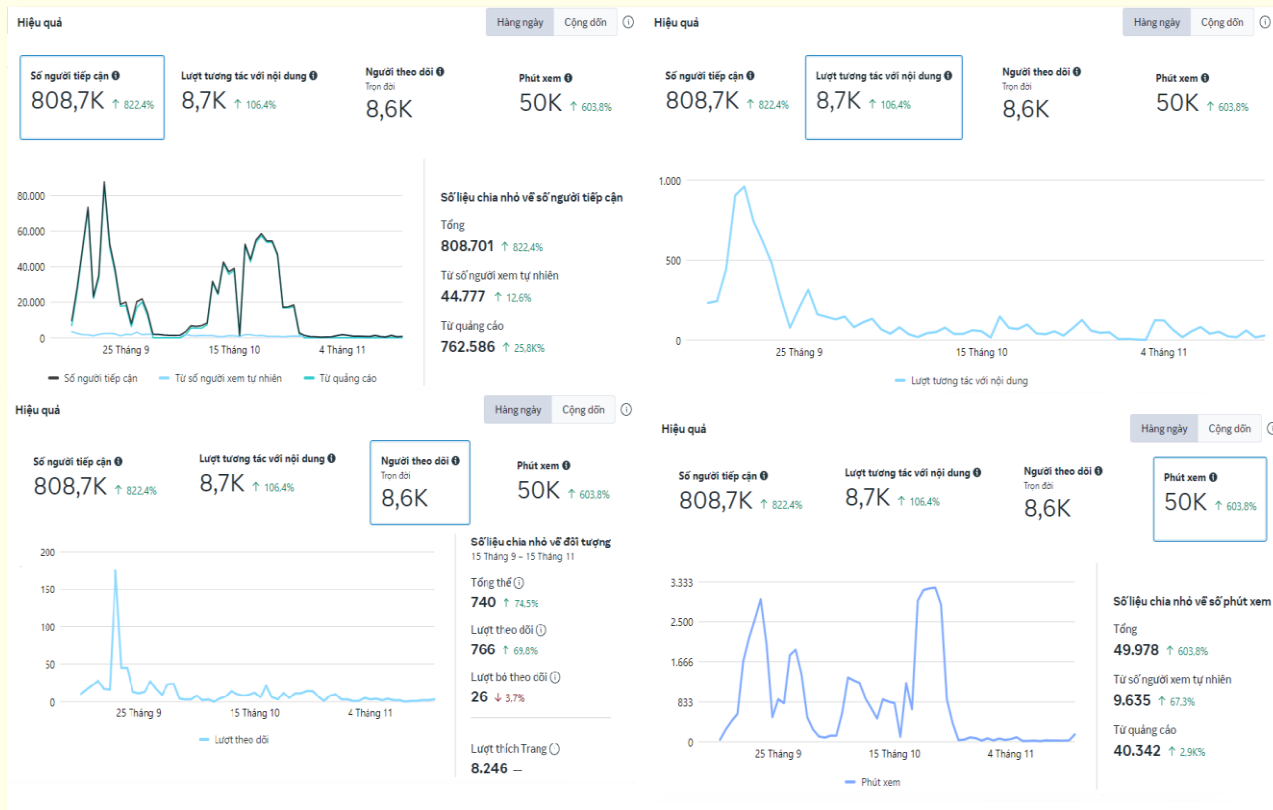


Phase 3 (15/11 - 31/12)
The expectation of customer



8. MARKETING PLAN

PILOT TESTING RESULT



Facebook follower demographic (15/09 - 15/11/2023)

Facebook like and new followers (15/09 - 15/11/2023) (Source: Meta Business Suite)

(Source: Meta Business Suite)



8. MARKETING PLAN

PRE - OPENING MARKETING STAGE

Duration: 1/1/2024 - 31/1/2024

Campaign's name: LucTeam - Spotlight Symphony

Campaign slogan: Experience the magic of live storytelling

Phase 1

Launching the Stage Trailer:
sharing the audience's
experiences and insights,
collaborating with KOLs

Phase 2

Increasing Customer Awareness
and Engagement: interviews
with director and actors,
celebrate dedicated audience

Phase 3

Post seeding articles to groups
and communities of theater
lovers



8. MARKETING PLAN

OPENING MARKETING STAGE



Duration: 1/3/2024 - 14/3/2024

ONLINE MARKETING



Run Fanpage Facebook Ads



Run TikTok Channel Ads



Seeding group KOCs review



8. MARKETING PLAN

OPENING MARKETING STAGE



The highest score:
1 million cash, 02 AI Ticket



2nd highest scorers:
500.000 VND, 01 AI Ticket



3rd highest scorers:
01 AI Ticket

ONLINE PROMOTION



CÔNG BỐ KẾT QUẢ MINIGAME BỐC THĂM TRÚNG THƯỞNG

Xin chúc mừng 02 khán giả may mắn đã ủng hộ vở diễn "Búp Bê" vào ngày 30/9 và 1/10 vừa qua, và tham gia đóng góp ý kiến xây dựng giúp LucTeam có thêm nhiều kinh nghiệm và thấu hiểu đối với khán giả.

Hẹn gặp lại tất cả mọi người vào ngày 28/10 sắp tới, còn chờ gì mà không nhanh tay đặt vé bằng cách inbox cho fanpage của LucTeam hoặc thông qua đường link: <https://bit.ly/456O0I3>... Xem thêm

CÔNG BỐ KẾT QUẢ MINIGAME

1

Tuấn Anh - Mã 259
2 vé Búp Bê | HSD 31/12/2024
2 mũ lưỡi trai logo LucTeam

2

Phạm Thị Phương - Mã 267
2 vé Búp Bê | HSD 31/12/2024



Công bố giải thưởng Minigame 🎉🎉🎉

LucTeam vô cùng cảm ơn quý khán giả đã yêu mến và chia sẻ nhiệt tình về vở kịch Búp Bê sắp tới. Đã lâu lắm rồi chúng mình mới tổ chức một minigame quà siêu to khổng lồ đến như vậy. Mong rằng thông tin về vở Búp Bê được lan toả đến nhiều người yêu nghệ thuật, yêu sân khấu kịch đương đại Việt Nam ❤️

Xin chúc mừng những bạn có tên FB sau đây:

... Xem thêm

HOTLINE
0862.466.577

CÔNG BỐ KẾT QUẢ MINIGAME

5 Giải nhất:
5 vé thưởng thức vở kịch "Búp Bê"

10 Giải nhì:
10 voucher ưu đãi 55%

VỞ KỊCH / THE PLAY

Búp bê

30.09 - 01.10

20h

HÀNG PHÒNG HÀ, 11 QUẬN THANH, HÀ NỘI

ĐIỀU HÀNH: LÊ HOÀNG | SẢN BIÊN: TRẦN LUY | BIÊN ĐẠO: TẠ VĨ THỤY

ĐẠO DIỄN: TRẦN CHANH | KỊCH BẢN: SONG NGUYỄN

DIỄN VIÊN: VÕ HOÀNG VĨ - ANH BÙI | HOANG TUNG - NGUYỄN ĐOÀN ANH

THAM THƯỞNG: PACIFICUS MY - BÀ NGUYỄN | BÀNH THU HẸN - CÔ GIÀ



8. MARKETING PLAN

OPENING MARKETING STAGE



OFFLINE PROMOTION



15% discount for first 30 customers join "check-in" event.



Up to 30,000 VND, for 31-50 customers with bill over 600.000 VND



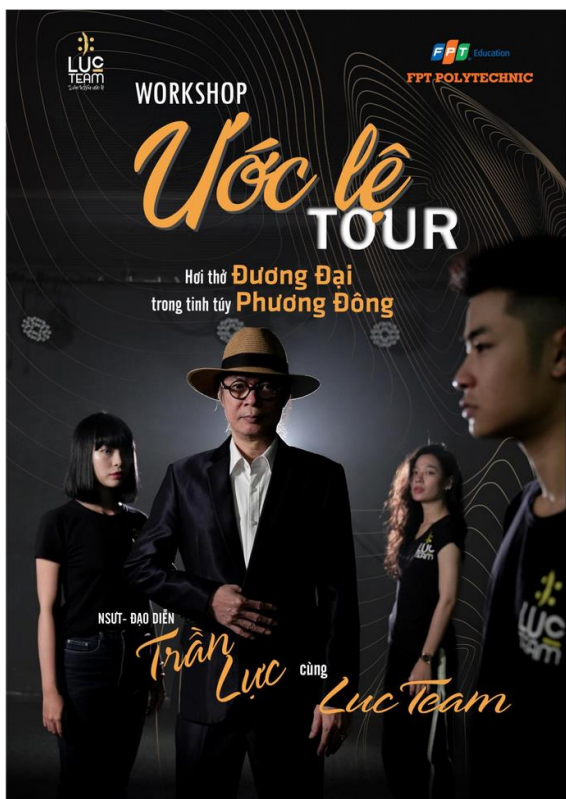
Give the lucky wheel for customer checking in on Facebook, posting, location, tagging LucTeam



8. MARKETING PLAN

MARKETING PLAN FOR THE UPCOMING YEAR

Duration: 16/3/2024 - 31/12/2024



Talk shows at High schools and Universities



8. MARKETING PLAN

MARKETING PLAN FOR THE UPCOMING YEAR

Duration: Day 10th monthly



Providing free courses



8. MARKETING PLAN

MARKETING PLAN FOR THE UPCOMING YEAR

Duration: 15/06/2024 - 15/12/2024



Organize a major nationwide competition



8. MARKETING PLAN

MARKETING BUDGET 2024

Time	Duration	Budget (VND)
Pre - opening	Phase 1 (1/1/2024 - 15/1/2024	27.270.000
	Phase 2 16/1/2024 - 31/1/2024)	20.500.000
Opening	Phase 1 1/3/2024 - 7/3/2024	43.688.000
	Phase 2 8/3/2024 - 14/3/2024	500.000
Online	15/3/2024 -31/12/2024	25.900.000
Offline	30/3/2024 - 15/12/2024	207.000.000
Total		324.858.000

MARKETING BUDGET 2025-2026

Activities	Budget in 2025 (VND)	Budget in 2026 (VND)
Run Ads on Facebook	96.000.000	120.000.000
Run Ads on TikTok	120.000.000	120.000.000
Booking KOL	100.000.000	50.000.000
Minigame	60.000.000	84.000.000
Publicity	10.000.000	20.000.000
Other	43.660.000	138.072.800
Total	429.660.000	532.072.800



8. MARKETING PLAN

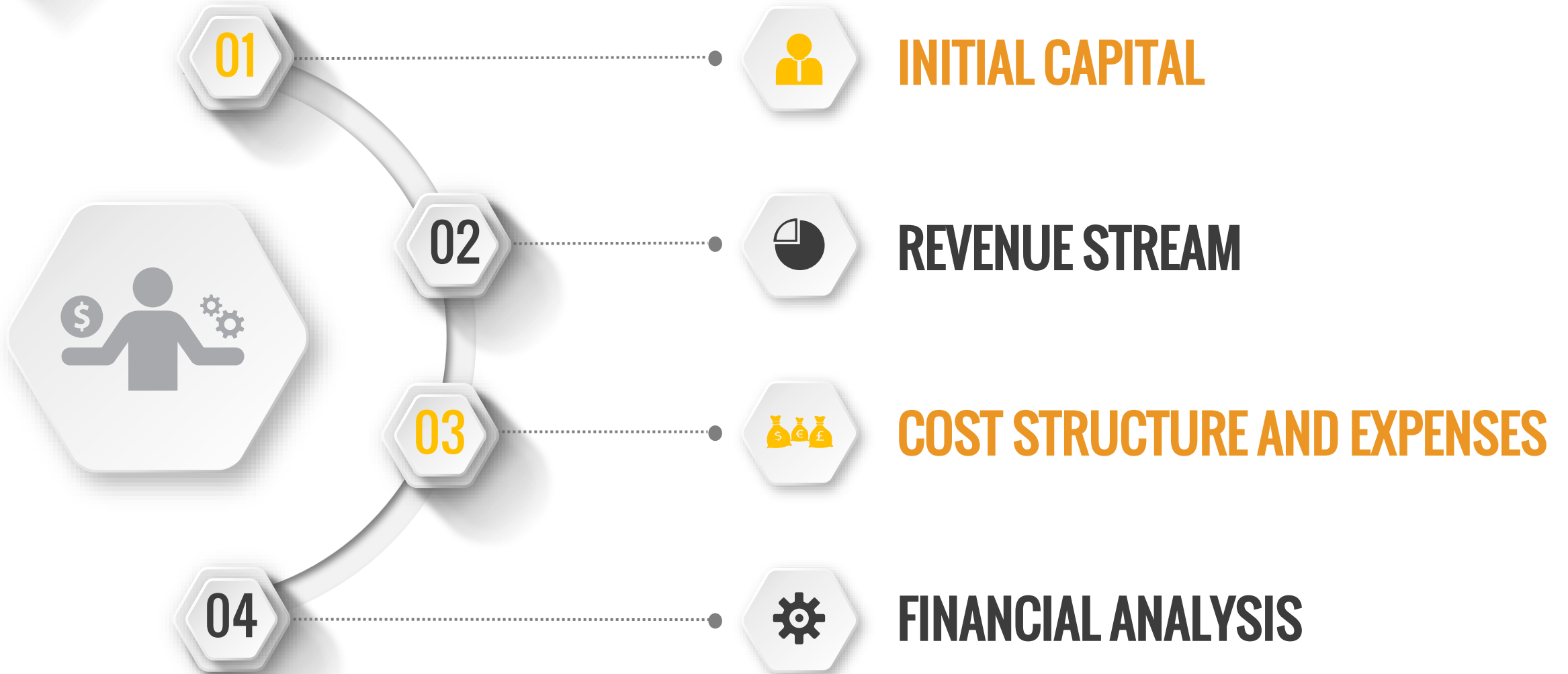
EXPECTED MARKETING KPI 2024-2027

Time	Activities	Total Budget (VND)	Total reach	Total new followers
Pre - opening 1/1-31/1	Facebook Ads	1.200.000	1,500	320
	TikTok Ads	3.000.000	3,500	700
Opening 1/3 - 14/3	Facebook Ads	2.000.000	2,500	600
	TikTok Ads	3.500.000	4,000	350
Online 15/3 - 31/12	Facebook Ads	10.900.000	15,000	1,000
	TikTok Ads	15.000.000	25,000	2,000
Offline 15/3 - 31/12	Facebook Ads	50.000.000	80,000	4,000
	TikTok Ads	23.000.000	40,000	1,500

Time	Channel	Total Budget(VND)	Reach per time	Conversionrate	Click/Engage
2025	Facebook	96.000.000	50,000	13.17%	6583
	Tiktok	120.000.000	20,000	16.02%	3205
2026	Facebook	120.000.000	50,000	14.71%	7356
	Tiktok	120.000.000	20,000	18.02%	3606
2027	Facebook	144.000.000	80,000	12.94%	10352
	Tiktok	120.000.000	35,000	13.59%	4758

IV

FINANCIAL PLAN





Initial capital



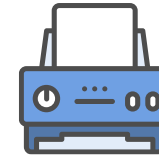
Working Capital
580,513,000



Initial Investment
519,487,000



Legal Procedure
10,000,000



Printing
2,150,000



Rent
240,000,000



Software, Sales Computer
26,200,000



Equipments
100,727,000



Furniture
55,170,000



Renovation and Reconstruction Fee
85,240,000



Estimate sales and revenue

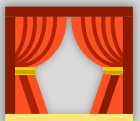
Optimistic



Ticket Sales
2.700.000.000



Courses
1.545.000.000



Stage Rental Service
1.248.000.000

5.493.000.000

Most likely



Ticket Sales
1.890.000.000



Courses
1.081.500.000



Stage Rental Service
873.600.000

3.845.100.000

Pessimistic



Ticket Sales
1.350.000.000



Courses
772.500.000



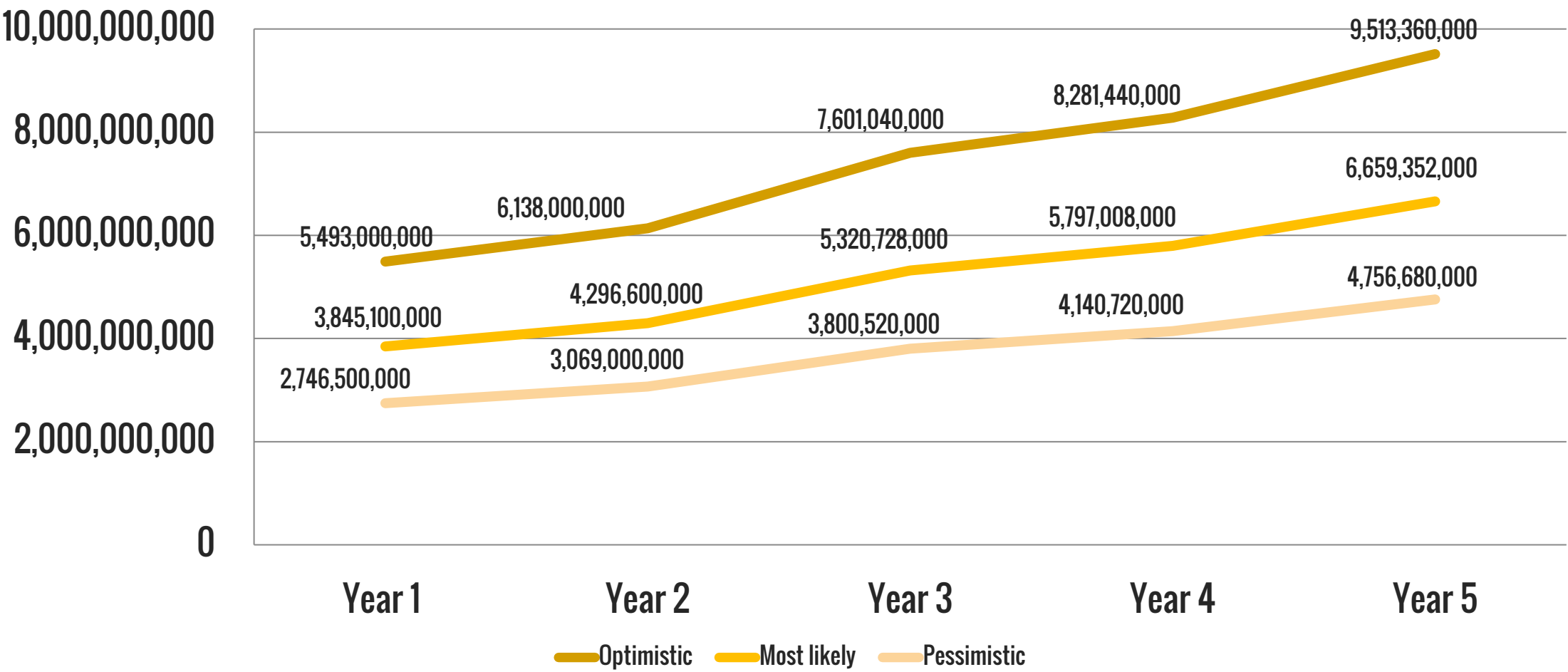
Stage Rental Service
624.000.000

2.746.500.000



Revenue Stream

Total revenue (2023-2028)

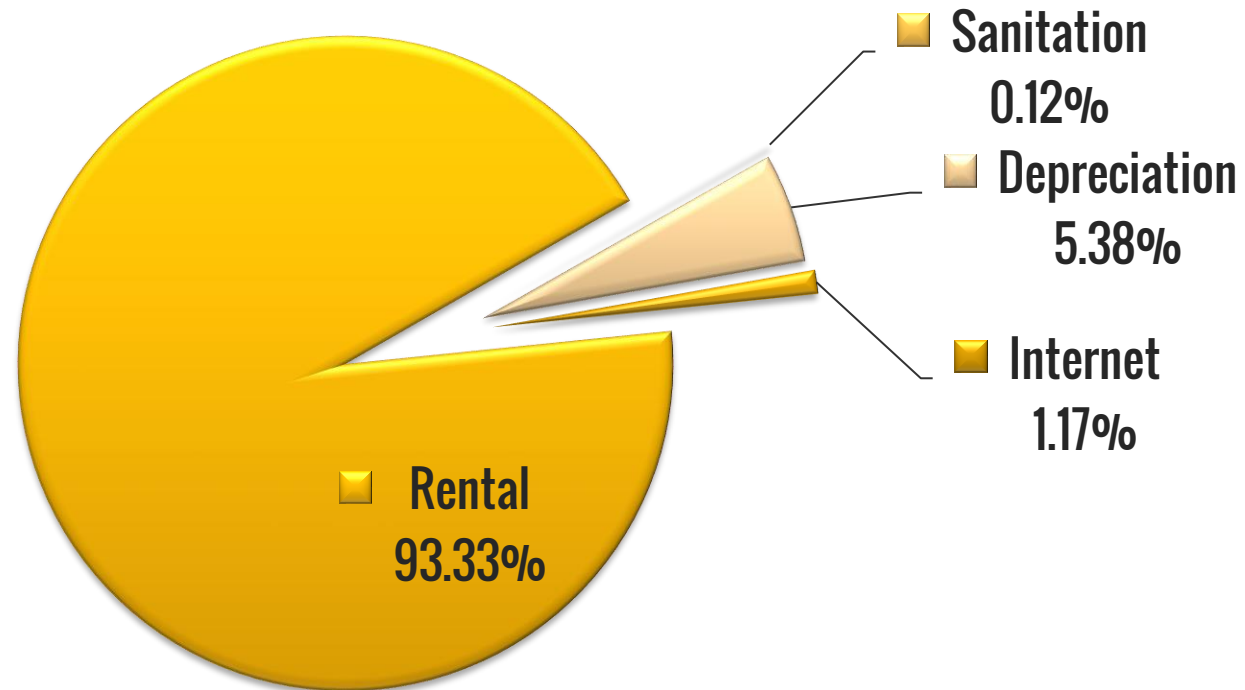




Cost structure and expense

Fixed Cost Structure

**Total per year:
521,258,500**



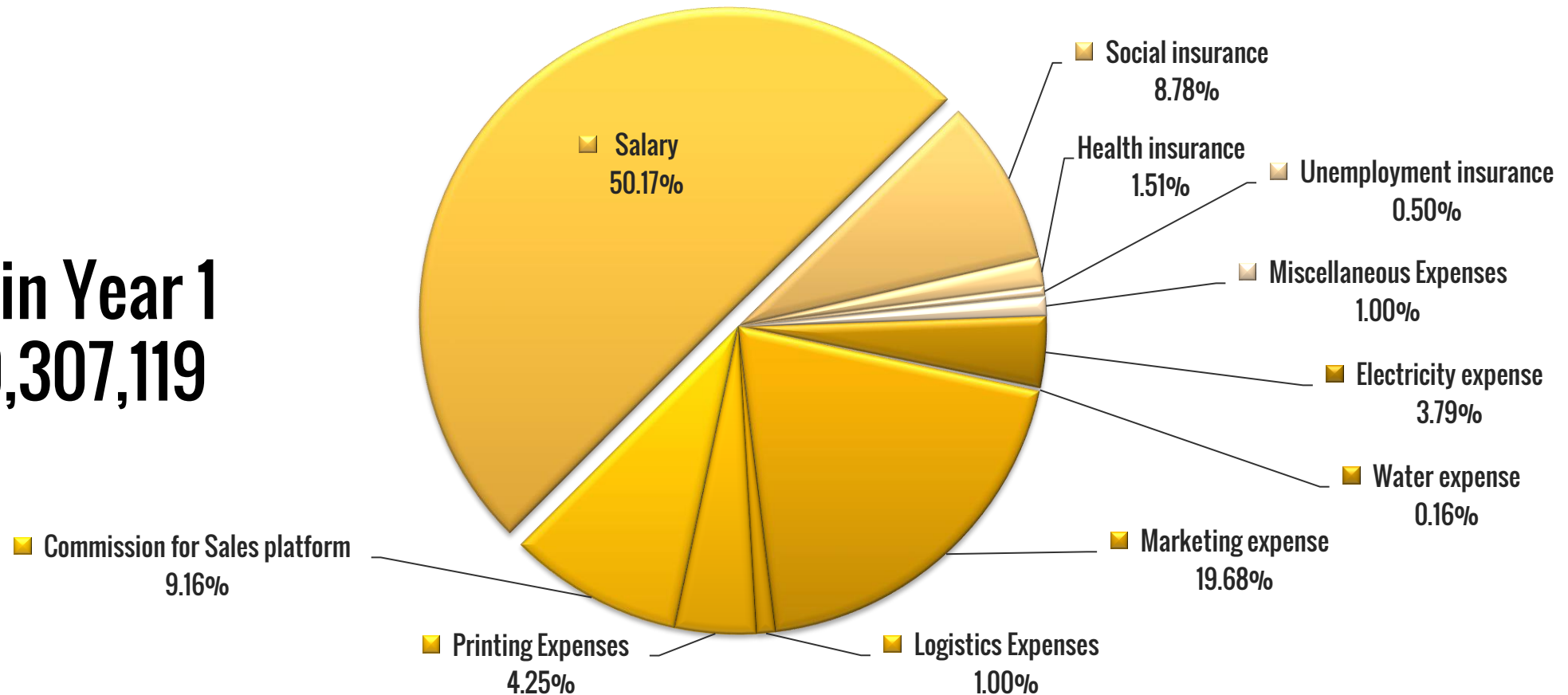


Cost structure and expense

Total in Year 1
1,650,307,119

Variable Cost Structure

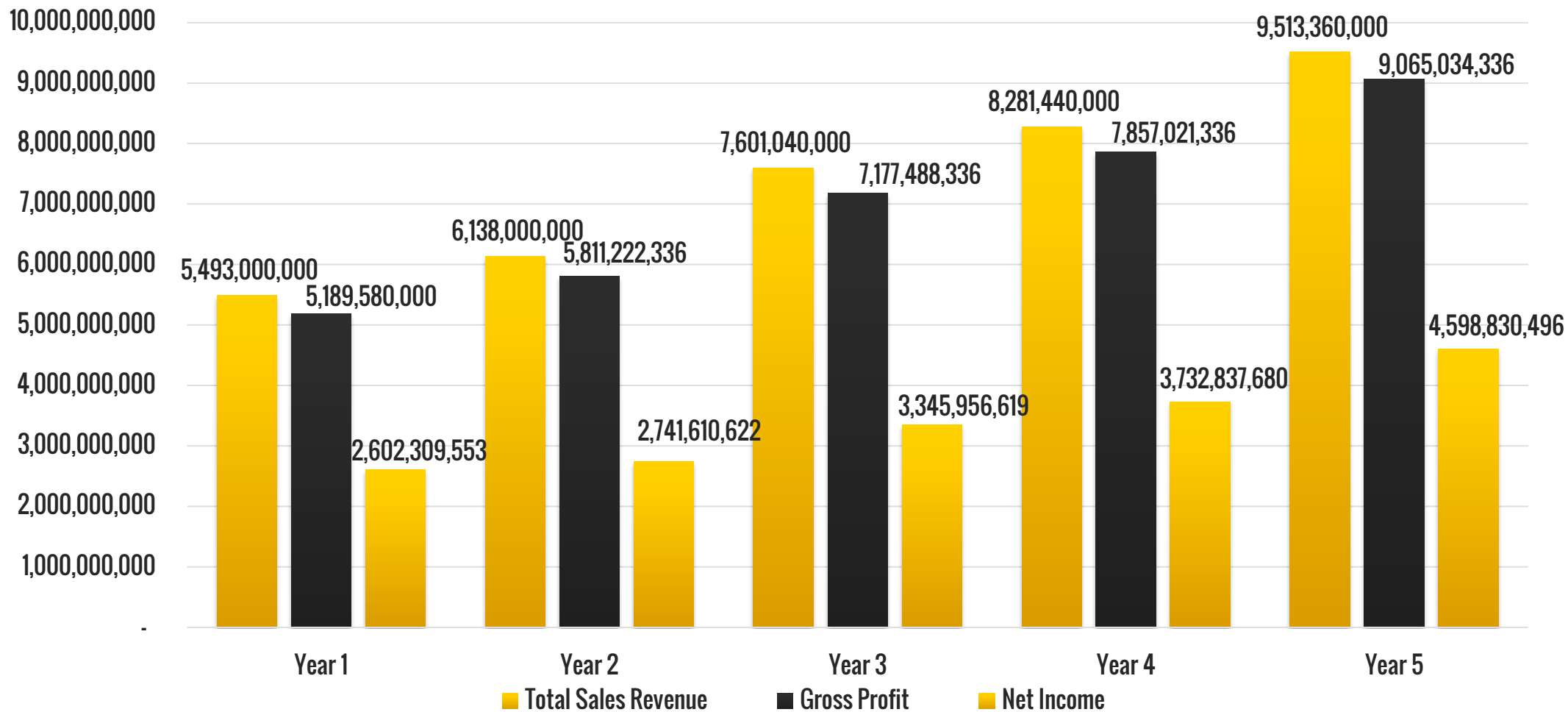
Most likely Case





Financial analysis

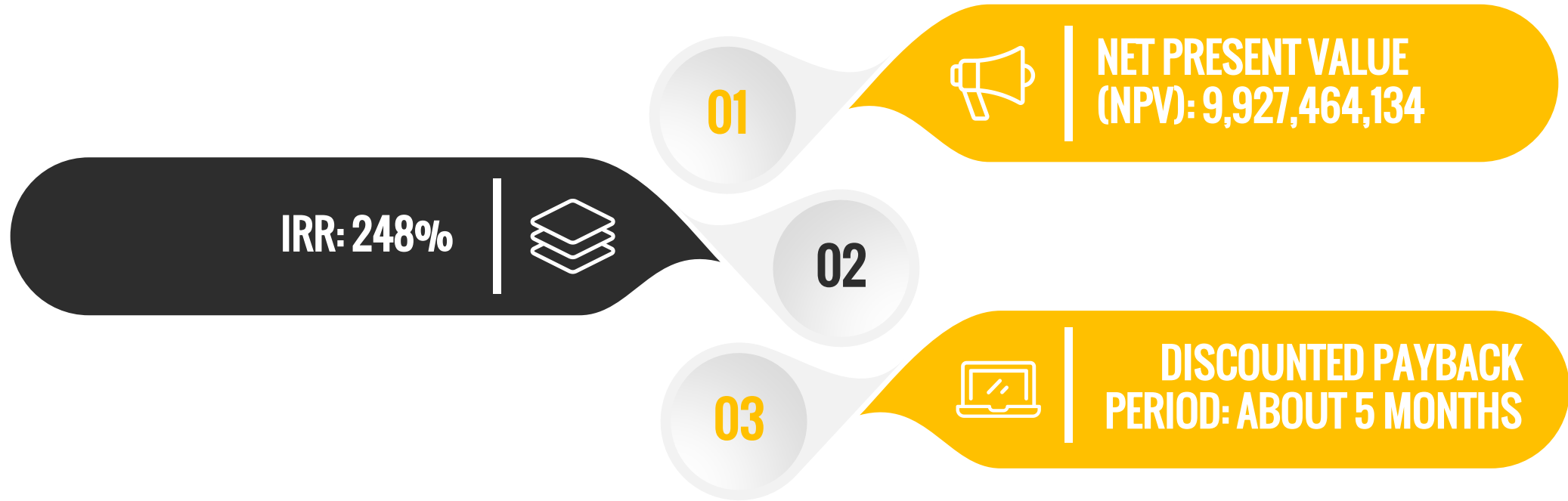
Net Sale, Gross Profit and Net Income in Optimistic Case (2023-2028)





Key financial figures

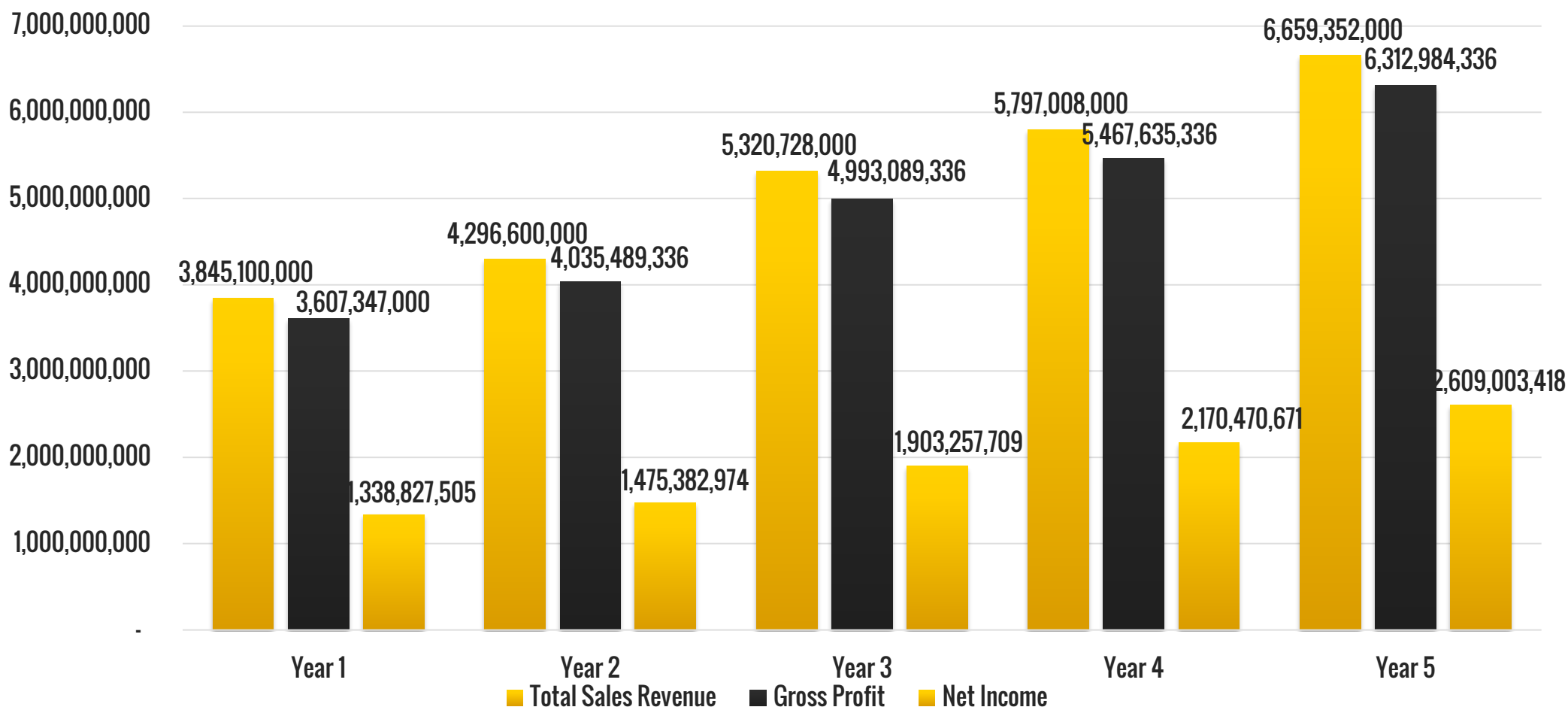
Optimistic Case





Financial analysis

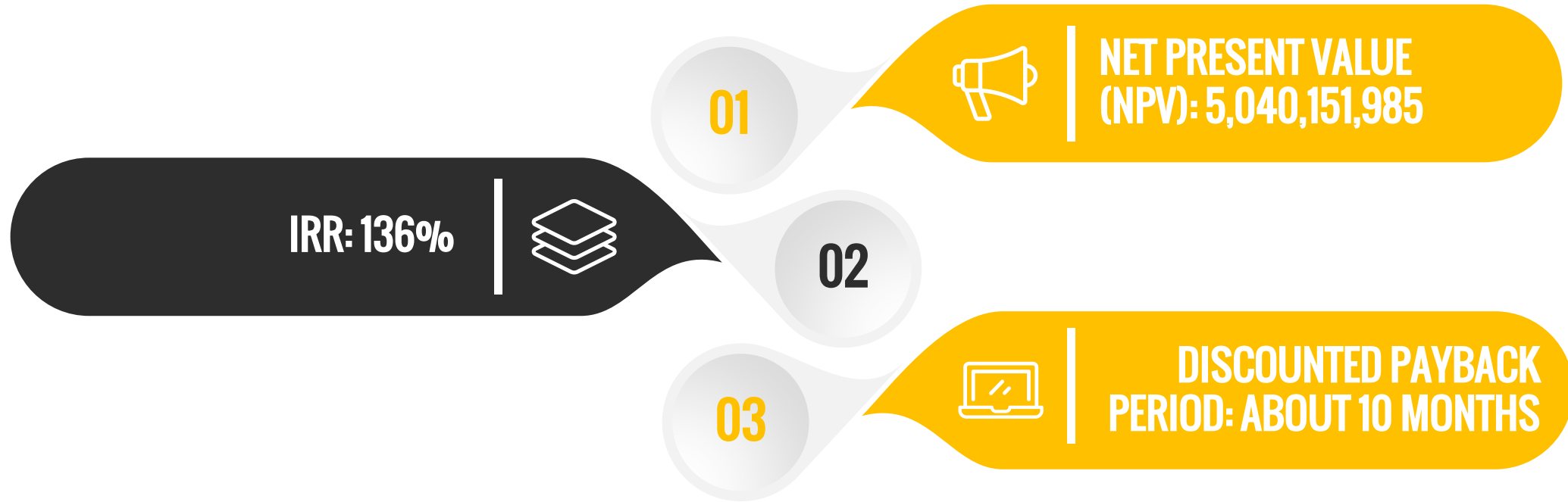
Net Sale, Gross Profit and Net Income in Most likely Case (2023-2028)





Key financial figures

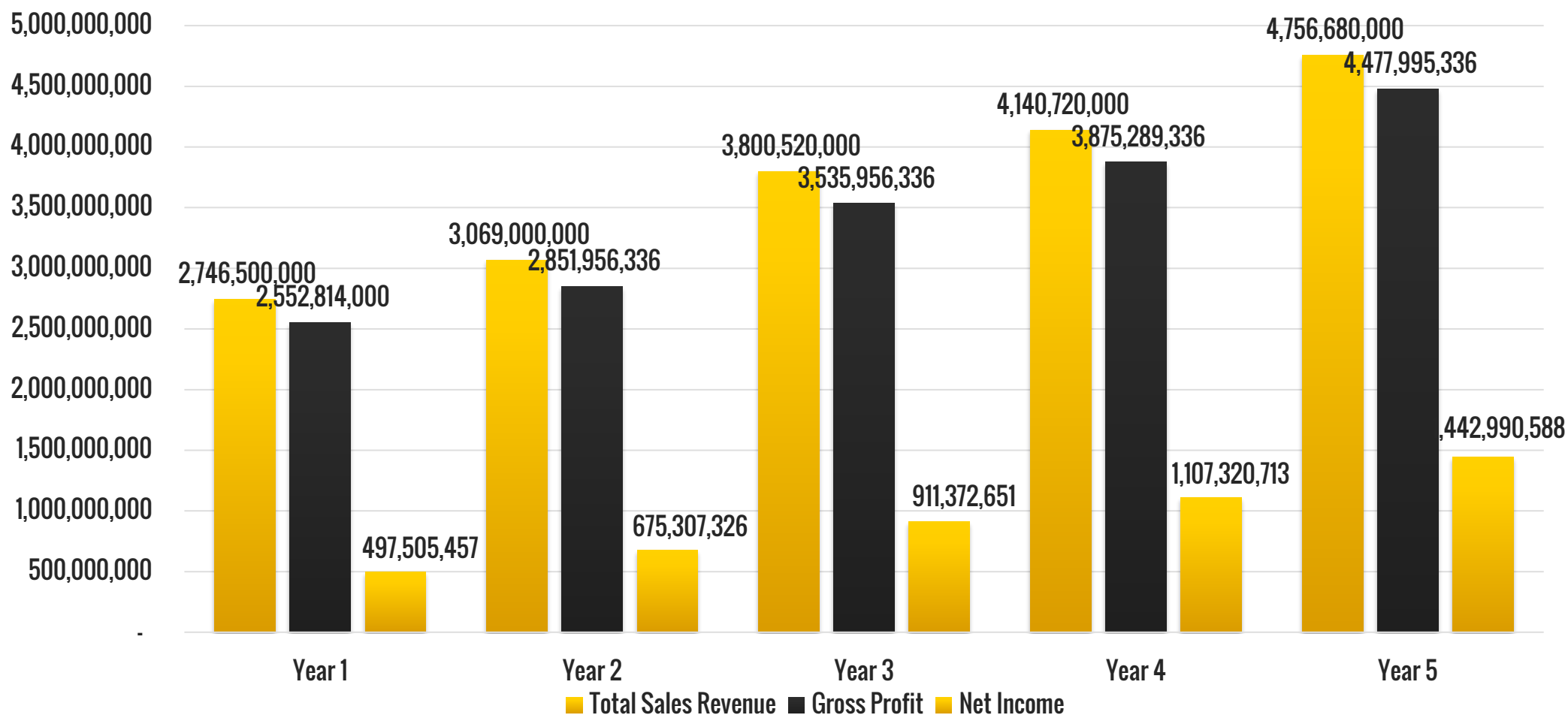
Most likely Case





Financial analysis

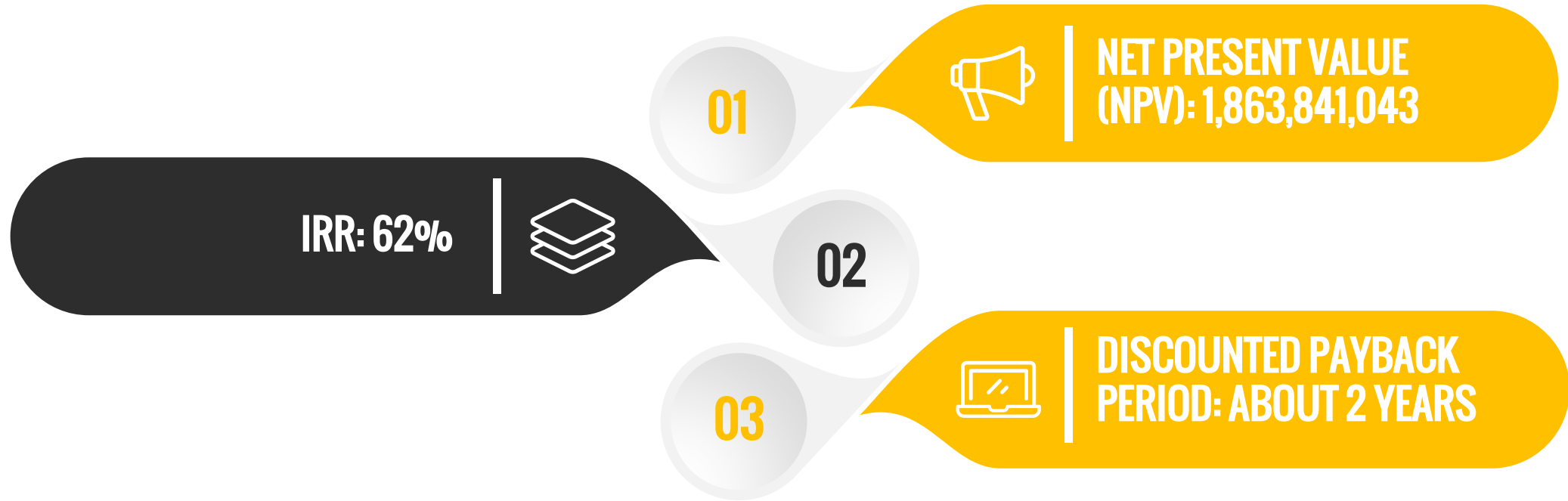
Net Sale, Gross Profit and Net Income in Pessimistic Case (2023-2028)





Key financial figures

Pessimistic Case





01

THE RISK FROM
CUSTOMER



02

THE RISK FROM
COMPETITOR



03

THE RISK OF
SUPPLIER



04

THE RISK OF
TECHNICAL
PROBLEMS



05

THE RISK
OF LEGAL



06

THE RISK FROM
COPYRIGHT



Risk management

RISK FROM CUSTOMER

- Disruptive or disrespectful behavior
- Overbooking, seating dispute
- Cancellation of stage rental booking, delay in payments
- Out-dated Content

RISK FROM COMPETITORS

Direct Competitors

- Lower-priced tickets
- Large capacity
- Reputation

Indirect Competitors

- Comparable Products or Services
- General Target Market



Risk management

RISK FROM TECHNICAL PROBLEM

Audio or visual equipment can fail unexpectedly.

RISK FROM COPYRIGHT

- Lower-priced tickets
- Large capacity
- Reputation



RISK FROM SUPPLIER

- Poor quality
- Delay in shipments,
- Unexpected price increase

RISK FROM LEGAL

- Contract disputes between parties involved



Risk management





STARTUP PHASE

- Target audience and local demand
 - Unique offerings.
 - Building up Infrastructure
 - Short-term & long-term goals, and budget
- 



INTRODUCTION PHASE

- Execution and Adaptability
 - Customer Base: Build loyalty
 - Excellent Customer experiences
 - Financial
- 




MATURITY PHASE

- Market Position
 - Strategy: Stability and growth
 - Alignment
 - Finances and operations
 - Enhance experiences
- 



GROWTH PHASE

- Presence Expansion
 - Strong foundations
 - Grow in contemporary stage art
 - Service Enhancement
 - Strategic Planning
- 



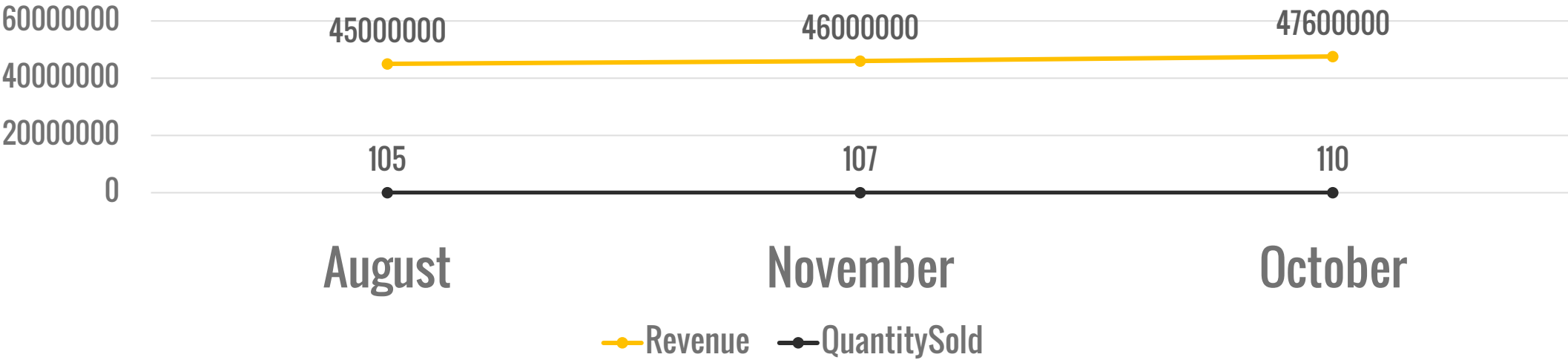
EXTENSION PHASE

- New markets
 - Drive Creativity
 - New projects and artists.
 - Talent Development
 - Impact on the artistic community
- 



PREVIEW PERFORMANCE

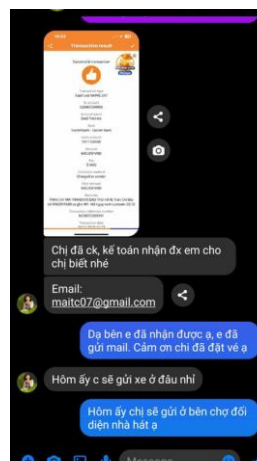
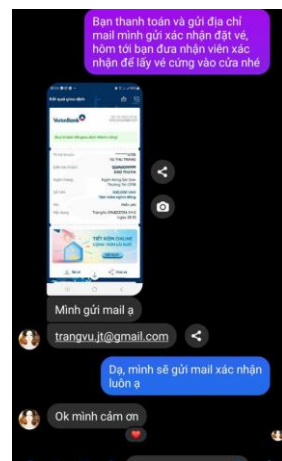
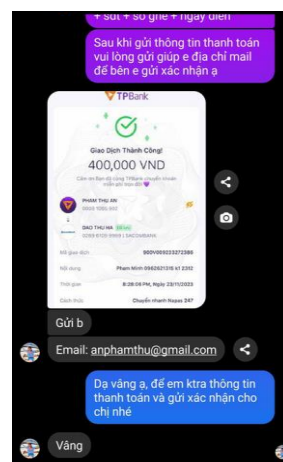
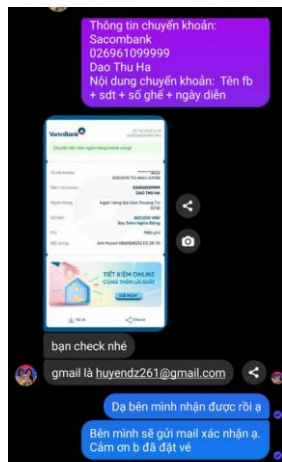
Month	August	November	October
Revenue	45.000.000	46.000.000	47.600.000
Quantity Sold	105	107	110





PREVIEW PERFORMANCES

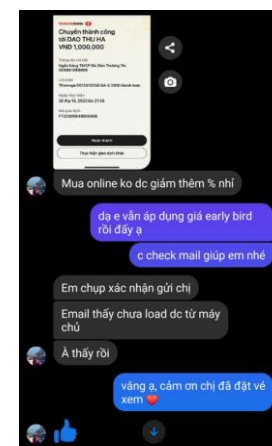
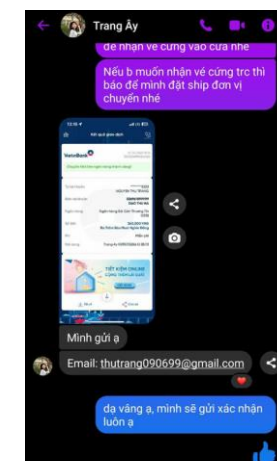
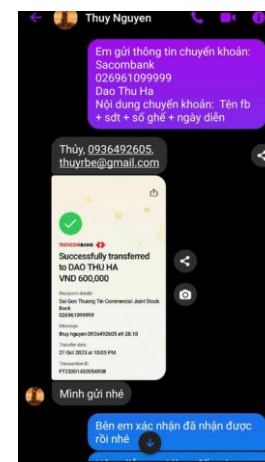
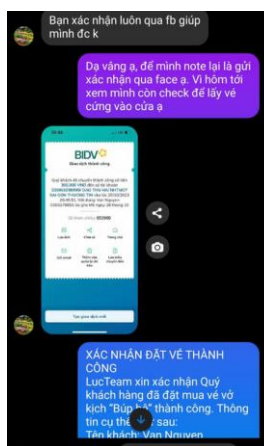
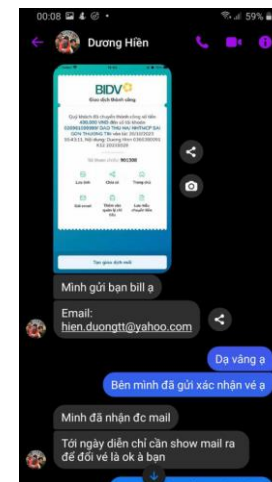
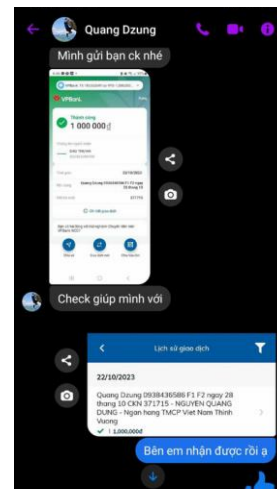
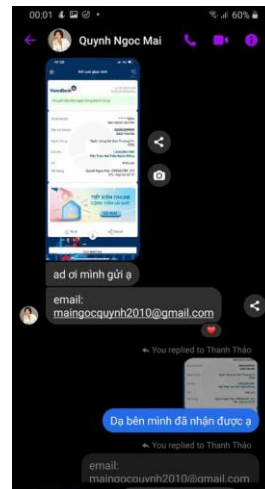
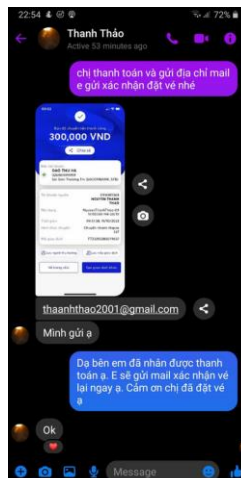
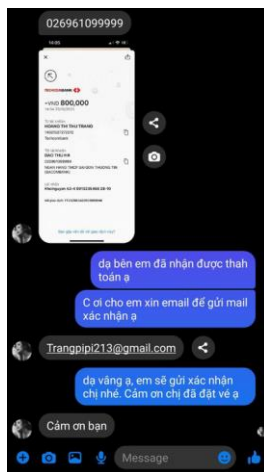
Feedbacks and Transactions





PREVIEW PERFORMANCES

Feedbacks and Transactions



A photograph of a theater with rows of red seats, viewed from a low angle, with the text "THANK YOU" overlaid in white.

THANK — YOU