



# Veggie Bento

**Team 2**

# OVERVIEW



**01** Business Idea

**02** Strategy Plan

**03** Finance Plan

**04** Human Resource

**05** Operation

**06** Marketing Plan



# Business Idea







# What is Veggie Bento??

# Japanese Vegan Bento

# B2B



## B2C





**Veggie Bento is...**

**Delicious**

**Healthy**

**ECO  
friendly**

**Convenient**

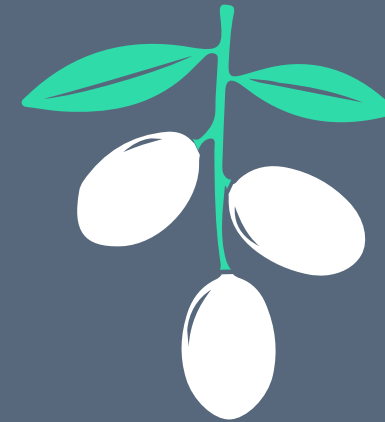




# Strategy Plan

# Vision

"To be the highest quality and the largest share in the Vegan Bento market in Vietnam at first."



Our mission is to provide busy office workers, vegan people as well as Japanese in Viet Nam the best vegan Japanese bento, at reasonable prices, cooked by well-qualified chefs all over the big cities in Viet Nam. In our restaurants, we serve plentiful and delicious food with the high quality ingredients and the menu is changed every day to profitably develop and sell our vegan bento all over Viet Nam. As the first vegan Japanese bento restaurant in Viet Nam, we provide clean, healthy meals for everyone, as well as give opportunities for growth and enrichment to farmers, our employees and the communities with honesty and integrity.

# Mission



# Objective

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## 3 YEARS GOAL

**6 months:** Payback the bank loan

**1 year:** Have 25.000 customers and have profits

**1,5 year:** Have 2 more restaurants in Ho Chi Minh City and serve 5 more big Japanese companies in Ho Chi Minh City

**3 years:** Have restaurants in Hanoi and Da Nang and serve 5 companies in Ha Noi and Da Nang

### ❖ **Creating a Brand**

Designing a distinct logo

Creating a theme or concept

Identifying the experience (fun, high-end, casual)

Developing a distinct look and ambiance

### ❖ **Provide an Outstanding Patron Experience**

Greeting patrons

Serving meals within 20 minutes

### ❖ **Establish Customer Loyalty**

Offer gift cards

Point cards for free meals

### ❖ **Offer a Diverse Menu**

Change menu every day

serve with drinks



# Differentiated Strategy

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## B2C

- **For person:** Business office workers, Vegan, Japanese in Vietnam
- **Product:** Vegan Japanese bento
- **Channels:** serving in both offline and online channel
  - +Offline (take away): restaurant, menu changing, well decorated restaurant, can choose food or to taste...
  - +Online: delivery, take away
- **Time:** from 8am to 10pm
- **Location:** Big cities or at restaurant

## B2B

- **For companies:** office buildings
- **Product:** Vegan Japanese bento
- **Channel:** serving online by website or order
- **Time:** Lunch
- **Location:** shipping for long distance
- **Delivery:** by truck or car large number of order.





# SWOT analysis

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Clean ingredients,  
Well trained cooker,  
The first vegan Japanese bento restaurant  
in VN  
Unique business in vegan industry  
No competitors  
Special Recipe  
Health benefits for the employees

S

The high cost for several resources  
(Ingredients are expensive)  
Huge cost for promotion (because of the  
unfamiliarity)  
A little expensive price  
Technology to keep ingredients fresh

W

Blue-Ocean  
Sustainable opportunity  
Many potential customers  
Easy to get support from animal protection  
organization, environmentalist organization  
and from governments. (NGO, NPO)

O

T

New (potential) competitors  
Leaking of information (recipes)  
Disloyal employees  
Food poisoning  
Loss or bankrupt  
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# Marketing Plan

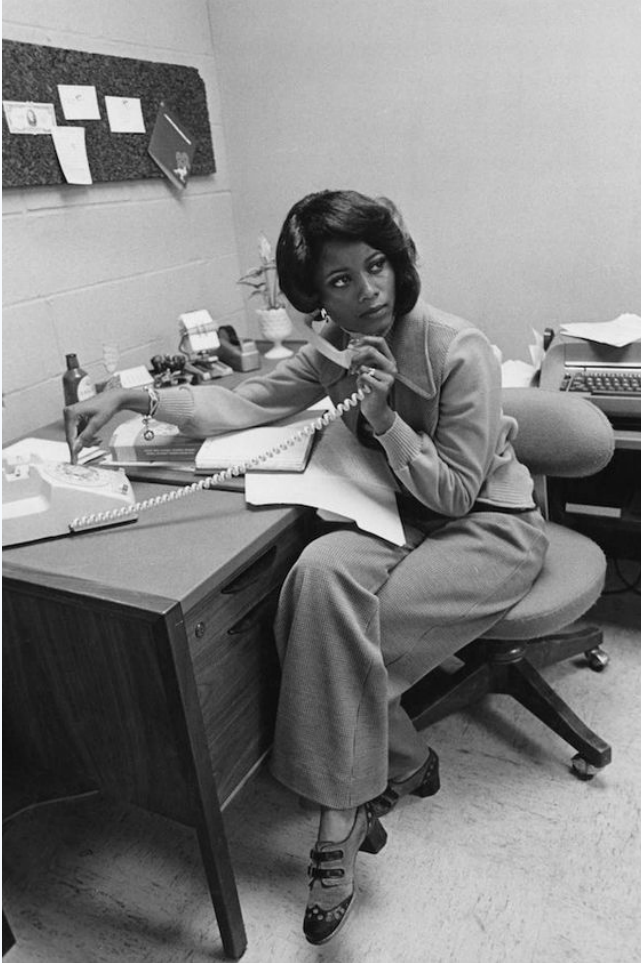


# Marketing Survey

1. Do customers concern about their meals?
2. Will customers choose healthy meals instead of fast food?
3. How much are customers willing to pay for a healthy meal?
4. Are customers willing to try healthy meal in Japanese style?
5. Do the customers usually have vegan meals?
6. Where do the customers usually choose to have a vegan meal?
7. Do consumers have an appetite for our product?
8. What's our competitive advantage?
9. Which products can bring us the most revenue?
10. What product features do our consumers like the best?

# Target Customers

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OFFICE WORKER



OFFICE IN VIETNAM



JAPANESE IN VIETNAM

# *4Ps Strategy*

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PRODUCT

High quality and safety level  
due to our operation



PRICE

\$4.5/meal.

Discount for workers in B2B clients (\$4/meal)



PLACE

A shop in Ho Chi Minh city center  
Order via phone, GrabFood



PROMOTION

Free-trial, Sales, Social Media  
GrabFood



# Marketing Plan①

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**Cost: \$225/ one time**

**Free Trial Bento**

**Exclusive for the first 50 customers! (gain)**

***FREE BENTO***



# Marketing Plan②

Team 2

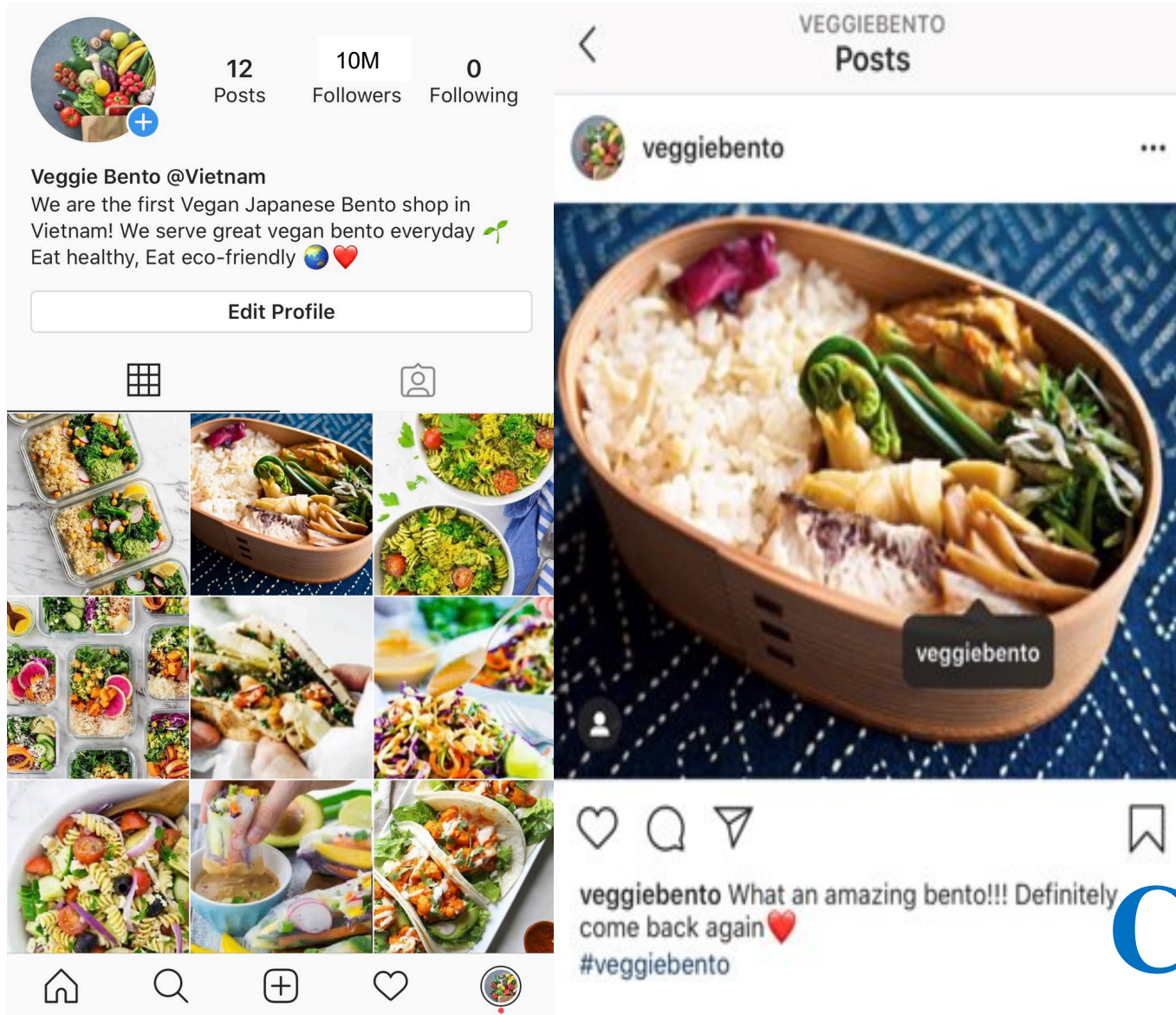
## *Sales to Office Company*



**Cost: \$ 50 / a month**

# Marketing Plan③

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Post ***#Veggie Bento***  
and get a \$1 off coupon!

**Cost: 50\$/ one time**



# Marketing Plan④

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We will cooperate with **GrabFood** to **outsource** the delivering service as well as to **gain the presence of our shop online.**

**Cost: 30% of order  
made via Grab food**

# Other Marketing...

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PR expenses (flyers, posters etc...)

**Veggie Bento**

*Eat healthy, Eat Eco-friendly*

***SUPER  
DISCOUNT!***



**Cost:  
15\$/ a month**



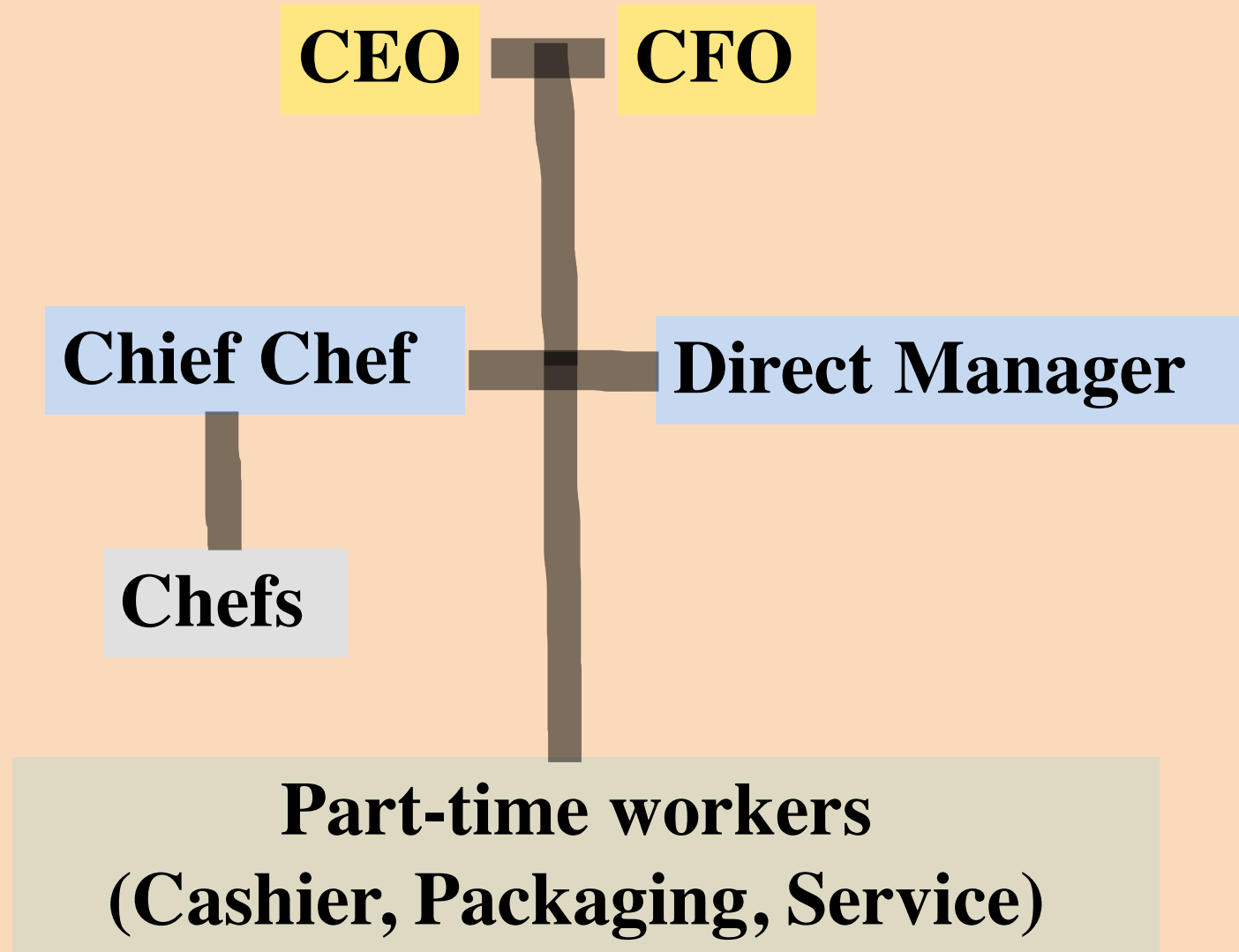


# Human Resource



# Structure of HR

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Labor	Number of labor	Payrate (per hour)	compensation
CHEFS	3 full-time	2.5USD	Day off on every holiday
MANAGERS	3 full-time	2.5USD	Day off on every holiday
PART-TIME STAFFS	10	1.5USD	Day off on every holiday

Our Working Time= **160h/ month**  
= **8h × 20 days**



no	Position	Job Description	Job Requirement
1	Chef	<p>There are 2 kinds of chef; (1 <b>Chief Chef</b> and 2 <b>Chefs</b>)</p> <p>Direct the preparation, seasoning, and cooking of salads, soups, fake meats, vegetables.</p> <p>Research and Develop Menu</p> <p>Determine how food should be presented, and create decorative food displays.</p> <p>Estimate amounts and costs of required supplies</p>	<p>Flexible (Full – time)</p> <p>More than 1 year experience in cooking (For Chief, more than 2 years is required)</p> <p>Cooking Certificate is preferred</p> <p>Proficiency in the selection of materials</p> <p>Knowledge of food hygiene procedures</p> <p>Knowledge of Vegan food.</p>
2	Kitchen maid (PT staff)	<p><b>Help chefs</b></p> <p>Check and receive raw material from suppliers</p> <p>Clean kitchen and wash equipment.</p> <p>They can be <b>Casher, waiter, and security guard</b></p>	<p>Flexible, Honest, Careful</p> <p>Proficiency in the selection of materials</p> <p>Knowledge of food hygiene procedures.</p>
3	Managers	<p>There are 3 types of manager; (<b>CEO, CFO, and Director</b>)</p> <p><b>CEO:</b> has all responsibilities of this business, and can control management of this business.</p> <p><b>CFO:</b> has a part of responsibility of financial strategy, and can controls finance of this business.</p> <p><b>Director:</b> has a part of responsibility of managing the shop, and can make some decision to operate</p>	<p>Flexible (Full – time)</p> <p>More than 1 year experience in management, financial plan</p> <p>Certificate is preferred</p> <p>Proficiency in the selection of materials</p> <p>Knowledge of business plan</p>





Healthy  
Food

# Operation

## Input: Equipment

no	Item	Quantity
1	Table	4
2	Chair	24
3	Computer	1
4	Lamp	4
5	Air-conditioner	1
6	Knife	3
7	Refrigerator	1
8	Chopstick 1 time use (pairs)	500
9	Bowl	10
10	Chopstick (pairs)	20
11	Oven	1

no	Item	Quantity
12	Pan	3
13	Cutting Board	2
14	Plastic Glass	20
15	Tissue (box)	30
16	Kitchen Board	1
17	Speaker	1
18	Serving Counter	1
19	Paper bento box	1000
20	Rice cooker (40l)	1



# Input: Ingredient

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no	Item	no	Item
1	Rice	10	Soy sauce
2	Oil	11	Egg
3	Carrot	12	Tofu
4	Tomato	13	pumpkin
5	Potato	14	Pea
6	Corn	15	Bell paper
7	Lemon	16	Eggplant
8	Avocado	17	Cabbage
9	Cucumber	18	String bean





# Input: Human

Labor	Number of labor	Profile
CHEFS	3 (full-time)	<ul style="list-style-type: none"><li>• &gt; 2 year-experience</li><li>• Cooking Certificate is preferred</li><li>• Proficiency in the selection of materials</li><li>• Knowledge of food hygiene procedures</li><li>• 23-35 years old</li></ul>
MANAGERS	3 (full-time)	<ul style="list-style-type: none"><li>• &gt; 1 year experience in management</li><li>• Certificate is preferred</li><li>• High commitment</li><li>• 23-35 years old</li></ul>
PART-TIME STAFFS	10	<ul style="list-style-type: none"><li>• Student at University/ College</li><li>• Low commitment</li><li>• 18-25</li></ul>

# Transformation

***VeggieBento*** is opened from 8am - 10pm  
Online serving only



**Ingredients**



**Cooking Equipment**



**Human**

**Cooking**



**Packaging**



*Labor work from 7am-10pm  
(1st shift: 7am-12pm/ 2nd shift: 12pm-5pm/ 3rd shift: 5pm-10pm)*



# Output

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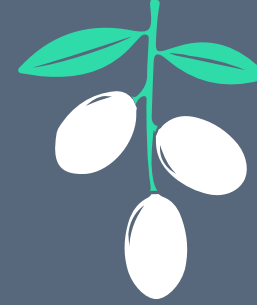


# Financial Plan

# How we earn from **B2C**



Team 2



**Veggie  
Bento**



# How we earn from **B2B**

# Variable Cost and COG

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## Variable Costs of Products

Timeframe:	Month
Product Line:	Widget
Raw materials	1,139
Labor used to produce product	4,800
Costs associated with shipping and storing raw materials	87
Production facility expenses (use fraction of total if facility is used for other items)	851
Total Product Expenses	\$ 6,877
Number Units Sold in timeframe used	2,000
Cost of Goods Sold Per Unit	\$ 3



# Estimated sales

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Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Annual Totals
5,7k	6k	6k	6k	6k	6k	18k	18k	18k	18k	18k	18k	\$ 143,700



# Other Cost Assumption

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**Equipment** : 760 USD

**Utility cost** : water, electricity, and gas: 17 USD

**Repayment**: 165 USD/ month,



# Salary

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Employee Types	Number of Owners /Employees	Average Hourly Pay (to 2 decimal places, ex. \$15.23)	Estimated Hrs./Week (per person)	Estimated Pay/Month (Total)	Annual Totals
Owner(s)	1	2.50	40	\$ 433	\$ 5,200
Full-Time Employees	5	2.50	40	\$ 2,167	\$ 26,000
Part-Time Employees	10	1.50	10	\$ 650	\$ 7,800
Total Salaries and Wages	16	\$ 6.50	433	\$ 3,250	\$ 39,000
Including Tax					46,520USD





# Break Even Point

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## Fixed Cost=5648 USD/YEAR

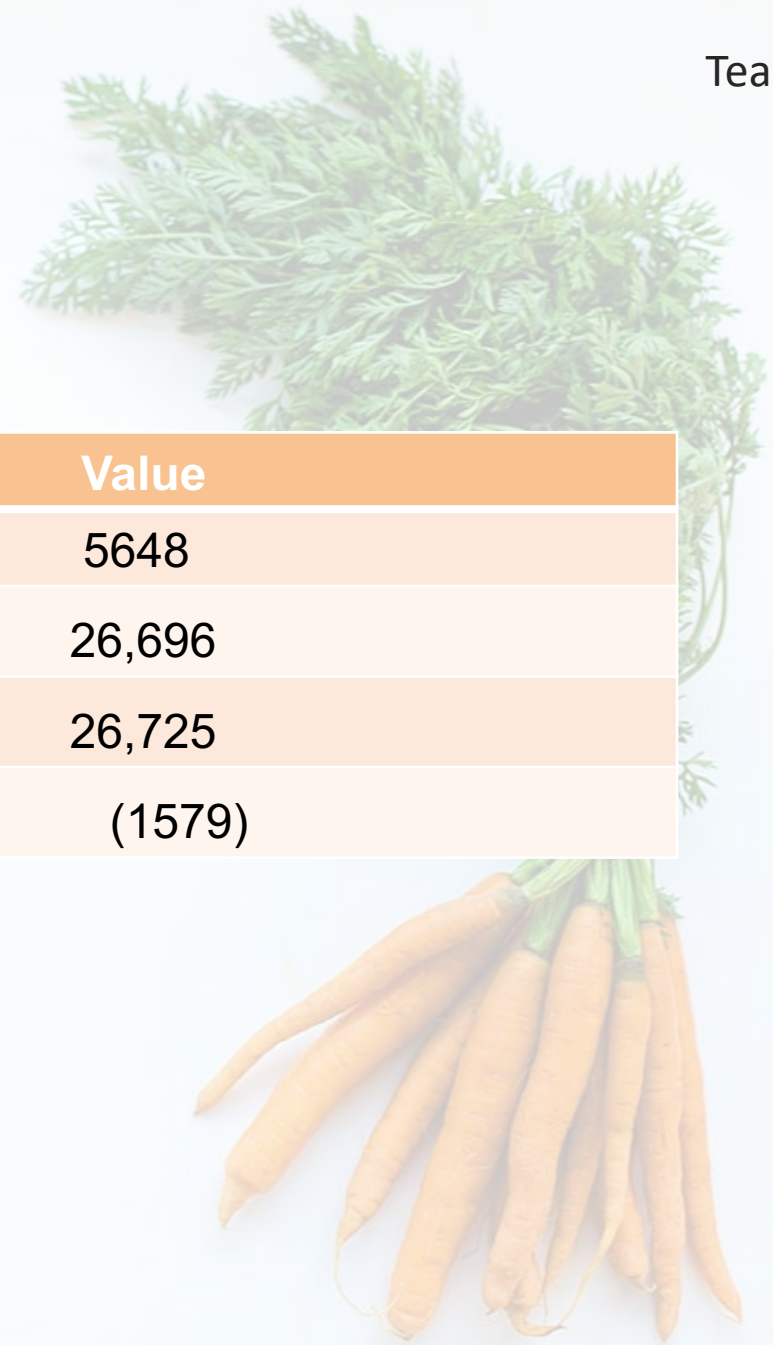
		UNITS
BEP	1,366	
BEP revenue	215,550	USD
TIME		YEAR



# Balance Sheet (USD/YEAR)

Team 2

	Value
Fixed asset (total)	5648
Cash	26,696
Working capital	26,725
Net asset	(1579)



# Income Statement (USD/YEAR)

Team 2

(year)	Value (USD)
Revenue	215,550
Total sale	143,700
Gross Profit	71,850
Total Expense	47473
Net profit before tax	24,377







**Veggie Bento**  
will improve the QOL  
of the busy workers  
around the world.





Team 2

THANK YOU