



NGUYEN TAT THANH UNIVERSITY
NTT INSTITUTE OF INTERNATIONAL EDUCATION
GLOBAL LEARNING, GLOBAL SUCCESS



Subject: ENTREPRENEURSHIP
Instructor: Huỳnh Thanh Phong
Class: 21BITV03 - 100107585403
Group: 01
Members: Nguyễn Tấn Nhã - 2100005929
Phan Thanh Hiếu - 2100003979
Lê Thị Thuỳ Dương - 2100002395
Lê Thị Cẩm Xuyên - 2100009135

2022 - 2023

TABLE OF CONTENT

Chapter 1: Executive Summary	4
1.1 Future Goals.....	4
1.2 Mission	4
1.3 Operation model	4
1.4 The Key to Success.....	4
Chapter 2: Company Description	5
Chapter 3: Products And Services	6
3.1 Product Description	6
3.2 The Potential Of The Model.....	7
3.3 Competitive Comparison.....	8
3.4 Service Description.....	8
Chapter 4: Market Analysis	9
4.1 Economic Environment	9
4.2 Identify Target Customers	10
4.3 Competitor Analysis	10
4.4 Market Segmentation – Find The Niche Market.....	10
4.5 Customer Loyalty Programs.....	11
4.6 Community Marketing	11
Chapter 5: Marketing Plan	11
5.1 Identify Potential Customers	13
5.2 Reason To Buy	13
5.3 Determining The Method Of Exposure (P - Advertising) Is A Combination Of Two Factors:	14
5.4 Cost	15
5.5 Message	15
5.6 Vehicle	15
5.7 Competitive Analysis	16
Chapter 6: How it works and sale plan	16
6.1 Menu	16
6.2 Taking Orders & Services	17

6.3	Working Hours	18
6.4	Locations.....	18
6.5	Events	18
6.6	Sales Target	19
Chapter 7: Team Management & Company Structure		19
7.1	Organizational Model.....	19
7.2	Chief Operating Officer (owner)	20
7.3	Management Team	21
7.4	Leadership Style	23
Chapter 8: Conclude		24
Chapter 9: References.....		24

ACKNOWLEDGEMENTS

The team would like to express their sincere thanks to the NIIIE International Training Institute, for introducing entrepreneurship into the curriculum. To complete this essay, the group would like to express their sincere thanks to lecturer Huynh Thanh Phong for creating favorable conditions for the group to study and complete the essay. Special the group please send.

Entrepreneurship is an interesting, extremely rewarding and highly intensely practical subject. Ensuring the provision of knowledge, associated with the reality of the students, is the luggage for us to survive after this step. However, due to limited knowledge and not much exhilaration in doing the subject, the ability to absorb reality is still a lot of surprises. Although the team has tried, it is certainly incredible to avoid shortcomings. Looking forward to receiving recognition and suggestions from the teacher to help them improve substantially.

The group is sincerely grateful !

Chapter 1: Executive Summary

How did Doraemon Breakfast come about?

Every morning, every student arrives at school or goes to work on time. Are you looking for a quick and time-saving breakfast dish? Understanding that situation, with the goal of providing fast, cheap and safe breakfast, the F&B business model of food service on mobile trucks was born. Therefore, customers quickly feel the convenience and thoughtfulness that we bring.

Truck food is a fairly new business form in the Vietnamese market but has been born and succeeded in foreign countries such as the US, UK, Canada, etc. In Vietnam, people often find food to eat. Traditional dishes are more diverse because there is something for everyone. But as time went on, when European and American dishes were introduced to Vietnam, they gradually came and enjoyed it for convenience and speed in busy mornings. Therefore, the truck catering business model is increasingly sought after and loved by young people, creating potential and growth for this type of catering business in Vietnam in the coming time.

1.1 Future Goals

A novel and distinctive culinary trend with European cuisine style in the Vietnamese market is the development of mobile vending vehicles a company.

1.2 Mission

- Providing food and drink is not only fast and convenient but also clean and safe.
- The business model of delivering food and drinks by truck, providing eye-catching service in crowded places.

1.3 Operation model

- Doraemon Breakfast Truck
- Use social media (Facebook, Tiktok, etc.) to let customers know when and where to buy Doraemon Breakfast vehicles.

1.4 The Key to Success

- The commitment, consideration, and dedication of the team's hardworking attitude. Mr. Huynh Thanh Phong Leads is devoted and has extensive business expertise.
- To provide clients with the greatest experience possible, always set goals and practice discipline and flexibility.

- Prioritize the needs of your consumers, pay attention, and innovate. Future development will be predicated on offering a variety of meals of the highest caliber.

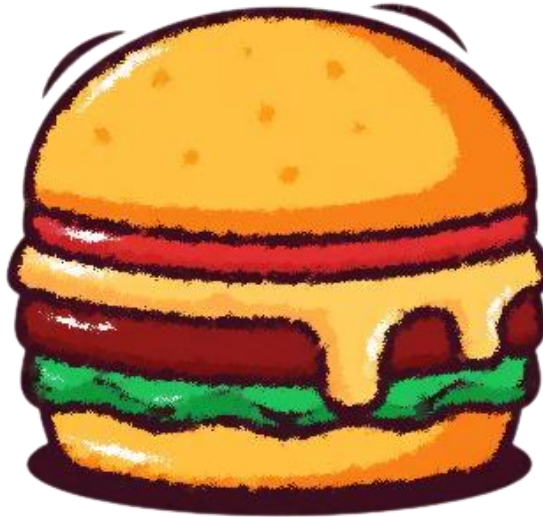
Chapter 2: Company Description

- Business's name: Doremon Breakfast partnership.
- Type of business structure: partnership.
- Management team: Thanh Hieu, Tan Nha, Cam Xuyen, Thuy Duong.
- Headquarters: Q7, HO CHI MINH CITY.
- Products: chicken, beef Hamburgers, snacks, soft drinks.
- Purpose: we sell breakfast to students on a food truck.
- Objectives: we want to expand our business to all primary and secondary schools in Ho Chi Minh City or the whole country.

THÔNG SỐ CƠ BẢN		CẤU HÌNH CƠ BẢN	ĐƠN VỊ TỰY CHỌN
Kích thước của xe	4150 x 1560 x 1835 mm	Khoá*2	Dải ánh sáng/Màn hình led
Nội bộ khu vực xe	5.6m ²	Phía sau đèn*2	Mái hiên/tù
Cửa sổ	2 cửa sổ hai bên xe	Chiều rộng đèn*2	Multilayer kệ
Dung tích xi lanh	1051cm ³	Tín hiệu hướng ánh sáng*2	Tủ đông/Tủ mát mini
Pin	4 miếng/48V	Đèn xe*2	Điện AC
Tiết kiệm nhiên liệu	16km/L	Phía sau gương*2	Bếp
Tải trọng	990kg	Dập nổi gân chéo chống trượt	Vòi nước bồn đôi
Lái xe hình thức	Xăng (Pin dự phòng)	Đèn bên trong xe*2	Ghế mini*6



Chapter 3: Products And Services



3.1 Product Description

What is "Doraemon Breakfast" stall franchise business system?

To understand this business model most thoroughly, we can imagine it as a chain of mobile stores on a minivan with the brand name "Doraemon Breakfast" breakfast car. Selling a full range of breakfast foods for students, including specific items such as Hamburgers, kebab, traditional bread, sticky rice, and soft drinks, ... mobile to schools every morning in the local District 7 and expand this mobile breakfast car model to the whole city when there is profit and capital. At the same time, give brand rights to collaborators to expand to Ho Chi Minh City and the whole country faster.

We also need to comprehend the nature of this franchising breakfast cart firm. Here, franchising refers to a business activity in which the franchisor will enable and support the franchisee to sell goods or render services using a certain brand, framework, or strategy. We will have a supervisor to ensure the franchisee complies with the requirements of quality goods, our brand in the eyes of customers, and here the product is a breakfast item with the brand name "Doraemon Breakfast." Because the franchisee makes the direct investment in company development and the franchisor splits the commission savings with the franchisee, the franchisor has the ability to grow the firm with less upfront money.

franchise. Additionally, we rapidly increase our market share and our client base, broadening the brand awareness of the breakfast retailer "Doraemon Breakfast."

Regarding the product: We aim to provide a product that combines convenience and jewels, which are the two things that people are most interested in right now as a result of the Covid-19 outbreak. The mobile automobile buggy's heart Showcases our "Breakfast Doraemon" brand in the breakfast range. Students at schools make sure that the meal is safe and hygienic by leaving a slot in the car open so that everyone can observe how the breakfast is made. Bring a lunch that assures everyone's food safety and cleanliness. The breakfast foods we serve the students will be ideal for current eating habits, such as snacking and eating quickly to stay in shape. We provide foods like hamburgers, kebabs, traditional bread, sticky rice, soft drinks, etc. Including breakfast. Although the recipes are well-known and excellent, the chosen ingredients will be fresh every morning. are common, but in this recipe, we prepare them with foods that offer adequate nutrients and protein for breakfast. We put a lot of emphasis on preparation, making a portion of delectable breakfast and drinks. We focus on health when eating and drinking here and provide breakfast that is "eat clean," so we won't serve you. consumes fruit juice, ginseng juice, herbal tea, mineral water, etc. Instead of carbonated soft beverages. Drinking water will be more appropriate and cost-effective for pupils given that everyone always ensures food safety and hygienic conditions.

3.2 The Potential Of The Model

Breakfast is the most important meal of the day, so the takeaway breakfast business is a wise choice in today's business ideas. Especially with the model of selling breakfast on a mobile vehicle with our brand "Doraemon Breakfast", bringing a nutritious morning to schoolchildren, students, as well as people on the road with the potential be The above product pairing, will bring potential to this business model.

Breakfast is an important meal, it provides energy to work and study effectively. However, many people are busy with work, or especially nowadays, young people have a habit of living, getting up late... they can't make breakfast at home or breakfast like a bowl of pho, or a bowl of noodles. Most of the time, people often choose to buy breakfast foods that are compact and quick to take away to save time and have more time in the morning. But to find a place to sell fast food that is hygienic and familiar, but is reprocessed in the style of synthesizing enough nutrients to serve mainly students. unpopular market. So, opening a chain of

caravan stalls to sell our breakfast takeaways is a business idea that probably won't go out of fashion.

On the other hand, a takeaway breakfast business does not need to invest too much capital. Because there is no need to rent a large space, it is possible to save a large amount of money. Takeaway breakfast is also quite diverse, fast food to take away, convenient, delicious, hygienic, and reasonably priced for students, will be a very popular model for the morning.

3.3 Competitive Comparison

Advantages: the type of selling breakfast takeaway is the use of mobile carts. Therefore, you will save a lot of costs compared to the form of opening a store to rent a large space, the business capital of the breakfast sales model is generally less than that of other business models. Breakfast of our mobile morning sales model to bring familiar dishes but ingredients will include enough nutrients, meeting food hygiene and safety at a price suitable to the target audience. students, students. The number of potential customers is high: students, students, office workers, and busy people who don't have time can spend some money on breakfast.

Defect: Big competitors, shared customers: As this form is becoming a trend, the dishes we offer will overlap with many other sellers. The amount will also be shared accordingly. Therefore, it is necessary to have a strategy to stand out from the competition and win the trust of customers.

For this new model, just taking care of the product is not enough to make customers choose. Customers are increasingly demanding, more careful, and more attentive in eating. Therefore, it requires us to monitor and ensure that the quality criteria are met as well as what customers need.

3.4 Service Description

Attract customers by offering, attracting attention so that customers know. The mobile breakfast cart model "Doraemon Breakfast" will decorate with more signs and banners to make it easier for customers to observe and decorate according to the trend. And implement programs of discounts, promotions, and gifts for customers such as: go 3 pay 2, buy 1 get 1 free, buy bread, get drinks, ... or strategies to attract customers' return by The green tick on the voucher to

receive the free breakfast when the specified number of times on reached. Convenient payment methods: Calculate money by machine and print invoices automatically, fully apply all payment methods such as Momo, Bank,...

Regarding the franchisor, there is a 0 dong franchising policy service when the franchisees do not need to pay too high a fee with our support, the franchisor in the operation process and at the same time contribute to the business model. The image quickly reached more customers, increasing the brand coverage of the breakfast cart "Doraemon Breakfast".

Chapter 4: Market Analysis



4.1 Economic Environment

Food trucks are a billion-dollar industry. Many US economic organizations predict that, by the end of 2017, Food truck sales will reach \$ 2.7 billion - a dream number of many other industries. The United States currently has about 4000 Food trucks in operation. Although the food processing space is very limited, the Food truck still sells all kinds of dishes, from Asia to Europe: sushi, pizza, pasta... Restaurant tycoon Carl Karcher started with a Food truck. In 1940, with only \$15, Carl Karcher and his wife borrowed \$311 to buy a sausage truck for \$326. On the first day of selling hot dogs, he made a profit of \$14.75. Nearly five years later, Carl opened a hamburger restaurant. Up to now, Carl has become a restaurant tycoon with 1,300 restaurants in 13 countries around the world. According to Buzzmetrics statistics in the fourth quarter of 2015, the number of discussions about fast food generated on social media is more than 600,000 discussions. (with

many active brands) while street food outperformed nearly 800,000 discussed by users who are in the dining community themselves.

4.2 Identify Target Customers

The most potential customers are people from 10-35 years old, in this range is divided into 3 subsets with completely different characteristics:

- **Group from 10-18 years old:** The school-age group often likes colorful and attractive fast food. However, this object is often dependent on parents, so you can attract the attention of parents by giving them toys, school supplies, etc.
- **Group from 18-25 years old:** This object mainly likes crispy and richer dishes, loves spicy, etc. In particular, they often gather to eat in groups to eat but also chat while eating. , communicate with each other. Here is a note on the design of the fast food restaurant to attract this customer.
- **Group from 25-35 years old:** The age of people who work and can be economically independent. You need to pay more attention to this age because if your dish does not make them satisfied, they will share it with a group of friends or close friends and then stop visiting your restaurant.

4.3 Competitor Analysis

Understanding the market will help you take the right, appropriate and timely steps. Direct competitors are restaurants that have a lot in common with you. They sell the same dishes as you and operate according to the service model, marketing strategy, and market supply similar to yours. For example, McDonald's and Burger King are both fast food restaurants that offer burgers. They are direct competitors to each other.

Indirect competitors are restaurants that may sell different types of food and services than you, but they solve the same problems and needs of customers as you. And, their products and services can completely replace yours. For example, McDonald's and KFC, although selling different products, are both fast food restaurants and compete indirectly with each other.

You need to collect information about your competitors' activities, menus, and customer reviews,... Contact hotline numbers, a survey on food delivery apps, survey customers who have used their services, survey restaurant comments on social networks...

4.4 Market Segmentation – Find The Niche Market

Fast food chains often use market segmentation as a marketing tool. A market segment is understood as the main customer group of a restaurant. Through surveys and market research, customers' personal information such as age, income, household size, etc. will be collected. For example, most of your customers are 18-24 years old, with an average income of \$40,000/year, this group of customers is within a 5km radius of your restaurant. From there, you can identify customer information and send them coupons. Not only that, you can segment the market by customer activities, attitudes, and usage.

4.5 Customer Loyalty Programs

A long program and gratitude for loyal customers are indispensable after the restaurant has operated for a while. Very simply, you can create a screen that displays an expression registration form to complete the membership card program and have people fill out the form. Give them a gift based on how often they visit your restaurant. For example, you can give a customer some free coins after four visits for limited imagination and after that, the free fries will make the customer feel interested and enjoy the restaurant more. Finally, a certain customer can get a free meal every 12 times or on their birthday after becoming a member for a year, for example. Repeat this cycle for 6 to 8, 10 weeks, or whatever time frame you want.

4.6 Community Marketing

Community marketing includes volunteering or raising money or making things for charity. This is a strategy devised to get more ideas than to increase sales. If your customers are interested in your charity, they will also be interested in your restaurant. To succeed, each brand needs to build a smart, different marketing strategy. Hopefully, sharing this article will help you equip yourself with the necessary knowledge and skills to solve your business problems.

Chapter 5: Marketing Plan

1. Potential Customers

- Identify real customers
- Analyze the reason for the purchase
- Identify the appropriate approach

2. Price/Profit Analysis

3. Contact Plan, Sales Organization Implementation

- Consider the concept of average sales

4. Other Problems

- Delivery
- Competitive analysis
- Forecast sales



SWOT ANALYSIS

STRENGTH:

- Flexible wheel design, easy to move to many terrains
- Produced and distributed by many units
- Save on mobile costs
- Wide range of products
- Easier to reach customers

WEAKNESS:

- High cost of buying a car
- There are no separate policies
- Hard to find a suitable place to sell

OPPORTUNITY:

One of the strengths of this type is the low investment capital. In essence, a mobile vending car is a shop, the seller only needs to put all the tools and materials on the cart and push it to the right location to start a business. Therefore, they will

save a lot of space rental and store decoration costs, as well as minimize the necessary tools for their business.



5.1 Identify Potential Customers

By using the typical customer type or the characteristics outlined in the market analysis section of the plan, the basis for identifying potential customers will be more specific. The qualitative and quantitative analysis of the typical buyer in the previous section can provide the necessary details. Otherwise, or if more details are needed, the method will vary depending on the type of client. It is difficult and sometimes impossible to name specific individual buyers. However, it may be easier to list individual customers from an industry or an organization for outreach planning. It is necessary to focus first on the key customers who have an important influence on the initial success for the long-term success of the business.

5.2 Reason To Buy

The reason for the purchase decision must be revisited, contacting the purchase authorization process again.

Example: Profiles of key customers

Customer name: NGUYEN VAN A

Address: Ho Chi Minh City, Vietnam

Salesperson: Pham Ngoc T.

Main contact person: Nguyen Van B

Special purchase criteria:

1. Product quality
2. Delivery on time
3. Price

- Sales last year:

- Potential sales:
- Expected sales this year:
 - Consumption strategy. Emphasis on the quality - of the product and the benefit of guarantee for customers.
 - Support/resources needed: magazine advertising, social media.

5.3 Determining The Method Of Exposure (P - Advertising) Is A Combination Of Two Factors:

1. What specific feature of the product or service will be of interest? What benefits to the customer are the primary tools for generating interest; Explain the customer's choice.
 2. What is the best method to announce the presence of this product or service and its main specific benefits to the target customer type? It can be done in many ways.
- + The financial capacity of small and medium enterprises is relatively limited, so expensive advertising in the mass media may not be appropriate.
 - + The expected market share may be relatively small, so the promotion of advertising in the mass media may be disproportionate to the product/service's presence in the market.
 - + For many products - customers have not yet realized the difference between a few types of products.
 - + In the current period, commodity availability and low prices are of decisive importance in the mass market. There are many methods of publicizing the availability of goods as well as promoting awareness of product differentiation and brand reputation:

There are 5 advertising principles (**5M**): target, cost, message, medium, and measure effectiveness. Target In marketing, the product life cycle is divided into four stages:

- Bringing products into the market (**Introduction**): Consumers do not know the product, and consumption is slow.
- Growth stage: Consumers begin to get used to the product. Consumption is increasing.
- The development stage (**Mature**): Product consumption increased the most.

- The period of recession and cancellation (**Decline**): The market is saturated, and the consumption power decreases and disappears completely. In each stage of the product cycle, the advertising objective is different. At the stage of bringing the product to the target market, advertising is informing consumers about the product. In advertising, it is necessary to show the features and uses of the product.

At the product growth stage, advertising has the goal of persuading consumers to use its product, win the market, and compete with other competitors, at this stage, attention should be paid to:

- Select brand
- Rebranding
- Changing perception of an attribute of production

At the product development stage, advertising has the goal of reminding consumers to continue using the product. In the stage of decline and destruction, advertising has the purpose of enlisting to prolong the life of the product and keep customers.

5.4 Cost

Advertising aims to increase demand for products but also needs to be calculated so that advertising costs are low but effective. There are four ways to calculate advertising costs:

- Ratio to sales: For example, advertising spend is equivalent to 10% of sales.
- Following in the footsteps of competitors: Find out your competitors' advertising budgets, to have the right ad spend.
- Objectives and work to be done: Depending on the advertising objective, the business has an appropriate advertising spending level. For example, advertising with informational goals, the spending will be very large. Advertising with the goal of reminders is less expensive.

5.5 Message

This is what we want consumers to know, perceive, and feel about the product. Therefore, the message must have content that is easy to remember, attractive, and short but complete. Must have an attractive presentation style, tone, wording, and form. For example delicious, nutritious, cheap food.

5.6 Vehicle

Depending on the audience, and goals, ... that businesses choose appropriate advertising media.

Measure performance:

It is difficult to determine the effectiveness of advertising. However, some parameters determine ad performance. For example: After increasing advertising costs, see if sales increase. Or consider the reaction of customers when choosing to watch the advertising program.

The following methods of performance measurement are available:

- Test first.
- Directly with several people and reviews.
- Intuition - shows and recalls the content of several images to choose from.
- Laboratory - measure heart rate, blood pressure, eye response... after watching a type of advertisement.

5.7 Competitive Analysis

Competitors how to:

- + Sales promotion
 - + Organization
 - + Arrange staff
 - + Sales
 - + Delivery
 - + Determine the price
- Compare with the business itself.

ESTIMATE SALES

- <https://vnsolution.com.vn/lap-ke-hoach-marketing-ban-hang.html>

Chapter 6: How it works and sale plan

Operations plan:

6.1 Menu

- **Main dishes:**

- + Beef burger (2 slides of bread, 1 slide of beef, 1 slide of lettuce, 1 slide of tomato, mayo, hot/tomato sauce): 15k
- + Chicken burger (2 slides of bread, 1 slide of chicken, 1 slide of lettuce, 1 slide of tomato, mayo, hot/tomato sauce): 15k
- + Chicken big mac (3 slides of bread, 2 slides of chicken, 2 slides of lettuce, 2 slides of tomato, mayo, hot/tomato sauce, 2 slides of cheese): 25k
- + Beef big mac (3 slides of bread, 2 slides of beef, 2 slides of lettuce, 2 slides of tomato, mayo, hot/tomato sauce, 2 slides of cheese): 25k

- + All in one (3 slides of bread, 2 slides of beef, 2 slides of lecture, 2 slides of tomato, mayo, hot/tomato sauce, 2 slides of cheese, 2 slides of beacon, 1 omelet): 30k
- + Chicken nuggets (6 pieces/set): 20k
- + Sandwich: 10k
- + Dorayaki: 8k
- **Extra:**
 - + cheese: 2k each
 - + lecture, tomato: 2k each
 - + slide of beef/chicken: 10k each
 - + small pack of fries: 10k
 - + big pack of fries: 15k
 - + beacons: 5k / 2 slides
 - + omelet: 5k each
- **Drinks:**
 - + Coke: 8k
 - + Sprite: 8k
 - + Orange Fanta: 8k
 - + Milk tea: 8k
 - + Other bottled drinks: 10k
- **Combos** (1 toy/souvenir for each combo):
 - + Combo 1: 1 burger + 1 drinks : 25k
 - + Combo 2: 1 burger + 1 drinks + 1 small fries : 30k
 - + Combo 3: 1 burger + 1 drinks + 1 big fries : 35k
 - + Combo 4: 1 big mac + 1 drinks : 30k
 - + Combo 5: 1 big mac + 1 drinks + 1 small fries : 30k
 - + Combo 6: 1 big mac + 1 drinks + 1 small fries : 30k
 - + Combo 7: 1 sandwich + 1 drinks: 15k
 - + Combo 8: 1 All in one + 1 drinks: 35k
 - * Drinks (coke / Fanta / milk tea/sprite)

6.2 Taking Orders & Services

Two workers will prepare the food while the other 2 will provide services like collecting payments and taking orders. Burgers will be served in about 2 - 3 minutes and 3 minutes during peak hours.

Cleaning & Supply

At the end of the everyday shift, we will take our truck back to our garage at the office for cleaning. At the end of the Friday shift, we will take our truck to the other garage for better cleaning and maintenance. After the everyday cleaning, we will go shopping at the local market for new foods like meats, bread,

6.3 Working Hours

Monday – Friday		Saturday – Sunday
Morning	6:00 – 9:30	Off
Evening	4:00 – 7:00	4:00 – 7:00

6.4 Locations

Morning shift location: Tiểu học – THCS – THPT Sao Việt

Afternoon – evening shift location: THPT Lê Thánh Tôn

6.5 Events

❖ Tet

- Re-decorate our truck with a Tet holiday theme
- Create more activities and mini-game with gifts for each order in a limited time
- Give bonus Tet-related items for each combo

❖ Back to school

- We give our customers scorecards, every time they order something they will have a check and when they have enough checks they can exchange them for bigger gifts like notebooks, pen containers, and gift cards,...

❖ Mid-Autumn festival

- Re-decorate our truck with a Mid-Autumn festival theme
- Create more activities and mini-game with gifts for each order in a limited time
- Give bonus Mid-Autumn festival-related items for each combo

❖ Halloween

- Re-decorate our truck with a Halloween theme
- Create more activities and mini-game with gifts for each order in a limited time
- Give bonus Halloween-related items for each combo

❖ Christmas

- Re-decorate our truck with a Christmas theme
- Create more activities and mini-game with gifts for each order in a limited time
- Give bonus Christmas-related items for each combo

6.6 Sales Target

❖ Normal days:

- Revenue: more than 180,000,000 vnd/month
- Sales: ~200 combos/day

❖ Event days:

- Revenue: more than 360,000,000 ~ 450,000,000 vnd/month
- Sales: 400 ~ 500 combos/day

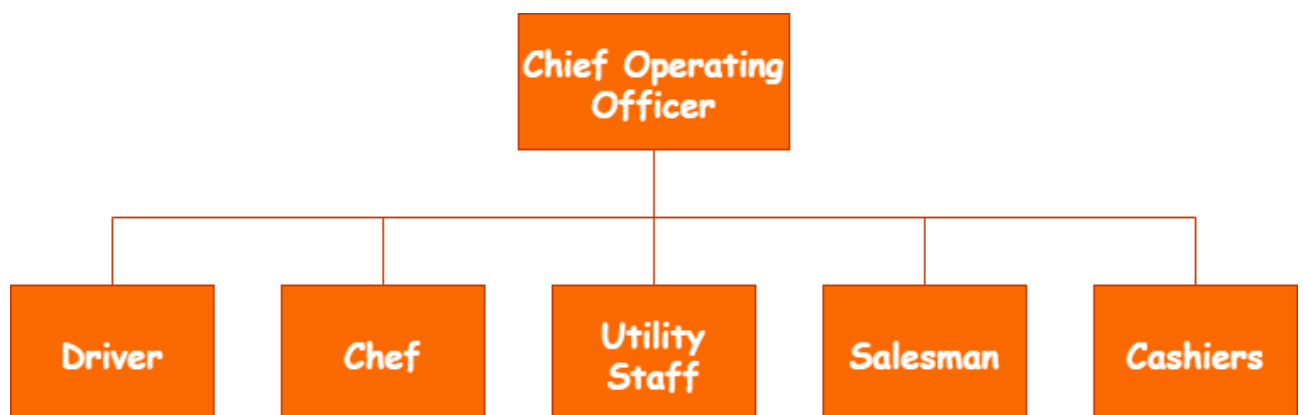
❖ Expenses:

Expenses	Amount (VND)
Rental	10,000,000
Truck design	5,000,000
Employees' salary	20,000,000
Inventory	10,000,000
Truck's cleaning & maintenance	5,000,000

Chapter 7: Team Management & Company Structure

7.1 Organizational Model

Organizational chart



7.2 Chief Operating Officer (owner)

❖ Job Roles, Description and Responsibilities

- Responsible for providing direction for the business.
- Created, communicated, and implemented the organization's vision, mission, and overall direction – leading the development and implementation of the overall organization's strategy.
- Responsible for the day-to-day running of the business.
- Responsible for fixing prices.
- Responsible for recruitment.
- Responsible for payment of salaries.
- Responsible for signing checks and documents on behalf of the company.
- Evaluates the success of the organization.

Driver :

- Responsible for driving the truck to sales venues.
- Ensures that the truck is in top shape at all times.
- Ensures that maintenance schedules for the truck are strictly followed.
- Responsible for renewing the vehicle license, insurance, and any other documentation for the vehicle as of when due.
- Any other duty as assigned by the owner.

Chef :

- Responsible for preparing delicacies.
- Makes list and budgets for kitchen supplies.
- Oversee the entire kitchen.
- Responsible for training new cooks.
- Makes sure that the meals being whipped up taste really good.

Utility Staff :

- Assist the chef.
- Ensures that all the needed cooking ingredients are in supply.
- Runs errand for the chef and every member of the workforce.
- Ensures that the kitchen area of the truck is clean and hygienic at all times.
- Responsible for washing cooking pots, utensils, and dishes when necessary.
- Assists in packaging food and snacks.
- Responsible for moving packed foods from the kitchen to the cubicle/point of sale.

- Ensures that various types of drinks are present in the fridge at the time (get them replaced as soon as they are sold).
- Any other duty as assigned by the line manager.

Salesman :

- Interfaces with our highly esteemed customers.
- Collects orders and issues foods as demanded by customers after payment.
- Keeps proper records of daily sales and then reconciles with the cashier.
- Responsible for manning the fridge and every piece of stuff that are up for sale.

Cashiers :

- Receives payments on behalf (POS, cash, mobile money et al).
- Issues receipts to customers.
- Prepares financial report at the end of every working week.
- Handles all financial.

7.3 Management Team

- + Chief Operating Officer / Driver: Nguyen Tan Nha – 25 years old
 - Degree: Bachelor of Business Administration, IELTS 7.0, TOEIC 900
 - Experience: 4 years of experience in business management and development
 - Skills: Leadership skills, communication skills, strategic planning
- + Chef: Phan Thanh Hieu – 26 years old
 - Degree: Bachelor of Hospitality Industry, Chef's Certificate
 - Experience: 2 years of experience in the hospitality industry, 3 years in the chef industry
 - Skills: Communication skills, leadership skills, experience in the preparation work for the implementation of variable mode, time management skills
- + Utility Staff / Salesman: Le Thi Thuy Duong – 25 years old
 - Degree: Bachelor of Business Administration, IELTS 8.0
 - Experience: 4 years of experience in business administration and sales
 - Skills: Leadership skills, Communication skills, Sales and Marketing Skills, proficiency in office computing
- + Cashiers: Le Thi Cam Xuyen – 24 years old
 - Degree: Bachelor of Accounting, TOEIC 850

- Experience: 2 years experience as a supermarket cashier, experience in preparing weekly reports
- Skills: Communication skills, team building skills, time management skills, proficiency in office computing, cash flow management skills

Human Resources Policy

* Personnel

- Basic salary over the years:
- Each position's pay scale is distinct, and starting in the second year, salaries will climb by 4-6% based on how well each employee is performing.

* Working mode:

- + Time Open Monday through Saturday from 07:00 to 18:00 to office workers, students, and retail employees.
- + Regulations on holidays: Every Saturday and Sunday as well as the major holidays are off-limits to students. Students take annual summer vacations.
- + Recruitment, training, and compensation policies.
- + Recruitment: There will be an annual round of hiring for positions such as kitchen staff or cashiers, among others. Ability to continue with it for a long time requires at least one year of experience. This is a novel startup concept, and if it works well, Doraemon Breakfast will soon expand to numerous additional areas. Candidates may sign up in person at the car or by emailing the management.

+ The following steps are included in the recruiting process:

- Prepare
- Announce recruitment information
- Review - assess - filter resumes of candidates
- Interview
- Make hiring decisions
- Offer a test to prospects

* Workplace:

Working environment:

- Doraemon Breakfast constantly encourages workers to learn new skills.
- We constantly offer the greatest circumstances for our staff to grow in a learning and progressing spirit, to be progressive at work. Responsible and vivacious.
- We will endeavor to enhance for experienced personnel and will check in every three months to boost working productivity. We will show you Doraemon

Breakfast as a second home where you may freely explore and develop yourself, interact with others, and learn from them.

* Bonus:

- Based on the unit's financial performance and each employee's job performance, employees are evaluated and compensated annually. Bonus for the top performers each month
- Prizes for the year's top persons
- Bonuses for top-notch business teams

The HR development plan consists of 7 steps:

Step 1: Analyze Objectives

Step 2: Inventory current human resources

Step 3: Forecast the demand and the supply of employees

Step 4 Estimate Gaps

Step 5: Formulate Plan

Step 6: Implement Plan

Step 7: Monitor, Control, and feedback

7.4 Leadership Style

+ Participation of subordinates in decision-making processes is facilitated by democratic leadership, fair management authority distribution, and opinion-seeking. The leader is still in charge of making major decisions, though.

+ To advance the business, always pay attention to advise.

Company culture:

- + Employees are the foundation of the company's long-term viability.
- + Improve collaboration and share resources.
- + Be an ethical business.

Chapter 8: Conclude

Brands and trademarks are considered the invisible power of a startup project. Trademarks have the ability to greatly influence the organization's product consumption activities. The higher the brand name is, the higher the product consumption ability, and the higher the competitive advantage the enterprise has. A corporate brand is created by many factors such as corporate reputation, product quality, and image. With the right analysis and resource allocation. The Doraemon breakfast brand brings to customers the needs of the truck food market, which is a fairly new business form in the Vietnamese market. Importing healthy lifestyles and food consumption from countries around the world into Vietnam, in which the trend of eating and drinking is for people who are busy with work in the morning but still ensure a healthy lifestyle. healthy and nutritious breakfast for the new day. Therefore, this new trend of starting a business with the idea of a mobile breakfast van in the F&B industry is because of the change in customer behavior. So, with a small amount of capital spent with this model, it can both meet the new needs of customers in modern times and help businesses quickly recover capital and achieve higher profits.

Chapter 9: References

- <https://luatduonggia.vn/nhuong-quyen-kinh-doanh-la-gi-nhung-dieu-can-biet-ve-nhuong-quyen-kinh-doanh/>
- <https://hocmarketing.org/marketing-can-ban/phan-loai-san-pham-dich-vu>
- <https://adcvietnam.net/so-sanh-va-hoc-tu-doi-thu-canh-tranh>
- <https://www.shopify.com/blog/food-truck-business-plan>
- <https://planbuildr.com/food-truck-business-plan/>
- <https://pos.toasttab.com/blog/on-the-line/food-truck-business-plan>
- <https://nhanh.vn/nhung-dieu-can-biet-khi-kinh-doanh-thuc-an-nhanh-n88442.html#id21>
- <https://www.hoteljob.vn/tin-tuc/nhung-dieu-chua-biet-ve-food-truck>
- <https://www.buzzmetrics.com/insight/thao-luan-ve-thuc-an-nhanh-duoi-goc-nhin-cua-gioi-tre-va-phu-huynh>
- <https://ipos.vn/chien-luoc-marketing-chuoi-cua-hang-thuc-an-nhanh/>