

**Czech University of Life Sciences Prague**

**Faculty of Economics and Management**

**Department of Economics**



**Bachelor Thesis**

**Business plan for Phuong SaiGon café in Vietnam with  
emphasis on marketing**

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# CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

## BACHELOR THESIS ASSIGNMENT

Huynh Kim Vy Tran, BBA

Business Administration

Thesis title

**Business plan for Phuong SaiGon café in Vietnam with emphasis on marketing**

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### Objectives of thesis

At present, the world economy and Vietnam are experiencing dramatic changes in the industry. With the trend of modernizing the technological fields that are modernized and developed together with the popularity of social networking and internet globalization, the competition has intensified in the market. This development has helped large enterprises, large corporations grow and develop because they have the advantage of abundant human resources, big names and big hands in the market, they have the ability to set rules and playground for the market. So, small businesses or start up businesses need a proper marketing strategy and business strategy.

In order to have a good business strategy, the introduction of a good marketing plan is an indispensable part of the business, Phuong SaiGon café aims to dominate the cafe market, a market with many challenges. It is very important and necessary to find out the way and plan to advertise to attract customers. Based on the target, Phuong SaiGon café will offer one The marketing and promotion plan is very thorough and clear to maintain the position and trust of customers in the market today.

### Methodology

With the objective of the thesis is to give readers the ability to understand the importance as well as the plan of marketing products for the type of business coffee restaurants such as Phuong SaiGon in particular and Vietnam in general. The marketing also aims to bring coffee closer to the potential customers and improve the business activities of the business.

Based on the analysis of the strengths and weaknesses of the business SWOT method, Phuong SaiGon will capture and recognize the risks of the market to gain full experience promoting the development of the company. With the method SMART, forecasting linear regression method we will gradually build our brand and affirm our position in the market of coffee shops in Vietnam in general and small and medium enterprises in particular.

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**Keywords**

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ARMSTRONG, Gary et al. Marketing: An Introduction. Pearson Education: 2009, 648 pages. ISBN 0273713957, 9780273713951

BRAGG, Andrew – BRAGG, Mary. Developing new business ideas: a step – by – step guide to creating new business ideas worth backing. Pearson Education, 2005, 266 pages. ISBN 2005ISBN0273663259, 9780273663256.

PINSON, Linda – JINNET, Jerry. Steps to small business start – up: everything you need to know to turn your idea into a successful business. Kaplan Publishing, 2006, 272 pages. ISBN 141953727X, 9781419537271

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### **Declaration**

I hereby declare that I have worked on the diploma thesis titled Marketing plan for Phuong SaiGon café in Vietnam completely on my own under supervising of Ing. Petr Procházka, Ph.D., MSc and that literature and other information sources I used or cited are listed in the References section and cited in the text.

In Prague, March 2018

Huynh Kim Vy Tran

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This way I would like to thank to my supervisor Ing. Petr Procházka, Ph.D., MSc for his guidance, assistance and valuable advices during processing of my thesis. I cannot forget express my thanks to my family, my colleagues and others who make my studies, researches possible and thus provide my access to wonderful knowledge I could gain today.

# Podnikatelský plán pro kavárnu Phuong SaiGon ve Vietnamu s důrazem na marketing.

## Souhrn

Ačkoli káva je vnímána jako jeden z nejoblíbenějších nápojů na světě, ne všichni ji skutečně a plně pochopí. Mnoho lidí ví, že Brazílie je v současné době největším vývozcem kávy, ale neví, že druhé místo bylo drženo Vietnamem již 15 let. Pokud jde o výrobu Robusta, Vietnam dokonce překoná Brazílii, aby si uplatnila své první místo. Tak proč jsou lidé s touto skutečností stále obeznámeni?

Další zajímavá fakta je, že historie kávového průmyslu ve Vietnamu byla poměrně chabá a vietnamská káva se na světových trzích vydala za méně než 20 let. Jaké události nastaly v 90. letech minulého století, které daly kávovému průmyslu ve Vietnamu neuvěřitelnou povzbuzení k dosažení současných titulů? To jsou jen některé z mnoha zajímavých skutečností o kávě reprezentované v této práci.

Vietnam je rozvíjející se země, je to otevřená příležitost pro zahraniční investoři, kteří hledají nový trh. Společně s nevýhodami ve výrobě; naši zákazníci jsou stále více inteligentní, tvrdohlavý a "vybíravý" díky tomu, že naši "pánové" mají tisíce různých možností. Je stále obtížnější dosahovat klíčových výsledků z hlediska příjmů a zisků. Analýza strategického marketingu ukázala, že role prodejních pracovníků je nepostradatelná, ale nestačí jen záležet na nich, marketingový tým společnosti je důležitou platformou, která pomůže práce obchodnímu oddělení a dalším oddělením. Pak postupně vidíme roli marketingu. Hlavní úkoly marketingového týmu značek a produktů jsou zásadní pro ziskovost obchodního oddělení každé společnosti, pro dosažení jejích hlavních cílů, i dosažení dalších cílů společnosti. Dnešní schéma se bude zabývat vývojem a významem marketingových plánů produktů pro start-upovou firmu.

**Klíčová slova:** marketing, plán marketingu, Phuong SaiGon ...

# **Business plan for Phuong SaiGon café in Vietnam with emphasis on marketing**

## **Summary**

Although coffee is perceived as one of the world's most preferred drink, not everyone has a true and complete understanding of it. Many people know that Brazil is the biggest exporter of coffee at the moment, but have no idea that the second place has been hold by Vietnam for 15 years straight. When it comes to Robusta production, Vietnam even surpasses Brazil to claim its first place. So why do people still be unfamiliar with this fact? Another interesting point is that, the history of Vietnam coffee industry was quite faint, and that Vietnamese coffee just stood out on world coffee markets for less than 20 years. Then what kind of events occurred during the 1990s that gave Vietnam coffee industry an incredible boost to achieve the current titles? These are just a few of numerous interesting facts about coffee represented in this work.

Vietnam is a developing country, it's an open opportunity for foreign investors, who are seeking for a new market. However, going together with the disadvantage of making; our customers are getting more intelligent, hard-headed, and 'picky' because of the same industry that our 'gods' There are thousands of different options. It is becoming increasingly difficult to achieve key results in terms of revenues and profits. So analysis of strategic marketing shown that the role of the sales staff is indispensable, but only them is not enough, the marketing team of the company is an important platform to help the sales department and other departments to work. We gradually see the role of Marketing more clearly. The main tasks of the brand and product-service marketing team are fundamental to the profitability of each company's sales department as well as achieving its key goals in particular and company in general. And the scheme today will go into the development and importance of product marketing plans for a start up .

**Keywords** : marketing , plan of marketing , Phuong SaiGon ...

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# 1. Introduction

The coffee plant was introduced into Vietnam at the end of the 19th century. It was widely planted in the plantations at the beginning of the 20th century. At that time, all three types of coffee, arabica coffee, Typica, Canephora coffee with Robusta and Liberica coffee and Excelsa dewevrei. In 1930 the area of coffee in Vietnam was 5900 hectares, including 4700 hectares of arabica coffee, 900 hectares of Excelsa coffee and 300 hectares of Robusta coffee.

Over many years of coffee production, the results show that arabica coffee does not produce the desired results because of the coffee borer (*xylotrechus quadripes*) and the fungus rust (*Hemileia vastatrix*) sabotage. Robusta coffee does not grow well in the North because of its low winter temperatures compared to its ecological requirements. Only Excelsa coffee (jackfruit coffee) grows strong, yields quite good, but the commercial value is low. At that time, foreign experts recommended not to grow coffee in Vietnam and only grow coffee in the south and coffee in the north (Chatot - coffee in Indochina - 1940).

In the 1960s and 1970s, a series of state-owned farms were established, including dozens of coffee farms, and all three types of tea, jackfruit and jackfruit. The development of coffee in these years was not encouraging, and it was not until the early 1970s that coffee was grown in the north.

By 1975, there were only 13,000 hectares in the north and south with an output of about 6,000 tonnes. And also after 1975 Vietnam's coffee industry is entering a period of strong development.

In this context, the search for land as well as the cultivation of coffee has caused many difficulties and obstacles, the development of coffee products more difficult. So far, businesses that want to go further in the coffee business must have a clear strategy and business path. In addition, the promotion of the product to the consumer is very necessary, a plan to promote and tight talk quickly grab the market. In this difficult context, Phuong SaiGon Café was born and must face many elements again them. However, with a great team of human resources and great marketing plans come with close market research, the product brought to customers in many colors, and above all, they have found a very effective direction for their marketing. The plan will be presented in the project today, the development of the marketing plan of Phuong SaiGon café

## **2 .Goals and Methodology**

### **Goals:**

At present, the world economy and Vietnam are experiencing dramatic changes in the industry. With the trend of modernizing the technological fields that are modernized and developed together with the popularity of social networking and internet globalization, the competition has intensified in the market. This development has helped large enterprises, large corporations grow and develop because they have the advantage of abundant human resources, big names and big hands in the market, they have the ability to set rules and playground for the market. So, small businesses or start-up businesses need a proper marketing strategy and business strategy.

In order to have a good business strategy, the introduction of a good marketing plan is an indispensable part of the business, Phuong SaiGon café aims to dominate the cafe market, a market with many challenges. It is very important and necessary to find out the way and plan to advertise to attract customers. Based on the target, Phuong SaiGon café will offer one The marketing and promotion plan is very thorough and clear to maintain the position and trust of customers in the market today.

### **Methods**

With the objective of the thesis is to give readers the ability to understand the importance as well as the plan of marketing products for the type of business coffee restaurants such as Phuong SaiGon in particular and Vietnam in general. The marketing also aims to bring coffee closer to the potential customers and improve the business activities of the business. Based on the analysis of the strengths and weaknesses of the business SWOT method, Phuong SaiGon will capture and recognize the risks of the market to gain full experience promoting the development of the company. . With the method SMART, forecasting linear regression method we will gradually build our brand and affirm our position in the market of coffee shops in Vietnam in general and small and medium enterprises in particular .

## **3. Literature Review**

### **3.1 Business plan**

\* Define of business plan : A business plan is the process of establishing goals and identifying resources, deciding the best way to accomplish goals. Investors no longer view business as a risky business and a credible Business Plan can help them achieve success.

### **3.2 Business plan structure**

#### **3.2.1 Mission Statement**

The mission statement is a succinct, one to three-page description of the company's goals and mission. In this section, it will confirm the unique business position of the business, or what makes the difference between the company and its competitors in the market. In contrast, the company will just like them and not Impressed with investors. [11]

#### **3.2.2 Executive summary**

It contains basic information about development proposals and is a prelude to the main part of the document. This part is important because it has to make a good impression on potential investors. After reading the summary, investors will begin to research more business plans or refuse the project immediately without going into details.

Also, the summary must be very clear, simple and concise, with at least technical terms. Assume that the document is read without specific knowledge on the part of the investor or investor. In this case, the investor is primarily concerned with two questions: what he will achieve as a result of the successful implementation of the plan and the degree of risk of losing money.[11]

The summary contains the following information:

- The purpose of the company
- funding for the project
- how the product or service is better than the competition,
- key financial results for the planning period:
  - forecast of sales volume in respective units
  - sales revenue

- the total cost of the project

### **3.2.3 Product or Service Offering**

Product classification scheduling (service) is the most important function of managing a company. First of all, it is necessary to consider the potential of the company: services, finance, materials, product marketing, professional skills of the current staff, etc. In addition, the demand of the market It should be carefully considered to avoid risk as well as potential buyer requirements through the parameters of the goods and services. Finally, by analyzing the company's capabilities and market requirements, the company can select the target audience and tailor it to individual market segments. This determines the position as well as the attractiveness of each product to the market among competing products of the same service industry.[11]

### **3.2.4 Industry and Competitive Analysis**

Analyzing and identifying competing businesses is important to pay close attention to competitors who may offer new or different ways to meet the same needs. Businesses need to discover their competitors by industry analysis as well as market-based analysis. Businesses need to gather information about strategies, objectives, strengths/weaknesses and how they react to competitors. We need to know the strategies of each competitor to discover competitors to anticipate their upcoming measures and responses. When you know the strengths and weaknesses of your competitors, you can improve your strategy to take advantage of competitors' limitations and avoid entering where your competitors are. that's strong Knowing the typical competitor's reaction will help the company choose and schedule time for implementation.[11]

Competition in the industry is also a part of the competition, but competition in the same category of products and services, but different in price. According to this understanding, an enterprise produces products similar to those of other enterprises but at a lower cost, it is considered to be competitive. Combining various measures such as cutting down production costs to lower production costs, lower selling prices of products and services, applying modern advanced technologies in the production of products to raise the quality, raising a high level of workforce ... Or more broadly speaking, enhancing the

competitiveness of enterprises is the change of the relationship of the company and the force on all aspects of the production process.[11]

### **3.2.5 Target Market**

A target market is a market that includes customers with the same needs or desires that the company is capable of meeting. Understanding this, the business can take advantage of the competition, while achieving the goals that the marketing strategy has confirmed. Once you have segmented the market, you need to proceed to select the target market. This will bring the following benefits:

- Understand more thoroughly the needs and wants of customers;
- Effectively use the company's resources for marketing;
- Improve the adaptability and effectiveness of business development, and at the same time best implement the marketing strategy of the business.
- Ensure objectivity and soundness when proposing mixed marketing policies;
- Improve the efficiency of market identification, while creating and utilizing the company's competitive advantage over its competitors in an effort to develop the market .[11]

### **3.2.6 Financial Statements**

Financial statements are one of two types of reports of enterprise accounting reporting systems. Financial statements are prepared in accordance with current accounting standards and regimes. The financial report reflects the main economic-financial indicators of the enterprise, which reflects the most comprehensive information on the status of assets, owners' capital, liabilities, cash flow. as well as financial situation, business results of the business in a certain business period.

The role of financial statements is to assess the financial position of a company, in comparison with other competitors. Financial reporting is the most useful tool for evaluating comparisons between businesses. Financial statements show that everything that a company owes and owns, profits and losses over a certain period of time, and the position of the company changes from the final report of the company. they.

However, the meaning of the financial statements is not always considered to be a factor in important news, events or unannounced events but it provides a starting point from which

You can evaluate the present value of the business, the present value of the stock does not depend on the possibility of the future.[11]

### **3.2.7 Marketing Plan**

The main elements of a marketing plan are:

- Understand the market and competitors
- Understand customer psychology
- Select the appropriate segment
- Building a marketing message
- Decide marketing means
- Set sales goals
- Marketing budgeting

“Veber, Srpová et al. (2008) set out the principles for the elaboration of a business plan.

The business plan should be:”

- Clear. When creating a business plan it is appropriate to speak simply and clearly. Using tables promotes clarity.
- Logical. Ideas and information specified in the plan must be supported by facts, must ensue consecutively from one another and claims contained in the plan must be consistent.
- Brief. The ideas presented in the plan should be described briefly, but not at the expense of omitting important information.
- Truthful and real. Data and conclusions presented in the plan must be based on truth.
- Respectful of risks. The entrepreneur should try to identify risks that may occur in the future. If these are properly identified and meaningful solutions are proposed, they increase the credibility of the plan.[11]

#### **3.2.7.1 What is marketing**

At the beginning of the project, it is important to study and understand the basis of marketing, attempting to create a successful marketing plan at the end. Further, the information about marketing, its history, definitions of a marketing plan and marketing mix, types of advertising and market segmentation determinations are represented [1]

### **3.2.7.2 The history of marketing**

To understand marketing in a better way, it is important to have a look at the past.

Learning the history of marketing will help to realize what marketing exactly means.

Marketing is not a new phenomenon. It can be argued that marketing is as old as civilization itself. Early traders were very skilled at marketing in their daily exchanges. Entrepreneurs traveled the world to trade commodities which people wanted to buy. The rise of industrialization ushered in a new era of mass-produced products being marketed to mass audiences, including clothes and cars. (Horner & Swarbrooke 1996, p. 8.)

“Knowing the history helps to understand the current situation of the subject more clearly and see how fast it was developing through the years. Comparing marketing to other business areas such as economics, production or accounting, it is hard to believe how young this discipline actually is. It started to develop in the early 1900s when people stopped associating most marketing issues with basic economic concepts. For instance, price setting was viewed as a simple supply issue and advertising was just in the process of developing. Such issues as customer purchase behavior or distribution channels had no opportunity to exist yet. But through the ages, several major universities with marketing schools started to develop this area. They were motivated by the need to analyze in greater detail relationships and behavior that existed between sellers and buyers”[4]

### **3.2.7.3 Definition of marketing**

There is no single definition of marketing but a range of them produced by various authors.

For example, Philip Kotler (1994) the American marketing academic has defined marketing as: “A social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and values with others”. Levitt (1986) discussed the role of marketing as follows: “A true marketing minded firm tries to create value satisfying goods and services that consumers will want to buy”. [3]

Lendrevic and Lidron (1990) defined marketing as: “The assembly of methods and means at the disposal of an organization, in order to give favorable impressions to the public, to achieve the right objectives”. The American Marketing Association Board of Directors (2015) approved the following definition: “Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have

value for customers, clients, partners, and society at large”. Overall, whatever the definition, it is clear that marketing is a positive action, which helps connect market with customers, satisfying their needs and wants. [4]

Thus, marketing is also a social, ethical and managerial process by which clients and companies obtain what they wish and need through a well-planned relationship system with good information exchange mechanism .

Nowadays marketing is one of the relevant responsibilities of the top managers. Marketing has strategic, tactical and operational management importance. Today in many companies marketing director leads company forwards due to marketing-oriented strategy. Marketing is continual, it is a process. The world is continuously changing and consequently, our customers and their wishes and needs change. Thus, for satisfying customers, one has to understand who they are. Therefore, before developing a new service or product, one needs to think about future and possible changes in customers’ desires and needs and not just about their current demands .[4]

Visual aspects are also a key component of marketing collateral, which involves the use of visual advertisements to make sales effort more effective, after a prospective buyer has been identified. All this requires graphical design of the commercial visual stimuli in question. The basic elements of graphical design, as in many other areas of design, include shape, size, form, texture, lines, and color. However, the visual context in which products, brands, and ads are presented may affect consumers’ reactions to them as well.

All this is part of what visual marketing is; that is, the strategic utilization by firms of commercial and non-commercial visual signs and symbols to deliver desirable and/or useful messages and experiences to consumers. An important component of visual marketing is the actual design of the visual communication, including logo, packaging, and advertising design, and more recently web page design. If indeed “seeing is believing,” and “believing is buying,” it is important to manage what consumers see to maximize profit. This is increasingly recognized in business[4].

#### **3.2.7.4 Definition of marketing plan**

Chris Cooper, John Fletcher, Alan Fyall and David Gilbert (2005) said: “The use of the word marketing in the early stages was associated with a number of actions that were loosely related to the activity of achieving sales rather than marketing”. [4]

A marketing plan is a written document that summarizes what the marketer has learned about the marketplace, indicates how the firm plans to reach its marketing objectives, and helps to direct and coordinate the marketing effort (Kotler, Keller, Brady, Goodman & Hansen 2012). The marketing plan gives clear information about markets and explains action plan systematically about how to achieve company's goals. In service businesses, the most effective staff marketing directors turn marketing into a line function (Berry & Parasuraman 1991).

According to Kotler, Bowen and Makens (1996, p. 661): "A marketing plan serves several purposes within any hospitality company: provides a roadmap for all marketing activities of the firm for the next years, ensure that marketing activities are in agreement with the company's strategic plan, forces marketing managers to objectively review and think through all steps in the marketing process, assists in the budgeting process to match resources with marketing objectives, creates a process to monitor actual against expected results [2]

Whereas corporate issues related to the direction and strategies of the entire corporation, marketing planning concentrates on the way in which a company's resources are geared to the needs of the market or, more precisely, selected market segments. Nevertheless, corporate and marketing planning flow together, marketing being the powerhouse which drives corporate direction. [4]

The marketing plan provides a roadmap for all marketing activities, ensure that marketing activities agree with strategic plans made and forces marketing managers to review and think through objectively all steps in the marketing process. Moreover, a marketing plan helps the budgeting process and makes it possible to monitor actual against the expected results. (Aineslahti 2014.)

Well-done marketing plan brings the following benefits to the company: forces an assessment of the external environment and an assessment of the organization's internal competencies; it quantifies the expected performance goals for the new venture and identifies the scale of required resources and the degree to which these will have to be met through the attraction of external funds. [4]

There are two types of marketing plans: long-term and short-term. The main difference is the period of time when the marketing plan exists. A short-term marketing plan is used for this thesis project.

Long-term

Long-term marketing plans look beyond a one-year period, often focusing on five- or ten-year periods. These time frames align with established corporate strategic periods so marketing activities support the company's overall business objectives. Long-term marketing strategies should be evaluated annually and adjusted according to changes in customer demographics, economic outlook, and overall sales projections. (Grunert 2015.) [4]

Short-term

Short-term marketing plans are also called tactical plans. These plans focus on the upcoming quarter, half-year or one year's worth of marketing activities. Short-term plans provide details on the steps the company will take to promote its goods and services. Each marketing activity is listed, along with when it will be enacted, what will be done and to whom it will promote [4]

### **3.2.7.5 Direct Marketing**

Direct marketing becomes part of our everyday life, even when we don't realize it increasingly influences our consumer behavior. It is one of the fastest growing parts of marketing communications. However, most people not even know what the term direct marketing means. Usually, they imagine under this term some item in their mailbox that contains an offer of various goods, accompanied by a letter. According to the Direct Marketing Association (DMA) the definition of direct marketing is followed: "Direct marketing is an interactive system using one or more advertising media to create measurable responses or transaction at any point." [8]

Direct marketing represents a direct communication with carefully selected individual customers in order to receive immediate feedback and to build a long-term relationship with customers. With direct marketing, the managers communicate directly with customers, often in individual and interactive discussions. Using detailed databases adjust their marketing offers according to the needs of the narrowly defined segment or even according to individual buyers. In addition to building brand image, they are usually seeking direct, immediate and measurable reactions of the customer.

The main forms of direct marketing include personal selling, telemarketing, direct mail,

mail order catalogs, teleshopping and online selling. Marketing by telephone or telemarketing represents direct selling products or services through a telephone. Direct mail involves sending offers, announcements, comments or other things to a person at a certain address. Using carefully selected lists marketers annually send millions of consignment – letters, advertisements, samples, brochures, video or audio tapes, CDs and other “winged vendors.

Shopping through catalog became so sharply as the Internet, even there are few who remember. There were also some similarities – no one had to go to the shop and the catalogs a huge selection and low prices. Today, when the growth of catalogs purchases has slowed, catalogs use more and more retailers, who see this as another opportunity for sales promotion. However, the rapid development of technology together with the focus on one-to-one marketing led to dramatic changes in mail-order catalogs. The development of internet brought huge changes and so more and more catalogs are changing into electronic form. However, the internet has not destroyed the printed catalogs yet. Online catalogs currently make about 13% of all catalogs sales. Printed catalogs still remain the primary medium and many originally only electronics companies are also beginning to offer them. Teleshopping with the direct response has two forms. The first is a direct response ad. It is about spots with 60 or 120 seconds long, that with persuading form describing the product or service and provide customers free telephone number, where they can order. Another form is shopping channels, television programs or even all stations, that have one goal: to sell goods or services. Programs offering discount prices for products like jewelry, lamps, toys, clothes or consumer electronics.

In recent times, more and more primary defined customer segments are further broken down into smaller, more profiled target groups. Direct marketing can take two forms:

- 1) Addressed direct marketing in which bids are addressed (and thus directly addressed) to specific persons, which are usually entered into the corporate client database.
- 2) Unaddressed direct marketing addresses selected segment of the market, but not named specific persons. However, even in this case, the offer is targeted quiet directly and a selected segment is also often chosen from the corporate database. The advantages of direct marketing could be:
  - Targeting on clearly defined and meaningful segment
  - The effectiveness of targeted and two-way communication allows a

more personal relationship with a customer

- The possibility of controllable, measurable reaction to a certain offer
- Illustrative demonstration of the product
- Long-standing use.[11]

### **3.2.7.6 Mobile marketing**

If we talk about advertisement via mobile phone we talk about the area of mobile marketing. Mobile marketing is one of the most rapidly growing and dynamic marketing tool that is gaining a lot of popularity and becomes very potent. The basis for mobile marketing is a prerequisite of technical equipment of target group. Mobile marketing can be included same as e-marketing in some components of communication mix, for example:

- Direct marketing – delivering of addressed or non-addressed marketing messages to mobile
- Public relations – articles published on the portals of mobile marketing
- Advertising – banner advertising on mobile internet websites, advertising send out through MMS/SMS

The main advantage of this communication tool is its efficiency, another benefit is rapid preparedness of action. The start of any mobile campaign can be ready within a few days, so it can elastic reacts on the market needs. It is flexible, personal and interactive. The campaigns can be individualized according to the behavior and demographic profile of the receivers.[11]

### **3.2.7.7 Viral marketing**

“The literal translation of viral marketing is the ability how to get customers and how to persuade them to speak about the product, service or website between each other.

Originally it was related to some kind of “grapevine”, mouth-to-marketing, but due to the internet, it took another dimension. The report spread quickly and exponentially. The virus the message is an information with so interesting ad content for persons, that they spread it further by their own means.

There are three important parts of the tactics. In terms of content, the message must contain a creative idea, which not only addresses but will be fun and interesting. The report places through their own databases or website. In the end, it must be evaluated the efficiency in

comparison with the content, estimate response and reaction of demand for the certain product or service”

### **3.2.7.8 Social networks**

Social networks are an extension of the classical web. They are interactive presentations of 2.0 web, through which users are connecting and communicating each other. People are joining in social networks according to a common interest. For example, there are creating groups with similar music taste (last.fm), or groups with common friends (Facebook). The popularity of social networks is very rapidly increasing and one of the most spread social networks is Facebook. This medium has a great potential and currently, Facebook uses almost 1 billion users.

## **3.3 Market segmentation**

Market segmentation is the segmentation of the market for various consumer groups, who require different products or different marketing approach. If we speak about market segmentation we should mention a targeted marketing, which means that the producer chooses a certain market segment and according to these segments develops appropriate product and other components of the marketing mix. Each consumer has specific needs and wishes. Therefore, it is not possible to work out individual marketing program for every person and tailor him its products. That’s why it is necessary to find consumer groups having the same or similar needs and consumer behavior. The definition of market segmentation can be expressed as: “Process of partitioning into groups of potential customers with similar needs and/or characteristics who are likely to exhibit similar purchase behaviour

Main subjects on which the market focuses include consumer market (goods intended for consumption), the industrial market (goods intended for further processing or production), government market (include the budget for roads, highways, health, military etc.), and then the institutional market (include the Church and various charitable organizations).Consumer

the market can be subsequently divided into:

- Geographical basis
- Demographic basis
- Psychological basis
- Marketing basis
- Profit basis
- Quantum basis
- Loyalty basis

The market for industrial products can be segmented into:

- Type of business
- Usual purchasing procedure
- Size of users - Geographical market segmentation

Considering the segmentation as very universal it is inconceivable describe all possible combinations of segments.[9]

### **3.3.1 Marketing segmentation strategies**

When the company evaluates different segments, must later decide which and how many segments will serve. There are three strategic options for marketing:

1 /Undifferentiated marketing strategy

It is also called as a mass marketing strategy. In undifferentiated marketing, the company does not distinguish differences between segments and enters the market with a single offer. It proposes some product and marketing strategy, which seeks to reach as many buyers. The company relies on mass advertising and distribution. The main objective is to give the best possible product image.

2/ Differentiated marketing strategy: The company produces two or more products, which can vary the quality, size, design or other characteristics. Products are offered in one way (the same marketing mix) and provide to the customer's varied opportunity of choice and change.

3/ Concentrated marketing strategy: The company concentrates on one specific segment instead of several segments or the total market.[9]

### **3.3.2 Benefits of segmentation**

The market segmentation process requires marketers to understand the motivations of customer choice and preferences in the marketplace, thereby discovering the basis of competitive advantage.

Market segmentation also helps marketers see opportunities in the marketplace by analyzing the needs of each customer segment. From there it is possible to offer products of the same type but with different uses, different packaging, cost, etc., to serve the different needs of different customers.

Most importantly, market segmentation is the premise for building a market strategy for your business. If a marketer does a good job of segmenting the market, identifying a niche market segment will be easy to succeed because the market strategy of the business is based on the ability and the real advantage. of the business suits the needs of the market. On the other hand, if the marketer chooses the wrong market, then any theoretical strategy is difficult or impossible to accomplish, because the marketer may have chosen a market that is too large for his capabilities, or the market that most urgent, most decisive customer, the business is not able to meet better than other competitors.

Market segmentation is also a basis for marketers to identify, evaluate the market, help track market movements, and predict future market changes to meet market demand.[10]

### **3.4 Advertisement**

Coulson-Thomas (1986) defined the role of promotion as: “To communicate with individuals, groups or organizations so as to directly and indirectly facilitate exchanges by informing and persuading one or more of the audience to accept an organization’s products”.

The fundamental task of marketers is to spread the word about their products and services in order to get people to buy them. To accomplish this task, marketers use a combination of outbound techniques including e-mail blasts, telemarketing, direct mail, TV, radio, and print advertising, and trade shows in order to reach their potential buyers. According to Kotler (1994), “Advertising is any paid form of non-personal communication and promotion of ideas, about goods, or services by an identified sponsor”. Advertising is not an optimal way of marketing communication [2]

Advantage	Disadvantage
It is very flexible and can target large audiences or more precise market niches.	Expensive to design and carry out, particularly on primetime television
Can be cost efficient if the aim is to reach a large number of people at a low cost per person.	Relatively difficult to monitor its effectiveness. This is because the aims of advertising are often long term in nature.

**Table 1 Advantage &disadvantage of advertisement of kotler [2]**

### 3.4.1 Advertising strategy

The strategy begins with identifying the group or groups of people at which the advertisement is aimed. The second step is to define advertising objectives. The next step is to decide how much a company is able to spend on advertisement. The decision depends on two factors – message and media. The last step is an evaluation of advertisements and their results.



**Figure 1 Developing an advertising strategy (jobber 2007) [4]**

### 3.4.2 Types of advertising

❖ Television advertisement:

This is the most common form of advertising and business use. TV commercials are divided into several categories: TVC, self-introduction, sponsorship programs, sales

through ... This form of advertising is the transmission scope and attract the audience with audio transmission and image real. However, to record the viewer by the view, the viewer must be notified, the image must be repeated several times during the day and month to achieve the desired effect. However, the cost of advertising this type corresponds to the start-up business that the main account will not be able to select it as a means to transfer standard products to consumers.[2]

Advantage	Disadvantage
<ul style="list-style-type: none"> <li>• Good combination of sound, colour, image.               <ul style="list-style-type: none"> <li>• Easy to associate.</li> <li>• Wide scope.</li> <li>• High frequency.</li> </ul> </li> <li>• Easy to attract, attractive.</li> </ul>	<ul style="list-style-type: none"> <li>• Non-selective audience.</li> <li>• May be boring, ignore.</li> <li>• Short advertising time.               <ul style="list-style-type: none"> <li>• High cost.</li> </ul> </li> </ul>

**Table 2 Advantage &disadvantage of television advitisement**

❖ In newspapers, magazines, websites and brochures :

Advertising in the press is a type of advertisement that has a longer lifespan than any other form of advertising today and is still being marketed by businesses. The utility of journalism It is the level of spread, it can transmit from one person to another, when finished reading information can store it to be able to read again when need. As the information technology grows, it is also time to advertise a step further. Newspaper sites are always popular with the office and young people, so ads on the website are also businesses are interested in.[2]

Advantage	Disadvantage
<ul style="list-style-type: none"> <li>• Flexible, determined time.</li> <li>• Market coverage.</li> <li>• Acceptable and widely used.</li> <li>• High reliability.</li> <li>• High frequency</li> </ul>	<ul style="list-style-type: none"> <li>• Short advertising time.</li> <li>• Information that is easily dismissed or read out.</li> <li>• Picture quality, poor color.</li> </ul>

**Table 3 Advantage &disadvantage of newspaper and magazine**

❖ Outdoor advertising:

Common names for advertising at high altitude such as billboard on the roof and walls of buildings; Street furniture: only the type of advertising in the low, along the road as advertised in bus shelters, telephone booth ...; Transit: type of mobile advertising like on buses, taxis ... all are part of outdoor advertising. Normally, outdoor advertising signs are often located in crowded commuter routes, or central locations, to attract a large number of viewers. Due to being immobile, the audience is almost limited, most of them are frequent people who travel on that route or to that place.

Advantage	Disadvantage
<ul style="list-style-type: none"> <li>• Flexible</li> <li>• Less competitive pressures.</li> </ul>	<ul style="list-style-type: none"> <li>• Limit creativity.</li> <li>• No selective viewer.</li> <li>• Dominated by requirements beautiful</li> </ul>

**Table 4 Advantage &disadvantage of outdoor advertising**

### 3.5 Customer targeting

One of the fundamental objectives of any company or business is to have customers. The customer represents purchasing power, and each company is well aware of what the

customers mean to them. If a company seeks to reach a greater market share must set its strategy to address as many potential customers as possible. “Customer targeting, or simply targeting, refers to the seller of a product or service going through the steps of specifically and clearly profiling the types of customers who will likely want to buy that product or service

### **3.6 Segmentation of Ethical Consumers**

There are not so many information that would describe and segment ethical consumer. Some research about ethical segmentation was made by Paal and he tried to explore and define who could be ethical consumer. According to his research we can segment ethical consumers into five groups. Although the research was executed in United Kingdom, he claims that the results can be generalized and used in other developed countries. The first segment he describe as a “the global watchdogs”. This segment (5% of the total) includes wealthy people typically 35-55 years old and they fell as a powerful consumer. They are ethical hardliners and always want more information about what they are buying. They are strongly environmental friendly so they recycle, buy local and actively seek information. Second group is “brand generation”. This segment he describes as a young people, mostly students around 25 years old and less. For them the ethical problems are secondary and they are also aware of their power as consumers. Next segment are “conscious consumers” and include 18% of the total. For this group is important the ethical value and quality features of the product. So they decisions are determined by quality and price, but they don’t feel guilty about buying “unethical” products. For this category is hard to define the age groups and they are not brand aware at all. The fourth segment is described as “look after my own” and they have few ethical motivation. They are mostly young with age till 35 years with low income. They feel no guilty buying “unethical” products, do not feel empowered as consumers and are indifferent to environment. The last group is called “do what I can”. This segment (49% of total) is the biggest group of the survey and includes older population. Four in five of this group recycle and 70% support local shops, but they are not interested in ethical activities. They feel powerless and from their perception do not feel as ethical consumers. Paal came up with results that only thirty per cent of these segments consume ethical products. The survey was conducted in 2000 and involved 2000 personal interviews .[11]

### 3.7 Branding

To understand what branding is I will first describe what the brand means. According to American marketing association brand is defined as: “name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers.”<sup>27</sup> The brand is what creates every company. Thus, branding is the process of building a name and an image of any company or organization. Marketers sometimes used also terms like a trademark, copyright, brand name or brand mark. Building brand or shortly

branding is “subliminal process by which a business employs marketing strategies to get people to easily remember their products and services over a competitor.”

The main goal of branding is so to find distinct products from the similar products of the competitors. There are many similar products or services on the market and through quality branding, the customer can choose a product that would be satisfied his needs and wants. Therefore, the company should deeply focus on the image for its products. With good and catchy brand the company could easier succeed on the market.

“Branding involves five components:

- 1) Positioning – this is what makes branding a two-way process
- 2) Storytelling – when the customer buys a brand he is the part of the story
- 3) Design – how the things are done, not only the visual form
- 4) Price - important, though less obvious aspect of the brand
- 5) Customer relationship – to make customers feel important.

The brand exists mainly in the minds of consumers, and often it similar to the storytelling. In other words, the brand is what the consumer thinks about it. The work of a brand manager is about creating right image of the brand in the customer’s mind. If the product is better than the customers believe it can enhance his reputation just by branding. Brands strengthen the customer loyalty through a single, easily recognizable image everywhere where the customer can get the contact. Customers always believe that branded goods are more valuable and more reliable than unbranded products, even though both products may be similar”[11]

### **3.8 Brand communication**

One of the most important elements in marketing communication plan is the image of the company. The image influences the consumer's attitude and interest through the promotion, personal selling, advertising and other aspects of communication mix. Thus, brand communication aims support sales of every goods or service of the company. If the brand of the company is strong enough, receives a privileged position over the competition. Thanks to quality brand position the company can be remembered only through its logo or slogan that the consumers keep in their memory. The key element is to share the meaning between two or more parties. "Brand communication is any exchange of meaning that transfers the brand value understanding between the brand owner and the brand purchaser." It could be based on the physical, emotional or perceptual value of the brand and be represented by trade dress, images or icons that are used to identify the brand. [11]

### **3.9 Positioning**

After when the appropriate segments are defined and chosen, the positioning of the product can be defined (competitive position). Philip Kotler in his book Marketing Management shows positioning as a suitable way of distinguishing the company's offer from competitive offers. According to him, the positioning is a process in which the offer an image of the company gain different place in the mind of target customers. Thus, the aim of positioning is creation such market-oriented value position that is a compelling reason to buy. With the continuous increasing expenditures for marketing activities by companies, particularly in the promotion area, consumers are exposed permanently increasing numbers of marketing messages. We are enough saturated with communications.

The similar situation is in terms of new brands. In today's markets, there is available a large number of brands in each product category. Even in every supermarket in some categories are often so many products that rarely can one objectively evaluate all of their attributes and then choose only most suitable. It is not possible to absorb such amount of information and if has the ability to do, this activity is quite time-consuming. The consumer is trying to simplify as much presented information as much as he could absorb so the message for the receiver must be as simple as it could be. Positioning can serve also

for reaching a new segment, which able the differentiation inside of superior segment. Thus positioning represents way:

- 1) How the company wants to be perceived in consumer's mind
- 2) How determines towards to competitors
- 3) How determines towards to other groups (supplier, customer, co-operative company)

Positioning strategy can be compiled after the situational analysis, segmentation and targeting. It is also necessary to know what is the brand identity or to have an idea what identity would be appropriate for the brand. These previous processes help to shape the strategy of positioning and make individual steps of this process easier realizable.

De Pelsmacker, Geuens a Van den Bergh defines individual steps in the formation of positioning strategy as follows: [6]

- 1) Competitors identification
- 2) Evaluation of the relationship of customers to competitors, making their product and brand
- 3) Determining the position of competitors
- 4) Analysis of customer preferences
- 5) The decision about positioning
- 6) Implementation
- 7) Monitoring of positioning

To build a share in people's minds often requires considerable costs, as well as maintaining this share. There are many identical products and companies competing for the mind of potential customers. Being notice is getting more demanding. If the money for advertising is not enough, it is possible that big companies could take over the concept and will present it as their own. One way how to handle this problem is to narrow the geographic scope. Introduce a new product gradually in individual markets rather than nationally or Internationally.

### 3.10 Brand positioning

If the company already defines both branding and positioning must than manage all concept brand positioning. Whole strategy of brand positioning refers to target consumer and seeks the suitable strategy through branding and positioning how to convince the potential customer to buy our brand in preference to others. Thus, through brand positioning the company must find suitable competitive advantage. The appropriate and

effective competitive advantage should distinguish the company from their competitors, provide positive economic benefits and also should not be easily duplicated.

There are many benefits of right managed brand positioning. It helps the company to know about the strength and weaknesses of its brand and through rapid feedback, it also tells us the customer perception of the brand. If people have a good meaning about the image of the company, they will have good “word of mouth” about our product and brand. And this is one of the most effective advertisement because it will add extra customer value. A good reputation is spreading through public mind rapidly and the company can easier reach more segments. The improvement of brand positioning is later reflected in increasing of future profits and sales.

As Kotler says “once the core product concept is chosen, it defines the character of the product space in which the new product has to be positioned.”

There are two possibilities how we can be positioned the product. It could be based on two platforms. The consumer and the competitor. If the positioning is based on the first mentioned, the consumer, all marketing campaigns, and messages are targeted only on the consumer (the user of the product). The second one based on the competitor is used if the company wants to compete with other players on the market. Thus, brand positioning includes identification and defining points that are similar or different in order to find an appropriate brand identity and create a quality brand image. Setting a strong brand positioning is a part of marketing strategy and explain the brand details, its uniqueness and also the similarity with the competitive brands. Therefore, positioning is fundamental for increasing the knowledge and perceptions of the customers. [2]

## **4 Practical part**

### **4.1 Business plan of Phuong SaiGon café**

#### **4.1.1 Mission Statement**

In the context of the harsh business market, the creation of a new direction is indispensable for all enterprises. Therefore, with the aim of acquiring the market of coffee restaurant services in Viet Nam, Phuong Sai Gon café has grasped the tastes as well as created a new breath for the forgotten traditional drink that is the herb tea , fruit tea ...and traditional roasted coffee of Viet Nam as well as quality assurance for customers. With good human

resources, accompanied by a clear business plan, competitors not too much for Phuong Café style. This will be a feasible project and is likely to win the market in the near future

#### 4.1.2 Executive summary

Phuong SaiGon's business plan is to invest in the service industry in general and in the coffee service sector in particular. In addition to avoiding risks as well as competition from competitors, Phuong SaiGon has a completely new direction and can be considered a pioneer in the café industry. The Vietnamese have been neglected for so long, it is the herbal tea, fruit tea ... is grown and distributed exclusively for businesses. In addition, we serve both traditional roasted coffee with a 100% pure guarantee. For the purpose of minimizing competition, Phuong Saigon has focused on server space and service. In a very personal way, do not mix with the market with the same service. Without compromising on the idea, we have developed a clear and specific business plan for all business activities.

#### 4.1.3 Product or service offering

With the goal of creating a whole new trend for the coffee industry, Phuong Saigon Coffee has found to origin instead of pursuing tastes, by targeting middle-class consumers and young people with milder lifestyle. Enjoy tea and coffee with friends in a luxurious and no less delicate space. Phuong Sai Gon coffee and coffee products have a mild flavor and need a certain amount of time to enjoy all of its delicious this is the essence of this drink. All types of teas and coffees are registered by the vendors for their own business, where growers and producers are checked monthly to ensure product quality. Prices range from VND 90-150,000 for a teapot, and about VND 90,000 for one cup of coffee can be considered quite high relative to the current market price. However, it comes with server space and offers. Special service, this is not really the price too high.

Besides, Phuong SaiGon also serves special kinds of cakes to enhance the flavor of accompanying drinks. And all products served in the shop are exclusively distributed. Types of tea and coffee served in Phuong SaiGon coffee include herb tea, tropical fruit tea and fresh flower tea in Vietnam, in addition to the tea we serve coffee originating from DAKLAK, region The most famous land of coffee production in Vietnam today ... We pay attention to the top quality, so each teapot will be staffed to guide guests to take place to not lose the inherent flavour of they.

#### 4.1.4 Industry & Competitive analysis

Following the new trend is a way Phuong SaiGon coffee avoid competitors in the market today, but in any segment will have a certain competition. In that sense, the business has launched a The marketing plan is thorough and market research is very thorough before entering the operation. Located in the heart of Ho Chi Minh City, the business has been able to capture the customer base as well as research potential customers in the future Phuong SaiGon is adjacent to a shopping center, and three large companies AAA Interior Designers, ACB and HSBC banks. We are confident that visitors and office staff will be a never loss resource. However, with the goal of being middle-class customers with relatively high spending, we will be flexible in changing the monthly menu to suit many customers. In addition, the company also has a department dedicated to designing and marketing products monthly with many attractive programs and gratitude customers every year. All that will help Phuong SaiGon coffee can be enough confidence stand on the market with the current rivals .

#### 4.1.5 Target market

Phuong SaiGon coffee's current target is Viet Nam, which means that each province and city will have one Phuong SaiGon café. At present, the enterprise has two brands located in central districts of HCM City. , and this is the third branch ... Going to that goal by Phuong SaiGon with the criteria to capture the market, so more stores synonymous experience to reach out to the wider public on the current general. However, this is not necessarily all of the business, because the customer is oriented to the middle class, we understand that in order to create a luxurious and elegant space for customers to enjoy and show their level. We have to study and learn not only in the country but also abroad. Therefore, outside the Vietnam market, in the five-year plan, Phuong SaiGon coffee will reach out to the overseas market is the Singapore. The country has abundant economic resources and source of tourists with high demand. This is where the business is headed in the near future .

#### 4.1.6 Financial Statements

Developing and moving a business is the mission of the marketing department as well as the business plan and strategy. However, Phuong SaiGon café always has financial reports

reflecting the main economic-financial indicators of enterprises, it reflects the most comprehensive information on the status of assets, equity capital, public debt, cash flow situation as well as financial situation, business results of the business in a certain business period. We always plan clearly for each item, fixed costs as well Variable costs of items in the business. In addition, Phuong SaiGon Café spent 30% of annual sales for marketing and customer care, contributing to the company's growth.

With the income report Phuong café will know the revenue of the company earned in the year from selling products and services as well as expenses arising from wages, taxes, operating expenses .... Knowing that market expansion is the goal of all businesses, But profits and revenues must be reasonable to maintain the activities of Phuong SaiGon coffee.

## **4.2 Market Trend in Viet Nam .**

The coffee brands in Saigon are trying to overcome the wind of market economy and thin pocket of people. The new coffee chain was born and the old one stopped working because of the lack of it. Young people in the city do not hesitate to insert foot in order to enjoy the new type of imported coffee.

For the past few years, the city's people are familiar with the western-themed The Coffee Bean, a franchise from the United States .The Café Bene brand of Korea also appeared in Saigon last August, the first shop located on Dong Khoi Street. After six years of establishment, this brand has been present in 13 countries with 1,600 stores and targeted in Southeast Asia, after the store in Vietnam will be Myanmar. Kim Sun Kwon, President of Caffé Bene Korea said that the brand is expected to open 15 stores in Vietnam and within five years, plans to open about 300 stores.[6]

Howard Schultz's American Starbucks brand also appears recently as many have queued up for purchase. Although Starbucks's strategy of creating a once-in-a-lifetime brand, the two segments of the premium and medium market are creating a distinctly turbulent climate that makes the "king" This has to be moved to catch up. Due to fierce competition from the Vietnamese brand group, Starbucks started running event programs or customer retention discounts.

Because there are so many cafes going up the streets with different designs, depending on the type of service they serve, people are free to choose their own. That is a good signal for

this service industry, must always innovate, explore and create if you do not want the opponent to pass.

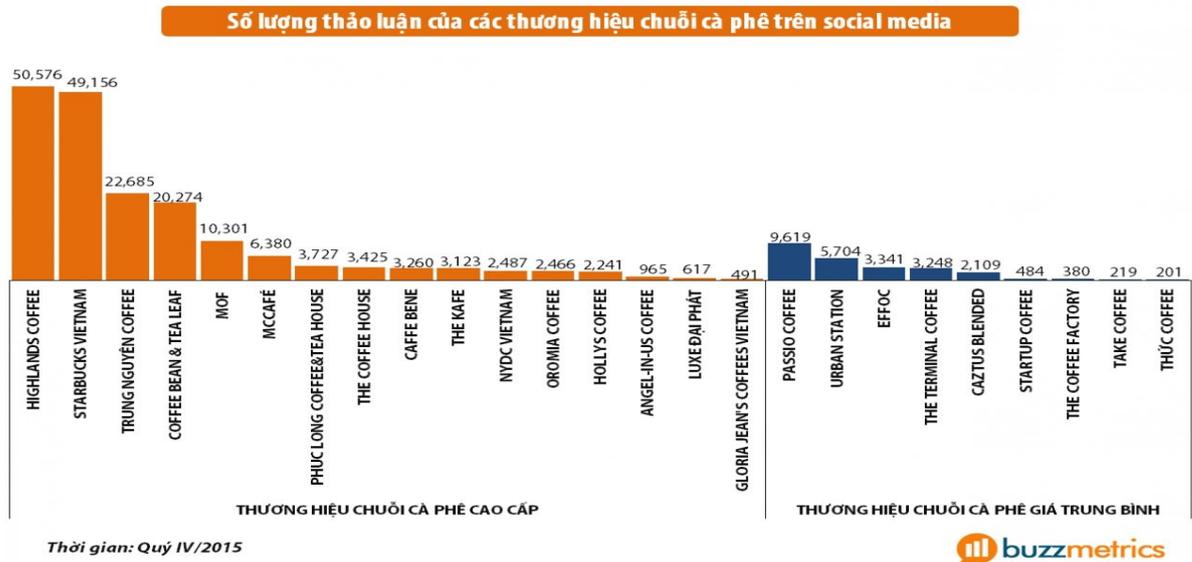


Figure 2 Number of coffee brand on social media [6]

### 4.3 Introduction

Phuong SaiGon Café was established on 15/7/2016. Phuong SaiGon is located in the crowded central of SaiGon. It is also considered the advantages and disadvantages of the location, because of the fierce competition of the market segment is unavoidable, but with enthusiasm as Phuong SaiGon's passion for coffee crossed the barrier and created three more chain stores to date. Although starting small and medium scale, but wearing a style separate from the neighbour restaurants, Phuong SaiGon has a long and fixed number of customers. Strengthen the pure Vietnamese coffee and tea. Phuong SaiGon has been a delicacy for the delicate diners, as well as for the delicate “Gout”. However, the object of the shop is that of gentlemen, ladies and friends also young people love the silence in the soul to be able to enjoy a cup of clean coffee to be able to chat with friends and business partners ... This will be another piece of style in the coffee industry in particular and service sector in general .

### 4.4 Overview of the business situation

- ❖ **The product** : Phuong SaiGon's coffee products are not only specialized in coffee, but they also want to focus on tea such as: rose tea, white tea, hibiscus ,

Tea .... This is also the reason why they are different from other places, because they have found the culture that has existed from the age of the Vietnamese.

Tea is provided right from a facility located in Da Lat - the place is called the flower city of Vietnam, for coffee they import coffee from DAKLAK city. The coffee export volume is second largest in Vietnam, the coffee they use has arabica ratio of 30 percent and 70 percent is robusta, so it brings the flavor bitter as well as the gentle aroma of arabica bring.

- ❖ **Market and Competitor** : In the current market segment, coffee models are growing as mushrooming, so finding a new direction and especially for young entrepreneurs is not a big deal. , see the reality and create a new trend is all they turn to. products to their customers are the pure cup of coffee with the teapot full of Vietnamese identity has At the same time, with the SWOD-based analysis, they have seen the potential of the service sector as well as the way in which they have gained. Can retain customers in the long run. Price is also a concern of new cafes, when the coffee market in Vietnam has an average price of 20.000 to 50.000 VND / vnd for a traditional coffee, in Phuong SaiGon coffee a teapot for two guests will have Prices ranged from 90,000 -150.00vnd and traditional coffee from 70.000vnd. But look at the services and enjoy space they bring to customers as well as quality products.
- ❖ We can see that café coffee giant is pouring into Vietnam like Stabuck Coffee . In addition, also have highland café, Trung Nguyen, etc... These are big brands. are the heavyweights so if we do not stop promoting and have clear business lines, it will be very difficult to stand as well as compete against them Marketing plans of Phuong SaiGon café .

❖ **Analysis SWOT of Phuong SaiGon Café :**

<b>Strength</b>	<b>Weakness</b>	<b>Opportunities</b>	<b>Threats</b>
-Have good ground with reasonable price	-Unstable capital	-population of east SaiGon, young population structure	-There are many types of coffee shops
-copious and pure drinks	-no competitive experience	-Demand for the middle class is high	-Many famous coffee shops with good quality service.

-there is visibility line of business.	-There is no stable source of customers	-Competitive price	
-market survey carefully .		Easy look for human resource .	
<b>Strengths -Opportunities (S-O)</b>	<b>Strengths -Threats (S-T)</b>	<b>Weakness -Opportunities (W-O)</b>	<b>Weakness -Threats</b>
-Large market, attracting many customers -Hire and train staff to serve -enthusiasm enthusiastically. -unique space, providing services -suitable for potential customers · -quality products and have their own characteristics	-Take advantage of the variety of drinks and capital to invest in differentiating points in competition	-Coordinate with specialized news sites to promote the store	-learn business experience from the successful shop, also competitors.

**Table 5 Swot of Phuong SaiGon cafe**

through the analysis of SWOT we can easily see that the weaknesses that we are dealing with and the challenges for the business in the time of startup at that time. Besides, there are also many advantages of positioning. Expertise and, more importantly, the difference in products and services. Create a whole new space for customers, a trend for the elite. But the challenge is still ahead, so the change and catch up trend is a factor that needs to be able to sustain a business.

### ❖ **Analysis of SMART of Phuong SaiGon Cafe .**

**SPECIFIC :** The main objective is to promote the promotion of products as well as a step to bring customers to the traditional source and bring second-year revenue 20% higher than the amount of funds spent. So Phuong SaiGon café has clearly planned business development and specific plans for advertising products in the media and at the place of sale. With today's competitive market, if there is no specific plan it is difficult to stand on the market and will not be able to retain customers..

MEANINGFUL : For the café industry, the product and customer choice is the most accurate measurement tool among competitors, so if a business has a fixed number of visitors per month They are going in the right direction. And Phuong SaiGon is so, they take the service and products themselves to measure their target sales, monthly sales, annual sales will be the correct answer for planning. Their marketing is right or wrong .

ATTAINABLE : With the goal of increasing sales by 20% for the second year in business, it is not too difficult, but it is never easy when the competitive environment of coffee house in Vietnam is booming. Now, with so many brands as well as big investors are pouring in, such as starbucks, coffee beans ... But the plan gives clear and careful calculation of each step of marketing Phuong SaiGon they can trust the goals they give for the level of revenue they want.

REALISTIC : With a plan to increase sales after a careful year of operation, with a relatively generous marketing cost, it is not too difficult to achieve the goal. . We have a 30% share of the \$ 150,000 spent on our annual sales to market our customers, market our products, as well as the media. Phuong SaiGon cafe believes that it will provide the right direction..

TIMED : Phuong SaiGon cafe is very clear time for them to recover capital as well as profit for shops. After the first business year they will break even and start the second year is profit. Their marketing must be very close to the initial plan, and they also plan for each month in the first year the business will promote and marketing how it can attract customers (at last table). With time and goals planned, we have enough from the economy to the authenticity of the marketing plan of the business.

#### **4.5 Targeted customer**

Target customers of phoenix SaiGon coffee that is office workers and the middle class as well as young people have a slow lifestyle. Since the location of the coffee house is right in the center of the city, so there are many companies and many commercial centers, as a favor of Phuong SaiGon, a fixed number of guests for noon by the people office workers, and evening clients from the street at night with their families and from the lines of businessmen near the coffee house.

## **4.6 Objective marketing of Phuong SaiGon café**

- Retake the location of Cafe shops where consumers.
- Control the market, avoid dissolving with the domestic coffee market, make a significant difference to the space and quality of products to customers.
- Carry out campaigns to stir up the market, create new rush, bring Phuong SaiGon to customers with image solicit and luxury.
  
- Increase the number of frequent return visitors.
- Participating in barista competitions to improve staff skills, as well as sponsoring a variety of social programs to create relationships with the media.
- Make new, special and impressive ads.
- Organize new drinks launches for customers and have weekly coupons for loyal customers to retain customers..

## **4.7 Branding and positioning**

The sophistication of Vietnamese coffee is reflected in the culture and style of Vietnamese coffee. The Vietnamese have a style of enjoying their own tea and coffee, which they do not consider to be fast-paced, effective anti-sleep, as Americans like to enjoy tea and coffee as a culture: sipping and thinking. Sitting in a cafe, just sip and read newspapers, listen to music, chat with friends, business associates, or work, and also to reflect on life, people ... understand that Phuong Sai Gon is geared towards space and service with a bit of luxury and sophistication to match the quality of Vietnamese coffee. And that has a strong impact on creating the logo of the business, which is also the soul of the business, thus creating a logo as well as containing the soul of Saigon Phuong is indispensable. They have chosen the yellow tones of pure coffee accompanied by black tones representing traditional teas, the two-color logo is black with gold combined with slicker but no less chic. It also contains the essence of Vietnamese culture.

## **4.8 Market penetration**

Phuong SaiGon Cafe at the beginning of the market when they opened a tea shop and coffee to drink for 10 days. Through this activity, Phuong SaiGon has introduced to

customers coffee products as well as his tea while guiding guests to enjoy coffee "Phuong SaiGon style." That is wait for the last drop of coffee from "filter café" and blend with fatty condensed milk with aroma of coffee, besides, customers can enjoy all drinks, as well as cakes, served with. That is the name of Phuong SaiGon coffee has really developed. The enthusiastic reception and fast consumer has created a phenomenon of "coffee meditation" in the dynamic and competitive Saigon. Maintaining that growth with the "Strategic Triangle" - a consistent development n then open two more adjacents to the manager to maintain the control, design, service, and quality of the cafe. In addition to reducing the cost of management and inventory costs while still a capital constraint.

Phuong Sai Gon has made the most spectacular market penetration in the history of branding in Vietnam. It is said that Phuong Sai Gon coffee is a marvelous success of branding in Vietnam in recent years. In just two years, from an idea hugged by members of a family with a passion for coffee and the desire to live up to the "old tea" culture of Viet Nam, they now have A system of three adjacent shops in Sai Gon central.

#### **4.9 Market expansion**

Having quickly conquered the southern market of Vietnam with its own unique style and style, Phuong Sai Gon started its ambition to bring its brand nationwide coverage and where Phuong Sai Gon is aiming at. The first is Nha Trang - a sea in Vietnam. Named as the jewel of far east, where annual tourist arrivals up to several million visitors from many countries .. this is an extremely market. Potential as well as a first step Phuong SaiGon to your friends, a way of introducing culture and tradition of Vietnamese coffee from a long time. a stepping stone for them to reach the international market in the near future.

#### **4.10 Direct marketing**

Perhaps direct marketing is not a foreign word for commerce by way of contacting consumers by e-mail or direct phone calls to them. It is no different, with the same care and bringing the product closer to the customer, Phuong SaiGon coffee cleverly put that into their Menu and website, by decorating as well as luxurious design. The menu will be meticulously prepared and presented to introduce new drinks but no less eye-catching and formal. Pure Vietnamese coffee is traditionally imbued with fragrant teas for early mornings. Also on their official website will be constantly updated about promotions and

new drinks to customers. In addition, they also served with free pastries in the first three weeks both to enhance the taste of drinks and to introduce a new product of the coffee house .

#### **4.10 Social marketing**

We can not deny that today's social networking is so fast, and that's the best marketing tool we have today. Quickly and effectively bring the product closer to many potential customers. First of all we have to point out that is facebook. a social explosion in the 21st century can say facebook today for all ages, so the audience will be expanded when we choose This is the advertising method for coffee house. Phuong SaiGon's aim is to bring the middle class and young people to enjoy it lightly and deeply, so social networking like facebook will easily connect people and create a common place for them. Those who enjoy the same taste enjoy tea and chat in the space of party and no less luxurious.

Next is Instagram. A popular social networking site after facebook. The images of the coffee house will be transmitted to international friends, as a marketing image of us. And it will find us more customers more as well as be aiming to capture Asia's Singapore-specific market Phuong SaiGon soon to be implemented in the future.

#### **4.11 Sale promotion**

To get customers is not an easy task, so it is more difficult to retain customers, especially for Phuong Saigon's new models. Phuong SaiGon has a method of customer care is quite technical as well as psychological that is in addition to receiving the assessment directly from guests on Phuong SaiGon café website, they will provide a membership card for customers to buy drinks over 500,000vnd on total bill. With this card, customers will be able to save their name as well as their date of birth on the coffee house system. Phuong SaiGon will send a voucher to the guest at the voucher , their voucher will be 300,000 vnd. Customers are used instead of cash to eat in all Phuong SaiGon system. In addition to becoming a member, guests will receive a discount of 10% on all beverages and biscuits each time they visit the coffee house .

### 4.11 Financial of Phuong SaiGon café

This section will offer a financial overview of the Phuong SaiGon café ,as it relates to the marketing activities. The section will address break-even analysis, sales forecasts, expenses forecasts, and how those link to the marketing plans .

#### ❖ Break even point of Phuong SaiGon

In the first two months Phuong SaiGon used to set up the actual location, hire employees ... as well as create relationships with suppliers and prepare advertising programs so that customers can know in advance. Information of Phuong SaiGon in preparation for the inauguration of the third month will be launched in the first year will break even as well as pay the costs incurred to help coffee house into a stable business. After the first year will start to profit .

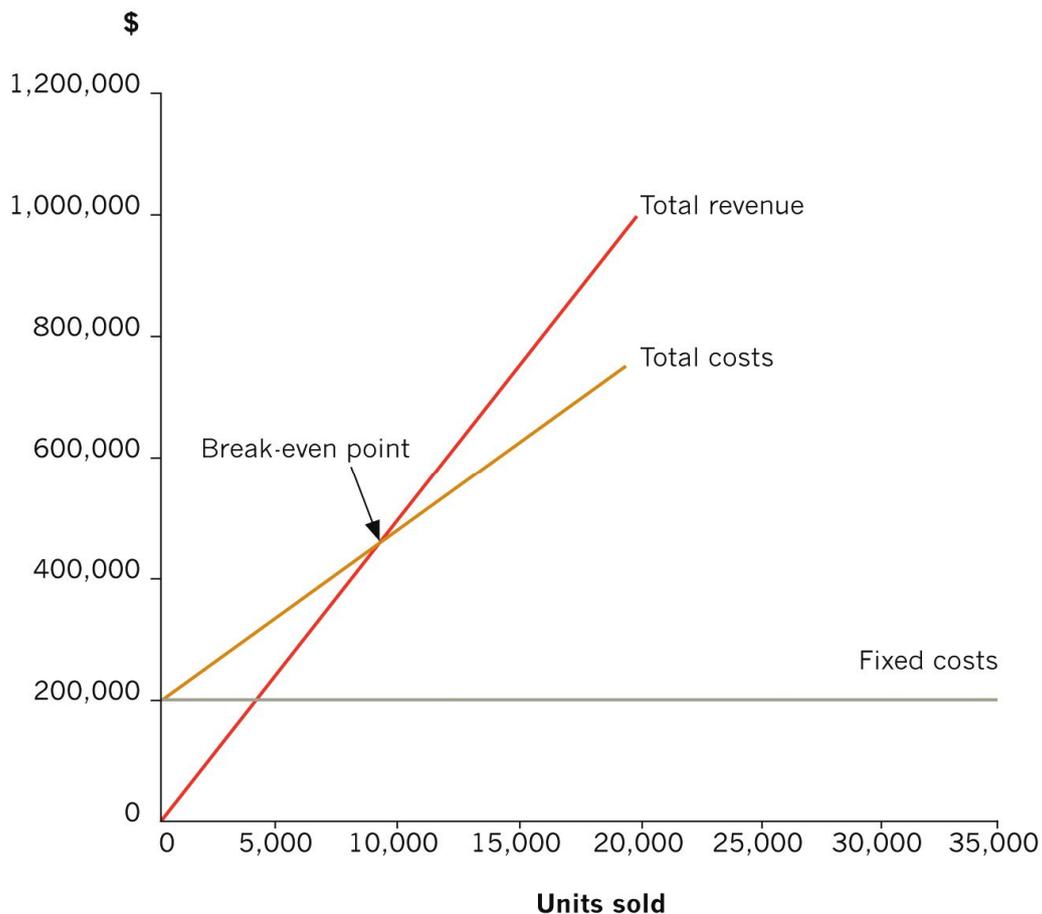


Figure 3 Break even point of first year .

It is expected that the company will achieve break-even point after one year of business, the initial investment of Phuong SaiGon cafe will be \$ 500,000, if the product they sell 10,000 products in a year, they will achieve target .

### ❖ Sale Forecast

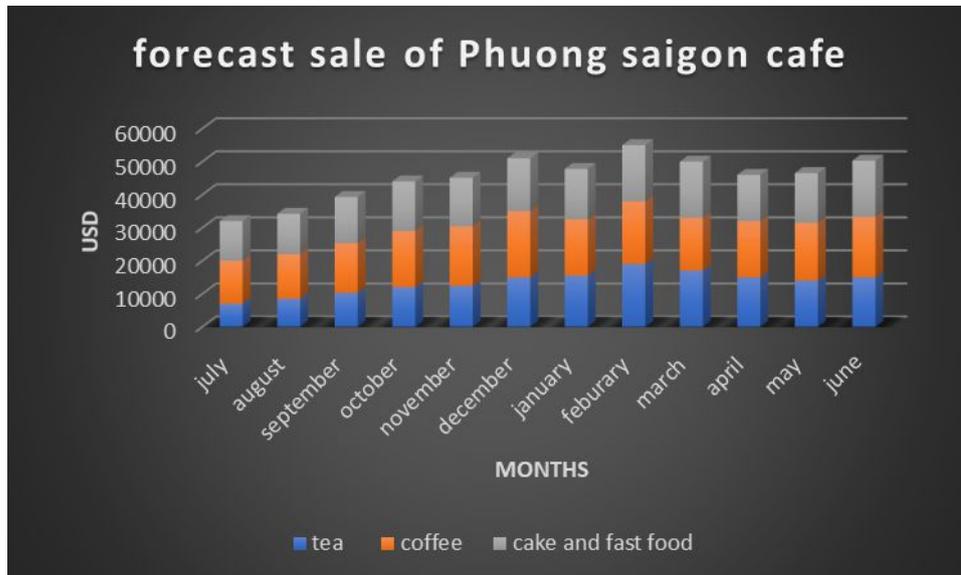


Figure 4 Forecast sale of Phuong SaiGon in first year .(2016-2017)

From the chart, we realize that Phuong café's real revenue has been increasing despite many difficulties, but customers are relatively stable and tend to develop each month. However, there are some low months that bring down the revenue but it can be overcome in the future. And with that revenue, Phuong SaiGon coffee will break even in the first year of business, in accordance with the purpose of investor .

### ❖ Expense Forecast

Item	Detail	Unit	Quantity	Price \$	Total \$(usd)
Variable fee					
Staff	6 bartender , 2 security , 10waiter /waitress ,2 manager ,2 supervisor	Person	22	Depend on position each person .	5.000
Mixing costs	Included : milk , tea , coffee ,	cups	850	1.5-3.00/unit	2.250

	cake , sugar ...				
costs incurred	Electric , water , wifi , tax ...	months	1	3000	2.500
Cost rent		months	1	3.500	3.500
<b>Cost of marketing</b>					
Digital marketing		package	1	3.000	3.000
Direct marketing		Package	1	4.000	4.000
Social marketing (facebook )		Package	1	2.750	2.750
Take care of customer , PR		Package	1	2.750	2.750
					$\Sigma$ 25.750

**Table 6 Expense forecast of coffee house in one months**



**Figure 5 Expense forecast in one months**

With the predicted monthly payment shown on the graph, it can be seen that maintaining a steady monthly business model such as revenue in chart one will have a certain surplus to begin with. More infrastructure as well as upgrading services for customers and put the advertising plan to a new height, contributing to shaping Phuong SaiGon coffee a certain business direction.

## 4.12 Budget forecast of marketing

SaiGon marketing budget will be allowed to spent 30% of annual sales. By understanding the importance of advertising and marketing to bring the product closer to customers and Create relationships with business partners and distributors, with a chain of three stores that have given Phuong SaiGon a certain experience as well as strong hands to pay for the company's necessarily such as advertising and infrastructure. This is just the first step to promote the public relations and branding Phuong SaiGon on the market.

For more detail of information, the table below had shown the upcoming plan for a financial fee which will result in further profit of the business.

### ❖ Marketing plan and budget for the first 6 months

Month	Communication at the point of sale	Boadcast via internet, newspapers, television	Public relations program
5/2016	Create curiosity with the sign "Phuong SaiGon coming soon" at the other three branches and before the construction site. Put two signs in the commercial central close, ten minutes to walk to attract. customers from the central Budget : 4.000\$	select the youth media channels, as well as choose the time frame for the TV broadcast at the office hours of the office staff for lunch, and the evening when all the families spend time together to attract more customers. Budget : 3000\$	Use social networking site to announce the launch date of Phuong SaiGon Budget :5.500\$
7/2017	-announced the official launch date of 15/7 at the store system .	Announcing the launch on the bulletin boards from	Post the special promotion on the opening day of

	<p>-In the first 10 days of opening, guests will be able to enjoy free coffee and tea and be instructed to prepare coffee and tea in Phuong cafe's own way, contributing to curiosity and attracting more customers. Enjoy traditional Vietnamese coffee and tea.</p> <p>- Decorate the corner of the mixing point for customers to see the style of luxury, eye-catching and elegant. Traditional cakes will be served when guests enjoy tea.</p> <p>Budget : 4000\$</p>	<p>July 1 to the official opening date of July 15th, accompanied by special promotions for the first 10 days of opening .</p> <p>-Publish news postings after the opening even</p> <p>Budget : 3000\$</p>	<p>Phuong SaiGon cafe on the social networking site. posted photos of the opening event and the keynote guests attending to attract many domestic and foreign media attention.</p> <p>Budget : 5.500\$</p>
8/2017	<p>Offering colourful drinks for the summer, colourful shop decorations help parents get places for kids to play and they can hang out with their friends.</p> <p>10% discount on all cold drinks for students as well as parents with young children, a way to promote the summer when the students get a break. It will also attract some parents for their children , come to enjoy.</p> <p>Budget :4000\$</p>	<p>Promoting summer sales, cool drinks for the summer are made from the special Phuong SaiGon coffee</p> <p>Budget : 3000\$</p>	<p>promote the summer sales campaign on social networking sites, make slogans about summer time, and sponsor some community programs that promote branding.</p> <p>Budget :5.500\$</p>
9/2017	<p>Start the promotion for</p>	<p>-Promotional</p>	<p>-romotes the</p>

	<p>Independence Day of September 2, give 1 set of fruit tea to groups of 3 guests when ordering drinks. Budget :4000\$</p>	<p>promotions for the September 2 National Day Budget : 3000\$</p>	<p>September 2 holiday promotions. -Organizing the contest "writing words of meaning" on the social network first prize will be offered 30% discount coupons with a tea set designed from Phuong SaiGon. Budget : 5500\$</p>
10/2017	<p>focus on the women's holiday on October 20th . Run programme from heart to heart from 1st to 21st October for all the gentlemen who buy drinks will draw a gift for his woman, maybe mother, wife or your lover ... and all of them will be presented with a heart-shaped muffin from Phuong Cafe. Decorate the Phuong cafe in a light, flowery style and candles in the evening for the couples go together. Budget : 4000\$</p>	<p>promotes the program from the heart to the heart in the media budget : 3000\$</p>	<p>Open social networking themes highlighting the humanity of each message coming from Phuong SaiGon café Budget : 5.500\$</p>
11/2017	<p>gratitude program for teachers</p>	<p>Promote the</p>	<p>Funding for some of</p>

	<p>Vietnam 20 November , donated a set of tea cups for teachers who have industry cards to buy.</p> <p>Budget : 4000\$</p>	<p>program for teachers on the day of gratitude .</p> <p>Budget : 3000 \$</p>	<p>the activities for prestigious universities in the area contributes to attracting public employees.</p> <p>Budget : 5500\$</p>
12 &1 /2017	<p>Christmas and New Year decorations, tea and coffee for customers with a bill from \$ 30 on the total bill.</p> <p>This is a special holiday of the year and so traditional, so giving gifts as a way to keep love. We will sell gift sets for customers can donate as gifts to the family and Friends reduce 10% when the customer card Phuong Cafe.</p> <p>Budget : 8000\$ (12+1)</p>	<p>Promoting strongly the promotion of Christmas and Lunar New Year is traditionally "giving gifts of love" on the media across the country.</p> <p>Budget : 6000\$ (12+1)</p>	<p>Post news, pictures and promotional events about Tet holidays with social networking</p> <p>Budget : 1100\$ (12+1)</p>

Phuong SaiGon cafe has clearly indicated the development direction of the company, as well as the plan to promote customers with professionalism and persuasion. With competitors, the company's vision is broad enough in the domestic and foreign markets.

## 5. Results and Discussion

After all, the marketing plan that was suggested to Phuong Café can show the expected balance sheet for the first 6 months business activity from basic to more competitive activities of the business on the market. Despite the fact of being new to the market, its profitable marketing way of activities can soon payback the investment and start making profits.

Furthermore, after the break-even point is reached, the following activities planned up before going to keep making profit in the future. Therefore, it can be stated that the marketing plan presented above is economically grounded, and the business could effectively implement it in its activities on the market in Vietnam.

The marketing plan described above was aimed at making the customers in Vietnamese market acknowledged with the business brand and products. With the effective promotional campaign, the company will be able to reach the planned high market results.

However, in its market activities, the business should focus more on many other aspects that can have the impact on the business such as HR, CR, etc. and should tend to minimize the cost after a period of time. Also finding new investments to the business through shares, partnerships, co-operate is the new way to expand and secure the business position on the rising market of Vietnam.

## **6. Conclusion**

The purpose of this bachelor thesis is to highlight the importance of an advertising plan for a new company. Review materials provide information on marketing tools as well as financial forecast .

The company's plan will be to attract the attention of potential customers along with maintaining the loyalty of existing customers. This will be done by creating a profile of the company on social sites like Facebook and Twitter. Phuong SaiGon with the criteria to create a completely professional and customer-centered space. Therefore, setting up a perfect business plan is imperative. When setting up a new branch, Phuong SaiGon café had to think of a broad enough vision to bring the company in the right direction and to approach the market trend. The vision of Phuong SaiGon café is to create a perfect place and to be admired by the industry in the service industry where our partners and customers will connect and where they will enjoy the service. Great service, and the best quality products they can always trust. To achieve this, Phuong SaiGon Cafe will focus on providing advertising services along with the best quality products including beverages and desserts that will be updated seasonally to keep pace with tastes and avoidance the boring of the customer .

Phuong SaiGon will review all aspects that may affect its business operations. These aspects are marketing plans, advertising, visibility and internal visibility with external analysis. And more importantly, the cost of sales, labour costs, and fixed costs are to be calculated together with other costs to retain income.

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## 8 Appendix

- 1 /You are :  Man  woman
- 2/ I know Phuong SaiGon coffee through ?  
 friend ,family  internet ,magazine ..
- 3/ You usually choose a cafe for your personal or group preferences ?  
 personal  group preferences
- 4/ The cafeteria you choose is the place to create the ideal environment for you to assert yourself ?  
 Yes  No
- 5/ You like space café quiet or bustling ?  
 Quiet  bustling
- 6/ You like traditional or imported drinks ?  
 Traditional  imported
- 7/ You have some knowledge about traditional Vietnamese tea ?  
 Yes  No
- 8/How many times you will go café in weeks ?  
 Under one times  Over three times
- 9/Are you satisfied with the quality of service of Phuong SaiGon café ?  
 Yes  No
- 10/ Do you like Phuong SaiGon café's service space?  
 Yes  No .

Thank you for your cooperation