

BUSINESS PLAN



Agenda

01
Review Data

02
Business Insight

03
Binh Tan District

04
Conclusion

05
Plan

1. Review Data

4 weeks 2020						
February						
Wk	S	M	T	W	T	F
1	2	3	4	5	6	7
2	9	10	11	12	13	14
3	16	17	18	19	20	21
4	23	24	25	26	27	28
March						
Wk	S	M	T	W	T	F
5	1	2	3	4	5	6
6	8	9	10	11	12	13
7	15	16	17	18	19	20
8	22	23	24	25	26	27
April						
Wk	S	M	T	W	T	F
9	29	30	31	1	2	3
10	5	6	7	8	9	10
11	12	13	14	15	16	17
12	19	20	21	22	23	24
13	26	27	28	29	30	1
May						
Wk	S	M	T	W	T	F
14	3	4	5	6	7	8
15	10	11	12	13	14	15
16	17	18	19	20	21	22
17	24	25	26	27	28	29
June						
Wk	S	M	T	W	T	F
18	31	1	2	3	4	5
19	7	8	9	10	11	12
20	14	15	16	17	18	19
21	21	22	23	24	25	26
July						
Wk	S	M	T	W	T	F
22	28	29	30	1	2	3
23	5	6	7	8	9	10
24	12	13	14	15	16	17
25	19	20	21	22	23	24
26	26	27	28	29	30	1
August						
Wk	S	M	T	W	T	F
27	2	3	4	5	6	7
28	9	10	11	12	13	14
29	16	17	18	19	20	21
30	23	24	25	26	27	28
September						
Wk	S	M	T	W	T	F
31	30	31	1	2	3	4
32	6	7	8	9	10	11
33	13	14	15	16	17	18
34	20	21	22	23	24	25
October						
Wk	S	M	T	W	T	F
35	27	28	29	30	1	2
36	4	5	6	7	8	9
37	11	12	13	14	15	16
38	18	19	20	21	22	23
39	25	26	27	28	29	30
November						
Wk	S	M	T	W	T	F
40	1	2	3	4	5	6
41	8	9	10	11	12	13
42	15	16	17	18	19	20
43	22	23	24	25	26	27
December						
Wk	S	M	T	W	T	F
44	29	30	1	2	3	4
45	6	7	8	9	10	11
46	13	14	15	16	17	18
47	20	21	22	23	24	25
January 21						
Wk	S	M	T	W	T	F
48	27	28	29	30	31	1
49	3	4	5	6	7	8
50	10	11	12	13	14	15
51	17	18	19	20	21	22
52	24	25	26	27	28	29

Because **not** have standard start & end dates for years, quarters, or months

4 weeks

4 weeks

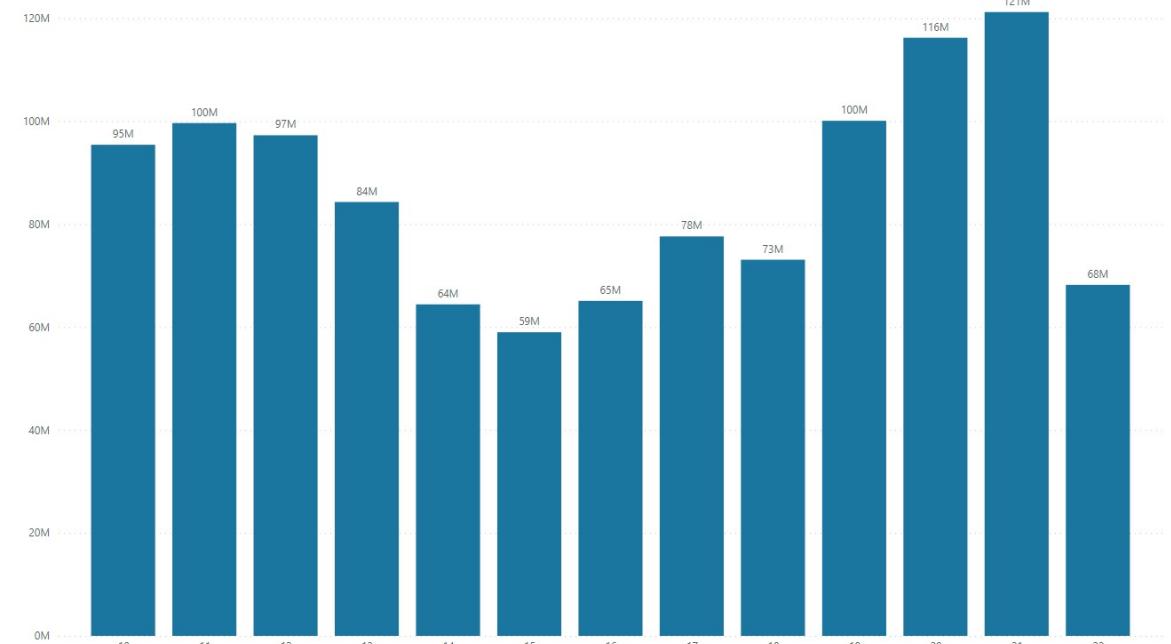
5 weeks

4 weeks

5 weeks

Use Fisal Week 4 5 4

1. Review Data

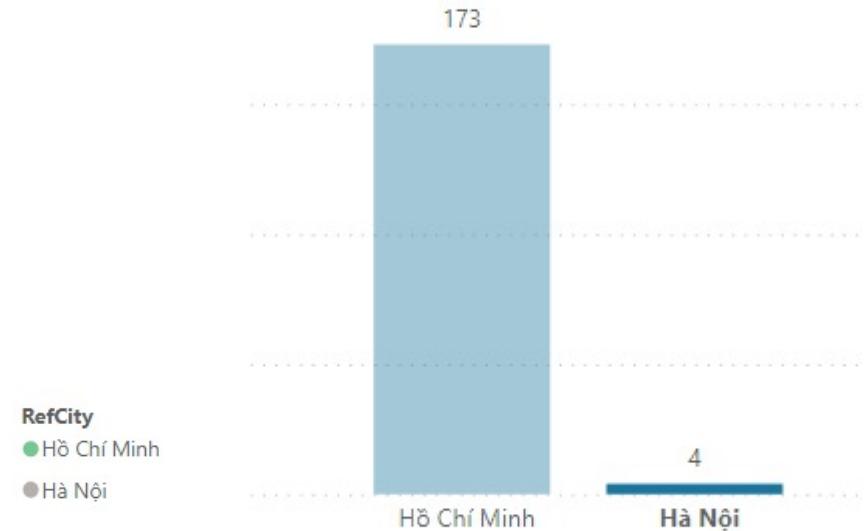
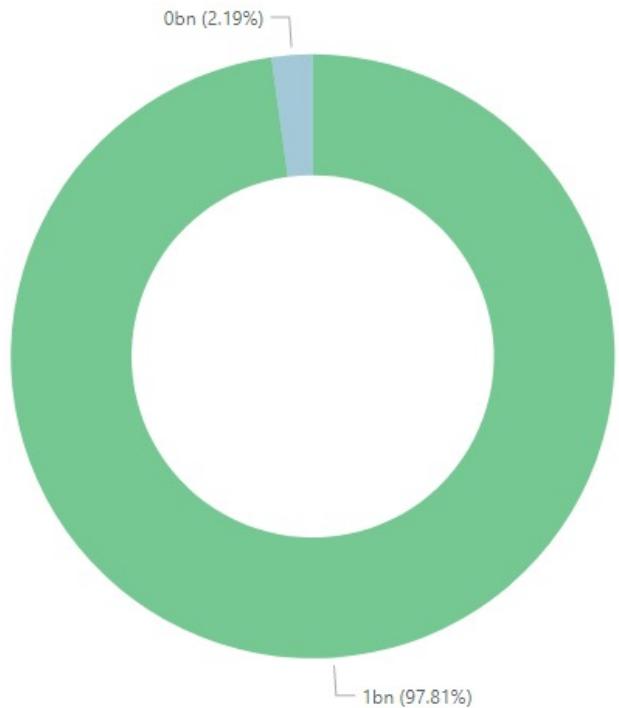


W22

Sunday, May 24, 2020	14,734,000
Monday, May 25, 2020	15,586,000
Tuesday, May 26, 2020	19,386,000
Wednesday, May 27, 2020	18,499,000

Ignore data week 22

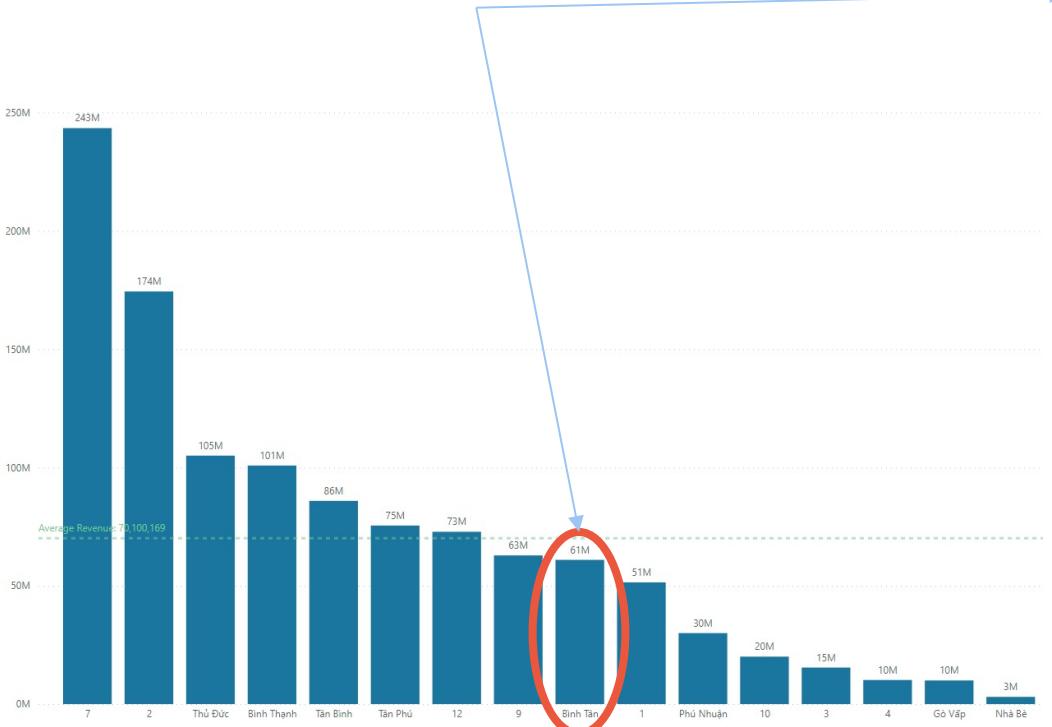
1. Review Data



Just Analyze Ho Chi Minh

2. Business Insight

Binh Tan and have the 1st place in population, but the revenue is only 9th(5.4%) lower than average.

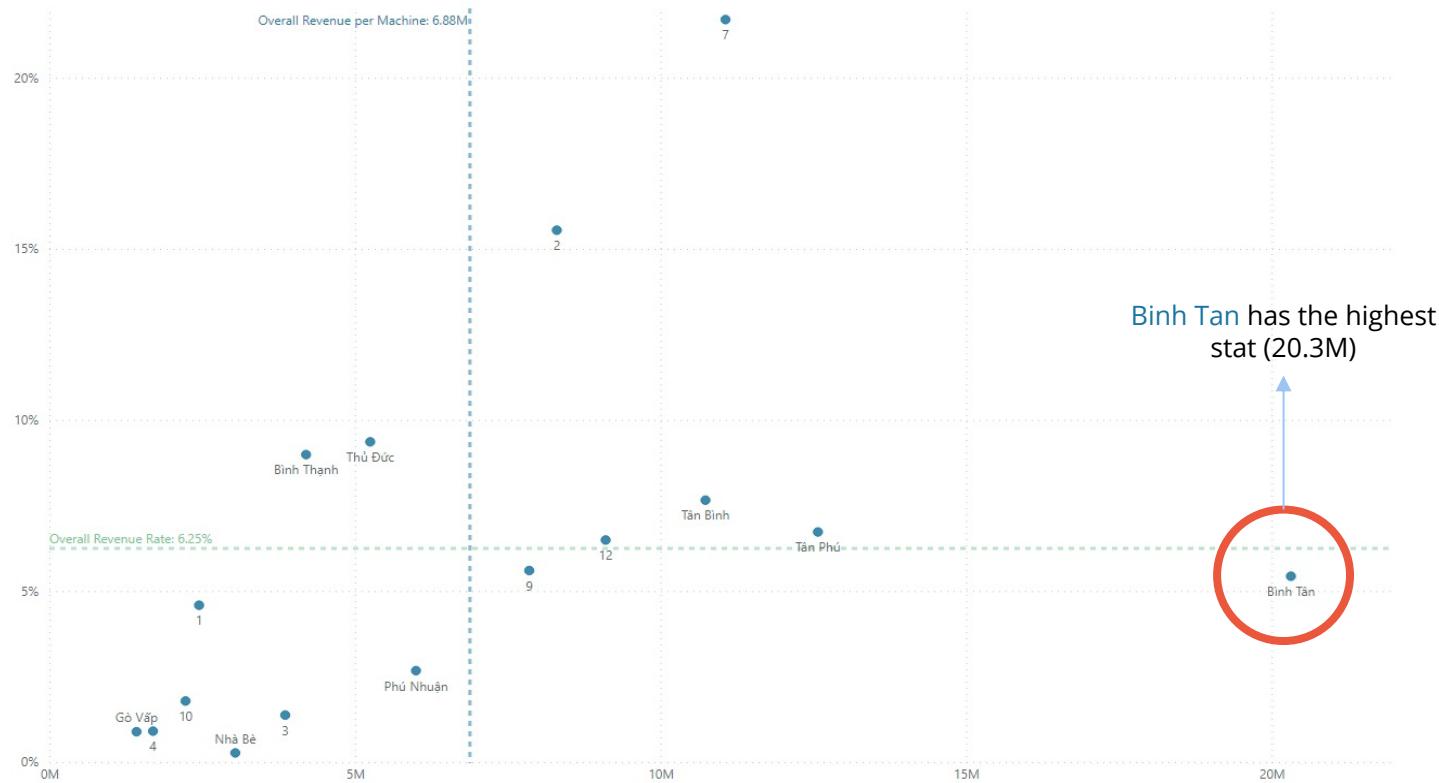


Population Table by district of Ho Chi Minh (2019)

	Dân số (Người)	Diện tích (km ²)	Mật độ (Người/km ²)
Bình Tân	702,650	51.89	13,541
Gò Vấp	663,313	19.74	33,602
Thủ Đức	524,670	48.00	10,930
Quận 12	520,175	52.78	9,855
Bình Thạnh	490,618	20.76	23,632
Tân Bình	470,350	22.38	21,016
Tân Phú	464,493	16.06	28,922
Quận 8	451,290	19.18	23,529
Quận 9	397,000	114.00	3,482
Quận 10	372,450	5.72	65,113
Quận 11	332,536	5.14	64,695
Quận 7	324,620	35.69	9,095
Quận 6	258,945	7.19	36,014
Quận 1	205,180	7.73	26,543
Quận 4	203,060	4.18	48,578
Quận 3	196,433	4.92	39,925
Quận 5	187,510	4.27	43,913
Phú Nhuận	182,477	4.88	37,392
Quận 2	168,680	49.74	3,391

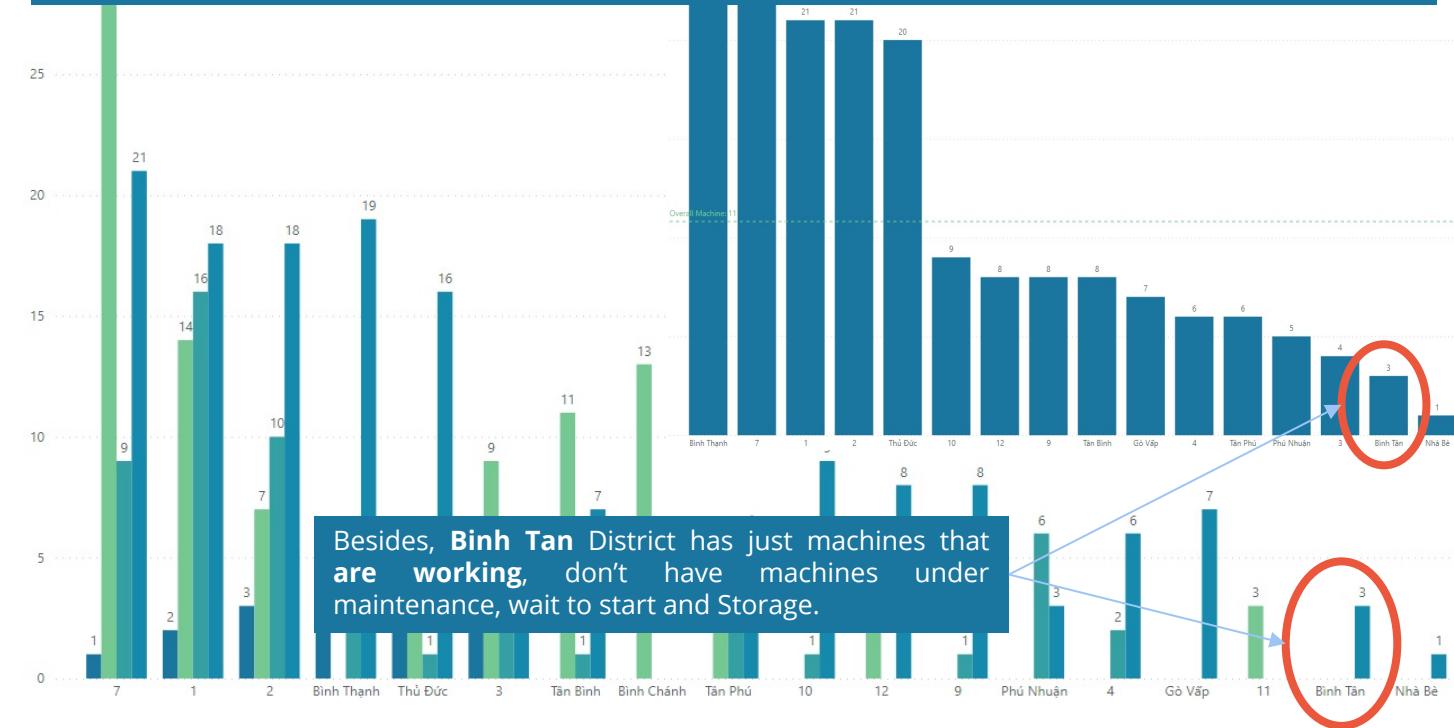
Source: Ho Chi Minh Statistical Office

2. Business Insight



2. Business Insight

Map: Number of Vending Machine in Binh Tan is respectively 3 below average (11 machines)



2. Business Insight

Binh Tan District

Population



1st

in Ho Chi Minh

And 1st

on revenue per machine

...But 17th

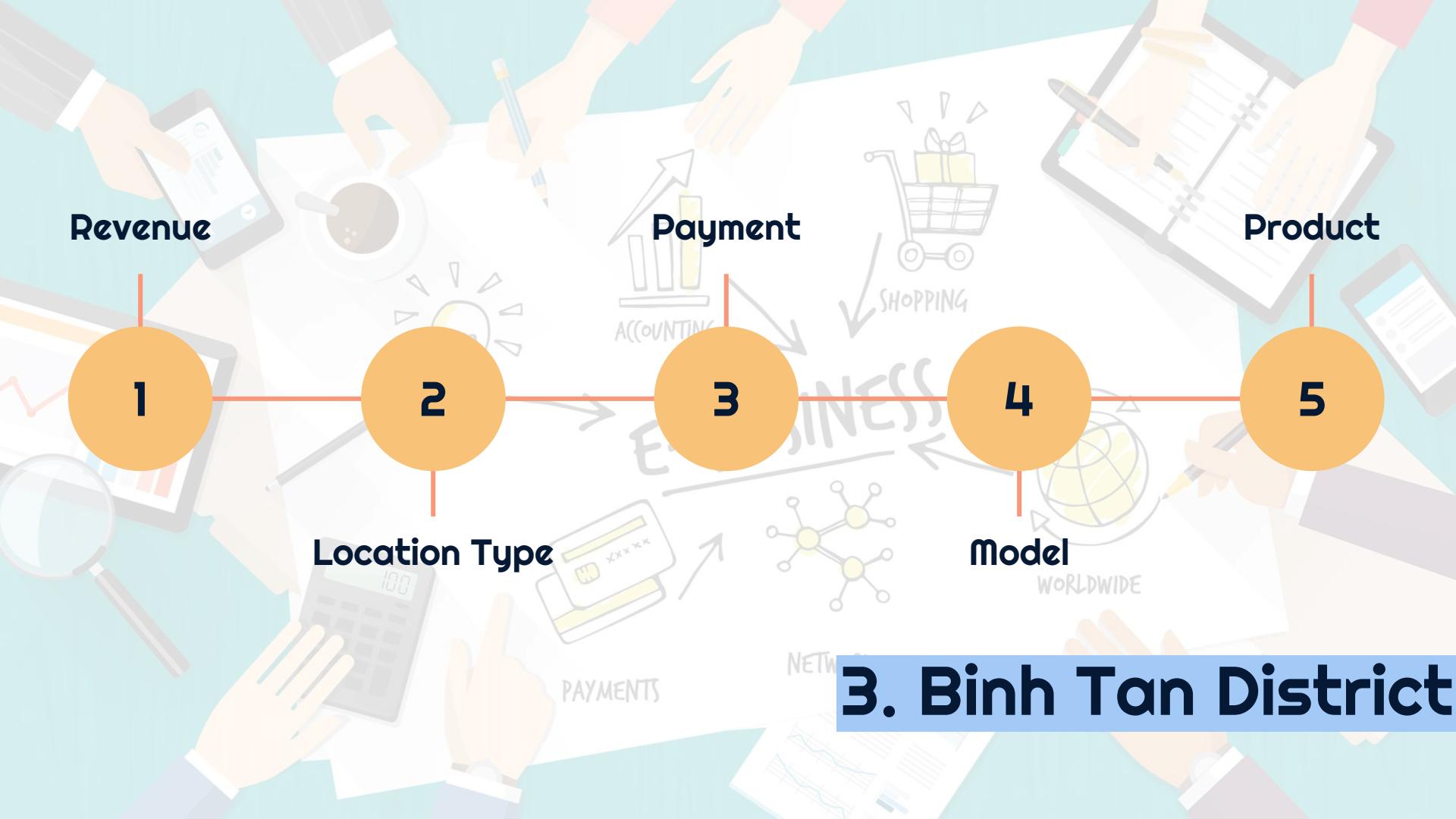
/18 in the number of machines



Should

we focus on developing Binh Tan ?





Revenue

Payment

Product



Location Type

Model

3. Binh Tan District

1. Revenue

Especially **May**, Revenue ranked
on the district chart

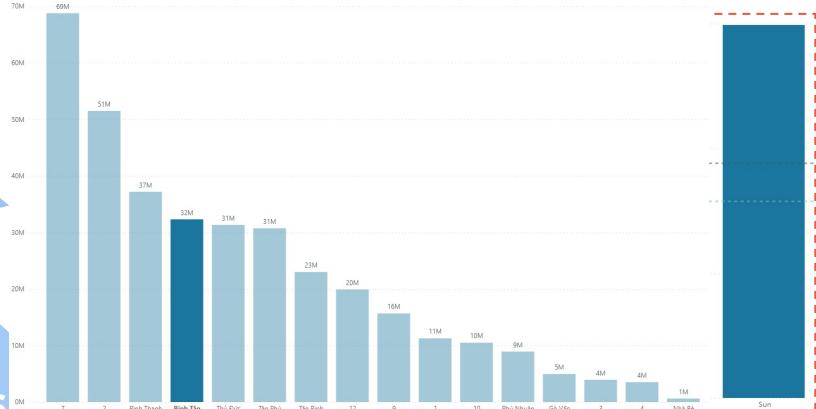
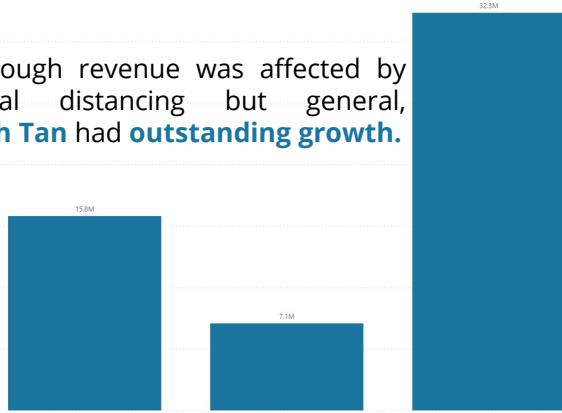
4th

but
constant fluctuation

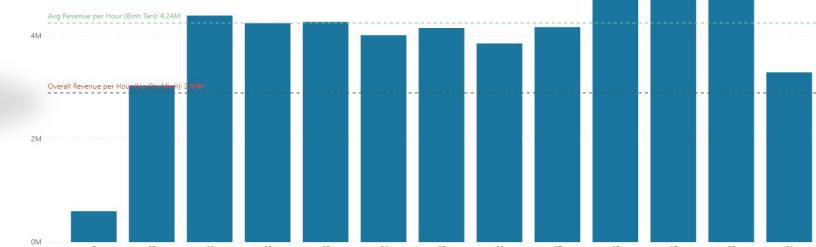


**Binh Tan is
a potential
district.**

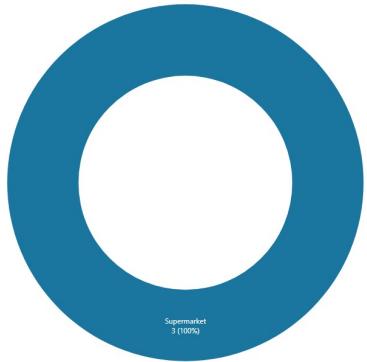
Although revenue was affected by
social distancing but general,
Binh Tan had **outstanding growth**.



Transaction time is only from **9 am to 9 pm**



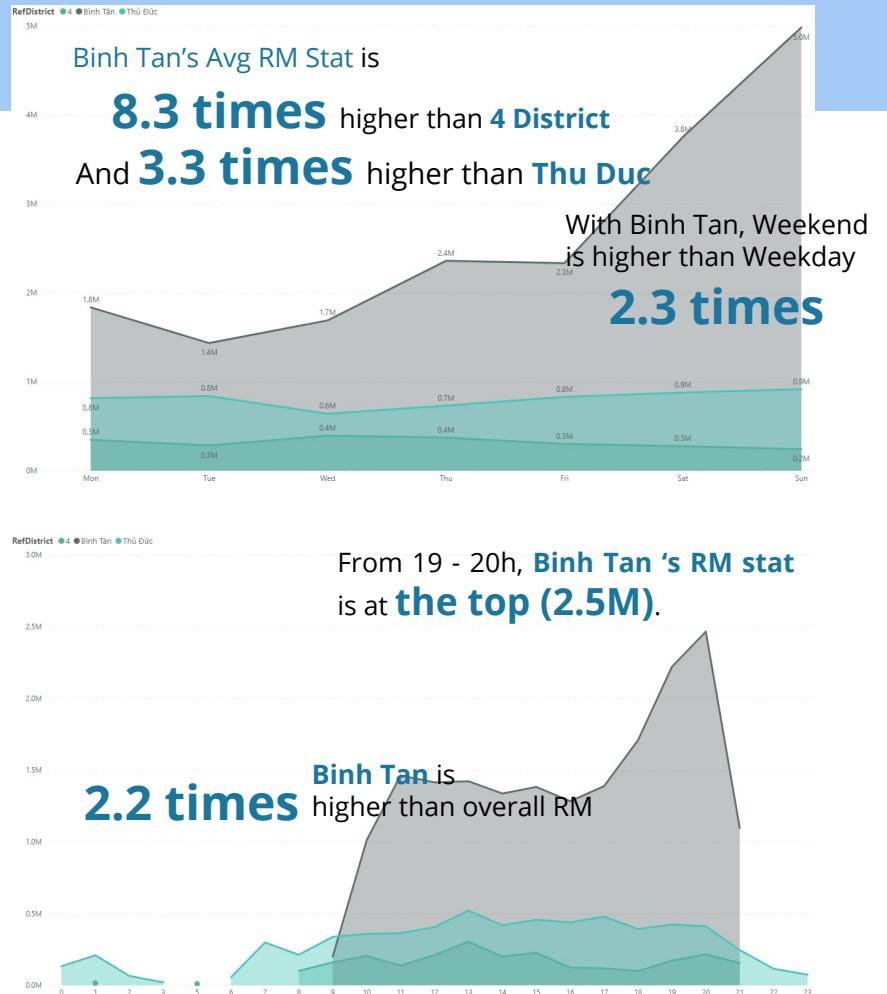
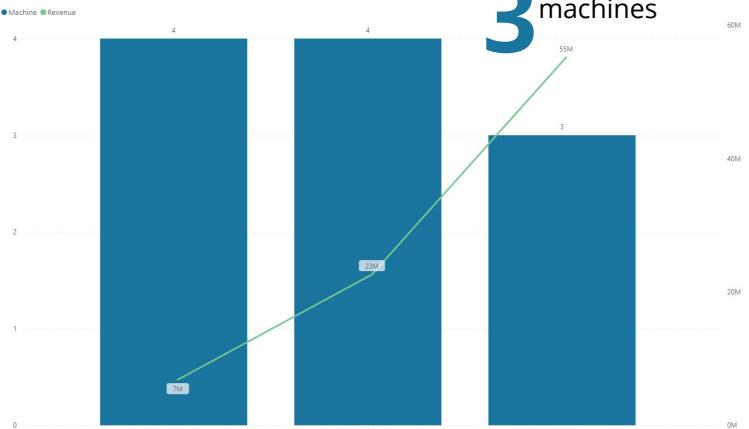
2. Location Type



Only
Supermarket

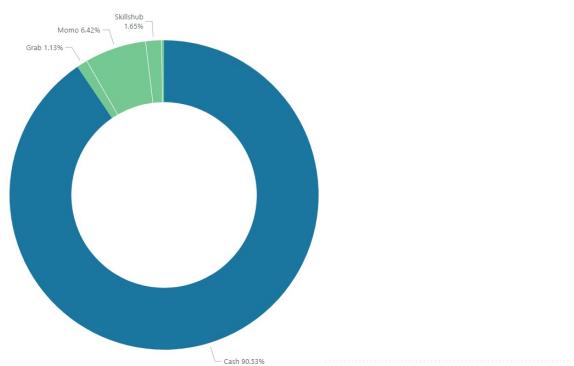
With Supermarket, **Binh Tan's RM stat is higher** than two other districts

3 although only has
machines

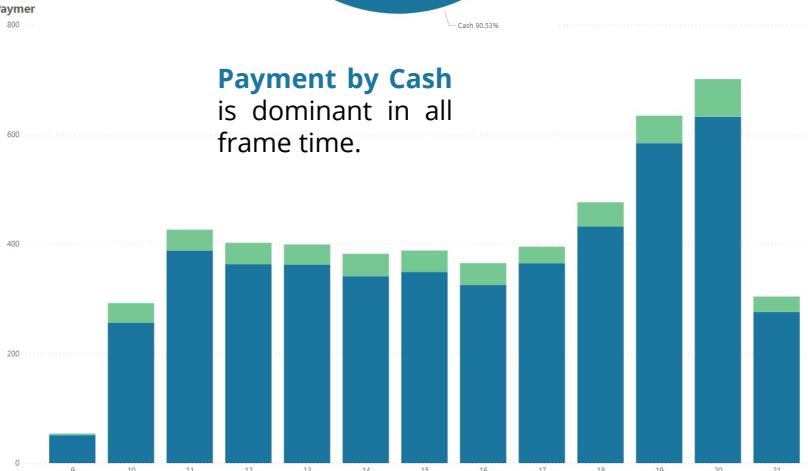


3. Payment

Payment Group • Cash • Cashless



Payment by Cash
is dominant in all
frame time.

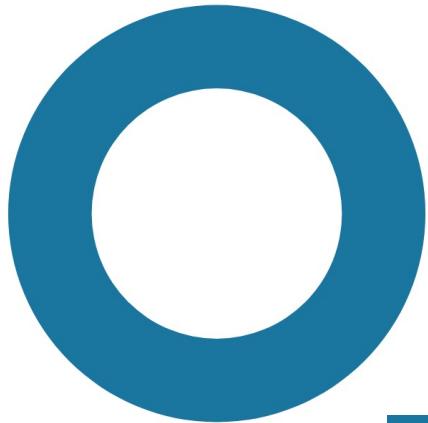


	DoW	Cash	Grab	Momo	Skillhub	Zalopay
Mon	92.40%	0.19%	4.94%	1.71%	0.76%	
Tue	91.44%	0.98%	5.62%	1.96%		
Wed	89.40%	0.21%	7.48%	2.49%	0.42%	
Thu	93.67%	1.33%	2.50%	2.50%		
Fri	92.20%	0.61%	5.35%	1.68%	0.15%	
Sat	89.56%	1.41%	7.71%	0.94%	0.38%	
Sun	88.41%	1.78%	8.25%	1.35%	0.21%	
Total	90.53%	1.13%	6.42%	1.65%	0.27%	

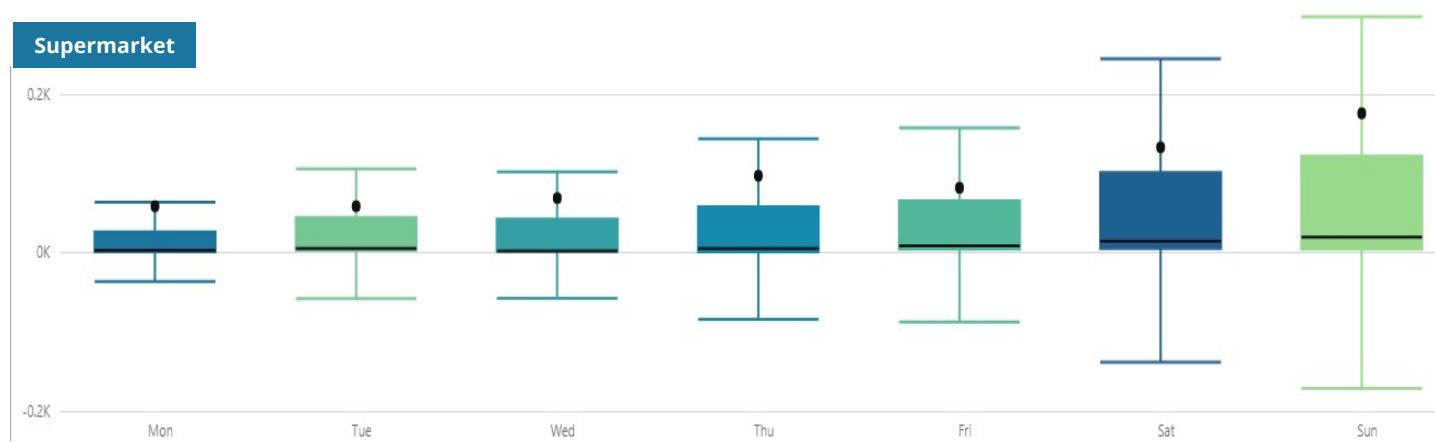
For **Payment by Cashless**, Momo accounts for 6.4%, followed by Skillhub, Grab, Zalopay

Customers almost exclusively use **cash payments**

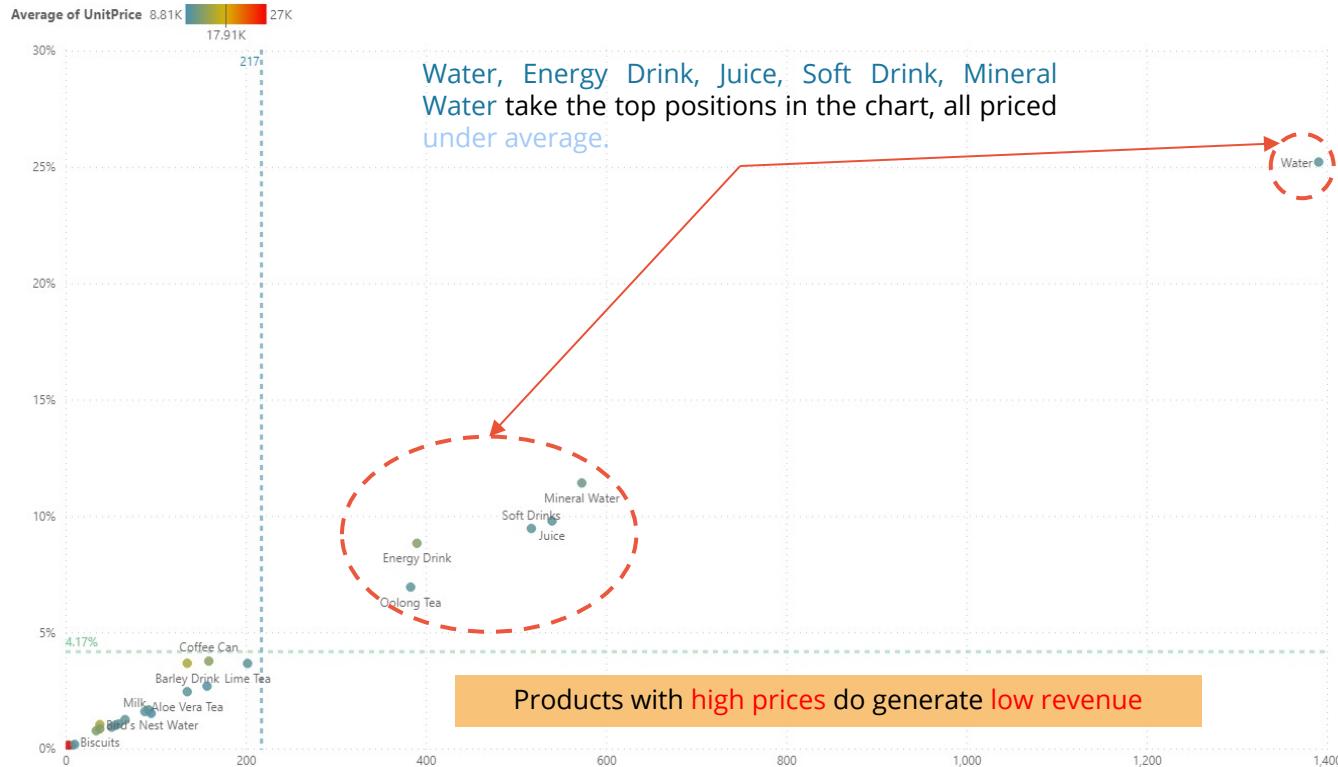
4. Model

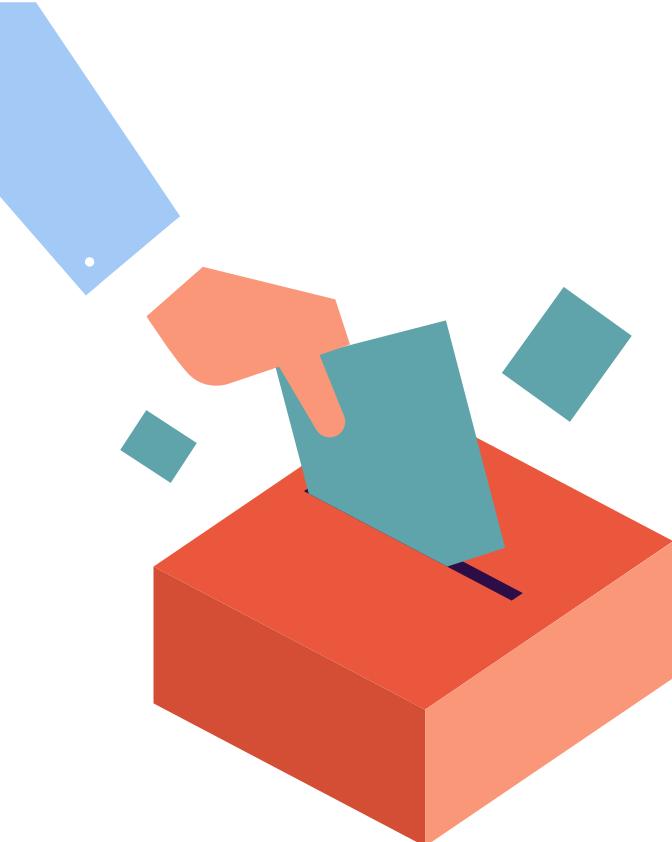


3 D720 Model has machines
in the **Supermarket**



5. Product





04

CONCLUSION

CONCLUSION

Supermarket

Revenue are concentrated at the weekend so pay attention to ensure goods for the weekend

Expand market

The Apartment, Industrial zone are also potential locations

Loading Product Time

Should be 1 to 2 hours before opening time or after opening time

Payment

Consider increasing promotions to increase use cashless payments

Model

Consider using other model for product variety

05

PLAN

We have some ideas to increase revenue in Binh Tan District





702,650



The most populated in Ho Chi Minh

Potential Location



Supermarket

High population means high shopping demand



Apartment

Of course, the apartment is also a potential location

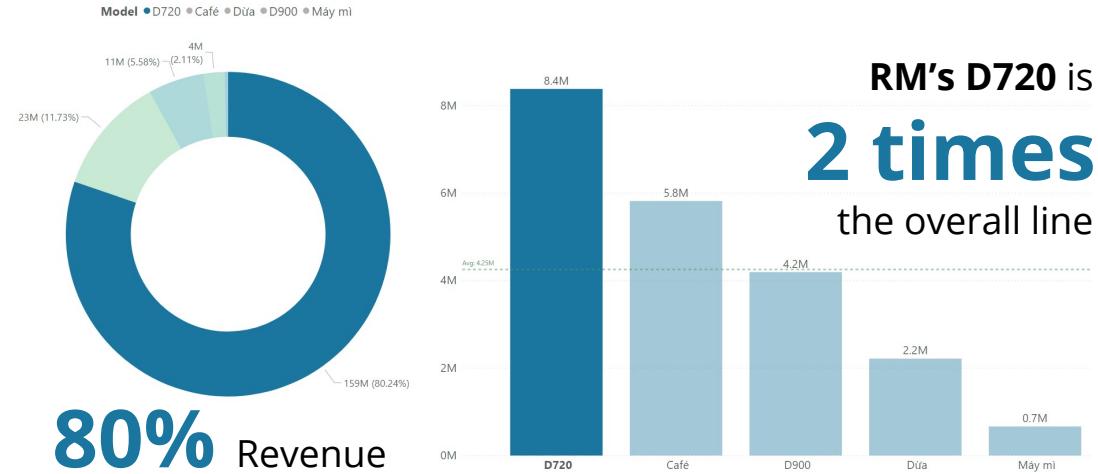


Industrial Zone

This is the western edge of HCM, this is also a location to consider

Model Vending Machine

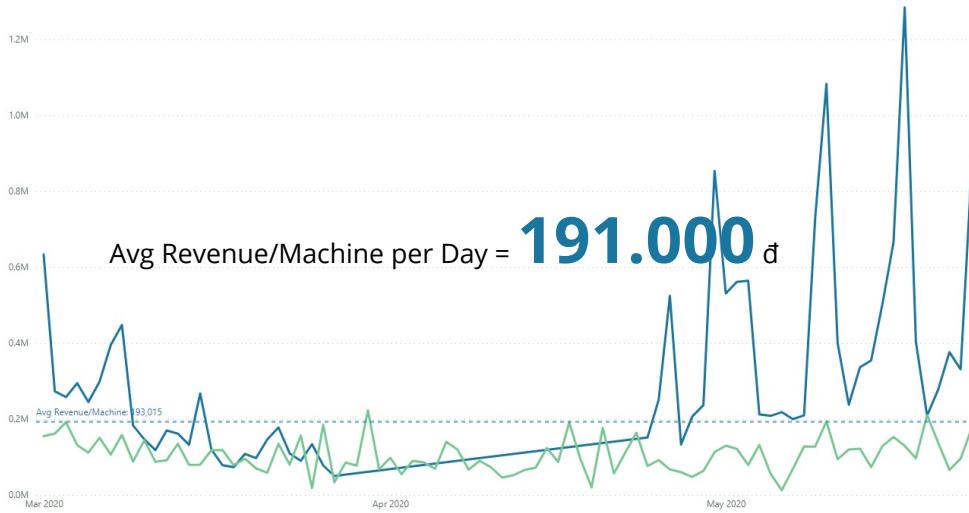
We choose **D720 Model**



- Besides, D720's products are **easier to sell**
- D720's products have a **longer shelf life** than products of other models

Supermarket

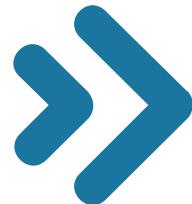
RefAddress ● KHO AEON MALL BÌNH TÂN ● KHO GIGA MALL THỦ ĐỨC
1.4M



Plan

2 machines per supermarket

Each day sell **191.000 vnđ**



$191.000 \times 2 \times 30 = \textbf{11.460.000 vnđ}$ per Month



Co.opmart Bình Tân

158 đường số 19, Bình Trị Đông, Q. Bình Tân, HCM

Co.opmart Bình Tân 2

819 Hương Lộ 2, Bình Trị Đông, Q. Bình Tân, HCM

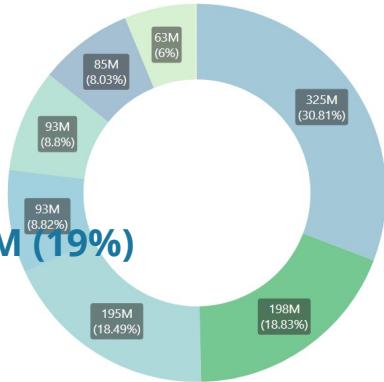
Apartment

Binh Tan has about **21 apartments**, but there are **no machines** here

Apartment	
1	EHOME3 Tây Sài Gòn
2	Green Town Bình Tân (Green Park)
3	Lê Thành
4	MD Home Building
5	Moonlight Park View
6	Ngọc Đông Dương (8X Rainbow)
7	Nhất Lan
8	Nhất Lan 3
9	Saigon Homes
10	The Golden Dynasty – Hoàng Kim Thé Gia
11	Vision
12	An Gia Star
13	AIO City
14	Central Apartment Kinh Dương Vương
15	Full House
16	Universe Complex
17	Moonlight Centre Point
18	King Crown Park Bình Tân
19	Stella En Tropic Võ Văn Kiệt
20	Milky Way KCN Tân Bình
21	Imperial Place

Meanwhile, Apartment's revenue ranked

2nd 198M (19%)



Survey to choose **5 apartments**

1 machine per apartment

Each day sell **121.000 vnđ** (equal avg revenue/Machine per day)



$$121.000 \times 5 \times 30 = \mathbf{18.150.000} \text{ vnđ per Month}$$

Industrial Zone

Besides the 2 locations above, we can set up a some machines in **Industrial Zone**

5. Khu công nghiệp Tân Tạo (hiện hữu)

- Vị trí: Quận Bình Tân, TP.HCM
- Quy mô: 175,57 ha

- Khu công nghiệp Tân Tạo (mở rộng)

- Vị trí: Quận Bình Tân, TP.HCM
- Quy mô: 204,58 ha

6. Khu công nghiệp Tân Bình (hiện hữu)

- Vị trí: Quận Tân Phú và quận Bình Tân, TP.HCM
- Quy mô: 105,95 ha

- Khu công nghiệp Tân Bình (mở rộng)

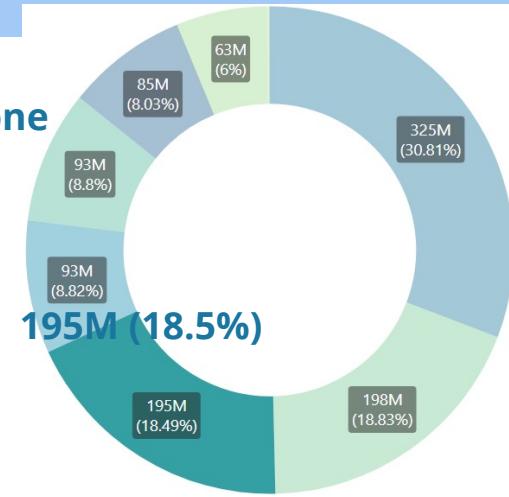
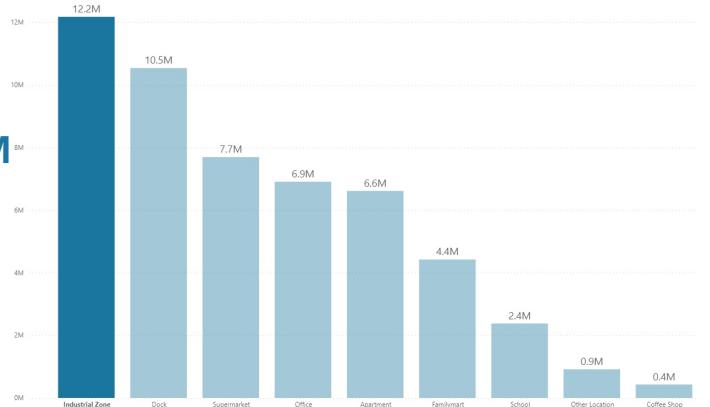
- Vị trí: Quận Tân Phú và quận Bình Tân, TP.HCM
- Quy mô: 24,01 ha

Industrial Zone's revenue ranked **3rd** **195M (18.5%)**

Industrial Zone's Revenue
Machine ranked

1st

12.2M



Industrial Zone



Plan

3 machines per Industrial Zone

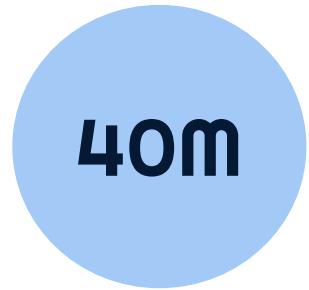
Each day sell **245.000 vnd** (equal avg revenue/Machine per day)



$$245.000 \times 3 \times 30 = \mathbf{22.050.000} \text{ vnd per Month}$$

Binh Tan

Supermarket



Apartment



Industrial Zone



80m

Total

30M from the old location

10M from the new location

THANKS!

