



Vị Nhà: Taste of Home

Bringing delicious, healthy, and convenient ready meal solutions to Vietnamese families and food service businesses. keeping love and connection alive wherever people eat.

Organizational Structure



Product & Customer Success

Led by Helen Vu, #FLP6

Product, Business Intelligence, Customer Service



Marketing & Sales

Led by Le Huong Giang, #FLP6

Market Research, Content Production, Advertising (Facebook, Google, Youtube, SEO), B2B Sales Management



Product & Operations

Led by Truong Quy Dong, #FLP7

R&D For B2B And B2C, Hub Operations, Kitchen Management



Finance & HR

Led by Phan Ho Thanh Loan, #FLP7

Financial Management, Recruitment, Training, Administration

Ownership: Invested and legally owned by C.P. Corporation.
Mentored by Mr. Thanyachat Auttanukune



OUR MISSION

Dual-Market Strategy

B2B Goals

Supply ready meal products to food service businesses.
Target: 7.1B VND revenue (including 4.2B VND from FLP projects) after 18 months.

B2C Goals

Become Vietnam's most active cooking platform for women. Target: 200K followers, 300K website visits, 30K YouTube subscribers, 384M VND revenue over 18 months.

PHASE 1

PHASE 2

PHASE 3

Three-Phase Growth Journey

Kick-Off (6 months)

1

B2B: R&D and trial sales of RTC/RTE products for FLP projects: Eat Me, 2Go, and 1 Second Breakfast.

2

Speed-Up (12 months)

B2B: Expand to external industrial meal businesses (schools, hospitals). **B2C:** Launch Content Hub and Cooking Forum with recipes, tips, and community sharing.

Amplification (13+ months)

3

B2B: Penetrate small/medium restaurants. **B2C:** Commercialize marketplace for ready-to-cook foods, vegetables, and related products.



Market Opportunity

Industrial Meal Market

Vietnam's industrial meal market is valued at approximately 1 billion VND/day. 78% of foodservice outlets (430,000 units) are small/medium restaurants and cafés.

Schools and hospitals demand healthy, origin-clear, nutritious ingredients while optimizing costs (13,000-25,000 VND/serving).

Consumer Cooking Trends

85% of Vietnamese are interested in healthy food. Post-COVID, 88% eat at home as frequently or more often than before.

Vietnamese women spend 2-3 hours daily cooking - 40% of their free time. They seek better, easier meal solutions.

B2B Product Portfolio

1

Phase 1: Foundation

Broth, multi-functional sauces, marinated meats for Eat Me, 2Go, 1 Second Breakfast. RTE products: char siu, pha loh pork, chicken curry, buns, burgers.

2

Phase 2: Expansion

Customized products for premium and small/medium schools and hospitals. Marinated proteins, meal sets, dim sum, snacks tailored to nutrition requirements (1,100-2,200 Kcal/day).

3

Phase 3: Scale

Expand to small/medium restaurants with flexible, efficient ready meal solutions.



B2B Competitive Advantages



Operational Efficiency

Save time, optimize by-product control, minimize waste, ensure stable quality. First ready meal solution model for industrial and small/medium restaurants.



Customized Nutrition

Products designed for specific customer segments—premium schools (seafood, beef), hospitals (patient-specific diets), small/medium schools (cost-effective options).



CPV Network

Leverage C.P. Vietnam Corporation connections, factory partnerships, and established supply chain infrastructure.

TARGET AUDIENCE

B2C: Modern Vietnamese Women



Young Single Woman (25-28)

Class B income. Cooks 2-3 times weekly to save money and enjoy clean, delicious food. Active on social media, open to e-commerce.



Modern Wife (29-32) ★

Core target. Class A1 income. Balances work-family-self. Seeks nutrition knowledge, bonding through cooking. Loyal once satisfied.



Alpha Mom (33-35)

Class A1/A2 income. 1-2 kids (1-10 years). Prioritizes family health, seeks time-saving solutions while maintaining quality meals.

B2C Platform: Three Modules

01

Content Hub (Phase 2.1)

Cooking recipes, tutorials, tips, product reviews. Trendy, emotional stories about family meals. Delivered via YouTube, Facebook, Website with bright, warm, feminine tone.

03

Marketplace (Phase 3)

Commercialize ready-to-cook food packages, vegetables, related products. Built on loyalty community established in earlier phases.

02

Cooking Forum (Phase 2.2)

Community sharing of experiences and stories. Member-contributed content. Advertisement revenue from food-related brands (7M VND/post).



Financial Requirements & Projections

44M

6.9B

7.6B

384M

Phase 1 Investment

Phase 2 Investment

B2B Revenue Target

B2C Revenue Target

VND for travel, website, sales
kit (6 months)

VND for product
development, HR, marketing
(12 months)

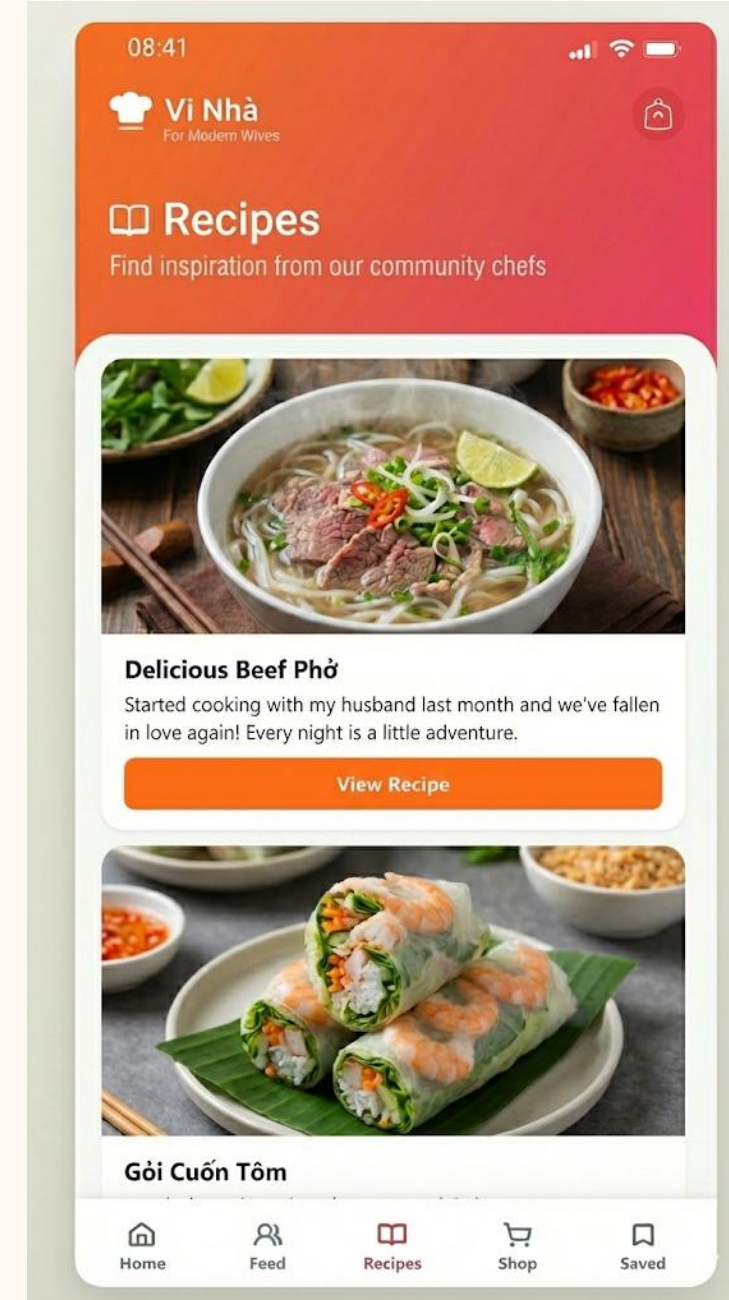
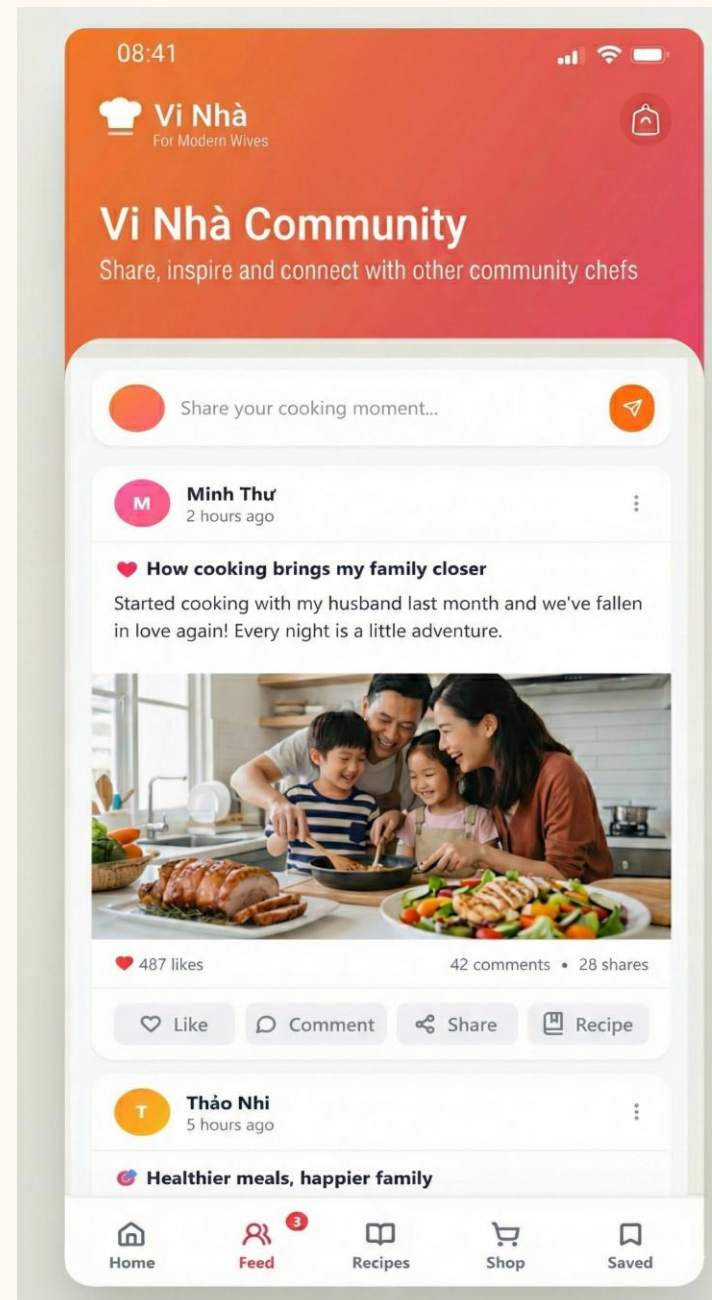
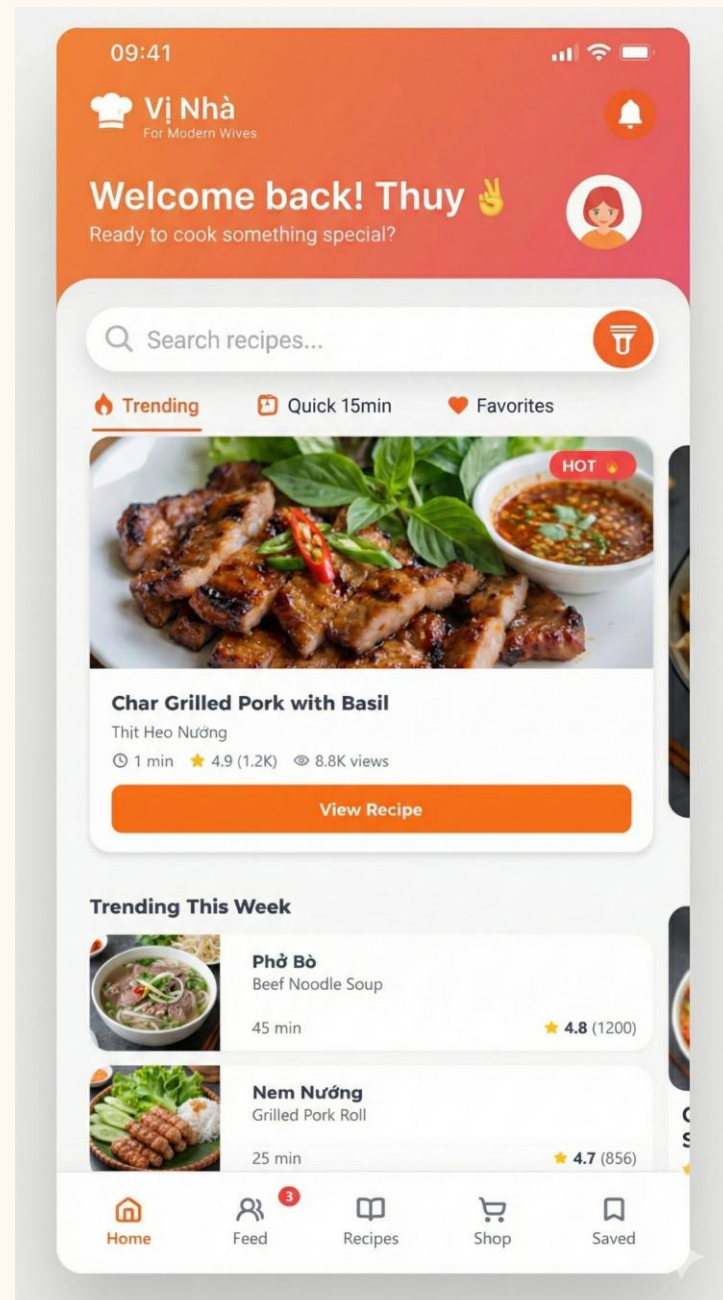
VND after 18 months (5.8B
from FLP projects)

VND from advertising over 18
months

Funding Breakdown

- Phase 1 (6 months): Admin, marketing, sales kit
- Phase 2 Wave 1 (months 7-12): 3.2B VND for product development, team building, platform launch
- Phase 2 Wave 2 (months 13-18): 3.7B VND for scaling operations, expanding customer base

“Vi Nhà” Mobile App - Prototype



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