



POSSIBLE

STREETWEAR FASHION

GRADUATION THESIS REPORT

BIZ PLAN



POSSIBLE

STREETWEAR FASHION

Supervisor

Ms. Vuong Tieu Oanh

Group Members

Nguyen Phu Trong	HS150165
Nguyen Xuan Trung Kien	HS150499
Vu Mai Phuong	HS153051
Nguyen Cong Nam	HS153343

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Hanoi, September 16, 2023

Authors of this thesis

ABSTRACT

This business plan outlines the creation and expansion of "Possible", a unisex streetwear brand, with a strategic focus on national sales. This plan includes extensive research, including market analysis and understanding customer needs and preferences, to ensure Possible offers unique and fashionable products that perfectly combine Comfort and fashion to help people express their personality

Possible customers are students, office workers, and freelancers, ages 18 to 24 with income from 5,000,000 - 10,000,000 VND. Our vision centers around enhancing the quality and service of Possible products, ensuring that our customers get the best experience in their day-to-day operations while wearing our products. Our creative fashion. We always strive to find innovative and sustainable solutions, ensuring our customers have a great shopping experience. We combine fashion-forward design with functional elements to create products that resonate with customers on many levels.

We will draft a comprehensive business plan including detailed calculations, market analysis, value proposition, human resource management, financial planning, and marketing plan. Additionally, we will identify and address potential risks, so provide a risk management section to mitigate risks. Throughout the process, we will be as close to reality as possible.

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ABBREVIATION

ABBREVIATION	DEFINITION
MIRR	The internal rate of return changes
CEO	Chief Executive Officer
EBIT	Earnings before interest and taxes
EBITDA	Earnings before interest, taxes, depreciation, and amortization
IRR	Internal Rate of Return
NOPAT	Net operating profit after tax
NPV	Net Present Value
USD	United States dollar
VND	Vietnamese Dong
CFOA	Ratio between operating cash flow and total assets
D&A	Depreciation
R&D	Research and development

CHAPTER 1: INTRODUCTION

1.1 Overview of the streetwear market

The streetwear market has seen significant growth over the years, transforming from a subculture into a mainstream fashion phenomenon (News, B. T., 2023). Streetwear represents a style inspired by urban youth culture, hip-hop, skateboarding, and graffiti art. Characterized by its casual and edgy aesthetic, streetwear has become popular among many different demographics, from Generation Z to fashion enthusiasts and celebrities. Brands and designers have recognized the huge potential of the streetwear market, leading to collaborations, limited edition releases, and exclusive drops that create hype and demand. The streetwear industry is now a multi-billion dollar global market, with both established labels and emerging streetwear brands competing for consumers' attention. use.

The global Streetwear market size is valued at USD 187582.9 million by 2022 and is expected to grow at a CAGR of 3.52% during the forecast period, reaching USD 230877.25 million by 2028. (Journal, I. I., 2023)

It is not wrong to say that streetwear fashion is one of the fastest-growing segments in the fashion industry. We can observe a few simple examples between Uniqlo and Lululemon. Uniqlo is a brand that specializes in providing simple, essential, and versatile products, allowing wearers to freely mix & match according to their personal style. Founded in 1949, there are now more than 2,200 stores worldwide (cafef, 2020). In 2020, Uniqlo recorded revenue of 843.9 billion Yen (about 7.6 billion USD). And more and more international brands are entering the Vietnamese market and increasingly dominating such as H&M, Zara, Uniqlo, etc. There are currently more than 200 foreign fashion brands from mid-range to high-end that have main stores in Vietnam. (InternMKT2, 2023)

In recent years, many foreign giants have jumped in to compete, it can be seen that the potential market for streetwear in Vietnam is growing stronger and stronger. The streetwear market in Vietnam is growing strongly. Streetwear fashion brings comfort and

freedom in fashion but still maintains confidence in communication in many different situations, freely expressing each person's personality, ego, and unique features. Streetwear will continue to expand, and over time there will be even more new things.

1.1.1. Characteristics of streetwear clothes

Simply put, Streetwear is a special fashion style for the street. The highlight of Streetwear is simplicity, high applicability but diverse enough for anyone to be able to express their own personality. Typical Streetwear items that when mentioned, everyone realizes that they themselves have loved this style for a long time and use it every day. These are tees, hoodies, sweaters, jeans and definitely indispensable sneakers. (Kacher Global, 2023)

Streetwear emerged in the late 1970s and early 1980s, drawing inspiration from Punk, Japanese street fashion, surf culture, skateboarding, and hip-hop. Shawn Stussy played a crucial role by printing his logo on t-shirts, paving the way for the development of a renowned brand. Influential brands like Neighborhood, Bape, Undercover, Off-White, Vetements, and Supreme also contributed to the allure of Streetwear.

In Vietnam, Streetwear gained popularity around 2015, as people grew weary of the Dapper businessman and sophisticated Gucci styles. Streetwear in Vietnam brings comfort, coolness, and style, suitable for various occasions from the office to bars, street gatherings, and other events. It represents a fashion trend with a personal touch, showcasing creativity and individual freedom within the Vietnamese fashion community. (Kacher Global, 2023)

Streetwear was discovered in the 1980s of the 20th century, starting from the special way of dressing of a group of street skateboarders (skaters), who often followed the crowd. After that, the artistic "skateboarding" fashion style was seen by many people on the streets following the development of skateboarding.

They use items and accessories that we still see in street style clothes today such as hats, shirts, sneakers, jackets, hoodies and combine them in a unique way.

Stussy brand - a brand pursuing Streetwear style has laid the first bricks in shaping the streetwear style as well as the strong development of the fashion industry for this style in the world today. The initial products were just T-shirts with an extremely bold skateboard

image, but they were extremely popular with young people at that time.

We can realize that streetwear has come a long way since in the early days they were just simple T-shirts and hoodies, today, we come across thousands of unique and strange designs. Personality colors and diverse identities are increasingly chosen by consumers in the fashion market. (tamanh, 2023)

1.1.2 Analyze Vietnam's Streetwear market

Market Overview:

The streetwear market in Vietnam has seen substantial expansion over the past ten years, driven by several pivotal factors. These include a predominantly youthful demographic, a rising economy that has bolstered disposable incomes, and the globalization of streetwear trends from Western countries, notably the United States and Japan.

Market Trends:

A multitude of trends are currently shaping the Vietnam streetwear scene. Firstly, there is a surge in the prominence of domestic Vietnamese streetwear brands that infuse their designs with local cultural elements, crafting distinct and appealing products. Collaborations between these local brands and international entities, artists, or celebrities are also becoming increasingly prevalent, generating excitement and interest in new collections. Sustainability is another noteworthy trend, with some streetwear brands in Vietnam adopting eco-friendly practices and materials in response to growing environmental concerns. Additionally, online retail platforms and social media channels have become indispensable tools for marketing and sales, enabling brands to reach a wider audience and engage directly with consumers.

Market Opportunities:

Vietnam's fashion market offers lucrative prospects, driven by a robust economy, a youthful demographic, and increased spending power. The rapid surge in online shopping, notably accelerated by the global impact of COVID-19, has reshaped consumer habits, underlining the crucial role of digital platforms for fashion enterprises. E-commerce growth has become

a pivotal avenue for engaging consumers, necessitating a strong online presence for fashion brands. The pandemic has also heightened awareness around sustainability, influencing consumers to lean towards eco-friendly and ethically produced fashion items. International trade agreements, including the EVFTA and CPTPP, have streamlined market entry for businesses. However, the market's dynamic nature calls for adaptability, with successful strategies encompassing the appeal of Western brands, sustainable practices, and a focus on online channels to thrive in Vietnam's ever-evolving fashion scene.

Market Challenges:

Despite the promising landscape, the Vietnam streetwear market is not without its challenges. Fierce competition requires brands to set themselves apart through distinct designs, product quality, and effective marketing strategies. The prevalence of counterfeit streetwear items can erode trust in brands and tarnish the market's reputation. Streetwear's ever-evolving trends demand adaptability from brands, and integrating sustainability practices, while laudable, may also entail higher production costs that could be prohibitive for smaller enterprises.

In summary, the Vietnam streetwear market offers substantial opportunities due to its youthful population, economic growth, and exposure to global fashion influences. Local brands, collaborations, sustainability, and effective use of digital platforms are critical factors for success. However, brands must also navigate competition, counterfeit issues, and the dynamic nature of streetwear trends to thrive in this burgeoning market.

1.1.3 The story behind “Possible”

My own local streetwear brand was founded very unexpectedly. Possible have a very close friend, Possible both have the same passion for fashion. The two have been pursuing street style since this trend first emerged in the Vietnamese market. When the COVID-19 epidemic struck, the epidemic directly affected the world economy but opened up opportunities for the development of online shopping platforms. At that time, Possible immediately wanted to take this opportunity to create my own clothing brand with my ideals. Since Possible first learned about streetwear, Possible have always wished for a brand that would allow me to customize messages and patterns on my own T-shirts. From there "Possible" was born with the goal of bringing to customers the uniqueness of its

products and the best quality and comfort when they use the products.

1.2 Identify market opportunities

Market research

Streetwear, also known as street fashion, has become popular and increasingly shows its influence on the billion-dollar industry. Not simply a beautiful, attractive fashion product, behind it are stories about a distinct culture, flowing underground throughout history. From a small community, street style is now gradually receiving the attention of fashion giants. Are the handshakes of the leaders of the two streams just collaborations to spread this culture? Or is there anything we don't know about streetwear?

The starting point of street culture came from black communities in the US in the late 60s and 70s. That was when they suffered from racism, along with poverty. Therefore, they tend to choose loose, durable clothes that can cover the most of their body such as hoodies, overalls, jeans, etc. From then on, they became a typical outfit of the industry. this culture. Every era always has a representative cultural line. Underground is considered an underground cultural line that, although not recognized, still develops silently. It is also closely related to the hippie movement, honoring freedom and liberality and is associated with many popular music genres such as pop, rock, rap, etc. Through the way stars, artists, and musicians dress. Streetwear-inspired items have become popular and won the hearts of fans.

In the past three years, the investment of big companies in the Vietnamese market has grown significantly. The appearance of shoe and sportswear brands such as Adidas, Nike, Puma to fast fashion brands such as H&M, Zara and now Uniqlo is helping to professionalize the retail fashion industry, showing that this is a market that needs to be explored.

In 2013, the number of Adidas small stores was 140, but now there are 90, 100 stores, but the scale is very large and invested, concentrated in big cities. If Vietnam's fashion industry is a 38 billion dollar pie, then Streetwear is a small corner of 10 million dollars. This shows that the potential for street fashion is huge, but the number of local brands investing methodically in this segment is not much. (Style-Republik, 2019)

Analyze target audience

The target audience for streetwear fashion in Vietnam may include the following: Urban youth, Personal style lovers, People interested in urban culture and hip-hop or Followers Fashion trends love free fashion style

Competitors

By 2023, the hottest streetwear tops may be different depending on the popular trends during that time. However, some brands that are taking the streetwear world by storm include: Supreme, Off-White, Palace Skateboards, Bape, Yeezy, Fear of God, Kith, and A Bathing Ape (BAPE). Popular streetwear products include hoodies, printed T-shirts, sneakers and accessories such as handbags, sunglasses and bracelets. Meanwhile, commonly popular colors in streetwear include black, white, gray, orange, red and green. In addition, streetwear is also becoming one of the popular trends in fashion, with the appearance of many streetwear collections from big brands such as Nike, Adidas, Puma, and Converse. (Trần Nam Giang and Giang, T. N, 2023)

As for Vietnamese Streetwear, it is impossible not to mention the names that are making waves today such as: Now SaiGon, Tsun.SG, Clow G or Teelab... With designs suitable for current youth trends. Nowadays, these localities are winning the hearts of the Vietnamese Streetwear market and are chosen by many people because their products are increasingly diverse in design and reasonable prices.

Product research

Branded t-shirts are often made from 100% cotton or PE mixed cotton fibers. This ensures softness, absorbency and adequate breathability for the wearer. Especially in Vietnam's climate, this is sometimes very important. The other fibers also help keep the shape of the shirt looking more formal, creating a luxurious feel.

One special thing that can be found in Vietnamese domestic fashion brands is creativity. Each shirt produced is designed and made by the brands themselves. Products are always associated with their own stories. When we look at a shirt, we can sometimes feel the journey they are taking. Enthusiasm, talent, youth, all are carefully packaged in each product. Therefore, the brand recognition of local t-shirts is huge. This also creates a feeling of excitement and class for users when using big brands.

Therefore, do not equate everything because of a few self-proclaimed local brands, "stealing brains" with poor quality products. Local brands are still creating real value for users. More so for the Vietnamese street fashion market. Their t-shirts and even other products still have excellent quality and are affordable for many people.

Build a marketing strategy

The essential phases in creating a distinctive brand and drawing in clients are included in the streetwear fashion market marketing plan. This entails figuring out who your target market is precisely, building a solid brand, studying the competition, and making items that follow trends. To maximize reach, use a variety of marketing methods, including social media and street sports events. In order to continuously develop goods and services, it's also critical to monitor consumer feedback and implement flexible pricing and promotion methods. Businesses can succeed in the competitive streetwear fashion market in this way.

1.3 Company introduction

1.3.1 Company description

Company name: POSSIBLE Streetwear Company

Head office: 79 Thanh Dam, Thanh Tri, Hoang Mai, Hanoi

Company type: Limited Liability Company

Business description: Possible is a Streetwear clothing brand for both men and women founded in August 2023. Possible provides clothing with diverse products from T-shirts, hoodies and jackets... For those who love streetwear fashion. When customers come to us to buy these items they definitely feel the vibe with us where fashion meets function.



Our esteemed team is comprised of outstanding individuals, each bringing their own expertise and dedication to Streetwear Possible fashion:

Nguyen Phu Trong (CEO & Head of Finance & Legal): The CEO position is assumed by Mr.Trong - an integrated member and also the legal representative of Possible. At the same time, Mr.Trong acts as a strong pillar for our business operations, with expertise in finance and strategic planning. With meticulous financial management, he ensures that Possible Streetwear remains the epitome of stability, sustainability and adaptability in the ever-changing market dynamics.

Nguyen Xuan Trung Kien (Head of Product & Research and Development Department): Mr.Kien is also a product developer and cooperates with other partners. His passion for fashion and unwavering commitment to impeccable craftsmanship ensures that every Possible Streetwear product is not only performance-driven but also exudes undeniable style.

Nguyen Cong Nam (Head of Marketing & Sale & Partnership Department): Leading our marketing efforts, Mr.Nam brings the Possible brand and Possible products to domestic consumers. His deep understanding of consumer behavior and market trends allows us to

resonate with our beloved target customers.

Vu Mai Phuong (Head of Human Resources & Warehouse): At the heart of any successful organization lies its people, and Vu Mai Phuong oversees our human resources department with exceptional tact. Fostering a positive work environment, she encourages creativity, collaboration and personal growth among our beloved employees.

1.3.2. Company founders

Founders in the realm of fashion clothing are the pioneering visionaries who establish a brand and invest capital into the venture. They are the driving force behind the project, embodying a "Possible" mindset crucial for success. These individuals shoulder the financial and legal risks inherent in launching and developing a fashion company. Responsible for generating innovative ideas, founders play a pivotal role in decision-making, encompassing strategic planning and adapting to evolving scenarios. Exceptional founders in the fashion industry exhibit critical thinking and leadership skills, enabling them to conceptualize ideas, establish clear long-term visions, and navigate unforeseen challenges. This acumen proves invaluable in maximizing profit margins and ensuring the smooth and effective operation of the fashion enterprise, including adept management of personnel and vigilant oversight of financial and human resources.

- Mr. Nguyen Phu Trong contributed 385,000,000 VND; accounts for 55%
- Ms. Nguyen Cong Nam contributed 105,000,000 VND, accounting for 15%
- Ms. Vu Mai Phuong contributed 105,000,000 VND, accounting for 15%
- Ms. Nguyen Xuan Trung Kien contributed 105,000,000 VND, accounted for 15%

Our initial capital: 700,000,000 (VND)

Company management decisions will be determined by a majority vote, in which, the board member with the most votes out of all will have the most say in the company's operational decision. Each member's voting power is proportional to their capital share ownership. (Figure 1) The opinion that garners the highest sum of percentage of votes will be the one chosen for, most if not all, final business decisions.

Points scored

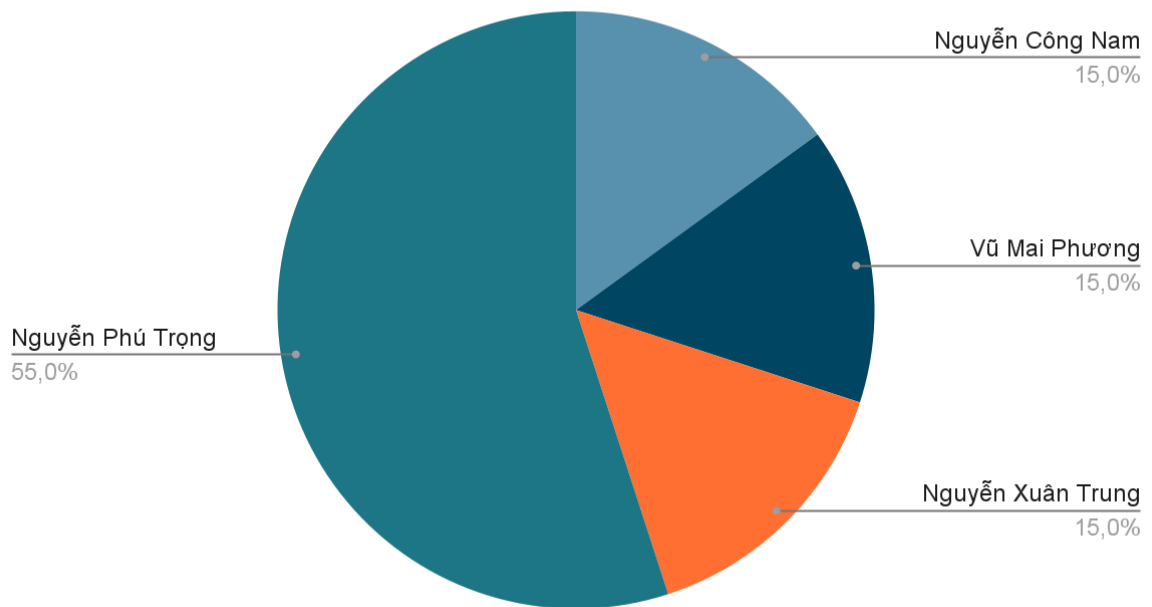


Figure 1: Percentage of initial capital

1.3.3. Mission, vision and core values

1.3.3.1. Mission

We focus on serving our customers with basic t-shirts made from comfortable, highly functional materials that still reflect personal style. By printing unique images and customized messages on our t-shirts, we give customers the opportunity to customize their experience or give loved ones unique messages of love every time. We also want to spread our positive energy to young people. With enthusiasm and effort, it can be said that Possible will be the result of colleagues sharing the same passion and sole goal of providing Vietnamese teenagers with good quality products and affordable prices into the hands of every possible customer.

1.3.3.2. Vision

The product line is considered highly applicable, in which comfort and graphic or "artistic" elements on shirts are the main focus regardless of whether the purpose of the outfit is formal such as going to work or not normal things like social events or going out. We are committed to shaping our business model for sustainable growth, with an emphasis on

long-term investments in manufacturing, raw material innovation and human resources. We hope that we can become a streetwear fashion brand favored by young people and continue to provide the most attractive and in-demand products on the market with fast and safe delivery. For all customers and partners.

1.3.3.3 Core values

When building POSSIBLE, the first thing that came to our mind was how we can make customers satisfied when using our product. In its current state, POSSIBLE is loved because it provides the wearer with comfort with assurance in quality. Our graphics are distinctive enough, special enough to be able to stand out in an increasingly competitive market niche. By allowing our customers to request customized messages on their shirts with unique graphics, we provide our customers with the opportunity to personalize their own experiences. It's not just about POSSIBLE's products, it's about facilitating our customer to do the act of giving their loved ones the gift of love language that is truly one of a kind each time. Our values align as we seek to shape our business for the future, taking responsibility and continuing to inspire customers, employees and partners with innovative and sustainable solutions.

LOYALTY & TRUST

We focus on service, quality and delivery, creating trust and delivering long-term relationships.

CONTINUITY

We are constantly thinking about new and improved ways to achieve business optimization.

CREATIVE-CORE

The products created by Possible are always created with the brains of fashion makers. Creativity not only appears in product design but also spreads into other aspects such as technology and production processes. Possible often invests in new and advanced technology to improve product quality and optimize production processes.

CUSTOMER-CENTRIC

It's clear that at POSSIBLE, we all understand the emotions and trust of consumers is the driving force for brands to develop and have a strong foothold today in modern society. The POSSIBLE team always listens to customers' honest feedback and tries to improve upon our mistakes. Improvement on product quality and customer service is an

irreplaceable part of our business workflow.

COMMUNITY

We are a community with passion, a strong sense of community and a strong culture that runs deep as part of our DNA.

1.3.4. Legal and licensing

1.3.4.1 Apply for a business license

Business representatives register information about their intention to establish a business on the National Business Registration Portal under the brand name Possible. The company is registered as a Partnership Company. The company has applied for a business license to operate legally and be protected by law.

The company carries out business registration procedures at the Hanoi Department of Planning and Investment, with Mr. Nguyen Phu Trong as the legal representative and the remaining 3 co-founders.

1.3.4.2 Trademark registration

According to Article 4 of the Intellectual Property Law, a trademark is a sign to distinguish goods and services of different organizations and individuals. (According to the Law Library, trademark registration helps businesses prevent legal risks, protects individuals and organizations when using trademarks, and helps businesses proactively participate in production and business activities. Recognizing the importance of brand protection and fully meeting the requirements and conditions of the Intellectual Property Office, Possible Limited Liability Company decided to register the "Possible" trademark for the company. Trademark protection is valid for ten years from the date of filing. Can be renewed multiple times, each time lasting 10 years (according to the provisions of Article 93 on the validity of protection certificates).

CHAPTER 2: MARKET ANALYSIS

2.1. Market overview

2.1.1. Overall analysis of Vietnam's fashion market.

Following the Statista [Smith, P. \(2023\)](#), the global revenue in the apparel market was forecast to continuously increase between 2023 and 2027 by in total 0.2 trillion U.S. dollars (+11.49 percent). After the fifth consecutive increasing year, the indicator is estimated to reach 1.94 trillion U.S. dollars and therefore a new peak in 2027.

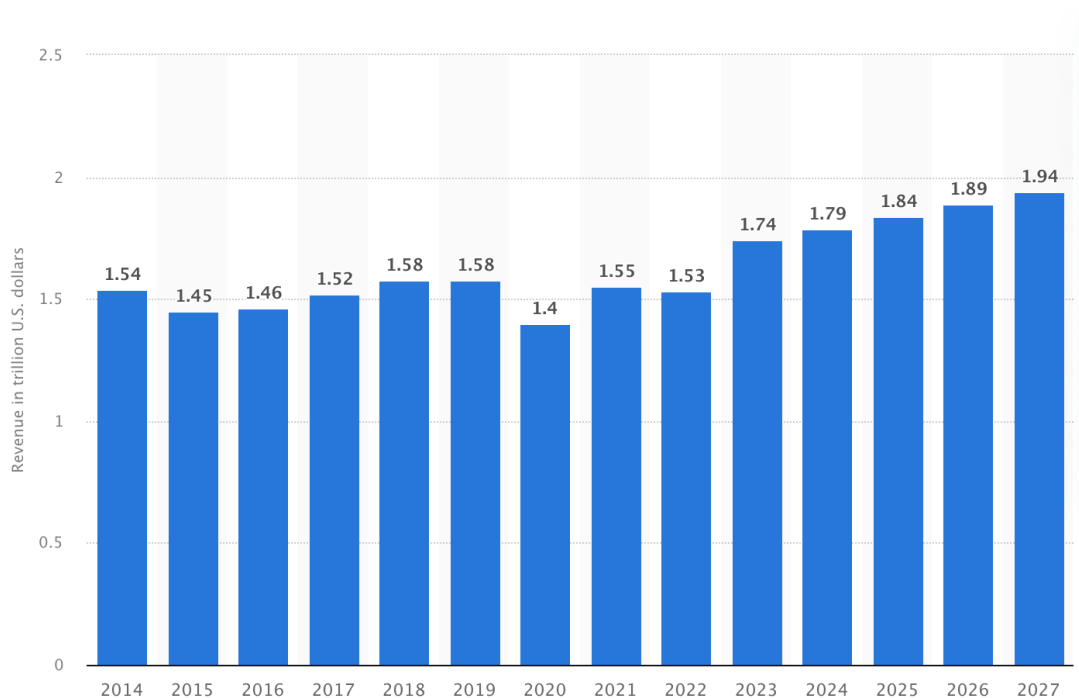


Figure 2: Revenue of the apparel market worldwide from 2014 to 2027

In the most recent data released by the World Trade Organization (WTO), Vietnam has overtaken Bangladesh to become the world's second-largest exporter of textile and apparel products, totaling over \$35 billion in value for the year 2020. This achievement positions Vietnam just behind China in terms of global textile and apparel exports.

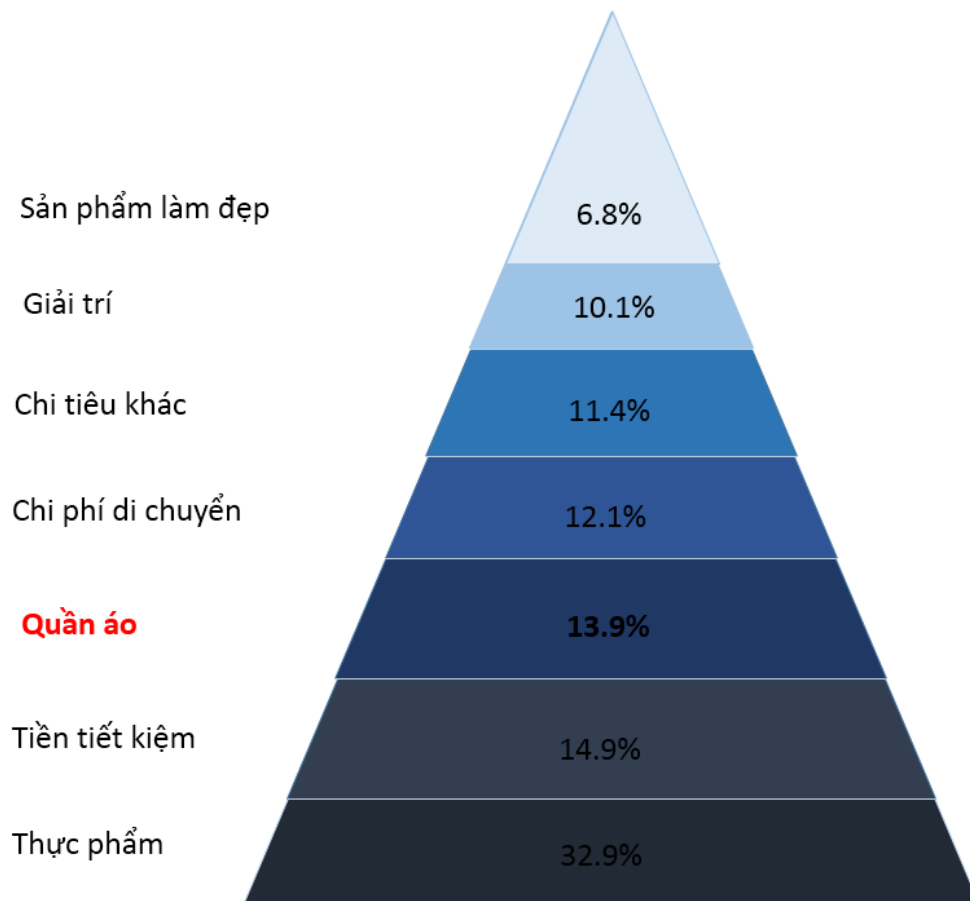
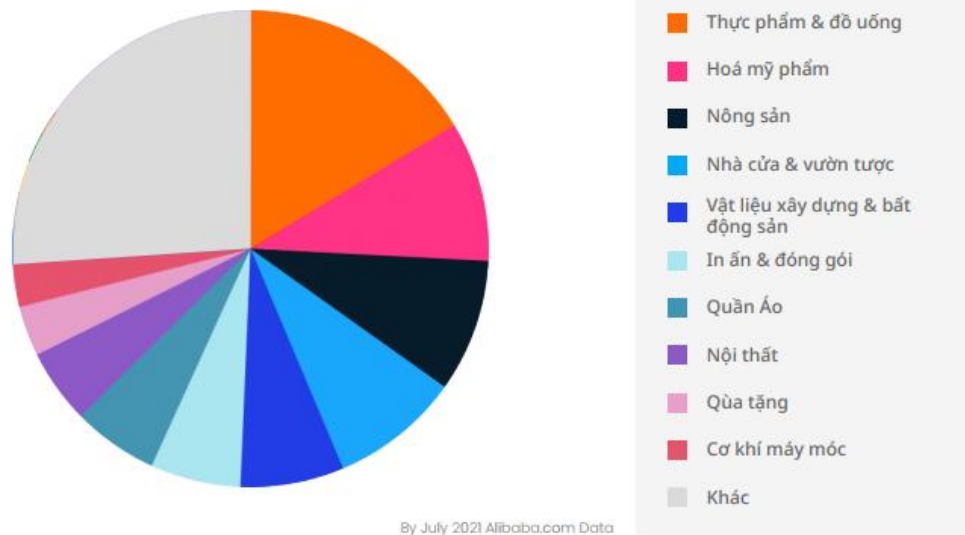


Figure 3: Average consumer spending percentage Admin (2022)

This surge in textile exports can be attributed to a growing consumer demand for fashion products. "Made in Vietnam" textile goods now claim a 6.4% share of the global market, a substantial increase from the 2.9% share observed in 2010. Despite various challenges, the textile and apparel industry has managed to sustain robust growth in 2021, with an estimated export value of \$39 billion, marking an 11.2% rise from the previous year.

Among Vietnam's major export markets, the United States remains the largest, with exports valued at \$15.9 billion, followed by the European Union at \$3.7 billion, South Korea at \$3.6 billion, and China at \$4.4 billion, primarily for fiber exports. The industry's goal for 2022 is to strive for textile and apparel exports ranging from \$42.5 billion to \$43.5 billion.

■ Top 10 ngành hàng xuất khẩu từ Việt Nam



Tổng sản phẩm **600K +**

Tổng lượt hỏi hàng trong 30 ngày **50K+**

Figure 4: Vietnam top 10 export industry

Source: Admin (2022) Market Overview of Vietnam Fashion Industry 2022, Hoang Kim.

However, it's crucial to recognize that Vietnam's fashion industry is still in the process of professionalization, leading to a situation where production and distribution often operate independently. This results in an incomplete supply chain compared to international brands.

While the essence of fashion involves consistently embracing new trends, diverse styles, and meeting users' demands for quality and design, domestic brands have struggled to keep pace. Marketing efforts are often rudimentary, despite substantial budget allocations, resulting in some "Made in Vietnam" products having higher price points and facing challenges in competing effectively.

To elevate Vietnamese fashion to the level of international brands, businesses must not solely rely on low-cost labor advantages but also incorporate advanced technologies, excel in design, and enhance the value chain. Moreover, the fashion workforce, including designers and garment workers, should continuously update their skills with advanced techniques and embrace new materials to meet both domestic and international demands.

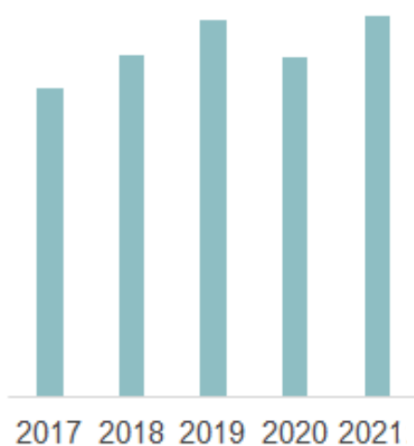
Examining market capitalization changes over time in our global fashion index, it becomes evident that the economic profitability of the industry declined by 93% in 2020, following a 4% increase in 2019. Consequently, there has been a notable rise in the number of companies categorized as "value destroyers," a trend that we predict will increase by 73% in the index for 2020, compared to the 60% observed in 2019.

Despite the significant challenges brought about by the crisis, it has also presented opportunities for agile companies in the market. Indeed, many fashion companies have seized the crisis as an opportunity to reshape their business models, streamline operations, and refine their value propositions for their target customers.

2.1.2. Annual growth rate

Due to the epidemic, fashion market revenue fell by more than 10% in 2020 compared to 2019. More than 50% of the total industry revenue still goes to one sector in particular, clothes. When consumers developed the habit of shopping online, online channels for communication and commerce experienced phenomenal growth.

Doanh thu thị trường thời trang Việt Nam, 2017-2021

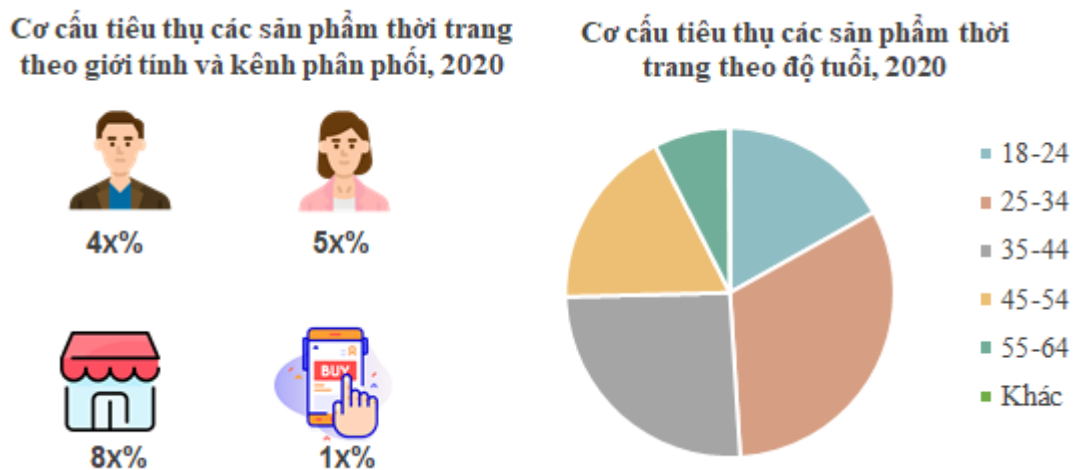


Cơ cấu doanh thu các sản phẩm thời trang Việt Nam, 2020



*Figure 5: Vietnam's fashion market revenue from 2017-2021 (left)**Vietnam's revenue structure of fashion products in 2020 (right)**Source: Virac*

The age group that spends the most money on fashion is young adults between the ages of 25 and 34. This makes sense given that young individuals are the ones that put the greatest effort and worry into maintaining their appearance. Additionally, this is a generation that swiftly adopts new fashions and has a strong celebrity and media influence on their purchasing decisions. In Vietnam, women spend slightly more on clothing than men do, with the proportion exceeding 50% in 2020.

*Figure 6:**Consumption structure of fashion products by gender and distribution channel (left)**Consumption structure of fashion products by age (right)**Source: Virac*

As customers reduced their spending in 2020, the average revenue per product somewhat fell. According to a poll by Asia Plus, Inc. on the fashion consumption habits of Vietnamese consumers, popularity of the brand is always prioritized over price. When paired with the effects of the pandemic, sales of luxury goods have considerably reduced (An, B., 2021) .

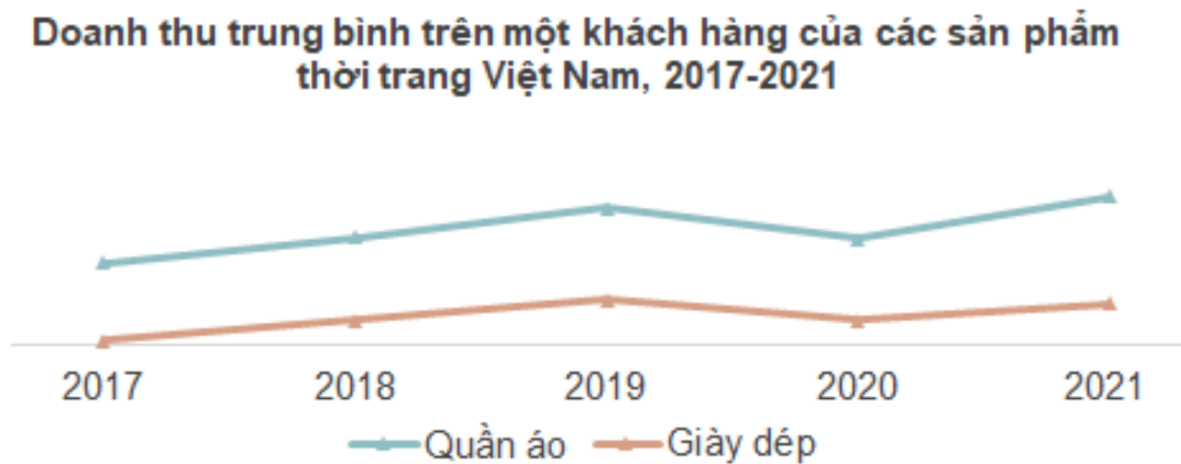


Figure 7: Average fashion product revenue per customer in Vietnam from 2017-2021

Source: Virac

According to the Vietnam E-commerce Index Report - EBI 2023 recently released by the Vietnam E-commerce Association (Vecom), e-commerce continues to be a bright spot in the development of the digital economy with a high growth rate (20%) in 2022. It is projected to reach \$20.5 billion USD in 2023, an increase of about \$4 billion USD, marking a 25% rise from the previous year. Statistics show that the most purchased goods and services by online shoppers are clothing, footwear, and cosmetics (76%).

Specifically, over the past three years, the revenue of the Vietnamese fashion industry has increased by 180%. It is forecasted that in the next 5 years, the fashion industry will grow at an annual rate of 24%, generating approximately \$2.1 billion USD in revenue. However, despite the rapid development of Vietnam's e-commerce, experts believe it is still in its early stages, indicating significant potential for further growth.

Forecasting for the period from 2022 to 2025, Vietnam's e-commerce is expected to grow by an average of 25% per year, reaching \$35 billion USD by 2025, accounting for 10% of the total retail sales and consumer service revenue nationwide.

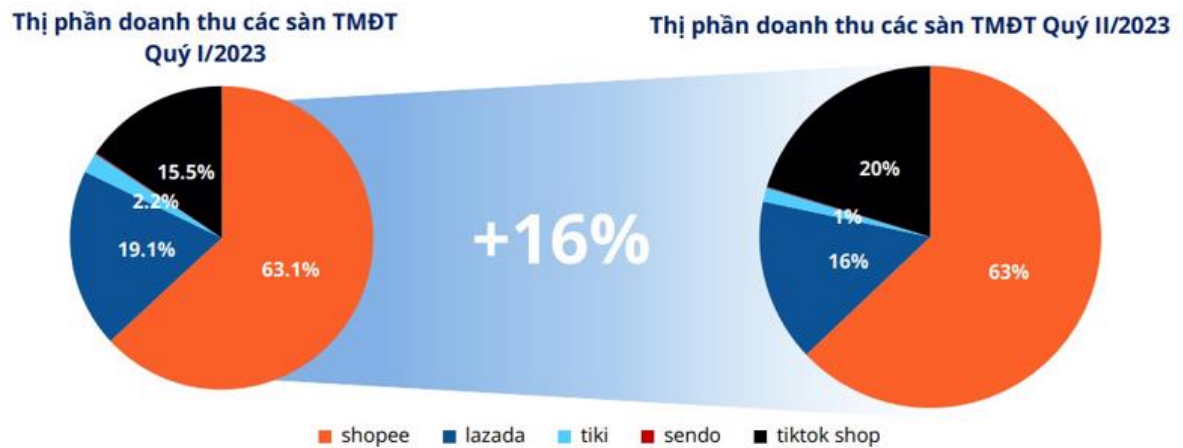


Figure 8: Market share of e-commerce revenue in the first quarter and second quarter of 2023. (Source Metric)

With its advantage of blending entertainment content and commercial elements, TikTok Shop has risen to the second position right after Shopee, achieving revenues of 16.3 trillion Vietnamese dong and selling 117 million products in the second quarter of 2023.

According to assessments by e-commerce shops, the entertainment factor on TikTok is considered a driving force behind product exploration activities. The habit of discovering products through word of mouth, combined with community engagement, entertainment, and commerce, is creating a seamless journey from product discovery to purchase. (*Style-Republik, 2023*)

2024 is the return of old trends, but with a new coat of clothing that represents the energy of the younger generation with colors, patterns and shapes. The fashion world is always changing and developing, every year there are new trends released on the catwalk or variations from old trends. With the advancement of technology, the influence of culture and contemporary tastes, Spring Summer 2024 men's fashion brings a more diverse perspective, focusing on the depth of each individual, helping them respect each other. Honor your ego and be confident in yourself, demonstrating a new source of energy for the young generation. (*Pham, T. K, 2023*)

2.1.3. Market trend analysis

Overview market trends

The 'Streetwear fashion market' is one of the fastest-expanding sectors. The global Streetwear market was valued at \$187,582.9 million in 2022 and is projected to expand at a CAGR of 3.52% during the forecast period, reaching \$230,877.25 million by 2028 ([Wire, T. E, 2023](#)).

The trend of sustainable products

Fashion, nowadays, is not just a creative and ever-evolving industry but also has to meet the essential demands of the ecological environment. 'Sustainable fashion' is proving to be a future trend as it appears on many prestigious fashion runways and is increasingly chosen by consumers ([Person, 2022](#)).

According to the United Nations research ([Ufccc, Wesc, 2018](#)), the fashion industry consumes the second most water resources compared to other industries, generates 10% of global carbon emissions, and nearly 20% of global wastewater. An estimated 85% of textiles worldwide... end up in landfills, and typically, these items are not easy or impossible to decompose.

Ms. Ha Do, Creative Director of the Beauty Magazine, believes that around the world, more and more fashion designers and manufacturers are seeking environmentally-friendly solutions, and Vietnam is no exception to this trend. The International Fashion Week SS 2022, recently held over the weekend, featured many designers using eco-friendly materials, conveying meaningful and humanitarian messages ([Person, 2022](#)).

Influencers (KOLs/ KOC/ etc.)

The era of technological explosion has brought about a series of changes in the consumption habits of the public today, especially in Influencer Marketing.

As of 2020, the Influencer Marketing market has reached a turnover of \$9.7 billion, and it is projected to reach \$15 billion in revenue by 2022 ([Cafef, T, 2022](#)). This field is becoming increasingly popular, and consumers nowadays tend to place their trust in the voices of third

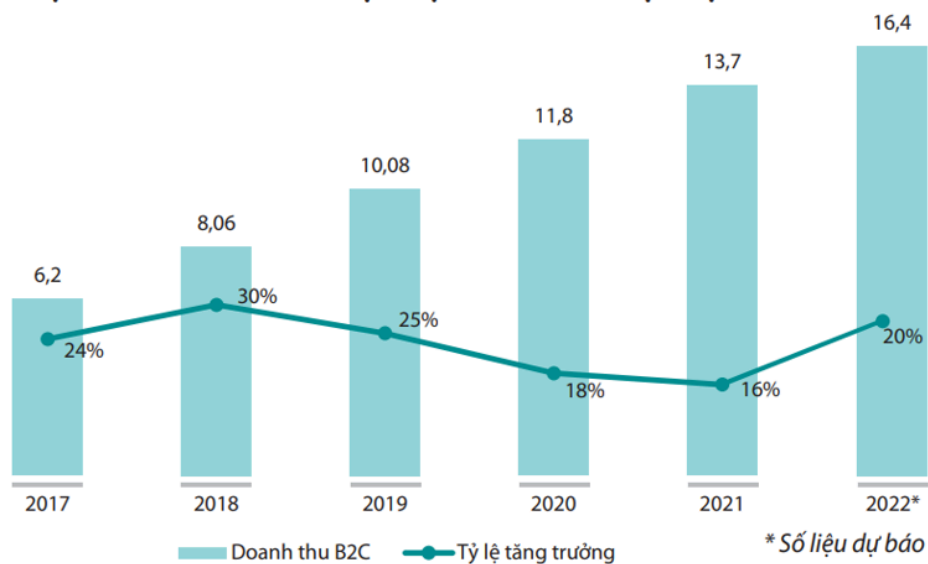
parties. It can be seen that effectively harnessing the influence of Influencers for advertising remains a key factor in the success of an advertising campaign.

Willingness to pay more for higher-quality services.

According to Mr. Viet, what is more important is that Vietnamese consumers today have a different perspective on fashion compared to before. The current consumer trend favors products with stylish designs, high quality, and especially affordable prices, rather than purchasing expensive branded items as before. Only a small number of high-income consumers are interested in buying luxury goods (The Saigon Times, 2022).

Online shopping

E-commerce in Vietnam continues to maintain a stable growth rate (Phan Anh, 2022). With a growth rate of 20%, it can be seen that over the past 7 years, Vietnam's e-commerce has consistently maintained a growth rate ranging from 16-30%.



Doanh thu TMĐT B2C Việt Nam năm 2017 – 2022 (tỷ USD) ¹⁷

Figure 9: Vietnam e-commerce revenue 2017 - 2022 (billion USD)

According to the Vietnam E-commerce Report 2022, our country has up to 74.8% of internet users participating in online shopping. Among them, the most purchased items online are clothing, footwear, and cosmetics, accounting for 69%. It is certain that Possible will focus on promoting the 'Streetwear' product line on the online shopping platform.

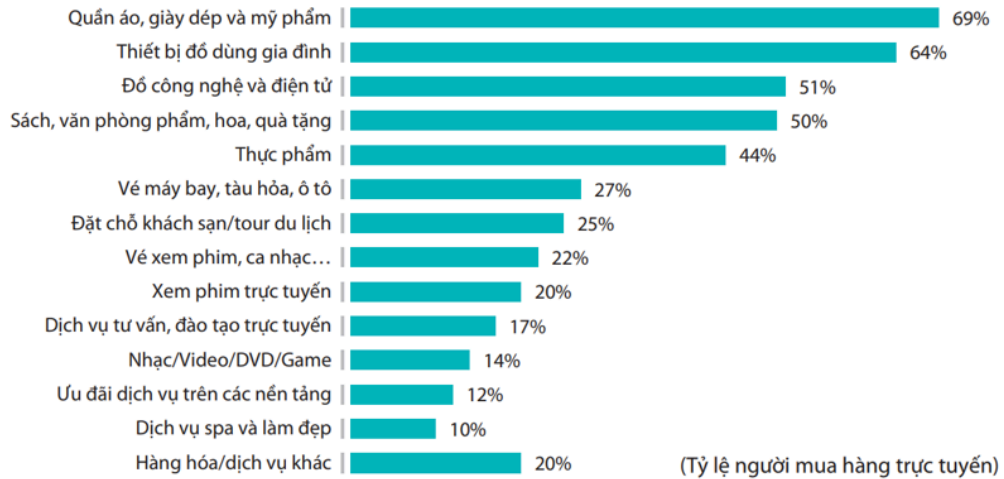
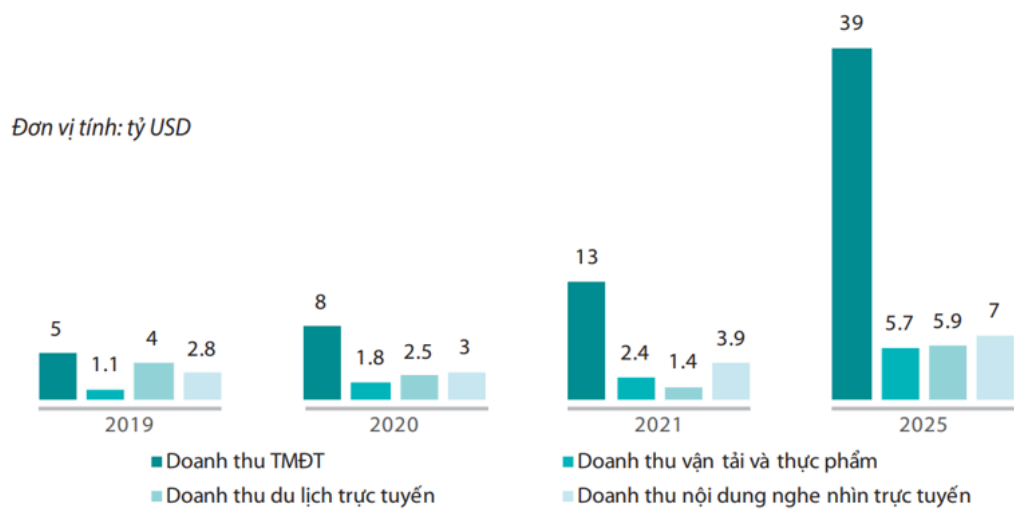


Figure 10: Proportion of online shoppers

According to a report by Google, Vietnam's e-commerce growth is projected to continue surging in the coming years and is expected to reach 39 billion USD by 2025, ranking second after Indonesia (104 billion USD), on par with Singapore. The total Internet economy revenue in Vietnam is forecasted to reach 57 billion USD by 2025, placing it second only to Indonesia. Vietnam also has the second-highest online shopping consumer ratio in the region, following Singapore.



Nguồn: Báo cáo "Kinh tế khu vực Đông Nam Á năm 2021" của Google, Temasek và Bain & Company

Figure 11: Report "Southeast Asia regional economy in 2021"

Images that prove the increasing popularity of e-commerce and leading revenue in Vietnam in 2021. It is likely that sellers have registered and become sellers on Shopee, Lazada, and TikTok Shop, ensuring that products have been fully updated and competitively priced across all channels. Additionally, key product details and size information are

comprehensively updated on these e-commerce platforms to ensure the best shopping experience for customers, regardless of where they make their purchases.

For the reasons mentioned above, Possible identifies that the market holds numerous opportunities for newcomers. Possible will focus on developing products that capture current trends, ensuring sustainability and aligning with the consumption trends of today's youth.

2.1.4. Model of Porter's 5 forces



Figure 12: Porter's 5 forces Model

The Five Forces model is named after Harvard Business School professor Michael E. Porter. Porter's Five Forces framework is a conceptual tool designed to recognize and evaluate five distinct competitive influences that mold various industries, aiding in the identification of

strengths and vulnerabilities within an industry. The analysis of these five forces is commonly employed to discern the structural composition of industry, subsequently guiding the formulation of corporate strategies.

Porter's framework is universally applicable across different economic sectors, facilitating the comprehension of competitive intensity within an industry and the augmentation of a company's enduring profitability.

- The threat of new entrants:

The risk of new businesses entering the fashion industry is very high. Furthermore, the saturation of the Fashion market is also relatively high. New entrants to the market, Possible, must compete with established companies on price, product design and customer loyalty. Customers also tend to buy from brands that have been present in the market for a long time and have also proven their position in the fashion market. Long-standing companies have built reputable sales systems, which greatly influence newly born domestic brands like our Possible. Therefore, the risk of new entrants into the Possible industry is quite high.

- Bargaining power of suppliers:

Manufacturers play an important role in a business's application chain when providing products to businesses, directly related to the quality and price of the product. With the advantage of producing garments in Vietnam, the manufacturer's power barrier is insignificant because Possible can choose from many different manufacturers. Possible can go find fabric and rent a sewing factory or directly negotiate with the factory on quantity and price to ensure. Furthermore, finding another manufacturer helps reduce dependence on a single manufacturer, thereby minimizing risks related to product quantity and quality. Designed, good product quality and low manufacturer switching costs. So the barrier from Possible is relatively low.

- Bargaining power of buyers:

Customers have the ability to put significant pressure on businesses. Currently, customers have many choices between new and long-standing brands. However, customers are fully informed and aware of the information. at a high level about products, So they are highly

qualified and can distinguish the quality of different types of products. Nowadays, customers often choose to shop online and they also prioritize items that are both cheap and beautiful. Therefore, young companies have to compete quite highly compared to competitors that were born earlier. In general, the bargaining power of buyers is quite high.

- The threat of substitute products:

The streetwear market has a wide variety of products, all of which are available on the market. A significant threat is that customers may have multiple choices between different brands. All of these factors are potentially significant threats. However, product quality can enhance product value compared to other alternative products. Therefore, Possible can minimize the threat from substitute products, and moreover, if it can have sympathy with customers, the competitive pressure with other companies will be greatly reduced. As a result, there is a significant threat of substitutes in this market.

- Rivalry among existing competitors:

The number of clothing brands throughout Vietnam is too large. Streetwear products are quite popular, and the forecast for the growth rate of the fashion industry and its potential is very significant. The cost of Product selection between brands is average due to the difference in price and product material. In general, the competition between previously established brands is very large.

To participate in the Possible fashion market, you need to meet the following requirements:

+Regarding suppliers, Possible will allocate the use of multiple manufacturers and ensure product quality to minimize risks in case the manufacturer encounters difficulties.

Regarding customers, it is important to improve service and product quality. Thanks to that, customers will feel the difference and benefits of purchasing at Possible compared to other brands

+ Furthermore, to enhance competitive position in the Possible industry, it is necessary to increase brand awareness, services, and product communication.

2.2. Competitors analysis

Direct competition refers to two or more businesses offering the same products or services to the same target market. On the other hand, indirect competition occurs when another business offers a different product that could substitute your product and satisfy your customers' needs and goals. Understanding your competitors helps you discover opportunities to serve your customers better. More importantly, identifying and understanding your business competitors allows you to learn, adapt and develop products and messages that are relevant to your customers. Below is our analysis of competitors.

2.2.1. Direct competitors

In order to be a leading brand in the streetwear industry, Possible continuously strives by understanding the market, identifying competitive advantages, and analyzing its competitors. One of the key aspects for Possible to recognize its direct competitors is the target customer segment. We have selected three competitors: Teelab, Outerity, and Neswven.

Possible focuses on assessing the strengths and weaknesses of these competitors. Through the analysis of these brands, we aim to gain valuable insights to help Possible fine-tune its strategies and maintain a competitive edge in the streetwear market.

	Teelab	Outerity	Newseven
Established	2020	2021	2016
Target customer	Young people from about 16-25 years old	Children from 7 years old and up and young people from about 16-25 years old	Young people from about 16-25 years old
Brand features	Basic products Competitive prices Good materials	Basic design and additional shirt that can be worn on both sides	Simple designs at cheap prices
Average Product Price	150.000đ - 500.000đ	70.000-380.000đ	70.000-400.000đ
Variety of Products	Diverse unisex clothing with additional products: masks, underwear. have winter clothes	Mainly short-sleeved shirts, few winter clothing items.	Basic clothes, bag accessories, no winter clothes
Channels	Online +Offline	Online +Offline	Online +Offline
Store address	-235 Quang Trung, TP Thái Nguyên - Thái Nguyên: 599 Lương Ngọc Quyến, TP Thái Nguyên - Thái Bình: 161 Hai Bà Trưng, TP Thái Bình - Vĩnh Phúc: 06 Mê Linh, TP Vĩnh Yên - Hải Dương: 09 Nguyễn Thị Duệ, TP	22 Nguyễn Thái Học - Phường Tân Thành - Quận Tân Phú - TP. Hồ Chí Minh	- Số 159 Đông Các, Đống Đa, Hà Nội - Số 75 Chùa Bộc, Đống Đa, Hà Nội

	Chí Linh		
Facebook Followers	197K	573K	379K
Instagram Follower	116K	274K	67K
Tik Tok Followers	234K	192K	792K
Shopee Followers	1,6M	735K	1,1M
Strengths	<ul style="list-style-type: none"> - Brand has a lot of followers and loyal customers in Shopee - Product diversity - Strong presence on multiple platforms, positive customer reviews - The brand has been around for many years, so it has a lot of experience and understands the psychology of its own customers - Rich in experience, skills and knowledge about Streetwear and staff - The brand owner is a young person, 	<ul style="list-style-type: none"> - A brand that is quickly known thanks to catching trends many times. - Brand has a lot of followers and loyal customers in FB - Many products suitable for customers' needs. - Product quality is stable, maintaining a stable trend. - Reasonable price, good after-sales service. - Every year Outerity always sets a goal of growing more than 20% of the previous year. - Special products for children from about 6-7 years old and up 	<ul style="list-style-type: none"> - The brand has many followers and loyal customers - Product diversity - Strong presence on tiktok - The brand has been operating for a long time so it has a lot of experience and understands its own customer psychology - Products focus on polo shirts. - Average product price is stable - Youthful design, suitable for many environments - Maintain good product quality,

	passionate about fashion, understanding youth psychology and fashion. - Products are diverse and change seasonally according to trends. - Many offline stores.		increase loyal customers
Weaknesses	- Average product price is higher - There are not many facilities across the country - Not meeting many customer needs - Haven't created a new breakthrough product in a long time	- Product price is at an average level - There is only 1 offline facility - Not meeting many customer needs - No product diversity - Limit Fall and Winter items	- Not many diverse products - Although the brand launched quite early, it is slower than its juniors - The product has not caught the trend

2.2.2. Indirect competitors

Along with direct competitors, Possible also focuses on indirect ones especially SSSTUTER, Highway Menswear and H2T. By analyzing these brands, Possible can identify strengths and weaknesses of them and perfecting our system. Through the analysis of these brands, we aim to gain valuable insights to help Possible fine-tune its strategies and maintain a competitive edge in the streetwear market.

	SSSTUTER	HIGHWAY MENSWEAR	H2T
Established	2013	2012	2011
Target customer	Young people from 16-30 years old	Young male from 16-30 years old	Young male from 16-30 years old
Brand features	Casual to formal clothing for young male	Young design with a wide variety of product	Basic design clothing for male with affordable price
Average Product Price	100,000-1,500,000 vnd	90,000-1,600,000 vnd	300,000-700,000 vnd
Variety of Products	Basic clothing such as t-shirt, jeans, shorts,..etc	Basic clothing such as t-shirt, jeans, shorts,..etc	Basic clothing such as t-shirt, jeans, shorts,..etc
Channels	Online, Offline	Online, Offline	Online, Offline
Facebook Followers	773K	517K	888K
Instagram Follower	224K	127K	4K
Tik Tok Followers	12K	16K	280K
Shopee Followers	461,7K	83,6K	15,6K
Strengths	- Many store available in shopping centers easy to access everywhere in	- Fashionable design - Great variety of product with unique design	- Affordable product - Basic design so it suits man's normal closet

	Vietnam - Simple design suits every man basic needs -Decent quality clothing	- Product has a unique vibe and very attractive to the men's taste	preference.
Weaknesses	- Design is too simple leads to being unmatch to its price - Not much changes in design throughout the years	- There is only one offline store - Product pricing is too high for their quality	- Product design is rather basic and doesn't standout from others male clothing brand

2.2.3. Lessons and practical experiences

Based on the analysis of both direct and indirect competitors, Possible can draw lessons to enhance its competitive position:

Product Differentiation

Possible can emphasize uniqueness and innovation in design while focusing on high-quality materials to differentiate itself from competitors. Creating products that ensure both fashion trends and customer understanding will set Possible apart.

Customer Identification and Interaction

To efficiently expand reach and interact with customers, Possible can utilize various online channels such as social media platforms, websites, and e-commerce. By consistently posting engaging content, providing interactive experiences, and collaborating with influencers and Key Opinion Leaders (KOL), Possible can enhance brand visibility, build customer loyalty, and boost sales. Targeted and compelling content will help create brand awareness, generate interest, and drive customer interaction.

Excellent Customer Care

Prioritizing exceptional customer care and support, Possible can ensure timely feedback and easy communication. By addressing customer inquiries and concerns promptly, Possible can

enhance customer satisfaction and loyalty. Improved customer service can lead to positive word-of-mouth referrals, setting Possible apart from competitors.

Readiness to Innovate

Understanding the need for continuous improvement, Possible can continuously innovate its product line to expand its market. For instance, staying updated on the latest fashion trends, analyzing customer feedback, and introducing new designs and styles derived from these trends and deep customer insights. Being open to innovation will attract new customers and retain existing ones.

By applying these lessons, Possible can strengthen its position in the market, differentiate itself from competitors, and build long-term, sustainable success.

2.2.4. SWOT analysis of the company

SWOT Analysis is a tool that can help Possible to analyze what your company does best now, and to devise a successful strategy for the future.

Strength	<ul style="list-style-type: none"> - Differentiation strategy Possibility can stand out by creating prominence for the wearer through unique brand designs and comfort in its use. This sets us apart in the market and attracts customers seeking both style and functionality in our clothing. We have found their niche and serve those who are looking to find it for themselves. - Flexible product features Possible understands that customers always balance two aspects: fashion and versatility. That's why our range is designed to suit a variety of activities, whether it's going out, taking classes or socializing. - Product design Possible has its own R&D department, so we are always proud to keep up with trends to produce an excellent product in terms of design. Designs are not only limited to shapes, printed images, and embroidery on products, but
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	<p>are also expressed through color combinations in a product. Unique design helps customers feel fashionable when wearing it</p> <ul style="list-style-type: none"> - Quality fabric <p>Possible understands the importance of fabric and always prioritizes quality when choosing fabric for all of its products. With materials like 4-way cotton and 2-way cotton, we ensure that our products provide comfort, breathability, moisture absorption and flexibility. These high-quality fabrics help customers move more easily and perform at their best in every activity.</p> <ul style="list-style-type: none"> - Personalized service <p>By researching competitors, Possible always shows its desire to overcome limits to best meet customer needs. Not only do we stop thinking, but we also have to act according to policies such as: preparing orders quickly, allowing customers to receive goods quickly (24-hour order preparation). Furthermore, Possible also offers a quality assurance commitment along with a compensation policy to demonstrate its commitment to product quality.</p>
Weaknesses	<ul style="list-style-type: none"> - Limited market presence <p>It is undeniable that Possible is a new streetwear brand in the fashion market. Possible does not yet have loyal customers and no brand recognition. This can be a big challenge for Possible when entering the market. Possible will take time to attract customer attention and build brand awareness. However, with planned strategies and customer-oriented marketing campaigns, Possible can overcome this disadvantage.</p> <ul style="list-style-type: none"> - Limited product range <p>Possible always wants to aim for diverse and flexible products. But in reality, Possible's product range is still limited compared to its competitors. While competitors sell clothes, socks, jackets, hoodies... Possible is still focusing on product development. However, that was the beginning of the brand. Once Possible has its own customers in the market, we can expand to more products to target more customer needs and meet market trends.</p>

Opportunities	<ul style="list-style-type: none"> - The fashion market is growing <p>According to analysis in Possible's market analysis column, it can be seen that the clothing market is still developing well. In the future, Possible can develop more product categories and expand its target market by selling more diverse fashion products such as accessories...</p> <ul style="list-style-type: none"> - Development of e-commerce platforms <p>E-commerce platforms have also evolved to meet changing customer needs and preferences. They offer a personalized shopping experience, targeted ads, and a friendly interface, making the online shopping experience more enjoyable and efficient. Furthermore, the integration of e-wallets and various digital payment options has made online transactions secure and fast, boosting consumer interest in e-commerce. .</p> <ul style="list-style-type: none"> - Changing online shopping habits <p>The ubiquitous availability of the Internet and the growing use of smartphones are key factors for the growth of e-commerce. As more people have access to the Internet, the customer base will be larger for online retailers and businesses. Additionally, the convenience of online shopping, with features such as 24/7 accessibility, home delivery, and a wide variety of products, has attracted many consumers to prefer this method over traditional alternatives. traditional store.</p>
Threats	<ul style="list-style-type: none"> - Fierce competition: <p>Currently, the domestic men's sports market does not have too many outstanding competitors, but there are still well-known brands such as: Newseven, Tee Lab, ... besides, Possible also faces international brands. . To attract customers, Possible needs to differentiate itself by bringing unique value to attract customers effectively through its products, services and marketing strategies.</p> <ul style="list-style-type: none"> - Changing fashion trends: <p>The fashion industry today changes very quickly, especially with the dominance of cheap fast fashion. To attract and retain customers, Possible</p>

	needs to always adapt to changing trends by constantly innovating and adjusting its product and service designs to suit consumer tastes.
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2.3. Customer behaviors

We conducted a survey on consumer behavior in using streetwear products in Vietnam. This survey was conducted from September 28, 2023, to October 9, 2023. We received 411 responses, of which 70.3% were male and 29.7% were female. With the additional information collected, we will better understand the insights provided by all survey responses to support the development of our business model. Please read the survey analysis in detail in the Appendix or as attached below:

Surveying the demand for streetwear in Vietnam

Age chart of survey participants

1. Tuổi của bạn?

411 câu trả lời

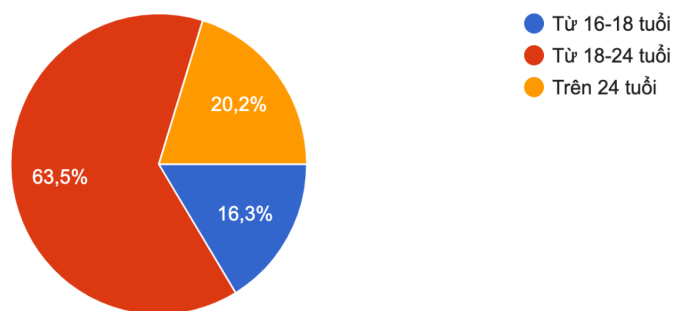


Figure 13: Age of the consumer

From the chart above, we can see that the age distribution of survey participants is the same: Ages 16-18 years old account for 16.3%; from 18-24 years old account for 63.5%, and ages 18-24 account for 63.5%. People over 24 years old account for 20.2%

Gender diagram of survey participants

2. Giới tính của bạn?

411 câu trả lời

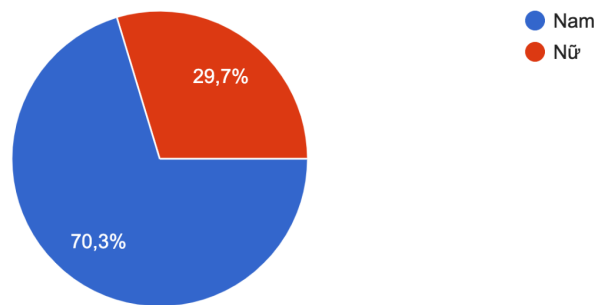


Figure 14: Consumer's gender

From the chart above, male gender accounts for 70.3%, female gender accounts for 29.7%. Therefore, Possible will focus more on male customers, but also on female customers.

Work diagram of survey participants

3. Công việc hiện tại?

411 câu trả lời

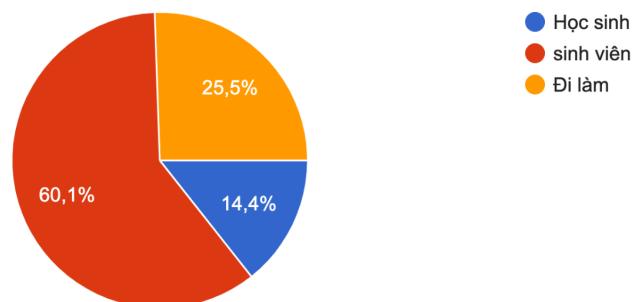


Figure 15: Everyone's job

From the chart above, we can see that the survey participants were mainly students accounting for 60.1%, followed by working people accounting for 25.5% and finally students accounting for only 14.4%.

Income chart of survey participants

4. Mức thu nhập hiện tại của bạn là bao nhiêu? * Nếu chưa có thu nhập hãy cho chúng mình biết mức phụ cấp hàng tháng của bạn là bao nhiêu ?

411 câu trả lời

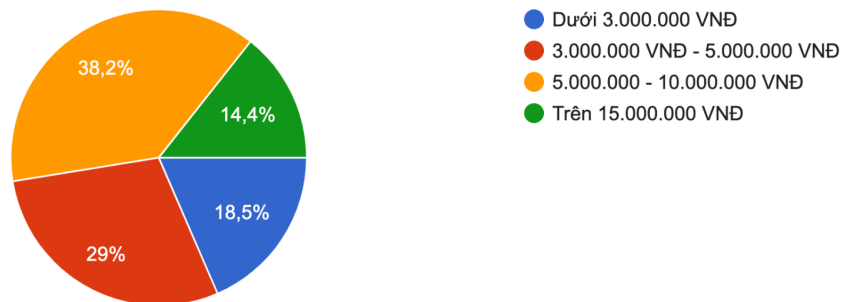


Figure 16: Everyone's personal income level

According to the chart, 18.5% of the total survey participants have an income of less than 3,000,000 VND, 29% have a revenue of 3,000,000-5,000,000 VND, and 38.2% have a revenue of 5,000 VND. 000-10,000,000 VND and 18.5% have a revenue of over 15,000,000 VND. We can observe that most of the survey participants have an average income of 5,000,000-10,000,000 VND

Survey the recognition of streetwear clothes

5. Bạn đã từng dùng sản phẩm Streetwear chưa?

411 câu trả lời

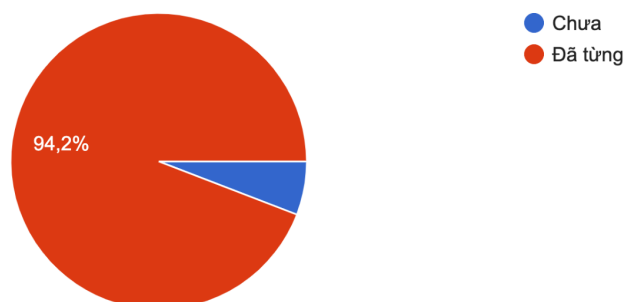


Figure 17: Have you ever used the product ?

According to the survey, most people use streetwear (accounting for 94.2% of the total number of people doing the survey) and only a very few people still don't use streetwear, only 5.8%. So we can see that streetwear is quite popular in Vietnam today.

Survey about people's weekly clothing purchases

6. Tần suất mua quần áo của bạn thế nào

411 câu trả lời

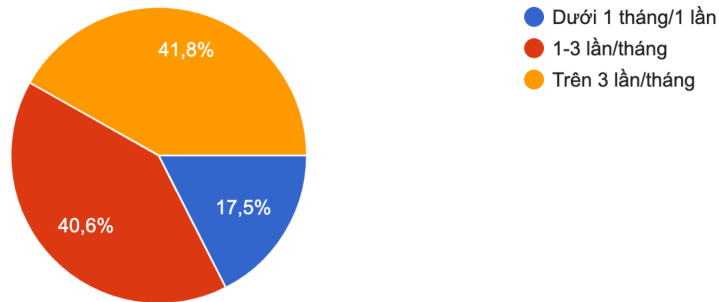


Figure 18: Frequency of purchases

According to the survey, the frequency of people buying clothes more than 3 times/month is high, accounting for 41.8%, followed by those who buy clothes 1-3 times/month, accounting for 40.6%. and finally, people who buy less than once a month account for 17.5%. This can tell us that people's clothing buying rate is quite high.

The survey evaluates the importance of fashion to people

7. Bạn hãy đánh giá mức độ quan trọng của thời trang đối với bạn

411 câu trả lời

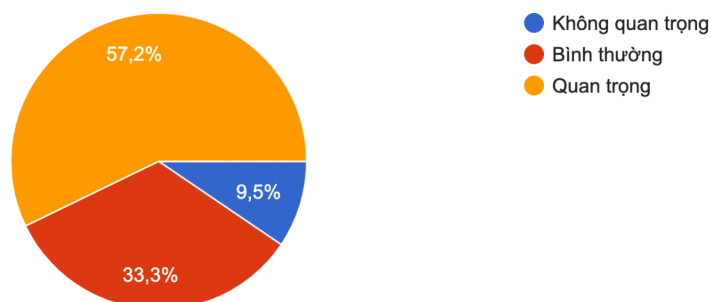


Figure 19: The importance of fashion to everyone

Looking at the survey shows us that the importance of fashion to people is quite high at 57.2%, there are also some people who consider the importance of fashion to be at a normal level. 33.3% and only a few consider the importance of fashion to be unimportant, only 9.5%. Thus, most people consider. Fashion has an important level of importance in everyone's life.

Survey on how to choose clothes that can be applied in many situations

8. Bạn có thường lựa chọn những trang phục có thể ứng dụng trong nhiều hoàn cảnh, có thể mặc đi chơi, hay đi học?

411 câu trả lời

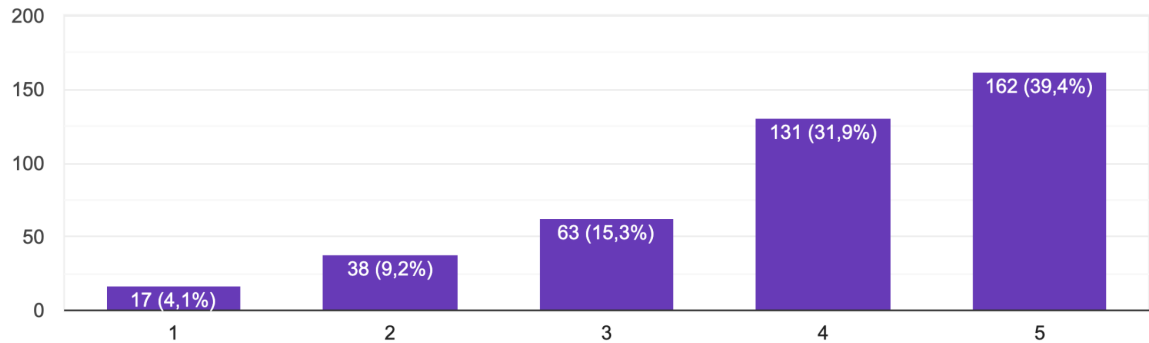


Figure 20: Choose clothes for each situation

According to the survey, people are also quite appreciative of clothes that can be used a lot, with the highest rate being 39.4% and gradually decreasing to 31.9% and 15.3% respectively. The few do not attach importance to choosing clothes at a rate of 4.1%.

Survey where people buy clothes

9. Bạn thường hay mua áo ở đâu?

411 câu trả lời

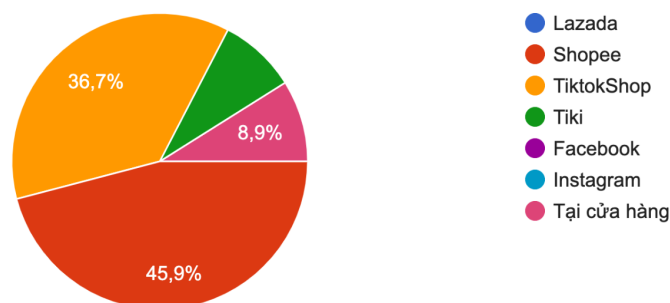


Figure 21: Where do you usually buy clothes?

Looking at the survey shows that people's shopping needs take place mainly at tiktokshop 45.9%, followed by shopee with 36.7%. There are also some people who like to buy at Tiki stores and platforms. accounting for 8.9% and 8.5% respectively. So it can be seen that

people's shopping needs are mainly through two popular platforms in Vietnam: Tiktokshop and Shopee.

Survey how people know about streetwear brands

10. Bạn biết đến các thương hiệu quần áo streetwear qua hình thức nào?

411 câu trả lời

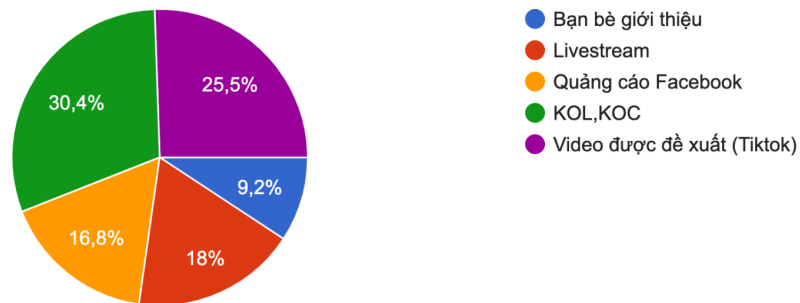


Figure 22: How did you learn about fashion?

The survey shows that people know about streetwear brands mainly through KOCs and KOLs accounting for 30.4%, followed by suggested videos on TikTok accounting for 25.5%, livestreams accounting for 18%, and advertising. Facebook accounts for 16.8%, and finally, referrals from friends account for 9.2%. So it can be seen that through TikTok platforms, people can know more about streetwear products.

Survey about promotional images that people like

11. Bạn thích hình thức khuyến mãi nào khi mua quần áo?

411 câu trả lời

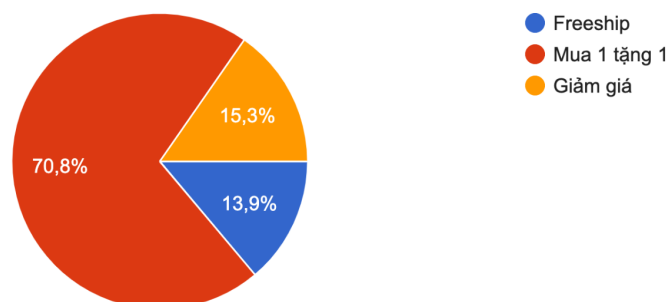


Figure 23: Form of promotion when purchasing goods

Looking at the survey shows that most people like to buy 1 get 1 free at a rate of 70.8%, there are also some people who like discounts or free shipping at a rate of 15.3% and 13.9%.

Survey about people's favorite colors

12. Màu sắc mà bạn thích khi mặc áo Streetwear là gì?

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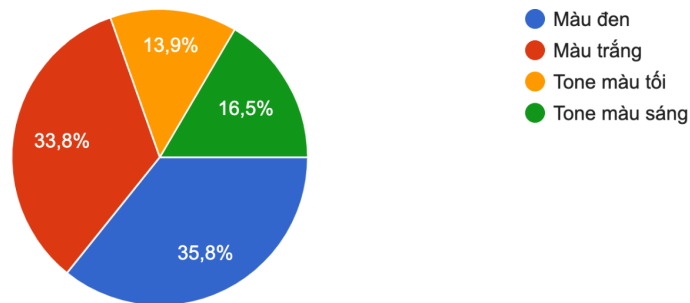


Figure 24: Favorite color

Qua khảo sát có thể thấy hầu hết mọi người thích màu đen và trắng với tỷ lệ lần lượt là 35,6% và 33,6%, đồng thời cũng có một số người thích tông màu sáng hoặc tối với tỷ lệ là 16,5% và 13,9%.

Survey about what clothes people like to wear in the summer

13. Bạn thích mặc áo nào vào mùa hè?

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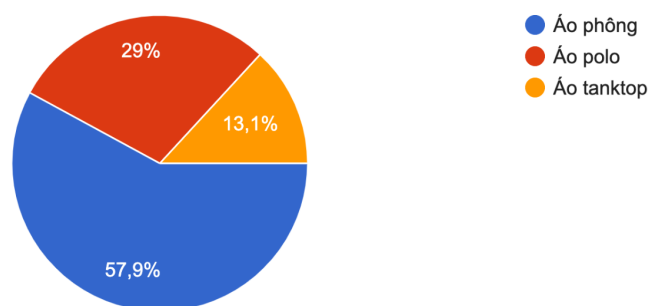


Figure 25: Fashion choices in summer

Looking at the survey shows that in summer, most people like to wear T-shirts at 57.9%, polo shirts at 29%, and tank tops at 13.1%. This shows us that most people will like to wear T-shirts in summer.

Summer shirt price survey table suitable for everyone

14. Bạn thấy mức giá áo mùa hè bao nhiêu là phù hợp với bạn?

411 câu trả lời

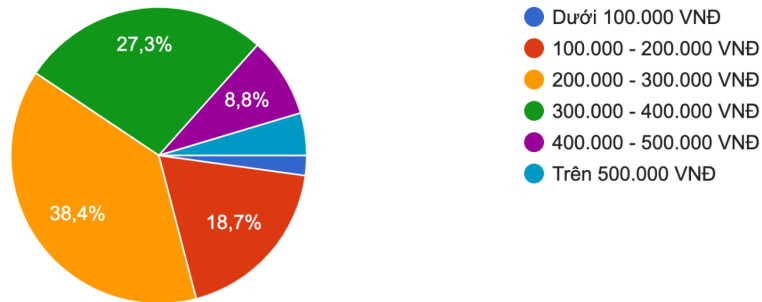


Figure 26: The price is suitable for the product

Through the survey, we see that the appropriate price for people to spend on a shirt is 200,000-300,000 VND with a selection rate of 38.4%, followed by 300,00-400,00 VND. With a selection rate of 27.3% and a price range of 100,00-200,000 VND, the selection rate is 18.7%, followed by a price range of 400,000-500,000 VND. With a rate of 8.8%, there are also a few who choose prices above 500,000 VND and below 100,000 VND with rates of 4.6% and 2.2% respectively. So we can see the spending level of everyone. The price for a summer shirt is around 200,000-300,000 VND.

Survey about what people like to wear in winter

15. Bạn thích mặc áo gì vào mùa đông?

411 câu trả lời

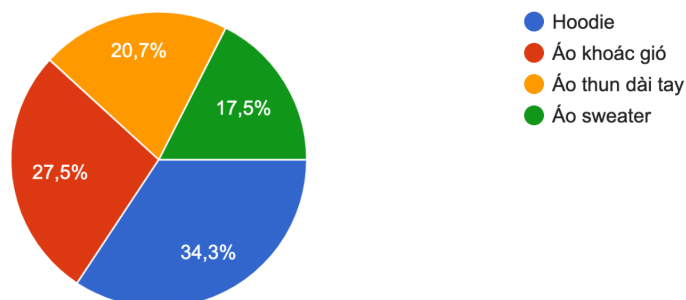


Figure 27: Fashion choices in winter

Based on the survey results, we see that people still like to wear hoodies at a rate of 34.3%, followed by windbreakers at a rate of 27.5% and long-sleeved t-shirts at a rate of 20.7%. % and finally sweater 17.5%.

Winter coat price survey table suitable for everyone

16. Bạn thấy mức giá áo mùa đông bao nhiêu là phù hợp với bạn?

411 câu trả lời

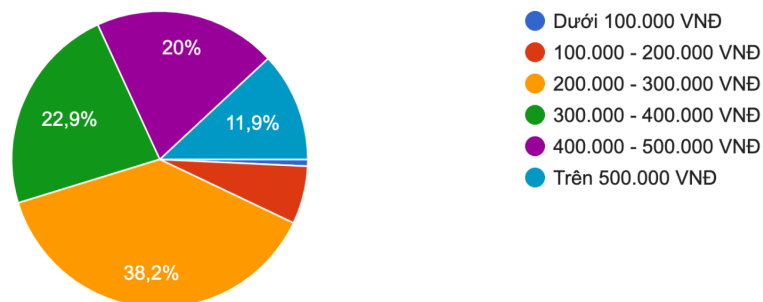


Figure 28: Reasonable price for winter coat

Looking at the survey shows that the price people spend on a winter shirt is 200,000-300,000 VND with a rate of 38.2%, followed by the price of 300,000-400,000 VND with a rate of 22.9%. Next is the price of 400,00-500,000 VND with a rate of 20% and the price of over 500,000 VND with a rate of 11.9%.

Survey expectations about streetwear products

17. Bạn kỳ vọng gì ở những sản phẩm Streetwear?

411 câu trả lời

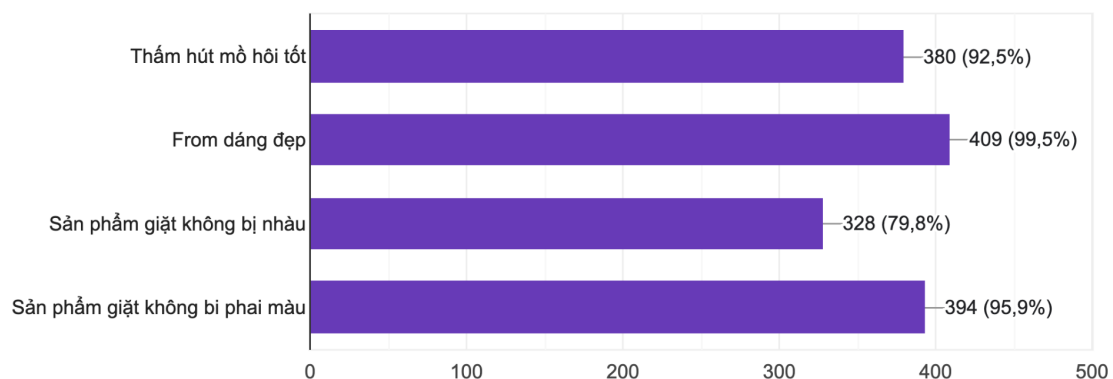


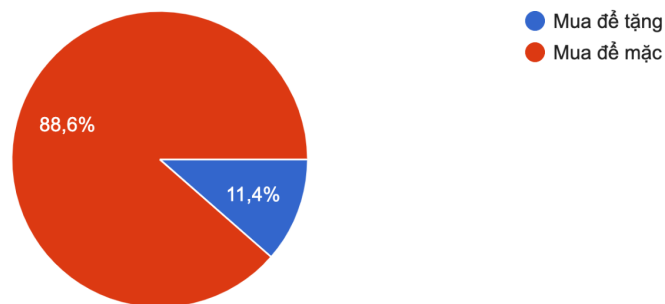
Figure 29: Product expectations

Through surveys, we found that many people like products that reduce odors well, are beautiful, bleach products that do not crease, and bleach products that do not fade.

Survey on buying street clothes

18. Lý do bạn mua đồ Streetwear là gì?

411 câu trả lời

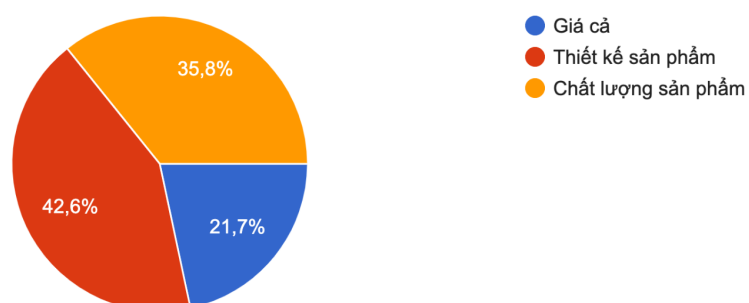
*Figure 30: Why do you use the product?*

Based on the survey, we found that most people buy streetwear to wear (88.6%), and there are also some people who buy streetwear to give to others (11.4%).

Survey on concerns about buying streetwear from new brands

19. Điều gì khiến bạn e ngại khi mua đồ ở một hãng mới?

411 câu trả lời

*Figure 31: What makes you afraid when buying a product?*

Looking at the survey shows that people are afraid to buy things from new brands because of product design (42.6%), followed by product quality (35.8%) and price 21.7%''

Interview analysis

After analyzing the survey results, the age group from 18 to 30 was identified as Possible's target customer segment. Therefore, to better understand consumer knowledge, we conducted direct interviews with 8 participants in this age group between September 23, 2023 (See details in the appendix 3: Possible customer interview records). We can make inferences about similarities and differences between interviewees based on the interview results.

A set of questions was created to learn more about Possible's target customers. Detailed results are presented in Appendix 4.

After the survey, Possible created a customer personas table:

 <p>PERSONAS Age: 18- 24 Gender: All genders Object: Students and working people Location: Nationwide Annual Income: 3-10 million VND</p>	<p>GOALS AND VALUES</p> <ul style="list-style-type: none"> • Finding uniqueness in their everyday clothing • Show their personality • Good quality piece of clothing • Brand featuring self-deign product • Clothing suits variety of events 	<p>CHALLENGES & PAIN POINTS</p> <ul style="list-style-type: none"> • Product quality doesnt match the image • Poor design • Pricing dont match with quality • Weak customer service
	<p>CONSUMER TRENDS</p> <ul style="list-style-type: none"> • Shopping through online platform (Shopee, Tiktoshop, FB and Instagram) • Customer profile is relatively young therefore shopping frequency is high • Decision is affected by Kols, friends and coleauge • More likely to purchase product due to sale and discount event 	<p>OBJECTIONS & ROLE IN PURCHASE PROCESS</p> <ul style="list-style-type: none"> • Customer who are rude • Limited budget • Cost too much to handle

Figure 32: Customer personas

2.4. CANVAS business models

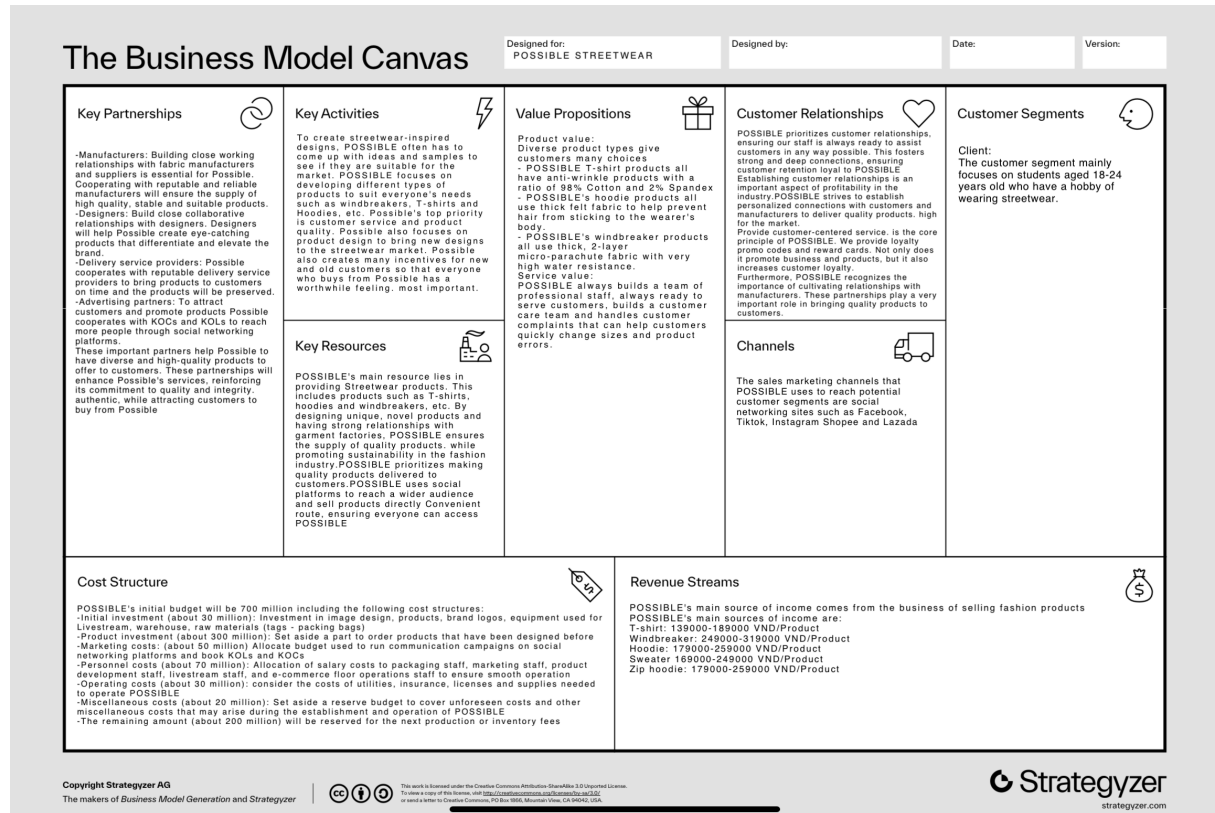


Figure 33: The Business Model Canvas

2.4.1. Customer Segments

Customers:

The customer segments primarily focus on high school and college students, aged 18-24, with an interest in streetwear fashion.

2.4.2. Proposed Value

Possible is committed to delivering product quality to customers, creating opportunities for people to connect within a community sharing a common passion for Streetwear. To control product quality, PunNe has a stringent process.

Firstly, Possible's partners will create multiple design drafts, selecting the most suitable one. Subsequently, Possible's leadership will personally choose fabric materials that align with the design, ensuring durability and long-lasting color. After the production of the clothing items, we conduct thorough inspections before mass production. Prior to dispatching orders

to customers, our quality control team meticulously reviews both the product quality and packaging to ensure excellence.

Possible's products offer a multitude of values, serving as gifts or allowing customers to satisfy their passions and express their personalities through daily attire.

Purchasing Possible's products is also a way to support the entrepreneurial spirit of young people in Vietnam, contributing to fostering creativity and cheering on the spirit of Vietnamese youth.

2.4.3. Marketing Channels

The sales and marketing channels utilized by POSSIBLE to reach potential customer segments include social media platforms such as Facebook, Tiktok, Instagram, Shopee, and Lazada.

2.4.4. Customer Relationships

Establishing customer relationships is an important aspect of achieving profitability in the industry. POSSIBLE always strives to establish personalized connections with customers. Furthermore, POSSIBLE recognizes the importance of nurturing relationships to increase loyal customers. Therefore, we have been doing the following to maintain relationships with each customer:

- Possible to set up a chatbot on Facebook as well as other platforms so that customers receive response messages as soon as possible.



Figure 34: Automatic reply message

- Every time a new product is launched: post on social networking sites to communicate that Possible is about to launch a new product, promotional images bring curiosity. At the same time, send messages to old customers as well as special offers for old customers.
- Let customers always feel excited about the brand. We maintain launching new products divided into 2 seasons: winter and summer. Every 3 months a new collection will be released.
- Fix posting 1 video or 1 post on social networking platforms every day at 7pm. Each platform is 1 hour apart.

2.4.5. Revenue Sources

POSSIBLE's main source of income comes from selling fashion products. The primary revenue sources for POSSIBLE are as follows:

- T-shirts: 139,000-189,000 VND per product
- Windbreakers: 249,000-319,000 VND per product
- Hoodies: 179,000-259,000 VND per product
- Sweaters: 169,000-249,000 VND per product

- Zip-up hoodies: 179,000-259,000 VND per product

Expected average monthly revenue is about 208 million/month, or about 1.100 shirts/month

2.4.6. Key Resources

Possible prioritizes human resources above all else because they facilitate the creation of other resources. Key positions of team Possible including CEO, Chief Financial Officer, Marketing Director, Warehouse Manager and Sales Specialist, will be temporarily assigned to five full-time partners during the initial phase. One of the partners has extensive knowledge of Possible Streetwear, which will help ensure everything runs its best. Other part-time positions at Possible include customer service staff, KOLs, KOC live stream sales.

With the priority of building a flexible and dynamic working environment, Possible searches for talented young candidates through many different channels through recruitment groups on social networks. Especially for the KOL position, KOC Possible is always looking for young people who are full of energy and have a passion for the fashion industry to be able to bring customers energetic live sessions. To achieve the best recruitment goals, Possible always offers reasonable and transparent policies for employees as well as reasonable commission levels for KOLs and KOCs on each product they sell. At the end of each year, all employees will receive a 13th month salary bonus, which is considered Possible's gratitude to employees for their work and dedication to Possible. Possible also focuses on building a family-like culture through organizing periodic team building sessions to strengthen bonds within the company. Regarding working hours, Possible divides working hours into 2 shifts, each shift is expected to have 1 part-time employee. Depending on the position, the monthly salary ranges from 4,000,000 VND to 6,000,000 VND.

The next important resources needed for a company's operations are financial resources, which are essential to ensuring the performance, efficiency and long-term sustainability of the business. The availability of financial resources often depends on the founder's cash reserves and capital. In Possible's case, in the first year of operation, the equity will be 700,000,000 VND in total. These financial resources come from 100% of partners and will be used up in one year. This initial investment will serve as an important source of financial support for the company, helping it build a solid foundation for future growth and success.

2.4.7. Core Activities

Warehouse management: Possible needs to ensure that all products before leaving its warehouse are error-free, of the highest quality and meet customer expectations. A warehouse management system can help Possible monitor inventory levels, track inventory movements, and identify slow-selling or obsolete products for timely disposal.

Financial management: Possible's financial management is very important in optimizing each plan and strategy to devise reasonable policies for each product to create the highest profit for Possible.

Marketing activities: Possible focuses on building its brand on Facebook and TikTok through articles and videos on these two platforms, helping people become aware of Possible's fashion style as well as the Possible fashion brand. Besides, there are also promotions that Possible offers to customers on big sale occasions so that customers can access products at the best prices.

Customer service: Possible ensures to always respond quickly and accurately to the requests and concerns of customers interested in the product. In addition, Possible also has a size exchange policy, 1 for 1 exchange if the product is defective or damaged by Possible's side so that customers can feel secure in choosing to trust and use Possible's products.

New product development: With each new product, we always aim for newness in each product and most importantly, product quality must always be used in the best possible way, perfected in the best way possible to bring to consumers the highest quality product.

2.4.8. Key Partnerships

- Manufacturer: Collaborating with reliable manufacturers to ensure the supply of high-quality, stable, and suitable products. Currently partnered with: FulfilMind. Backup manufacturer: Garmentary (An Phong Garment Factory).

- Fabric Supplier: Possible carefully selects fabric types suitable for each product as it understands that fabric material contributes to a sustainable brand. Currently collaborating with: Thanh Tùng Textile. Backup fabric supplier: Kim Đại Phát Fabric.
- Designers: Building strong collaborative relationships with designers helps POSSIBLE create attractive and distinctive products, adding uniqueness to the brand. Currently collaborating with: Merdes Creative. Backup: Freelance designers.
- Delivery Service Providers: POSSIBLE partners with reliable delivery service providers to ensure products are delivered to customers on time and in good condition. Currently collaborating with: Giao hàng tiết kiệm and J&T.
- Advertising Partners: To attract customers and promote products, POSSIBLE collaborates with Key Opinion Leaders (KOL) and Key Opinion Consumers (KOC) to reach a wider audience through social media platforms. Currently collaborating with:
 - KOL: Phạm Tuấn Tài. Planned: Lê Bổng.
 - KOC: Nguyễn Cẩm Vân, Nguyễn Thành Nam.

2.4.9. Cost Structure

POSSIBLE's initial budget will be 700 million VND, comprising the following cost structure:

	Details	Criminal amount	Percentage (100%)

Initial investment	Investment in brand image design, brand logo, live streaming equipment, office equipment, and warehouse.	180 million VND	25,72%
Product investment	Product design, production of previously designed products and preparation of new collections.	60 million VND	8,57%
Marketing expenses	Budget allocation for running advertising campaigns on social media platforms and collaborating with KOLs and KOCs.	98 million VND	14%
Personnel expenses	Allocation for salaries for packing staff, marketing staff, product development staff, livestreaming staff, and e-commerce platform operation staff to ensure smooth operation.	70 million VND	10%
Operating expenses	Includes utility expenses, insurance, permits, and necessary supplies for POSSIBLE's operations.	25 million VND	3,57%
Costs incurred	Reserved budget for unforeseen and miscellaneous expenses that may	10 million VND	1,42%

	arise during the establishment and operation of POSSIBLE.		
Remaining funds	Will be reserved for the next production phase or inventory fees.	257 million VND	36,71%

CHAPTER 3: KEY ACTIVITIES PLAN

3.1.Operation + Business model

3.1.1: Key resources & Key activities

Financial & Legal Department

The Finance & Legal Department (F&L) is responsible for all financial and legal matters of Possible company. Possible believes that the multifunctional collaboration between finance and legal is crucial for the success of the business, as many decisions of the finance department depend on the decisions of the legal team, and vice versa.

The Finance & Legal Department plays a pivotal role in the feasibility management of Possible. Financial management makes independent decisions and determines the success of Possible in its business operations. It optimizes revenue, enhances strategic planning, and improves the overall performance. Customers with VAT invoicing requirements will have their invoices issued promptly. The accounting department records all income and expenditure activities, tracks the number of invoices issued daily, prepares quarterly tax returns, cash flow statements, business performance reports, and year-end financial reports. Afterward, a comprehensive evaluation of expenses is conducted, enabling the planning of subsequent stages.

Warehouse management

Warehouse management is an important chain of a business. Implementing a warehouse management system can help Possible monitor the amount of inventory, ensure the number of products for sale at all times, and control every product from best-selling to hard-to-sell surplus to put out. timely plan. This information can help Possible make informed decisions about product ordering, storage, and pricing.

Additionally, it's important to ensure that Possible is making the best use of warehouse space. The right layout for product storage, packaging materials, and equipment can make product access easier and speed up order processing times. Additionally, Possible needs to ensure that all products leaving its warehouse are of the highest quality and meet customer expectations.

Servicing motif

In addition to providing customers with products and services related to Possible streetwear fashion, the service model is a crucial customer retention strategy. The Possible team is extensively trained to possess the best knowledge and attitude, always being polite, and respectful, and ensuring the highest level of customer satisfaction and comfort. Furthermore, Possible is committed to the various processes that the staff undertakes, such as welcoming customers, packaging products, and delivering them to demonstrate dedication to each product.

Marketing

Marketing is a significant aspect of Possible's operations aimed at reaching the market, increasing brand awareness, attracting customers, and boosting the center's revenue. Possible's marketing activities include market research, analyzing consumer needs and behaviors, while developing the best plans for each target segment. The ultimate goal is a business plan to enhance brand development and increase loyal customer numbers.

Firstly, we will enter the market by promoting pre-opening events to capture customers' attention to our brand. Subsequently, Possible will establish strong connections with customers through various online marketing activities on platforms like Facebook, TikTok, Instagram, as well as collaborating with Key Opinion Leaders (KOL) and Key Opinion Consumers (KOC). We will design promotional programs and manage customers effectively

to attract and increase brand recognition. Moreover, using e-commerce platforms is essential to enhance the speed of distribution and sales of Streetwear fashion products.

Furthermore, the design and fabric quality of Possible are the highlights for attracting customers. We will collaborate with industry experts and KOL or KOC to organize live-streaming events to provide customers with more knowledge about fashion.

Customer Service Management

At Possible, the customer care department plays a vital role in providing customers with promotional information, advice, and promptly addressing inquiries through various communication channels, including Possible's social media pages and e-commerce platforms.

Offline: Sales staff members will be responsible for advising customers on suitable clothing and ensuring customer satisfaction. To drive sales, employees will also suggest accompanying accessories to customers.

Online: Customers who leave their information will be contacted by sales staff to advise on products. After customers confirm their orders, the sales staff will transfer the information to the warehouse staff. All orders will be checked and reviewed to ensure they meet customer requirements before delivery.

3.1.2. Key partner



Figure 35: “Det May Thanh Tung” logo

Company name: THANH TUNG TEXTILE GARMENT COMPANY LIMITED

Brand name: Dệt May Thanh Tùng

Address: 109 Truong Chinh Street, Thanh Xuan District, Ha Noi

Products: The product line includes a wide range of widely sought-after fabrics, including both domestic and international varieties (such as Chinese, Indian, Italian, etc.), suitable for garment manufacturing. These fabrics include but are not limited to cotton, polyester, and many other options.

Strengths: The diverse fabric materials provided by Thanh Tung are a fundamental factor that helps us easily access the high-quality raw materials needed for the production of our sportswear line. In addition, Thanh Tung also ensures a stable fabric supply in Hanoi, optimizing the production process and improving operational efficiency (free shipping for large quantity orders). Another advantage lies in the fabric's affordability for large quantity orders, further enhancing the product's appeal. To demonstrate superior product quality as well as fast and reliable delivery service to our garment manufacturer, we have carefully selected Thanh Tung Textile as a reliable fabric supplier.

Therefore, Possible decided to buy 4 types of fabric: cotton two-way fabric, 2-way ribbed cotton fabric, and wrinkle-free polyester fabric, 4-way stretch cotton.

Type of fabrics	Price/kg (VND)
2-way stretch cotton	125,000 VND
2-way ribbed cotton fabric	115,000VND
Wrinkle -free polyester	125,000VND
4-way stretch cotton	135,000VND

Fabric Supplier (Backup)

Although Possible has worked with Det May Thanh Tung as a partner, the R & D department at Possible always has numerous contacts with fabric suppliers at Ninh Hiep fabric market to make provision for a lot of uncertainties concerning such as overload and orders, and poverty of fabric resources. These fabric suppliers are not much different from fabric prices.

Garment manufacturer



Figure 36: “FulfillMind” logo

Company name: Fulfillmind

Address: 467 An Dương Vương, Đông Ngạc, Bắc Từ Liêm, Hanoi, Vietnam

Service: Specializes in manufacturing knitwear T-shirts, regular T-shirts, shorts, and sportswear. Moreover, Fulfillmind provides comprehensive packaging solutions for brands. They offer various types of packaging, including zip bags and boxes.

Factory Information: The workshop comprises a workforce of 40 employees and spans a total area of 200m². In terms of production capacity, the factory is capable of manufacturing up to 20,000 products per month. Furthermore, the facility provides the opportunity for customers to select the most suitable price package when opting for print embroidery services.

Strengths: We partnered with Fulfillmind as our clothing manufacturer because of their expertise and specialization in producing the specific garments we require for our athleisure clothing line. Additionally, their packaging services align perfectly with our branding and ensure a cohesive presentation of our products. Moreover, Fulfillmind's location in Hanoi is highly advantageous as it facilitates the prompt delivery of fabric supplies from the supplier.

Fulfillmind's skilled workforce, efficient factory setup, print embroidery services, and comprehensive packaging options provide us with the capacity to meet our production goals while maintaining excellent quality standards and delivering a visually appealing and consistent brand experience. Thus, Possible decided to entrust Fulfillmind with the manufacturing of our shirt products, such as tank tops and t-shirts, as well as the production of zip bags for packaging products, printed or embroidered with elements

Spare sewing workshop



Figure 37: “Garmentary” logo

Company Name: Xưởng May An Phong

Address: 349 Nam Du Street, Linh Nam District, Hanoi

Service: Specializing in manufacturing regular T-shirts, shorts, and streetwear. Furthermore, Garmentary also provides comprehensive packaging solutions for brands. They offer a variety of packaging, including zip bags and boxes.



Figure 38: “Xuong May An Phong” logo

Company Name: Xưởng May An Phong

Address: 349 Nam Du Street, Linh Nam District, Hanoi

Services: An Phong Garment Factory is a garment factory that produces quality clothes at affordable prices. They are staffed with many skilled and experienced employees who deliver excellent results. The factory is equipped with modern equipment for design, sewing, and printing to ensure the creation of products that meet your requirements. customer needs.

3.3.2. Logistics partners

The shipping partners, which include GHTK (giaohangtietkiem) and J&T Express will also be Possible's key partners.

GHTK (Giao Hang Tiet Kiem)

Giaohangtietkiem is a domestic delivery unit, that has been on the market since 2013 and

aims to serve small and medium-sized online business stores. This is Possible's key partner in charge of transporting goods from Possible to domestic customers.



Figure 39: "Giaohangtietkiem" logo

- Company name: GHTK Joint Stock company
- Address: VTV Building, No. 8 Pham Hung, Me Tri Ward, Nam Tu Liem District,
Hanoi City, Vietnam
- Telephone number: 1900 6092

Service: GHTK offers complimentary cash-on-delivery services to shops and business enterprises, with a particular emphasis on expedited delivery within a mere two-hour timeframe for the metropolitan areas of Hanoi and Ho Chi Minh City.

Strengths: The advantages of GHTK include fast shipping speed and good quality of service. GHTK is also strong in its own research and development of technology applications for its postal operations. In addition, GHTK offers a competitive price when compared to competitors in the same field and satisfactory compensation policies if there is any damage or loss to the mail during the shipping process.

J&T Express is an express delivery brand based on the development of technology and the Internet. This is one of the partners responsible for shipping orders to customers quickly and on time.



Figure 40: “J&T express” logo

- Company name: THUAN PHONG EXPRESS COURIER COMPANY LIMITED
- Address: 10 Mai Chi Tho, Thu Thiem Ward, Thu Duc City, City. HCM
- Mobile number: 1900 1088

3.3.3. Financial partners

Tien Phong Bank (TP Bank)



Figure 41: “TPBank” logo

Company Name: Tien Phong Commercial Joint Stock Bank

Brand Name: TP Bank

Address: TPBank Building, 57 Ly Thuong Kiet - Hoan Kiem District - Ha Noi

Service:

LiveBank service – allows the use of automatic digital banking 24/7.

Application of e-banking Ebanking TPbank

QuickPay – a service that allows payment by QR code.

Savy – allows the use of a universal saver application.

Strengths: TPBank is always committed to providing customers with the most effective banking, and financial products. TPBank's products and services are all based on advanced technology and are always at the forefront of digital banking. In terms of credibility and security, Fitlish can be completely assured when experiencing the service at TPBank. Because TPBank is not only highly appreciated by customers but also attracts the attention of many foreign investors. In addition, many famous organizations at home and abroad also highly appreciated TPBank and voted and awarded TP Bank many prestigious awards.

3.2. Company structure and Human resource management

3.2.1. Company structure & Org chart

Possible applies a lean organizational structure to ensure maximum profitability and reduce costs while involving its partners in running the business. They do not hire additional employees but instead hire skilled artists to support manufacturing and product design for marketing campaigns.

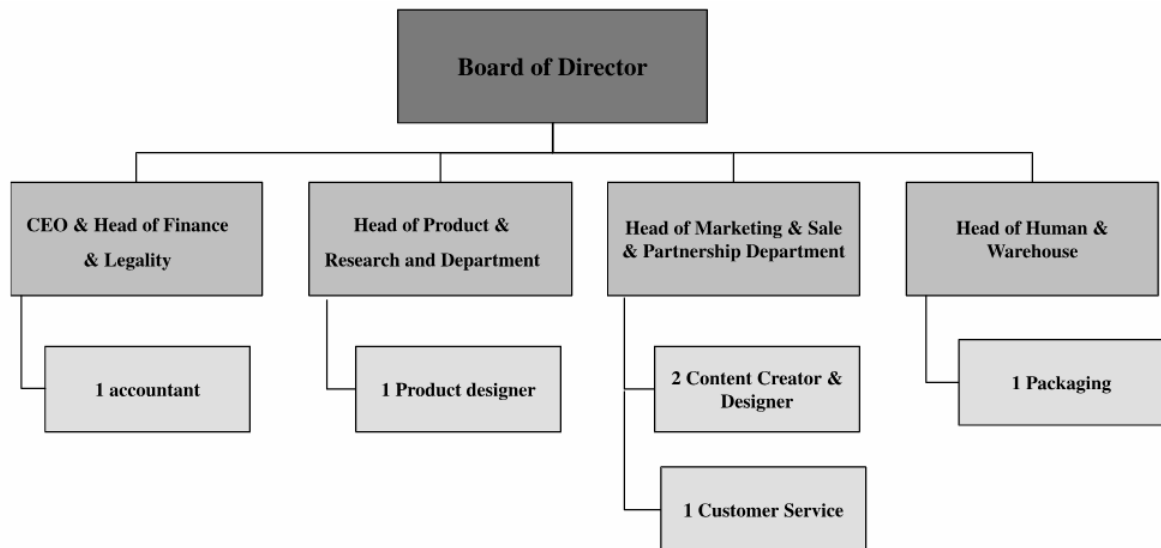


Figure 42: Company structure

After 1 year, Possible will transition to a Functional Organization model. The proposed approach includes recruiting experts with qualifications for each business function and granting them decision-making authority over their respective areas. These experts are individuals with knowledge and technical expertise relevant to their assigned functions. Implementing a functional organizational structure allows for clear role differentiation and responsibilities, promotes effective task allocation, and facilitates efficient problem-solving in the workplace. In the initial phase of business operations, Possible plans to assign specific roles to each team member, creating favorable conditions for establishing an organized and efficient workforce.

Department			Function
Head of Marketing & Sale & Partnership Department	The head of this department will be responsible for cooperating with garment factories and partners, looking for partners who provide better quality, and looking for institutions to cooperate with. The Director will manage and direct employees and be responsible for running advertising and email campaigns, managing and analyzing customer base.	Page & channel administrator	Provide customers with the purchasing, return and exchange process, instructions for selecting appropriate sizes and colors, and creating and managing product content on the website to engage and inform customers Care and advice, overall sales and after sales service.
		Designer & content creator	Design and edit images and videos for social networking platforms, e-commerce websites and websites.
Head of the Product & Research and Development Department	The department head will be responsible for the product, service development, and research to develop products for Possible.	Product designer	The employee's responsibilities include participating in the design and development process, creating new products, and ensuring that products meet needs and market trends.
Head of Human Resources & Warehouse	The HR and Warehouse Supervisor will be responsible for inventory management and recruiting and managing personnel	Packaging	Main responsibilities include receiving products from the garment factory and checking quality, quantity, size, color and other related information. Check the product and packaging, pack and deliver the product to the shipping company.
Head of Finance & Legal	Review employee revenue reports, propose development methods and solutions for the company.	Accountant	This employee's responsibilities include financial management, accounting bookkeeping, expense tracking, and revenue tracking

Figure 43: Org Chart

3.2.2. Human resource orientation

Human resources plan for the next 3 years:

Department		2023			Adjusted 2025		
		Normal	Good	Outstanding	Normal	Good	Outstanding
Head of Marketing & Sale & Partnership Department	Content Creator & Designer	2	2	3	3	3	4
	Customer Service	1	1	2	2	2	3
Head of the Product & Research and Development Department	Product designer	1	1	2	3	3	4
Head of Human Resources & Warehouse	Packaging	1	2	3	4	4	5
Head of Finance & Legal	Accountant	1	1	1	2	2	2
Total		6	7	11	14	14	18

Figure 44: Human resources plan for the next 3 years

Job description:

Position	Responsibilities	Requirements	Working hours	Salaries	Welfare
Head of Marketing & Sale & Partnership Department	<ul style="list-style-type: none"> - Develop and implement Comprehensive marketing, sales, and partnership strategies to achieve company objectives. - Manage and lead the marketing and sales team, establish clear performance goals, and drive revenue targets. - Conduct market research to identify emerging trends, customer needs, and competitive activities. - Establish and nurture collaborative relationships with businesses, influencers, and industry players to expand market reach. - Develop and execute marketing campaigns across multiple channels, including social media, content marketing, and traditional advertising, to enhance brand visibility and stimulate customer engagement. - Efficiently manage the department's budget and optimize resource allocation. - Implement performance measurement tools and regularly assess and report on the effectiveness of marketing and sales initiatives. 	<ul style="list-style-type: none"> - Bachelor's degree in Marketing, Business, or a related field. - 2 years experience in marketing and sales. - Strong understanding of marketing principles, sales strategies, and partnership development. - Exceptional leadership, communication, and team management skills. - Analytical and data-driven mindset with proficiency in data analysis tools. - Excellent negotiation and partnership building skills. 	- Fulltime 8h-17h30 (lunch break 1,5h)	15-17 million/month	The company offers a comprehensive benefits package, which may include health insurance, retirement plans, performance-based bonuses, professional development opportunities, and other employee benefits.

Head of the Product & Research and Development Department	<ul style="list-style-type: none"> - Develop and execute a product development strategy that aligns with the company's overall goals and market demands. Identify opportunities for new product lines and improvements to existing products. - Manage and lead a team of R&D professionals, setting clear objectives, providing guidance, and fostering a culture of innovation and collaboration. - Lead research efforts to stay abreast of industry trends, emerging technologies, and competitive landscapes. - Manage the department's budget, optimizing resource allocation and cost-effectiveness in research and product development. - Maintain quality control processes to ensure that developed products meet the highest industry standards and customer expectations. - Maintain accurate records of research findings, project progress, and development milestones. Generate reports to plans effectively. 	<ul style="list-style-type: none"> - Bachelor's or Master's degree - 2 years experience in product development and research. - Strong understanding of product development processes, R&D methodologies, and innovation strategies. - Exceptional leadership and team management skills, including the ability to inspire and motivate a diverse team. - Analytical and problem-solving skills, with proficiency in data analysis tools. - Knowledge of project management principles and experience with project management software. - Excellent communication, collaboration, and negotiation skills. 	<ul style="list-style-type: none"> - Fulltime 8h-17h30 (lunch break 1,5h) 	15-17 million/month	The company offers a comprehensive benefits package, which may include health insurance, retirement plans, performance-based bonuses, professional development opportunities, and other employee benefits.
Head of Human Resources & Warehouse	<p>Human Resources (HR):</p> <ul style="list-style-type: none"> - Develop and implement HR strategies aligned with the company's goals and values, including talent acquisition, performance management, and 	<p>Human Resources (HR):</p> <ul style="list-style-type: none"> - Bachelor's degree in Human Resources, Business, or a related field. 	<ul style="list-style-type: none"> - Fulltime 8h-17h30 (lunch break 1,5h) 	15-17 million/month	The company offers a comprehensive benefits package,

	<p>employee development.</p> <ul style="list-style-type: none"> - Oversee the recruitment process, including job posting, candidate screening, and interviewing. Ensure the hiring of qualified and diverse candidates. - Design and manage effective onboarding processes to help new employees integrate into the company culture and understand their roles. - Manage employee relations, resolve conflicts, and ensure a positive work environment. <p>Implement employee engagement initiatives.</p> <ul style="list-style-type: none"> - Identify training needs and develop training programs for employees to enhance their skills and career growth. - Administer compensation and benefits programs, ensuring market competitiveness and employee satisfaction. <p>Warehouse:</p> <ul style="list-style-type: none"> - Oversee all warehouse activities, including inventory management, order fulfillment, and logistics coordination. - Implement effective inventory control processes, minimize stock discrepancies, and maintain accurate records. - Manage transportation, distribution, and shipment processes to optimize efficiency and minimize costs. 	<ul style="list-style-type: none"> - 2 years experience in HR management, with demonstrated experience in recruitment, employee relations, and performance management. - Strong understanding of HR principles, labor laws, and best practices. - Excellent communication and interpersonal skills. <p>Warehouse:</p> <ul style="list-style-type: none"> - 2 years experience in years of experience in warehouse and logistics management, including inventory control and team leadership. - Proficiency in warehouse management software and understanding of logistics and supply chain principles. 			<p>which may include health insurance, retirement plans, performance-based bonuses, professional development opportunities, and other employee benefits.</p>
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Head of Finance	<ul style="list-style-type: none"> - Develop and implement financial strategies aligned with the company's objectives to optimize financial performance. - Create, manage, and monitor budgets, ensuring efficient allocation of resources across departments. - Prepare and present accurate and timely financial reports, including income statements, balance sheets, and cash flow statements. - Lead financial planning activities, including forecasting, modeling, and financial risk assessment. - Ensure compliance with tax laws, manage tax filings, and optimize tax strategies to minimize liabilities. - Oversee internal and external audits, implement internal controls, and ensure compliance with financial regulations. - Monitor cash flow, manage working capital, and forecast liquidity requirements. - Conduct financial analysis to assess the company's financial health and identify areas for improvement. 	<ul style="list-style-type: none"> - Bachelor's degree in Finance, Accounting, or a related field. Relevant certifications (e.g., CPA, CFA) is preferred. - 2 years experience in financial management. - In-depth knowledge of financial regulations, accounting principles, and financial management practices. - Strong analytical and problem-solving skills. - Proficiency in financial modeling and analysis tools. - Excellent communication and leadership skills. - Proficient in financial software and Microsoft Excel. 	<ul style="list-style-type: none"> - Fulltime 8h-17h30 (lunch break 1,5h) 	15-17 million/month	The company offers a comprehensive benefits package, which may include health insurance, retirement plans, performance-based bonuses, professional development opportunities, and other employee benefits.
3 Page & channel administrator	<ul style="list-style-type: none"> - Create, curate, and publish engaging and relevant content on social media platforms, websites, or other digital channels. - Monitor and actively engage 	<ul style="list-style-type: none"> - Bachelor's degree in Marketing, Communications, or a related field. - Proficiency in social media platforms such 	<ul style="list-style-type: none"> 8h-13h 13-18h 18-23h 	22,000 VND/hour, and 1% commission based	The company offers a comprehensive benefits package,

	<p>with the online community by responding to comments, messages, and inquiries in a timely and professional manner.</p> <ul style="list-style-type: none"> - Plan and schedule posts and content updates to maintain a consistent online presence. - Monitor and analyze the performance of social media and digital channels using analytics tools. Provide insights and recommendations for improvement. - Work on increasing the number of followers and subscribers on social media and other digital platforms. - Manage user-generated content, enforce content guidelines, and address any inappropriate or harmful content. - Stay updated on current trends, emerging platforms, and changes in algorithms to adapt strategies and content. 	<p>as Facebook, Twitter, Instagram, and LinkedIn, as well as content management systems.</p> <ul style="list-style-type: none"> - Strong writing, editing, and communication skills. - Knowledge of social media analytics and tools for scheduling and monitoring. - Creative thinking and the ability to generate fresh and engaging content ideas. - Basic design skills for creating visual content are a plus. 		<p>on the number of transactions</p>	<p>which may include health insurance, retirement plans, performance-based bonuses, professional development opportunities, and other employee benefits.</p>
1 Designer & content creator	<ul style="list-style-type: none"> - Create visually appealing graphics, illustrations, and designs for various marketing materials, including social media posts, websites, print materials, and presentations. - Generate high-quality written content for blogs, social media posts, marketing campaigns, and other communication channels. - Produce multimedia content 	<ul style="list-style-type: none"> - Bachelor's degree in Graphic Design, Communications, or a related field. - Experience in graphic design, content creation, or a related role. - Proficiency in design software such as Adobe Creative Suite (Photoshop, Illustrator, 	<ul style="list-style-type: none"> - Fulltime 8h-17h30 (lunch break 1,5h) 	<p>6,000,000/month, commission is settled based on transaction volume, 0.5% for 300 million/</p>	<p>The company offers a comprehensive benefits package, which may include health insurance, retirement plans,</p>

	<p>such as videos, animations, and interactive graphics.</p> <ul style="list-style-type: none"> - Ensure that all design and content align with the brand guidelines, maintaining a consistent brand identity. - Collaborate with marketing, social media, and other teams to understand their design and content needs, and deliver creative solutions. - Stay up-to-date with design and content trends, tools, and best practices to ensure the company's materials remain fresh and engaging. 	<p>InDesign), video editing software, and content management systems.</p> <ul style="list-style-type: none"> - Exceptional creativity and an eye for detail in design and content. - Strong writing and editing skills, with a good command of the English language. - Ability to work independently, manage multiple projects, and meet deadlines. - Knowledge of digital marketing, SEO, and social media trends is a plus. 		<p>month, 0.7% for 500 million/month, 0.9% for 700 million</p>	<p>performance -based bonuses, professional development opportunities, and other employee benefits.</p>
Live streamers	<ul style="list-style-type: none"> - Host live video broadcasts on various platforms such as Twitch, YouTube, or Facebook Live to engage and entertain an online audience. - Develop and present engaging and interactive content during live streams, which may include gameplay, commentary, Q&A sessions, or other forms of entertainment. - Interact with viewers through chat, respond to questions and comments, and build a loyal and interactive community. - Create and adhere to a consistent streaming schedule, keeping viewers informed about when to expect broadcasts. 	<ul style="list-style-type: none"> - Proficiency in the platform(s) you intend to stream on, such as Tiktok, FB, Shopee,... - A captivating and engaging on-screen presence, excellent communication skills, and the ability to improvise during broadcasts. - A passion for the chosen niche, whether it's gaming, art, music, or other forms of entertainment. - Technical knowledge and proficiency in setting up and operating streaming 	<p>10h30-14h30 16h-19h 19h-24h</p>	<p>7,000,000 VND/month, commission is settled based on transaction volume, 0.5% for 300 million/month, 0.7% for 500 million/month, 0.9% for</p>	<p>The company offers a comprehensive benefits package, which may include health insurance, retirement plans, performance -based bonuses, professional development opportunities, and other employee</p>

	<ul style="list-style-type: none"> - Depending on the platform and niche, perform well in games, showcase talents, or provide valuable and entertaining content. - Ensure the streaming equipment and software are in working order, including cameras, microphones, and broadcasting software. - Enforce community guidelines and maintain a friendly and respectful environment during live streams. - Promote live streams through social media, collaborations, and other marketing efforts to attract a wider audience. 	<p>equipment and software.</p> <ul style="list-style-type: none"> - A clear understanding of the platform's community guidelines and a commitment to maintaining a respectful and positive environment. - A consistent streaming schedule to keep viewers informed and engaged. 		<p>700 million.</p> <p>And some other special live broadcasts (extra-salary: VND 40,000/hour).</p>	benefits.
Product designer	<ul style="list-style-type: none"> - Generate innovative product concepts, market trends, and the company's objectives. - Create initial sketches and digital prototypes to visualize and communicate design ideas effectively. - Research and select appropriate materials and manufacturing processes that align with the design and budget requirements. - Work closely with cross-functional teams, including engineers, marketers, and manufacturers, to ensure the design aligns with technical feasibility and business goals. - Prioritize user experience and usability by conducting user 	<ul style="list-style-type: none"> - Experience as a product designer, with a portfolio showcasing a range of projects and design skills. - Proficiency in design software like AutoCAD, SolidWorks, Adobe Creative Suite, or similar tools. - Strong problem-solving skills and creative thinking. - Excellent communication and teamwork abilities to collaborate effectively with cross-functional teams. 	<p>10h30-14h30</p> <p>16h-19h</p> <p>19h-24h</p>	<p>8,000,000 VND/month, commission is settled based on transaction volume, 0.5% for 300 million/month, 0.7% for 500 million/month, 0.9% for</p>	<p>The company offers a comprehensive benefits package, which may include health insurance, retirement plans, performance-based bonuses, professional development opportunities, and other employee</p>

	<p>research, testing, and feedback integration throughout the design process.</p> <ul style="list-style-type: none"> - Conduct product testing and evaluate prototypes to ensure design integrity, functionality, and safety. - Create detailed design specifications, technical drawings, and documentation for manufacturing. - Collaborate with quality control teams to ensure products meet design standards and specifications. - Stay updated on design trends, materials, and technologies to enhance product designs continually. 	<ul style="list-style-type: none"> - Knowledge of manufacturing processes and materials. - User-centered design approach, including conducting user research and usability testing. 		700 million.	benefits.
Product packaging & customization	<ul style="list-style-type: none"> - Receiving products from garment factories and checking quality, quantity, size, color and other related information. Check the product and packaging before delivering the product to the shipping company. - Customizing products or packaging to meet specific client needs, including private labeling, personalized packaging, and other customization options. - Follow quality control processes to maintain consistency and integrity of packaging and customization elements. 	<ul style="list-style-type: none"> - Creativity and problem-solving skills to develop unique packaging and customization concepts. - Ensure correct packaging process, increase product packaging speed 	- Fulltime 8h-17h30	6,000,000 VND/month, commission is calculated based on quantity, 150 VND for each item sold	The company offers a comprehensive benefits package, which may include health insurance, retirement plans, performance-based bonuses, professional development opportunities, and other employee

					benefits.
Accountant	<ul style="list-style-type: none"> - Maintain accurate and up-to-date financial records, including accounts payable, accounts receivable, and general ledger entries. - Assist in budget planning, monitoring, and reporting to ensure that the company's financial goals are met. - Prepare and analyze financial statements, including income statements, balance sheets, and cash flow statements, on a regular basis. - Ensure compliance with tax regulations, prepare and submit tax returns, and manage tax audits. - Assist with the preparation for internal and external audits, including gathering supporting documents and conducting internal audit procedures. - Manage financial interactions with vendors and clients, including processing invoices, payments, and resolving financial discrepancies. - Oversee payroll processes, ensuring accurate and timely payments to employees, and compliance with tax regulations. - Conduct financial analysis to identify trends, opportunities, and areas for improvement. - Monitor and control company expenses, suggesting cost- 	<ul style="list-style-type: none"> - Bachelor's degree in Accounting, Finance, or a related field. - Proven experience as an accountant, with a strong understanding of accounting principles and financial reporting. - Proficiency in accounting software and Microsoft Excel for financial analysis. - Knowledge of tax laws and compliance regulations. - Attention to detail, strong analytical skills, and the ability to work with numbers accurately. 	<ul style="list-style-type: none"> - Fulltime 8h-17h30 	8-10 million/month	The company offers a comprehensive benefits package, which may include health insurance, retirement plans, performance-based bonuses, professional development opportunities, and other employee benefits.

	saving strategies. - Maintain organized and well-documented financial records for future reference and audit trails.				
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3.2.3. HRM Policies

3.2.3.1. HRM Recruitment, learning and developing policies

Recruitment Policy

Recruiting at Possible plays a key role in finding, attracting, and selecting the right candidates to align with Possible's goals and mission. The main job of recruitment is to develop a detailed recruitment plan, suitable for each position and specific job requirements. They create compelling job descriptions and promote job opportunities on social media, including Possible's website and social media platforms as well as online job portals. Then, the recruitment department searches, evaluates, and selects candidates through interviewing and analyzing the candidate's profile. They dig deep into candidates' abilities, skills, experience, and personality to ensure a good fit with Possible's culture and values.

Furthermore, recruiting is tasked with enhancing Possible's brand image and promoting a positive recruiting environment that attracts and encourages positive interactions between candidates and Possible. We post recruitment on the two most prominent platforms: Facebook and TopCV.

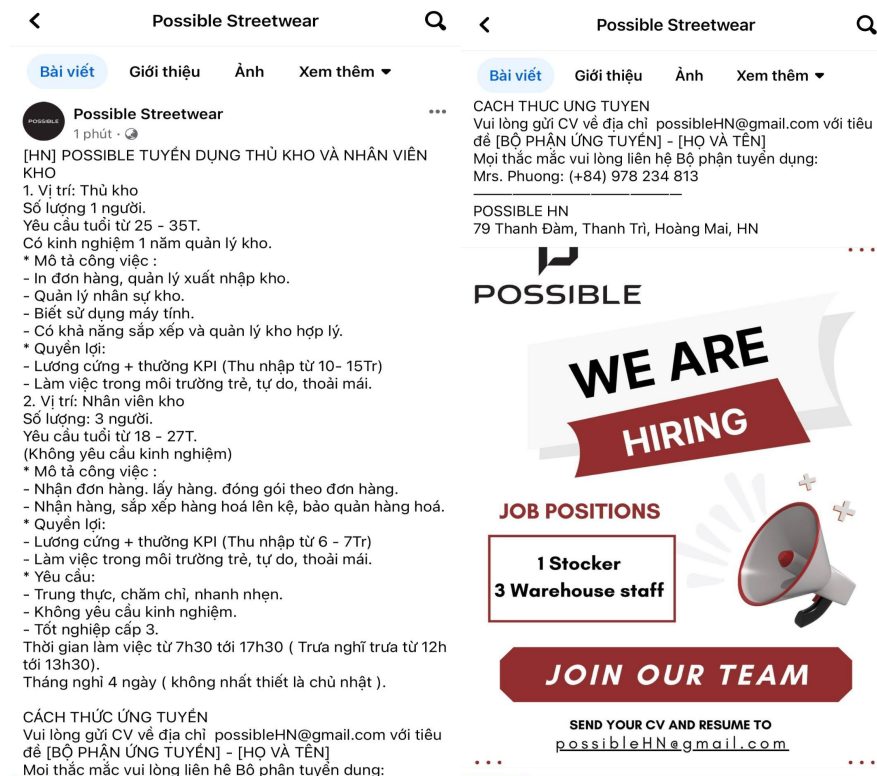


Figure 45: Employment information

Onboarding policy

"Possible" ensures a smooth and effective onboarding process for all warehouse staff to help them integrate into their roles, understand company procedures, and promote a positive working experience from day one.

Onboarding is the crucial bridge between recruitment and training. Ensuring effective onboarding creates a seamless and uninterrupted process from recruitment to training. This step is especially vital for retaining talent within the organization and minimizing early employee turnover.

We establish a clear development path for new employees. We understand that every employee desires a clear career path when entering a new work environment. Therefore, for each department, we have designed distinct development pathways.

Training Policy

For Possible, the training process is an important process to provide employees with skills, knowledge and information to perform work effectively and meet Possible's requirements. First, it is necessary to determine the training needs of the human resources department, including both daily job-specific skills and long-term development skills consistent with Possible's goals. Then, a suitable training program is designed, combining seminars or courses to ensure employees grasp the necessary knowledge and skills.

Training topics can vary depending on the job purpose, including knowledge of the streetwear industry, Possible's workflow, as well as soft skills such as communication and time management. Once completed, it is necessary to evaluate the effectiveness of the training program to propose and make necessary adjustments to improve the quality and effectiveness of the training process.

After the training course, Possible wants new employees to grasp the working process and clearly understand their role, be dedicated and do their best to contribute to Possible's continuous development.

Environment and performance appraisal policy

Possible Streetswear always aims to retain its employees, encouraging them to stay and contribute as long as possible. To achieve this, Possible implements a number of measures and policies to facilitate and promote employee loyalty.

Career development opportunities

Possible builds a clear career development plan and advancement opportunities within the company to motivate employees to stay and develop their careers with the brand. Additionally, providing training programs and educational opportunities helps employees improve their skills and knowledge.

Fair performance appraisals

Possible conducts transparent and fair performance reviews to evaluate employee contributions and consider salary increases fairly. This approach recognizes the value of their work and encourages employee retention.

Positive working environment

Building a supportive, friendly and motivating work environment helps employees feel comfortable and appreciated. Fostering a sense of belonging and family within the company will strengthen loyalty and encourage employee retention.

Employee welfare and benefits

Possible provides attractive benefits such as health insurance, flexible leave policies, annual team-building activities, and holiday events that meet the needs and desires of employees.

Opportunities to listen and communicate

Providing a platform for employees to voice their opinions, contribute ideas and engage in discussions with management promotes trust and understanding. An open and sincere communication environment helps employees feel cared for and listened to.

Evaluate and improve the workplace

Continuously evaluating and improving the work environment based on employee feedback allows Possible to create an attractive and convenient workplace for its employees.

Alignment with goals and vision

Clearly defining the company's vision and goals and connecting employee roles to those goals helps employees understand their position in the company's mission. Creating opportunities to grow and contribute to the overall success of the company will encourage employee commitment.

By implementing these strategies, Possible Streetwear aims to build a loyal and committed workforce, ensuring that employees find value and fulfillment in their roles, and are motivated to contribute to the continued success of the brand.

3.2.3.2. Compensation and benefit policy**Compensation**

Regarding salaries, the amount paid to employees by the company will depend on factors such as labor productivity, qualifications, work experience, and work efficiency, reflecting the value of each individual's contribution to their life. The company ensures that

compensation is fair and commensurate with the effort employees put into their work, paying equally for equivalent work. Salaries reflect the contribution, demonstrating the social value of each individual's work. The company ensures that the workforce is efficient and achieves high productivity.

This is the amount that business managers award to employees under special conditions, based on employee work productivity, as agreed upon or on a voluntary basis. For example, some situations that may warrant a bonus include when employees excel in their tasks, come up with highly effective innovative ideas in their work, save raw materials, and budget for the company. Bonuses directly correspond to an individual's achievements, their department's achievements, and the company's targets. These bonuses are based on specific, pre-established criteria, and their value must be suitable for personal use in daily life.

Every month, based on the work results of employees, the company has a recognition policy for teams or individuals who have outstanding achievements or contributions to business production. The rewards are calculated and paid out in the same month's salary for employees. Additionally, at the end of each fiscal year, based on business performance results, the company has a recognition policy for achievements based on the extent of personal target completion in the monthly assessment. This bonus level will be specifically, in detail, and fairly regulated for each level of staff. The purpose of this policy includes:

- Recognizing employees according to their personal target completion, creating motivation for work.
- Creating a healthy competitive environment for employees to maximize their potential and promote the strong development of the company.
- Meeting the recognized needs of employees, acting as a means to widely announce individual achievements and personal efforts.

Benefit policy

- Meal allowances between shifts, overtime meal allowances, and overtime pay.
- Health insurance and social insurance after signing the official labor contracts.

- Various welfare policies, such as birthday gifts, condolences, wedding gifts, sickness allowances, travel allowances for visits to the homeland, etc.

3.3. Marketing mix 7Ps

3.3.1 Product

At Possible, we specialize in creating fashion products that prioritize design, quality, service and exceptional warranty. Our goal is to stand out from other brands by providing innovative designs and high-quality materials that meet a variety of customer needs. Additionally, we provide dedicated customer care services to ensure a personalized buying experience and complete satisfaction with every purchase.

3.3.1.1 Product line

Possible clothing will have many size options with detailed specifications according to Vietnamese standards:

Size	Length Shirt (cm)	Weight (kg)	Height (cm)
M	70	45-55	160-165
L	72	55-65	165-170
XL	74	65-75	170-175

Figure 46: T-Shirt Size Chart

Size	Length Shirt (cm)	Weight (kg)	Height (cm)
M	71	70<	150-170
L	73	70-75	170-180
XL	75	85-95	180-190

Figure 47: Long Sleeve Shirt, Sweater Size Chart

Possible's product lines are carefully crafted to meet the needs of active individuals while providing a seamless combination of function and aesthetics. There are 3 lines of our products:

a. T-shirts

Possible T-shirts are designed with aesthetics and versatility in mind, allowing consumers to easily transition between different activities and settings. Our T-shirts have a dynamic shape, not too tight and not too loose, helping consumers to use the shirt most comfortably. The t-shirt line will have 2 main variations:

T-shirt (fit size): uses 4-way stretch cotton fabric. With 1 cloth (20kg) of 4-way stretch cotton fabric, we can sew 60 t-shirts (fit). The average fabric cost to get a t-shirt (fit size) is 59,000 VND.



Figure 48: The T-shirts

b. Sweater

Possible's long-sleeved shirt is specially designed. The impressive thing about Possible's long-sleeved shirt is its simplicity and versatility. Our long tee shirts can be combined with many different outfits. You can wear them with jeans, skirts or even a coat. This diversity makes the long tee shirt suitable for many occasions, from work, going out, sports to natural parties.



Figure 49: The Sweater

3.3.1.2. Services

Dedicated customer care:

At Possible, customer satisfaction is important. Possible's dedicated customer service team is always ready to chat and help customers when they need any help with the product. All customer feedback Possible always listens and absorbs it to help us develop further and deliver the best finished products to customers. Possible is committed to providing excellent customer service and building strong relationships with customers.

Support product exchange:

In some cases, customers may accidentally order the wrong size when buying clothes online or the shirt may not match the quality commitment. To ensure the best shopping experience and resolve customer concerns when shopping online, Possible decided to support product returns completely free of charge without incurring any additional costs.

In case the product is defective due to manufacturing or negligence on our part. We would like to guarantee a 1 for 1 exchange for errors or 100% refund for customers if they want.

3.3.1.3. Packaging

At Possible, Packaging is one of the important factors ensuring convenient and cost-effective transportation of products to customers. That's why Possible uses highly durable waterproof printed zip bags with a simple, sophisticated design with the brand logo. This way, Possible can save maximum costs while still ensuring the clothes inside are always clean during transportation.



Figure 50: Product bag

The packaging is designed to suit Possible's multi-use style. Possible knows that packaging is the first point of contact with customers. Therefore, Possible strives to create a positive and memorable unboxing experience for its target customers.



Figure 51: Product bag

The packaging features colors and designs that match the brand's versatile and simple style, to bring consistency and better brand awareness to customers. In addition to aesthetics, Possible uses packaging as an opportunity to reinforce brand messaging and enhance brand recognition. Packaging with a brand's logo leaves a lasting impression on customers and enhances brand recall.

3.3.2. Price

Possible incorporates a cost-plus pricing strategy to price the product in line with Possible's growth in the coming years. This pricing strategy calculates the product's cost and adds markup.

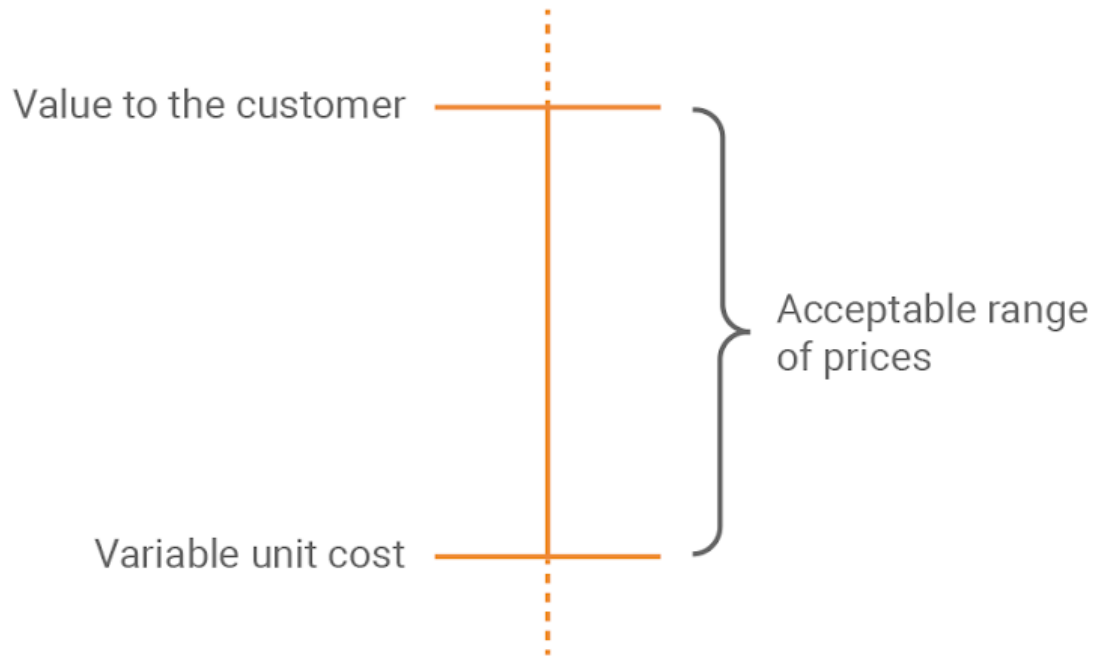


Figure 52: Price floor and price ceiling of a product (BDC, 2023)

The expected return on each product will also be added to the product formula and adjusted along with the number of product brands estimated to sell every month. The aim of the pricing strategy, besides creating the best suitable price for the brand, is to accelerate to the breakeven point and quickly get to the ideal profit.

Product price formula: $P = [R + (F + V) / T] * (1 + Z)$

Specifically:

P: Product price

R: Raw material cost

F: Fixed cost

V: Variable cost

T: Estimate the number of products produced per month

Z: Expected return on the standard product

On many occasions of the year, the product price can be changed to fit with the marketing and sales campaign strategy and to maximize selling profit or changed base or raw materials and fixed/variable cost.

Possible has conducted market competition research with competitors in its price range to determine the best price for its products. Typical price ranges for Possible products vary by

product line and model. Prices for products at Possible will vary based on project complexity, product size, material quality and other related costs. In addition, Possible will use strategic value-added pricing. The table below presents the price list of Possible Streetwear products by category:

Product Price - 2024		Raw materials (R)	Fixed cost (F)	Variable cost (V)	Quantity produced per month (T)	Expected quantity sold per month (T')	Expected return (Z)	Product price (P)
Sweater	Embossing	72,500 đ	7,797 đ	140,417 đ	203	169	35%	299,000 đ
	Print DTG	67,500 đ	7,797 đ	140,721 đ	221	184	29%	279,000 đ
	Print PET	67,500 đ	7,797 đ	141,391 đ	190	158	24%	269,000 đ
Hoodie	Print Cao Thanh decal	90,000 đ	7,797 đ	132,667 đ	144	120	39%	320,000 đ
	Print PET	90,000 đ	7,797 đ	132,667 đ	132	110	35%	310,000 đ
T-shirts	Print PET	58,333 đ	7,797 đ	123,417 đ	292	243	26%	239,000 đ
	Print DTG	55,000 đ	7,797 đ	130,417 đ	180	150	34%	259,000 đ

Figure 53: Product price

3.3.3. Place

Possible has meticulously managed its sales channels, based on a combination of data obtained from survey charts and market analysis from third-party experts. The chosen avenues include a multifaceted approach, including Social Commerce through Facebook and TikTok, eCommerce through Shopee and Lazada, as well as engaging Shopping Entertainment such as livestreams and Shoppable videos on TikTok Shop.

3.3.3.1. Shopee and Lazada

E-commerce platforms are at the heart of Possible's online presence serving as indispensable sales hubs and ensuring a seamless shopping journey for its valued customers. The paramount focus of these platforms revolves around convenience, functionality and customer satisfaction, backed by a plethora of innovative features that enhance the overall buying experience. Furthermore, these platforms often provide separate discount codes and free shipping for each customer. Presenting Possible's fashion

clothing line in a comprehensive catalog with high-quality images, detailed descriptions and relevant information will help customers make informed decisions.

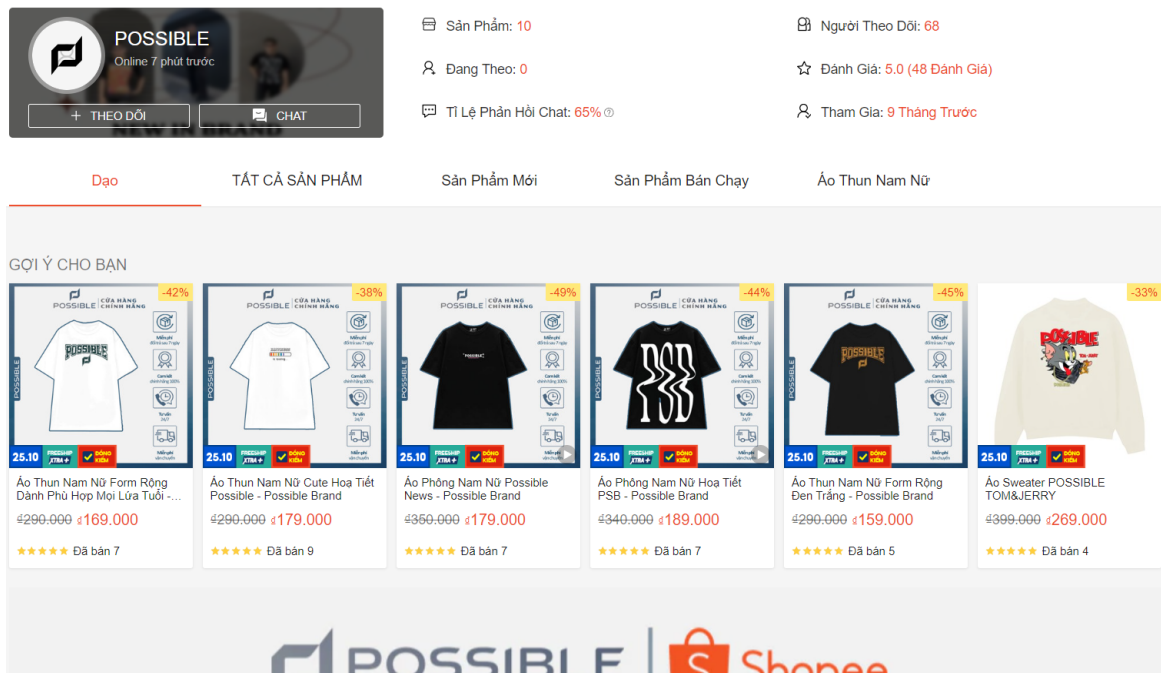


Figure 54: Possible's Shopee main page

The e-commerce platform further facilitates the purchasing process through an intuitive shopping cart feature, allowing customers to review and finalize their selections before proceeding with the purchase. Additionally, the option to create a wish list allows customers to save desired items for future reference or sharing with others, providing great flexibility. Transparency is maintained through an efficient order tracking system, allowing customers to track shipping progress, while automated email notifications provide timely updates on order confirmations, Shipping status and tracking number. Possible takes great pride in providing excellent customer support, ensuring that contact information, such as email, phone number and live chat, is always accessible for questions and concerns. A dedicated customer support team is ready to provide timely support to customers, demonstrating a commitment to promoting a positive experience. With an emphasis on hassle-free transactions and customer satisfaction, Possible's e-commerce platform has streamlined returns and exchanges processes, outlining guidelines that help minimize any potential inconveniences. hidden. Furthermore, in collaboration with Shopee and Lazada, Possible strives to bring customers the best deals possible, from free shipping vouchers to monthly discounts on super sale days.

3.3.3.2 Tiktokshop

With the current booming trend of social commerce platforms like Tiktok, Possible certainly intends to take advantage of this, as Gen Z consumers now tend to search for information on social networking platforms. social, also known as “social search” (Hootsuite, 2023). Shopping entertainment, along with social platforms, has also emerged. Shopping entertainment combines the elements "shopper" and "entertainment."). Half of TikTok users admit to discovering new products or brands while using the platform. One in three users looks forward to shopping and finds joy in it. One in three users want to make shopping more fun and entertaining (TikTok, 2022). Accordingly, besides registering as a seller on Tiktok Shop, Possible will also apply the Shoppertainment concept into practice through two forms: Direct sales stream and shopping videos. Besides, similar to Shopee and Lazada, Tiktok regularly provides customers with discount codes and free shipping to increase customer appeal. In addition, to optimize the abundant traffic source from the platform, Possible also takes advantage of shopping videos as an effective combined sales channel in addition to live streaming.

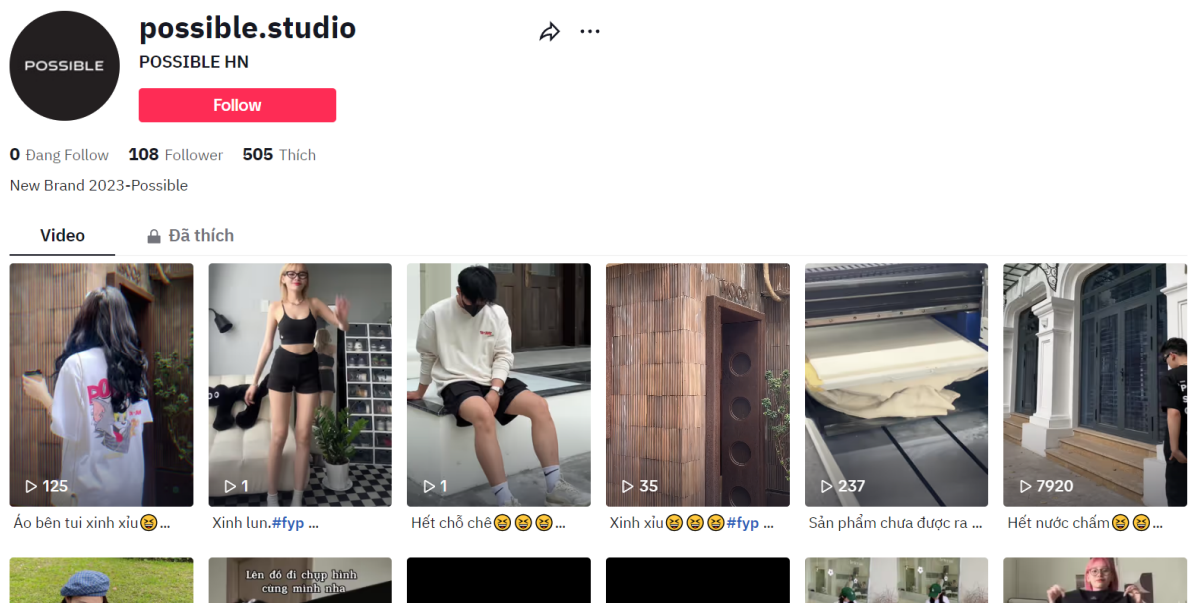


Figure 55: Possible's Tiktok shop main page

The unique thing about these videos is that businesses can create them in their own style to introduce products to customers as well as showcase their functions and uses, all in just a

few minutes, seconds to one minute. In short, Possible Streetwaer leverages the popularity of TikTok to showcase its brand in a fun and creative way. Furthermore, Possible leverages KOCs on the platform to reach more potential customers and increase brand awareness among users who love sports and fashion. KOC creates short, engaging videos featuring athletes doing workouts, showing off their outfits, or participating in challenges, and Possible also has affiliate marketing so they get more benefits (commissions). It's a mutually beneficial relationship. By capitalizing on viral trends and incorporating catchy music, Possible attracts a younger audience and increases brand awareness.

3.3.3.3. Facebook

Although Facebook is a social networking platform that has been around for a long time and is no longer as "explosive" as TikTok, it is still popular in the Vietnamese market, especially Possible's potential customers. According to VTV (2023), Facebook is still the most popular platform for social network users in Vietnam today.

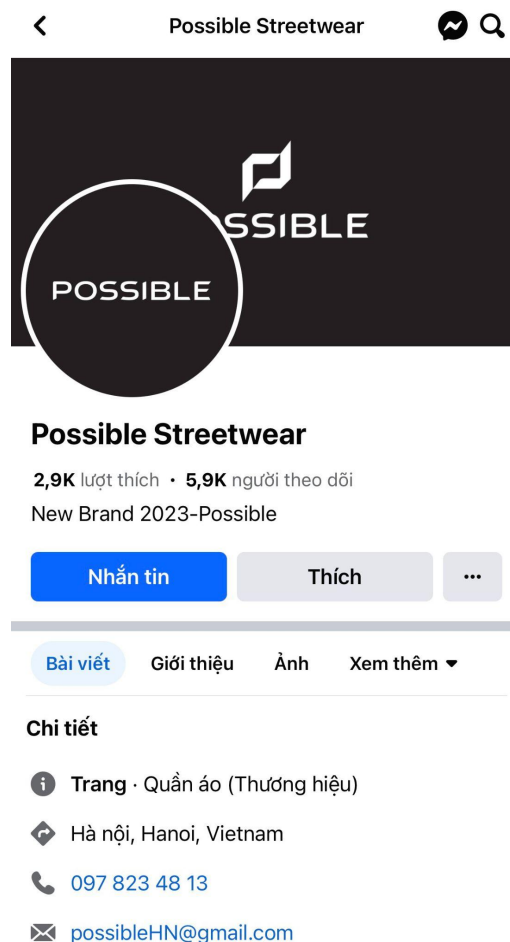


Figure 56: Possible's facebook page

Therefore, Possible continues to deploy brand activities on this platform with the aim of establishing brand presence to increase brand awareness and drive purchase traffic through other platforms such as TikTok Shop, Shopee and Lazada.

A brand that engages with its customer base and promotes its products, Possible Streetwear has built a strong presence on various social media platforms. Through a strategic approach to social media marketing, the brand effectively communicates its brand values, showcases its products, and fosters a vibrant community of enthusiasts. Possible's Facebook page serves as a hub for community engagement. On this platform, we regularly share updates about new product releases, upcoming events, and promotions. In addition, we can run ads on Facebook to reach many potential customers.

3.3.4. Promotion

The most important factor in Possible's long-term and sustainable success is its people. The people involved in Possible's activities are the factors that bring about our success.

Our brand representative TikToker Pham Tuan Tai has been active on this platform for many years and has shown his success by reaching 1M followers. Possible was very lucky to have successfully cooperated with such a famous KOC.

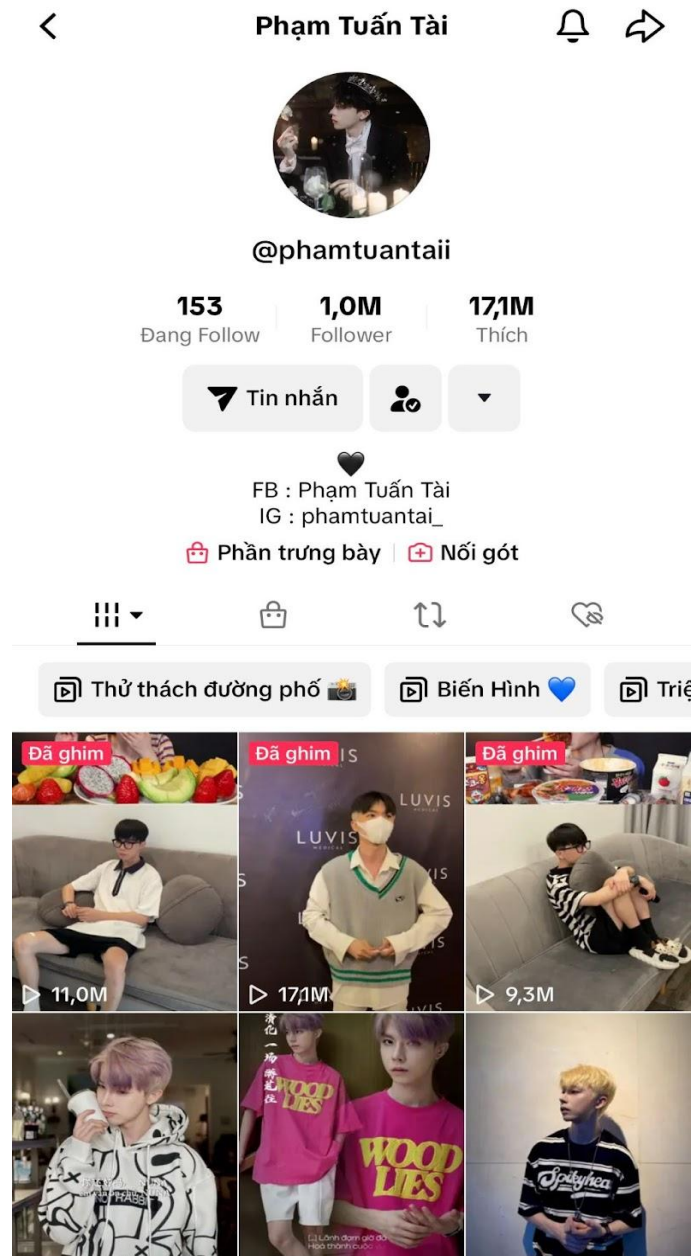


Figure 57: KOL Represents possible products

Along with Tai's reputation and image, we want our image to be known and used by many people who use Possible products. With this cooperation, Possible wishes to bring consumers the highest quality products, honest to everyone.

3.3.4.1 Advertising

Possible needed to identify influential individuals in the fashion industry and relevance to Possible's products who resonated with Possible's target audience. This partnership with these KOC.KOLs aims to create Sponsored content, product reviews and social media posts

for the Possible Streetwear subreddit. This helps increase brand visibility and credibility among the desired customer base.

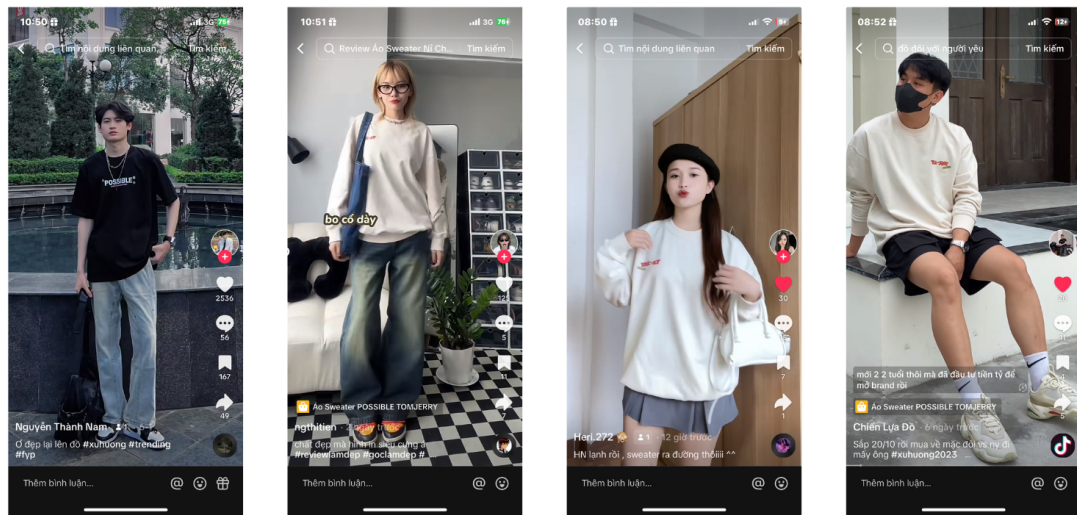


Figure 58: KOC.KOLs is aimed at creating content

3.3.4.2 Sales promotion

Possible collaborates with influencers to create limited-time promotions. For example, partnering with KOLs/KOCs also offers exclusive promotions to their followers

Holidays: Possible creates discount programs or special offers during popular holidays such as April 30 - May 1. By doing this, Possible will encourage customers to buy Possible products as gifts for loved ones. Or reward yourself for the holidays.

Possible's sales promotion strategy aims not only to drive immediate sales but also to nurture long-term customer relationships. By offering attractive discounts, exclusive releases and additional incentives. Possible strives to create a compelling value proposition and attract customers with their stylish lifestyle.

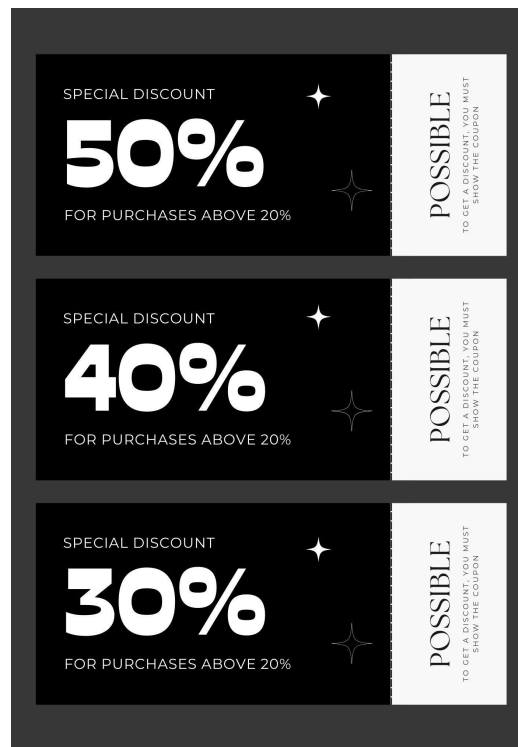


Figure 59: Coupons

Complimentary Gift: For every purchase of a Possible item, customers will receive a free pair of socks.



Figure 60: Warranty Policy

3.3.4.3 Word of mouth

Sponsorship vouchers for dance groups

Possible will partner with streetwear dance groups that have active social media fan pages and a large membership base. Possible will sponsor costs and costumes for these clubs to organize dance events. on the streets to spread the word through their fan page. This will create a great impression when they post and share pictures using Possible products. This strategy will help create awareness about the brand among their fans and have the ability to reach a broader demographic.

Referral Programs

Possible runs a referral campaign for its existing customers. Possible will give them discount codes, free gifts or store credit when they refer friends to Possible. By doing so, Possible hopes to encourage its satisfied customers to spread the word about their positive experiences with Possible streetwear. Possible believes that sincere word of mouth can be incredibly powerful in attracting new customers and building a strong community around Possible.

KOL, KOC Collaborations

Possible will continue to collaborate with KOLs/KOCs to expand Possible's word-of-mouth strategy. These influencers have significant presence and influence within Possible's target audience. In collaboration with them we offer streetwear clothing and ask them to share their honest opinions and experiences with their followers. That way we can further expand our reach. brand and create more buzz about Possible Streetwear.

Testimonials and Reviews

Possible will collect and feature customer testimonials and reviews on e-commerce sites. Possible encourages satisfied customers to leave their comments and reviews through platforms such as Shopee, Tiktok Shop or other social media sites. Positive reviews and testimonials build trust and credibility, increasing the likelihood of potential customers trying

3.3.4.4 Direct marketing

Email Marketing

Event or Sale Announcements:

Possible will use gmail marketing to notify subscribers of upcoming events, such as super sale days or new product launches. We'll create engaging and personalized gmail content that highlights the benefits of participating in upcoming events, including engaging images and clear calls to action to encourage recipients to visit our website.

Personalized Recommendations:

Possible takes advantage of old customer data to send gmail to introduce upcoming product launches or upcoming promotion codes based on previous web purchase history. Possible will tailor the content to their interests and preferences. Introducing streetwear to enhance their dressing style in different situations. This approach can help drive repeat purchases and promote customer loyalty.

3.3.5. People

The most important factor in ensuring the long-term and sustainable success of service providers is their human resources. People who participate in Possible's marketing activities, whether directly or indirectly, are considered important people within Possible.

People in Marketing and Sales

There are 2 people involved in managing this department, one person takes on the role of Marketing Director, managing marketing activities. The Marketing Director will be responsible for developing marketing strategies, analyzing customer needs and implementing campaigns with cost-effective methods.

The other partner holds the position of Sales Director, supporting and managing two part-time sales and customer service staff (future plans 2025). The sales and customer service team are the people who directly interact and take care of customers. As salespeople, their job is not only to follow up on customer invoices, but also to explain and recommend the products and services that Possible offers.

They are also responsible for managing and monitoring the quality of customer experience during interactions with Possible through collecting and reviewing customer feedback and effectively resolving customer issues. Personality needs to be polite, friendly and patient which must be maintained even when there is negative feedback from consumers. Employees are required to prioritize customer satisfaction at all times and ensure that customers receive service that meets or even exceeds their expectations based on the value they paid.

People in Operations

There is a partner who takes on the role of Warehouse Manager in this department, responsible for checking products before packaging, controlling shipping invoices, checking returned products and resolving problems. may arise. Therefore, the warehouse manager will check and monitor the quality of output products and services.

The other partner takes on the role of Human Resources Management, responsible for ensuring that the human resources team is not only diverse and diverse but also meets the needs of the organization. From a thorough recruitment process to select the right talent, to building training programs to improve skills and performance, human resources management plays an important administrative role. They are also responsible for ensuring a positive work environment and resolving any conflicts fairly

Business partners also play an important role in Possible's growth. They are the ones who provide raw materials from fabrics, packaging as well as transportation. Possible needs to build good cooperative relationships with partners to ensure the best quality and effectiveness of products/services.

3.3.6. Process

Below are the processes from product development to successful sales for Possible customers. Each step is clearly regulated to ensure transport businesses operate coherently, transparently and strictly control product and service quality.

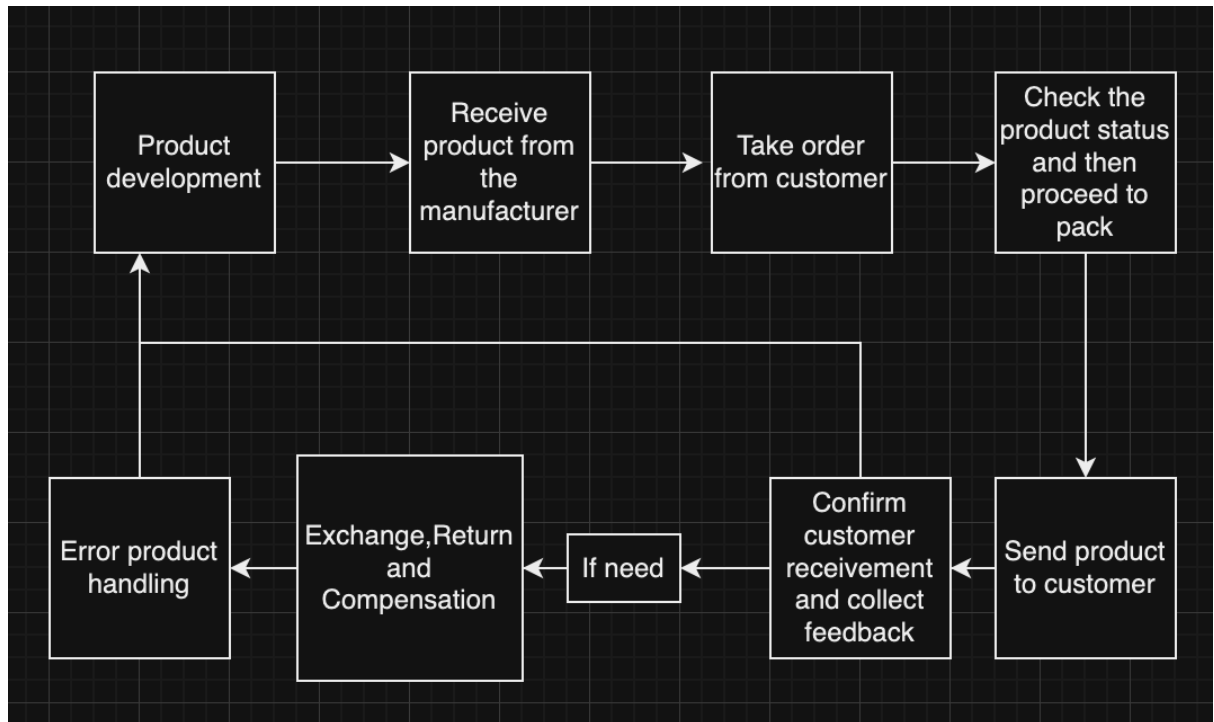


Figure 61: Possible product cycle

The customer purchasing journey at Possible is quite simple and easy to understand, step by step. Ensure close support between Possible staff and customers.

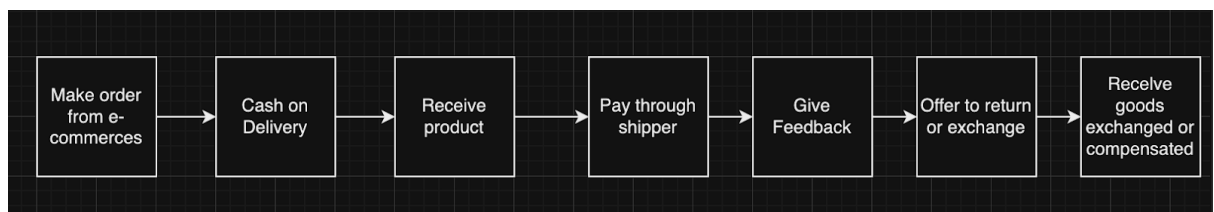


Figure 62: customer purchasing journey

3.3.6.1 Product development

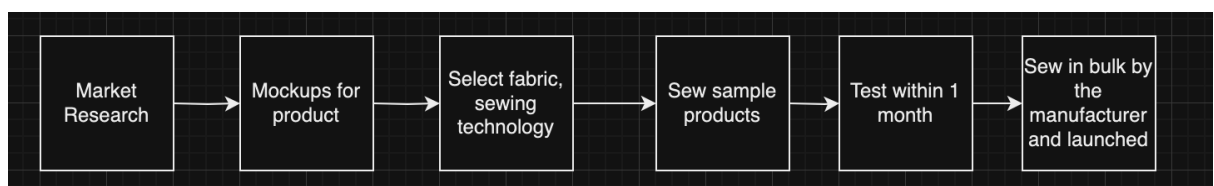


Figure 63: Product development

Possible's R&D department will coordinate with the Marketing department to create product mockup sets.



Figure 64: Possible design

After the mockup is approved, R&D will coordinate with the partner department to select fabric, sewing technology, etc. and then proceed to sew the sample product. Once the product is approved, there are a number of tests that allow people to try on new clothes for 1-2 weeks to check the quality, check durability and color fading when washed. When all quality requirements are met. are guaranteed, new products will be sewn in large quantities by the manufacturer and released to the market. These are to ensure that the quality of Possible's products is delivered to customers with the highest quality and care.

3.3.6.2 Receive products from the garment factor

After each month or after receiving the shipment from the garment factory, Possible will conduct a summary inventory report to count the number of remaining products and carefully check the number of products sent from the factory.

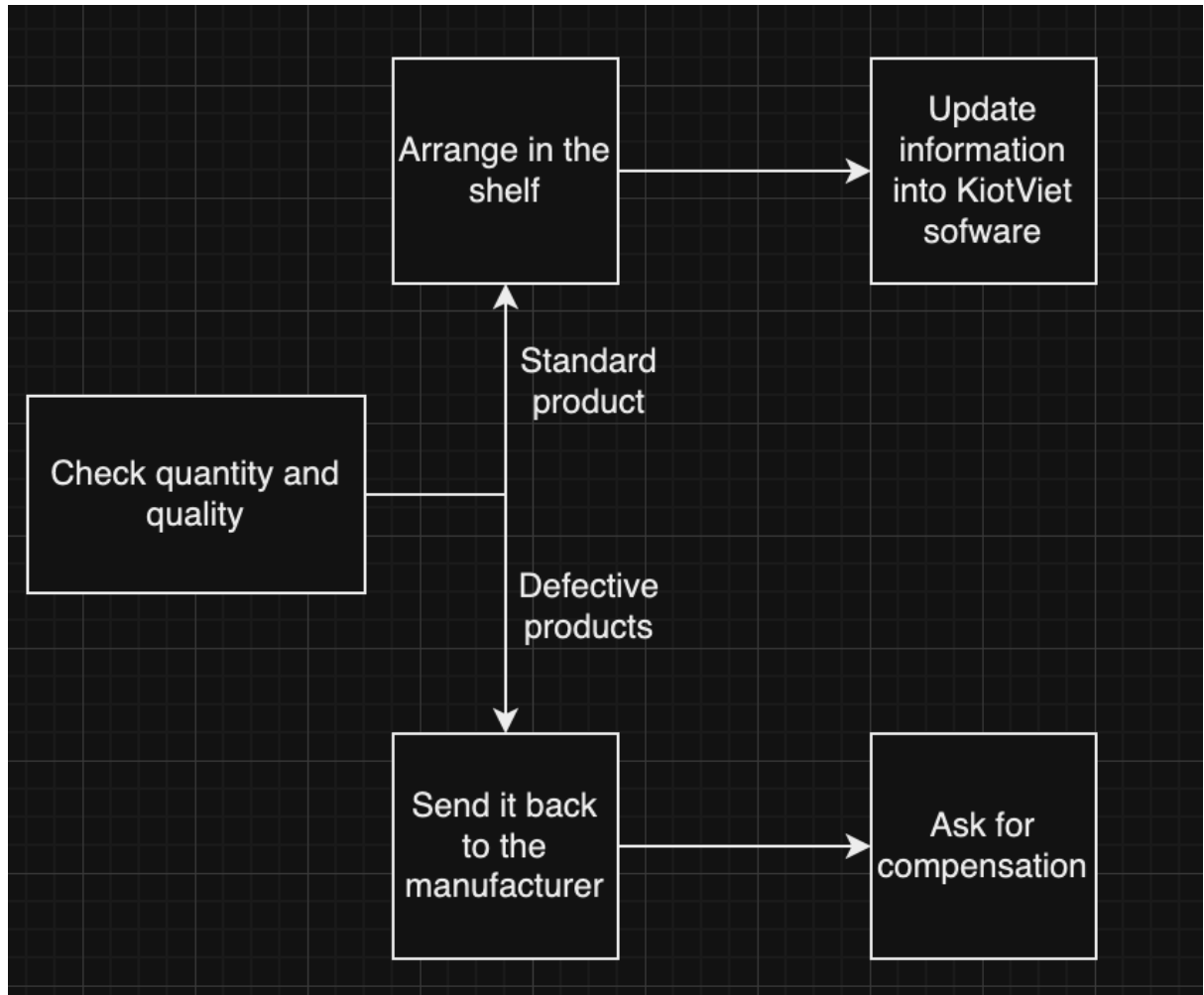


Figure 65: Product receiving procedure

If there is a defective product or wrong quantity or quality, we will send it back to the factory and request compensation. Every step will be monitored and managed by both the manufacturer from the factory and Possible staff.



Figure 66: Product warehouse

Possible uses an effective inventory management system: Kiot Viet to track inventory numbers, track product developments and create favorable conditions for continuous warehousing. This helps the company maintain optimal inventory levels, preventing out-of-stock and over-inventory situations. By ensuring balanced inventory, Possible can meet customer demand without delay. All information about inventory quantity, quantity of imported goods, and quantity of defective goods will be continuously updated on Kiot Viet software.

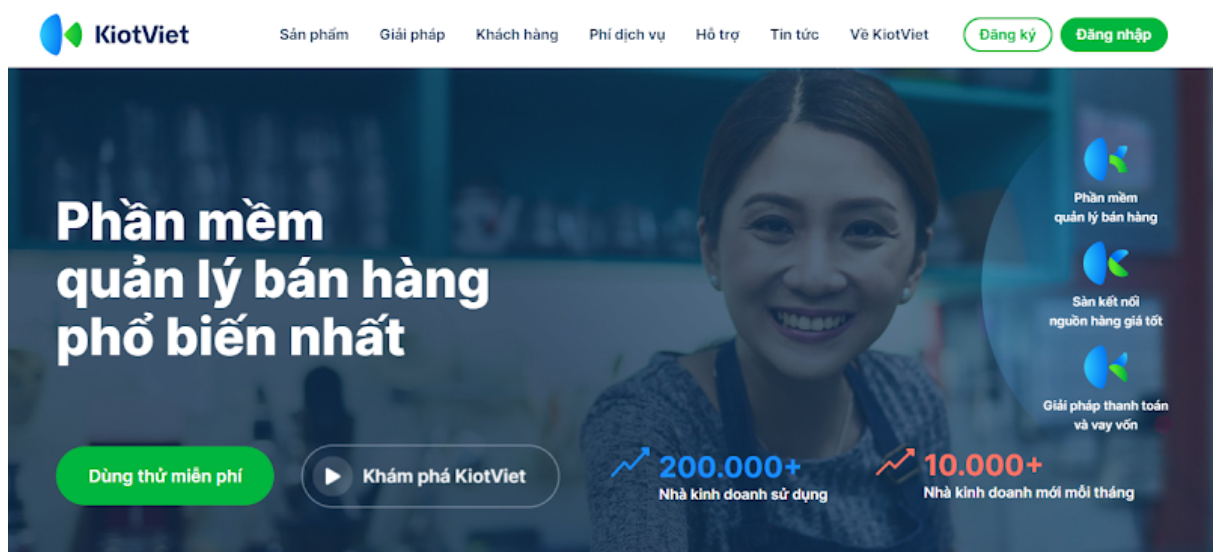


Figure 67: KiotViet main page

The data that will be collected include:

- The number of products on each products line receive
- The product's quality includes: product mistakes/wrong/failed details, color match, fabric quality, etc...
- Date of producing and receiving products
- People in charge of delivering and receiving products

3.3.6.3 Taking Orders

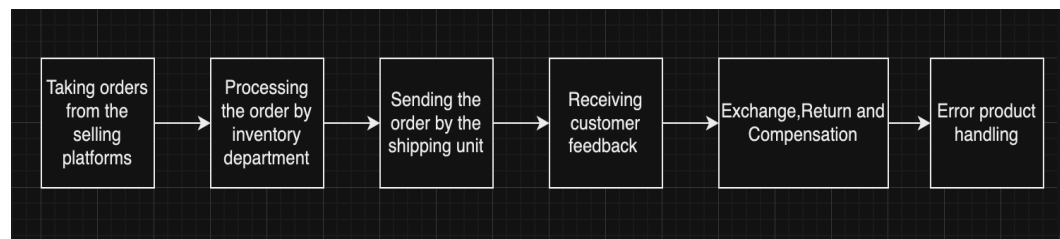


Figure 68: Taking Orders

Possible divides the process of receiving customer orders according to specific instructions including:

1.Receive orders from e-commerce platforms

Customer service staff receive inquiries from customers and answer information for customers. After a period of time, the customer will decide to place an order. After successfully confirming the order, the staff will forward the information. order information to the warehouse department.

2.Order processing

After the warehouse department receives the customer's order, the warehouse staff will check the quality status of the products in the warehouse and confirm the order with the customer through the customer care department. Then the staff will iron the product and package it carefully. Finally, the inventory staff will paste the delivery note on the outer packaging of the package and contact the shipping unit to receive the goods.



Figure 69: Packaging products

3. Submit your order

When the order is successfully shipped, the shipping process will be tracked by Possible and the customer through the shipping unit. And the shipping unit must be responsible for protecting the order until it is successfully delivered to the customer

4. Receive customer feedback and process requests if necessary

After the customer receives the product, the order will be confirmed and Possible can collect feedback from customers through e-commerce sites such as tiktokshop, shopee, lazada, etc. Each channel has a form of feedback. Star feedback depends on customer preferences. More follow-up actions will be provided based on the feedback results.

3.3.7. Physical evidence

Physical evidence plays an important role in determining the success of a brand and Possible itself, a newly established clothing brand, recognizes the importance of this factor. To assert its position in the market compared to competitors, Possible has invested very carefully in logo design, where customers can easily recognize a new brand.

3.3.7.1. Brand identity

Possible's logo has two main colors: white and black, they have many different meanings. Black is often associated with attributes such as strength, seriousness, power and authority. Furthermore, it exudes formality, luxury, and prestige, making it a color that conveys respect and has significant influence. The deep intensity of black can evoke strong emotions in people. White is considered a strong color in feng shui, symbolizing purity, freshness, cleanliness as well as creating contrast.



Figure 70: Possible brand identity

The meaning of Possible is that when using our products, customers do not have to worry about what to wear or worry about the product because Possible sees you doing it. Possible is a unique and innovative brand that understands the essence of youth fashion and style. With the founding purpose of providing people with truly quality products, the name represents Possible's style with the meaning of "not giving up", perfectly reflecting the core values and mission of Possible. Possible is for everyone.

3.3.7.2. Inventory

Possible has a spacious office, warehouse in the office and occupies a large space to be able to produce sportswear products. The warehouse is arranged neatly and conveniently, helping to manage inventory effectively and effectively meet customer needs. Each item is carefully organized in separate areas, making it easy for employees to locate and retrieve products when needed. This organizational method minimizes the possibility of errors or delays in completing customer orders.



Figure 71: Possible warehouse design

The well-arranged warehouse also plays an important role in the delivery process. When customers place orders, employees can quickly find the desired items and prepare them for shipping and pickup. This makes order processing and timely delivery enhance overall customer satisfaction.

3.3.7.3. Live stream room



Figure 72: Possible Live stream room design

The Livestream room is one of Possible's important rooms because we regularly organize sales and customer consultation via Livestream. Therefore, Possible invested in a live streaming room of about 15m² with equipment such as livestream lights, decorative wardrobe shelves, ... Thanks to that, customers can watch Possible's Live Stream every time. You will feel the professionalism, integrity and respect that the brand brings to customers. Furthermore, this space will be decorated and the concept will be changed to suit each marketing campaign.

3.3.7.4. Business Thank You Cards

Possible thank you cards are 3.5×2 inches (9×5.4 cm), this is a suitable and convenient size for users. Possible's logo and brand name are printed prominently on the card, helping customers easily remember the brand every time they see it. The card will have all the

necessary information for customers to contact Possible such as phone number, email, website URL, office address.



Figure 73: Possible thank you cards

Design a thank you business card using black and white tones, these are the colors that represent the Possible brand, helping to build a professional brand image, creating a highlight in the hearts of customers. The back of the card has a thank you note that the brand sends to customers when choosing Possible. Possible uses thank you cards with Possible's contact information to put in each packaging given to customers when purchasing products at Possible. This demonstrates the sophistication, thoughtfulness, and meticulousness that Possible has for its customers.

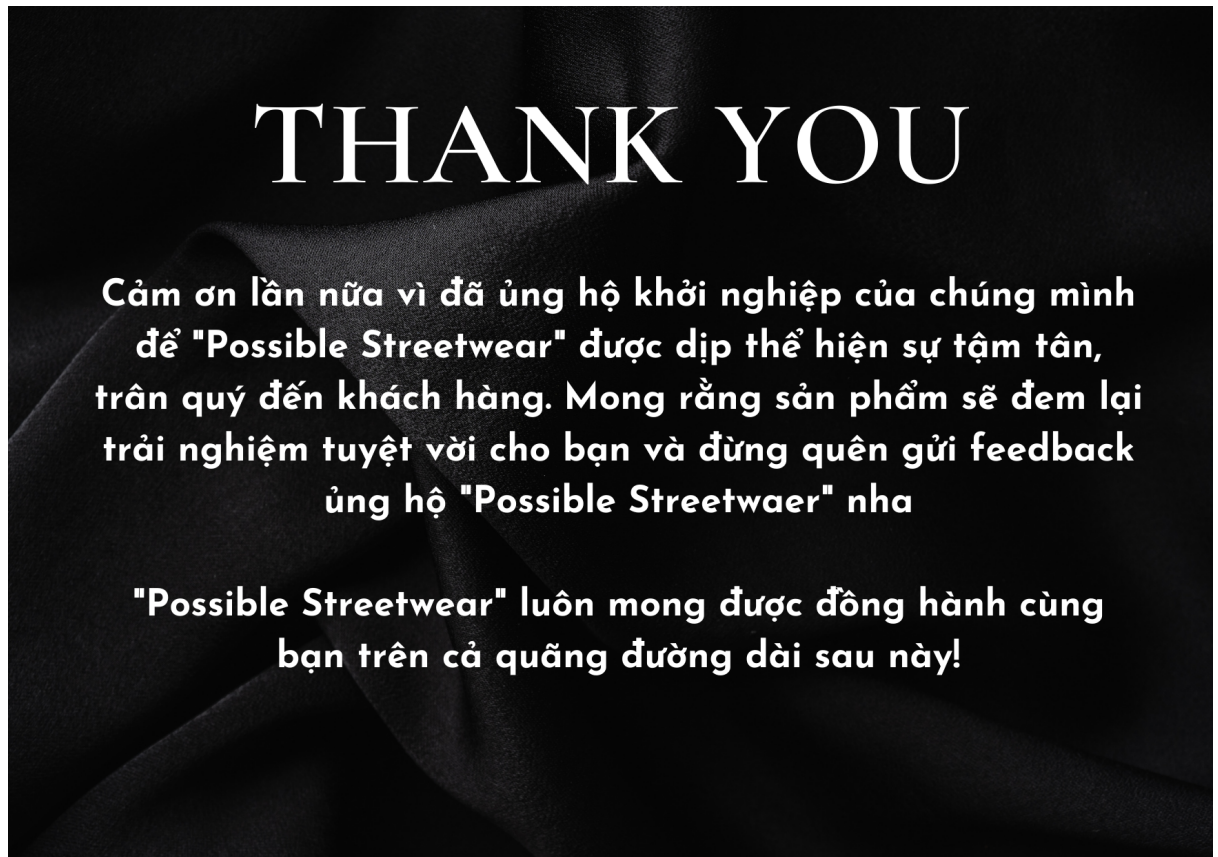


Figure 74: Possible thank you cards

3.4. Marketing plan

3.4.1. Marketing objectives (5 years)

<i>Year</i>	<i>Qualitative goals</i>	<i>Quantitative goals</i>
<i>1</i>	<p><i>Establishing Brand Presence (2024)</i></p> <p><i>Objective 1: Build Brand Identity</i> <i>Develop a unique brand identity that resonates with the target audience. Create a compelling brand story that reflects the essence of "Possible."</i></p> <p><i>Objective 2: Launch Online Platforms</i> <i>Launch a professional website with an integrated e-commerce platform. Establish and maintain a presence on key social media platforms (Instagram, TikTok, etc.).</i></p> <p><i>Objective 3: Content Creation</i> <i>Regularly create high-quality content that showcases the streetwear lifestyle. Collaborate with micro-influencers for initial product promotion.</i></p> <p><i>Objective 4: Customer Engagement</i> <i>Focus on building a strong online community. Respond to customer inquiries and feedback promptly.</i></p>	<ul style="list-style-type: none"> ● <i>Reach 150.000 people via Marketing on Tiktok and Instagram.</i> ● <i>Possible's page reach 11.500 followers on Tiktok</i> ● <i>2.500 followers on Instagram</i> ● <i>1000 customers buying product</i> ● <i>90% of customer positive feedbacks</i> ● <i>Revenue after the first year reach VND 100.000.000</i>
<i>2</i>	<p><i>Expanding Product Line (2025)</i></p> <p><i>Objective 1: Product Diversification</i> <i>Expand the product line to include new streetwear items (e.g., accessories,</i></p>	<ul style="list-style-type: none"> ● <i>Reach 180.000 people via Marketing on Tiktok and Instagram.</i> ● <i>Possible's page</i>

	<p>outerwear).</p> <p>Collaborate with artists and designers for unique limited-edition releases.</p> <p>Objective 2: Engage in Sustainable Practices</p> <p>Explore sustainable sourcing and production methods.</p> <p>Communicate the brand's commitment to sustainability in marketing materials.</p> <p>Objective 3: Customer Loyalty</p> <p>Implement a customer loyalty program.</p> <p>Collect and analyze customer feedback to make improvements.</p>	<p>acquires 7.000 new followers on Tiktok</p> <ul style="list-style-type: none"> ● 2.000 new followers on Instagram ● 93% of customer positive feedbacks ● Revenue after the second year increase 7%
3	<p>Building Partnerships (2026)</p> <p>Objective 1: Collaborations</p> <p>Partner with popular streetwear brands or artists for exclusive collaborations.</p> <p>Host events or pop-up shops to promote these partnerships.</p> <p>Objective 2: Retail Expansion</p> <p>Consider opening physical retail stores in key fashion hubs.</p> <p>Distribute products through select multi-brand boutiques.</p>	<ul style="list-style-type: none"> ● Reach 220.000 people via Marketing on Tiktok and Instagram. ● Possible's page reach 26000 followers on Tiktok ● 7.500 followers on Instagram ● 93% of customer positive feedbacks ● Revenue increases 190% compared to the first year
4	<p>International Expansion (2027)</p>	<ul style="list-style-type: none"> ● Reach 220.000 people via Marketing

	<p>Objective 1: Global Presence <i>Launch international shipping and expand into select international markets.</i> <i>Develop localized marketing campaigns and content.</i></p> <p>Objective 2: E-commerce Optimization <i>Continuously improve the online shopping experience.</i> <i>Implement advanced analytics for customer personalization</i></p>	<p><i>on Tiktok and Instagram.</i></p> <ul style="list-style-type: none"> ● <i>Possible's page reach 26000 followers on Tiktok</i> ● <i>7.500 followers on Instagram</i> ● <i>93% of customer positive feedbacks</i> ● <i>Revenue increases 190% compared to the first year</i>
5	<p>Community and Impact (2028)</p> <p>Objective 1: Community Engagement <i>Organize events and meet-ups for the brand's community.</i> <i>Support local streetwear and fashion-related causes.</i></p> <p>Objective 2: Impactful Marketing <i>Highlight the brand's commitment to social and environmental causes.</i> <i>Invest in influencer partnerships that align with these values.</i></p> <p>Objective 3: Market Leadership <i>Aim to be recognized as a leader in sustainable streetwear fashion.</i> <i>Engage in thought leadership in the streetwear industry through publications and events.</i></p>	<ul style="list-style-type: none"> ● <i>Reach 300.000 people via Marketing on Tiktok and Instagram.</i> ● <i>Possible's page get 10.000 new followers on Tiktok</i> ● <i>3.000 new followers on Instagram</i> ● <i>96% of customer positive feedbacks</i> ● <i>Revenue increase 9% compared to the last year</i>

Figure 75: Possible marketing plan in 5 years (2024-2028)

(Source: Author 2023)

3.4.2. Marketing campaign

Campaign name: **Possible - Break your limitations**

Campaign slogan: **It's not imPossible, u just haven't done it yet**

Duration: 1/1/2024 - 31/12/2024

Estimated budget: 125.000.000

Estimated product sold : 1000

<i>Phase</i>	<i>Platform</i>	<i>Activites</i>	<i>Target</i>
01/01/2024 - 01/03/2024	Facebook Instagram Tiktok	<ul style="list-style-type: none"> - Create Facebook page, Tiktok account and Instagram bussiness account - Post teasers and story about an incoming streetwear clothing brand to atract interest - Introduce Possible streetwear clothing, vision and products - Introduce Tet collection and many holidays promotion thoroughout the first 2 months of the year 	- Attract the attention of the target customer who is interested in streetwear
01/03/2024 - 31/04/2024	Facebook Instagram Tiktok	<ul style="list-style-type: none"> - Hire Kols, Koc to promote products - Run ads on Tiktok and Instagram - Post tiktoks,videos and reels with latest collection - Hold monthly minigames - Post streetwear related news worldwide - Host Women's Day minigames 	<ul style="list-style-type: none"> - Attract customer with brand new collection - Creating brand image as a young and very versatile streetwear clothing brand
01/05/2024 - 01/07/2024	Facebook Instagram Tiktok	<ul style="list-style-type: none"> - Run ads on Tiktok and Instagram - Post tiktoks,videos and reels - Hire Kols, Koc to promote products and livestreams - Post customer feedback on fanpage - Host Children's Day minigame 	<ul style="list-style-type: none"> - Increase brand awareness in the streetwear community and focus on perfecting product based on customer feedback - Increase customer service leading to greater customer return and loyalty
01/7/2024 - 31/8/2024	Facebook Instagram Tiktok	<ul style="list-style-type: none"> - Run ads on Tiktok and Instagram - Post tiktoks,videos and reels - Hire Kols, Koc to promote products and livestreams - Post customer feedback on fanpage - Host monthly minigame 	<ul style="list-style-type: none"> - Increase brand awareness in the streetwear community and focus on perfecting product based on customer feedback - Increase customer service leading to greater customer return and loyalty"
01/09/2024 - 01/11/2024	Facebook Instagram Tiktok	<ul style="list-style-type: none"> - Run ads on Tiktok and Instagram - Post tiktoks,videos and reels - Hire Kols, Koc to promote products and livestreams - Post customer feedback on fanpage - Host Halloween's minigame 	<ul style="list-style-type: none"> - Increase brand awareness in the streetwear community and focus on perfecting product based on customer feedback - Increase customer service leading to greater customer return and loyalty
01/11/2024 - 31/12/2024	Facebook Instagram Tiktok	<ul style="list-style-type: none"> - Launch Chirstmas limited items and winter collection - Run ads on Tiktok and Instagram - Post tiktoks,videos and reels - Hire Kols, Koc to promote products and livestreams - Post customer feedback on fanpage - Host Chirstmas minigame 	<ul style="list-style-type: none"> - Increase brand awareness in the streetwear community and focus on perfecting product based on customer feedback - Increase customer service leading to greater customer return and loyalty

Figure 76: Marketing campaign 2024

(Source: Author 2023)

3.4.3. Marketing budget***Estimated marketing budget 2024***

<i>Phase</i>	<i>Main Activities</i>	<i>Time</i>	<i>Budget (VND)</i>
<i>1/1/2024 - 1/3/2024</i>	<i>Run Ads on Tiktok</i>	<i>Week 1: Jan Week 2: Feb</i>	<i>12.000.000</i>
	<i>Run Ads on Instagram</i>	<i>Week 1: Jan Week 2: Feb</i>	<i>5.000.000</i>
	<i>Hire Kols</i>	<i>Week 1,2: Jan Week 1,2: Feb</i>	<i>10.000.000</i>
	<i>Tet holiday minigames</i>	<i>Week 2 : Feb</i>	<i>2.000.000</i>
	<i>Tet holiday gifts</i>		<i>4.000.000</i>
<i>1/3/2023 - 31/4/2023</i>	<i>Run Ads on Tiktok</i>	<i>Week 1: Mar Week 1,3: Apr</i>	<i>12.000.000</i>
	<i>Run Ads on Instagram</i>	<i>Week 1: Mar Week 1,3: Apr</i>	<i>5.000.000</i>
	<i>Hire Kols</i>	<i>Week 2: Apr</i>	<i>8.000.000</i>
	<i>Women's day minigames</i>	<i>Week 1: March</i>	<i>2.000.000</i>
<i>1/5/2024 - 31/6/2024</i>	<i>Run Ads on Tiktok</i>	<i>Week 1: May Week 2,4: Jun</i>	<i>12.000.000</i>
	<i>Run Ads on Instagram</i>	<i>Week 1: May Week 2: Jun</i>	<i>5.000.000</i>
	<i>Hire Kols</i>	<i>Week 1,3: Jun</i>	<i>8.000.000</i>
	<i>Children's day minigame</i>	<i>Week 1: Jun</i>	<i>2.000.000</i>

<i>1/7/2024 - 31/8/2024</i>	<i>Run Ads on Tiktok</i>	<i>Week 1: Jul Week 2,4: Aug</i>	<i>12.000.000</i>
	<i>Run Ads on Instagram</i>	<i>Week 1: Jul Week 2,4: Aug</i>	<i>5.000.000</i>
	<i>Hire Kols</i>	<i>Week 1,3: Jul</i>	<i>8.000.000</i>
	<i>minigame</i>	<i>Week 1: Jul</i>	<i>2.000.000</i>
<i>1/9/2024 - 31/10/2024</i>	<i>Run Ads on Tiktok</i>	<i>Week 1: Sep Week 2,4: Oct</i>	<i>12.000.000</i>
	<i>Run Ads on Instagram</i>	<i>Week 1: Sep Week 2,4: Oct</i>	<i>5.000.000</i>
	<i>Hire Kols</i>	<i>Week 1,3: Sep</i>	<i>8.000.000</i>
	<i>Halloween's minigame</i>	<i>Week 1: Sep</i>	<i>2.000.000</i>
<i>1/11/2024 - 31/12/2024</i>	<i>Run Ads on Tiktok</i>	<i>Week 1: Nov Week 2,4: Dec</i>	<i>12.000.000</i>
	<i>Run Ads on Instagram</i>	<i>Week 1: Nov Week 2,4: Dec</i>	<i>5.000.000</i>
	<i>Hire Kols</i>	<i>Week 1,3: Nov</i>	<i>8.000.000</i>
	<i>Chirstmas's day minigame</i>	<i>Week 4: Dec</i>	<i>2.000.000</i>
<i>Total</i>			<i>168.000.000</i>

Figure 77: Estimated marketing budget for 2024

(Source: Author 2023)

3.4.4. Expected KPI

Expected KPI 2024

<i>Phase</i>	<i>Activities</i>	<i>Time per phase</i>	<i>Total cost (VND)</i>	<i>Total reach</i>	<i>Total follower</i>
<i>01/01/2024 - 01/03/2024</i>	<i>Tiktok ads</i>	<i>2</i>	<i>12.000.000</i>	<i>120000</i>	<i>12000</i>
	<i>Instagram ads</i>	<i>2</i>	<i>5.000.000</i>	<i>5400</i>	<i>700</i>
<i>01/03/2024 - 31/04/2024</i>	<i>Tiktok ads</i>	<i>2</i>	<i>12.000.000</i>	<i>120000</i>	<i>12000</i>
	<i>Instagram ads</i>	<i>2</i>	<i>5.000.000</i>	<i>5400</i>	<i>700</i>
<i>01/05/2024 - 01/07/2024</i>	<i>Tiktok ads</i>	<i>2</i>	<i>12.000.000</i>	<i>120000</i>	<i>12000</i>
	<i>Instagram ads</i>	<i>2</i>	<i>5.000.000</i>	<i>5400</i>	<i>700</i>
<i>01/7/2024 - 31/8/2024</i>	<i>Tiktok ads</i>	<i>2</i>	<i>12.000.000</i>	<i>120000</i>	<i>12000</i>
	<i>Instagram ads</i>	<i>2</i>	<i>5.000.000</i>	<i>5400</i>	<i>700</i>
<i>01/09/2024 - 01/11/2024</i>	<i>Tiktok ads</i>	<i>2</i>	<i>12.000.000</i>	<i>120000</i>	<i>12000</i>
	<i>Instagram ads</i>	<i>2</i>	<i>5.000.000</i>	<i>5400</i>	<i>700</i>
<i>01/11/2024 - 31/12/2024</i>	<i>Tiktok ads</i>	<i>2</i>	<i>12.000.000</i>	<i>120000</i>	<i>12000</i>
	<i>Instagram ads</i>	<i>2</i>	<i>5.000.000</i>	<i>5400</i>	<i>700</i>

Figure 78: Expected KPI 2024

(Source: Author 2023)

Expected KPI 2025,2026

<i>Phase</i>	<i>Channel</i>	<i>Cost per time (VND)</i>	<i>Frequency (per year)</i>	<i>Reach per time</i>	<i>CTR</i>	<i>Conversion rate</i>	<i>Click/Engage</i>
2025	Tiktok	18.000.000	12	19800	3.3%	1.1%	2800
	Instagram	10.000.000	12	108000	3.8%	2.6%	1260
2026	Tiktok	24.000.000	12	280000	3.4%	1.1%	1420
	Instagram	14.000.000	12	152000	3.8%	2.6%	1820

*Figure 79: Expected KPI 2025,2026**(Source: Author 2023)***CHAPTER 4: FINANCIAL ANALYSIS****4.1 Initial Investment & Depreciation**

Totaling all required initial investments and working capital, the final required initial investment for Possible will be 700,000,000 VND

Nguyen Phu Trong-385,000.00VND-55%

Nguyen Xuan Trung Kien-105,000,000VND-15%

Vu Mai Phuong-105,000,000VND-15%

Nguyen Cong Nam-105,000,000%-15%

Initial investment		January 2024	Quantity	Unit	Total	Note	Details
Rental Cost	Total	9,000,000 đ			36,000,000 đ		
	Deposit fee	9,000,000 đ	1		9,000,000 đ	1 month deposit	
	Rental fee	9,000,000 đ	3	Month	27,000,000 đ	Pay rent every 3 months	
Legal procedure	Total	8,000,000 đ			8,000,000 đ		
	Register business license	5,000,000 đ	1	Set	5,000,000 đ		
	Sign up the trademark	3,000,000 đ	1	Set	3,000,000 đ		
Physical Asset	Total	49,650,000 đ			102,350,000 đ		
	Brand logo and guideline identity	3,000,000 đ	1	Set	3,000,000 đ		
	Interior decoration	10,000,000 đ	1	Set	10,000,000 đ	Tea set, couch, garbage can, shelf, decorative light, etc...	
	Accounting software	4,000,000 đ	1	Application	4,000,000 đ		Details
	Desktop computer	8,800,000 đ	4	Set	35,200,000 đ	01 computers for CEO, 01 accounting computer, 01 designer computer, and 01 computer use for customize product order	Details
	Working desks & chairs	1,800,000 đ	8	Set	14,400,000 đ		Details
	Order printer	2,050,000 đ	1	Piece	2,050,000 đ		Details
	Livestream phone	15,000,000 đ	1	Piece	15,000,000 đ		
	Livestream supportive gadget	5,000,000 đ	1	Set	5,000,000 đ	Including 02 livestream light, tripod, and livestream decoration	
	Security camera	900,000 đ	3	Piece	2,700,000 đ		Details
	Water purifier	2,990,000 đ	1	Piece	2,990,000 đ		Details
	Projector	1,990,000 đ	1	Piece	1,990,000 đ		Details
	Standing clothes steamer	2,640,000 đ	1	Piece	2,640,000 đ		Details
	Storage shelf	845,000 đ	4	Piece	3,380,000 đ		Details
	Others				14,635,000 đ	Equal to 10% of above initial investment	
Total Initial investment					160,985,000 đ		
Net working capital					539,015,000 đ		
Required initial investment					700,000,000 đ		

Figure 80: Initial investment

Office and warehouse deposits worth 1 month's rent will be refunded after contract termination. Office interior decoration costs 10,000,000 VND and can be paid later. The reason is the budget. so small because employees rarely use the office (half of employees can work remotely)

Depreciation		Initial buying cost	Depreciation cost at the end of each year					Total depreciation
			2024	2025	2026	2027	2028	
Legal procedure	Total	8,000,000 ₺	4,000,000 ₺	4,000,000 ₺	4,320,000 ₺	4,320,000 ₺	4,665,600 ₺	21,305,600 ₺
	Register business license	5,000,000 ₺	2,500,000 ₺	2,500,000 ₺	2,700,000 ₺	2,700,000 ₺	2,916,000 ₺	13,316,000 ₺
	Sign up the trademark	3,000,000 ₺	1,500,000 ₺	1,500,000 ₺	1,620,000 ₺	1,620,000 ₺	1,749,600 ₺	7,989,600 ₺
Physical Asset	Total	95,350,000 ₺	19,070,000 ₺	19,070,000 ₺	19,070,000 ₺	19,070,000 ₺	19,070,000 ₺	95,350,000 ₺
	Interior decoration	10,000,000 ₺	2,000,000 ₺	2,000,000 ₺	2,000,000 ₺	2,000,000 ₺	2,000,000 ₺	10,000,000 ₺
	Desktop computer	35,200,000 ₺	7,040,000 ₺	7,040,000 ₺	7,040,000 ₺	7,040,000 ₺	7,040,000 ₺	35,200,000 ₺
	Working desks & chairs	14,400,000 ₺	2,880,000 ₺	2,880,000 ₺	2,880,000 ₺	2,880,000 ₺	2,880,000 ₺	14,400,000 ₺
	Order printer	2,050,000 ₺	410,000 ₺	410,000 ₺	410,000 ₺	410,000 ₺	410,000 ₺	2,050,000 ₺
	Livestream phone	15,000,000 ₺	3,000,000 ₺	3,000,000 ₺	3,000,000 ₺	3,000,000 ₺	3,000,000 ₺	15,000,000 ₺
	Livestream supportive gadget	5,000,000 ₺	1,000,000 ₺	1,000,000 ₺	1,000,000 ₺	1,000,000 ₺	1,000,000 ₺	5,000,000 ₺
	Security camera	2,700,000 ₺	540,000 ₺	540,000 ₺	540,000 ₺	540,000 ₺	540,000 ₺	2,700,000 ₺
	Water purifier	2,990,000 ₺	598,000 ₺	598,000 ₺	598,000 ₺	598,000 ₺	598,000 ₺	2,990,000 ₺
	Projector	1,990,000 ₺	398,000 ₺	398,000 ₺	398,000 ₺	398,000 ₺	398,000 ₺	1,990,000 ₺
	Standing clothes steamer	2,640,000 ₺	528,000 ₺	528,000 ₺	528,000 ₺	528,000 ₺	528,000 ₺	2,640,000 ₺
	Storage shelf	3,380,000 ₺	676,000 ₺	676,000 ₺	676,000 ₺	676,000 ₺	676,000 ₺	3,380,000 ₺
Total Depreciation cost		103,350,000 ₺	23,070,000 ₺	23,070,000 ₺	23,390,000 ₺	23,390,000 ₺	23,735,600 ₺	116,655,600 ₺

Figure 81: Depreciation

The depreciation cost will be recorded at the end of each year. Some asset has a depreciation time from 24 to 36 months such as the business registration license or company trademark. All assets from the table above have no liquidation value and will end their depreciation period after 5 years.

4.2 Cost structure and Expense

4.2.1 Fixed cost

Expenses		2024	2025	2026	2027	2028	Total	Average	Note
Fixed cost	Yearly totals:	208,300,000 ₺	248,315,000 ₺	289,795,750 ₺	317,887,038 ₺	348,748,039 ₺	1,413,045,827 ₺	282,609,165 ₺	
	Rental cost	108,000,000 ₺	118,800,000 ₺	130,680,000 ₺	143,748,000 ₺	158,122,800 ₺	659,350,800 ₺	131,870,160 ₺	
	Business license tax	1,000,000 ₺	1,000,000 ₺	1,000,000 ₺	1,000,000 ₺	1,000,000 ₺	5,000,000 ₺	1,000,000 ₺	Details
	Utilities								
	Internet	2,800,000 ₺	2,940,000 ₺	3,087,000 ₺	3,241,350 ₺	3,403,418 ₺			
	Phone charges	1,200,000 ₺	1,260,000 ₺	1,323,000 ₺	1,389,150 ₺	1,458,608 ₺			Details
	Inventory software	2,000,000 ₺	2,100,000 ₺	2,205,000 ₺	2,315,250 ₺	2,431,013 ₺			
	Apartment service	6,000,000 ₺	6,300,000 ₺	6,615,000 ₺	6,945,750 ₺	7,293,038 ₺			
	Office supplies	1,500,000 ₺	1,575,000 ₺	1,653,750 ₺	1,736,438 ₺	1,823,259 ₺			
	Equipment maintenance	800,000 ₺	840,000 ₺	882,000 ₺	926,100 ₺	972,405 ₺	12,708,952 ₺	1,270,895 ₺	
	Research and Development budget	50,000,000 ₺	75,000,000 ₺	100,000,000 ₺	110,000,000 ₺	121,000,000 ₺	456,000,000 ₺	91,200,000 ₺	
	Employee added benefits and welfare	35,000,000 ₺	38,500,000 ₺	42,350,000 ₺	46,585,000 ₺	51,243,500 ₺	213,678,500 ₺	42,735,700 ₺	

Figure 82: Expenses

Rent is expected to increase 10% per year and other utilities and supplies increase 5%, approximately the inflation rate. R&D and Human Resources budgets also increase steadily each year as an important part of Possible's operations

4.2.2 Variable cost

Variable cost	Yearly totals:	2,551,452,000 ₺	2,735,877,600 ₺	2,937,542,580 ₺	3,158,110,719 ₺	3,399,409,166 ₺	14,782,392,065 ₺	2,956,478,413 ₺
Salaries	BoD	384,000,000 ₺	384,000,000 ₺	384,000,000 ₺	384,000,000 ₺	384,000,000 ₺	6,169,149,600 ₺	308,457,480 ₺
	Marketing	468,000,000 ₺	514,800,000 ₺	566,280,000 ₺	622,908,000 ₺	685,198,800 ₺		
	Finance & Legal	108,000,000 ₺	118,800,000 ₺	130,680,000 ₺	143,748,000 ₺	158,122,800 ₺		
	Research and Development	120,000,000 ₺	132,000,000 ₺	145,200,000 ₺	159,720,000 ₺	175,692,000 ₺		
Employee insurance	Social insurance	149,100,000 ₺	157,290,000 ₺	166,299,000 ₺	176,208,900 ₺	187,109,790 ₺	1,027,095,162 ₺	68,473,011 ₺
	Health insurance	25,560,000 ₺	26,964,000 ₺	28,508,400 ₺	30,207,240 ₺	32,075,964 ₺		
	Unemployment insurance	8,520,000 ₺	8,988,000 ₺	9,502,800 ₺	10,069,080 ₺	10,691,988 ₺		
Raw material	Sweater line #1	135,000,000 ₺	148,500,000 ₺	163,350,000 ₺	179,685,000 ₺	197,653,500 ₺	4,926,815,700 ₺	140,766,163 ₺
	Sweater line #2	132,480,000 ₺	145,728,000 ₺	160,300,800 ₺	176,330,880 ₺	193,963,968 ₺		
	Sweater line #3	149,040,000 ₺	163,944,000 ₺	180,338,400 ₺	198,372,240 ₺	218,209,464 ₺		
	Hoodie line #1	55,200,000 ₺	60,720,000 ₺	66,792,000 ₺	73,471,200 ₺	80,818,320 ₺		
	Hoodie line #2	66,240,000 ₺	72,864,000 ₺	80,150,400 ₺	88,165,440 ₺	96,981,984 ₺		
	T-shirts line #1	149,040,000 ₺	163,944,000 ₺	180,338,400 ₺	198,372,240 ₺	218,209,464 ₺		
	T-shirts line #2	120,000,000 ₺	132,000,000 ₺	145,200,000 ₺	159,720,000 ₺	175,692,000 ₺		
Textile cost (Production cost)	Sweater line #1	54,000,000 ₺	56,700,000 ₺	59,535,000 ₺	62,511,750 ₺	65,637,338 ₺	1,203,880,332 ₺	40,129,344 ₺
	Sweater line #2&3	58,752,000 ₺	61,689,600 ₺	64,774,080 ₺	68,012,784 ₺	71,413,423 ₺		
	Sweater line #2 additional textile fee	6,912,000 ₺	7,257,600 ₺	7,620,480 ₺	8,001,504 ₺	8,401,579 ₺		
	Hoodie	28,512,000 ₺	29,937,600 ₺	31,434,480 ₺	33,006,204 ₺	34,656,514 ₺		
	T-shirts line #1	26,496,000 ₺	27,820,800 ₺	29,211,840 ₺	30,672,432 ₺	32,206,054 ₺		
	T-shirts line #2	43,200,000 ₺	45,360,000 ₺	47,628,000 ₺	50,009,400 ₺	52,509,870 ₺		
Packaging and shipping	Packaging	20,520,000 ₺	21,546,000 ₺	22,623,300 ₺	23,754,465 ₺	24,942,188 ₺	1,322,836,121 ₺	132,283,612 ₺
	Shipping	218,880,000 ₺	229,824,000 ₺	241,315,200 ₺	253,380,960 ₺	266,050,008 ₺		
Utilities	Electricity	19,200,000 ₺	20,160,000 ₺	21,168,000 ₺	22,226,400 ₺	23,337,720 ₺	132,615,150 ₺	13,261,515 ₺
	Water	4,800,000 ₺	5,040,000 ₺	5,292,000 ₺	5,556,600 ₺	5,834,430 ₺		
		183,180,000 ₺						

Figure 83: Variable cost

The table above shows the four types of variable costs that Possible must pay annually. Textile costs also include the cost of shipping products from the manufacturer to Possible's warehouse. Shipping cost is the cost of delivering the product to the customer and due to different locations, the cost will also be different. The costs in the financial sheet are the costs that Possible has estimated. Electricity and water may also change depending on actual usage by Possible employees.

4.2.3 Marketing & Sales Expenses

Marketing & Sales Expenses	Yearly totals:	723,428,451 đ	834,894,141 đ	966,716,969 đ	1,122,844,063 đ	1,305,863,720 đ	4,953,747,344 đ	990,749,469 đ
Online Marketing	Advertising	168,000,000 đ	176,400,000 đ	185,220,000 đ	194,481,000 đ	202,260,240 đ		
	Book KoLs & KoCs	50,000,000 đ	55,000,000 đ	60,500,000 đ	66,550,000 đ	73,205,000 đ	1,350,681,840 đ	90,045,456 đ
Sale incentives	Minigame	16,000,000 đ	19,200,000 đ	23,040,000 đ	27,648,000 đ	33,177,600 đ		
	Marketing & Sales	12,845,763 đ	15,414,915 đ	18,497,899 đ	22,197,478 đ	26,636,974 đ	1,164,524,106 đ	116,452,411 đ
Commissions	KoLs & KoCs	143,642,641 đ	172,371,169 đ	206,845,403 đ	248,214,484 đ	297,857,380 đ		
	Channels & Platforms	267,173,824 đ	320,608,589 đ	384,730,307 đ	461,676,368 đ	554,011,642 đ		
Others		65,766,223 đ	75,899,467 đ	87,883,361 đ	102,076,733 đ	118,714,884 đ	450,340,668 đ	90,068,134 đ

Figure 84: Marketing & Sales Expenses

As indicated above, Possible will have many marketing and sales campaigns with different purposes and budgets, the table above shows the final budget of all these activities; as well as calculated the expected commission the business will have to pay for the sales channels and platforms (Tiktok, Lazada, Shopee), and for the KoLs plus KoCs.

Channel	% of product sales	% commission	2024	2025	2026	2027	2028	Total	Average
Yearly totals:			267,173,824 đ	320,608,589 đ	384,730,307 đ	461,676,368 đ	554,011,642 đ	1,988,200,730 đ	397,640,146 đ
Shopee	14.34%	4%	19,216,698 đ	23,060,038 đ	27,672,045 đ	33,206,455 đ	39,847,745 đ	143,002,982 đ	28,600,596 đ
Lazada	14.36%	2.992%	14,394,145 đ	17,272,974 đ	20,727,569 đ	24,873,082 đ	29,847,699 đ	107,115,468 đ	21,423,094 đ
Tiktok	Livestream	38.33%	89,920,340 đ	107,904,408 đ	129,485,290 đ	155,382,348 đ	186,458,817 đ		
	KoCs	32.97%	143,642,641 đ	172,371,169 đ	206,845,403 đ	248,214,484 đ	297,857,380 đ	1,738,082,280 đ	173,808,228 đ

Figure 85: Channel

4.2.4 Salaries

In the pessimistic case when the revenue of Possible decreases, the commission of the employees will be decreased and their salaries will not be fixed. For that reason, we calculated two separate tables of the wages, that is the salary that employees will receive no matter how much product the business sold, and the second table is the salary that will be changed as the revenue increases or decreases.

Salary			2024	2025	2026	2027	2028	Total	Average
Fixed Salary	Yearly totals:		1,263,180,000 đ	1,342,842,000 đ	1,430,470,200 đ	1,526,861,220 đ	1,632,891,342 đ	7,196,244,762 đ	1,439,248,952 đ
Marketing & Sales Department	Content Creator & Designer		240,000,000 đ	264,000,000 đ	290,400,000 đ	319,440,000 đ	351,384,000 đ	2,857,186,800 đ	190,479,120 đ
	Customer Service		120,000,000 đ	132,000,000 đ	145,200,000 đ	159,720,000 đ	175,692,000 đ		
Head of Human & Warehouse	Packaging		108,000,000 đ	118,800,000 đ	130,680,000 đ	143,748,000 đ	158,122,800 đ	659,350,800 đ	131,870,160 đ
Finance & Legality Department	Accountant		108,000,000 đ	118,800,000 đ	130,680,000 đ	143,748,000 đ	158,122,800 đ		
Research & Development Department	Product designer		120,000,000 đ	132,000,000 đ	145,200,000 đ	159,720,000 đ	175,692,000 đ	732,612,000 đ	146,522,400 đ
Board of Director	CEO & Head of Finance & Legality		96,000,000 đ	96,000,000 đ	96,000,000 đ	96,000,000 đ	96,000,000 đ		
	Head of Product & Research and Department		96,000,000 đ	96,000,000 đ	96,000,000 đ	96,000,000 đ	96,000,000 đ		
	Head of Marketing & Sale & Partnership Department		96,000,000 đ	96,000,000 đ	96,000,000 đ	96,000,000 đ	96,000,000 đ		
	Head of Human & Warehouse		96,000,000 đ	96,000,000 đ	96,000,000 đ	96,000,000 đ	96,000,000 đ		
Employee insurance	Social insurance		149,100,000 đ	157,290,000 đ	166,299,000 đ	176,208,900 đ	187,109,790 đ	1,027,095,162 đ	68,473,011 đ
	Health insurance		25,560,000 đ	26,964,000 đ	28,508,400 đ	30,207,240 đ	32,075,964 đ		
	Unemployment insurance		8,520,000 đ	8,988,000 đ	9,502,800 đ	10,069,080 đ	10,691,988 đ		

Figure 86: Salary

The fixed salary of the employees and their working hours are also in the job description of that position and will increase by around 10% each year based on that employee's performance. As a no-offline store business, Possible is well aware that the revenue of the company will come a lot from marketing and live streaming. That is why the expenses for this department take a big amount of the company's cash flow.

Variable Salary	Yearly totals:	16,525,763 đ	21,126,915 đ	24,495,499 đ	28,494,958 đ	33,249,328 đ	123,892,463 đ	24,778,493 đ
Marketing & Sales incentive	Commission	12,845,763 đ	15,414,915 đ	18,497,899 đ	22,197,478 đ	26,636,974 đ	123,892,463 đ	12,389,246 đ
	Overtime livestream	3,680,000 đ	5,712,000 đ	5,997,600 đ	6,297,480 đ	6,612,354 đ		

Figure 87: Variable Salary

Marketing & Sales commissions are the incentives that give to content creators of the department to boost their performance. The overtime work of these employees is also paid extra based on their working hours, which is around 40,000 Vnd per hour. As the main source of revenue, Possible is extremely focused on this position with many incentives for them.

Finally, the BoD salary is also variable because in the pessimistic case when the very least revenue comes, the BoD will not or just receive a small amount of salary to save cash flow for the business operation.

4.3 Revenue

The main revenue of the business comes from Sweaters, Hoodies, and T-shirts with specific quantities expected in 5 years and each year increasing by 20%.

Revenues		2024		2025		2026		2027		2028		Total	Average
Sweater	Yearly totals:	1,654,920,000 đ	49.38%	1,985,904,000 đ	49.38%	2,383,084,800 đ	49.38%	2,859,701,760 đ	49.38%	3,431,642,112 đ	49.38%	12,315,252,674 đ	1,368,361,408 đ
	Embossing	538,200,000 đ	16.06%	645,840,000 đ	16.06%	775,008,000 đ	16.06%	930,009,600 đ	16.06%	1,116,011,520 đ	16.06%	4,005,069,121 đ	445,007,680 đ
	Print DTG	535,680,000 đ	15.98%	642,816,000 đ	15.98%	771,379,200 đ	15.98%	925,655,040 đ	15.98%	1,110,786,048 đ	15.98%	3,986,316,289 đ	442,924,032 đ
	Print PET	581,040,000 đ	17.34%	697,248,000 đ	17.34%	836,697,600 đ	17.34%	1,004,037,120 đ	17.34%	1,204,844,544 đ	17.34%	4,323,867,265 đ	480,429,696 đ
Hoodie	Yearly totals:	415,200,000 đ	12.39%	498,240,000 đ	12.39%	597,888,000 đ	12.39%	717,465,600 đ	12.39%	860,958,720 đ	12.39%	3,089,752,320 đ	343,305,813 đ
	Print Cao Thanh decal	192,000,000 đ	5.73%	230,400,000 đ	5.73%	276,480,000 đ	5.73%	331,776,000 đ	5.73%	398,131,200 đ	5.73%	1,428,787,200 đ	158,754,133 đ
	Print PET	223,200,000 đ	6.66%	267,840,000 đ	6.66%	321,408,000 đ	6.66%	385,689,600 đ	6.66%	462,827,520 đ	6.66%	1,660,965,120 đ	184,551,680 đ
T-shirts	Yearly totals:	1,281,240,000 đ	38.23%	1,537,488,000 đ	38.23%	1,844,985,600 đ	38.23%	2,213,982,720 đ	38.23%	2,656,779,264 đ	38.23%	9,534,475,586 đ	1,059,386,176 đ
	Print PET	659,640,000 đ	19.68%	791,568,000 đ	19.68%	949,881,600 đ	19.68%	1,139,857,920 đ	19.68%	1,367,829,504 đ	19.68%	4,908,777,025 đ	545,419,669 đ
	Print DTG	621,600,000 đ	18.55%	745,920,000 đ	18.55%	895,104,000 đ	18.55%	1,074,124,800 đ	18.55%	1,288,949,760 đ	18.55%	4,625,698,561 đ	513,966,507 đ
Total Revenue		3,351,360,000 đ	100.00%	4,021,632,000 đ	100.00%	4,825,958,400 đ	100.00%	5,791,150,080 đ	100.00%	6,949,380,096 đ	100.00%	24,939,480,580 đ	2,771,053,398 đ

Figure 88: Revenue

4.4 Financial analysis

4.4.1 Income statement

Income statement													
		2024		2025		2026		2027		2028		Total	Average
Revenue		3,351,360,000 đ	100.00%	4,021,632,000 đ	100.00%	4,825,958,400 đ	100.00%	5,791,150,080 đ	100.00%	6,949,380,096 đ	100.00%	24,939,480,576 đ	4,987,896,115 đ
Sweater		1,654,920,000 đ	49.38%	1,985,904,000 đ	49.38%	2,383,084,800 đ	49.38%	2,859,701,760 đ	49.38%	3,431,642,112 đ	49.38%	12,315,252,672 đ	2,463,050,534 đ
Hoodie		415,200,000 đ	12.39%	498,240,000 đ	12.39%	597,888,000 đ	12.39%	717,465,600 đ	12.39%	860,958,720 đ	12.39%	3,089,752,320 đ	617,950,464 đ
T-shirts		1,281,240,000 đ	38.23%	1,537,488,000 đ	38.23%	1,844,985,600 đ	38.23%	2,213,982,720 đ	38.23%	2,656,779,264 đ	38.23%	9,534,475,584 đ	1,906,895,117 đ
Cash operating expenses		3,483,180,451 đ	103.93%	3,828,326,741 đ	95.19%	4,213,921,299 đ	87.32%	4,630,881,520 đ	79.96%	5,102,100,341 đ	73.42%	21,258,410,351 đ	4,251,682,070 đ
Salaries		1,080,000,000 đ	32.23%	1,149,600,000 đ	28.59%	1,226,160,000 đ	25.41%	1,310,376,000 đ	22.63%	1,403,013,600 đ	20.19%	6,169,149,600 đ	1,233,829,920 đ
Marketing & Sales Expenses		723,428,451 đ	21.59%	844,134,141 đ	20.99%	986,582,969 đ	20.44%	1,154,883,763 đ	19.94%	1,353,943,136 đ	19.48%	5,062,972,460 đ	1,012,594,492 đ
Raw material		807,000,000 đ	24.08%	887,700,000 đ	22.07%	976,470,000 đ	20.23%	1,074,117,000 đ	18.55%	1,181,528,700 đ	17.00%	4,926,815,700 đ	985,363,140 đ
Packaging and shipping		239,400,000 đ	7.14%	251,370,000 đ	6.25%	263,938,500 đ	5.47%	277,135,425 đ	4.79%	290,992,196 đ	4.19%	1,322,836,121 đ	264,567,224 đ
Employee insurance		183,180,000 đ	5.47%	193,242,000 đ	4.81%	204,310,200 đ	4.23%	216,485,220 đ	3.74%	229,877,742 đ	3.31%	1,027,095,162 đ	205,419,032 đ
Rental cost		108,000,000 đ	3.22%	118,800,000 đ	2.95%	130,680,000 đ	2.71%	143,748,000 đ	2.48%	158,122,800 đ	2.28%	659,350,800 đ	131,870,160 đ
Textile cost		217,872,000 đ	6.50%	228,765,600 đ	5.69%	240,203,880 đ	4.98%	252,214,074 đ	4.36%	264,824,778 đ	3.81%	1,203,880,332 đ	240,776,066 đ
Research and Development budget		50,000,000 đ	1.49%	75,000,000 đ	1.86%	100,000,000 đ	2.07%	110,000,000 đ	1.90%	121,000,000 đ	1.74%	456,000,000 đ	91,200,000 đ
Employee added benefits and welfare		35,000,000 đ	1.04%	38,500,000 đ	0.96%	42,350,000 đ	0.88%	46,585,000 đ	0.80%	51,243,500 đ	0.74%	213,678,500 đ	42,735,700 đ
Utilities		36,000,000 đ	1.07%	37,800,000 đ	0.94%	39,690,000 đ	0.82%	41,674,500 đ	0.72%	43,758,225 đ	0.63%	198,922,725 đ	39,784,545 đ
Office supplies		2,300,000 đ	0.07%	2,415,000 đ	0.06%	2,535,750 đ	0.05%	2,662,538 đ	0.05%	2,795,664 đ	0.04%	12,708,952 đ	2,541,790 đ
Business license tax		1,000,000 đ	0.03%	1,000,000 đ	0.02%	1,000,000 đ	0.02%	1,000,000 đ	0.02%	1,000,000 đ	0.01%	5,000,000 đ	1,000,000 đ
Revenue - Operating expenses		-131,820,451 đ	-3.93%	193,305,259 đ	4.81%	612,037,101 đ	12.68%	1,160,268,560 đ	20.04%	1,847,279,755 đ	26.58%	3,681,070,225 đ	736,214,045 đ
D&A = Depreciation cost		23,070,000 đ	0.69%	23,070,000 đ	0.57%	23,390,000 đ	0.48%	23,390,000 đ	0.40%	23,735,600 đ	0.34%	116,655,600 đ	23,331,120 đ
Earning Before Tax =		-154,890,451 đ	-4.62%	170,235,259 đ	4.23%	588,647,101 đ	12.20%	1,136,878,560 đ	19.63%	1,823,544,155 đ	26.24%	3,564,414,625 đ	712,882,925 đ
Corporate tax		0 đ	0.00%	34,047,052 đ	0.85%	117,729,420 đ	2.44%	227,375,712 đ	3.93%	364,708,831 đ	5.25%	743,861,015 đ	148,772,203 đ
Net income		-154,890,451 đ	-4.62%	136,188,207 đ	3.39%	470,917,681 đ	9.76%	909,502,848 đ	15.71%	1,458,835,324 đ	20.99%	2,820,553,609 đ	564,110,722 đ

Figure 89: Income Statement

The table above presents Possible's income report in the optimistic scenario, as previously forecasted. The net income at the end of 2024 is negative due to high operating expenses such as salaries, marketing and sales, and raw materials. However, with effective management and operational strategies, the proportion of these costs is expected to decrease throughout the year, resulting in positive net income thereafter.

Several other costs can be reduced, such as transportation, packaging, textiles, and raw materials, as there is an ongoing negotiation process in the partner development department. These negotiations aim to achieve long-term agreements with suppliers and manufacturers. The reduction of these costs will be updated, and the potential for positive net income will be explored further in the future.

The financial team also calculated the worst-case scenario in which Possible experiences a significant decline in revenue, and the business struggles to survive in the market. In the pessimistic tax scenario, Possible's revenue is projected to decrease by 30% from 3.3 billion down to only 2.4 billion in the first operational year, as shown in the table below.

Income statement- Pessimistic case

Income statement												
	2024		2025		2026		2027		2028		Total	Average
Revenue	2,345,952,000 ₺	100.00%	2,815,142,400 ₺	100.00%	3,378,170,880 ₺	100.00%	4,053,805,056 ₺	100.00%	4,864,566,067 ₺	100.00%	17,457,636,403 ₺	3,491,527,281 ₺
Sweater	1,158,444,000 ₺	49.38%	1,390,132,800 ₺	49.38%	1,668,159,360 ₺	49.38%	2,001,791,232 ₺	49.38%	2,402,149,478 ₺	49.38%	8,620,676,870 ₺	1,724,135,374 ₺
Hoodie	290,640,000 ₺	12.39%	348,768,000 ₺	12.39%	418,521,600 ₺	12.39%	502,225,920 ₺	12.39%	602,671,104 ₺	12.39%	2,162,826,624 ₺	432,565,325 ₺
T-shirts	896,868,000 ₺	38.23%	1,076,241,600 ₺	38.23%	1,291,489,920 ₺	38.23%	1,549,787,904 ₺	38.23%	1,859,745,485 ₺	38.23%	6,674,132,909 ₺	1,334,826,582 ₺
Cash operating expenses	2,583,990,316 ₺	110.15%	2,823,982,899 ₺	100.31%	3,043,533,210 ₺	90.09%	3,271,657,605 ₺	80.71%	3,526,614,556 ₺	72.50%	15,249,778,585 ₺	3,049,955,717 ₺
Salaries	876,000,000 ₺	37.34%	946,392,000 ₺	33.62%	985,759,440 ₺	29.18%	1,027,882,601 ₺	25.36%	1,072,954,383 ₺	22.06%	4,908,988,424 ₺	981,797,685 ₺
Marketing & Sales Expenses	514,319,916 ₺	21.92%	593,588,899 ₺	21.09%	687,333,928 ₺	20.35%	798,361,527 ₺	19.69%	928,517,774 ₺	19.09%	3,522,122,043 ₺	704,424,409 ₺
Raw material	564,900,000 ₺	24.08%	593,145,000 ₺	21.07%	622,802,250 ₺	18.44%	653,942,363 ₺	16.13%	686,639,481 ₺	14.12%	3,121,429,093 ₺	624,285,819 ₺
Packaging and shipping	167,580,000 ₺	7.14%	175,959,000 ₺	6.25%	184,756,950 ₺	5.47%	193,994,798 ₺	4.79%	203,694,537 ₺	4.19%	925,985,285 ₺	185,197,057 ₺
Employee insurance	157,380,000 ₺	6.71%	170,347,080 ₺	6.05%	176,492,176 ₺	5.22%	183,067,428 ₺	4.52%	190,102,948 ₺	3.91%	877,389,631 ₺	175,477,926 ₺
Rental cost	27,000,000 ₺	1.15%	29,700,000 ₺	1.06%	32,670,000 ₺	0.97%	35,937,000 ₺	0.89%	39,530,700 ₺	0.81%	164,837,700 ₺	32,967,540 ₺
Textile cost	152,510,400 ₺	6.50%	160,135,920 ₺	5.69%	168,142,716 ₺	4.98%	176,549,852 ₺	4.36%	185,377,344 ₺	3.81%	842,716,232 ₺	168,543,246 ₺
Research and Development budget	50,000,000 ₺	2.13%	75,000,000 ₺	2.66%	100,000,000 ₺	2.96%	110,000,000 ₺	2.71%	121,000,000 ₺	2.49%	456,000,000 ₺	91,200,000 ₺
Employee added benefits and welfare	35,000,000 ₺	1.49%	38,500,000 ₺	1.37%	42,350,000 ₺	1.25%	46,585,000 ₺	1.15%	51,243,500 ₺	1.05%	213,678,500 ₺	42,735,700 ₺
Utilities	36,000,000 ₺	1.53%	37,800,000 ₺	1.34%	39,690,000 ₺	1.17%	41,674,500 ₺	1.03%	43,758,225 ₺	0.90%	198,922,725 ₺	39,784,545 ₺
Office supplies	2,300,000 ₺	0.10%	2,415,000 ₺	0.09%	2,535,750 ₺	0.08%	2,662,538 ₺	0.07%	2,795,664 ₺	0.06%	12,708,952 ₺	2,541,790 ₺
Business license tax	1,000,000 ₺	0.04%	1,000,000 ₺	0.04%	1,000,000 ₺	0.03%	1,000,000 ₺	0.02%	1,000,000 ₺	0.02%	5,000,000 ₺	1,000,000 ₺
Revenue - Operating expenses	-238,038,316 ₺	-10.15%	-8,840,499 ₺	-0.31%	334,637,670 ₺	9.91%	782,147,451 ₺	19.29%	1,337,951,511 ₺	27.50%	2,207,857,818 ₺	441,571,564 ₺
D&A = Depreciation cost	23,070,000 ₺	0.98%	23,070,000 ₺	0.82%	23,390,000 ₺	0.69%	23,390,000 ₺	0.58%	23,735,600 ₺	0.49%	116,655,600 ₺	23,331,120 ₺
EBT =	-261,108,316 ₺	-11.13%	-31,910,499 ₺	-1.13%	311,247,670 ₺	9.21%	758,757,451 ₺	18.72%	1,314,215,911 ₺	27.02%	2,091,202,218 ₺	418,240,444 ₺
Corporate tax	0 ₺	0.00%	0 ₺	0.00%	62,249,534 ₺	1.84%	151,751,490 ₺	3.74%	262,843,182 ₺	5.40%	476,844,206 ₺	95,368,841 ₺
Net income	-261,108,316 ₺	-11.13%	-31,910,499 ₺	-1.13%	248,998,136 ₺	7.37%	607,005,961 ₺	14.97%	1,051,372,729 ₺	21.61%	1,614,358,011 ₺	322,871,602 ₺

Figure 90: Income statement- Pessimistic case

4.4.2 Cash flow

Cash flow											
	2024		2025		2026		2027		2028		Total
											Average
Revenue	3,351,360,000 ₺	100.00%	4,021,632,000 ₺	100.00%	4,825,958,400 ₺	100.00%	5,791,150,080 ₺	100.00%	6,949,380,096 ₺	100.00%	24,939,480,576 ₺
Sweater	1,654,920,000 ₺	49.38%	1,985,904,000 ₺	49.38%	2,383,084,800 ₺	49.38%	2,859,701,760 ₺	49.38%	3,431,642,112 ₺	49.38%	12,315,252,672 ₺
Hoodie	415,200,000 ₺	12.39%	498,240,000 ₺	12.39%	597,888,000 ₺	12.39%	717,465,600 ₺	12.39%	860,958,720 ₺	12.39%	3,089,752,320 ₺
T-shirts	1,281,240,000 ₺	38.23%	1,537,488,000 ₺	38.23%	1,844,985,600 ₺	38.23%	2,213,982,720 ₺	38.23%	2,656,779,264 ₺	38.23%	9,534,475,584 ₺
Cash operating expenses	3,483,180,451 ₺	103.93%	3,828,326,741 ₺	95.19%	4,213,921,299 ₺	87.32%	4,630,881,520 ₺	79.96%	5,102,100,341 ₺	73.42%	21,258,410,351 ₺
Salaries	1,080,000,000 ₺	32.23%	1,149,600,000 ₺	28.59%	1,226,160,000 ₺	25.41%	1,310,376,000 ₺	22.63%	1,403,013,600 ₺	20.19%	6,169,149,600 ₺
Marketing & Sales Expenses	723,428,451 ₺	21.59%	844,134,141 ₺	20.99%	986,582,969 ₺	20.44%	1,154,883,763 ₺	19.94%	1,353,943,136 ₺	19.48%	5,062,972,460 ₺
Raw material	807,000,000 ₺	24.08%	887,700,000 ₺	22.07%	976,470,000 ₺	20.23%	1,074,117,000 ₺	18.55%	1,181,528,700 ₺	17.00%	4,926,815,700 ₺
Employee insurance	183,180,000 ₺	5.47%	193,242,000 ₺	4.81%	204,310,200 ₺	4.23%	216,485,220 ₺	3.74%	229,877,742 ₺	3.31%	1,027,095,162 ₺
Packaging and shipping	239,400,000 ₺	7.14%	251,370,000 ₺	6.25%	263,938,500 ₺	5.47%	277,135,425 ₺	4.79%	290,992,196 ₺	4.19%	1,322,836,121 ₺
Textile cost	217,872,000 ₺	6.50%	228,765,600 ₺	5.69%	240,203,880 ₺	4.98%	252,214,074 ₺	4.36%	264,824,778 ₺	3.81%	1,203,880,332 ₺
Rental cost	108,000,000 ₺	3.22%	118,800,000 ₺	2.95%	130,680,000 ₺	2.71%	143,748,000 ₺	2.48%	158,122,800 ₺	2.28%	659,350,800 ₺
Research and Development budget	50,000,000 ₺	1.49%	75,000,000 ₺	1.86%	100,000,000 ₺	2.07%	110,000,000 ₺	1.90%	121,000,000 ₺	1.74%	456,000,000 ₺
Utilities	36,000,000 ₺	1.07%	37,800,000 ₺	0.94%	39,690,000 ₺	0.82%	41,674,500 ₺	0.72%	43,758,225 ₺	0.63%	198,922,725 ₺
Employee added benefits and welfare	35,000,000 ₺	1.04%	38,500,000 ₺	0.96%	42,350,000 ₺	0.88%	46,585,000 ₺	0.80%	51,243,500 ₺	0.74%	213,678,500 ₺
Office supplies	2,300,000 ₺	0.07%	2,415,000 ₺	0.06%	2,535,750 ₺	0.05%	2,662,538 ₺	0.05%	2,795,664 ₺	0.04%	12,708,952 ₺
Business license tax	1,000,000 ₺	0.03%	1,000,000 ₺	0.02%	1,000,000 ₺	0.02%	1,000,000 ₺	0.02%	1,000,000 ₺	0.01%	5,000,000 ₺
Revenue - Operating expenses	-131,820,451 ₺	-3.93%	193,305,259 ₺	4.81%	612,037,101 ₺	12.68%	1,160,268,560 ₺	20.04%	1,847,279,755 ₺	26.58%	3,681,070,225 ₺
EBITDA =											
D&A = Depreciation cost	23,070,000 ₺	0.69%	23,070,000 ₺	0.57%	23,390,000 ₺	0.48%	23,390,000 ₺	0.40%	23,735,600 ₺	0.34%	116,655,600 ₺
EBT =	-154,890,451 ₺	-4.62%	170,235,259 ₺	4.23%	588,647,101 ₺	12.20%	1,136,878,560 ₺	19.63%	1,823,544,155 ₺	26.24%	3,564,414,625 ₺
Corporate tax	0 ₺	0.00%	34,047,052 ₺	0.85%	117,729,420 ₺	2.44%	227,375,712 ₺	3.93%	364,708,831 ₺	5.25%	743,861,015 ₺
NOPAT =	-154,890,451 ₺	-4.62%	136,188,207 ₺	3.39%	470,917,681 ₺	9.76%	909,502,848 ₺	15.71%	1,458,835,324 ₺	20.99%	2,820,553,609 ₺
CFOA = NOPAT + D&A	-131,820,451 ₺	-3.93%	159,258,207 ₺	3.96%	494,307,681 ₺	10.24%	932,892,848 ₺	16.11%	1,482,570,924 ₺	21.33%	2,937,209,209 ₺
Deposit fee return	0		0		0		0		27,000,000 ₺		5,400,000 ₺
Net cash flow	-131,820,451 ₺	-3.93%	159,258,207 ₺	3.96%	494,307,681 ₺	10.24%	932,892,848 ₺	16.11%	1,509,570,924 ₺	21.72%	2,964,209,209 ₺
initial investment capital											700,000,000 ₺
Net present value	-817,696,831 ₺		-690,737,163 ₺		-338,898,720 ₺		253,971,550 ₺		1,110,542,633 ₺		r = 12%
Payback Period	1.045										
Internal rate of return	39.57%										
MIRR	30.91%										

Figure 91: Cash flow

In the most likely situation, the net present value (NPV) of the business is positive in the third year of operation, it indicates that Possible is a feasible project and is being well-managed. The payback period is 1.045, meaning the project will break even after 1 year and 10 months, demonstrating the investment potential in the project as well as in other potential expansions in the future. With a conceptual significance, the Internal Rate of Return (IRR) is 39.57%, and such a high IRR confirms the solid investment returns potential for Possible.

In a pessimistic scenario where revenue decreases by 30%, all financial indicators will turn red within 4 years. The table below presents all the figures for this pessimistic scenario. Even with an IRR of -27.44%, which is still an acceptable rate for a startup project, the Net

Present Value (NPV) will be positive by 2028, indicating the feasibility of this project.

Cash flow

	2024		2025		2026		2027		2028		Total	Average
Revenue	2,345,952,000 ₺	100.00%	2,815,142,400 ₺	100.00%	3,378,170,880 ₺	100.00%	4,053,805,056 ₺	100.00%	4,864,566,067 ₺	100.00%	17,457,636,403 ₺	3,491,527,281 ₺
Sweater	1,158,444,000 ₺	49.38%	1,390,132,800 ₺	49.38%	1,668,159,360 ₺	49.38%	2,001,791,232 ₺	49.38%	2,402,149,478 ₺	49.38%	8,620,676,870 ₺	1,724,135,374 ₺
Hoodie	290,640,000 ₺	12.39%	348,768,000 ₺	12.39%	418,521,600 ₺	12.39%	502,225,920 ₺	12.39%	602,671,104 ₺	12.39%	2,162,826,624 ₺	432,565,325 ₺
T-shirts	896,868,000 ₺	38.23%	1,076,241,600 ₺	38.23%	1,291,489,920 ₺	38.23%	1,549,787,904 ₺	38.23%	1,859,745,485 ₺	38.23%	6,674,132,909 ₺	1,334,826,582 ₺
Cash operating expenses	2,964,090,316 ₺	126.35%	3,250,205,819 ₺	115.45%	3,568,413,294 ₺	105.63%	3,908,252,421 ₺	96.41%	4,290,989,660 ₺	88.21%	17,981,951,510 ₺	3,596,390,302 ₺
Salaries	1,080,000,000 ₺	46.04%	1,149,600,000 ₺	40.84%	1,226,160,000 ₺	36.30%	1,310,376,000 ₺	32.32%	1,403,013,600 ₺	28.84%	6,169,149,600 ₺	1,233,829,920 ₺
Marketing & Sales Expenses	583,619,916 ₺	24.88%	676,363,899 ₺	24.03%	785,258,678 ₺	23.25%	913,294,614 ₺	22.53%	1,064,036,157 ₺	21.87%	4,022,573,264 ₺	804,514,653 ₺
Raw material	564,900,000 ₺	24.08%	621,390,000 ₺	22.07%	683,529,000 ₺	20.23%	751,881,900 ₺	18.55%	827,070,090 ₺	17.00%	3,448,770,990 ₺	689,754,198 ₺
Employee insurance	183,180,000 ₺	7.81%	193,242,000 ₺	6.86%	204,310,200 ₺	6.05%	216,485,220 ₺	5.34%	229,877,742 ₺	4.73%	1,027,095,162 ₺	205,419,032 ₺
Packaging and shipping	167,580,000 ₺	7.14%	175,959,000 ₺	6.25%	184,756,950 ₺	5.47%	193,994,798 ₺	4.79%	203,694,537 ₺	4.19%	925,985,285 ₺	185,197,057 ₺
Textile cost	152,510,400 ₺	6.50%	160,135,920 ₺	5.69%	168,142,716 ₺	4.98%	176,549,852 ₺	4.36%	185,377,344 ₺	3.81%	842,716,232 ₺	168,543,246 ₺
Rental cost	108,000,000 ₺	4.60%	118,800,000 ₺	4.22%	130,680,000 ₺	3.87%	143,748,000 ₺	3.55%	158,122,800 ₺	3.25%	659,350,800 ₺	131,870,160 ₺
Research and Development budget	50,000,000 ₺	2.13%	75,000,000 ₺	2.66%	100,000,000 ₺	2.96%	110,000,000 ₺	2.71%	121,000,000 ₺	2.49%	456,000,000 ₺	91,200,000 ₺
Utilities	36,000,000 ₺	1.53%	37,800,000 ₺	1.34%	39,690,000 ₺	1.17%	41,674,500 ₺	1.03%	43,758,225 ₺	0.90%	198,922,725 ₺	39,784,545 ₺
Employee added benefits and welfare	35,000,000 ₺	1.49%	38,500,000 ₺	1.37%	42,350,000 ₺	1.25%	46,585,000 ₺	1.15%	51,243,500 ₺	1.05%	213,678,500 ₺	42,735,700 ₺
Office supplies	2,300,000 ₺	0.10%	2,415,000 ₺	0.09%	2,535,750 ₺	0.08%	2,662,538 ₺	0.07%	2,795,664 ₺	0.06%	12,708,952 ₺	2,541,790 ₺
Business license tax	1,000,000 ₺	0.04%	1,000,000 ₺	0.04%	1,000,000 ₺	0.03%	1,000,000 ₺	0.02%	1,000,000 ₺	0.02%	5,000,000 ₺	1,000,000 ₺
Revenue - Operating expenses	-618,138,316 ₺	-26.35%	-435,063,419 ₺	-15.45%	-190,242,414 ₺	-5.63%	145,552,635 ₺	3.59%	573,576,407 ₺	11.79%	-524,315,106 ₺	-104,863,021 ₺
D&A = Depreciation cost	23,070,000 ₺	0.98%	23,070,000 ₺	0.82%	23,390,000 ₺	0.69%	23,390,000 ₺	0.58%	23,735,600 ₺	0.49%	116,655,600 ₺	23,331,120 ₺
EBT =	-641,208,316 ₺	-27.33%	-458,133,419 ₺	-16.27%	-213,632,414 ₺	-6.32%	122,162,635 ₺	3.01%	549,840,807 ₺	11.30%	-640,970,706 ₺	-128,194,141 ₺
Corporate tax	0 ₺	0.00%	0 ₺	0.00%	0 ₺	0.00%	24,432,527 ₺	0.60%	109,968,161 ₺	2.26%	134,400,688 ₺	26,880,138 ₺
NOPAT =	-641,208,316 ₺	-27.33%	-458,133,419 ₺	-16.27%	-213,632,414 ₺	-6.32%	97,730,108 ₺	2.41%	439,872,646 ₺	9.04%	-775,371,395 ₺	-155,074,279 ₺
CFOA = NOPAT + D&A	-618,138,316 ₺	-26.35%	-435,063,419 ₺	-15.45%	-190,242,414 ₺	-5.63%	121,120,108 ₺	2.99%	463,608,246 ₺	9.53%	-658,715,795 ₺	-131,743,159 ₺
Deposit fee return	0		0		0		0		27,000,000 ₺		27,000,000 ₺	5,400,000 ₺
Net cash flow	-618,138,316 ₺	-26.35%	-435,063,419 ₺	-15.45%	-190,242,414 ₺	-5.63%	121,120,108 ₺	2.99%	490,608,246 ₺	10.09%	-631,715,795 ₺	-126,343,159 ₺
Net present value	-1,251,909,210 ₺		-1,598,739,104 ₺		-1,734,149,897 ₺		-1,657,175,879 ₺		-1,378,791,584 ₺		initial investment capital	700,000,000 ₺
Payback Period	2.048										r =	12%
Internal rate of return	-27.44%											
MIRR	-18.75%											

Figure 92: Cash flow Pessimistic case

CHAPTER 5: CONCLUSION AND RECOMMENDATION

5.1. Risk Management and Backup Plan

Starting a fashion brand is an exciting undertaking, but not without its difficulties and uncertainties. Possible recognizes the potential challenges in research and development (R&D) and product-related aspects, and below is a strategy to manage these risks effectively. These potential risks come from internal dynamics within the Possible team and competition within the fashion industry.

Copied by competitors

One of the most important risks the fashion industry faces is product copying from competing brands. While it may seem like a quick way to meet customer needs and keep up

with trends, this exposes brands to serious legal risk and reputational erosion. Furthermore, there are concerns about competitors copying Possible's product designs, affecting the reputation and quality that Possible has worked hard to build.

To skillfully manage these risks, prioritizing creativity and originality becomes extremely important. Possible will focus on investing in a talented design team, tasked with creating unique work that fully represents our brand identity. Thorough market research will be conducted to identify consumer preferences, thereby paving the way for Possible Streetwear's own signature style. Furthermore, intellectual property protection through patents or trademarks protects our original designs from copying. In addition, signing clear and confidential product information agreements with garment factories will ensure exclusivity and minimize the possibility of design copying.

Ensuring product quality from main partners to customers

This fundamental principle is an important foundation for the development of customer loyalty to a brand's reputation and credibility. Fully aware that poor quality goods can lead to customer dissatisfaction and bad reviews, Possible has established a careful and closely monitored manufacturing process from fabric supplier to fabricator. clothing export.

To carefully manage risks, Possible has signed partnerships with reputable suppliers known for their reputation and quality. Furthermore, we always have clear contracts with many terms related to fabric quality, material costs and prices to ensure mutual benefits. Regular inspections of our manufacturing facilities are a strong checkpoint. Sample testing and product prototyping are carefully conducted, resolving any potential issues before mass production begins. Random inspections of products completed by Possible employees also ensure the best quality. Finally, each product is meticulously inspected and cleaned before being packaged for dispatch, ensuring the best customer experience. Furthermore, a clear and transparent return policy has been established, quickly addressing any customer concerns and working to improve product quality based on valuable feedback.

Lack of material supply and increased cost of goods sold

This risk could significantly affect the profitability and sustainability of our brands. Taking an aggressive approach to risk management, Possible has diversified its fabric supply strategy. Cultivating strong relationships with many fabric suppliers and exploring

partnership opportunities with fabric manufacturers has become an important part of our strategy. This diversification increases our flexibility in the face of fabric shortages or material price fluctuations. We are uncompromising in research and development, constantly searching for fabrics and materials that are innovative, unique and accessible. By staying ahead of trends and flexibly adapting to market dynamics, we steadfastly maintain a competitive edge, even amid challenges related to fire fabric supply.

Changing Customer Trends

In the future, if the trend of online shopping stops growing, customers will prefer to buy products directly to ensure appropriate product quality. This is also an unavoidable risk. If this happens, Possible will sell both online and offline based on customer needs and wants.

5.2. Future orientation

Expanding product lines: In order to meet the needs of customers and increase the variety of products, every year Possible will launch around 6,7 collections with different items and featured collaboration with celebrities and brands.

Sustainable Streetwear: Utilize environmentally friendly materials like organic cotton and recycled fabrics, and adopt a circular fashion approach by encouraging recycling and designing timeless, durable pieces.

Tech-Infused Streetwear: Incorporate technology into clothing with smart fabrics that can change color or interact with the environment. Enhance the shopping experience through augmented reality, allowing customers to visualize how items look or experiment with digital streetwear styles.

Collaborative and Limited Edition Releases: Engage in limited edition releases through collaborations with emerging artists, designers, or influencers. Opt for limited drops instead of traditional seasonal releases to create a sense of exclusivity and anticipation.

Community-Centric Branding: Foster a sense of community around the brand by building virtual spaces for fans to connect. Embrace inclusivity in branding and marketing, representing a diverse range of styles, sizes, and cultural influences to celebrate authenticity.

APPENDIX

Appendix 1: Possible's Survey: [Possible' Survey](#)

Appendix 2: Possible's Survey Response Report: [Possible survey response](#)

Appendix 3: Possible's Customer Interview Record: [Customer Interview Record](#)

Appendix 4: Possible's Customer Interview Respond: [Customer interview response](#)

Appendix 5: Possible's Customer Personas: [Customer Personas](#)

Appendix 6: Possible's Canvas Model: [Possible's Canvas Model](#)

Appendix 7: Possible's order information: [Possible Process](#)

Appendix 8: Possible's orders in Tiktok: [Possible order](#)

Appendix 9: Possible's Financial Plan: [Possible Finance](#)

Appendix 10 Possible's Financial Plan Persimisstic: [Possible Finance Persimisstic](#)

Appendix 11: Possible's KoL/KoC: [Possible's KoL/KoC](#)

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