

A close-up photograph of a white ceramic cup being filled with dark espresso from a professional coffee machine's portafilter. The cup is positioned on a dark, ribbed metal tray. A small digital display on the machine shows the number '000'.

Think FnB business like an Entrepreneur

From Start to Scale

Presented by
Tai Nguyen

August – 22nd - 2024



Self Introduction & Why I'm here



Engineer background – Entrepreneurship spirit

Love making big impact by creating products

Founded first company in 2006 – 23 years old

Still making new businesses in AI – Quantum –

Analog computing

I'm here to **inspire** and equip FnB founders with

the **entrepreneurial mindset** necessary for

scaling businesses.



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Understanding Entrepreneurship

Who is entrepreneur?

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Entrepreneurs are **fearless leaders** who take measured risks for **immeasurable opportunities**. They dare to dream; but more so, they dare to take action. In the continual effort to **launch** and then **grow** their businesses, they seek out information that assists them with every aspect of business management, from marketing to money, sales, human resources, and more

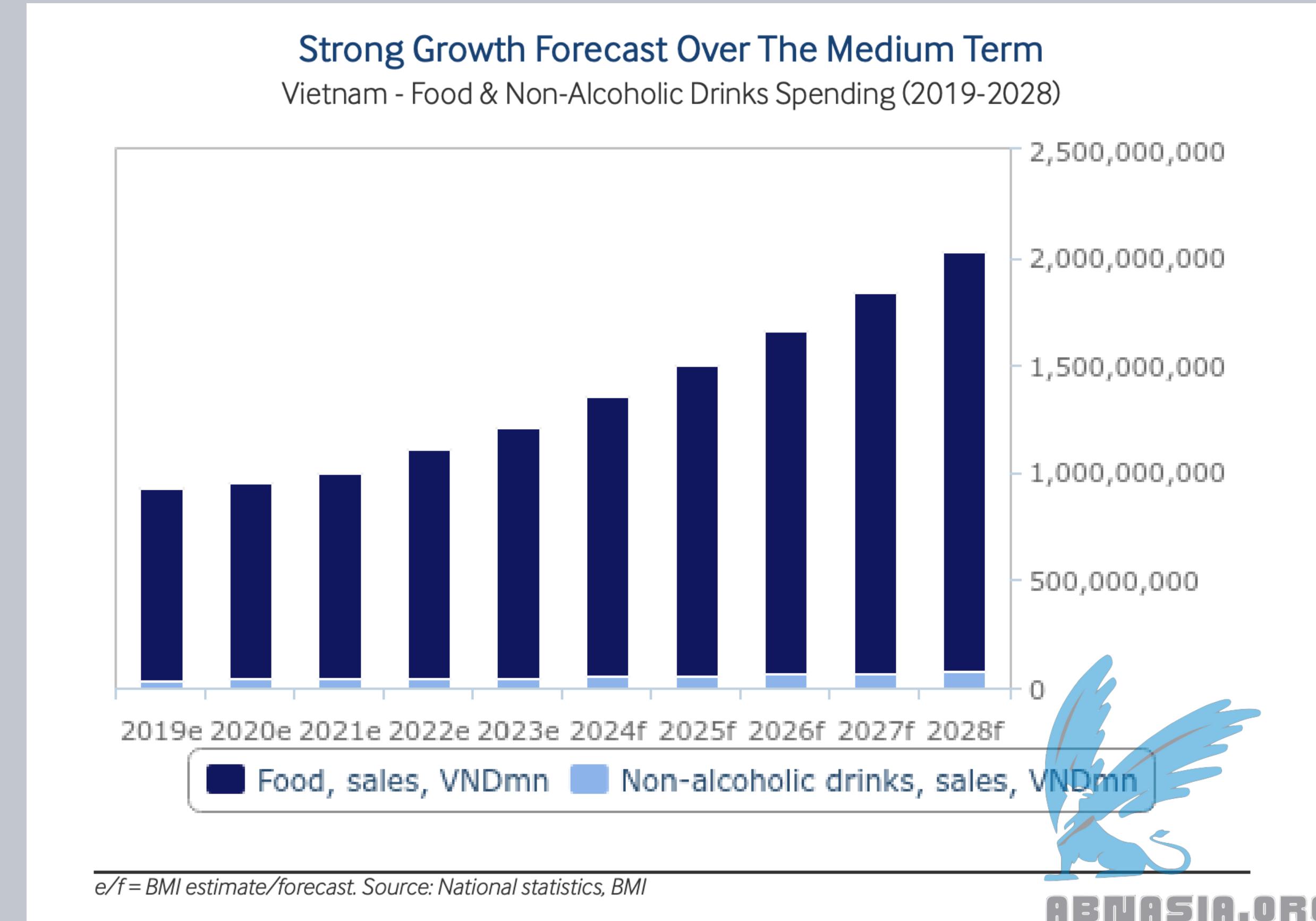


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Opportunities (2024 - USD53.4bn)

11.7% y-o-y
growth rate

VND1,952.8trn
(USD77.5bn)
in 2028



Opportunities

Michelin-starred restaurants:

global recognition of

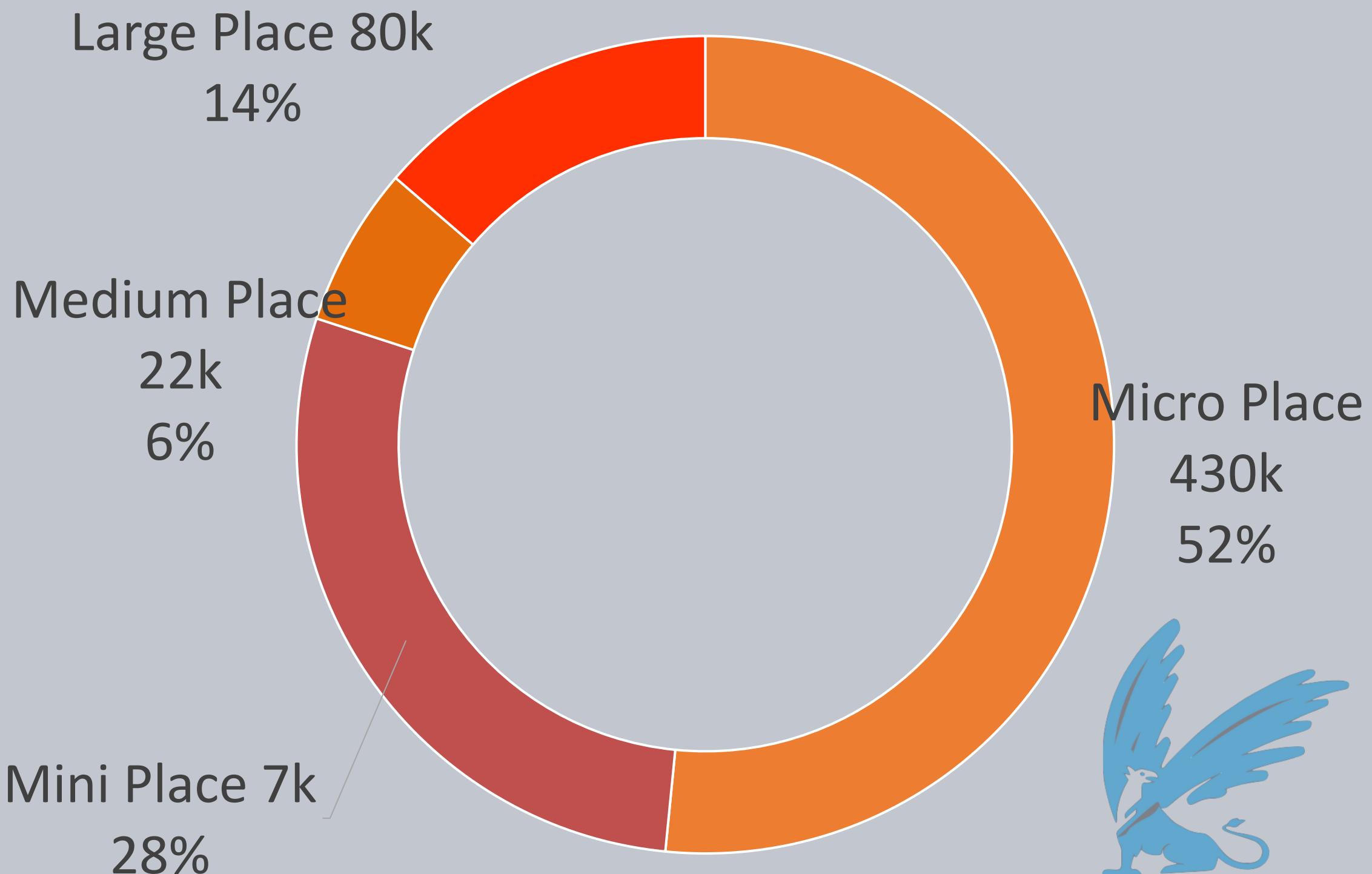
Vietnamese cuisine

430,000: traditional diners

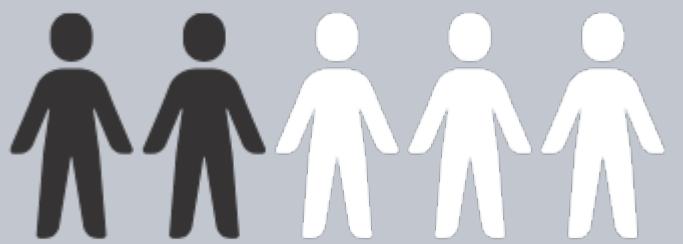
82,000 fast food restaurants

Top 5: 1.8% market share

Vietnam F&B Place ~540k



Restaurant owners



Most of owners
are sole owners

78.1%

Independent
outlets



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Advantages



Dynamism and Innovation

Young talented owners

Understanding of Culture
and Market

Unique cuisine

Huge labor supply

Easy to recruit

Innovations & Fast changing

Eagerness to learn



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Vision? Mission?

Business concept?

Market research?
Analytics?
Long term competition edges?
Advantages?





Why entrepreneurial mindset?

- Rapid Expansion Opportunities
- First-Mover Advantage
- Cultural Evolution
- Raising Trends
- Digital Transformation
- Data-Driven Decisions
- Overcoming Challenges and Uncertainties
- Building a Sustainable Brand





Serving great coffee
with automation & vision



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Entrepreneur vs. traditional owner

“Don’t be afraid to give up the good to go for the great.” – John D. Rockefeller

- Vision and Long-Term Strategy
- Innovation and Differentiation
- Scalability and Growth
- Brand Building and Marketing
- Use of Technology
- Risk Management and Resilience
- Financial Strategy





Will you be the next billionaire

Grow an international Vietnamese FnB brands

Leverage Vietnam's Rich Culinary Heritage: introducing international markets to unique Vietnamese flavors.

Scalability and Global Expansion: Develop a scalable business model that can be easily replicated in different markets worldwide.

Build a Strong Brand Identity: recognizable and consistent brand that resonates with consumers globally, emphasizing the quality, authenticity, and story behind Vietnamese cuisine.



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FEAR
NO ~~LIMITS~~
EXCUSES



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Think
idea try do do again
Success! and again keep doing



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Thank you very much

Q&A



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