



# 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

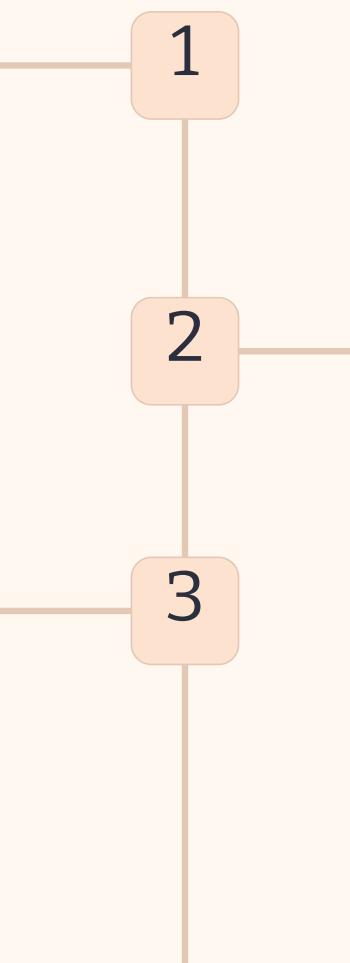
PHASE 2

PHASE 3

# Three-Phase Growth Journey

Kick-Off (6 months)

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



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)

**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.

# 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.

02

## Cooking Forum (Phase 2.2)

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

03

## Marketplace (Phase 3)

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



# Financial Requirements & Projections

**44M**

Phase 1 Investment

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

**6.9B**

Phase 2 Investment

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

**7.6B**

B2B Revenue Target

VND after 18 months (5.8B  
from FLP projects)

**384M**

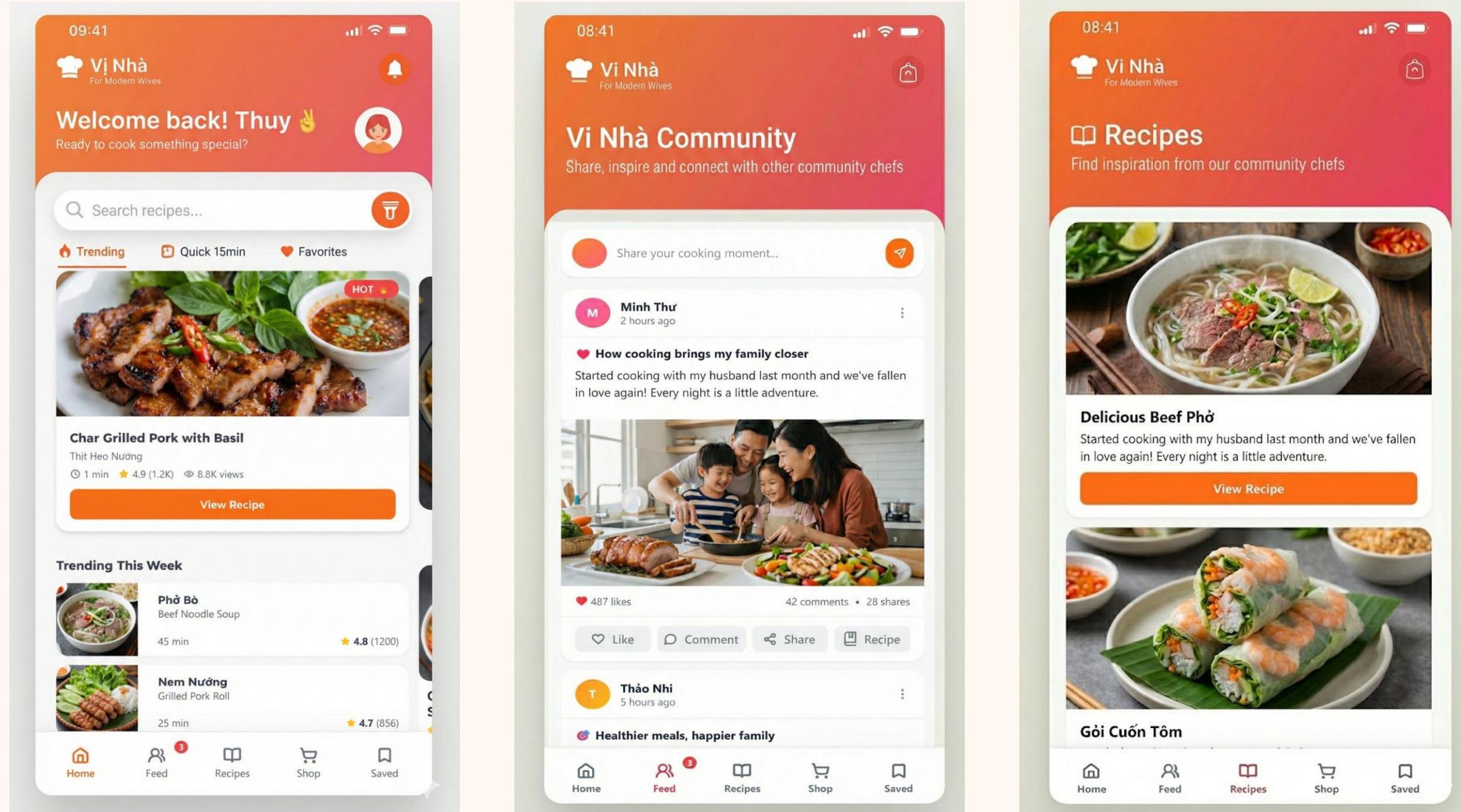
B2C Revenue Target

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 Nha” Mobile App - Prototype



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