



# Think FnB business like an Entrepreneur

From Start to Scale

Presented by  
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# 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.

Understanding Entrepreneurship

# Who is entrepreneur?



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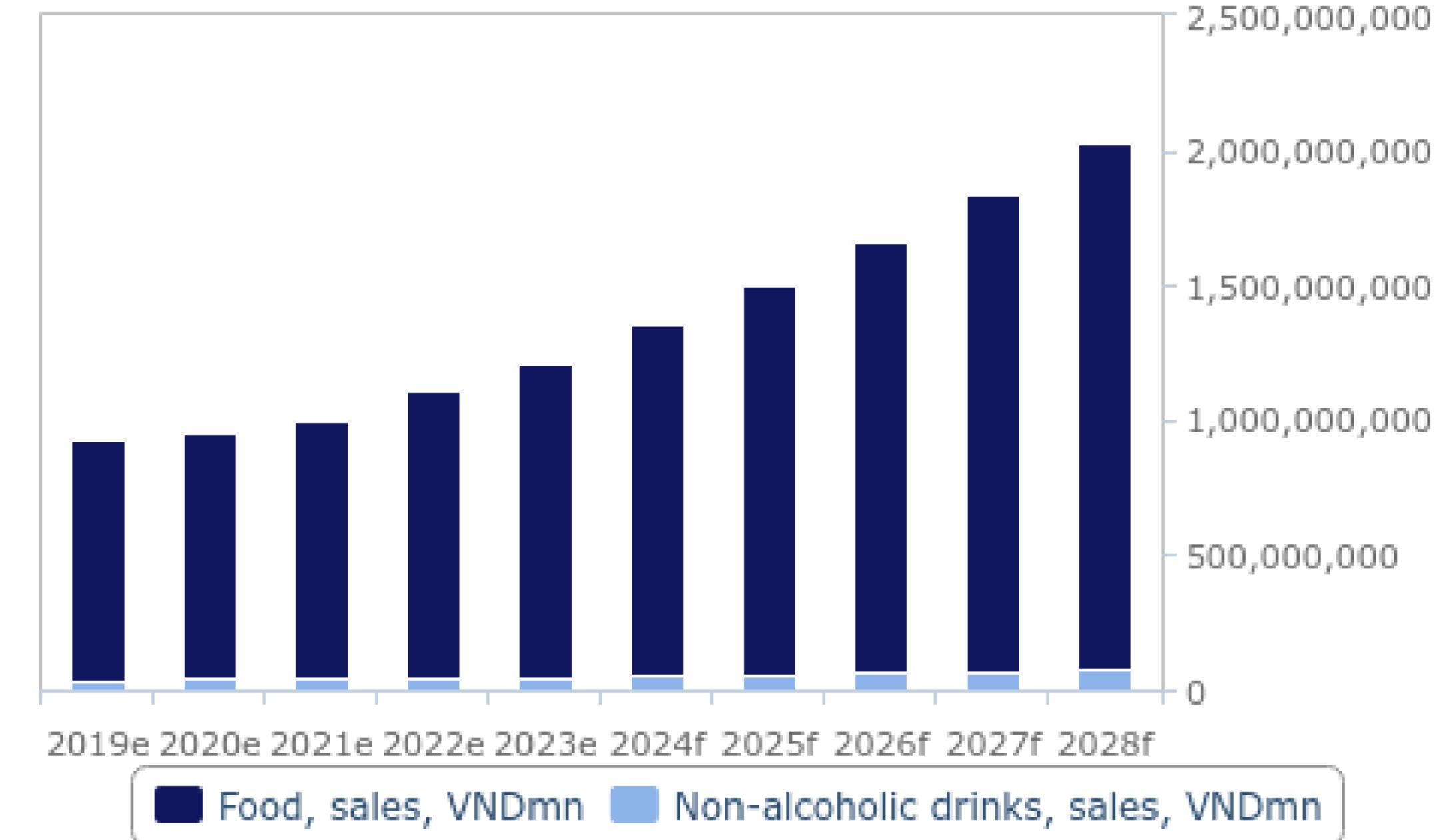
Entrepreneurs are **fearless leaders** who take measured risks for **immeasurable opportunities**. They dare to dream; but more so, they dare to take action. In the continual effort to **launch** and then **grow** their businesses, they seek out information that assists them with every aspect of business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

# Opportunities (2024 - USD53.4bn)

11.7% y-o-y  
growth rate

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

**Strong Growth Forecast Over The Medium Term**  
Vietnam - Food & Non-Alcoholic Drinks Spending (2019-2028)



# Opportunities

Michelin-starred restaurants:

global recognition of

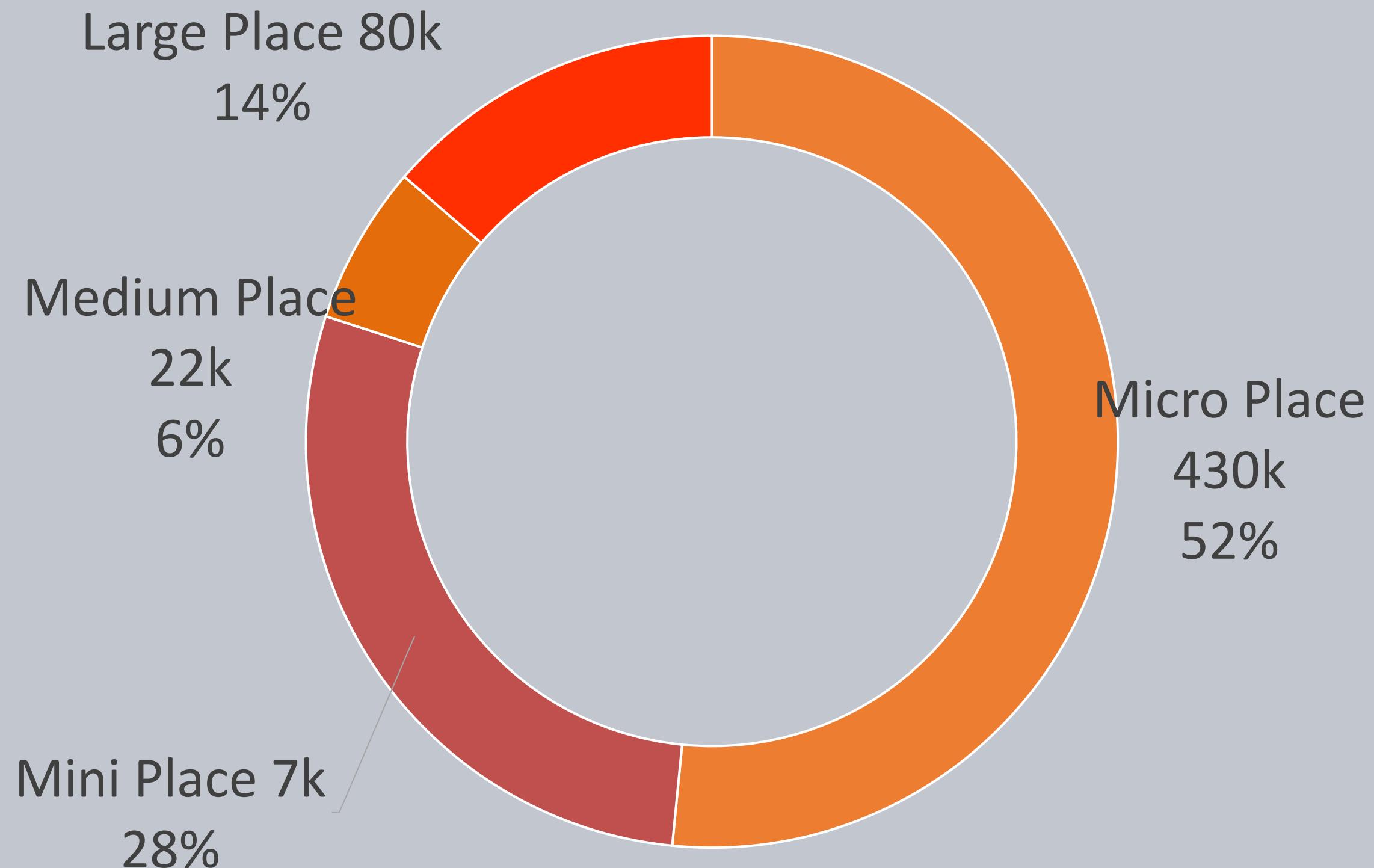
Vietnamese cuisine

430,000: traditional diners

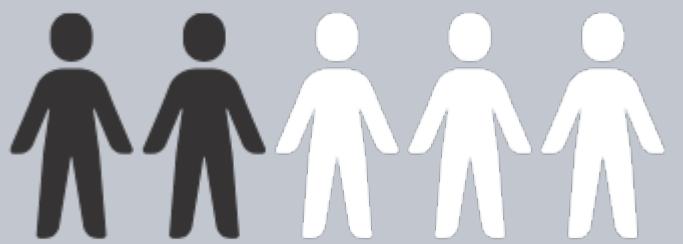
82,000 fast food restaurants

Top 5: 1.8% market share

Vietnam F&B Place ~540k



# Restaurant owners



**Most of owners  
are sole owners**

**78.1%**  
**Independent  
outlets**

# 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

# Vision? Mission?

Business concept?

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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

# 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

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**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.



FEAR

NO LIMITS EXCUSES



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

A large, stylized word 'Success!' is written in black cursive script across the center of the image. Above the 'S', the words 'Think', 'idea', 'try', 'do', 'do again', and 'and again keep doing' are written in smaller, flowing script. A thick black brushstroke underline is positioned below the end of the 'S' and extends towards the right. An exclamation mark is at the end of the 's' in 'Success!'.

# Thank you very much

Q&A

