

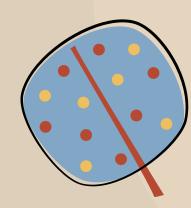




About the business

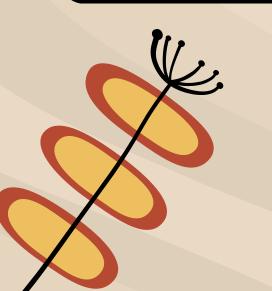
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Nhom Nhom is an online bakery run by two passionate students with a mission: to bring the flavors of the world to the local. We share our love of baking and wholeheartedly desire to introduce our favourite pastries to our loved ones. The idea came when we were baking cinnamon rolls - our comfort food, a popular baking recipe in Western countries that was not sold in nearby bakeries. Met the target customers' need, Nhom Nhom soon became more popular and was supported by young locals.



cinnamon rolls

- signature product



*nhom nhom: a Vietnamese term to describe the sound of eating enthusiastically

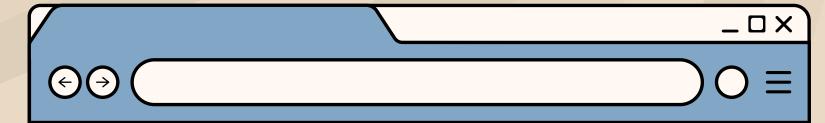




- Research <u>recipes</u>, <u>market needs</u> and run <u>trial sales</u> to conduct business <u>strategy</u> & optimize <u>resources</u>.
- Launched <u>campaigns</u> on special occasions







Results

- Generated <u>over 2M VND monthly</u> in profit from <u>weekly sales</u>.
- Gained popularity and support from young locals



