

B/ Suggested guidelines

1. About your business

- Introduce your business idea in 1 sentence (what product/service you provide)
- Mission (2-3 sentences): what problem are you trying to solve? What value do you bring to your customers?
- Vision (2-3 sentences): What is your ultimate goal/dream when starting this business idea?

2. Market research

- What macro factors in Vietnam are supporting your business idea?
 - Economic growth
 - Social media
 - Gen Z's shopping habits
 - Environmental concerns
 - Trade Liberalization
 - Foreign Direct Investment (FDI)
 - Infrastructure Development
 - Fairly young demographics
 - Urbanization
 - Technological application
 - Choose what works for your business idea, back up with credible statistics
- Primary research: Create an online survey and ask them about their interests about this product/service (it is good if you can have around 100 responses). Some questions you may consider:
 - Do you have problems in ...?
 - Are you interested in ...?
 - Do you think ... is important?
 - Are you willing to pay ... for a product/service like this? Or How much are you willing to pay for a product/service like this?
 - Rate your sustainable concerns?

3. Target customer

The specific segment of the market that a business aims to reach and serve with its products or services. It involves defining the characteristics, needs, preferences, and behaviors of the ideal customers who are most likely to purchase from the business.

- Demographics: age, gender, income, education level, occupation, marital status
- Geographics: customers' locations, weather in those locations, the impacts of locations and weather on purchasing habits
- Psychographics: personal values, interests, hobbies, attitudes, and personality traits
- Behavioral Characteristics: purchasing habits, brand loyalty, frequency of purchases, and decision-making processes

4. Competitor

- 1 sentence to introduce your competitor (what product/service they provide)
- Their target customer (briefly mention the important information: age, gender, income, interest, shopping habits)
- What is your competitive edge over them?
 - Price Competitiveness
 - Unique Design and Creativity
 - Quality and Craftsmanship
 - Brand Identity and Storytelling
 - Sustainability and Ethical Practices
 - Customization and Personalization
 - Digital Presence and E-commerce
 - Innovation and Technology Integration

5. Launching plan

Create a timeline (6 months or a year of your choice) for your business launching (be minimal in text, because you're going to present this verbally)

Example

Jan 2024: product development, create a landing page to collect emails from potential customers and social media account

April 2024: pre-launch activities (paid advertisements/influencers, contacts potential customers via emails collected)

July 2024: launching event (what is your idea for this event to attract viewers)

Include all these ideas in 3 slides, keep them short and include visuals.

