



CHECK POINT 4

Pet Manor

HAPPY LITTLE PAWS





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CHECK POINT 4 - REPORT

Vương Tiểu Oanh

Instructor

Tạ Văn Đại

HE160706

Nguyễn Thị Thanh Thanh

HS163179

Vũ Cẩm Tú

HS160919

Vũ Tùng Dương

HS163107

Nguyễn Hải Đăng

HE170596

Bùi Quang Minh

HE170776

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We cannot overlook the genuine guidance and extensive knowledge of Teacher Vương Tiểu Oanh. She is not only an instructor but also a source of motivation and immense inspiration for us. With dedication and wholeheartedness, she has assisted us in overcoming challenges and developing the necessary skills to execute the project efficiently.

We appreciate the diligence and the sharing of profound knowledge by Teacher Vương Tiểu Oanh, which has created a positive learning environment and provided ample opportunities for our personal development. Her teaching and support have helped us gain a deeper understanding of team collaboration, project management, and strategic thinking skills.

With sincere gratitude, we extend our deepest thanks to Teacher Vương Tiểu Oanh and all those who contributed to the Pet Manor project, accompanying us and sharing both joy and challenges throughout this journey.

Hanoi, February 28, 2024
The authors of this thesis

ABSTRACT

The "Pet Manor" project is a challenging and innovative endeavor aimed at building and developing a unique and stylish pet care business. With a mission to provide a unique shopping experience and dedicated pet care for pet owners, the project has focused on market research, competitor analysis, and developing a competitive strategy.

Throughout the project implementation, we have emphasized understanding the diverse needs of the target customers, considering factors such as age, income, and interests. Based on the gathered information, we proposed a range of diverse and suitable pet care products and services.

The project's marketing and advertising strategy was also creatively crafted, incorporating online platforms like Facebook and Google Ads, along with social media campaigns. This was done to optimize influence and create a positive and community-friendly image among pet lovers.

The "Pet Manor" project is not just about building a business but also a journey seeking innovation and flexible response to the challenges of the increasingly competitive pet care market. It represents the concerted effort of a dedicated team, guided by the knowledge-sharing and dedication of Teacher Vương Tiểu Oanh. The project not only provides practical knowledge but also marks a significant transformation in understanding business and project management.

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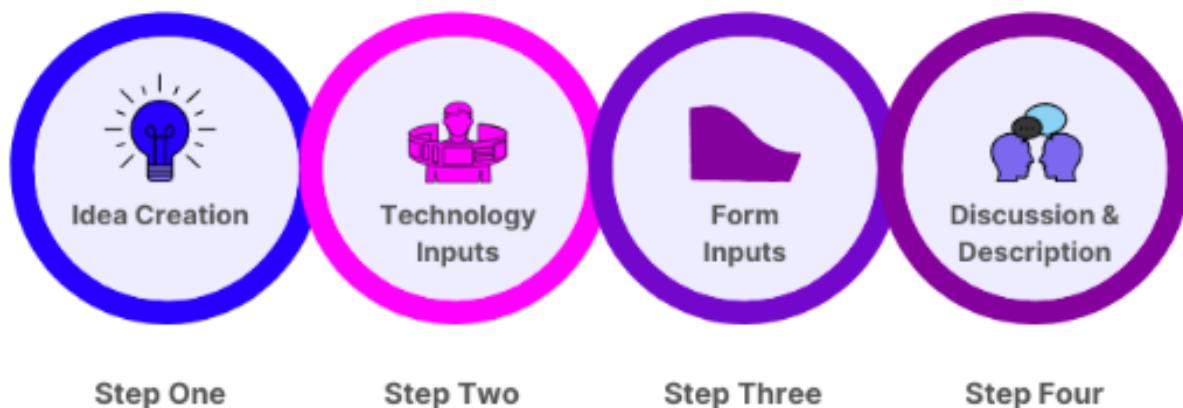
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I. Product Evaluation

1.1. Product Concept

Petmanorstyle - A website specializing in designing pet fashion, with customizable features, bringing uniqueness and personalization to the products. The interface is simple, user-friendly, displaying products clearly, and interactive features allow completing the entire design process in just a few simple steps. The website will introduce and suggest a variety of styles and designs, from everyday outfits to party costumes for pets. Additionally, environmentally friendly fabric ensures safety and comfort for pets. Flexible pricing and detailed usage instructions help create a convenient user experience. Prices range from 200,000 VND to 600,000 VND depending on the customer's design.

Creation Of Product Concept

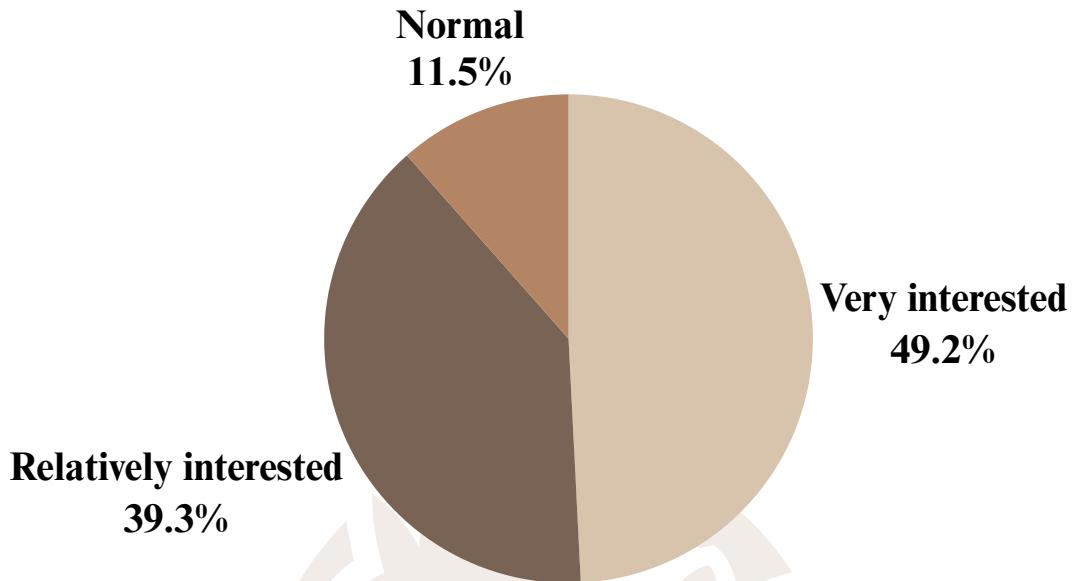


1.2. Questions for Customers

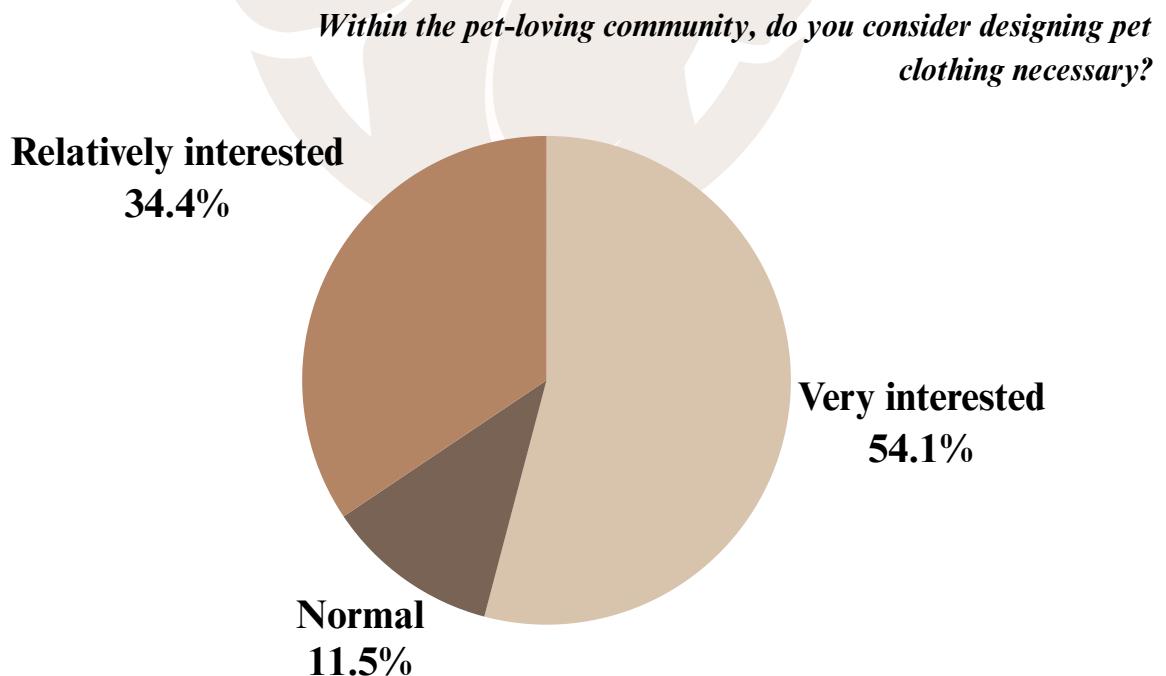
1. Are you usually interested in pet fashion nowadays?
2. Within the pet-loving community, do you consider designing pet clothing necessary?
3. Petmanor wants to provide you with a website for designing pet clothing yourself. Please rate the following factors from 1 to 5 (1 - no, 5 - yes).
4. Are there any specific features you would like to see to make the design and shopping process easier?
5. Do you perceive any current shortcomings in creating and searching for pet fashion?
6. Are you willing to share the pet clothing design website with friends and family?
7. What is the reasonable price for a custom-designed pet outfit?

1.3. Result

Are you usually interested in pet fashion nowadays?

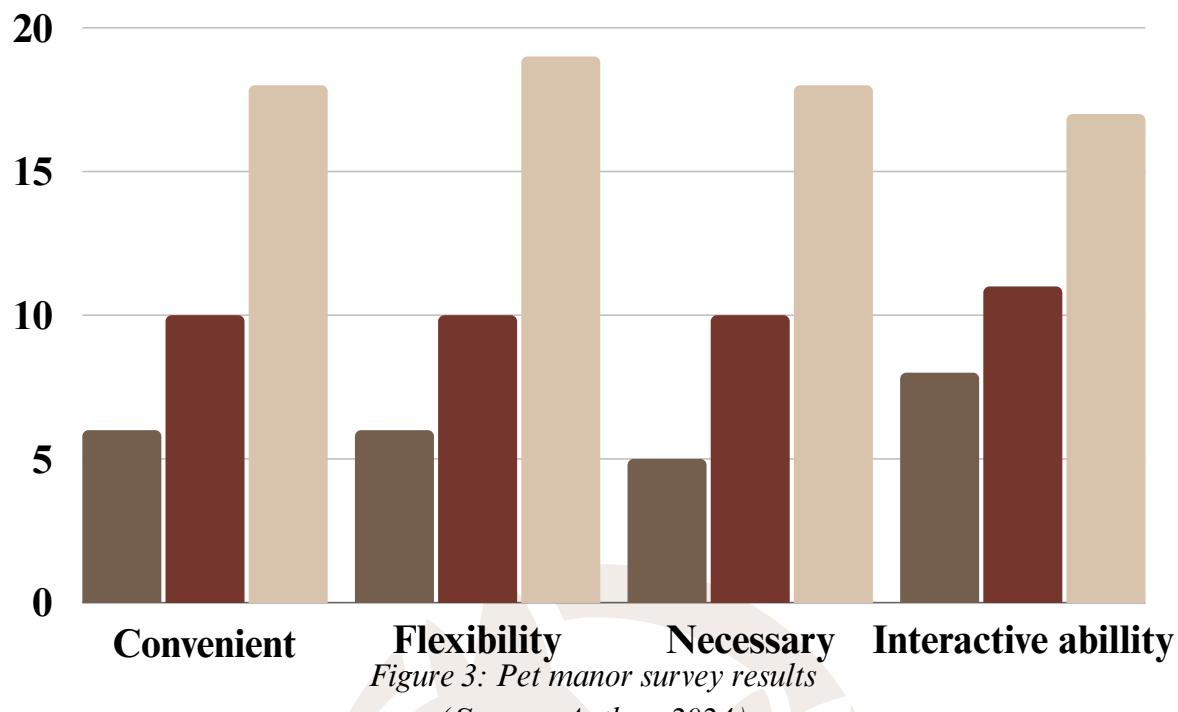


*Figure 1: Pet manor survey results
(Source: Author, 2024)*



*Figure 2: Pet manor survey results
(Source: Author, 2024)*

Petmanor wants to provide you with a website for designing pet clothing yourself. Please rate the following factors from 1 to 5 (1 - no, 5 - yes).



*Figure 3: Pet manor survey results
(Source: Author, 2024)*

What do you think is the most important factor when creating outfits for your pets?

33 responses

Thiết kế đơn giản nhưng hiệu quả luôn được ưu tiên để trang phục dễ dàng sử dụng.

Tôi luôn chú ý đến trang phục có khả năng chống tia cực đỏ để bảo vệ làn da nhạy cảm của thú cưng.

Sản phẩm thoải mái với thú cưng

Chọn lựa vật liệu có khả năng tái chế để hỗ trợ bảo vệ môi trường.

Áp dụng thiết kế nhằm giảm thiểu lượng chất thải từ quá trình sản xuất.

Để đảm bảo an toàn, tôi luôn chọn trang phục có các đường may chặt chẽ và không sử dụng các nguyên liệu độc hại.

Thiết kế phải tối ưu về mặt tiện ích để thú cưng dễ dàng di chuyển và hoạt động.

Tôi ưu tiên việc sử dụng vật liệu tự nhiên để giữ cho trang phục an toàn và thân thiện với da thú cưng.

Khám phá các tùy chọn vật liệu không gây kích ứng để đảm bảo sự thoải mái cho thú cưng.

trang phục phải dễ giặt và làm sạch để duy trì vệ sinh cho thú cưng.

Tôi tìm kiếm những sản phẩm có thiết kế hiện đại và phong cách để thể hiện cá nhân của thú cưng.

Để đảm bảo tính thẩm mỹ, tôi chọn những trang phục phản ánh sở thích cá nhân của thú cưng.

Sự đa dạng trong mẫu mã và kiểu dáng giúp tôi tìm ra lựa chọn phù hợp với mọi hoàn cảnh.

Tôi kiểm tra kỹ thuật sản xuất để đảm bảo rằng trang phục không chứa các hóa chất gây hại.

An toàn là ưu tiên hàng đầu, nên tôi luôn chọn trang phục có các phần cạnh nhọn được bo tròn.

Đối với tôi, trang phục phải có khả năng chống nước để bảo vệ thú cưng trong những điều kiện thời tiết xấu.

Tôi tìm kiếm các sản phẩm có khả năng chống tia UV để bảo vệ thú cưng khỏi tác động của tác nhân môi trường.

Tôi luôn đảm bảo rằng trang phục phải có tính năng thoáng khí để tránh làm ẩm da thú cưng.



Sự nhẹ nhàng của trang phục là điều quan trọng để thú cưng không cảm thấy bức bối.

Tinh linh hoạt trong việc kết hợp trang phục với các phụ kiện khác là một yếu tố quan trọng.

Tôi chọn những trang phục có khả năng chống trầy xước để duy trì vẻ ngoại hình mới mẻ.

Việc lựa chọn màu sắc phải phản ánh tính cách và tâm hồn của thú cưng.

Sự độc đáo và sáng tạo trong thiết kế giúp tôi tìm kiếm những trang phục độc đáo cho thú cưng.

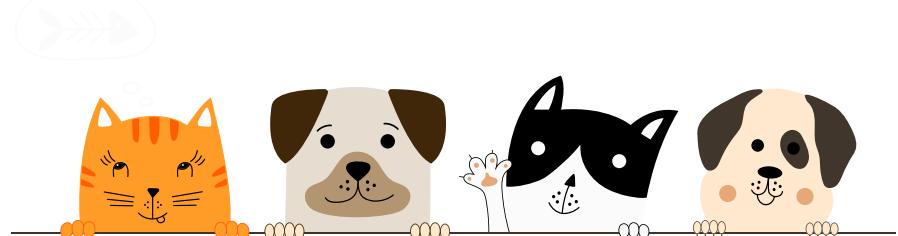
Tôi kiểm tra kỹ thuật may để đảm bảo rằng trang phục sẽ không bị hỏng sau vài lần sử dụng.

trang phục phải phản ánh sự thoải mái và tự tin của thú cưng.

trang phục có khả năng chống tia cực đỏ để bảo vệ làn da nhạy cảm của thú cưng.

Tôi chọn trang phục có khả năng co giãn để đảm bảo thoải mái trong mọi tình huống.

*Figure 4: Pet manor survey results
(Source: Author, 2024)*



Are there any specific features you would like to see to make the design and shopping process easier?

33 responses

Giao diện thân thiện, dễ sử dụng

Giao diện nên được thiết kế đơn giản và thân thiện với người dùng, giúp họ dễ dàng tìm kiếm và mua sắm.

Tích hợp tính năng tìm kiếm thông minh để người dùng có thể nhanh chóng định vị sản phẩm mong muốn.

Hỗ trợ thanh toán linh hoạt với nhiều phương thức thanh toán an toàn.

Cho phép người dùng đánh giá và viết nhận xét về sản phẩm để tạo độ tin cậy.

Cung cấp thông tin sản phẩm chi tiết và chính xác để người dùng có thể quyết định mua sắm một cách thông thái.

Tính năng gợi ý sản phẩm dựa trên lịch sử mua sắm giúp tối ưu hóa trải nghiệm cá nhân hóa.

Hệ thống đặt hàng và theo dõi đơn hàng phải linh hoạt và dễ theo dõi.

Cung cấp chương trình khuyến mãi và ưu đãi hấp dẫn để khuyến khích mua sắm.

Tính năng giỏ hàng tự động lưu trữ sản phẩm đã chọn để thuận tiện cho quá trình thanh toán.

Đảm bảo rằng trang web hoạt động mượt mà và nhanh chóng để tránh làm mất hứng thú người dùng.

Hỗ trợ chức năng đánh dấu sản phẩm yêu thích để quay lại và mua sắm sau này.

Tính năng theo dõi giá giúp người dùng bám sát các ưu đãi giảm giá.

Tích hợp tính năng đặt hàng trước để người dùng có thể đặt hàng trước các sản phẩm mới.

Gửi thông báo cập nhật về các sự kiện khuyến mãi và giảm giá.

Tính năng tương tác trực tiếp qua chat để giải đáp thắc mắc người dùng ngay lập tức.

Cho phép tùy chỉnh thông tin cá nhân để tạo trải nghiệm mua sắm cá nhân hóa.

Tích hợp tính năng xem trước sản phẩm để người dùng có cái nhìn chi tiết trước khi mua.

Cung cấp hướng dẫn sử dụng và chăm sóc sản phẩm để tăng độ tin cậy.

Tích hợp tính năng so sánh giá giúp người dùng tìm kiếm giá tốt nhất.

Hỗ trợ giao hàng nhanh chóng và có theo dõi vận chuyển.

Tính năng đổi/trả hàng linh hoạt để người dùng cảm thấy an tâm khi mua sắm.

Cung cấp bảng kích thước chi tiết để người dùng dễ dàng chọn size đúng.

Tích hợp tính năng đăng ký nhận thông báo khi sản phẩm yêu thích có giảm giá.

Hỗ trợ cộng đồng người dùng thông qua diễn đàn hoặc trang mạng xã hội.

Tính năng tương tác với người bán để có thêm thông tin và tư vấn.

Cho phép người dùng tải lên và chia sẻ hình ảnh về sản phẩm đã mua.

Tích hợp tính năng đánh giá uy tín và độ tin cậy của người bán.

Hỗ trợ người dùng trong quá trình chọn lựa sản phẩm phù hợp với nhu cầu của họ.

Tích hợp tính năng đặt hàng tự động theo chu kỳ để tiết kiệm thời gian cho người dùng thường xuyên mua sắm.

Cung cấp tài liệu hướng dẫn sử dụng và video demo sản phẩm.

Tích hợp tính năng đổi điểm thưởng từ việc mua sắm để khuyến khích sự trung thành.

Hỗ trợ người dùng tìm kiếm sản phẩm dựa trên thương hiệu yêu thích.

*Figure 5: Pet manor survey results
(Source: Author, 2024)*



Do you perceive any current shortcomings in creating and searching for pet fashion?

33 responses

Sản phẩm trên thị trường chưa đa dạng

Khả năng tùy chọn kích thước còn hạn chế.

Chất lượng sản phẩm không đáp ứng đúng giá trị.

An toàn chất liệu chưa được đặt lên hàng đầu.

Sự đa dạng về màu sắc chưa đủ phong phú.

Thiếu sự đổi mới trong thiết kế trang phục cho thú cưng.

Giá cả không phản ánh đúng chất lượng sản phẩm.

Sự thoải mái cho thú cưng chưa được xem xét đầy đủ.

Việc tìm kiếm thời trang cho thú cưng vẫn là thách thức.



Một số sản phẩm không thân thiện với môi trường.

Không đủ lựa chọn về phong cách thời trang cho thú cưng.

Cần có thêm sự chú ý đến xu hướng thời trang mới.

Điều chỉnh kích thước sản phẩm cần được dễ dàng hơn.

Chưa đủ sự linh hoạt trong việc lựa chọn chất liệu.

Yếu tố thời trang năng động chưa được thể hiện đầy đủ.

Sự sáng tạo trong thiết kế trang phục thú cưng còn ít.

Cần có nhiều tùy chọn cho các loại thú cưng khác nhau.

Thiếu sự tương thích với các loại thời tiết khác nhau.

Độ bền của sản phẩm chưa được đánh giá cao.

Cần phát triển thêm các dòng sản phẩm thời trang hiện đại.

Sự thoải mái và tính tiện ích cần được cải thiện.

Điều chỉnh kích thước theo yêu cầu vẫn chưa phổ biến.

Chưa đủ các phụ kiện đi kèm để làm đẹp thú cưng.

Thiếu sự linh hoạt trong việc lựa chọn kiểu dáng.

Cần thêm nhiều tùy chọn cho các sự kiện đặc biệt.

Chưa đáp ứng đúng nhu cầu của các chủ nhân thú cưng.

Thiếu sự tư vấn chuyên nghiệp trong việc chọn lựa.

Không đủ sự đa dạng trong việc chọn màu sắc.

Việc tạo ra sản phẩm thân thiện với môi trường cần cải thiện.

Độ thoải mái và tiện ích cần được ưu tiên hơn.

Chưa có đủ các chương trình khuyến mãi và giảm giá.

Cần phát triển thêm các dòng thời trang theo mùa.

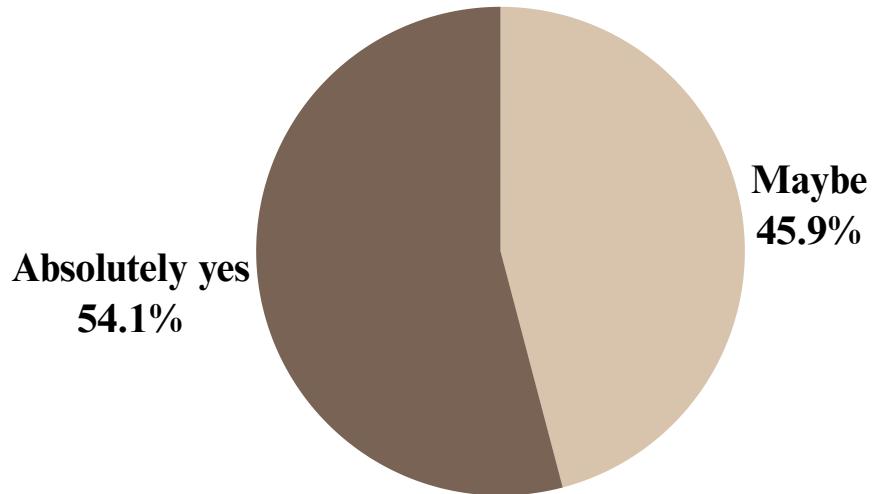
Độ an toàn của sản phẩm cần được đảm bảo cao hơn.

Figure 6: Pet manor survey results

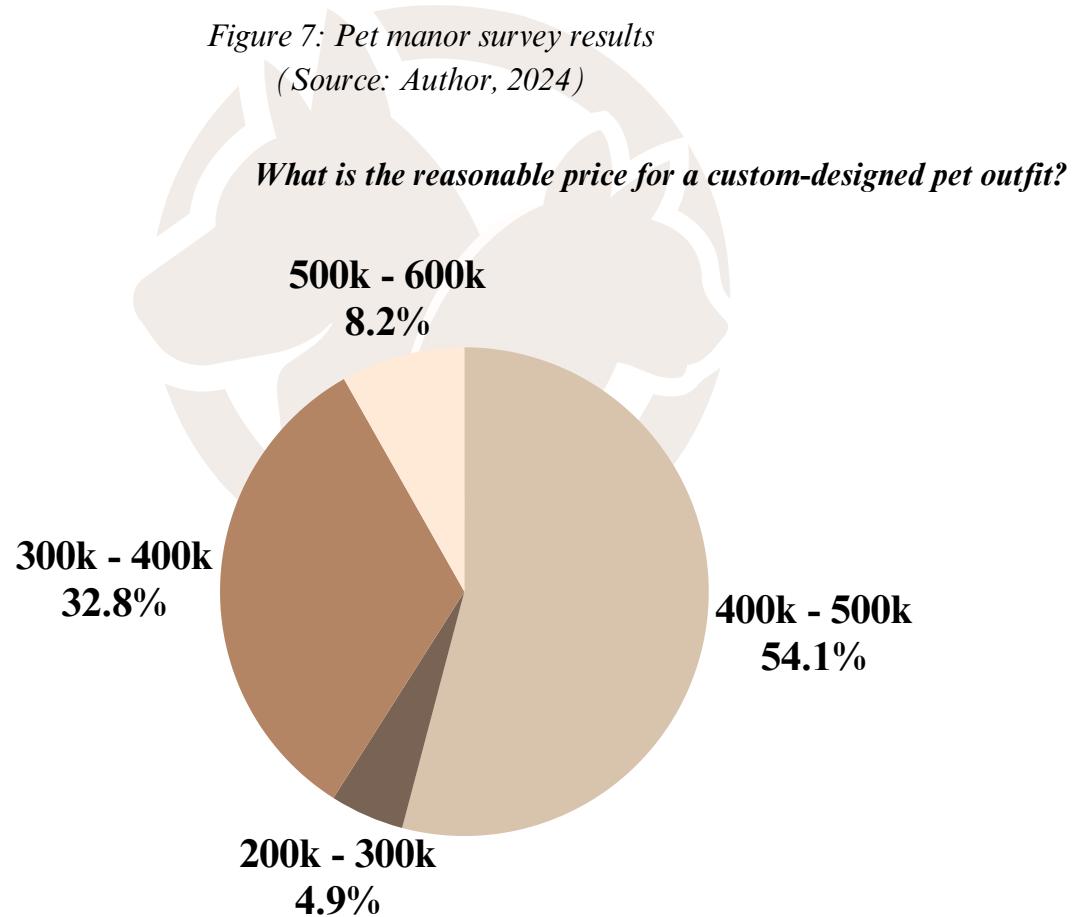
(Source: Author, 2024)



Are you willing to share the pet clothing design website with friends and family?



*Figure 7: Pet manor survey results
(Source: Author, 2024)*



*Figure 8: Pet manor survey results
(Source: Author, 2024)*

1.4. Insights after Feedback

Petmanorstyle is designed to address the needs of pet lovers in raising their pets, including creative customization, uniqueness, and personalization in pet fashion products without consuming much time. Key features such as adjustable clothing sizes, colors, and the owner's exclusive symbols reproduce and imprint the story they want to convey perfectly and are highly regarded by everyone involved in the project.

Most participants rated Petmanor highly (4-5 points) for its ability to provide Convenient Experience, Flexibility, Necessity, and User Interaction. This indicates that the core features have successfully met the needs and expectations of users in addressing challenges in pet fashion design.

On the other hand, customers place great importance on selecting fabric materials for pet clothing, requiring products to not only ensure comfort and safety but also avoid causing skin irritation. They also highly value the durability of the product. These desires reflect the special attention of customers to the quality and safety criteria when choosing pet clothing from Petmanor. This is also an opportunity for Petmanor to focus on researching and developing products that fully meet the requirements and expectations of customers.

Furthermore, customer needs demonstrate high expectations and demands for the online shopping experience when interacting with the Petmanor website. These requirements include convenience, customization, and community interaction. Customers expect user-friendly interfaces and seamless interaction to provide a convenient and enjoyable shopping experience. Requests for customization of colors, styles, and sizes reflect expectations for diversity and personalization in products. The desire to share ideas and creativity through sharing features indicates a desire to create community and connections among users. Additionally, requests for professional support services and prioritizing safety and security demonstrate trust and expectations for a safe and reliable online shopping environment.



The proposed details for improvement, such as the lack of size diversity, highlight a gap in providing products suitable for various pet sizes. Customers also emphasize the balance between product quality and cost. Material safety is also mentioned, with requests to increase attention to the origin and composition of products to ensure pet safety. Customers also stress that customization opportunities, especially regarding colors and sizes, are limited and could be expanded to meet diverse user needs. Lastly, customers note a shortage of clothing styles and suggest broader customization opportunities to cater to the diverse needs and tastes of the pet community. In summary, this feedback serves as valuable information for Petmanor to identify areas for improvement during project implementation.

Overall, concept testing results indicate that Petmanor is on the right track in addressing the challenge of designing pet clothing, but there is still room for improvement in terms of accuracy, enhancing customization features, fabric material safety, and customer information security.

II. Business Model Canvas Analysis

2.1. Customer Segments

In Pet Manor's business strategy, we have implemented market segmentation to create optimal value for our diverse customer base.

Pet Manor's market segments focus on serving various customer groups, addressing the unique needs and issues of each segment. We understand that every pet owner has individual characteristics and requirements, and therefore, we have optimized our products and services to reflect this.

We particularly focus on serving pet owners who seek high-quality care and unique products for their beloved pets. At the same time, we also cater to new pet owners, providing support and advice to help them start their pet care journey with utmost care.

Pet Manor segments the market based on factors such as Age and life stage, Income and social class, Geographic location, Interests and hobbies, Online or offline shopping behavior, Product usage cycle, Customer challenges and goals. With this market segmentation strategy, Pet Manor aims to optimize customer relationships, better understand their needs, and provide solutions that maximize value. Market segmentation is the key to helping Pet Manor deliver the most suitable products and services to each customer group, creating an engaging and personalized shopping experience.



Through this, Pet Manor identifies the characteristics of customer profiles that we want to target:

Firstly, individuals aged 18 to 25, predominantly students or newly employed with incomes ranging from 5 to 10 million. They are pet enthusiasts willing to spend on pet products with average prices but good quality. This group is also likely to appreciate Pet Manor's custom-designed clothing products to express their personality, style, and lifestyle.

Secondly , individuals aged 26 to 40, with incomes ranging from 10 to 30 million. They prioritize quality and accompanying services over product prices. This group is willing to invest in high-quality pet products and services.

2.2. Value Propositions

2.2.1. High-quality products

Pet Manor will carefully select pet food, toys, and accessories from reliable suppliers. Each product will undergo rigorous inspection to ensure safety, nutrition, and meeting the full needs of both pets and owners.

2.2.2. Good price

By optimizing the supply chain process and maintaining good relationships with partners, Pet Manor ensures that all products and services are reasonably priced. Pet Manor is committed to providing customers with the best value for every pet care expense. With Pet Manor, you can rest assured that you are receiving the best care for your pets without worrying about financial pressure.

2.2.3. Product combos

Pet Manor creates product combos to help customers save time and effort in pet care. These combos are carefully designed to meet the comprehensive needs of pets, from nutrition to entertainment and personal care.

2.2.4. Creative customization

Creative customization is the key to Pet Manor's uniqueness and impressiveness. We understand that each pet owner is an individual with their own personality, and therefore, we offer creative customization services to ensure that each product is a unique work of art. Customers can leverage this flexibility to create personal messages that fully reflect their personality and style. Our creative customization service not only helps customers' individual colors stand out but also creates a profound impression and lasting memory in the minds of customers.

2.2.5. Clear payment process and secure customer information

When customers come to Pet Manor, they will experience a transparent payment process. During checkout, customers will see all the products they have selected, the price of each item, and the total amount they have to pay. This will help Pet Manor avoid misunderstandings about customers' money and products. Furthermore, a clear payment process will help Pet Manor create a positive impression with customers. This can influence their loyalty and decision to continue using Pet Manor's products or services. Additionally, Pet Manor emphasizes strong security features to ensure that customers' interests are protected.

2.2.6. Guaranteed packaging process

Pet Manor aims to ensure that their products reach customers safely and without any damage. Pet Manor uses specialized packaging materials such as bubble wrap, foam, combined with air cushions or inflatable foam to protect products from impact and compression during transportation. Additionally, they use high-quality and appropriately sized boxes to ensure that the products fit snugly and are not loose during transportation. This not only aims to ensure the fullest customer experience but also reflects the image that Pet Manor wants to build to enhance the brand and product value.

2.2.7. The shipping process is quick and convenient

Pet Manor's shipping service not only helps customers save time but also brings convenience and cost savings. By providing fast shipping services, delivery in the northern region takes about 2-3 days, while other provinces may take 3-5 days. Pet Manor takes pride in providing fast and reliable shipping services through reputable shipping companies in Vietnam, such as Viettel Post and Shopee Express, ensuring that products are delivered to customers safely and promptly.

2.2.8. Product manual

Instructions for use are an essential part to ensure that customers have the best and safest product experience possible. Each product sold at Pet Manor will come with detailed and easy-to-understand instructions. These instructions will include basic information about the product, how to use it, and maintenance instructions. Additionally, Pet Manor can also provide online user manuals through its website. This allows customers to access information easily and conveniently from anywhere and any device, while also saving paper and protecting the environment. By providing detailed and visual usage instructions, Pet Manor aims to help customers feel confident and comfortable when using their products. This not only creates a positive shopping experience but also fosters a long-term and trustworthy relationship between Pet Manor and its customers.

2.2.9. Return service

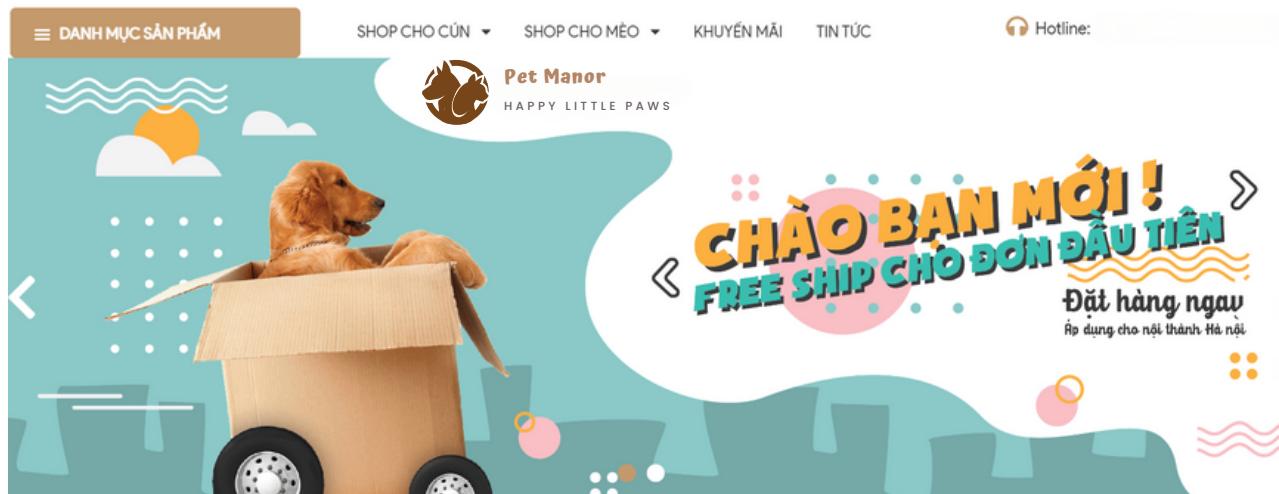
The product return service helps customers shop with peace of mind, as they can return or exchange products if they are not satisfied with the quality or their needs. Pet Manor is committed to ensuring that all products sold meet the highest standards of quality and functionality. However, if any issues arise, such as products being damaged during shipping or not meeting customer needs, the product return service will be activated. Customers can return or exchange products within 72 hours of purchase. They can either visit the store directly for returns or contact customer service for assistance and guidance on the easiest and fastest way to return or exchange products.

2.2.10. Consulting and customer care

The Pet Manor team of staff is extensively trained in various types of pets and products, ready to provide expert support and advice to customers. When customers need guidance on pet products, nutrition, healthcare, or any questions related to pet care products, they can turn to the Pet Manor advisory team. We offer online support via email, chat, or phone to address customer questions and requests. This helps customers resolve issues quickly and easily. Staff members will listen and understand the specific needs of customers, then provide the most suitable advice and solutions. Advisory staff will address any concerns customers have and ensure that customers leave the store feeling confident and satisfied with their purchasing decisions.

2.2.11. Website

Pet Manor has a robust online website with an intuitive and user-friendly interface. Our website provides detailed information about all our products and allows customers to shop online. Pet Manor also offers useful online features such as product recommendations, product comparisons, and product reviews to help customers search for and purchase products more easily.



2.3. Chanel

2.3.1 Direct

2.3.1.1. Facebook

- Fanpage Pet Manor
 - Create a fanpage specializing in sharing pet care experiences, latest pet news, sharing products and detailed instructions on how to use Pet Manor combos products.
 - Due to insights, customers use Facebook a lot and this is a popular social network that is widely used, especially internationally in Vietnam. By creating a Fanpage on Facebook, Pet Manor can reach a large number of potential customers.
 - Facebook encourages users to share their experiences with the product. They can post photos, articles or comments to discuss the product and how to use it. This can build trust and promote word-of-mouth advertising.
 - Paid advertising: Facebook offers a targeted advertising platform that you can use to reach specific target audiences. This can help us increase product promotion and attract more potential customers.

2.3.1.2. Tik Tok

Tik Tok Pet Manor page:

Pet Manor uses short videos to introduce products, share pet care tips, and even host entertaining challenges to stimulate engagement.

- Suitable for target customers: Because TikTok is a popular short video platform, especially among the target audience aged 18-25 years old. Using Tik Tok can help attract the attention of young people who are interested in pets.
- Create experiences: TikTok is often used to create creative videos and temporary experiences. Pet Manor can create challenging short videos and exciting content about pets, creating virality and attracting attention from young audiences.
- Connect with the community: TikTok provides the opportunity to interact with a large online community. Pet Manor can interact with viewers, answer questions, and participate in pet-related discussions.

2.3.1.3. Instagram

Pet Manor will create a page to share lovely images of pets and Pet Manor's latest products. This is where we express creativity and aesthetics through each photo, creating an engaging, interactive experience for the community.

Due to insights, customers use Instagram a lot and this is a popular social network that is widely used, especially internationally in Vietnam. By creating a page on Instagram, Pet Manor can reach a large number of potential customers.

Like Facebook, Instagram also encourages users to share their experiences with the product. They can post photos, articles or comments to discuss the product and how to use it. This can build trust and promote word-of-mouth advertising.

Paid advertising: Like Facebook, Instagram also offers a targeted advertising platform that you can use to reach specific target audiences. This can help us increase product promotion and attract more potential customers.

2.3.1.4. Website

Pet Manor's website will be designed so that customers have an overview of products such as features, prices, and accompanying services that Pet Manor provides. In addition, the website will allow customers to design their own clothes for their pets. Pet Manor will develop excellent user experience and features so that the website retains users.

Build an official website to introduce all Pet Manor products, creating trust for the products and allowing customers to shop online. The website also provides useful online features such as product suggestions and product comparisons to help customers search and shop for products more easily.

With the goal of ensuring high product quality, the website will provide sharp and high-quality product images. In addition, users can reflect and have their questions answered about products on the website, to help us gradually improve and perfect our products and services.

2.3.2 Indirect

2.3.2.1. Shopee

Pet Manor understands that raising pets and purchasing pet products can take a lot of time and effort. Therefore, Pet Manor offers a convenient solution for customers that will cooperate with the online commerce platform - Shopee. With Shopee, customers can easily access hundreds of diverse and quality pet products, simplify the distribution process and reach the widest customer base.

Customers can shop online at Pet Manor with simple processes: choose products, add to cart, pay and wait for the goods to arrive at home. Pet Manor also offers free delivery on orders from some areas to help customers save more money.

2.3.2.2. KOL

Pet Manor will use influential and reputable KOLs in the field of pet care and raising to advertise the store right from the start of sales. Because the people who follow these KOLs will often be pet lovers, have or will have pets. With the popularity and expertise of KOLs about pets, KOLs can make Pet Manor's advertising content highly viral for everyone. They will not only inform potential customers about Pet Manor's products or services but also use their powers of persuasion and remind customers about product features, service agreements, prices, benefits, etc. This will help strengthen customer relationships and be a strong source of customer feedback.



2.3.2.3. Facebook Group

Groups can be where new trends in pet care emerge. Pet Manor may monitor and reflect these changes in its products and services. Joining the group is an opportunity for Pet Manor to interact directly with customers, answer questions and provide pet care support. This creates a positive communication environment and increases customer loyalty. At the same time, pet manor Observing and analyzing likes, number of posts and comments in the group helps Pet Manor better understand the needs, desires and trends of customers in the pet market. After understanding the community, Pet Manor can create targeted and accurate advertising content to reach the right customers on Facebook.

Two screenshots of Facebook groups. The left screenshot shows the 'Cộng đồng con SEN' group page with a cartoon dog profile picture, 1.2 million members, and links to other Pet Manor pages. The right screenshot shows the 'Hội Chia Sẻ Kinh Nghiệm Chăm Sóc Chó Mèo' group page with a photo of a brown and white cat, 231,000 members, and various group settings.

=> Integrate supply, distribution, marketing and communication channels such as social media, websites, online video and online advertising to create a seamless customer experience.

Ensure that resources and costs are optimized by using the highest performing channels and optimizing advertising strategies based on data and customer feedback.

Continuously evaluate and adjust strategy based on collected data to ensure that channels are being used effectively and at their best performance.

2.4. Customer relationship

2.4.1. Provide good service experience

We focus on the quality and safety of every product. Careful selection of origins and materials helps ensure that users' pets will receive the safest and highest quality products.

Pet Amnor's staff are professionally trained, not only on products but also on service and delivery. We put professionalism and enthusiasm into each service to ensure customer satisfaction.

The ordering process at Petmanor is designed to simplify your shopping experience. We are committed to providing an easy and convenient ordering process, saving you time and effort in every transaction.

2.4.2. Effective communication

We provide multiple means of communication to ensure customers can connect and interact easily with us:

- Email: Email support system helps customers submit support requests, report errors, or share feedback. We are committed to responding in the shortest possible time to resolve any issues effectively.
- Social Media: Use social media platforms like Facebook, Tik Tok, or Instagram to share news, updates, and interact directly with customers. Comments, messages and feedback are appreciated to create a positive and friendly community.
- Website: Customers can chat directly with Pet Manor's customer care department on the website when they have questions or want to share feedback about the product. This creates a convenient and quick communication channel.

2.4.3. Create community

Pet Manor is not only a place to provide products, but also a gathering point for pet lovers. We create a vibrant online community through activities such as Facebook groups, where customers can share experiences, suggestions and interact with each other about health care and pet products.

In particular, we organize special events such as changing interface themes on special occasions such as holidays and pet festivals, bringing a happy and cozy atmosphere. This is an opportunity for our community to connect and enjoy special moments together.

Additionally, we create community tasks to stimulate interaction between users. These tasks not only help create a quality community but also increase the bond between customers and Pet Manor, creating a unique space of sharing and connection.

2.4.4. Feedback and Evaluation

Pet Manor not only focuses on providing excellent products and services, but also puts customer interaction and opinions first. We continuously collect feedback from customers on our products and services for continuous improvement opportunities.

We facilitate customers to provide reviews and suggestions through means such as email, website, or social media platforms. This not only helps us better understand our customers' needs and desires, but also creates a strong commitment between us and the pet-loving community.

2.4.5. Promotions and Offers

Pet Manor always wants to thank customers for their loyalty. We not only offer special offers for regular customers, but also special promotions for large groups.

Additionally, we have created an attractive rewards program for referring friends and loyal customers. Sharing the joy of using Pet Manor products not only brings personal benefits but also creates opportunities for everyone to experience and enjoy special offers from us.



2.4.6. Complaint resolution and After-sales support

We are committed to ensuring customer satisfaction through providing reliable after-sales support. All complaints will be resolved quickly and effectively, and we have developed a flexible handling process to deal with special circumstances.

Customers can report product defects directly to the company or ask questions through the forum and knowledge base on our website. We believe that empowering customers through available resources will help them find solutions naturally and quickly.

2.4.7. Tracking and Optimization

We not only create customer relationship strategies but also continuously track performance metrics such as conversion rates, response rates and customer satisfaction. This helps us evaluate the effectiveness of our strategy and better understand our customers' needs and desires.

Based on the data we collect, we make strategic adjustments and improvements to optimize our customers' experience and strengthen our relationships with them. Continuous negotiation and experimentation help us maintain the flexibility to respond to the increasing diversity and complexity of customer needs.

2.4.8. Loyalty card and rewards programs

Pet Manor's Loyalty Card and Rewards program is designed to create a special and memorable shopping experience for customers. When participating in the program, customers will receive a personal membership card, giving them many incentives and exclusive benefits.

Every time you shop at Pet Manor and use your membership card, customers will have the opportunity to accumulate points. These points not only provide special offers but also open up opportunities to receive attractive gifts and discounts. This smart points system aims to encourage customers to become loyal members, while creating a unique and active shopping community.

For new web users who register for an account, Pet Manor is pleased to offer a special offer of 10% discount for first purchases. This is a great opportunity to explore the rich and unique world of pets that Pet Manor has to offer.

In addition, Pet Manor also takes special care of customers' birthdays by giving away 10% discount vouchers for the entire store. This gift is not only a token of gratitude but also a way for Pet Manor to show it cares for each member of its community.

The Loyalty Card and Rewards program is not only a way for Pet Manor to create a strong connection with customers, but also an important step in building a brand that consumers trust and favourite.

2.5. Revenue Streams

Pet Manor has clearly identified its main revenue source, focusing on selling products through social media platforms and e-commerce sites. This reflects a flexible business strategy that leverages the power of the online environment to reach and interact with a wide customer base.

2.5.1. Selling Products Through Social Media Platforms

Facebook, Tik Tok, Instagram: Pet Manor uses these platforms to promote products, share creative content and interact directly with customers. This is not only a place to reach the target audience but also a channel to promote sales.

2.5.2. Website and Shopee

Website: Pet Manor's online store is an important platform for customers to view and shop products conveniently. Online payment also brings convenience and flexibility to customers.

Shopee: Partnering with e-commerce sites like Shopee expands reach and increases sales opportunities.

2.5.3. Participate in the Pet Fair

Fairs in Hanoi: To meet the need for actual product experience, Pet Manor decided to participate in pet fairs in Hanoi. This is an opportunity to directly interact with customers and generate revenue from product sales at the event.

2.5.4. Flexible Payment Methods

Pet Manor offers many payment methods to optimize customer convenience, including direct payment in cash and online payment via credit card, debit card, or electronic card.

This strategy not only focuses on building a strong online presence but also takes advantage of offline market opportunities to enhance customer experience and optimize revenue streams from various sources.

2.6. Key resources

Primary resources are the necessary resources that a business possesses to provide value to customers. These can also be considered corporate assets to support business operations. The team's key resources include:

2.6.1. Human resources

Three members studied IB and have experience in financial work, legal procedures, and product development strategies

Three members studying AI and having knowledge in the field of information technology will ensure the level of customer information security.

All members of the team are knowledgeable about the field of pet care and have taste in designing pet clothes so they can advise customers.

CEO - Chief Executive Officer. At Pet Manor, Dai plays an extremely important role and bears great responsibility for the development and success of the business. To ensure all operations run smoothly, Dai must manage important aspects such as human resources, marketing, and customer relations. The Chief Executive Officer also assumes responsibility for overseeing day-to-day operations, while ensuring that staff operates efficiently and adheres to quality standards. With his extensive understanding of the pet care industry and leadership skills, Dai plays a decisive role in forming strategy and shaping the future of the business. Pet Manor's success not only depends on the quality of its products and services, but is also greatly influenced by how management understands and responds properly to this unique business environment.

CSO - Duong holds the position of Chief Strategy Officer, helping the internal organization run smoothly and build long-term strategies for the business. He has vast experience in business operations management.



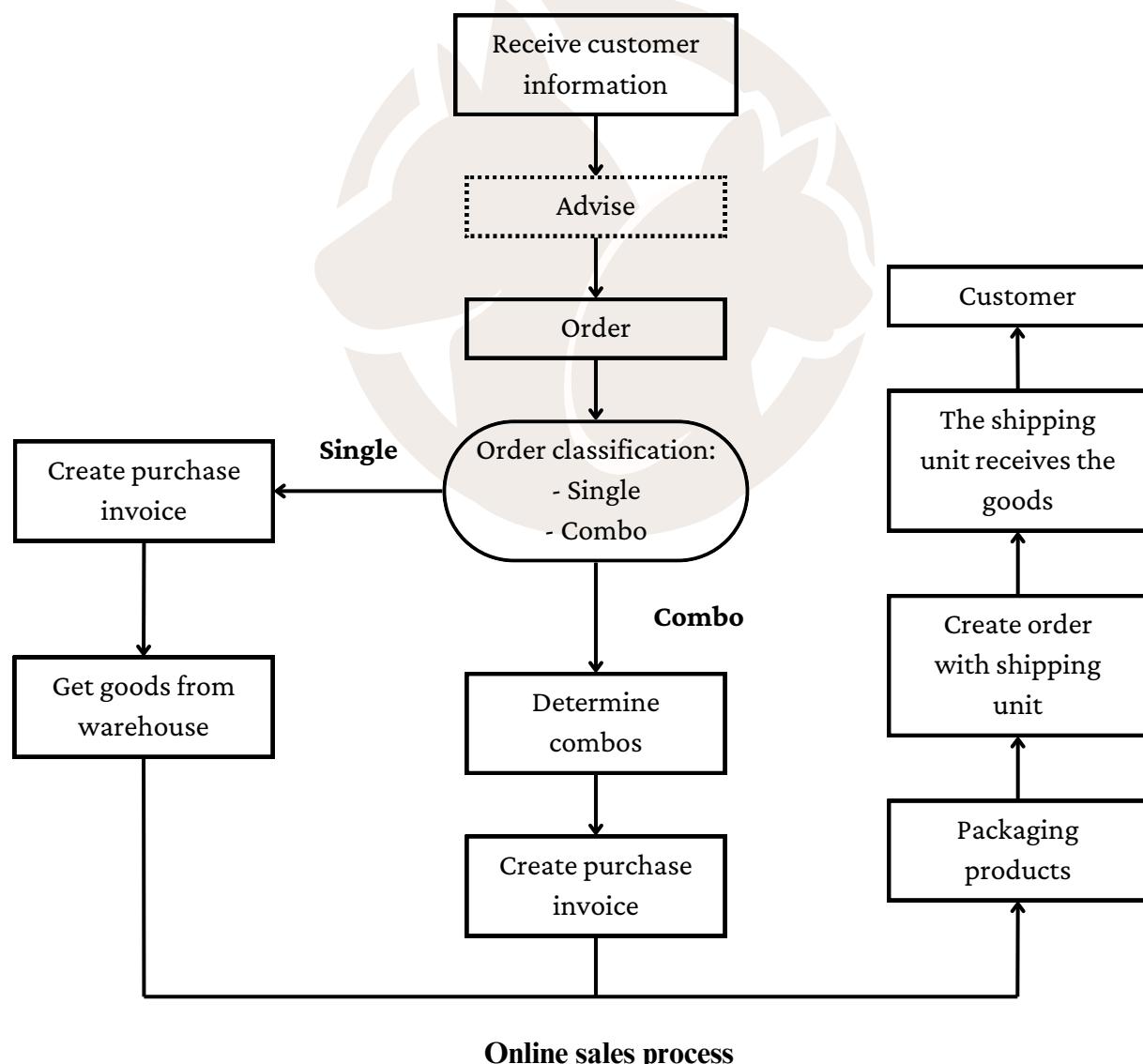
CMO - Chief Marketing Officer, Thanh will be responsible for brand promotion strategy, advertising, and building relationships with customers. At Pet Manor, the Chief Marketing Officer plays a decisive role in building and maintaining brand appeal in the pet care market. With an in-depth understanding of the pet care market, the Chief Marketing Officer at Pet Manor develops a multi-dimensional marketing strategy. This includes creating effective advertising campaigns, managing the brand to create a positive impression, and maintaining a strong front on social media platforms. In addition, Thanh plays a role in understanding market trends, researching competitors, and coming up with creative marketing strategies to attract customers' attention. Managing advertising strategy, the Chief Marketing Officer not only helps expand the target market but also strengthens customer relationships through influential advertising campaigns. Thanh is not only an expert in advertising strategy, but also a creator, shaping trends and helping Pet Manor stand out in the pet care industry. Plays an important role in building brand awareness and creating a strong connection with the customer community.



CFO - With financial management skills and maturity, Tu will be the Chief Financial Officer - the person who manages and maintains the financial stability of the business as well as decides on the strategy and sustainable development of Pet Manor. in a competitive market. This includes tracking and analyzing financial data, developing and maintaining budgets, managing accounting activities, and ensuring compliance with financial regulations and laws. Tu will assume responsibility for budget planning and cost tracking, helping businesses understand financial performance and make strategic decisions. By ensuring that financial resources are used effectively, the Chief Financial Officer helps Pet Manor maintain stability and sustainable development in the market. In addition, the Chief Financial Officer regularly interacts with financial partners and banks, and provides detailed and transparent information about the financial situation of the business. This is not only necessary to maintain positive relationships with partners, but also helps build trust from customers and investors.

CCO - Minh, Chief Customer Officer, is responsible for customer experience and customer relations. At Pet Manor, Minh plays an important role in maintaining and developing positive relationships with customers. Chief Customer Officers are not only problem solvers but also care and support partners for pet lovers. The main task of the Chief Customer Officer is to listen and resolve any feedback, questions, or problems that customers may encounter. Minh is a person who not only has in-depth knowledge of Pet Manor's products and services, but also has the ability to interact in a friendly and flexible manner to meet a variety of customer needs. Chief Customer Officer plays an important role in building trust, creating a positive shopping experience, and maintaining Pet Manor's reputation among customers. Minh not only solves problems but also represents the brand, making an important contribution to the success and sustainable development of Pet Manor in the pet care market.

CPO - Dang, Chief Product Officer, is the person responsible for product development and management.



The sales department at Pet Manor plays an important role in communicating and interacting with customers. As people who have direct contact with buyers, their task is not only to simply sell products and services, but also to give sincere advice on the most suitable care and options for their pets. client. Given the importance of this role, these employees must be fully equipped with knowledge of the products and services provided at Pet Manor. An in-depth understanding of food, toys, care products, and other pet-related items is important so they can provide complete and accurate information.

Product packaging department: Pet Manor operates on e-commerce platforms, so the step of packaging goods before shipping is also very important. Therefore, the packaging staff is the main responsible person, ensuring that all products are sent to customers safely and on time. Packaging is not merely a process but also demonstrates the professionalism of Pet Manor. Sales staff are regularly trained to know how to pack products securely and ensure safety during transportation.

2.6.2. Financial resource

Investment Capital: Financial support from investors helps Pet Manor implement development strategies and invest in research and development of new products.

Sales Revenue: Consumers and partners are both the primary source of income through online sales and at offline events.

Financial Reserves: To ensure financial flexibility and stability, Pet Manor needs to establish an appropriately sized reserve fund. This fund will be used to face emergency and unforeseen situations such as changes in raw material costs, market fluctuations, or sudden transportation costs.

2.6.3. Knowledge Resources

Intellectual Property Rights: Pet Manor may own Intellectual Property rights for innovative design and technology models, increasing the uniqueness and competitiveness of its products.

Market Knowledge: Pet Manor's research and development team continuously updates its knowledge of market trends and customer requirements to respond quickly and effectively.

2.6.4. Physical Resources

Storage and Shipping: State-of-the-art storage infrastructure and reliable transportation systems help Pet Manor maintain flexibility in its inventory management and delivery processes.

2.7. Key activities

2.7.1. Product

Pet Manor is committed to carefully selecting each pet food, toy and accessory product from reliable sources. We put safety and quality first, ensuring that each product undergoes rigorous testing before reaching customers.

With this criterion, we ensure that the food provides adequate nutrition and is safe for your pet's health. Toys and accessories are selected for variety and quality to meet all needs and preferences of both pets and owners.

2.7.2. Warehouse Management

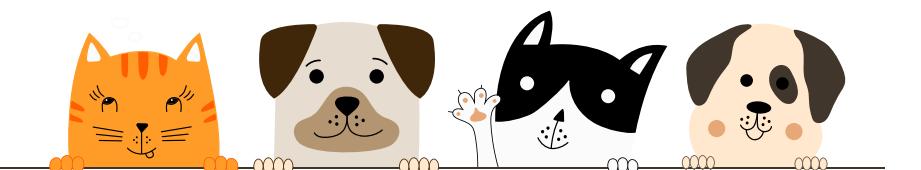
Pet Manor implements strict warehouse management to ensure all products are always in the best condition. We maintain an effective inventory tracking system to cope with consistent procurement needs. Pet Manor's warehouse is systematically organized, making it easy to identify and manage products.

We regularly check and update warehouse information to ensure accuracy in the ordering and delivery process. Our storage systems are designed to keep products stored safely and conveniently. Pet Manor uses technology to automate inventory management processes, reduce errors and increase efficiency.

We always maintain a reserve to cope with increased demand or special events. Our warehouse management staff are professionally trained to handle all situations flexibly. Pet Manor is always looking for ways to improve warehouse management performance to ensure efficiency and customer satisfaction. Our warehouse management system plays a vital role in ensuring that every order is processed quickly and accurately.

2.7.3. Customer relationship management

Pet Manor is committed to creating a memorable shopping experience for customers through quality products and dedicated customer service. We not only provide safe and nutritious pet products, but also create a vibrant pet-loving community where people can share their passion and knowledge about pet care.



2.7.4. Product development department

Pet Manor's product development department will focus on market research and analysis to better understand customer trends and desires. This team will seek new opportunities to launch innovative and unique products, and continuously improve current products to meet quality, safety, and nutrition criteria.

In this way, Pet Manor not only maintains diversity in its product portfolio but also accompanies the development of the pet industry. The Product Development Department will be where a team of talented experts focus on shaping the future of Pet Manor through providing unique and cutting-edge solutions. We are committed to continuous innovation to meet all the needs of pets and owners.

2.7.5. Human resources management

Pet Manor's training process not only focuses on imparting in-depth knowledge about the products and services we provide, but also focuses on developing communication skills and strategic thinking for employees. staff. We understand that a team of employees with excellent skills creates a positive shopping experience and instills trust from customers.

Training will also guide employees to form and maintain a positive and professional corporate culture. We will share Pet Manor's core values, goals and vision so that every employee understands and is united towards a common goal.

This helps create a team of employees who are not only product experts but also excellent representatives of the brand, making an important contribution to the success and sustainable development of Pet Manor.

2.7.6. Marketing and advertising

Pet Manor is committed to building a strong online brand through various marketing channels. We will leverage the power of e-commerce, creating a convenient and safe shopping experience for customers. In addition, through social media platforms such as Facebook, Tik Tok and Instagram, Pet Manor will not only introduce products but also build an online community sharing passion and experience in pet care.

We will also participate in pet fairs to take advantage of direct access to customers and create a unique brand presence. At the same time, Pet Manor will use paid advertising tools on social platforms to optimize marketing strategies and attract a large number of potential consumers.

We believe that the flexible combination of e-commerce, social media and direct marketing will help Pet Manor enhance brand visibility and expand its customer base effectively.

2.7.7. Interact and communicate with the customer community

Pet Manor will leverage the power of social networks and groups to create a common pet care community. We will use platforms such as Facebook, Instagram and special groups for Pet Manor customers to create an interactive and sharing space.

We not only introduce products, but also focus on building solid relationships with customers. Pet Manor will regularly provide useful information about pet care, share stories and photos of customers using products to encourage interaction and friendliness in the community.

By taking advantage of social networks and groups, we hope to build a community of pet enthusiasts, where people can exchange information, experiences and seek support from each other.

2.7.8. Financial management

Pet Manor's financial management team is responsible for optimizing revenue and improving strategic planning. They organize and track every financial transaction, ensuring that income and expenses are effectively controlled.

Our financial management staff regularly evaluate financial performance and analyze data to make strategic decisions. They ensure that every advertising and promotional strategy is designed to optimize profits and attract customers.

We maintain a flexible budgeting strategy so we can respond flexibly to market and economic fluctuations. This team works closely with other departments within the company to ensure that all resources are allocated efficiently and profitably.

Pet Manor not only focuses on controlling costs but also ensures that every advertising and marketing strategy is invested intelligently. This helps maximize efficiency from every dollar spent. Thanks to a team of professional financial management staff, Pet Manor can maintain stability and sustainable development in the increasingly competitive pet market.



2.8. Key Partner

2.8.1. Shipping company

Pet Manor will cooperate with Viettel Post because this is the leading enterprise providing domestic and international express delivery of goods and parcels in Vietnam. In addition, Viettel Post is being evaluated as a sustainable development enterprise and is the only enterprise in Vietnam in the field of investment delivery to foreign markets integrating into the world. Not only that, Viettel Post has a nationwide coverage network equivalent to a post office, supporting a system for tracking orders, checking and paying for collection at a pre-agreed time with customers. These are the characteristics that Pet Manor needs its distribution partners to have to ensure a transparent delivery process and that Pet Manor's products can maintain the best quality to customers nationwide.



Because Pet Manor does business on the e-commerce site Shopee, Shopee Express is also one of the distributors that Pet Manor will cooperate with. Shopee Express is currently a fast delivery unit, it only takes customers 24 hours from the time they send the goods to when their partners receive the goods and the shipping time is only about 4 hours for inner-city orders. This helps customers quickly receive Pet Manor products and Pet Manor's food products will be quality guaranteed when delivered to customers. In addition, Shopee Express waives all collection fees and transfers collection fees to customers. This helps Pet Manor save some costs when customers choose the COD method.



2.8.2. Finance

Pet Manor will choose Techcombank as the bank where Pet Manor will open a business account. Because this is one of 10 reputable joint stock commercial banks selected by Vietnam Assessment Report Joint Stock Company. With Techcombank, Pet Manor's business account will receive many fee incentives such as: BusinessOne solution package management fee, Annual fee, Transfer fee,... In addition, when Pet Manor wants to issue To develop a business, Pet Manor can easily borrow capital from Techcombank because this bank provides a variety of credit solutions according to needs, disbursement of short-term loans online, maximum in 2 hours.



2.8.3. Marketing company

Pet Manor chose Brando Agency as the business that will carry out its marketing activities to target customers. With 5 years of experience in the field of Marketing, this is a capable agency with the ability to handle multi-channel communication well, especially the Digital



Marketing platform. The projects implemented by this unit not only bring high efficiency in reaching customers, but also help maximize budget savings for Pet Manor. In addition, Brando Agency also has services for filming TVC advertisements, taking product photos, writing services for newspaper articles, finding KOLs, Influencers... This makes it easier for Pet Manor to develop marketing and marketing strategies, find marketing partners.

2.8.4. Pet product suppliers

Pet Manor will choose Fusion Group as its main partner to provide high-end pet food products and pet accessories. Because Fusion Group is the leading pet food and accessory distribution company in Vietnam, a major partner and exclusive distributor of many world-famous brands, providing pets with nutritious meals. Most nutritious and convenient for your pets.

In addition, the product portfolio Fusion Group is distributing is very diverse, meeting all the needs of pets, including: nutritious pet food, therapeutic support food and high-quality pet accessories. Fusion Group commits to providing partners with the best products from large and reputable brands, meeting high quality standards; share and advise specific and clear product information. With a reasonable price policy, attractive sales discounts and many incentives, ready to accompany partners in important events... Up to now, after many years of growth and development, Fusion Group has become a Distributing leading pet food and accessories products, is a trusted shopping



destination for dog and cat owners and animal lovers. Pet food products exclusively distributed by Fusion Group are high quality products from world-renowned brands with the most reasonable prices, have been sold nationwide and are loved by consumers. Popularity. This supplier will meet the needs of Pet Manor's customer group between the ages of 26 and 40 years old.



In addition, Cat Puppy Pet shop is also a supplier of dog and cat food for Pet Manor. Because this is one of the longtime suppliers of dog and cat food in Hanoi and the top criteria set by Meo Cun is that 100% of products at Meo Cun are genuine, with clear origin. All pet food, toys, cleaning tools... at the shop are taken from reliable sources and have excellent quality. In addition, Meo Cun provides a full range of products to suit people's needs. raising pets and suitable for the characteristics of each pet breed of all ages. And Meo Cun always looks for original sources to ensure quality products and competitive prices. Besides, the shop always has attractive promotions to thank customers on special occasions and holidays. Or Pet Manor can also receive attractive quotes for agents and customers ordering in large quantities. Therefore, this is a supplier that will meet the needs of Pet Manor's customer group between the ages of 18 and 25 years old and part of the customer group between the ages of 26 and 40 years old.

2.9. Cost Structure

2.9.1. Main Costs

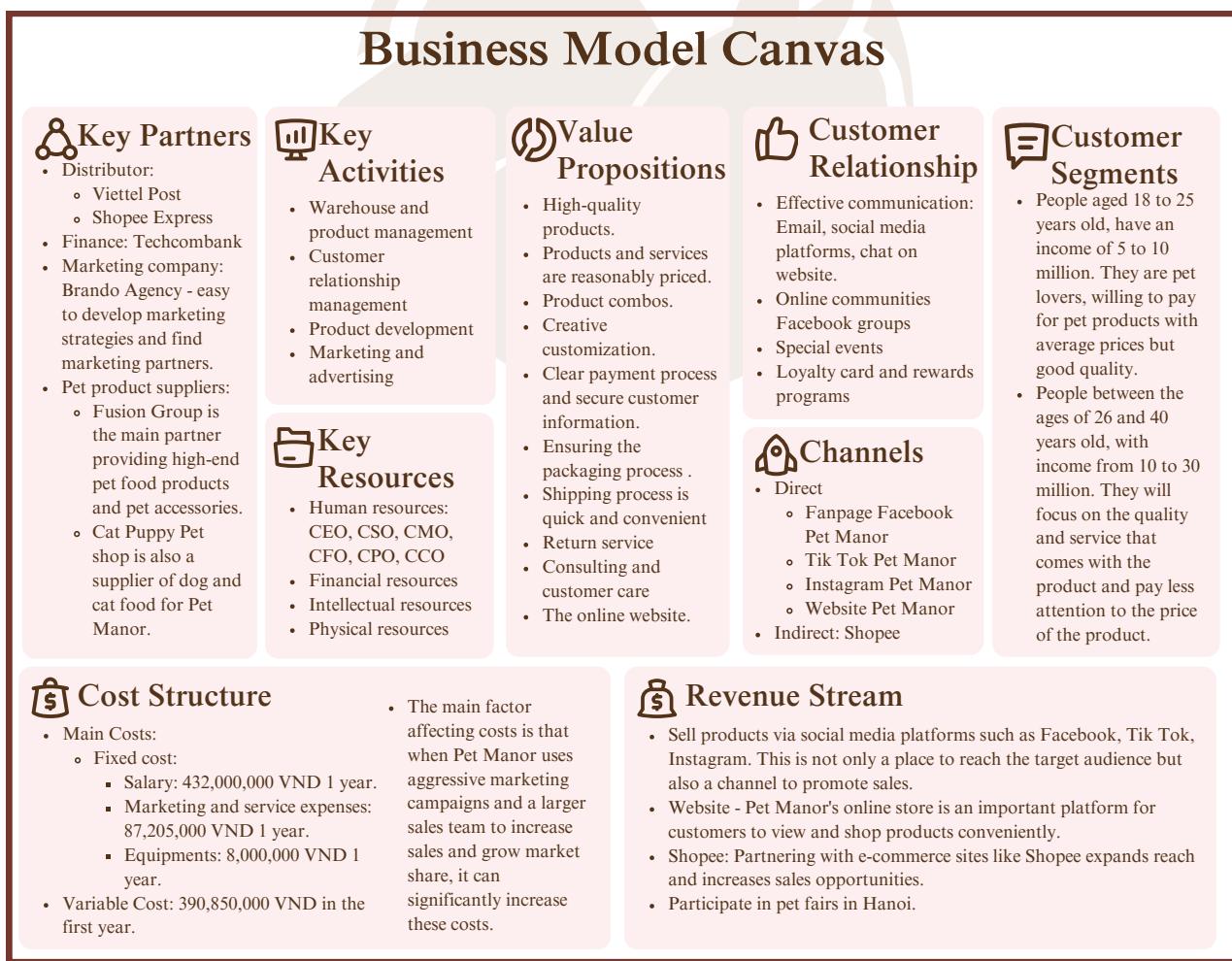
Fixed cost:

- Salary: Because we are a small business, 6 members will be assigned tasks according to capacity and receive salaries and stock dividends. Salary costs will be about 432,000,000 VND per year.
- Marketing and service expenses include advertising costs, market research, public relations, etc. Our expected costs will be about 87,205,000 VND per year.
- Equipments includes renovation and rebuilding fees, Computers, Software, Furniture, Kitchen Equipment... and facilities. Our expected cost will be about 8,000,000 VND per year.

Variable Cost: Pet Manor's variable costs are the project's cost of importing goods for sale. Our expected cost will be approximately 390,850,000 VND in the first year.

2.9.2. Main factor affecting costs

The main factor affecting costs is that when Pet Manor uses aggressive marketing campaigns and a larger sales team to increase sales and grow market share, it can significantly increase these costs.



III. Financial analysis

3.1. Capital plan

To ensure seamless operations and foster future growth, we've allocated a total of 1,275,850,000 VND. Of this, 390,850,000 VND is dedicated to the Cost of Goods Sold, ensuring the quality and efficiency of our products/services. The remaining 885,000,000 VND is designated for fixed costs, covering essentials like rent, utilities, and salaries. This strategic distribution of funds not only facilitates smooth day-to-day operations but also establishes a robust foundation for long-term stability and success. By investing in both the Cost of Goods Sold and fixed costs, we prioritize quality, efficiency, and sustainability in our business approach. This allocation underscores our commitment to prudent resource management and our dedication to meeting customer needs while driving towards our broader business goals.

3.2. Initial Investment

In our inaugural year, a strategic investment of 390,850,000 VND propelled our business forward. This encompassed essential procedures, including business registration, alongside a significant focus on importing pet products as our primary inventory. This decision stemmed from thorough market research, identifying a lucrative niche with promising demand. Additionally, establishing robust supply chains and partnerships with reliable suppliers ensured a consistent flow of high-quality products.

Our emphasis on pet products strategically positioned us in a growing market segment, fostering brand loyalty and driving sales. This initial investment laid a solid foundation for future growth and diversification, setting the stage for continued success in the years to come.

Summarized Initial Investment	
Item	Cost
S001 to S062	390,850,000

Table 1: Summarized Initial Investment of “Pet Manor” in 2024 (unit: VND)

3.3. Cost Analysis

3.3.1. Fixed cost

Fixed costs are integral to sustaining our business operations. Our fixed costs encompass various essential expenditures, including service fees, marketing expenses, and salaries,... Within these fixed costs, certain expenditures may increase in line with our growth rate, reflecting the expansion and scaling of our business operations.

However, amidst these variable expenditures, certain fixed costs remain unchanged, providing stability and predictability to our financial framework. By carefully managing both the variable and fixed components of our expenses, we strive to achieve a balanced and sustainable financial model that supports our long-term growth objectives.

Fixed cost Expenses					
	Year 1	Year 2	Year 3	Year 4	Year 5
Marketing cost	220.000.000 VND	242.000.000 VND	266.200.000 VND	292.820.000 VND	322.102.000 VND
Salary	432.000.000 VND				
Wifi	2.000.000 VND				
Water, electricity	6.000.000 VND	6.600.000 VND	6.600.000 VND	7.260.000 VND	7.260.000 VND
Rental cost	72.000.000 VND	72.000.000 VND	79.200.000 VND	79.200.000 VND	87.120.000 VND
Equipments	40.000.000 VND	0 VND	0 VND	0 VND	0 VND
Insurance	60.000.000 VND	60.000.000 VND	60.000.000 VND	66.000.000 VND	60.000.000 VND
Utilities	10.000.000 VND				
Office supplies	2.000.000 VND	2.200.000 VND	2.420.000 VND	2.662.000 VND	2.928.200 VND
Business license tax	1.000.000 VND				
Others	40.000.000 VND				
Total (Per Year)	885.000.000 VND	867.800.000 VND	899.420.000 VND	932.942.000 VND	964.410.200 VND

Table 2: Summarized Fixed Cost of “Pet Manor” in 2024 - 2029 (unit: VND)

3.3.2. Marketing and service expenses

Summarized Marketing Expense						
No	Name of capitals	Year 1	Year 2	Year 3	Year 4	Year 5
1	Advertising costs	150,000,000	165,000,000	181,500,000	199,650,000	219,615,000
2	Promotional costs	50,000,000	55,000,000	60,500,000	66,550,000	73,205,000
3	Event material costs	20,000,000	22,000,000	24,200,000	26,620,000	29,282,000
4	Total	220,000,000	242,000,000	266,200,000	292,820,000	332,102,000

Table 3: Marketing and Service Expense of “Pet Manor” (unit: VND)

3.3.3. Salary

Project Pet Manor consists of 6 members divided into tasks according to ability and receive salaries along with stock-based dividends.

By Month				
	Quantity	Salary	Total per month	Total per year
Employees	6	6,000,000	36,000,000	432,000,000

Table 4: Salaries of “Pet Manor” 2024/2025 (unit: VND)

Project Pet Manor consists of 6 members divided into tasks according to ability and receive salaries along with stock-based dividends. The number of employees will not change throughout the years of project operation. In addition to the fixed salary, team members also receive dividends, which are taken from the final revenue after deducting all expenses and then divided equally among 6 people.

3.3.4. Equipments

Depreciation plays a crucial role in managing our fixed assets' costs over their useful lifespan. For Pet Manor, this method not only accounts for the diminishing value of assets due to wear and tear but also aids in assessing the true annual expenses linked with utilizing these assets for our services. Assets like Renovation and Reconstruction Fees, Computers, Software, Furniture, and facilities are included in this process. Each asset is assigned a depreciation period, spanning five years, reflecting our commitment to accurate financial management and ensuring transparency in our operational expenses.

Depreciation and Amortization			
List	Cost	Time	Depreciation
Equipments	40,000,000 VND	5	8,000,000 VND
Total			8,000,000 VND

Table 5: Depreciation expense of “Pet Manor” 2024/2025 (unit: VND)

3.3.5. Variable Cost

Pet Manor's variable costs primarily consist of the expenses associated with importing goods for sale, encompassing the Cost of Goods Sold (COGS) over a span of 5 years. Moreover, projected growth at a rate of 10% over this period entails the expansion of our product portfolio. This expansion aims to offer customers a diverse range of options, including new combos tailored to varying budget constraints, aesthetic preferences, and current trends. By continuously adapting and diversifying our offerings, we aim to enhance customer satisfaction and capitalize on evolving market demands, ensuring Pet Manor remains a competitive and dynamic player in the industry.

Summarized Variable Cost (2024 - 2029)					
	2024-2025	2025-2026	2026-2027	2027-2028	2028-2029
COGS	390,850,000	429,935,000	472,928,500	520,221,350	572,243,485

Table 6: Summarized Variable Cost of “Pet Manor” in 2024 - 2029 (unit: VND)

3.4. Revenue

Drawing from extensive market research and competitor analysis, we have delineated Pet Manor's revenue streams into two primary categories: single products, denoted by codes S001 to S062, and combos, identified by codes C001 to C005. Each product type carries a distinct pricing structure, reflective of its unique attributes and market positioning. Single products exhibit a pricing spectrum ranging from 4,000 VND to 119,000 VND, catering to diverse consumer preferences and budgetary constraints. On the other hand, combo offerings are priced between 259,000 VND and 599,000 VND, offering customers bundled value and convenience. This strategic pricing strategy is informed by meticulous market analysis, aiming to maximize revenue generation while ensuring competitiveness in the dynamic marketplace.

Revenue will change and grow 10% to 15% over the years. Below are our projected revenues for the first and subsequent years.



First-year revenue (2024/2025)

No	Item	Total Quantity	Revenue
1	S001 to S062	34200	
2	C001 to C005		1,475,800,000

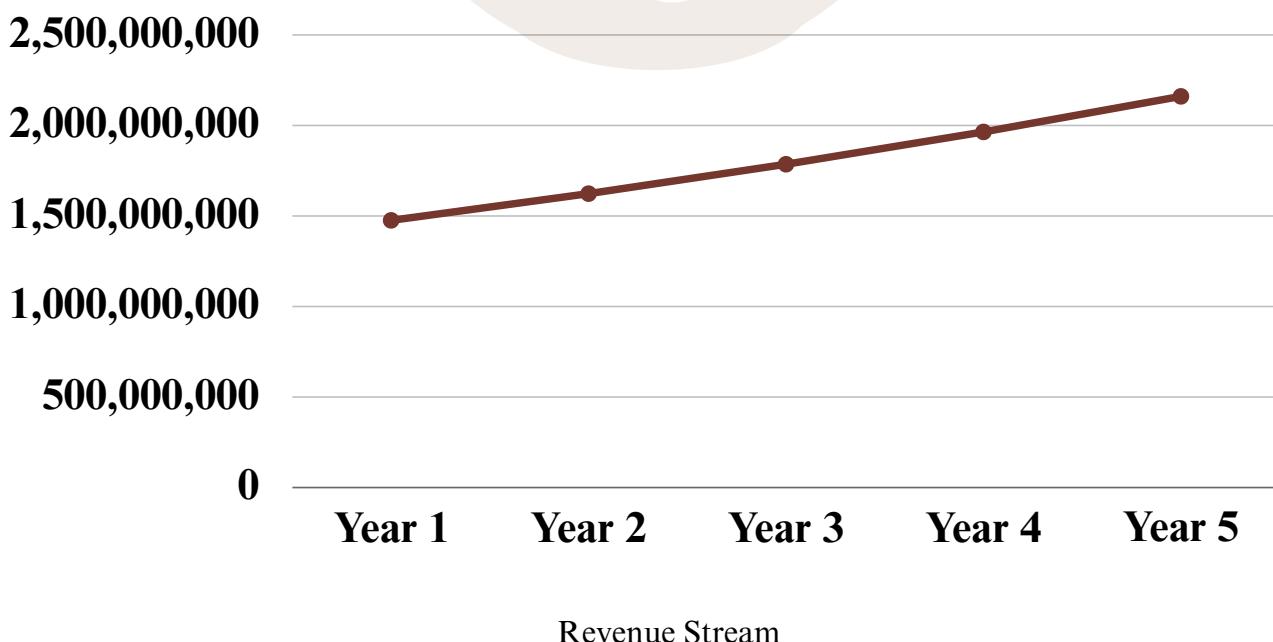
Table 7: Revenue of Pet Manor 2024-2025 (unit: VND)

Revenue in the following years (2025/2026 - 2028/2029)

	Year 2	Year 3	Year 4	Year 5
Revenue	1,623,380,000	1,785,718,000	1,964,289,800	2,160,718,780

Table 8: Revenue of Pet Manor 2025-2029 (unit: VND)

The following chart provides a projected revenue forecast for Pet Manor over a five-year period.



3.5. Income statement

Income Statement is one of the important financial reports of Pet Manor. Provides an overview of the restaurant's financial performance over five years including distinct investments and resource allocations. Through the general table, the project's revenue or cash flow tends to grow steadily. The first year, the project earned revenue and each year's revenue grew steadily. This shows the considerations of the Pet Manor project we are implementing.

Income Statement in 5 Years						
Year	0	1	2	3	4	5
Real-time 2024/2025 - 2028/2029		2024/2025	2025/2026	2026/2027	2027/2028	2028/2029
I. Initial investment						
CAPEX						
COGS	390,850,000		429,935,000	472,928,500	520,221,350	572,243,485
Add: NWC						
Recover NWC						
After-tax salvage value						
II. Operating CF						
Revenue		1,475,800,000	1,623,380,000	1,785,718,000	1,964,289,800	2,160,718,780
Less: Cash operating expenses		885,000,000	867,800,000	899,420,000	932,942,000	964,410,200
EBITDA		199,950,000	325,645,000	413,369,500	511,126,450	624,065,095
Less: DA expenses		-8,000,000	-8,000,000	-8,000,000	-8,000,000	-8,000,000
EBIT		191,950,000	317,645,000	405,369,500	503,126,450	616,065,095
Tax fee		38,390,000	63,529,000	81,073,900	100,625,290	123,213,019
NOPAT		153,560,000	254,116,000	324,295,600	402,501,160	492,852,076
Plus D&A		8,000,000	8,000,000	8,000,000	8,000,000	8,000,000
Cashflow from operation		161,560,000	262,116,000	332,295,600	410,501,160	500,852,076

Table 9: Income statement of “Pet Manor” (unit: VND)

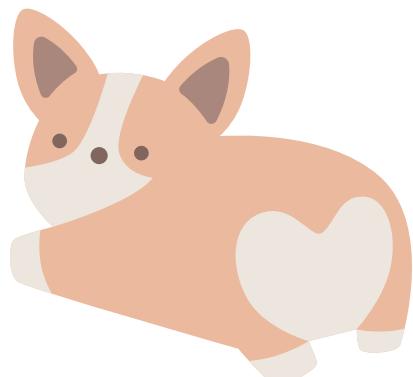
3.6. Payback period

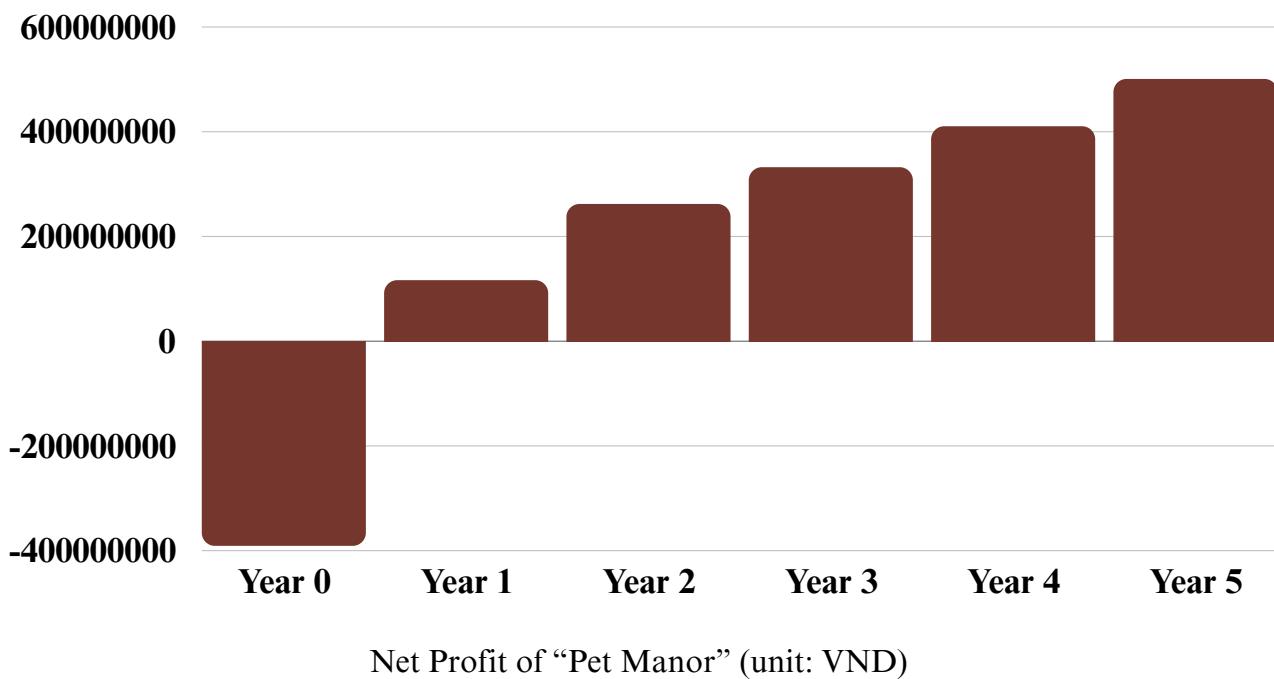
Evaluate project						
Year	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
I. NPV						
Free cashflow	-390,850,000	116,560,000	262,116,000	332,295,600	410,501,160	500,852,076
NPV	930,605,090	NPV > 0				
II. Payback Period						
Cumulative CF	-390,850,000	-229,290,000	32,826,000	365,121,600	775,622,760	1,276,474,836
PB	1,87					
III. IRR						
	42,22%					

Table 10: Evaluate project of “Pet Manor” (unit: VND)

3.6.1. Cash flow

Pet Manor's cash flow statement provides detailed information about how the project's cash is collected and spent and is clearly shown in the Income Statement. This report helps determine solvency, manage cash flow, and make better financial plans. After studying the market's annual growth rate (10%-15%). During the project's years of operation, Pet Manor's main and only revenue is the sale of pet products and reinvestment in purchasing pet products for sale. Reinvesting and expanding the number of products contributes to increasing revenue and cash flow growth over the years.





3.6.2. Payback Period

Based on our comprehensive financial analysis, Pet Manor is poised to achieve a remarkable payback period, with full capital recovery anticipated within 1 year and 10 months of operation. This impressive milestone underscores the viability and profitability of our business model. Furthermore, our projected growth trajectory augurs well for sustained success beyond the payback period.

3.6.3. Internal Rate of Return

Based on the internal rate of return (IRR) analysis, we believe that Pet Manor's potential for capital recovery is high, reaching an impressive 42.22%. This figure is a clear indication of the project's attractiveness and profit potential. With such a notable IRR, we are confident that Pet Manor not only has the ability to quickly recoup its investment but also to generate stable and sustainable profits in the future. This reflects the robustness of the business model, optimal resource utilization, and adaptability to market fluctuations. We are committed to pursuing this development strategy to deliver long-term value to Pet Manor's shareholders and customers.



IV. Conclusion

After reviewing and analyzing the Canvas drawing and financial aspects of Pet Manor in detail, we have an overview of the business model and financial health of the business. Pet Manor has clearly identified important aspects such as customer target, special value, and main income sources.

Consistency between elements in the Canvas helps Pet Manor build a strong brand image, effectively care for customers and optimize resources. Marketing and advertising strategies will play an important role in attracting and retaining customers.

As for the financial aspect, investing in online advertising and social media platforms can yield high returns with unpredictable advertising costs and rapid growth in sales. However, attention also needs to be paid to managing costs and optimizing other resources such as human resources and transportation.

In short, Pet Manor has a great opportunity to grow in the potential pet market, and needs to maintain sharpness and flexibility in its business and financial strategies to face challenges and achieve sustainable success.



Thank You
For Reading

