



Royal University of Phnom Penh
Faculty of Social Science and Humanities
Department of International Business Management
Course of Advanced Business Plan

Assignment

“SMARTFOOD COMPANY”

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Submitted to

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I. Executive Summary

Nowadays, Cambodia has roughly 15 million populations including 84% farmers. Most of them are living in poverty, due to the fact that they are lacking education in agriculture and unstable market opportunity. To tackle with these serious issues, the idea of creating a business known as “SmartFood” has brought up. SmartFood will offer 5% margin of each package of products to NGOs for sending technicians to teach the family farmers about agriculture technical to improve product and healthy food standard. SmartFood also assure that farmers will have no worry about their market of selling those products because their organic products will be sold well to SmartFood's store. SmartFood provides consumers with satisfied service and fast delivery services for those who do not want to come to the shop directly, especially SmartFood prioritizes the quality of the products offered as the important factor in the business. Therefore, we expect that our service will stand out and provide the best experience for our customers. As a result, more family farmers will have motivations to start their family farming as an efficiency way to earn higher profit as well as reduce the rate of using chemical substances in the process of growing. In first year, SmartFood form up family farmer’s communities in 20 villages in rural area and 100 selected family farmers will participate in this venture. SmartFood service will serve customers comfortably with our four types of packages, instant Vegetables, Meats, cooked foods and the raw food ingredients with affordable price and the cooked food package based on each order. The main target consumer of SmartFood are those who have middle income and consider or prioritize their health as the main factor when consuming foods. In addition, white-collar worker or university students who are buzy with their work but still want to eat healthy. They also consider to be SmartFood's target consumer. SmartFood will be started up with capital \$130,000. SmartFood use win-win solution that family farmer will have good market and will promise to bring healthy and fresh food to SmartFood target customer. Therefore, SmartFood will spread this concept to other communities around Cambodia, ASEAN and the world.

II. Company Summary

1. Business Overview

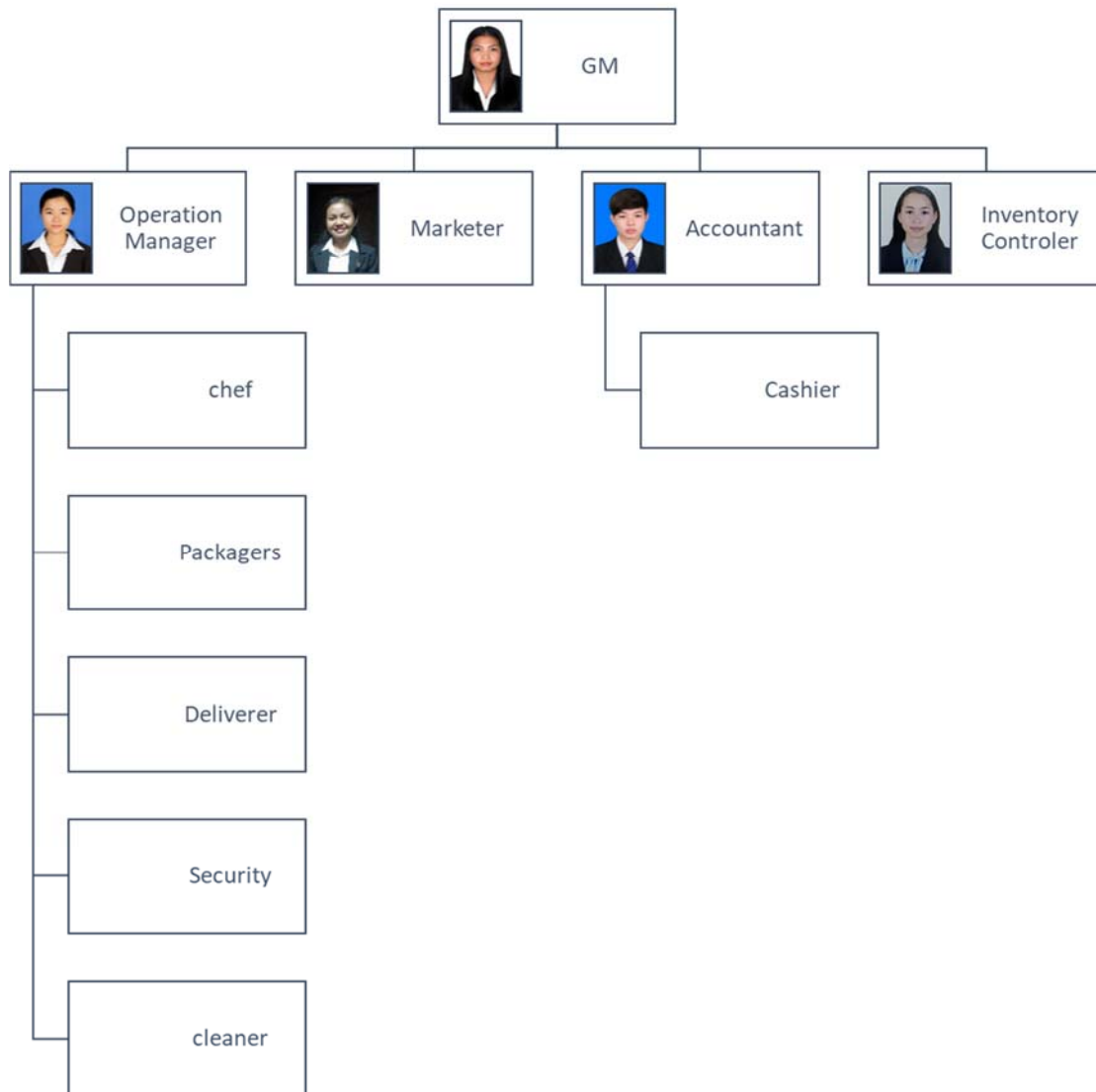
SmartFood is Khmer greengrocery store which provides organic and healthy products to customers. The physical location of SmartFood is in Phnom Penh Thmey, Sen Sok city. There are four types of products, such as **organic Vegetables**, **Meats**, **cooked foods** and the **raw food ingredients** that will be offered to customers at Smart Food. Firstly, for those who want to eat healthy and want to cook by themselves, organic vegetable, raw meat or raw food ingredients that are already prepared are the best choice for them. In addition, for people who want to eat healthy, but they don't have enough time to cook, they can order cooked foods from SmartFood. Moreover, Smart Food also provide reliable delivery service to the customers who don't want to come to purchase to the shop directly.

Nowadays, contaminated vegetables are largely imported into Cambodia market. Especially, a lot of people who live in Phnom Penh start to pay attention to what they consume daily. Therefore, SmartFood can help to solve with this issue and fulfil with the demand of those people who shifts their habit to consume healthy foods. Every product in Smart Food are organic and freshly served to customers.

The products of SmartFood are supplied by the local farmer in Cambodia. Smart Food corporate with NGOs in Cambodia by contributing 5% of the profit as a contribution to help local farmer. In return, The NGOs can use this money in order to provide agriculture technique to farmers. SmartFood shows a strong sense of commitment to sustainable development, environment conservation and improve the well-being of local farmers as well as the customers.

2. Company Structure

SmartFood Company Structure



➤ General Manager

- Look for new and innovative solutions to problems that can occur in Smart Food
- Make important policy, planning, and strategy decisions
- Builds company image by collaborating with customers, government, community organizations, and employees, enforcing ethical business practices
- Review company financial reports (Audit accountant) and seek ways to reduce costs
- Responsible for every aspect of the recruitment process as well as appraisal strategy
- Control overall Business operation

➤ **Operation Manager**

- Control overall production, such as packaging, sorting, etc. in order to make sure that the business run smoothly and efficiently
- Control the operation in kitchen
- Manage and Control over supply chain in Smart Food

➤ **Marketer**

- Developing, implementing and executing strategic marketing plans for an entire organization
- Developing pricing strategies for products and services.
- Overseeing and developing marketing campaigns
- Conducting market research to identify new trend and define audiences.

➤ **Accountant**

- Summarizing current financial status by collecting information; preparing balance sheet, profit and loss statement, and other reports
- Documents financial transactions by entering account information.
- Summarizing, analyzing and reporting these transactions to oversight agencies, regulators and tax collection entities.

➤ **Inventory Controller**

- Monitors and maintains current inventory levels in order to meet demand and prevent shortage
- Processes purchasing orders as required
- Tracks orders and investigates problems.

3. Location

SmartFood needs a physical store to run a business in order to be a sale store, to set an office, to be a warehouse for storing our products, and to be a kitchen also. Therefore, it is required a large space store to fulfill these needs and facilitate firm's operation. **SmartFood** decided to rent a house at a maximized price \$1,000USD within a month or below that. For location, company is expected to locate where population growth is remarkable; and customers easy to find.

SmartFood is willing to locate near *ToTal gas Station Aeon II, Oknha Mong Rethy St. (1928), Phum Bayab, Sangkat Phnom Penh Thmey, Khan Sen Sok, Phnom Penh*; with a rental price \$1000USD a month. At the right side of **SmartFood** store, there is a grocery mart; and a restaurant at

the left side. This provides an advantage for **SmartFood** as the grocery mart's customers will also be attracted by **SmartFood** because there is no vegetable and meat sale in this mart. Moreover, the restaurant next to the store will also become **SmartFood** customer as their supplier of vegetable and meat.



This is expected to be a head quarter of **SmartFood** Company. **SmartFood** will be looking for other places to be company's branches in Phnom Penh and other provinces to enlarge market portion and satisfy customer need faster.

4. Key Personal

GENERAL MANAGER: Ms. CHHENG SOMALA

Ms. CHHENG Somala, General Manager. She is currently studying the Bachelor of Art of International Business Management at Royal University of Phnom Penh. Her expected graduation date is in 2019. Ms. CHHENG Somala has a lot of experiences of working in any conditions. She is now working as the internee for the administrative support position at the Department of International Business Management, RUPP. And she did the part time job as information officer under department of marketing at the University of Puthisastra. Moreover, she also been part of ICS International School as the receptionist. In addition, she has successfully completed some trainings courses.

OPERATION MANAGER: Ms. CHAV TITHDANIN

Ms. CHAV Titthdanin, Operation Manager. She is currently studying the Bachelor of Art of International Business Management at Royal University of Phnom Penh. Her expected graduation date is in 2019. Ms. CHAV Titthdanin did the internship for the administrative support position at the International Relation Office, RUPP. She now is working as the part time job of operating system at Beitorng Garden. Moreover, she has the experience abroad. In addition, she has successfully completed some trainings related to operation management such as supply change and logistic.

ACCOUNTANT: Mr. THONG VIRAKMAN

Mr. THONG Virakman, Accountant Manager. He is currently studying International Business Management at Royal University of Phnom Penh. His expected graduation date is in 2019. Mr. THONG Virakman did the internship for the administrative support position at the Department of International Business Management, RUPP. Currently, he is doing the internship as a voucher examiner in the financial department at U.S. Embassy Phnom Penh. In addition, he has successfully completed some trainings related to accounting such as professional ethics and fraud prevention.

INVENTORY CONTROLLER: Ms. POA SIVMEY

Ms. POA Sivmey, Inventory Controller. She is currently studying the Bachelor of Art of International Business Management at Royal University of Phnom Penh. Her expected graduation date is in 2019. She is now working as the internee for the administrative support position at the Department of International Business Management, RUPP. And she did the part time job as the Teacher Assistant at ICS International School and Teaching in American International School. Moreover, she has a lot of experiences in controlling the stock.

MARKETER: Ms. TIM THEAVY

Ms. TIM Theavy, Marketing Manager. She is currently studying the Bachelor of Art of International Business Management at Royal University of Phnom Penh. Her expected graduation date is in 2019. Ms. TIM Theavy is now working as the internee for the administrative support position at the Department of International Business Management, RUPP. And she did the part time job at FUTO coffee shop as a cashier. In addition, she has successfully completed some trainings related to marketing management such as using the social media to communicate with the customer and the strategies to gain the target customers.

5. Goals and Objectives

➤ Goal

To conserving environment and natural resource to be green, re-establishing ecological balance, encouraging sustainable agriculture, improving soil fertility, and putting an end to chemical pollution.

In addition to encourages practicing organic and green fertilization, crop rotation, soil conservation, improving plants resistance to pests and diseases. Moreover, the main goal of the company is not raising only the quantity but improving the quality of food products and healthy food for people in Phnom Penh. Now, by practicing organic agriculture of Smart food, it is possible to produce agricultural goods without polluting soil, water resources, and air while protecting environment, plant, animal, and human heaths. To satisfy consumer with healthy food, enhance environmental quality and protecting natural resources, enhance the quality of life both farmers and society, sustain the economic viability of farming. Lastly, the company will expand the business and also many branches in Phnom Penh after one year running to make consumer living with healthy.

➤ Objective

To establish new service's alertness, company will advertise via social media such as Facebook, Instagram and Website of SmartFood. The company came up with special marketing techniques to catch customer' attention and make them satisfied with the service by providing free delivery and discounts on the packages (in the case of using credit card or premium card to pay the bill). Smart Food will approach the target customers, accessibly by serving the best and fast delivery system with organic food, vegetable and meat. In addition, Smart Food will cooperate with restaurant and hotel owner to buy the product in an enormous number. Families and employees will be also a part of customers segments. Lastly, the service will hopefully meet the requirement of the purchasers and make them easy and accessible to their appetites besides suffering from their busy day at work and at school. When business booms or run smooth, the service will be sold in a large quantity, so it will push and encourage family farm to increase their growing production that's bring greater business.

6. SWOT Analysis

➤ Strength

- **Products quality:** SmartFood believes that, high quality, fresh, healthy and standards set it apart from other supermarkets. Smart food will serve the consumer of the healthy food which supporting the physical health and environment according to company mission that want people in Phnom Penh have good health by the organic food from the company because SmartFood know that some people are busy and have no enough time to think about their food perfectly.
- **Uniqueness:** Many foods in Phnom Penh are not plant by organic and it strongly affected to public health or people using chemical fertilizers to grow their fruit and vegetables. But Smart food will grow the products by traditional way and organic which different from the product in the market nowadays. Moreover, Smart Food will serve hygiene cooked food to consumer with comfortable service.
- **Good distribution:** The Company will provide customer with quickness delivery to facilitate consumer who busy with their works or studying. Smart Food will keep products freshly to customer.

➤ **Weakness**

- **High price:** According to our high cost of vegetable and meat which have to spend long time to wait for final products by used traditional way to growth the vegetable, high cost of planting technique, and also provide 5% of profit to NGO for more techniques to farmer to increasing their planting.
- **Seasonality of products:** some vegetables are much or less depends on the rainy season, summer, or winter. The company will not expect to support quickly as much as customer needs.

- **Cannot keep for long time:** even used the comfort refrigerator but the vegetable and meat will lower quality after a few days. So, company will face to loss profits or some are less quality to delivery to consumer.

➤ **Opportunity**

- **High demand:** The customers starting to change their tastes and needs to organic food. Especially, they start to think much and concern about their health while the fast growths of organic food are increasing day by day.
- **Customer loyalty:** the products and service quality will satisfy consumer to loyal with the company and intent to buy more vegetable and meat for their dairy fresh meal.
- **Growing environmental concern:** SmartFood will make product by thinking about environmental while pollution currently facing lot of environmental concerns. The environmental problems like global warming, acid rain, air pollution, urban sprawl, waste disposal, ozone layer depletion, water pollution, climate change and many more affect every human, animal and nation on this planet. So, it's the reason that eating organic food to live in healthy environment of consumers is growing and Smart Food will be interested by consumer and attracted.

➤ **Threats**

- **Competition:** according to fast growth of organic food in Phnom Penh, some store or supermarket are running and also have existing customer. It's the big problem for SmartFood to challenge for getting market share from some strong competitor.
- **Supplier:** climate change and weather condition are strong affects to the crops like increases in temperature, increases in CO2, and changing patterns of rainfall may lead to a considerable decline in crop production or crop cannot growth well. Also, extreme

weather events such as heavy rainfall leading to floods have increased that make farmer difficult to planting the supply for Smart Food.

7. Mission and Vision

➤ Vision

"Being a leader in bringing healthy affordable food and sustainable living to customers through healthy, transparent and sustainable socially-responsible business".

➤ Mission

We strive to do so by:

- Proactively bring to market natural, organic and local foods and products.
- providing warm service to our beloved customers
- Supporting organic local agriculture
- Maintaining the highest standards in our dealings with employees, customers and suppliers.
- Educating Customers

III. Products and Services

1. Products Description

a. List of Benefit of Food

SmartFood is addressed to those in need of high-quality taste and organic food along with numerous health benefits. **SmartFood** suppliers are local organic farms which guaranteed fresh and high-quality vegetables and meats that provide **SmartFood** products the following features and benefits:

Features	Benefits
Organic food contains beneficial nutrients such as antioxidants	It provides people a healthiness and those with allergy to chemical food, will lessen or have no more symptoms if they only eat organic food.
Organic food is often fresher	It doesn't contain preservative that make it last longer.
Organic food from Organic farming is better for the environment	It reduces pollution, soil erosion, increase soil fertility.
A package of raw food for one time meal which contains balanced quantity of organic vegetables and meats	It provides easiness for customer not to combined what a food dish should contained, and how many it should be put in.
A cooked food for immediate serving	It can be eat immediately, saves time and energy.

b. Advantages over the Competitions

The competitive market of our business is Lucky Supermarket Prepared food and other business related to organic food, however there are several negative effects. One disadvantage is that customers do not have many choices as they want, because they only have a few availabilities of food. Another difficulty is that Lucky do not have the delivery services. Consumers have to come to buy directly from the store.

In the other hand, **SmartFood** Company prepares food regarding to customer ordering as they need. People can easily enjoy their favorite food by ordering through our Facebook page and **SmartFood** App anytime anywhere in the Phnom Penh city. Moreover, our customers also received free delivery in a reasonable time period base on each type of food packages.

2. Cost of Sales

SmartFood need to accumulate all cost expense in the whole of company which the ability of an entity to design, source, and manufacture goods at a reasonable cost. The cost of sales does not include any general or administrative expenses. It also does not include any costs of the sales and marketing. It cannot detail profit margins on individual product and services for SmartFood, because

it has a lot of food in SmartFood menu, thus, it's difficult to divide profit margins per unite of these products and services, that's why SmartFood sets the specific profit margins for this business include all products and service by percentage of them. SmartFood will make more supply chains from family farmers to get all the raw material with acceptable price to produce these products and services on the menu to customers with acceptable price for the customers.

Nevertheless, SmartFood will calculate cost of sale for all products and services on menu to set specific price and let's say to expect profit margin. For instance, in SmartFood provide four type of food such as: Vegetable which price is \$1.25 per Kg, Meat which price is \$6.70 per Kg, Row Food Ingredient which price is \$1.70 per Pcs, and Cooked Food which price is \$2.00 per Pcs.

3. Services Description

With regards to service quality, SmartFood will focus mainly on delivery service. SmartFood's employee who is responsible for delivery is friendly and familiar with the location in Phnom Penh. Therefore, he/she will be able to provide quick delivery service to customers. SmartFood will try the best to provide delivery service as quick as possible to beloved customers. In addition, SmartFood also focus on the performance of chief to make sure that the cooked foods ordered by customer have to be cooked quickly. Especially, the taste has to be the best in order to satisfy customers. Finally, SmartFood has friendly and cheerful cashier who can provide warm service to customers.

IV. Marketing Strategies

1. Marketing and Sales Strategies

Promotion strategy is one of the most important strategy in marketing mix. The goal of promotion is to make target consumers aware of SmartFood's products, to persuade them to purchase it, and to establish a long-term relationship that will make them repeat customers. In order to reach target customers, SmartFood will focus mainly on online marketing through social network and sale promotion during the grand opening and some special occasion in Cambodia.

a. Social Media

In Cambodia, the total number of Facebook users in 2018 is around 7 million. In addition, the percentage of Facebook users who are 25-34 and 18-24 years old is 32% and 46% respectively (Samantha Fuentes, 2018). With the fact that Facebook is the most popular social media platform in Cambodia, SmartFood will use Facebook as the main instrument to advertise products such as cooked

foods and organic vegetable. We will create our page on Facebook which allows consumers to find information related to SmartFood.

In SamrtFood's official Facebook page, Consumer can be able to find the products being offered in SmartFood, the price for each products and contact information. For instance, if customers want to buy products in SmartFood, they can call SmartFood directly with the phone number available on Facebook Page, chart to SmartFood directly or come to the physical store. Then, SmartFood will process the order and make the delivery as fast as possible to customers. In addition, the information posted on official page is not only about the products, but it also provides educational information, such as nutrition, environmental and health benefits received from eating organic food.

In order to reach target audiences effectively, SmartFood will promote official page by boosting posts on Facebook.

b. Sale Promotion

During grand opening day, SmartFood will have a 10% discount for customer who buy SmartFood's products. Especially if they purchase from 20\$ up, the delivery fee will not be charged. With regard to ongoing promotion, SmartFood also have special offer for customers during special occasion, such as Chinese New Year or Phchum Ben festival. For those who buy the products during that time will get 15% discount.

c. Slogan

In order to capture the attention of our audience, SmartFood will show catchy slogan "Eat Good, Feel food" in advertising campaign. This slogan is easy to remember, and it distributes the meaning of positive benefits resulted from choosing Smartfood. "Eat Good" refers to the smart choice of choosing our products. As a result, from that decision, you will be able to "feel good" which refers to the health benefits.

2. The Competition

Lucky Supermarket, Khmer Organic, Natural Garden, Fresh Food Supplies Cambodia and other greengrocery store in Phnom Penh can consider to be the competitors of SmartFood.

➤ The Strength of SmartFood competitors

- First-mover advantage: they come to the market first, so they have strong brand name and a lot of customers know about the shop.

- Customer Loyalty

➤ Weakness of SmartFood competitors

- Limitation of products since they don't provide cooked foods to customers
- Lack of delivery service
- High price

V. Operation Information

1. Overhead Costs

Overhead expenses are all costs on the income statement except for direct labor, direct materials, and direct expenses. Overhead expenses include accounting fees, advertising, insurance, interest, legal fees, labor burden, rent, repairs, supplies, taxes, telephone bills, travel expenditures, and utilities (2018).

A company's breakeven point is the point at which its sales exactly cover its expenses. To compute a company's breakeven point in sales volume. The breakeven point is the point that total cost and total revenue are equal. So, we need to know the values of three variables:

The breakeven point of SmartFood Company:

Break Even Point= Fixed Cost/ (Sale Per Unit- Variable Cost Per Unit)

- Fixed cost per month

Expense:

Rental	\$1,000
Utilities	\$200
Phone & Internet	\$35

Total Fixed Cost: \$1235 per month

After we discuss with our founders that works in the SmartFood Company, we assume that one day customer will go to our SmartFood to buy:

- Vegetable (40Kg) = $40 \times 1.25 = 50\$$
- Meat (35kg) = $35 \times 6.7 = 234.5\$$

- Raw Food Ingredient/pcs (50pcs) = $50 \times 1.7 = 85\$$
- Cooked Food/pcs (70pcs) = $70 \times 2 = 140\$$

Total: 509.5\$ per day

Overall of number per month = $195 \times 30 = 5850$ units per month

To find the Break-even point we have to follow this formula, Variable cost is a cost that varies through the output:

$$\text{Variable Cost (Vegetables)} = \text{Fixed Cost} / \text{Amount of Products} \\ = 1235 / 1200 = 1.02 \text{ Unit}$$

$$\text{Variable Cost (Meats)} = \text{Fixed Cost} / \text{Amount of Products} \\ = 1235 / 1050 = 1.17 \text{ Unit}$$

$$\text{Variable Cost (Raw Food Ingredient)} = \text{Fixed Cost} / \text{Amount of Products} \\ = 1235 / 1500 = 0.82 \text{ Unit}$$

$$\text{Variable Cost (Cooked Food)} = \text{Fixed Cost} / \text{Amount of Products} \\ = 1235 / 2100 = 0.58 \text{ Unit}$$

➤ Break Even Point (Vegetables) = $1235 / (2 - 1.02) = 1260.2$ Unit Per Month = 42 Unit Per Day
➤ Break Even Point (Meats) = $1235 / (8 - 1.17) = 180$ Unit Per Month = 6 Unit Per Day
➤ Break Even Point (Raw Food Ingredient) = $1235 / (2.5 - 0.82) = 735$ Unit Per Month = 24.5 Unit Per Day
➤ Break Even Point (Vegetables) = $1235 / (3 - 0.58) = 510$ Unit Per Month = 17 Unit Per Day

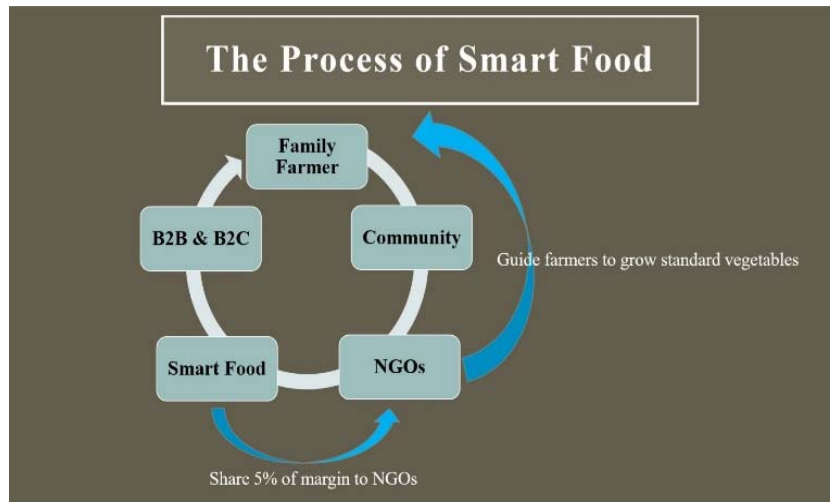
$$\text{❖ Total Break-Even Point} = 2699.2 \text{ Unit Per Month}$$

$$\text{❖ Break Even Point Per Day} = 2685.2 / 30 = 89.97 \text{ Unit Per Day}$$

$$\text{❖ In Cash of Break-Even Point} = (42 \times 2) + (6 \times 8) + (24.5 \times 2.5) + (17 \times 3) \\ = \underline{244.25\$ \text{ Per Day}}$$

2. Supplier

Based on SmartFood Company focused on the organic food or healthy food providing to customers, as you know that in Cambodia so limited on suppliers of organic vegetable or meats that's why SmartFood Company make processing of suppliers and the other parties that related to supply in the whole process in the SmartFood Company.



We will offer 5% margin of each package of our product to NGOs for sending technicians to teach the family farmers about agriculture technical to improve product and healthy food standard. We also assure that farmers will have no worry about their market of selling those products because their organic products will be sold well to our store and working model. To meet our demand of foods we will help them with techniques of production and their quality of their organic vegetables and meats. Moreover, our company will provide each family farmer with high price of their product to encourage them in family farming, therefore more food can be made to meet the future demand. As a result, more family farmers will have motivations to start their family farming as an efficiency way to earn higher profit as well as reduce the rate of using chemical substances in the process of growing. In first year, we form up family farmer's communities in 20 villages in rural area and 100 selected family farmers will participate in this venture.

3. Quality Control

Quality Control in the SmartFood Company, volume our company focus on the general aspects of quality control in the food industry, emphasizing the controllable factors that affect the quality of the finished product, including the selection of raw materials, processing methods, packaging, storage, and distribution. SmartFood Company describes quality control and some important concepts such as

sensory assessment and statistical approaches, along with food standards and health problems in quality control.

- **Quality of Product:** is a creativity in the readiness of nourishment by both of outer and inward, for example, size, shape, and flavor allude to external quality of food. Then again, no chemical and clean. That is SmartFood Company approach as principle to rehearses each day for gourmet specialist cook nourishment for each client
- **Quality of Service:** an assessment of how well a delivered service conforms to the client's expectations. Service business operators often assess the service quality provided to their customers in order to improve their service, to quickly identify problems, and to better assess client satisfaction (Business Dictionary, n.d.). SmartFood Company also focus on service provide to customers due to the customer's perception whose need good service provide to them while they use services. To address this problems, SmartFood company strategies to train and orient our staffs about how to provide friendly service and extreme services to customers.

4. Distribution

Distribution is refer to the process of transporting products from a manufacturer, storing them, and selling them to different stores and customers (Cambobridge Dictionary , n.d.).

SmartFood Company will not complicate on the way to delivery products and services to customers due to not food delivery. SmartFood Company still think about competitive advantage method to deal with competitors by focus on time to delivery or distribution food to customers faster and faster, just take over 10 minutes per one dish. Furthermore, distribution the delicious food with green and clean products to customers get healthy, fresh, and reduce stress, when they come SmartFood Company. The important thing to distribution to satisfy customer is SmartFood Company can please all customer requests.

5. Employees

No	Name	Position	Job Description	Expected Salary
1	Ms. A	Cashier	Calculate bill	200
2	Ms. B	Packager	packaging	200
3	Ms. C	Cleaner	Cleaning	150
4	Mr. D	Security	Guarding customer belongings such as motor or car.	150
5	Mr. E	Delivery Service	Delivery products to the customers	150

6. Assets and Equipment

	Year 2019	Year 2020	Year 2021
Computer	1,286	1,071	857
Refrigerator (multitask)	2,571	2,143	1,714
Cooker	900	800	700
Equipment	2,700	2,400	2,100
Motorbike	1,800	1,600	1,400
Total Assets	9,257	8,014	6,771

VI. Financial Information

1. Score card:

Sales Man	Target		1st Week Result							Total Actual	Total Plan	Balance +/-
Route	Month	Day	Mon	Tue	Wed	Thu	Fri	Sat	Sun			
Vegetables	1200	40	45	45	42	40	38	35	40	285	280	5
Meat	1050	35	40	38	40	38	34	30	35	255	245	10
Raw Food Ingredient/pcs	1500	50	55	50	50	48	45	45	50	343	350	-7
Cooked Food/pcs	2100	70	80	80	75	75	70	60	60	500	490	10
Total Volume	5850	195										

2. Sales Forecast

Product Types	2019												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Vegetables	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400	28,800
Meat	8,400	8,400	8,400	8,400	8,400	8,400	8,400	8,400	8,400	8,400	8,400	8,400	100,800
Raw Food Ingredient/pcs	3,750	3,750	3,750	3,750	3,750	3,750	3,750	3,750	3,750	3,750	3,750	3,750	45,000
Cooked Food/pcs	6,300	6,300	6,300	6,300	6,300	6,300	6,300	6,300	6,300	6,300	6,300	6,300	75,600
Total	20,850	20,850	20,850	20,850	20,850	20,850	20,850	20,850	20,850	20,850	20,850	20,850	250,200

2020													
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	
2,640	2,640	2,640	2,640	2,640	2,640	2,640	2,640	2,640	2,640	2,640	2,640	2,640	31,680
9,240	9,240	9,240	9,240	9,240	9,240	9,240	9,240	9,240	9,240	9,240	9,240	9,240	110,880
4,125	4,125	4,125	4,125	4,125	4,125	4,125	4,125	4,125	4,125	4,125	4,125	4,125	49,500
6,930	6,930	6,930	6,930	6,930	6,930	6,930	6,930	6,930	6,930	6,930	6,930	6,930	83,160
22,935	22,935	22,935	22,935	22,935	22,935	22,935	22,935	22,935	22,935	22,935	22,935	22,935	275,220

2021													
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	
2,904	2,904	2,904	2,904	2,904	2,904	2,904	2,904	2,904	2,904	2,904	2,904	2,904	34,848
10,164	10,164	10,164	10,164	10,164	10,164	10,164	10,164	10,164	10,164	10,164	10,164	10,164	121,968
4,538	4,538	4,538	4,538	4,538	4,538	4,538	4,538	4,538	4,538	4,538	4,538	4,538	54,450
7,623	7,623	7,623	7,623	7,623	7,623	7,623	7,623	7,623	7,623	7,623	7,623	7,623	91,476
25,229	25,229	25,229	25,229	25,229	25,229	25,229	25,229	25,229	25,229	25,229	25,229	25,229	302,742

3. Expenses

No.	Accounts	Year 2019												Total Y2019
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
	General Admin:													
1	Salary	3,145	3,145	3,145	3,145	3,145	3,145	3,145	3,145	3,145	3,145	3,145	3,145	37,736
2	Rental	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
3	Utilities	200	200	200	200	200	200	200	200	200	200	200	200	2,400
4	Repair & Maintenance						40						40	80
5	Phone	15	15	15	15	15	15	15	15	15	15	15	15	180
6	Internet	20	20	20	20	20	20	20	20	20	20	20	20	240
8	Insurance												400	400
10	Interest Exp	226	223	221	218	215	212	210	207	204	201	198	195	2,530
11	Taxation	920	920	920	920	920	920	920	920	920	920	920	920	11,044
12	Sales & Marketing	20	20	20	20	20	20	20	20	20	20	20	20	240
	Total:	5,546	5,543	5,541	5,538	5,538	5,538	5,538	5,538	5,538	5,538	5,538	5,538	66,850

Year 2020												Total Y2020
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
3,208	3,208	3,208	3,208	3,208	3,208	3,208	3,208	3,208	3,208	3,208	3,208	38,490
1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
200	200	200	200	200	200	200	200	200	200	200	200	2,400
					40						40	80
15	15	15	15	15	15	15	15	15	15	15	15	180
20	20	20	20	20	20	20	20	20	20	20	20	240
-											400	400
192	189	186	183	180	177	173	170	167	164	160	157	2,097
920	920	920	920	920	920	920	920	920	920	920	920	11,044
20	20	20	20	20	20	20	20	20	20	20	20	240
5,575	5,572	5,569	5,566	5,563	5,599	5,556	5,553	5,550	5,546	5,543	5,980	67,172

Year 2021												Total Y2021
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
3,304	3,304	3,304	3,304	3,304	3,304	3,304	3,304	3,304	3,304	3,304	3,304	39,645
1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
200	200	200	200	200	200	200	200	200	200	200	200	2,400
					40						40	80
15	15	15	15	15	15	15	15	15	15	15	15	180
20	20	20	20	20	20	20	20	20	20	20	20	240
											400	400
153	150	146	143	139	136	132	128	124	121	117	113	1,602
920	920	920	920	920	920	920	920	920	920	920	920	11,044
20	20	20	20	20	20	20	20	20	20	20	20	240
5,632	5,629	5,625	5,622	5,618	5,655	5,611	5,607	5,604	5,600	5,596	6,032	67,831

4. Salary

No.	Name	Position	Amount	Number	Total	SP- CHL	B-Tax (Riel)	S-Tax (Riel)	S-Tax (USD)	Net Salary
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1		GM	800	1	800	2	2,980,000	138,000	34	766
2		Accountant	400	1	400		1,640,000	22,000	5	395
3		Marketing	200	1	200				-	200
4		Inventory Controllers	200	1					-	200
5		Chief	500	1	500		2,050,000	45,000	11	489
6		Cashier	200	1					-	200
7		Operation Manager	400	1	400		1,640,000	22,000	5	395
8		Packagers	200	1	200				-	200
9		Security	150	1	150				-	150
10		Cleaner	150	1	150				-	150
11		Deliverer	150	1	150				-	150
Total			3,200	11	2,800		8,310,000	227,000	55	3,145

5. Cost of Goods Sold

Product Types	2019												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Vegetable	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	18,000
Meat	7,035	7,035	7,035	7,035	7,035	7,035	7,035	7,035	7,035	7,035	7,035	7,035	84,420
Raw Food Ingredient/pcs	2,550	2,550	2,550	2,550	2,550	2,550	2,550	2,550	2,550	2,550	2,550	2,550	30,600
Cooked Food/pcs	4,200	4,200	4,200	4,200	4,200	4,200	4,200	4,200	4,200	4,200	4,200	4,200	50,400
Total	15,285	15,285	15,285	15,285	15,285	15,285	15,285	15,285	15,285	15,285	15,285	15,285	183,420

2020													
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	
1,650	1,650	1,650	1,650	1,650	1,650	1,650	1,650	1,650	1,650	1,650	1,650	19,800	
7,739	7,739	7,739	7,739	7,739	7,739	7,739	7,739	7,739	7,739	7,739	7,739	92,862	
2,805	2,805	2,805	2,805	2,805	2,805	2,805	2,805	2,805	2,805	2,805	2,805	33,660	
4,620	4,620	4,620	4,620	4,620	4,620	4,620	4,620	4,620	4,620	4,620	4,620	55,440	

16,814	16,814	16,814	16,814	16,814	16,814	16,814	16,814	16,814	16,814	16,814	16,814	201,762
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2021												
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
1,815	1,815	1,815	1,815	1,815	1,815	1,815	1,815	1,815	1,815	1,815	1,815	21,780
8,512	8,512	8,512	8,512	8,512	8,512	8,512	8,512	8,512	8,512	8,512	8,512	102,148
3,086	3,086	3,086	3,086	3,086	3,086	3,086	3,086	3,086	3,086	3,086	3,086	37,026
5,082	5,082	5,082	5,082	5,082	5,082	5,082	5,082	5,082	5,082	5,082	5,082	60,984
18,495	18,495	18,495	18,495	18,495	18,495	18,495	18,495	18,495	18,495	18,495	18,495	221,938

6. Tax

No.	Type of Tax	Monthly			
			2019	2020	2021
1	Salary	55	664	684	705
2	VAT	557	6,678	7,346	8,080
3	Withholding	100	1,200	1,200	1,200
4	Prepayment	209	2,502	2,752	3,027
	Total:	920	11,044	11,982	13,013

7. Loan

SmartFood will make loan from ABA bank 20000\$ with 1.13% per month for 5 years.

Year 2019												Total Y2019
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
234.80	237.45	240.14	242.85	245.59	248.37	251.18	254.01	256.88	259.79	262.72	265.69	2,999.48
226.00	223.35	220.66	217.95	215.21	212.43	209.62	206.79	203.92	201.01	198.08	195.11	2,530.12
												-

460.80	460.80	460.80	460.80	460.80	460.80	460.80	460.80	460.80	460.80	460.80	460.80	5,529.60
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Year 2020												Total Y2020
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
268.69	271.73	274.80	277.91	281.05	284.22	287.43	290.68	293.97	297.29	300.65	304.05	3,432.47
192.11	189.07	186.00	182.89	179.75	176.58	173.37	170.12	166.83	163.51	156.75	156.75	2,097.13
												-
460.80	460.80	460.80	460.80	460.80	460.80	460.80	460.80	460.80	460.80	460.80	460.80	5,529.60

Year 2021												Total Y2021
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
307.48	310.96	314.47	318.02	321.62	325.25	328.93	332.64	336.40	340.20	344.05	347.94	3,927.95
153.32	149.84	146.33	142.78	139.18	135.55	131.87	128.16	124.40	120.60	116.75	112.65	1,601.65
												-
460.80	460.80	460.80	460.80	460.80	460.80	460.80	460.80	460.80	460.80	460.80	460.80	5,529.60

8. Yearly Depreciation of Assets (Fixed Assets)

	Year 2019	Year 2020	Year 2021
Computer	1,286	1,071	857
Refrigerator (multitask)	2,571	2,143	1,714
Cooker	900	800	700
Equipment	2,700	2,400	2,100
Motorbike	1,800	1,600	1,400
Total Assets	9,257	8,014	6,771

9. Capital

Beginning Capital:	Year 2019	Year 2020	Year 2022
Computer	1,500	1,500	1,500
Refrigerator(multitask)	3,000	3,000	3,000

Cooker	1,000	1,000	1,000
Equipment	3,000	3,000	3,000
Motorbike	2,000	2,000	2,000
Total Capital:	10,500	10,500	10,500

10. Profit and Loss

	Year 2019	Year 2020	Year 2021
Revenues:			
Sales Product	250,200	275,220	302,742
Total Revenues:	250,200	275,220	302,742
Cost of Sales:			
Cost of Product	183,420	201,762	221,938
Total Cost of Sales:	183,420	201,762	221,938
Gross Profit:	66,780	73,458	80,804
General Administration Expenses (G&A):			
Salary	37,736	38,490	39,645
Rental	12,000	12,000	12,000
Utilities	2,400	2,400	2,400
Repair & Maintenance	80	80	80
Phone	180	180	180
Internet	240	240	240
Insurance	400	400	400
Total G&A:	53,036	53,790	54,945
Sales & Marketing:	240	240	240
Total Expenses:	53,276	54,030	55,185

EBITDA:	13,504	19,428	25,619
Interest Expenses	2,530	2,097	1,602
Tax	11,044	11,982	13,013
Depreciation	1,243	1,243	1,243
Total Interest, Tax & Depreciation:	14,817	15,322	15,857
Net Income:	(1,313)	4,105	9,762

11. Balance Sheet

	Year 2019	Year 2020	Year 2021
Assets:			
Cash & Cash Equivalence	841	1,295	2,312
AR	1,043	1,345	2,523
Prepayment	526	738	1,132
Inventory	16,814	18,495	23,119
Computer	1,286	1,071	857
Refrigerator(multideck)	2,571	2,143	1,714
Cooker	900	800	700
Equipment	2,700	2,400	2,100
Motorbike	1,800	1,600	1,400
Total Assets:	28,480	29,887	35,857
Liabilities:			
AP	2,293	3,026	1,849
Noted Payable	17,001	13,568	9,640
Total Liabilities:	19,293	16,594	11,490
Equities:			

Capital	10,500	10,500	10,500
Retain Earning		(1,313)	4,105
Net Profit	(1,313)	4,105	9,762
Total Equities:	9,187	13,292	24,367
Total Liabilities & Equities:	28,480	29,887	35,857

12. Cash Flow

Operating Activities:		Year 2019	Year 2020	Year 2021
Net Income		(1,313)	4,105	9,762
A:	Depreciation & Amortization:	1,243	1,243	1,243
Sub Total:		(70)	5,348	11,004
D:	Change in Account Receivable	1,043	303	1,178
D:	Change in Inventory	16,814	1,681	4,624
D:	Change in Advance	526	212	394
A:	Change in Account Payable	2,293	734	(1,177)
Cash from Operating:		(16,160)	3,886	3,632
Investing Activities:				
D:	Property, Plant & Equipment	(10,500)		
Cash from Investing:		(10,500)	-	-
Financing Activities:				
	Long-term Debt	20,000		
	Repayment Long-term Debt	(2,999)	(3,432)	(3,928)
	Shareholder's Contribution	10,500	-	-
Cash from Financing:		27,501	(3,432)	(3,928)
Change in Cash:		841	454	(296)
Opening Cash Balance:			841	1,295
Cash balance in the period:		841	1,295	2,312

13. Payback period

Payback period refers to the period of time required to recoup the funds expended in an investment. Smartfood Company will invest 10500\$ in the business.

$$\text{Payback period} = \frac{\text{Investment required}}{\text{Net annual cash inflow}^*}$$

No	Cash flow net	Amount
Y0	Assets	\$10500
Y1	Cash flow net	\$841
Y2	Cash flow net	\$1295
Y3	Cash flow net	\$2312

Cash Flow Net of 3 years= \$841+\$1295+\$2312= \$4447
= 4447/3= \$1482

Investment required= 10500

⇒ Payback Period = \$10500/\$1482= 7.08 years.

14. Financial Ratio

Ratio	Year 2019	Year 2020	Year 2021
Sales Increase %:	N/A	10%	10%
Gross Margin :	N/A	27%	27%
EBITDA Margin :	N/A	5%	6%
Net Profit :	N/A	4.13	1.38
Return on Inv.	N/A	36%	36%
Days Receivable :	1.52	1.78	3.04
Days Inventory :	33.46	33.46	38.02
Quick Ratio :	1.05	1.12	3.23
Current / Working Capital Ratio :	1.08	1.52	2.78
Asset in Cash :	0.82	0.87	2.61
ROE (Return on Equity):	(0.13)	0.39	0.93
ROA (Return on Assets):	(0.05)	0.14	0.27

VII. Funding Requirement

In order to run SmartFood, co-founders decided to obtain the loan from the bank due to the limitation of fund to start up SmartFood. The start-up cost required to run SmartFood is around 20000. Therefore, we will borrow money from ABA bank \$20,000, and the rest amount of money will be

contributed by SmartFoods' co-founder. The maturity date for this loan is 5 years with the interest rate of 1.13% per month, so SmartFood has to pay the principal and interest rate to ABA bank with the amount of \$460.80 per month until five years.

References:

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Cambobridge Dictionary. (n.d.). Retrieved from dictionary.cambridge.org:
<https://dictionary.cambridge.org/dictionary/english/distribution>

Appendixes



PERSONAL DATA

Name : Mss. Chheng Somala
Address : N° 25 Street13, Sangkat Psar Kandal I, Khan Duan, Phnom Penh, Cambodia
Telephone : (+855)12 943 215
Date of Birth : 30 November 1998
Place of Birth : Kampot, Province
Nationality : Cambodian

EDUCATION

August 2019 expect : Royal University of Phnom Penh
Major: International Business Management

July 2015 : High School Diploma, Angsophy High School

QUALNIFICATIONS

April – Present : Australian Centre for Education

25th - 29th June : International X – Change Camp 2018 in Thailand.

January 19 : CIS Dissemination Conference building competitiveness for ASEAN SME

WORK EXPERIENCE

November – present : Volunteer as an Assistant to the International Business Management Department(RUPP)
Duties:

- Provide information to students
- Prepare documents
- Translate some document
- Do the report of the students outbound

August – October : Information Officer Under Department of Marketing at the University of Puthisastra
Duties

- Customer Service
- Control Facebook page
- Meeting with Dean of each Department
- Organizing and contribute ideas to marketing event

February – August : Receptionist at ICS International School
Duties

- Control stock book
- Provide information to the customers
- Discount report
- Daily report
- Prepare attendance list

January – August 2017 : Internship at Phum Chey Apartment
Duties

- Accountant assistant
- Check available floor
- Services

January 2017 : Raising fund for Cambodian Red cross

OTHER INFORMATION

Computer : Power Point and Internet E-mail
Interests : Reading, communicate with people, water fall, news
Languages : Khmer (Native); English (very good)

REFERENCES

Mr. Phou Sambath, PhD
Tel : (+855) 78 666 779

Mrs. Prak Thapnakvatey
Lecture. Department of Tourism and International Business Management,
Royal University of Phnom Penh

Dean, Standard Testing and Global Education, Pannasastra University of
Cambodia.
Email: vateyprak@yahoo.com
Tel : (+855) 12 512 444

Mr. Phy Veasna, Manager at Phum Chay Apartment
Tel : (+855) 17 779 722

Mr. Bou Kaknika, Senior Graphic Designer at University of Puthisastra
Tel : (+855) 11 623 724

CURRICULUM VITAE

Ms. CHAV TITHDANIN

#24, St11, Borey Piphub Tmey Chomkadoung,
Sangkat Sombour, Khan Dong Kor, Phnom Penh, CAMBODIA

Tel: +855 (0) 10 934 068

Email: tithdanin.chav@gmail.com



PERSONAL DETAIL

Sex	: Female
Date of Birth	: February 23, 1997
Place of Birth	: Pursat Province, CAMBODIA
Nationality	: Khmer
Religion	: Buddhist
Health	: Excellent
Marital Status	: Single

EDUCATION BACKGROUND

December 2015- Present	: Senior in International Business Management at Royal University of Phnom Penh, CAMBODIA
June 14, 2017- Present	: Studying English for Academic Purpose (EAP) at Department of International Studies, Institute of Foreign Languages, Royal University of Phnom Penh, CAMBODIA
August 28, 2015	: High School Diploma (Grade B), Pursat High School, Pursat Province, CAMBODIA

ACHIEVEMENT

2015-2019	: Bachelor of International Business Management Scholarship
October 31, 2018	: Junior Awarded the POSCO Asia Fellowship Scholarship from the POSCO TJ Park Foundation, Korea , Academic Year 2017-2018
July 31- August 03, 2018	: Completed “International Conference on Youth, Peace and Violent Extremism”, Co-organized by World Youth Foundation at Hatten Place Melaka, Malaysia
June 11- July 05, 2018	: Completed “Exchange Saitama University Summer Program 2018” at Saitama University, Saitama City, JAPAN
November 30, 2017	: Senior Awarded the POSCO Asia Fellowship Scholarship from the POSCO TJ Park Foundation, Korea , Academic Year 2018-2019

WORK EXPERIENCE

February 2018- Present	: Working as an Intern at International Relation Office (IRO) of Royal University of Phnom Penh, CAMBODIA Responsible: <ul style="list-style-type: none">• Preparing administrative documents such as note verbal to respective embassies and related paper work to support students and staff exchange• Processing formal support documents to MoEYS and Ministry of
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Foreign Affairs

- Organizing international events for international students and alumni and grant aid support ceremonies
- Providing information regarding scholarships and exchange program, and information on job opportunities for students

SOCIAL EXPERIENCES

2018- Present	: Volunteering for International Relation Office (IRO) of the Royal University of Phnom Penh
2014- Present	: Volunteering as an admin of Youth Solidarity
August 04, 2018	: Organized “The 2018 UNESCO-UNITWIN Training Program”, Co-organized by Asia Pacific Women’s Information Network Center of Soomyung Women’s University, Republic of Korea and Royal University of Phnom Penh
June 26, 2016	: Volunteered for Youth Resource Development Program (YRDP) as an Organizer in the “Youth Forum on Reading Strategies to be a Good Writer and Analyst”
January 13, 2016	: Volunteered for Department of International Business Management in the event “The 8 th Fund Raising” at Royal University of Phnom Penh
2011-2015	: Voluntary as a leader of Cambodian Red Cross at Pursat High School, Pursat Province, CAMBODIA

SKILLS AND HOBIES

Languages	: Khmer: Mother Tongue English: Fluency in English (Speaking, Reading, Writing, Listening)
Computer Skills	: Microsoft Office, Internet, Email, Social Network
Personal Interests	: Reading International and Business News, Travelling, and Volunteering

REFERENCES

1. - Name : Mr. **VONG Chorvy**
- Position : Director of International Relation office (IRO) at Royal University of Phnom Penh, CAMBODIA
- Email : chorvyvong@gmail.com
- Tel : +855 (0) 12 229 279
2. - Name : Dr. **PHOU Sambath**
- Position : Head of Department of International Business Management at Royal University of Phnom Penh, CAMBODIA
- Email : sambathphou@yahoo.com
- Tel : +855 (0) 81 666 779
3. - Name : Dr. **OU Phichhang**
- Position : Deputy Head of Department of International Business Management at Royal University of Phnom Penh, CAMBODIA
- Email : phichhang@gmail.com
- Tel : +855 (0) 77 602 722

POA SIVMEY

Plov Lom, Sankat Prek Eng, Khan Chbar Ampov,
Phnom Penh, Cambodia
Tel: 855-10501073
Email: poasivmeypssm@gmail.com



CAREER OBJECTIVE: INVENTORY CONTROLLER

PERSONAL BACKGROUND

Sex	: Female
Marital Status	: Single
Date of birth	: November 30, 1997
Place of birth	: Kandal Province
Height	: 1.52 meters
Health	: Good
Nationality	: Cambodian

EDUCATION BACKGROUND

August 2019 expect	: Royal University of Phnom Penh Major: International Business Management
July 2015	: Diploma from Hun Sen Khsach Kandal High School

EXPERIENCES

July - November 2017	: Receptionist in Handprint School
February - December 2016	: Teaching in American International School (Kindergarten)
October 2015	: Assistant in Korean Martial Art Club
January 2017	: Raising fund for Cambodian Red cross (RUPP)
March 2016	: Joined Culture day
January 2018	: Teacher Assistant at ICS International School

COMPUTER SKILLS

Microsoft: Word & Excel, Power Point, Internet and Email (Applicable for business purpose)

LANGUAGES

Khmer	: Mother tongue
English	: Reading, Speaking, Writing, Listening (Applicable for business purpose)

HOBBIES AND INTEREST

Playing sport (Karate Do), reading, social media, news, music

REFERENCES

NOU Piseth

Ocean Operations Supervisor at
Transpeed Cargo Pte Ltd Cambodia
Tel: 855-92 887 826
E-mail: piseth@transpeedcambodia.com

TEP Phon

Information Technology (IT) Manager at
Phnom Penh Tax Department
Tel: 855-12 721 889
teppphon@yahoo.com

E-mail:

CURRICULUM VITAE

Name : Thong Virakman
Address : #220Z, St.138Z, Sangkat Tik Laork 2, Khan Toul Kork, Phnom Penh, Cambodia
Tel : (+855) 77 521 418
Email : virakmanthong1998@gmail.com
Applied for : Marketing Intern

PERSONAL DATA

- Sex : Male
- Date of Birth : 22.09.1998
- Place of Birth : Kompong Cham Province, Cambodia
- Nationality : Khmer

EDUCATION BACKGROUND

- 2015-Present : Studying International Business Management, Royal University of Phnom Penh
- Feb 2017- Oct 2017 : Studied GEP at Australian Centre for Education
- 2010-2015 : Studied at Stung Trong High School

ACHIEVEMENT

- 2015-present : 100% scholarship at Royal University of Phnom Penh
- Feb 2018- July 2018 : awarded as a SHARE Alumnus to study at Binus University, Indonesia

WORK EXPERIENCE

2018-Present : Accounting Intern at U.S Embassy of Phnom Penh
2018 : Internship at Department of International Business Management

VOLUNTARY EXPERIENCES

- Program : ACE Charity- Khmer New Year Edition 2017
- Position : Member in Registration Team
- Responsibilities : Recorded the data of participants as well as income from selling tickets and goods with the purpose to raise funds supporting Kantha Bopha Children's Hospital.

SKILLS

- Khmer : Mother-tongue
- English : IELTS Overall Band 6.5 (Listening 6.5, Speaking 6.5, Writing 6.5, Reading 7)
- Computer Skills : Microsoft Office(Word, Excel and PowerPoint), Internet and Email

REFERENCE

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CURRICULUM VITAE

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PERSONAL DATA

- Sex : Female
- Date of Birth : 26 November 1997
- Place of Birth : Siem Reap Province, Cambodia
- Nationality : Cambodian
- Religion : Buddhism
- Marital Status : Single

EDUCATION

- 2015 – Present: Royal University of Phnom Penh
Majoring in International Business Management (IBM)
- 2009 – 2015 : High School Diploma, Hun Sen Wat Svay High School

WORK EXPERIENCE

- April – Aug 2018 : Intern as Sale Consultant/ Derivative Broker at Gold Financial Global Investment Co., Ltd
 - Cold call / Hunting
 - Consult clients about Foreign Exchange Investment
 - Catch up on all impact news
 - Interpret and share news on social media
 - Attend in all every week FOREX training courses and seminars
 - Any other works as required by manager or team
- August – Dec 2017 : Barista at FOTO Café
 - Make coffee and all drinks
 - Cashier
 - Service Provider

- Assistant stock controller
- Any other works as required by manager or team

SKILLS AND INTEREST

- Khmer Language : Mother tongue
- English language : Very good (reading, writing, listening, and speaking)
- Computer skills : Microsoft Office (word, Excel, and Power Point), Internet, and Email
- Personal Interests : Reading, listening Music and traveling

REFERENCES

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