

Course
Start Up 2023 USTH

Student

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1. Overview

We intended to take diners on an excursion through their childhood memories, where their creativity still exists, and were inspired by the children's movies *Ratatouille* and *The Chocolate Factory*. The focus of molecular gastronomy is on the mechanisms of transformation that take place throughout residential and restaurant cooking procedures. On the basis of the chemistry and physics that influence culinary activities, it aims to provide new insights.

Molecular gastronomy is a scientific discipline within the culinary arts that involves preparing food in a way that highlights the physical and chemical reactions between different food ingredients. This discipline of modernist cuisine encourages chefs to experiment with avant-garde flavor combinations and food presentation methods. Popular molecular gastronomy cooking techniques include the gelification of a purée or turning a liquid into foam.

Ratatouille is not only merely a dining establishment—it's journey into the realm of molecular gastronomy. In order to create meals that are not only aesthetically spectacular but also flavorful and thought-provoking, we employ an innovative approach to cooking that focuses on discovering new possibilities, experimenting with flavors and textures, and utilizing new ingredients. Our menu offers a variety of recipes that use spherification, foams, and gels, as well as ingredients that could surprise and satisfy your palette. To provide exceptional culinary experiences, our experienced chefs and food scientists are continuously experimenting with novel techniques and ingredients.

2. Plans

2.1 Strategic Plan

2.1.1 Vision

- Bring joy and satisfaction to customers with delicious food with novel flavors and great experiences. At the same time, we want traditional Vietnamese dishes prepared with modern techniques to be widely accessible to everyone to contribute to the development of Vietnamese cuisine as well as the whole world.
- Become one of the pioneer and leading restaurants in molecular cuisine in Vietnam with quality dishes and unique experiences.

2.1.2 Mission

Ratatouille is a molecular restaurant that specializes in serving traditional Vietnamese dishes by applying scientific theories to cooking methods, creating a strong impact on the molecular structure of the food. Each material. All diners who are food enthusiasts, especially those who want to experience a fresh and distinctive sense in gastronomy, are the audience we wish to reach. Diners will be offered enticing food with good nutritional values when they visit the restaurant. Also, the presentation of the food will be prioritized by the skilled chefs' magical hands to heighten their allure. We always take attention of every detail, starting with crafting a menu that contains nourishing, healthy, and delectable foods, in order to delight our guests and provide them with the greatest experience in keeping with the trend toward professional service, exquisite flavor. With such rigorous dedication, we anticipate making a sizable profit and gaining widespread recognition. We hope to become one of Vietnam's most popular restaurants by fusing ancient cooking methods with contemporary ones and to get greater worldwide recognition. Lastly, in order to accomplish that success, we constantly foster our workers' creativity in a professional work environment, provide them with possibilities to improve in their careers, and strengthen the reputation we establish.

2.1.3 Core values

- Innovation: At Ratatouille, we believe in constantly pushing the boundaries of traditional cooking by experimenting with new techniques and ingredients to create innovative dishes that surprise and delight our guests.
- Creativity: We believe that food is not just about nourishment, but also about creativity and self-expression. Our chefs and food scientists are encouraged to explore their creativity and experiment with new ideas to create unique and memorable dishes.
- Excellence: We are committed to delivering the highest quality dining experience to our guests, from the presentation of the dishes to the service we provide. We strive for excellence in every aspect of our business, from the ingredients we use to the way we treat our guests.

2.1.4 SWOT

<u>Strength:</u> <ul style="list-style-type: none">+ Provide high quality products for customers+ Good nutritious foods+ Bring a unique and innovative approach to cooking, with a focus on molecular gastronomy to Viet Nam's customers	<u>Weakness:</u> <ul style="list-style-type: none">+ Hard to reach to many customers because it's too new to Viet Nam+ High prices for middle-income people in VietNam+ Limited appeal to a mainstream audience, as some diners may be intimidated by the unfamiliar
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<ul style="list-style-type: none"> + Expertise and experience in the field of molecular gastronomy, with a team of skilled chefs and food scientists + Dedicated and passionate team of employees who are committed to providing exceptional customer service. 	<p>techniques and ingredients used in molecular gastronomy</p> <ul style="list-style-type: none"> + Limited menu options due to the time and effort required to create each dish + Potential difficulty in sourcing certain ingredients, as some may be rare or not readily available in the local area.
<p><u>Opportunities:</u></p> <ul style="list-style-type: none"> + Consumers will be curious about the product because it has been enjoyed internationally and is now being brought back to Vietnam + Growing interest in unique and innovative - culinary experiences among consumers + Expansion into new markets or locations, potentially through partnerships with other businesses or franchises + Opportunities to collaborate with local suppliers and other businesses to promote sustainable practices 	<p><u>Threats:</u></p> <ul style="list-style-type: none"> + Other rivals who can see the potential of the product will find ways to produce and sell it cheaper + Competition from other high-end restaurants and fine dining establishments + Fluctuations in the cost and availability of specialized ingredients required for molecular gastronomy + Challenges associated with maintaining consistency in the quality of dishes due to the complexity of molecular gastronomy techniques.

2.1.5 PESTEL

Political analysis:

Vietnam has a stable political environment with a socialist-oriented market economy, which is largely influenced by the Communist Party of Vietnam. This political stability provides a favorable environment for businesses to operate in, with the government implementing economic reforms to encourage foreign investment. As a local molecular gastronomy restaurant, Ratatouille is likely to benefit from the government's efforts to promote the development of the tourism and hospitality industries. However, there are still some bureaucratic procedures that can be time-consuming and costly, especially for small businesses. Additionally, there may be some regulations related to food safety and hygiene that need to be complied with. Overall, the political factors in Vietnam are generally favorable for Ratatouille as a local molecular gastronomy restaurant, but there are still some challenges that need to be considered.

Economic analysis:

Ratatouille is located in Hanoi, one of the largest and most vibrant cities in Vietnam. As the country's economy continues to grow, Hanoi is attracting increasing amounts of investment, both domestic and foreign. The city is home to a large and growing middle class, which presents an opportunity for Ratatouille to tap into a market of consumers who are willing to pay for high-quality and unique dining experiences. However, inflation and fluctuating currency exchange rates can impact the cost of ingredients, which could potentially impact the restaurant's profitability. The cost of living in urban areas like Hanoi is also relatively high, which can impact the cost of labor and rental fees. Nevertheless, overall, the economic environment in Vietnam, and Hanoi in particular, presents a positive outlook for Ratatouille.

Socio-cultural analysis:

Vietnam has a rich and diverse food culture, with a strong emphasis on fresh ingredients, bold flavors, and communal dining. As a local molecular gastronomy restaurant, Ratatouille will need to be sensitive to these cultural nuances and adapt its menu and dining experience accordingly. For example, while molecular gastronomy may be a new and exciting concept for some Vietnamese diners, others may prefer more traditional dishes. The restaurant will need to strike a balance between innovation and tradition to appeal to a wide range of customers. Additionally, Vietnam is a highly social society, and dining out is often seen as a way to connect with friends and family. Ratatouille can leverage this cultural aspect by creating a warm and inviting dining environment that encourages socializing and sharing dishes. However, the restaurant may also face challenges related to social norms and expectations around dining. For example, Vietnamese diners may have different preferences around portion sizes and sharing of dishes compared to Western diners. It will be important for Ratatouille to understand and adapt to these cultural differences to provide a comfortable and enjoyable dining experience for all customers. Overall, Ratatouille can benefit from tapping into Vietnam's rich food culture and social norms, while also being sensitive to cultural differences and adapting its approach accordingly.

Technological analysis:

Although Ratatouille does not provide delivery services and only offers in-house dining and catering, technology still plays a vital role in optimizing the restaurant's operations and providing a seamless experience for customers. For example, the use of digital systems for reservations and payment processing can help streamline the dining experience, reducing wait times and improving customer satisfaction. Additionally, technology can be leveraged to enhance the quality of the catering service, such as using temperature-controlled containers to ensure food is delivered at the appropriate temperature. However, Ratatouille's lack of delivery services could be a disadvantage in a market where food delivery is increasingly popular. The restaurant may need to consider offering delivery services in the future to remain competitive. Overall, while technology presents both opportunities and challenges for Ratatouille, the restaurant can

still benefit from leveraging technology to optimize its operations and provide an excellent dining and catering experience for customers.

Environmental analysis:

Vietnam faces a number of environmental challenges that could impact Ratatouille's operations. Air pollution is a significant issue in many cities, including Hanoi, and may affect the dining experience for customers who prefer outdoor seating. Additionally, climate change could impact the availability and quality of certain ingredients used in the restaurant's molecular gastronomy dishes. The restaurant may need to source alternative ingredients or adjust its menu based on these changes. Ratatouille can also take steps to minimize its environmental impact by using locally sourced, sustainable ingredients, reducing food waste, and implementing eco-friendly practices in its operations. Vietnam's government is also placing increasing emphasis on environmental protection, which may result in new regulations or incentives that could affect Ratatouille's business. The restaurant can stay ahead of these changes by keeping up-to-date on environmental policies and incorporating sustainability into its business strategy. Overall, Ratatouille will need to navigate Vietnam's environmental challenges and opportunities to provide a unique and sustainable dining experience for its customers.

Legal analysis:

Ratatouille must also consider the legal framework in Vietnam to ensure compliance with regulations and avoid any legal issues. The restaurant will need to obtain the necessary licenses and permits to operate its business, including food safety and hygiene certifications. There are also regulations related to labor and employment, such as minimum wage and working hour requirements. The restaurant will need to adhere to these regulations and provide a safe and fair working environment for its employees. Additionally, intellectual property rights are important in the culinary industry, and Ratatouille will need to ensure that its unique molecular gastronomy techniques and recipes are protected. The restaurant may also need to comply with tax regulations and maintain accurate financial records. Staying up-to-date on changes to the legal landscape in Vietnam will be crucial for Ratatouille's success and longevity.

2.1.6 Target customer

2.1.6.1 Demographic

Gender : All gender

Age: 25 - 45

Income: 30 - 100 million VND

2.1.6.2 Goals

Achieve efficient business growth.

Achieve customer acceptance and satisfaction.

Enhance the customer experience to compete with other restaurants.

2.1.6.3 Problems

Difficult to reach many customers.

High prices for middle-income people in Vietnam.

High investment cost.

2.2 Marketing Plan

2.2.1 4Ps marketing mix (Products, price, place, promotion)

Product:

Ratatouille offers a wide variety of dishes from all over the world, with a particular focus on Vietnamese cuisine. The menu includes traditional Vietnamese dishes such as pho and banh mi, as well as international options like pizza and pasta. The ingredients used are fresh and locally sourced, ensuring the quality and authenticity of the dishes. The restaurant also offers vegetarian and vegan options to cater to different dietary requirements.

Price:

Ratatouille aims to offer high-quality food at reasonable prices. The pricing strategy is competitive with similar restaurants in the area, with menu items ranging from mid to high-range prices. However, the restaurant may offer occasional promotions and discounts to attract more customers.

Place:

Ratatouille is located in Hoan Kiem district - a busy area of Hanoi, easily accessible by public transportation and within walking distance of many popular tourist attractions. The restaurant's interior is designed to create a cozy and inviting atmosphere, with comfortable seating and a warm color scheme.

Promotion:

Ratatouille's promotion strategy is focused on digital marketing and word-of-mouth advertising. The restaurant maintains an active presence on social media platforms,

such as Facebook and Instagram, to showcase its dishes and engage with customers. The restaurant may also collaborate with popular food bloggers and influencers to attract more customers. Additionally, the restaurant may offer loyalty programs and discounts to repeat customers.

3. Operational plan

3.1 Input

3.1.1 Raw materials

Daily ingredients used to prepare 30 set menu:

No	Materials	Suppliers	Unit	Quantity	Price per unit (VND)	Total (VND)
1	Fresh vegetable, herbs, and fruits	Tran Hung Fresh Food Co., Ltd.	kg	45	150000	6750000
2	Fresh meat, seafood, and poultry		kg	30	800000	24000000
3	Wine	Rượu Nga Hoàng	bottle	15	700000	10500000
4	Craft beer	Thom Brewery	bottle	15	80000	1200000
5	Tea and Coffee	Plateau Tea and Coffee	kg	1	300000	300000
6	Soft drinks	Hoang Lan store	case (6 cans/bottles each)	4	70000	280000
7	Seasonings	Masan Group Corporation	kg	1.2	200000	240000
8	Cooking oil	Vocarimex	L	2.5	60000	150000
9	Grains, seeds, and nuts	SFOOD IMEX Co., Ltd	kg	20	100000	2000000
10	Dairy	TH True Milk	kg	10	348000	3480000

	products					
11	Eggs	Tran Hung Fresh Food Co., Ltd.	dozen	5	15000	75000
12	Chemicals	Vinh Nam Anh Co., Ltd	kg	0.3	1000000	300000
Total per month						49275000

3.1.2 Equipment

No	Equipment	Supplier	Unit	Quantity	Price per unit (VND)	Total (VND)
1	Restaurant and kitchen furniture	Tu Gia Furniture	m2	240	1650000	366094000
2	Decorations		m2	240		40000000
3	Air conditioners	Panasonic	Unit	6	5000000	30000000
4	Cameras	CellphoneS	Unit	4	600000	2400000
5	Computers	CellphoneS	Unit	1	8000000	8000000
6	Printers	Dien may xanh	Unit	1	1500000	1500000
7	Cleaning supplies	Karcher Store Hanoi	Set	5	200000	1000000
8	Uniforms	Dony Clothing Factory	Set	32	100000	3200000
9	Serving ware	WEBstaurant Store, LLC	Set	50	100000	5000000
10	Freezers and refrigerators	Panasonic	Unit	2	15000000	30000000
11	Storage containers	IKEA Hanoi	Unit	5	4000000	20000000
12	Cooking tools	WEBstaurant Store, LLC	Set	1	18000000	18000000
13	Ovens and stoves		Set	1	15000000	15000000

14	Cream Charger		Box	1	606000	606000
15	Sous vide machine	Anova	Set	1	14500000	14500000
	Distiller	Girovap	Set	1	20000000	20000000
	Pacojet	Kitchen Art	Unit	1	50000000	50000000
	Vacuum Chamber Sealer	Kitchen Art	Unit	1	10000000	10000000
	Immersion Circulator	Chef's Kitchen	Unit	1	3000000	3000000
	Freeze dryer	Labconco	Unit	1	30000000	30000000
	Nitrogen tank	Linde	Unit	1	3000000	3000000
	Centrifuge machine	Eppendorf	Unit	1	20000000	20000000
Total per year						691300000

3.1.3 Human resources

We recruit full-time employees for all positions, with the exception of assistant cooks, cashiers, waiters, waitresses, and receptionists which also have part-time employees.

3.1.4 Location

We are renting a three-floored building at 51 Ly Thuong Kiet street, Tran Hung Dao ward, Hoan Kiem district, Hanoi. It is near Hoan Kiem lake, Hanoi's center of tourism. In the restaurant, we arrange the furniture and decorations so that our customers can have an elegant, exquisite, and relaxing experience whenever they dine here. The rent is 70,000,000 VND per month and is to be paid once every 6 months.

3.1.5 Utility

We expect to use electricity and water in the restaurant for 16,500,000 VND. We also have a Wi-Fi fee of 500,000 VND per month.

3.1.6 Capital

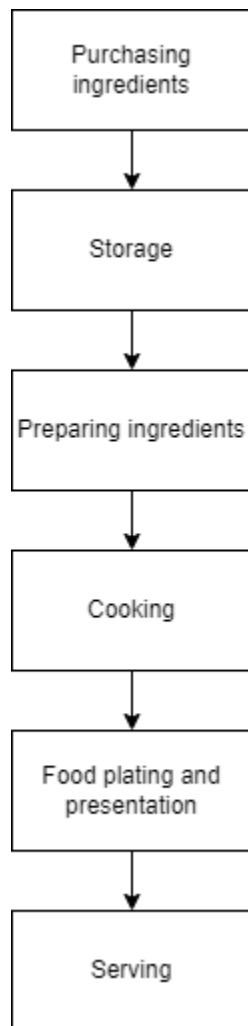
To commence business operations, we require a cash investment of 2,000,000,000 VND from Ms.Dong Thu Hien, Ms.Pham Minh Ngoc, Ms.Kieu Khanh Huyen, Ms.Bui Minh Thu and Mr.Ha Trung Tin.

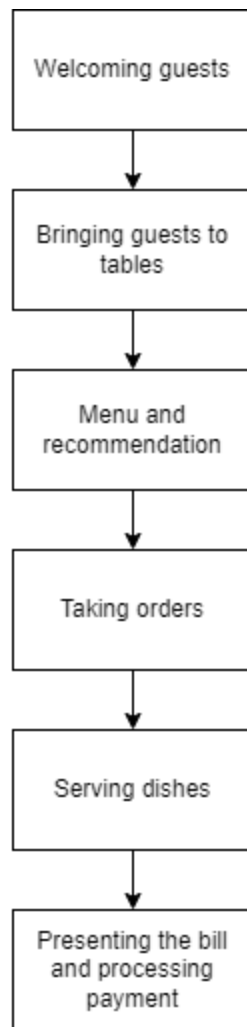
3.2 Activities

3.2.1 Working hours

- Tuesday - Saturday: 18:00 - 20:00 (closed on Monday & Sunday)

3.2.2 Working process





3.3 Output

3.3.1 Products and services

- Our menu:

Oyster	•	Guava
Snow Crab	•	Chorizo
Amaebi	•	Pomelo
Carabineros	•	Tomyum
Foie Gras	•	Lime leaf
Mussel	•	Coconut
Sweetbread	•	Coriander
Tamarind	•	Cinnamon
Pho	•	Herb
Scallop	•	Scallion
Toothfish	•	Lemongrass
Black tiger prawn	•	Sawtooth
Yogurt	•	Balsamic
Iberico	•	Pineapple
Black Garlic	•	Ant
Beef	•	Sunflower
Sweet potato	•	Brown butter
Miso	•	Basil
Rice	•	Passion fruit
Lychee	•	Soursop
2150		
Beer pairing	•	500 * 750
Juice pairing	•	360
Acqua Panna/ San Pellegrino (250/ 500/ 750ml)	•	80/ 100/ 110
Tea/ Coffee	•	30/50

Output		Price
No	Name	
1	Set menu	2125000 VND
2	Cooking performance	Free
3	Customer service during dining	8% of set menu

3.3.2 Layout

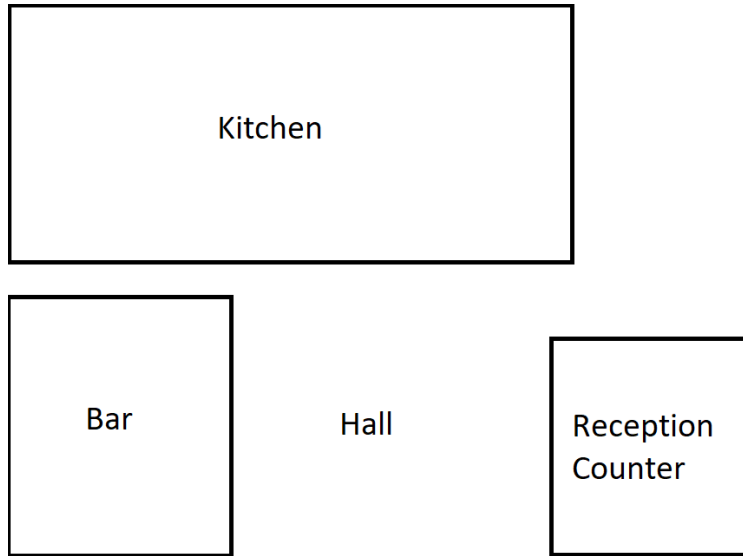


Figure : First floor of restaurant

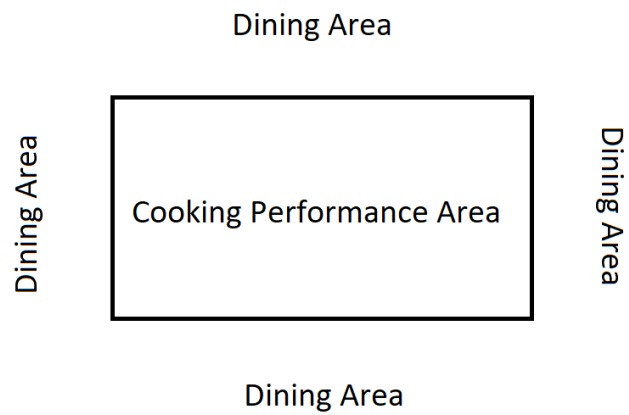


Figure : Second floor of restaurant

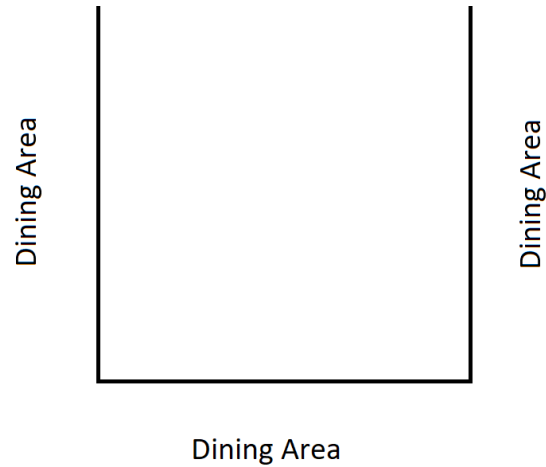


Figure : Third floor of restaurant

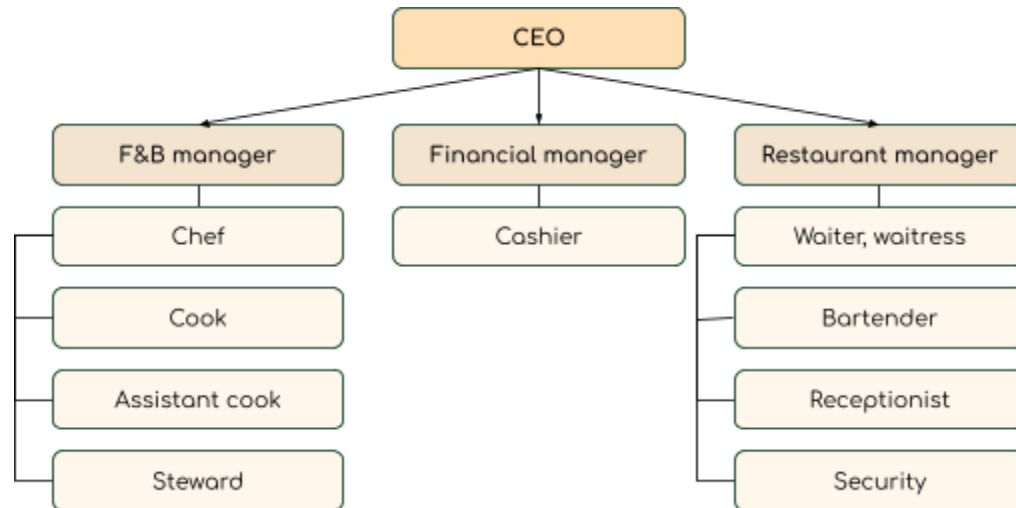
4. HR plan

- Job analysis
- HR planning
- Recruitment and selection
- Training and development
- Performance appraisal
- Compensation
- Employees relationship management

An example of a job analysis-based form would be one that lists the job's tasks or behaviors and specifies the expected performance level for each. The role of job analysis is crucial here.

4.1 Job analysis and HR Planning

4.1.1 Operational Structure



4.1.2 Job description

No.	Position	Job description
1	Chief Executive Officer (CEO)	<ul style="list-style-type: none">- Manage the company's resources and overall operations, make key company decisions, and communicate with the board of directors, management, and operations teams.- Registering legal documents for product circulation and business activities
2	F&B manager	<ul style="list-style-type: none">- Manage all F&B and daily operations according to budget guidelines and to the highest standards- Maintain excellent levels of internal and external customer service- Design special menus, purchase merchandise and continuously make necessary improvements.- Identify customer needs and proactively respond to all of their concerns.- Lead the F&B team by attracting, recruiting, training and evaluating talented personnel.- Establish goals, KPIs, schedules, policies and procedures.- Provides two-way communication and fosters an ownership environment with an emphasis on motivation and teamwork.- Comply with all health and safety regulations.

		<ul style="list-style-type: none"> - Report to CEO on sales results and productivity.
3	Financial manager	<ul style="list-style-type: none"> - To implement financial controls in the businesses which prevent misuse and misappropriation of funds or assets and inefficient cost control. - Serve as a key member of the senior management team to develop operational and strategic business plans, forecasts and feasibility studies. - Preparation of reports daily, weekly and monthly which include but are not limited to sales analysis, food and beverages cost reports, monthly management accounts. - Preparation of annual budgets per business unit with quarterly updated rolling forecasts. - Preparation and presentation of monthly Business Review Pack (BUR). - Daily cash flow monitoring and management which includes the management of payables. - Identify areas for cost cutting and/or revenue improvement. - Risk management of assets, currency, credit and liquidity. - Serve as advisor to key management regarding strategic projects and operational requirements. - Make a statistical table, pay monthly salary for all restaurant staff.
4	Restaurant manager	<ul style="list-style-type: none"> - Ensuring incoming staff complies with company policy - Training staff to follow restaurant procedures - Maintaining safety and food quality standards - Keeping customers happy and handling complaints - Organizing schedules - Keeping track of employees' hours - Recording payroll data - Ordering food, linens, gloves and other supplies while staying within budget limitations - Supervising daily shift operations - Ensuring all end of day cash outs are correctly completed - Coordinating daily front- and back-of-house restaurant operations - Controlling operational costs and identifying ways to cut waste - Appraising staff performance - Interviewing/recruiting new employees - Interacting with guests to get feedback on product quality and service levels
5	Chef	<ul style="list-style-type: none"> - Organize the kitchen with cooking utensils and

		<p>equipment, like knives, pans, and kitchen scales</p> <ul style="list-style-type: none"> - Research each recipe and collect all the necessary ingredients - Allocate work to kitchen staff - Notify wait staff about daily specials - Guaranteed attractive dish presentation - Supervising cook and assistant cook when needed. - Slightly change recipes to meet the needs and requirements of customers. - Monitor stock and order, check the freshness of food, and discard out of date items. - Experiment with recipes and suggest new ingredients. - Ensure compliance with all health and safety regulations in the kitchen area. - Directly show off cooking skills in the restaurant's open kitchen space, interacting with diners.
6	Cook	<ul style="list-style-type: none"> - Plan, prepare and cook dishes according to the chef's instructions to ensure the highest quality of service and experience for guests. - Directly show off their cooking skills in the restaurant's open kitchen space, interacting with diners. - Keep the kitchen organized and running efficiently. - They ensure proper food handling, hygiene and compliance with food storage procedures.
7	Assistant cook	<ul style="list-style-type: none"> - Wash and clean kitchen and food preparation areas. - Prepare ingredients for food, drinks and cocktails; Try new dishes and plan the menu. - Empty trash, wash bins and disinfect the entire kitchen to meet health and safety standards. - Maintain kitchen inventory, buy and store ingredients, and clean out the fridge.
8	Steward	<ul style="list-style-type: none"> - Ensure the cleanliness of the food preparation area, the kitchen and utensils such as bowls, plates, etc. within the assigned work area.
9	Casher	<ul style="list-style-type: none"> - Make payments to diners. - Responsible for checking the day's revenue at the end of the shift for the next shift cashier and checking the whole day's revenue at the end of the day (for the last shift cashier). - Support and handle problems arising during the shift. - Clean work area.

10	Waiter, waitress	<ul style="list-style-type: none"> - Greeting and seating guests, taking guest orders, and communicating them effectively to the kitchen - Memorize the menu and make suggestions for selling more appetizers, desserts or drinks. - Serve and bring food to the table for diners. - Sanitize and clean the service area after diners finish using the service. - Clean and sanitize the work area at the beginning and end of the day.
11	Bartender	<ul style="list-style-type: none"> - Prepare alcoholic or non-alcoholic beverages for bar and restaurant diners. - Interact with customers, take orders and serve snacks and drinks. Stay focused on the guest and nurture a great guest experience. - Assess customer needs and preferences and make recommendations. - Plan and present the bar menu. - Reset and replenish bar inventory and supplies. - Comply with all food and beverage regulations.
12	Receptionist	<ul style="list-style-type: none"> - Draw up client bookings for tables and ensure that tables are set before clients' arrival. - Manage the front desk by receiving incoming calls, greeting and attending to customers. - Inform guests about the availability of tables and direct them to the tables. - Keep records of guests who visit the restaurant. - Assist customers with answers to queries, and proffer solutions. - Collaborate with other restaurant staff and the management to ensure that customer complaints are properly attended to in a timely manner - Keep clear records of payments received and make detailed notes of balance payments. - Check restaurant's emails and respond to them accordingly; draw the attention of management to certain mails when necessary. - Communicate with other staff, informing them of clients' bookings, needs and complaints.
13	Security	<ul style="list-style-type: none"> - Protect the restaurant's assets, employees and customers coming to the restaurant. - Control and monitor the entrance area of the restaurant, parking area. - Ensure the security of the restaurant.

HR Planning

No.	Job	Quantity	Type	Salary per month (VND)
1	Chief Executive Officer (CEO)	1	Fulltime	20-30,000,000
2	F&B manager	1	Fulltime	15-25,000,000
3	Financial manager	1	Fulltime	10-20,000,000
4	Restaurant manager	1	Fulltime	10-20,000,000
5	Chef	1	Fulltime	8-15,000,000
6	Cook	4	Fulltime	8-12,000,000
7	Assistant cook	2	Fulltime	7-10,000,000
		2	Part-time	4-6,000,000
8	Steward	1	Fulltime	4-6,000,000
9	Casher	1	Fulltime	5-7,000,000
		1	Part-time	3-5,000,000
10	Front of House	4	Fulltime	7-10,000,000
		2	Part-time	2-4,000,000
11	Bartender	2	Fulltime	7-8,000,000
12	Receptionist	1	Fulltime	3-5,000,000
		1	Part-time	1-2,000,000
13	Security	2	Fulltime	1-2,000,000

4.2 Recruitment and Selection

4.2.1 Recruitment



Our recruitment consists of 4 rounds: Application, Interview, Training & Probation and Job Offer. We use 3 recruitment sources to reach candidates: personal networks, media sites (facebook, instagram,...) and restaurant notices.

- Application round: candidates submit CV and cover letter to HR manager.
- Interview round: HR manager and department manager related to this position will arrange individual interviews for each candidate. The aim is to test their attitudes, knowledge and skills, based on the position you are applying for.
- Training & Probation: Candidates will have 1 month of on-the-job training and probationary period according to the position applied for.
- Job Offer: If the candidate matches the requirements of the restaurant, they will receive a job offer.

4.2.2 Selection

No.	Job	Job requirements
1	Chef	<ul style="list-style-type: none"> - Culinary School Degree/Diploma. - Having more than 3 years working experience in fine dining restaurant - Advanced knowledge of culinary arts, molecular gastronomy. - Catalog of creative, unique dishes. - Professional multitasking capabilities. - Good leadership and communication skills. - Ability to run inventory and place orders for supplies. - Exemplary work ethic in a high pressure environment. - Passion and pride to please people with food.
2	Cook	<ul style="list-style-type: none"> - More than 1 year of working experience in fine dining restaurants. - Experience using cutting tools, cooking tools, and baking tools. - Knowledge of different cooking processes and methods (baking, grilling, boiling, etc.) - Have knowledge of molecular gastronomy. - Ability to follow all hygiene procedures. - Good communication skills, working in a good team. - Physical condition and stamina. - High school diploma or equivalent; A diploma from a cooking school would be an advantage.
3	Assistant cook	<ul style="list-style-type: none"> - Hardworking. - Eager to learn. - Good observation, creative mind. - Warmth, honesty.

		<ul style="list-style-type: none"> - Withstands high work intensity during peak hours. - Love the kitchen profession.
4	Steward	<ul style="list-style-type: none"> - Neat, tidy, hardworking. - Withstands the high work pressure of the restaurant. - Have good health
5	Casher	<ul style="list-style-type: none"> - 18 to 25 years old - Good looks are an advantage - Have basic English communication skills - Obedient, hardworking, agile, long-term commitment, responsible work. - Previous experience as a cashier - Female priority
6	Waiter, waitress	<ul style="list-style-type: none"> - 18 to 25 years old - Good looks are an advantage - Have basic English communication skills - Obedient, hardworking, agile, long-term commitment, responsible work.
7	Bartender	<ul style="list-style-type: none"> - Good knowledge of preparing, decorating and serving drinks - More than 2 years of experience as a bartender - Have basic English communication skills - Positive attitude and good communication skills - Ability to keep the bar neat, complete and clean - Relevant training certificate
8	Receptionist	<ul style="list-style-type: none"> - 18 to 25 years old - Good looks are an advantage - Have basic English communication skills - Obedient, hardworking, agile, long-term commitment, responsible work. - Female priority
9	Security	<ul style="list-style-type: none"> - Honesty and integrity - Fast and light, have good health - Ability to operate detection and rescue systems device - Knowledge of public safety and security procedure/protocol

4.3 Training and Development

4.3.1 Training Program

In general, all employees in our company will follow a training process that covers the following 3 topics. After the training session, the Head of Human Resources Department will check the learning results of the members. Particularly, the kitchen and bartender department will have their own training sessions before opening the restaurant.

No.	Topic	Objectives
1	Restaurant Culture	- Training on culture, mission, development strategy of the restaurant.
2	Soft skill Training	- Communication skills, handling situations with customers. - Build a team of professional service staff.
3	Hard skill Training	- Professional training appropriate to each job and restaurant standards. - The chefs will be trained and guided to prepare the restaurant's dishes.

4.4 Compensation

As our source of revenue mainly comes from the number of customers coming to use the restaurant's services, we have established a bonus plan in addition to a fixed salary for all positions. Compensation is determined by excess revenue and outstanding performance. There are two forms of compensation: direct compensation (salary, bonus, allowance) and indirect compensation (day-off, training program, vacation).

No.		Name	Description
1	Direct compensation	Wage, bonus	
		Subsidization	
2	Indirect	Day - off	

	compensation	Training program	
		Vacation	

5. Financial plan

Financial Assumptions :

- Capital: 2bil
- Renting 70M 6 months, pay in advance
- Utility: 17mil /month, pay monthly
- Insurance 500,000d /month, pay in 2 months
- The total wages: 222mil, pay monthly
- Advertising 80 mil per month
- Equipment 691,300,000d

5.1 Cash flow

	Jan	Feb	March	April	May	June	July	August	September	Oc	November	Dec
Cash inflow												
Revenue from sale	2,199,636,000 d	1,986,768,000 d	2,199,636,000 d	2,128,680,000 d	2,199,636,000 d	2,128,680,000 d	2,199,636,000 d	2,199,636,000 d	2,128,680,000 d	2,199,636,000 d	2,128,680,000 d	2,199,636,000 d
Total cash inflow	2,199,636,000 d	1,986,768,000 d	2,199,636,000 d	2,128,680,000 d	2,199,636,000 d	2,128,680,000 d	2,199,636,000 d	2,199,636,000 d	2,128,680,000 d	2,199,636,000 d	2,128,680,000 d	2,199,636,000 d
Cash outflow												
Deposit	70,000,000 d											
Renting	420,000,000 d	0 d	0 d	0 d	0 d	0 d	420,000,000 d	0 d	0 d	0 d	0 d	0 d
Advertising	80,000,000 d	80,000,000 d	80,000,000 d	80,000,000 d	80,000,000 d	80,000,000 d	80,000,000 d	80,000,000 d	80,000,000 d	80,000,000 d	80,000,000 d	80,000,000 d
Wages	222,000,000 d	222,000,000 d	222,000,000 d	222,000,000 d	222,000,000 d	222,000,000 d	222,000,000 d	222,000,000 d	222,000,000 d	222,000,000 d	222,000,000 d	222,000,000 d
Insurance	1,000,000 d	0 d	1,000,000 d	0 d	1,000,000 d	0 d	1,000,000 d	0 d	1,000,000 d	0 d	1,000,000 d	0 d
Utility	17,000,000 d	17,000,000 d	17,000,000 d	17,000,000 d	17,000,000 d	17,000,000 d	17,000,000 d	17,000,000 d	17,000,000 d	17,000,000 d	17,000,000 d	17,000,000 d
Purchases	1,527,525,000 d	1,379,700,000 d	1,527,525,000 d	1,478,250,000 d	1,527,525,000 d	1,478,250,000 d	1,527,525,000 d	1,527,525,000 d	1,478,250,000 d	1,527,525,000 d	1,478,250,000 d	1,527,525,000 d
Equipment	691,300,000 d	0 d	0 d	0 d	0 d	0 d	0 d	0 d	0 d	0 d	0 d	0 d
Decor	40,000,000 d	10,000,000 d	10,000,000 d	10,000,000 d	10,000,000 d	10,000,000 d	10,000,000 d	10,000,000 d	10,000,000 d	10,000,000 d	10,000,000 d	10,000,000 d
Total cash outflow	3,068,825,000 d	1,708,700,000 d	1,857,525,000 d	1,807,250,000 d	1,857,525,000 d	1,807,250,000 d	2,277,525,000 d	1,856,525,000 d	1,808,250,000 d	1,856,525,000 d	1,808,250,000 d	1,856,525,000 d
Net cash flow	-869,189,000 d	278,068,000 d	342,111,000 d	321,430,000 d	342,111,000 d	321,430,000 d	-77,889,000 d	343,111,000 d	320,430,000 d	343,111,000 d	320,430,000 d	343,111,000 d
Opening balance	2,000,000,000 d	1,130,811,000 d	1,408,879,000 d	1,750,990,000 d	2,072,420,000 d	2,414,531,000 d	2,735,961,000 d	2,658,072,000 d	3,001,183,000 d	3,321,613,000 d	3,664,724,000 d	3,985,154,000 d
Closing balance	1,130,811,000 d	1,408,879,000 d	1,750,990,000 d	2,072,420,000 d	2,414,531,000 d	2,735,961,000 d	2,658,072,000 d	3,001,183,000 d	3,321,613,000 d	3,664,724,000 d	3,985,154,000 d	4,328,265,000 d

5.2 Income statement

	Depreciation	Net
<i>Revenue</i>		
Revenue from sale	25,898,940,000 đ	
Total cash inflow		
Purchases	17,985,375,000 đ	
Gross profit	7,913,565,000 đ	
<i>Expenses</i>		
Renting	840,000,000 đ	
Advertising	960,000,000 đ	
Wages	2,664,000,000 đ	
Insurance	6,000,000 đ	
Utility	204,000,000 đ	
Depreciation	69,130,000 đ	
Decor	150,000,000 đ	
Total Expenses	4,893,130,000 đ	4,893,130,000 đ
Profit before tax		3,020,435,000 đ

5.3 Balance sheet

	Initial	Depreciation	Net
Fixed asset			
Premises	691,300,000 đ	69,130,000 đ	622,170,000 đ
Fixture and fitting	0 đ	0 đ	0 đ
Total fixed assets			622,170,000 đ
Short term assets			
Debtors			0 đ
Prepayment			0 đ
Cash/Bank			2,398,265,000 đ
Total short term assets			3,020,435,000 đ
Short term liabilities			
Creditor			0 đ
Accrual			0 đ
Total short term liabilities			0 đ
Working capital			2,000,000,000 đ
Net assets			5,020,435,000 đ

References

1. <https://www.masterclass.com/articles/molecular-gastronomy-guide>