Việt Hà Beer: A Contemporary Retreat for Busy Working FolksYour name **Description:** Việt Hà Beer is a contemporary gastropub dedicated to serving a diverse range of craft beers and comfort foods with a Vietnamese twist. Our menu features an assortment of locally brewed craft beers, including lagers, ales, and IPAs, alongside traditional Vietnamese favorites like bánh mì, pho, and spring rolls. We also offer a selection of fusion dishes that combine global flavors with local ingredients, providing a unique dining experience that celebrates both traditional and modern culinary trends.

**Target Audience:** Our primary target audience is busy working folks. This group often includes professionals and office workers who seek a relaxed and enjoyable environment to unwind after a long day at work. They value convenience and quality, making our restaurant’s location and menu offerings ideally suited to their needs.

**Location:** Việt Hà Beer is located in the vibrant city of Ho Chi Minh, specifically in the bustling District 1 neighborhood. This area is known for its lively nightlife and diverse dining options, making it a prime location for attracting busy professionals who live and work in the city center. District 1's central location ensures easy accessibility for our target audience, who will appreciate our proximity to their workplaces and homes.

**Pricing:** Our pricing strategy is designed to be affordable while reflecting the high quality of our offerings. Draft beers are priced between 70,000 to 120,000 VND, depending on the type and size. Main dishes range from 100,000 to 200,000 VND, offering value for money while maintaining premium ingredients and preparation standards. We aim to strike a balance between affordability and quality, making Việt Hà Beer a go-to spot for both casual after-work drinks and more substantial meals.

**Elevator Pitch:** Welcome to Việt Hà Beer, the perfect retreat for busy working folks seeking a blend of relaxation and high-quality dining. Located in the heart of Ho Chi Minh's bustling District 1, we offer a unique selection of craft beers and Vietnamese comfort foods, ideal for unwinding after a hectic day. Whether you're craving a crisp local brew or a flavorful fusion dish, our menu caters to diverse tastes and preferences. With our affordable pricing and vibrant atmosphere, Việt Hà Beer is your go-to destination for after-work drinks and delicious meals. Join us for an exceptional experience where tradition meets innovation, and every visit feels like a celebration.

4o mini

# Restaurant Concept

**Restaurant Name & URL**

*Give the name of your restaurant, as well as the URL. It’s OK if the URL is already taken.*

**Food & drink**

*Describe the type of food or drink and the related options the restaurant will serve.*

**Location**

*Describe the country, city, and neighborhood where the restaurant and its customers will be located.*

**Main target audience**

*Choose a main target audience that your restaurant is focusing on from the list below. Selecting a target audience doesn’t mean*

*that other groups can’t order from your restaurant, but that you will focus your design on this group.*

* College students
* Kids (ages 12–16) whose parents work late
* Busy working folks
* Business people
* Young parents
* Seniors

**Cost**

*Will your restaurant’s food be cheap, expensive, or in between? If you’re not sure about the exact price range, you can describe the cost with the following adjectives: affordable, moderate, pricey, gourmet (very expensive).*

**Elevator pitch**

*Write an elevator pitch for your restaurant. An elevator pitch should be short and to the point. 280 characters is a good length to aim for.*

# Strategy

## Target Audience

The website/app will focus on the following target audiences:

**Roles** (groups of people with similar goals)

* *Think of at least 2 different roles*

**Demographics**

* **Gender** - ?
* **Education** -?
* **Occupations** - ?
* **Age** - ?
* **Location** -?

**Psychographics** (personality, values, attitudes, interests, lifestyles)

*Think of at least 5 details among the categories below.*

* **Personality & Attitudes:**
* **Values:**
* **Lifestyles:**

# 

# Strategy

## User Personas (optional)

PERSONA PICTURE

**PERSONA NAME (AGE) – PERSONA**

* PERSONA DETAILS

PERSONA PICTURE

**PERSONA NAME (AGE) – PERSONA**

* PERSONA DETAILS

PERSONA PICTURE

**PERSONA NAME (AGE) – PERSONA**

* PERSONA DETAILS

# 

# Strategy

## User Needs

The website needs to enable the user to:

* Find out if the restaurant delivers to their area
* Order food online

## Client Needs

The website needs to enable the client to:

* To sell food online that will be delivered
* Provide a system for order customization

# Outline of Scope

## Content Requirements

Content (text, images, video) that the user will need.   
*“The user will be looking for…”*

* LIST CONTENT REQUIREMENTS HERE

## Functionality Requirements

Systems that will allow the user accomplish tasks.

*“The user will be able to…”*

* LIST FUNCTIONALITY REQUIREMENTS HERE

# Sitemap

INSERT SITEMAP IMAGE HERE