JUICE JUICE PROJECT

1. General introduction of the project

The project we decided to invest in is a retail chain of pure fruit juice products. We will import fruit from the highest quality import-export companies. The special thing is that we decided to launch "whole orange juice" in the Vietnamese market, which we have not seen any business in Vietnam currently do.

2. Mission and vision

"Our mission is to nourish and inspire our community with delicious, organic and sustainably sourced juices and wellness products. We are committed to promoting health, wellness, and wellness." wellness and environmental sustainability through its products, empowering individuals to thrive and live vibrant lives."

“Our vision is to be the leading supplier of premium organic juices and wellness products, known for our unwavering commitment to quality."

3. Products.

We will have 2 main products:

- Whole orange juice: use a specialized blender to blend the orange pulp right inside the orange, unique and rich in vitamin C...

- Regular juice: we will research recipes that combine a variety of fruits together, both delicious and nutritious...

The products will be brought to the market at a price not exceeding 50,000 VND / 1 glass

4. Potential customers and markets

- Potential customers: Groups of people interested in health, busy groups (office workers, students), pregnant women, customers using delivery services, children, the elderly.

- Potential markets: Commercial centers because a high number of customers gather here for dining and entertainment, areas with many tourists.

5. Supplier competitors

Competitors: -Popular juice shops

- Convenient supermarkets

- Boost juice store chain

- Other drinks in the area: Phuc Long, Katinat, Starbucks...

Supplier

• Vinamit Import-Export Joint Stock Company: Specializes in providing high quality export fruits with diverse types. (https://vinamit.com.vn/)

• Truong Thanh Trading Service & Import-Export Company Limited: Providing fresh fruits and vegetables at wholesale prices, reputable in the market. (https://masothue.com/0303029505-cong-ty-tnhh-san-xuat-thuong-mai-xuat-nhap-khau-truong-thanh-v-n)

• Thanh Dat Import-Export & Trading Service Company Limited: Specializes in providing high-quality imported fruits, ensuring food safety and hygiene. (https://masothue.com/0316628143-cong-ty-tnhh-thuong-mai-dich-vu-xuat-nhap-khau-quoc-te-thanh-thanh-dat)

Supplier specializing in paper cups and paper straws:

• Sao Viet Technical Printing Trading & Service Company Limited: Specializes in providing paper cups and paper straws with printed logos upon request.