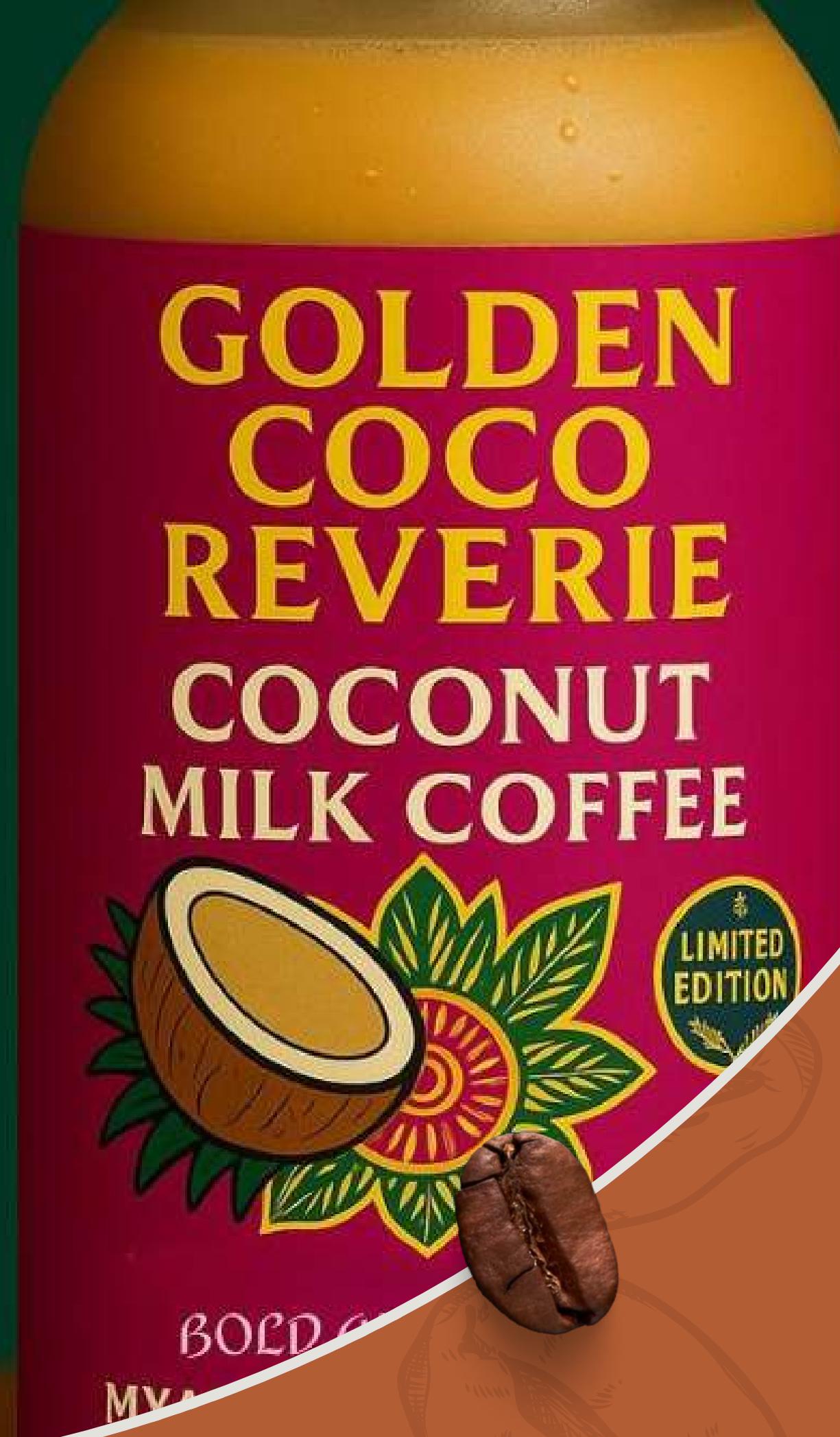




GOLDEN COCO REVERIE AIFLUENCE

Aleyna Dede
Beşir Efe Saraçoğlu
Celal Berkay Altunel
Ece Sude Yılmaz



What Is Our Product?

Golden Coco Reverie is a ready-to-drink coconut milk coffee that blends smooth Myanmar highland arabica with bold Vietnamese robusta, creating a rich, tropical flavor experience.

It's designed for Gen Z and Millennials seeking a modern, energizing, and culturally rooted beverage with a dreamy, adventurous spirit.

Golden coco

Reflects the premium quality and the golden temples of Myanmar (The Land of Golden Temples and Pagodas), where the coffee beans are sourced.

-highlights the creamy coconut milk base.



Reverie

In English it means "to fall into a sweet and peaceful dream". It gives you a feeling of daydreaming while drinking coffee. Why did we choose a word like Reverie? Because Vietnamese coffee culture is a culture that is enjoyed very slowly. You don't drink coffee quickly, you sit for a long time, chat, daydream. Our product also fits this culture. Reverie captures this "daydreaming" culture.

— *Why Is It Called 'Golden Coco Reverie'?* —

VISION

100%
Coffee



GOLDEN COCO REVERIE

In the misty highlands of Myanmar, where ancient coffee trees grow under golden temple skies, a bold dream was born — to create a coffee experience that's more than a drink. It's a journey.

We traveled across borders and cultures, from Myanmar's rich, earthy arabica fields to Vietnam's vibrant café culture, where tradition meets trend. There, we blended the smooth creaminess of coconut milk with robust Vietnamese-style coffee, crafting a refreshing ready-to-drink (RTD) beverage for a new generation of dreamers.

Golden Coco Reverie is more than a name. It's a state of mind — a golden moment of escape, energy, and inspiration. Whether you're chasing deadlines or daydreams, it's your passport to a tropical, uplifting pause in the chaos of modern life.

This is Southeast Asia in a bottle: ethically sourced, culturally rooted, and globally minded — created especially for Gen Z and Millennials seeking authenticity, adventure, and connection.

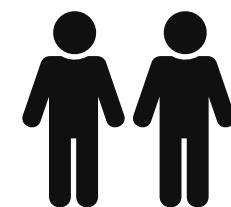




WHO ARE WE TARGETING?

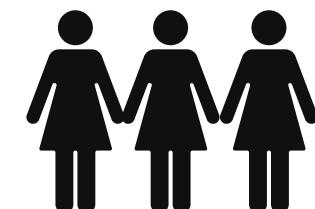
Target Audience

Focused on young, urban, modern Vietnamese consumers



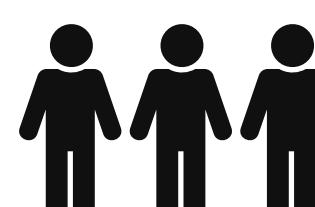
Man

40–45%
drawn to bold,
adventurous,
authentic branding



Woman

55–60%
lead the shift toward
natural,
Instagrammable drinks
(coconut milk appeal)



Age 18–34

Vietnam's fastest-growing group for premium coffee; students & professionals seeking more than caffeine — seeking culture.

**55–60%
women**

**Age Focus
18–34**

Product Design

Glass bottle for health

Myanmar Highlands as
the seeds come from



Product Design



Brand Positioning

Trendy, affordable,
authentic coffee



Combines Myanmar
heritage with
Vietnamese tastes



Affordable luxury
with ethical sourcing



Bold flavors and
eye-catching
packaging

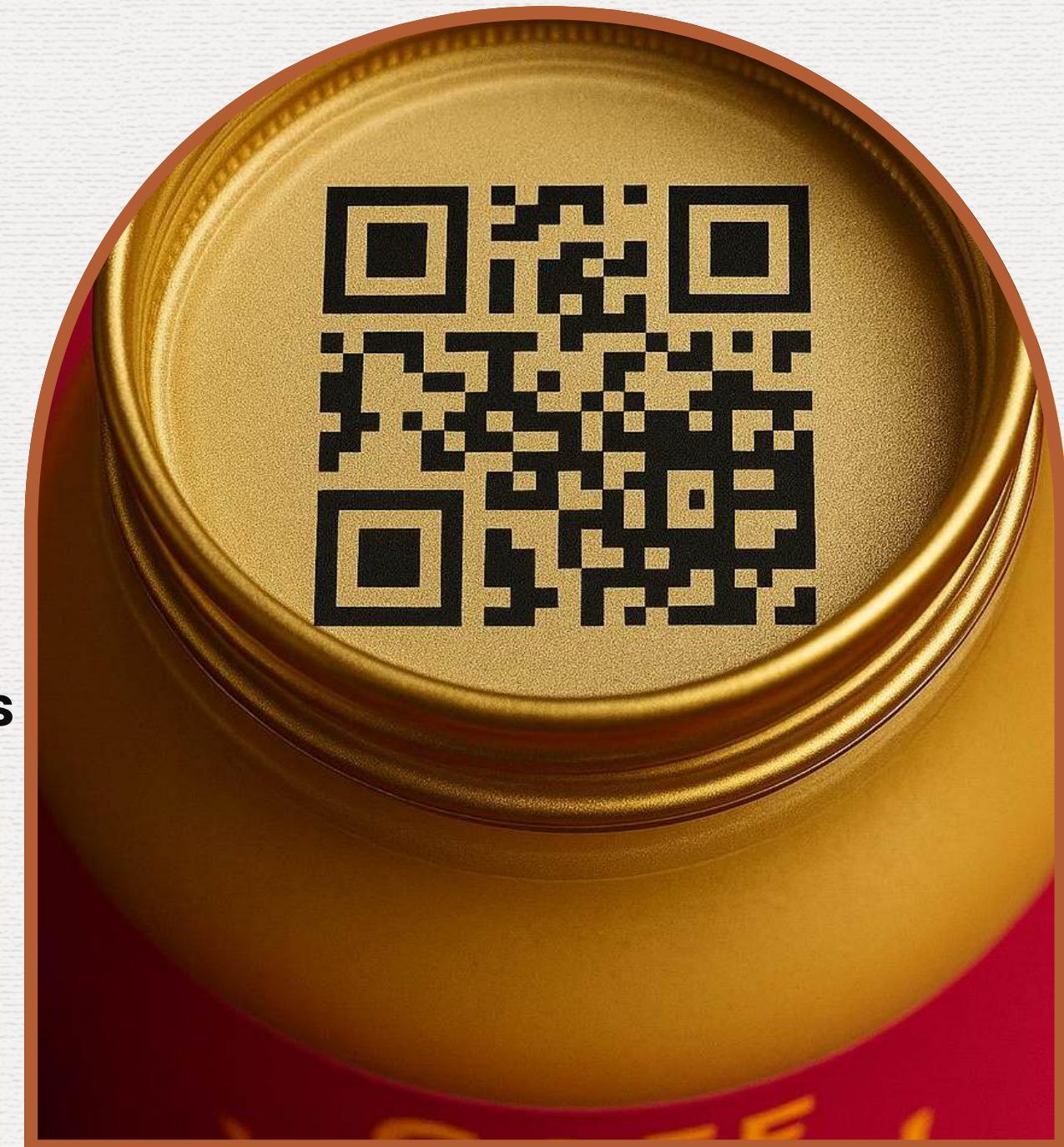
Core Brand Message

*Golden Highlands Brewed for the Soul
From the Sacred Peaks of Myanmar to the Vibrant Streets of Vietnam*

[HOME](#)[ABOUT](#)[SERVICES](#)

From Scan to Loyalty: How It Works

1. Customer scans QR code on the coffee product
2. Redirected to CDSG's loyalty platform
3. "Buy 6, Get 1 Free" offer activates and points are credited
4. NPS question appears/‘Would you recommend this coffee to a friend?’
5. User shares experience or explores new offers

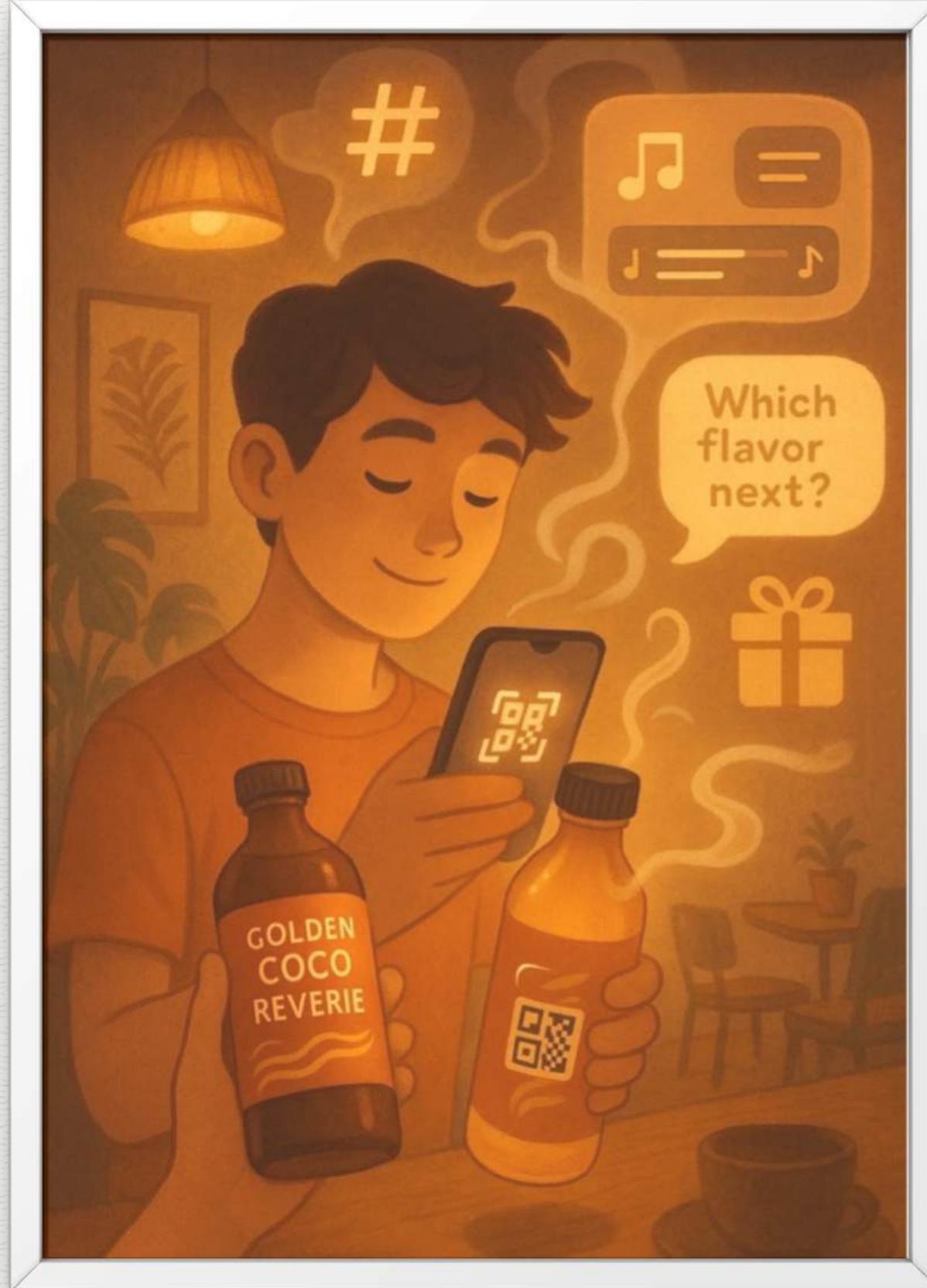


[HOME](#)[ABOUT](#)[SERVICES](#)

Strategic Benefits for CX

- Real-time, contextual feedback
- Higher response rates
- Stronger link between loyalty & advocacy
- Data tied to product type/region
- Enables proactive CX management





Emotional & Sensory UX Triggers

Instagrammable café corners
Sensory zones at sampling events
(taste, aroma)
Questions like: “How does this coffee make you feel?”
Fun polls: “What flavor should we launch next?

Personalization & Surprise Moments

Personalized product suggestions
Surprise rewards (birthday bonus, scan streak prizes)
Unlockable content (music playlists, early access)

Strategic Fit Analysis

Why Vietnam is the best starting point for CDSG?





Why We Choose Vietnam?

Proximity & Cultural Vibes: Myanmar's next door, sharing a love for similar flavors and shopping habits.

Market Know-How: Food Empire rocked the scene with CaféPHÔ and other ready-to-drink coffee hits. The crowd went wild for these fresh ideas!

Category Growth: RTD coffee is booming, with Gen Z and millennials craving convenience and digital buzz.

Supply Chain Smarts: CDSG can ride the logistics wave from Myanmar, especially if they cozy up to Vietnam's northern border.

Competitive Arena: It's a jigsaw of brands, but not overcrowded. Perfect for the "local flair meets top-notch quality" brand story!

Cultural and Political Relations Between Myanmar and Vietnam

1. Cultural Relations

- Shared Foundations: Both countries are deeply rooted in Buddhist traditions.
- Historical Background: They don't have a long-standing direct historical alliance, but both have histories of Chinese influence followed by national struggles for independence.
- Food and Agriculture: Common usage of tropical fruits, rice, and coconut – familiar culinary landscapes.
- Tea and Coffee Cultures: Vietnam is already a coffee powerhouse, while Myanmar has been historically more tea-centric but is now rapidly growing in specialty coffee production, particularly in the Shan State.

2. Political and Diplomatic Relations

- Cooperation: Both Myanmar and Vietnam are members of ASEAN (Association of Southeast Asian Nations).
- → Under ASEAN, they collaborate on economic cooperation, trade, tourism development, and cultural exchanges.
- Vietnam's Position: Vietnam has maintained a neutral stance towards Myanmar's political crises (such as the 2021 military coup), adhering to ASEAN's "non-interference" principle.
- Economic Ties: Trade volume between the two countries is modest but growing, especially in agriculture, construction, and infrastructure materials



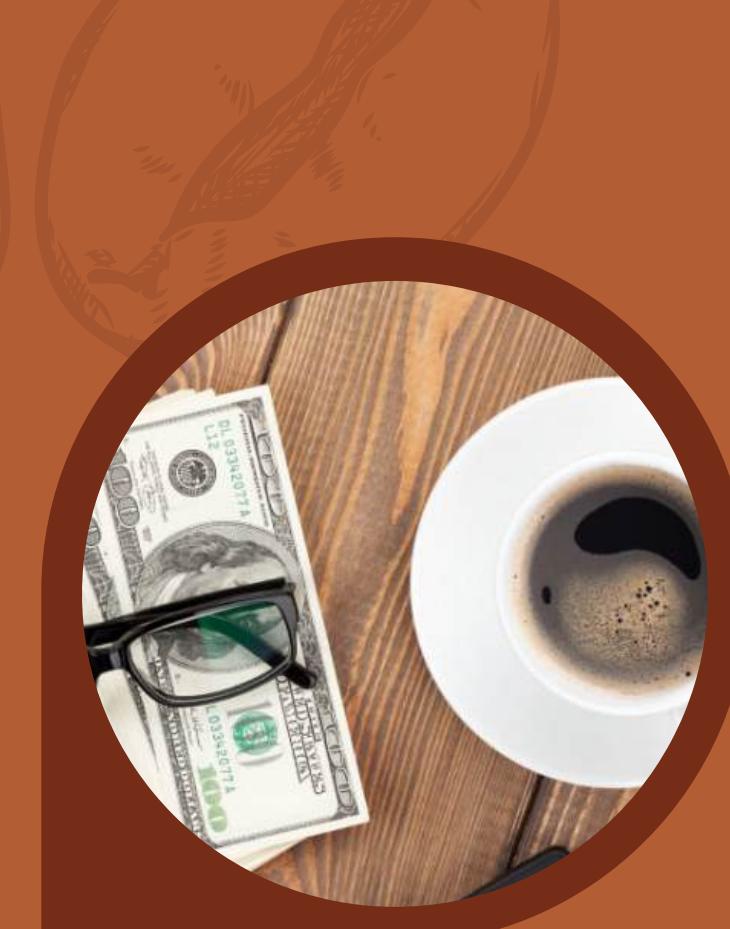
4P Strategy for Vietnam



Product



Place



Price



Promotion

PRODUCT STRATEGY

It uniquely combines Southeast Asia's rich coffee heritage with the growing global demand for plant-based, convenient, and culturally meaningful beverages — perfectly aligning with the tastes and values of Gen Z and Millennials

RTD bottles: Coconut milk, Brewed Coffee (Arabica & Robusta Blend)

- Myanmar highland arabica beans
- Vietnamese-style robusta for strength and body

Local flavors, cold-refreshing profiles

Eco-packaging, resealable bottles

Storytelling via packaging + QR code



PRICE STRATEGY



Myanmar sourcing = cost advantage
Competitive yet premium positioning

Tier	Product Type	Price (VND)
Entry	Instant Sachets (18-pack)	39,000 – 45,000
Core	RTD Bottles (180–250ml)	12,000 – 15,000
Premium	Seasonal/ Collab Editions	20,000+

PLACE

Modern Retail: VinMart, Circle K

Convenience Stores: 7-Eleven, GS25

E-Commerce: Shopee, Lazada, TikTok Shop

Campuses: Vending machines, food courts

B2B: Cafés, coworking spaces, canteens





Promotion Strategy

TheGoldenMoment

- TikTok, Instagram, Facebook Ads
- Influencer partnerships (lifestyle & student creators)
- Campus activations and PR campaigns
- UGC with **#TheGoldenMoment**
Message: “Start your day like a dragon - Bold & Fearless”



How the Production Should Be?



We are gathering our seeds from Myanmar but the production process will be in Vietnam





Sourcing & Pre-processing in Myanmar



- Our arabica beans come from Myanmar's Shan State.
- Local farmers hand-pick ripe cherries.
- After harvest, we process them using either wet or dry methods, depending on the desired flavor.
- Then, beans are sorted, vacuum-packed or stored in moisture-safe bags.
- We prepare all export documents:
 - Certificate of Origin
 - Phytosanitary Certificate (Plant Health Certificate)
 - Quality Inspection Report



Export & Transport to Vietnam



- We use reliable logistic partners for transportation.
- Beans travel either by truck over the Myanmar-Vietnam border or by ship to major ports like Ho Chi Minh City.
- Thanks to ASEAN agreements, customs are processed quickly and efficiently.
- All products include traceability: harvest dates, lot numbers, and source farm info.



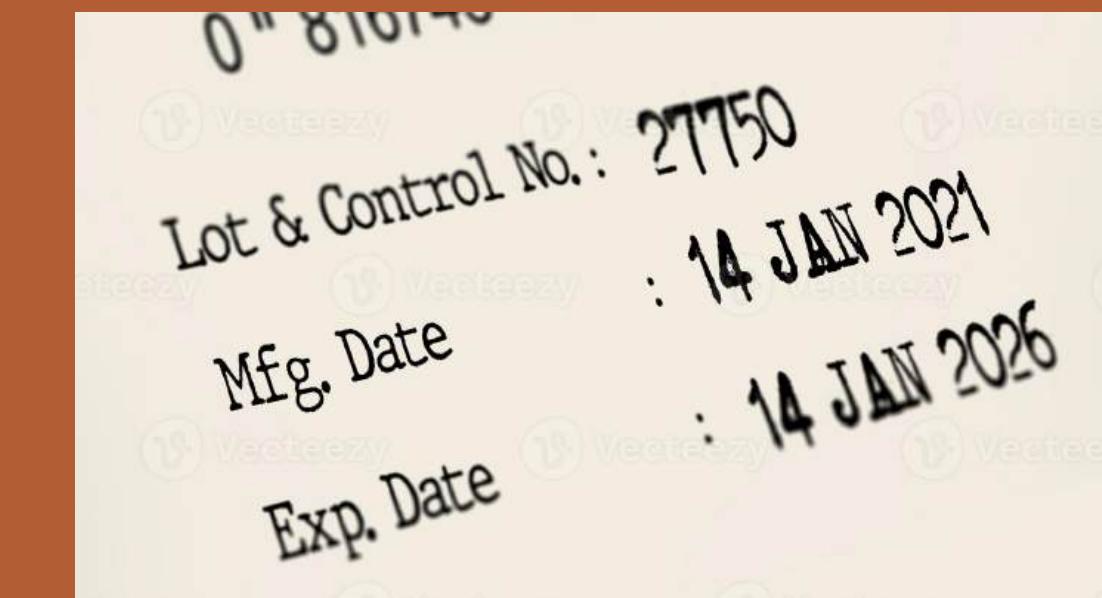
Roasting & Production in Vietnam



- **Roasting Facility:** Roast beans locally to maximize freshness and tailor roast levels.
- **Grinding & Brewing:** Brew concentrate or fresh batch based on your RTD recipe.
- **Blending:** Mix brewed coffee with coconut milk, sugar, flavorings, and stabilizers in a sanitized food-grade facility.
- **UHT or Pasteurization:** Ensure shelf stability and food safety.
- **Bottling & Labeling:** In recyclable glass bottles, following Vietnam's food labeling laws.



Quality Control & Compliance



- Microbiological & chemical testing after blending and bottling.
- Shelf-life testing in accelerated environments.
- Label in both Vietnamese and English, including:

Ingredients

Nutrition info

Expiration date

Manufacturer and origin



Distribution & Marketing



- After production, bottles are stored in local warehouses and delivered across Vietnam.
- We use modern retail channels like VinMart, Circle K, and GS25.
- For exports, we use ports like Hai Phong or Da Nang.
- This cross-cultural product tells a powerful story – from highland origins to modern city shelves.



A close-up photograph of numerous dark brown, roasted coffee beans scattered across the frame. The beans vary in size and texture, with some showing distinct vertical ridges and others appearing smoother. The lighting creates soft shadows between the beans, emphasizing their three-dimensional nature.

THANK
YOU