



HANOI UNIVERSITY OF PHARMACY HANOI

UNIVERSITY OF PHARMACY YOUTH UNION HANOI UNIVERSITY

OF PHARMACY YOUTH UNION TEAM HANOI UNIVERSITY OF PHARMACY

MPI 2024 CONTEST ORGANIZATION



PROJECT DOCUMENTS

PROJECT NAME

AQUADIO HERBAL DRINK

CONTEST GROUP

HerbInnovate

Part 1: General information**I. Project information**

Team name: HerblInnovate

Project name: AquaDio herbal drink

II. Name of the contest group

1. Full name of individual/team leader: Truong Thi Huong

2. Date of birth: January 12, 2004

Gender: Female

3. Ethnicity: Kinh

4. Phone number: 0326072882

5. Email: 2201371@hup.edu.vn

6. ID card number/CCCD card: 037304004120 Date of issue 05/31/2021 Place of issue: Ninh

Binh 7. Permanent address: Cau Giay,

Hanoi 8. Contact address: Cau Giay,

Hanoi 9. Current occupation: Student

10. List of group members (including group leader and members)

ST T	Full Name	Sex	Year Born	Phone number	Working people/ students	University	Current occupation	Role in the group
1	Truong Thi Pink	Female	2004	0326072882	Student of University	of Pharmacy HN	SV	Team Leader
2	Pham Bich Ngoc	Female	2004	0978053787	Student of University	of Pharmacy HN	SV Member	Member
3	Tran Thi Phuong Uyen	Female	2003	0886294089	Student of University	of Pharmacy HN	SV Member	Member

4	Tran Khanh Chi Female	2004	0947631706	Student of University of Pharmacy HN	SV Member
5	Nguyen Cam Tu Female	2004	0355519562	Student of University of Pharmacy HN	SV Member

Part 2: Commitment of the contestant group

1. Comply with the rules and regulations of the competition set forth by the Organizing Committee.
2. When participating in the contest, do not commit any illegal acts, uncivilized acts, acts contrary to Vietnamese customs and traditions, or acts that affect the image of the program.
3. The Organizing Committee has the right to retain and use the contestants' images, personal information, and projects to promote the contest.
4. Teams must comply with the program schedule. If there are important issues that prevent them from attending the sessions, they must notify the Organizing Committee 1 day in advance.
5. The Organizing Committee will notify the candidates directly or by phone according to the information (phone number, email,...) registered in the application form. In case the Organizing Committee cannot contact the candidate, the Organizing Committee has the right to disqualify the candidate from the competition.
6. In case of any incident related to the contest, the contestant must promptly notify the Organizing Committee for consideration and coordination.
In case of settlement, the Organizing Committee will not be responsible for any compensation.
7. During the competition, contestants are responsible for their own travel and other expenses.
other.
8. The information provided by the contestants to the Organizing Committee must be complete and valid. The Organizing Committee is not responsible for any incorrect information. The Organizing Committee has the right to change the contest rules as well as the training content before officially announcing the exam questions in order to bring a better experience to the contestants if necessary.
9. The Organizing Committee is not responsible for protecting the ideas and copyrights of the participating teams.
competition.
10. If a candidate suddenly stops the competition without a valid reason, he/she will be forced to pay a fine of
1,000,000 VND (One million dong).
11. If any cheating, violation or foul play is detected against another team during the competition, the contestant will be subject to a maximum fine of VND 2,000,000 (Two million VND) and other penalties related to the contestant's competition results.
12. Any disputes, complaints, or questions about the decision of the Organizing Committee, please send them to the email address:
cuocthikhoinghiempi.hup@gmail.com. The decision of the Organizing Committee will be final in all cases of disputes and complaints.
13. The decision of the Organizing Committee
in all cases is final.
14. The Organizing Committee has the right to disqualify the team if it does not comply with the above commitment.

If I do not comply with the above commitments, I will take full responsibility for the penalty according to the regulations set forth by the Organizing Committee.

ORGANIZING COMMITTEE
(Sign and print full name)

Hanoi, September 5, 2024
COMMITTED PERSON
(Sign and print full name)

Part 3: Project overview

A. PROJECT IDEA SUMMARY (present information briefly and concisely in about 1 sentence) page)

1. Main idea of the project.

The project to develop the product "AquaDio Herbal Drink" has the effect of improving health, preventing physical weakness, helping to take care of community health. Nowadays, people are more concerned about their health. In addition to medicine, functional foods and supporting products also contribute to helping people become healthier. In particular, the trend of using products of herbal origin is increasingly popular, at the same time realizing that Dioscorea is a precious medicinal herb as well as bringing significant effects. Combining the above factors, we developed the product "**AquaDio Herbal Drink**"

2. Brief description of the product/service and the project's values.

- "**AquaDio herbal drink**" has the effect of **replenishing energy, strengthening health, preventing physical weakness**, helping users improve their overall health, bringing a healthy, energetic life. Combined with other herbs to increase the effectiveness of the product. The product is produced in the form of bottled water, helping users to use it conveniently, saving time, bringing a comfortable feeling when using it instead of using pills.

- With the belief of bringing a happy and healthy life to every home, we want to bring to everyone products that help improve health, not only safe, effective, friendly but also convenient to use, reasonable price. In addition to using medicine, consumers can choose "AquaDio Herbal Drink" for daily use to support body care and improve health.

3. Why did the student/group of students come up with the idea for this product/service?

- Dioscorea, also known as Chinese yam, has long been known as a familiar food, associated with the ability to effectively fight hunger. Nowadays, **Dioscorea** (Rhizoma Dioscoreae) not only plays a role in cuisine but also becomes a valuable medicinal herb in oriental medicine. With outstanding uses, Dioscorea is used in many folk remedies to support the treatment of intestinal diseases, digestion, indigestion, diabetes, and many other health problems.

- Nowadays, the demand for human health care is increasing and with the increasing trend of using herbs, our goal is to create a product that both improves public health but is easy to use and suitable for many subjects. Based on that idea and the discovery of many wonderful uses of

Hoai Son, we came up with the idea of developing the product "AquaDio Herbal Drink"

B. MAIN CONTENT OF THE PROJECT I. OVERVIEW OF THE PROJECT IDEA - *Presented in the form of a Business Model Canvas*

PARTNER MAIN	WORK MAIN	SOLUTION VALUE	RELATIONSHIP CLIENT	SEGMENTATION CLIENT
<p>- Supply partners - schedule, raw machinery, medicinal materials, quality standards, cooperatives + Financial management Bai, Laos -</p> <p>Production: Cai...</p> <p>+ Vietnam Pharmaceutical Joint Stock Company</p> <p>- Marketing Partners: Nutritionists, KOLs, Investor -</p> <p>Factory: Center for Application of Science and Technology of Medicinal Materials - Product distribution unit</p> <p>+ Retail supermarkets, Co.opmart, Vinmart, BigC + E-commerce platforms Shopee, Lazada</p>	<p>Management activities: + Planning: detailed production machinery, medicinal materials: determining + People and of medicinal plant</p> <p>+ Human resource management in Yen</p> <p>Production: Cai...</p> <p>+ Prepare raw materials + Production: Processing, preservation</p> <p>+ Check product quality: form, function, compare standards + Bottling and</p> <p>Preservation - Business: + Marketing: Market research, product promotion, brand building + Sales: marketing and selling products +</p> <p>Distribution: Distributing products to supermarkets, agents, wholesale/retail stores, etc. and consumers + After-sales: recording feedback from customers - Product research and development: + Improve technology, new management methods to meet market needs</p>	<p>- Source of medicinal herbs, especially quality Hoai Son instructional videos, leading exercises combined with no stimulants with the product.</p> <p>Support to improve health - Build a facebook room group for nurturing from - Students and learners can share inside, from there is a long-term together - Online events / naturally solution instead of online stimulants about health immediately. Natural products help</p> <p>- Preferential packages for long-term customers, improve new physical and mental health - Activities keep gently and reassure customers + Accumulation program. points + Incentives for regular customers + Regular customer care via email</p> <p>- Convenient: easy to use and carry can form</p>	<p>- Create high quality Hoai Son instructional videos, leading exercises combined with no stimulants with the product.</p> <p>Support to improve health - Build a facebook room group for nurturing from - Students and learners can share inside, from there is a long-term together - Online events / naturally solution instead of online stimulants about health immediately. Natural products help</p> <p>- Preferential packages for long-term customers, improve new physical and mental health - Activities keep gently and reassure customers + Accumulation program. points + Incentives for regular customers + Regular customer care via email</p>	<p>- Elderly people are susceptible to weakness.</p> <p>- Office workers -</p> <p>- Children</p> <p>- People with physical weakness due to health, illness, surgery...</p>

	RESOURCES			COMMUNICATION CHANNELS	
	MAIN			NEWS AND CHANNELS DISTRIBUTION	
	<ul style="list-style-type: none">- Human resources: research team are students Pharmaceuticals in conjunction with industry leading testing experts- GMP standard production technology- Strict input medicinal materials standards and processes- Raw material source: high quality Vietnamese medicinal herbs- Capital: decide on capital sources, allocate capital sources			<ul style="list-style-type: none">- Direct<ul style="list-style-type: none">+ Official website+ Stores on e-commerce platforms: Shopee, Lazada- Indirect<ul style="list-style-type: none">+ Long Chau Pharmacy, Pharmacity, An Khang + Traditional medicine clinics + Supermarkets, convenience stores: VinMart, Co.opmart, Lotte Mart, Big C + Hapulico	
COST STRUCTURE			REVENUE STREAM		
<p>necessary to maintain the business.</p> <ul style="list-style-type: none">- Production costs: raw materials, machinery - Business costs - Labor wages - Marketing costs - Taxes, insurance			<ul style="list-style-type: none">- Revenue from main product: Herbal drinks All costs- From other products: Hoai Son cake, ...		

II. PRODUCT AND SERVICE DESCRIPTION

1. Detailed description of product/service -

"AquaDio herbal drink" is a functional food belonging to the health protection food category, - The product is extracted from

100% natural herbs, including ingredients

Part:

+ Chinese yam: Improves digestion, supports diabetes treatment, strengthens the immune system, nourishes the lungs and reduces cough,....

+ Codonopsis pilosula: Nourishes the body, strengthens the immune system, nourishes the lungs, improves digestion, and supports cardiovascular, reduce fatigue.

+ Atractylodes: Tonifies the spleen, strengthens the qi, anti-inflammatory, boosts the immune system, and calms the nerves

+ Poria: Tonifies the spleen, strengthens the qi, is diuretic, sedative, strengthens the immune system, and fights inflammation

+ Stevia: Helps lower blood pressure, diuretic and diuretic, used in diabetes, high blood pressure, urinary retention

+ Angelica: Nourishes blood, activates blood circulation, moistens bowels, regulates blood, clears terrible

+ Vitamin C and minerals: improve overall health, brighten and increase elasticity elasticity to the skin, enhancing the effectiveness of other herbal ingredients.

- **Uses:** Nourishes, strengthens health, improves muscle weakness body, aids digestion, increases blood circulation, anti-oxidant,

- **Subjects of use:** People with physical weakness are often tired, have loss of appetite, and are moderately people recovering from illness have reduced resistance, people with digestive problems, people with anemia, people with stress, anxiety, insomnia, elderly people,...

- **Contraindications:** People who are allergic to the ingredients of the product, women pregnant

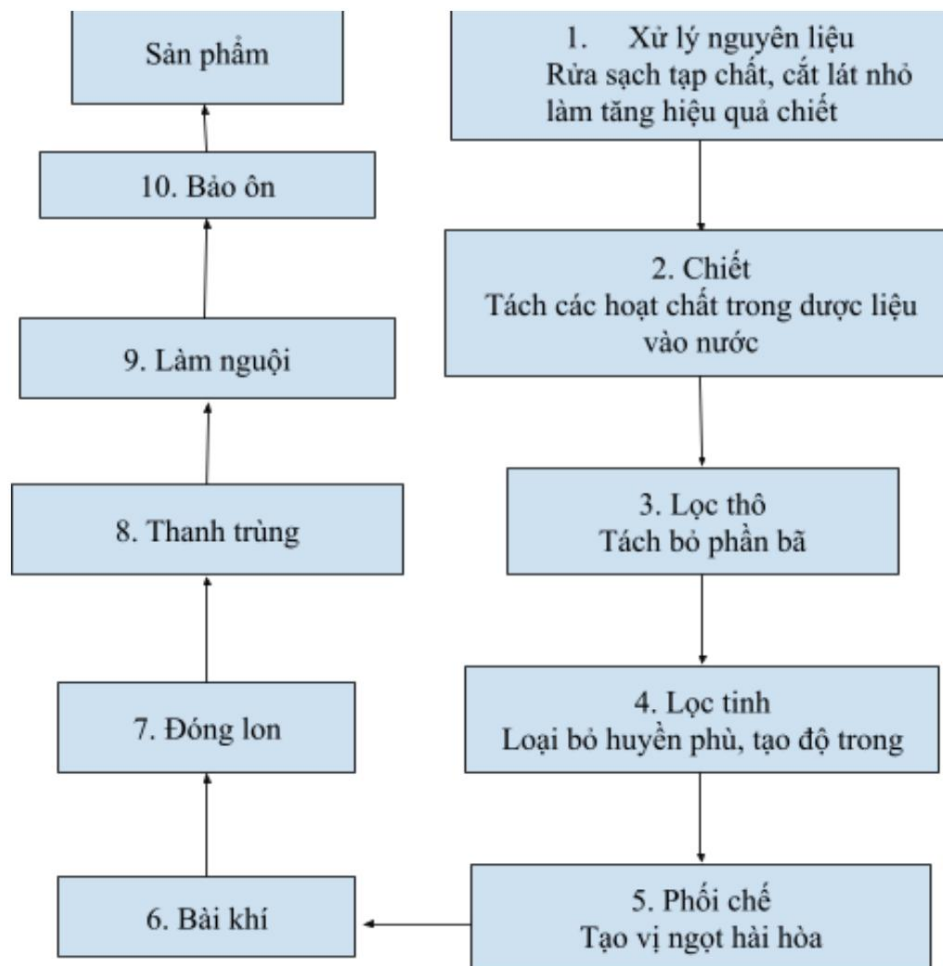
Production process:

- Supply:

STT	Medicinal herbs	Supply
1	Dioscorea	Pharmaceutical cooperative in Yen Bai
2	Codonopsis pilosula	Viet Pharmaceutical Joint Stock Company Male
3	Poria cocos	Viet Pharmaceutical Joint Stock Company Male
4	Atractylodes	Medicinal cooperative in Sapa
5	Angelica	Viet Pharmaceutical Joint Stock Company Male
6	Stevia	Viet Pharmaceutical Joint Stock Company Male

Raw materials are guaranteed to be of good quality, free of pesticides and toxic impurities. mold and harmful microorganisms.

- Steps to follow:



The final product ensures the following criteria:

- + In terms of appearance: Color, stable state, cool taste, natural light sweetness, suitable pH and humidity
- + Ensure the presence of desired active ingredients and completely eliminate toxicity
- + Meet the standards of functional food regulations stipulated in the law

Pharmaceuticals on functional foods

The product will have a diverse combination of herbs to meet the desired uses, cherishing the quintessence of those herbs to create a unique flavor for each product, the natural sweetness also comes entirely from herbs instead of using chemical sugar. Therefore, users can rest assured when choosing the product "AquaDio Herbal Drink"

The product is manufactured on a modern technological line to bring the best quality products. Each product will be produced in 350ml cans, suitable and convenient for consumers. We affirm to bring quality products, pure flavor from herbs. Say no to preservatives, chemical sugar, additives to help consumers feel secure when using.



- Product evaluation (**SWOT analysis, ...**)

+ Strengths: The product has outstanding strengths

such as: • Comprehensive health improvement effects, thereby being a long-term solution to naturally enhance alertness instead of instant stimulants. The product helps the body absorb nutrients for a long time, improving physical and mental health gently and safely. • Suitable for many

subjects • The product is derived from medicinal herbs: Low toxicity and side effects, creating trust

for consumers. • The price is suitable for the majority of customers with average income, so this product will be the optimal choice for those who want to take care of their health without worrying about the cost.

• High quality medicinal ingredients (especially Dioscorea): Grown and produced in Vietnam, so it can be selected from reputable and quality medicinal growing areas, convenient for raw material input, ensuring nutritional value and beneficial active

ingredients. + Weaknesses:

- Product is under research: continuing research to determine the ideal dosage, to ensure that the product is not only safe but also maximizes the effectiveness of each ingredient.
- Hoai Son medicinal herbs are not yet popular with consumers +

Opportunities: • The demand for medicinal products is increasingly popular, while Vietnam is a nation with many effective folk remedies that have not yet been fully exploited. Moreover, the potential for medicinal herbs throughout the country is not small. • Our goal is not only products from Hoai Son but also diversifying herbal products with a variety of uses, targeting different customer groups.

+ Challenge:

- Competitive market: Products must compete not only with synthetic pharmaceutical drugs but also with herbal products.
- Legal regulations: There may be strict regulations regarding food quality and safety that require constant updating and compliance.

2. Self-assessment of project impact -

Necessity of the project +

Product diversification, community health care: Product diversification helps consumers have more choices to take care of their family's health, helping to improve the quality of life.

+ Promote the development of our country's medicinal herbs: Develop large-scale areas for growing Dioscorea and other medicinal herbs that are suitable for our country's climate, creating income and jobs for people in the highlands. At the same time, promote research and development of medicinal varieties with high quality content, increasing productivity and quality for Vietnamese medicinal herbs.

+ Contribute to promoting the implementation of the government resolution on the Medicinal Plant Development Project associated with hunger eradication, poverty reduction, and new rural construction.

- Feasibility of the project +

Hoai Son medicinal herb with many uses, however, is only known in oriental medicine and has not been widely developed. The product helps people to access widely, improve the effectiveness of community health care, along with the production of easy-to-use and easy-to-preserve oral form.

+ Currently, the restriction of alcoholic beverages and the increase in the use of health supplements are of interest and tend to increase rapidly. The development of herbal drinks is suitable for the current market demand.

- Novelty, uniqueness and creativity of the project:
 - + Novelty: using Dioscorea as a superior ingredient in herbal drinks to fight physical weakness, combined with other herbs to maximize its effectiveness.
 - + Unique ingredients: AquaDio is a pioneer herbal drink product containing the medicinal herb Dioscorea.
 - + Convenient packaging: Currently on the market, food in pill form is having a high rate. Products produced in the form of drinks will be more convenient to use, some medicinal herbs are also absorbed better in liquid form, consumers avoid the feeling of fear of "pills".
 - + Natural sweetness: Instead of having a characteristic medicinal smell, herbal drinks bring a cool, gentle herbal flavor. In particular, using stevia in the ingredient list not only brings a natural, calorie-free sweetness, but also brings the benefits of a herb.
 - + The product is a combination of tradition and modernity. Originating from folk remedies with precious medicinal herbs in Oriental medicine combined with modern production lines, creative eye-catching packaging will bring consumers the best quality product.

III. OPPORTUNITY ANALYSIS

1. Customer segmentation, target customers

- Groups of people who need to use the product: + Elderly people (60+ years old): •
 - Characteristics: Weakened immune system, susceptible to chronic diseases, need nutritional supplements to improve overall health. Often buy directly through consultation, introduced by acquaintances. •
 - Needs: Products are easy to digest, help improve health and daily energy. High requirements for product quality.
- + Office workers: •
 - Characteristics: Sedentary lifestyle, often sitting for long periods of time, prone to stress and tired.
 - Need: The product helps improve fatigue and stress.
- + Students: •
 - Characteristics: Little interest in healthy lifestyle, reasonable eating and resting time, prone to physical weakness. • Need: Convenient product, easy to carry and use at any time to replenish energy.

- + Family and children
 - Characteristics: Interested in child nutrition and health; often consults pediatrician or nutritionist for information.
 - Need: Nutritional supplement products, supporting physical and mental development; products need to ensure safety and be quality certified.
- + People who are weakened by illness, health, or injury. •
Characteristics: Often need nutritional supplements to maintain health and improve the immune system. • Needs: Often look for natural products with few side effects side effects, safe for the body
- **Target customers** of the business: **Office workers** because this group often faces stress and fatigue due to work. They tend to look for convenient nutritional products to use during busy working days. Nutritious water from yam can meet their needs to increase energy and reduce stress.

2. Future market size

- Office workers: 15%~20% market share in total beverage products used by office workers. • This is a potential customer group. This group also has a stable income and is willing to pay for health-improving products. • How to exploit: focus on clarifying the uses as a stress-reducing solution straight, reduce fatigue, help increase productivity.
 - Elderly: 10% • Group of people who need special health care, especially natural products, safe, beneficial in the long term.
 - Exploitation method: focus on the naturalness and safety of the product, can cooperate with clinics, pharmacies to get advice from doctors, pharmacists.
 - Students: 10% market share • This is a customer group with a busy lifestyle, limited budget but high demand for energy supplements especially for stressful study periods. • Exploitation method: focus on reasonable prices and eye-catching packaging.
- Conclusion: Dioscorea nutritional water products have great potential in many customer segments, accounting for about **11% of the market share** in the future. Each segment

have their own characteristics and needs, creating opportunities for businesses to access the market, thereby having plans to expand market share, promote marketing to enhance brand awareness in the future.

3. Product competition in the market - Direct competition:

	Herbal drink AquaDio	Herbal drink of Vinaherbfoods	Cordyceps water Hector Life	RedBull Energy Drink
Effect: Improves overall health, thereby increasing overall concentration and alertness.	Support to improve health, reduce fatigue	Nourish and improve health, increase physical strength, detoxify the body, and help regulate blood sugar levels.	Provides instant energy, stimulates alertness	
Wall part main	Dioscorea	Natural herbs (leaves, roots, flowers)	Cordyceps	Taurine, caffeine, sugar
Flavor Sweet, refreshing	Delicious, easy to drink like fruit juice	The bland taste of Cordyceps	Strong sweetness, typical of energy drinks	
Average Selling Price	(25,000VND / 330ml can)	Medium high (VND 35,000 / 250ml bottle)	High (45,000VND / 100ml bottle)	Short (12,000VND / 250ml can)
Advantages	- Affordable - Supports overall health, nourishes from within, increases exercise	Affordable, mild health support	Rare cordyceps ingredients, special uses	Instant energy boost, widely available

	medium sustainable - Convenient			
Disadvantages	- Not widely available - Hoai Son is not widely known. spacious therefore difficult to convince customers about the benefits	Unclear use	High price, not suitable for daily use	Not good for health when used excessively, after the effect has ended it will cause prolonged fatigue

- Indirect competition: •

Herbal products processed in powder form • Vitamin and mineral supplements: vitamin C, B12, multivitamin tablets...

- Product highlights • Natural

ingredients: the main ingredient is yam containing many vitamins, minerals and natural antioxidants... • Convenient and easy to use: The product is in liquid form, use immediately after opening.
can lid

• High quality: processed from Vietnamese medicinal herbs to ensure quality and developed by a team of Pharmacy students • Product distribution system: widespread from pharmacies, clinics, convenience stores to online channels to ensure consumers always buy genuine products • Average price is suitable for product quality - Competitive advantage

of the product • Exclusivity of ingredients: Dioscorea is rarely used in nutritional drinks, creating a prominent

difference • Natural and pleasant flavor: thanks to the perfect combination of ingredients that bring an easy-to-drink flavor and a completely natural sweetness • Suitable for many diverse customer groups such as: office workers,

students, elderly people...

• Products are constantly being innovated, developed, researched, and upgraded to increasingly perfect quality.

IV. BUSINESS PLAN 1. Marketing-Mix**Strategy (4P-Product, Price, Place, Promotion)**

Product	Price
<p>Product name: AquaDio herbal drink - Registered as a functional food belonging to the health protection food category</p> <p>- Product effects: Nourish the body, strengthen the immune system, improve physical weakness. Support digestion, increase blood circulation, anti-oxidation - Core value of the product: Improve overall health, thereby helping to improve concentration and alertness sustainably.</p> <p>=> Target customers are office workers, students, etc. There is a solution for a healthy beverage product that also helps regain alertness and focus on work - The product's benefits are maximized when used daily, it takes time to see the most obvious effects - Product packaging: 350ml can, eye-catching design, convenient for users to carry and use - Advantages of the product compared to competitors already on the market:</p> <p>+ Hoai Son ingredient: raw material with many good uses at a low price but has not been applied in production.</p> <p>=> Make a difference in the herbal drink market + Product price is mid-range, affordable along with quality => suitable for the budget of office workers, students,.. spent on a beverage product</p>	<p>- Price: 25,000 VND/can, combo price of 6 cans: 139,000 VND</p> <p>- In the initial launch phase, apply a buy 1 get 1 free program to increase attention and brand recognition.</p> <p>- Sale days have discount programs or free Hoai Son cakes on both offline and online channels.</p> <p>- Create combos for customers to buy more</p> <p>- With the online channel on the shop's official website: users who register as members and buy in large quantities or many times will have preferential price policies.</p>

<i>Place</i>	<i>Promotion</i>
<p>- Initial phase (first 6 months): Focus on e-commerce channels and retail channels, B2B channels +</p> <p>Official website: Build a website with full products, functions, and reviews from old customers. Combine the use of SEO tools, Google Ads to increase traffic and conversion rate on website</p> <p>+ E-commerce channels: Shopee, Lazada: Set up genuine booths, combine discounts when buying combos, double days. Ensure fast delivery, dedicated customer care to bring a smooth experience. but</p> <p>+ B2B channel: Contact the HR department of companies to create health care seminars, introducing products and providing products as gifts. Place products in visible locations in the company canteen + Retail channels are convenience stores (CircleK, Ministop ...): Place products in prominent locations, near the beverage and fast food areas. Combine product testing counters for customers to experience -</p> <p>Next stage: Expand to large supermarket systems and wholesale channels</p> <p>+ Supermarket channels: BigC, WinMart, Lotte Mart: Prioritize placing in visible areas such as beverage and functional food areas</p>	<p>- Online advertising strategy + Cooperate with nutritionists, health experts, KOLs to build trust and spread the message "Natural energy source creates sustainable health" about the product.</p> <p>+ Use Google Ads and Facebook Ads to target potential customer audiences</p> <p>=> Mainly aimed at office workers</p> <p>- Direct advertising: + Set up product testing booths at supermarkets, natural product workshops, and pharmacies so customers can experience the product on the spot.</p> <p>+ Cooperate with the company to open health consultation seminars combined with product introduction.</p> <p>- Public Relations: + Create your own community: Create a group Facebook for everyone to share experiences + Open booths at events and natural product fairs + Create blogs to share useful knowledge such as "How to maintain energy throughout the day", "Benefits of nutritional water from yam for office workers".</p> <p>- Content to convey: Natural energy sources create sustainable health</p> <p>"As a product completely from pure nature, we aspire to bring users a</p>

<p>Organize promotional programs, give away products during the first sales rounds + Pharmacies:</p> <p>Pharmacy, Long Chau, An Khang, retail pharmacies in residential areas: Order products at large pharmacies, with advice from pharmacists or traditional medicine experts to create trust for customers.</p>	<p>sustainable, abundant, long-term health</p> <p>Instead of relying on temporary energy drinks that can cause more or less harm to the body, our products help nourish the body from within, soothe prolonged fatigue, and are ready to be a dedicated friend to support users on every journey."</p>
--	--

2. Communication, advertising, PR plan

- Target customer profile +

Customer profile: Female, aged 30-50 in big cities, office workers in high-pressure industries: IT, banking, sales... Average to high income. Often tired in the early morning and late afternoon, experiencing neck and back pain, headaches, and prolonged insomnia due to work pressure and lack of rest time.

+ Customer behavior: Busy lifestyle, little time to take care of themselves, often have to travel or work long hours; care about convenience in consumption. Often search for information through social networking sites such as Google, Youtube, Tiktok, Facebook and are aware of the harmful effects of pharmaceutical products, willing to pay for products with clear origin and effectiveness =>

Customer insight: • Maintain energy

throughout the working day • Safe nutritional

supplements create abundant health • Relaxed spirit; reduce stress, improve sleep

Key message: Natural energy source creates sustainable

health Meaning: As a product completely from pure nature, we aspire to bring users sustainable, abundant, long-term health. Instead of relying on temporary energy-stimulating drinks that can cause more or less harm to the body, our products help nourish the body from within, soothe prolonged fatigue, and are ready to be a dedicated friend to support users on every journey.

- Communication goals

- + Improve sales, increase traffic to sales pages
- + Products are more widely known, reaching more potential customers power
- + Build a popular and trustworthy brand image in the eyes of consumers

- Communication strategy (first 18 months of product launch)

Time	Purpose	Media Details		Specific goals	Expense
		Method	Content		
1 month	Survey Customer feedback product information	Funding for health care programs	Introduce products, give customers products and get feedback	- Sold over 100 products on e-commerce platform Received feedback from over 100 customers to correct shortcomings - Reach: tiktok channel reached 1000 followers, facebook page had over 2000 likes and 1000 followers	3 million for physical items (equivalent to over 100 products) product)
		Create an official business website	Website: Introduce business, products, uses and reviews from previous customers.		- Domain name, hosting, maintenance and update: 4 million/year - Web design: 7 million
		Build social media channels: facebook, tiktok	Create content about current health status, healthy lifestyle, product introduction		Free of charge

		Penetrate e-commerce platforms: tiktok, shopee, lazada, sendo,...	Livestream sales,...		Commission fee: 5% of selling price + advertising fee to reach 1000 people: 625,000 VND
3 months - 6 months	Increase brand awareness and customer engagement	Develop content, expand categories of business website	-Web: enable customer comments, highlight good feedback, create blog posts about health	- Sold more than 1000 products in the first 3 months; over 3000 products 3 months product according to - Reached over 10,000 people on all social media sites - Over 5,000 people interested in the product	Domain name, hosting, maintenance and update: 4 million/year - Web design: 7 million
		Facebook ads and Google ads	- Run ads on Google and Facebook reach target customers		150k/day reach 1000-2000 people
		Continue building social media channels	- Increase content creation, minigames, giveaways (game content related to the product, requiring customers to know about it or have to search for it)		Hire content creators and writers content: 3 million/month

			product information -> give away trending products with company logo)		
		E-commerce platform Shopee, Tiktok, Lazada, Sendo	<ul style="list-style-type: none"> - Livestream sales - Loyalty program: with <p>Customers who have purchased more than 3 bottles of AquaDio water and have positive reviews for the product will receive buy 1 get 1 free on their next purchase.</p>		<p>Commission fee: 5% of selling price + advertising fee to reach 1000 people: 5 million (for 4000 products/6 months) + 2 million 500 thousand = 7 million 500 thousand</p>
one year	Building a strong brand and sustainable development	Online media	<ul style="list-style-type: none"> - Continue to develop on the above channels - Book KOC PR for the product - Expand advertising on television, newspapers, and other social networks - Create a community of people interested in improving 	<ul style="list-style-type: none"> - Reach over 20,000 people - Get 10,000 people interested in the product - Have a loyal customer base - Sell over 10,000 products 	<ul style="list-style-type: none"> - Build and maintain Web: 10 million - Book KOC: 10-20 million - Run ads: 8 million (150k/day and run 50 days/year) Total: 36 million/year

			comprehensive health, nourish health from the inside inside, know the harmful effects of abusing drinks containing stimulants, healthy lifestyle		
		Media offline	<ul style="list-style-type: none"> - Place digital posters in company elevators and common areas - Organize product events (organize workshops, participants complete all steps to follow the business's social media channels and receive event gifts) - Sponsorship of sports events such as marathons 	<ul style="list-style-type: none"> - Accessible over 700 employees in companies - Over 500 participants - 6000 people know the product - 5000 people know the brand - Sold over 10,000 products 	<ul style="list-style-type: none"> - Order 40 Digital posters in 2 months: 45 million - Event organization: 2 large events (100 people) and small events: 40 million Total: 85 million

- The following years
+ Online media

- **Social Marketing:** Create attractive content on social networking platforms such as Facebook, Tiktok, Youtube: use videos to introduce, feedback from users, uses of cassava, mini-games or giveaways, create training instruction videos combined with product usage
- **Influencer Marketing:** Partner with medical professionals, pharmacists, or health KOLs to introduce products to a larger audience.
- **Online advertising:** Use Google Ads and Facebook Ads to run ads targeting office workers.

+ **Offline communication**

- **Organize health consultation sessions** at companies and universities product introduction and experience
- **Brochures and leaflets:** at convenient locations such as gas stations, bus stations, pharmacies, medical centers, etc.
- **Articles in health magazines:** In-depth articles on the benefits of yam, scientific research and product introductions

3. Resources

- **Human resources +**

Pharmacists and traditional medicine experts: Experts understand the uses of yam and other herbal ingredients, ensuring product safety and effectiveness.

+ **Quality control specialist:** Ensure products meet standards on quality, food safety and hygiene.

+ **Marketing and sales team:** Responsible for building marketing strategies, promoting products to the right customers, and managing distribution channels.

- **Financial resources +**

Initial investment capital: To purchase raw materials, product research and development costs, as well as marketing and distribution costs.

Cost for 20,000 products in 1 year

STT	Item	Expense
-----	------	---------

1	Production cost	Ingredient	30,000,000
		Factory	40,000,000
		Packaging + Labeling	60,000,000
		Warehouse	12,000,000
2	Product research and development costs		50,000,000
3	Marketing and distribution costs		130,000,000
4	Management costs		75,000,000

+ Working capital: Risk reserve: 50,000,000

- Material resources

+ Factory: Center for application of standard medicinal science and technology
GMP

+ Input materials: Chinese yam and other herbal ingredients

High medicinal properties, clear input standards, ensuring stable supply
fixed and long term.

- Technology resources

+ Extraction and preservation technology: Ensures maximum retention of nutrients
Nutritional value of yam and other ingredients in the process
manufacture.

+ Quality management and monitoring system: Applying technology to monitor
Monitor and control product quality from input materials
until the product is complete.

4. Product development strategy

- After launching the herbal drink product to fight physical weakness, the campaign

The development strategy will focus on market expansion, research and development.
development, and increase product awareness. Here are the specific strategic steps:

- Market development: After developing in the domestic market, the team will find
seek export opportunities to foreign markets, especially domestic countries
Asia, where herbs and traditional medicine are popular.

- Research and development: After having a number of customers using the product, the team will collect feedback from users to better understand the product experience, from there continuously research to improve the formula, increase effectiveness and expand the complementary product lines.
- Connect with research institutes and universities to conduct further research on product effectiveness, thereby enhancing reputation and reliability. At the same time, build partnerships with health food chains, clinics, and medical organizations to bring products to consumers more widely.

VI. POTENTIAL RESULTS OF THE PROJECT

1. In the next year -

Goal: Successfully launch herbal drinks to fight physical weakness and reach potential consumer markets - Expected success: Increase brand awareness for the product, create stable sales, account for 2% of the total market share. Create momentum for the launch of the next products 2. In the next 5 years - Goal:

Successfully launch

a set of 5 herbal drinks and become a trusted brand in the field of health care from natural products - Expected success: Build a nationwide distribution system, have the opportunity to enter the international market, especially countries that favor medicinal herbs 3. In the next 10 years - Goal: Launch more herbal drink product

sets towards

comprehensive community health care. Continue to expand the market to many countries around the world, building a prestigious and quality herbal drink brand.

- Expected success: Gain widespread recognition worldwide. Make positive contributions to the medical community, become a symbol of the combination of traditional medicine and modern medicine.