

Business Plan Vietfan Airdie

March 29th, 2022

9232 Vline street
2232 Alime street
Virginia Beach, Virginia 23322
(888) 888 9889
<https://vietfanairdie.com>
info@vfanairdie.com

Confidentiality Agreement

The undersigned reader acknowledges that any information provided by _____ in this business plan, other than information that is in the public domain, is confidential in nature, and that any disclosure or use of same by the reader may cause serious harm or damage to _____. Therefore, the undersigned agrees not to disclose it without express written permission from _____.

Upon request, the undersigned reader will immediately return this document to _____.

Signature

Name (typed or printed)

Date

This is a business plan. It does not imply an offering of securities.

Table of Contents

Confidentiality Agreement	2
I. Executive Summary	5
1.1 Our Mission.....	5
1.2 The Company and Management.....	5
1.3 Target Market.....	6
1.4 Competitive Advantage.....	6
1.5 Sale Strategies and Pricing.....	7
1.6 Financial Status	7
1.7 Opening Business	8
1.8 Gratitude.....	8
II. Company Description.....	9
2.1 Company name.....	9
2.2 Type of business structure.....	9
2.3 Owners.....	9
2.4 Location	10
2.5 Company origin story.....	10
2.6 Mission statement.....	10
2.7 Offered services/products and target audience.....	11
2.8 Short-term objectives – achieving in 12 months or less.....	11
2.9 Vision statement.....	12
III. Products & Services.....	13
3.1 Description	13
3.2 Pricing Procedure	13
3.3 Product Comparison	14
3.4 Sales Literature	14
3.5 Order Management.....	15
3.6 Delivery Requirements.....	15
3.7 Legal Requirements	16
IV. Marketing Plan.....	17
4. Market Research Section.....	17
4.1 Industrial Description.....	17
4.2 Target Market	17
4.3 Market Need	18
4.4 Market Growth	19
4.5 Market Trends.....	19
4.6 Market Research Testing	20
4.7 Competitive Analysis.....	21
4.8 Barriers to Entry	22
4.9 Regulations.....	22
5. Market Strategy Section.....	23

5.1	Purpose of product/service	23
5.2	Competitive edge	23
5.3	Marketing strategy	24
5.4	Pricing strategy	25
5.5	Sale strategy	25
5.6	Sales forecast	25
5.7	Milestones	26
V.	Operational Plan	27
6.1	Outline daily activities	27
6.2	Assets	27
6.3	Website function	28
6.4	Equipment/materials	28
6.5	Production	28
6.5.1	Product/service made	28
6.5.2	Time takes to produce products/service	29
6.6	Inventory	29
6.6.1	Cost to create product/service	29
6.6.2	Test the quality of product/service	30
6.7	Feasibility	30
6.8	Implementation	30
VI.	Management & Organization	31
7.1	Business Form	31
7.2	The Founder	31
7.2.1	Experiences:	31
7.2.2	Education:	32
7.2.3	Accomplishment:	32
7.3	The Team Itself	32
VII.	Startup Expenses	34
8	Projected Cash Flow Statement	34
8.1	Cash received:	34
8.2	Expenditures:	34
8.3	Net Cash Flow:	34
9	Projected Balance Sheet	36
VIII.	Financial Plan	39
10	Projected Profit and Loss Statement	39
11	Break-Even Analysis	40
	References	42

I. Executive Summary

1.1 Our Mission

We, Vietfan Airdie, are a new start-up online business platform, located in Virginia Beach, that provides Vietnamese food lovers with products and services that meet their expectations when they place an order. We chose our own path to approach and appreciate customers via a virtual shopping online store and our own social media. People who fall in love with Vietnamese cuisine and dishes can find foods, drinks, snacks, and instant products that are made and cooked by our Vietnamese chef anytime and anywhere without a set limit on which products or foods they love to buy. We have several events and discounts that are not only on Vietnamese celebration dates.

We love to give our best versions and experiences of our virtual shopping online stores each time customers visit the website, app, and social media. We value customers' options, time, trust, and orders placed with us. Think Vietfan Airdie when looking for Vietnamese foods! Vietfan Airdie will become the top-tier digital Vietnamese food company in the United States and be your digital Vietnam Cuisine city.

1.2 The Company and Management

I am Giao Dinh, the founder of Vietfan Airdie who owns the highest position in the company, but I am also the one who wrote this business plan and the owner. In this business plan, my resume was written in the management section.

Therefore, people either inside or outside of my company could know more about

me as they know my background, skills, experience, and education I have earned so far. I am currently the manager and the only manager of Vietfan Airdie. I am also the one who deals with everything from unexpected potential events to something that was expected. For the current year, I will be in charge of every position in my Vietfan Airdie, so there will be no employees for the first year. I will expect to hire employees as my business grows and I get more orders after the first year. Because my business is a sole proprietorship, every decision I make will depend on me. This type of business is a very common structure for startup businesses, so I decided to keep things as simple as possible.

1.3 Target Market

Generation Z (1997–2012), millennials (1981–1996), and Generation X (1965–1980) are the main groups I concentrate on because of the percentage of them who are willing to order and buy things through mobile apps or make purchases on websites. Because my store is a digital virtual shop online, we need customers to know how to use mobile apps and search for products through our website or apps. Vietfan Airdie also has its own social media with a live streamer to advertise and review products, but they also interact and answer all questions from customers. Because all of the products in Vietnam Airdie are Vietnamese foods, our customers are either Vietnamese or people who are interested in Vietnamese foods.

1.4 Competitive Advantage

Vietfan Airdie sells all kinds of Vietnamese foods that could be desserts, traditional foods and cakes, instant products, snacks, varieties of drinks, street foods, and handmade dishes cooked by Vietnamese. There will be no restriction on what type of product a customer is looking for because most Asian markets or other stores don't have a variety of products like Vietfan Airdie. Another reason is Vietfan Airdie's focus on selling all Vietnamese foods and drinks on their website, mobile apps, and social media. There are multiple events and offers for special celebrations of Vietnamese traditional dates that people would love too.

1.5 Sale Strategies and Pricing

Vietfan Airdie will use its social media accounts and live streamers to introduce products to potential customers as easily and quickly as possible on the digital platform. The more interaction between potential customers, the more likely they will be the future customers of Vietfan Airdie. Vietfan Airdie will be using penetration pricing as a temporary pricing method until everything settles.

1.6 Financial Status

The current financial status does not provide enough funds to hire more employees or workers during the first year. Vietfan Airdie will limit and reduce unexpected expenditures that the company is unable to afford. The goal and projections for the next three or five years will be unpredictable due to the pandemic and the coming events. I am not sure if I can make it up or not, but the monthly revenue needs to sell more than \$3,000 worth of all products. This also means the quantity of goods sold must be over 200 products per month in order

to make a profit. For the first year, everything is under my control, but I must make profits for the first year's end as well as invest for the following years.

1.7 Opening Business

There is no guarantee that for the first two or three days of business, everything will go smoothly like other stores do for their first grand opening, especially on a digital business platform. The first day of work for a digital business platform will be like posting products, creating social media accounts for Vietfan Airdie, making videos reviewing products, and interacting with and answering all questions about posts of products or food recipes.

1.8 Gratitude

I appreciate your taking the time to read the executive summary and the whole business plan of Vietfan Airdie.

II. Company Description

Since I was a kid, I've aspired to be a fashion designer. I almost forgot what I enjoyed as a kid as time passed. I grew interested in accounting, then in cyber security, while also falling in love with cooking and cuisines, particularly Vietnamese delicacies. In terms of the business description, I intend to start a new business based on a digital business platform. I had hoped for but had almost forgotten about this sort of business platform. Despite the fact that my major and my ambition are unconnected, I still want to run a company that combines fashion, cuisine, and internet service offering. My company's description is as follows:

2.1 Company name

The company's name is Vietfan Airdie. It defines a place for those who enjoy Vietnamese foods. I hope that everyone interested in Vietnamese foods or Vietnamese culture will find what they are seeking for.

2.2 Type of business structure

Because my startup's company is a digital business platform, sole proprietorship is the most common sort of internet business, making it suitable for a startup. This type of business entity is owned and operated by me. This business structure will simplify my taxes as much as feasible.

2.3 Owners

Because the business is a sole proprietorship, there is only one individual, and there is no distribution between the business and myself, thus I will be the owner.

2.4 Location

For the time being, my online business will be based in my home for the duration of my startup. It will save a considerable amount of money in the beginning, before getting such a large number of customer orders. When the business is more successful, Virginia Beach will be the headquarter of Vietfan Airdie.

2.5 Company origin story

Vietfan Airdie was founded by a Vietnamese American, and it is also her first business. With a passion for Vietnamese cuisine, she launches her first digital business platform two years after graduating from Old Dominion University. Her home is in Virginia Beach, and it is where her first company began. Giao Dinh is her name. She wants to combine her childhood goal with what she has learned for her motherland, which she adores.

2.6 Mission statement

The mission of Vietfan Airdie is to deliver happiness and joy to customers who fall in love with Vietnamese delicacies and are satisfied with the

services provided by Vietfan Airdie via our website, social media, employees, and delivers.

2.7 Offered services/products and target audience

Target audience: Vietnamese people (from young to old), Asians (e.g., Koreans, Thais, Chinese, Japanese, and so on), and others (e.g., Vietnamese food lovers)

Vietfan Airdie sells everything from snacks to popular V-street meals, as well as non-soup, V-soups, V-desserts, and V-fruits.

Vietfan Airdie also offers free shipping for one to ten first lucky purchases for each three months, beginning with the Lunar New Year and ending with the Mid-Autumn Festival, if the order totals \$25 or more.

Vietfan Airdie will have several events where loyal customers may sign up to create their own T-shirt, sweatshirt, hoodie, or cap, giving the firm permission to market their design under the company name combined with the loyal customer's name (each design will have a limit of ten except the first order of loyal customer design). The loyal customer may benefit from their design by 10% on each of their designs purchased, or a total 20% discount for loyal customers on one order. The loyal customer will receive a 25% discount on their design.

2.8 Short-term objectives – achieving in 12 months or less

- Developed online content using a secure payment processing technique; create a website and an online store.
- Have at least 250 to 500 orders in the first three months.
- Create corporate social media accounts on Facebook, Instagram, Twister, YouTube, Tik Tok, and other platforms. Using social media to publicize the company's goods and easily create relationships with potential customers. Customer receives corporate news and events more quickly.

2.9 Vision statement

- Vietfan Airdie will grow and become known as a digital Vietnam Cuisine city.
- A top-tier digital Vietnamese food company

III. Products & Services

3.1 Description

The Vietfan Airdie products will offer all Vietnamese foods, including Vietnamese handmade foods, drinks (tea, soda, juices, and wines), snacks and candies, street foods, cakes and desserts, traditional Vietnamese foods, and instant Vietnamese foods.

The services that Vietfan Airdie will offer are the following:

If the order total is more than or equal to \$25, the first to tenth lucky purchasers will receive free shipping for the next three months, beginning with the Lunar New Year and ending with the Mid-Autumn Festival.

3.2 Pricing Procedure

- Determine the total cost of the product and all the expenses it costs before the sale. This cost will include manufacturing, labor, materials, warehousing, distributing, packaging, labeling, marketing, imports, and other fees.
- Collecting the price preferences of customers could be either from social media, competitor websites, supermarkets, or convenience shops. Then, the company studies the collected data on how they are pricing the product and their strategy.
- Setting the price of the product must be neither too low nor too high. It must follow the relevant laws applied to my business. However, the price will not be below the cost of the goods sold. If so, Vietfan Airdie will be a loss.

3.3 Product Comparison

- The competitors include websites selling Asian foods, markets or supermarkets, convenience shops, and Vietnamese restaurants.
- Collect all the data of product competitors like Vietnamese traditional foods, cakes, or juices during Lunar New Years and the Mid-Autumn Festival. The quality and price of the products for sale will be compared to Vietfan Airdie's products and offers.
- If their product has higher quality and a lower price, then the company will implement the strategy events and offers to get the attention of the customer. The quality of the product needs to be tested and a survey conducted before the sale.
- Own a brand name product and create a special product under the name of Vietfan Airdie with a higher quality as compared to other competitors.
- Lower the price or discount if needed.

3.4 Sales Literature

- Focus mostly on marketing and advertising online via websites, YouTube, social media, and influencers on streaming.
- Limited to using brochures and catalogs to protect the environment.
- Price lists of the products are already posted on the company website.

- Upcoming products or events will be posted or updated on the website or social media accounts of company accounts.

3.5 Order Management

- Accept all orders online through the company website or via company apps.
- No acceptance from any other order forms except company apps or websites.
- The selected products order will be picked up from the company's storage, packaged, and delivered to the customer. The payments are already made up before delivery. All the products will be checked, kept updated every week, and posted on the company website each Sunday.
- There will be some limited handmade foods or drinks due to the location of the company. The order address will be close to the company so as to guarantee the quality of food during delivery. It will be cooked and packed up, so the customer will receive their order at the time specified on the app or website of the company.

3.6 Delivery Requirements

For handmade foods, the customer needs to be present to receive the order, or they can come to pick them up. For wines and alcohol, customers must show ID.

Other needs: a truck or van, partnership with DoorDash delivery, wrapping papers or packing paper sheets, paper boxes or folding food containers in multiple sizes, hot and cold bags thermal coolers, insulated food delivery bags (for hot or cold meals), recycled shipping boxes of any size, etc.

3.7 Legal Requirements

Here are the following legal requirements: Business Operation License, Employer Identification Number (EIN), Doing Business As (DBA) License, Seller's Permit, Sales Tax License, Home Occupation Permit, trademark, patent if needed, and FSSAI food license (sell homemade food).

IV. Marketing Plan

4. Market Research Section

4.1 Industrial Description

There are many traditional grocery retailers that have adopted and joined in the food and beverage e-commerce industry (e.g., Walmart, Food Lion, Kroger, and Costco). The big players in the food and beverage e-commerce industry that people know are Amazon Fresh, NaturalBox, Peapod, Thrive Market, and others (ReportLinker, 2021).

Outlook: According to Henkes et al. (2019), the food and beverage industry's forecast for online sales has been raised and could grow by more than fifteen to twenty percent by 2025, which could be higher than in 2016.

4.2 Target Market

According to Mascaraque (2021), fifty percent of global consumers use mobile apps to order food and beverages online, while only forty-five percent use a laptop or computer, based on a digital survey.

There are three main groups by generation that I focus on:

- Generation Z (1997-2012)
- Millennials (1981–1996)
- Generation X (1965–1980)

Generation X, generation Z, and millennials are willing to use mobile apps to purchase food or beverages online more, while older generations will prefer to use computers. However, I mostly focus on generation X, generation Z, and millennials, who will have more potential as my future consumers. Because most of the products are Vietnamese foods and drinks, the elderly may not be able to use mobile apps and laptops to access the website without help from their family members. They can easily become a target for hackers or unintentionally click on a harmful link.

Because most Vietnamese Baby Boomers will be unable to utilize technology, I will hold a temporary shop event to see how well it works when the online store is operational. Mostly, I saw older Vietnamese prefer going to the Asian market than using an app to order things.

4.3 Market Need

- Consumers' demand for food and beverages is increasing while supplies are running low.
- The meat supplies for supermarkets for Walmart, Aldi, Lidl, and other local markets are short in Virginia Beach, where I live.
- Due to the lower supply, the price of the product is going up.
- There are five main market needs as follows:
 - o Product: resources, supply chains, good quality products

- Price: a price determined by the product's quality and other manufacturing costs.
- Place: selling on the company's websites and social media accounts only
- Promotion: Any promotion, news, or events will be announced through the company's websites and social media accounts.
- People: employees, salespeople, live streamers on social media to sell or promote products.

4.4 Market Growth

The growth of online shopping is disrupting the food and beverage industry.

According to ReportLinker (2021), the global food and beverage ecommerce industry is expected to grow by \$25 billion. The market is expected to be worth nearly \$67 billion in 2025, with a compound annual growth rate (CAGR) of 21%.

The good news for ecommerce sales is that their sales are going up and continuing to grow faster than the previous growth levels (JoshMeah & Company, 2020).

4.5 Market Trends

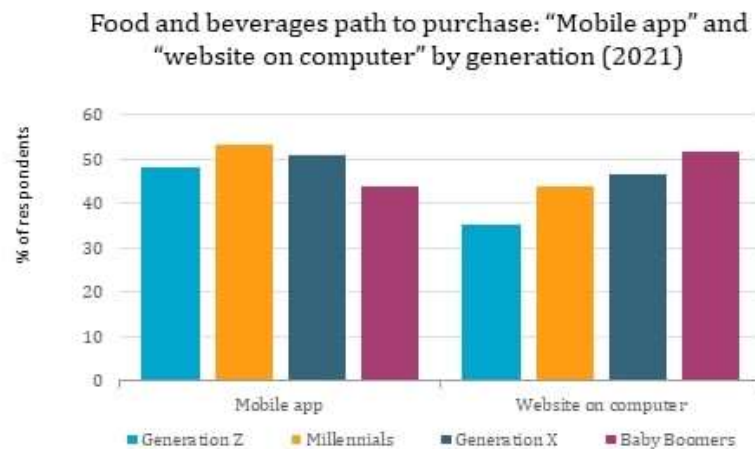
According to Denise Castillo (2021), the greater the likelihood that people prefer to continue using online grocery shopping, pickup, or delivery, the

fifty-three percent decrease is due to the impact of the pandemic and concerns about COVID-19 in the United States.

Due to the improvement of technology, the disruption, or the adaptability of humans to the digital world, has made shopping online easier and created the chance to promote all possibilities for the development of e-commerce for the food and beverage industry (Castillo, 2021).

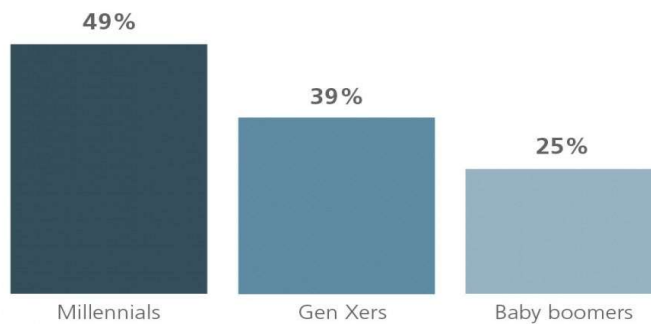
4.6 Market Research Testing

Here is the Digital Survey from Euromonitor International's Voice of the Consumer in May 2021, which has a number of participants of 10,921 (Euromonitor International, 2021).



Here is another online survey on the percentage of which generation spends on groceries online by L.E.K. in 2018 to predict the next over twelve years in the United States (L.E.K., 2018).

Figure 2
The millennial effect
Percentage by generation who have purchased groceries online



4.7 Competitive Analysis

Competition:

- Amazon fresh
- Walmart
- Costco
- Asian grocery retailers
- Vietnamese live streamers on social media

They are selling various types of products from Asian countries, including Vietnamese foods, on their website store online. These foods could be frozen, instant foods, fresh vegetables, herbs, cooked food, instant drinks, and juices. They are familiar with the food and beverage e-commerce industry's processes. They already have an expert system on how to deal with packaging and delivering orders to consumers. They already have the supplies and resources. However, because they cannot offer exclusively Vietnamese items such as Vietfan Airdie, the things they selected to market are restricted. Vietfan Airdie only focuses on selling almost all

Vietnamese foods and drinks on websites with other event offers that are only offered in Vietfan Airdie. In addition, I will need to get all the supplies, resources, storage, and legal requirements needed (listed in the previous assignment). The delivery service will be a partnership with delivery apps like DoorDash.

4.8 Barriers to Entry

- According to JoshMeah and Company (2020), here are the following types of barriers to entry in the food and beverage ecommerce industry:
 - Volatile in the supply chain
 - Unpredictable changes in consumption levels
 - Concerns about Covid-19 and health are on the rise
- Another barrier:
 - Short of employees with increasing and numerous orders

4.9 Regulations

- To ensure food safety and quality, all stakeholders in the food supply chain, according to Castillo (2021), must continue to adhere to severe operating rules.
- Here are the following regulations that they entail:
 - Safety
 - Quality
 - Labeling

- Authenticity
- Fish & Meat ID
- Transportation
- Cooling

5. Market Strategy Section

5.1 Purpose of product/service

The purpose of my product and service offerings to the customer is to suit their demands while also communicating the benefits and quality of the Vietfan Airdie products through digital communication.

Getting the customer's attention and impressing them with passion and awareness of the vital demands or desires of the service that the customer receives from the employees, the orders, and the responses via the company's social media accounts/websites/apps or in person.

5.2 Competitive edge

The difference between Vietfan Airdie and the competitions' products and services:

- All of the products that Vietfan Airdie sells are foods, drinks, snacks, and instant products that are made in Vietnam.
- All traditional foods, street foods, cakes, desserts, soups are cooked by Vietnamese and use Vietnamese recipes. When they

receive orders, food will be prepared and cooked before shipping.

Vietfan Airdie doesn't sell vegetables, raw meat, or fish.

- Vietfan Airdie hosts events and promotions in which customers can receive a percentage discount or earn a percentage benefit on their own designed clothing. Customers also receive a percentage discount on their design when they purchase it.

5.3 Marketing strategy

Package: Except for traditional foods, street foods, cakes, desserts, and soups, all products will be packed in recycled shipping boxes with the Vietfan Airdie logo on the outside. All traditional foods, street foods, cakes, desserts, and soups will be packed up and placed in hot and cold bags in thermal coolers with the logo on the materials used to pack them up.

Distribute: All products are sold via company websites, apps, social media, and streamers or in person (phone calls). Vietfan Airdie's main selling process is digital selling.

Promote: Promotion events and offers of discounts will be announced via social media accounts and the company website. The company's streamers will also announce the events and explain the offers.

Advertise and Delivery customer services: The company's streamers will review the products, share reviews on handmade foods, and share information about the products with customers, but they will also answer

customers' concerns. There will be a phone number provided by the company's customer service if the customer has any questions.

5.4 Pricing strategy

The company began as a digital business platform and is currently in its early stages. The most important aspect is determining how to join the market and digital industry in order to make my items well-known.

Penetration pricing will be used as a temporary pricing technique until everything settles.

5.5 Sale strategy

As noted in the marketing strategy section above, the use of social media accounts and streamers will aid in the easy and rapid introduction of products on the digital platform to potential buyers. There will be product reviews and video reactions for customers, as well as to explain and showcase the product quality, but it is also a location where customers can offer feedback and inquire about the products they desire.

The main selling point is Vietnamese foods.

5.6 Sales forecast

Vietfan Airdie's product sales forecast and the growth of digital platforms:

Total product sales may suffer in the next one to two years as a result of the company's lack of experience on digital business platforms and in the market. Vietfan Airdie believes that digital platforms will remain a

promising industry in which to invest and expand my business, despite its failures and obstacles.

In the next three to five years, my company's overall revenue will be more consistent or expand as a result of large orders from a large modern market. No one can predict how much the large modern market will affect the digital and the entire world economy because it will be a tremendous investment sector.

5.7 Milestones

After the company has a certain number of customers, the price mechanism will vary, and the choice will be dependent on the market, digital industry, and current economic situation. There is no guarantee that the prices of the products will remain constant, fall, or rise. It will be determined by the cost of the items' importation as well as other costs incurred by the company during the manufacturing process. If the company obtains a huge industry as a customer, it will have an impact on my prices due to the benefits the company would receive.

V. Operational Plan

6.1 Outline daily activities

Vietfan Airdie will focus on laptop and smartphone operations.

Monday through Saturday, 8:00 a.m. to 10:00 p.m., for all services ranging from customer service to receiving online orders, packing packages, and checking the quality or quantity of imported goods in and out of Vietfan Airdie's storage to the process of preparing and cooking Vietnamese cuisine.

Sunday will be the day for updating the pricing and quantity of items for each week on the official websites and the Vietfan Airdie app. On this day, no orders or shipments will be processed.

Saturday is the day for ordering, importing, and testing the quality and quantity of goods before placing them on sale or storing them.

There will be a lunch break for all employees and the firm from 1:00 PM to 2:00 PM. Vietfan Airdie's official website will play a random song depending on customer or staff vote requests on the Vietfan Airdie list of songs.

6.2 Assets

Vietfan Airdie's assets are website hosting and access, a mobile app (Vietfan Airdie application), digital assets (all data generated and saved on a laptop, including a client database), an online store, websites, advertising, social media accounts, and the public content posted by Vietfan Airdie in post or video format. Other assets are physical storage, computers, equipment or machinery, vehicles

or vans, merchandise, and Vietfan Airdie's bank deposit, customer or audience interactions, as well as the number of followers on Vietfan Airdie profiles on social media (e.g., YouTube).

6.3 Website function

The website for Vietfan Airdie will be eco-friendly, featuring a purple color scheme. Customers may search for items, attend events, and sample Vietnamese recipes and cuisines using the website's basic capabilities. There are blogs, links to social accounts, listings of streamers, and customer-designed outfits, as well as product specs, features, and pricing.

Customers may pay and schedule shipment based on the purchase, and they can track the order and create their own account to keep track of their own history transactions, prior payments, new events, and offers.

6.4 Equipment/materials

Vietfan Airdie's equipment and materials are laptops, smartphones, scanners, a weight scale, shears, printers, shredders, trucks or vans, empty boxes, labeling machines, tape machines, packing tape guns, and shrink wrap sealer machines. Other materials and equipment include poly plastic bags for customer-designed outfits, a forklift or pallet jack, kitchen hardware, compostable food containers, and handheld hot and cold bags for large capacity take-out.

6.5 Production

6.5.1 Product/service made

First, I collected the needed data. Second, I do the research on the market to the customer's needs and wants. Third, based on the collected data and research, I can make a list of products to import and purchase. Next, I will test the quality and check the quantity of the products. The manufacturing costs and pricing of the products are determined by the company's pricing strategies and profit. I need to check the result of testing and then make an announcement on social media accounts and advertising before putting the product on sale on the website or app of Vietfan Airdie.

6.5.2 Time takes to produce products/service

It will be determined by research and the time required to transport from Vietnam to the United States. The study and data obtained will be processed through the internet and social media publishing online. The results of this research will take at least two months to come to fruition.

For a large consignment, transportation from Vietnam to the United States might take up to a month and ten days via sea freight (Freightos, 2021).

At least four or five months will be priced and made available to customers

6.6 Inventory

6.6.1 Cost to create product/service

The cost of shipping a forty-foot container from Vietnam to the United States will range between \$3,000 and \$3,500 (Freightos, 2021).

The total cost of the merchandise might be up to \$6,000 or \$8,000, including shipping fees and the cost of the product acquired by Vietfan Airdie.

6.6.2 Test the quality of product/service

Because the majority of the items are imported from Vietnam, the expiration date will be checked prior to purchase and shipment. All handmade products will be cooked and prepared after the order is received and before it is shipped to the customer.

No importation from Vietnam to the United States of products that need to be frozen or refrigerated.

Depending on the kind of product, all products will be placed in storage and stored in a cool and clean space or in a cooler. Before a product is placed in storage or packed for shipment, it must pass the checklist

6.7 Feasibility

Prototype testing and food testing are two types of testing to ensure a product or services functions as expected.

6.8 Implementation

Vietfan Airdie mobile application, internet, Wifi router, good quality cable, and software for security systems (e.g., Shopify, BigCommerce, or Volusion) are equipment needed to implement products or services to customers.

VI. Management & Organization

7.1 Business Form

Vietfan Airdie's company structure is a sole proprietorship, which means it has just one owner. Because Vietfan Airdie is still a small start-up, the owner will be the sole manager and employee. The company's mission is to make consumers satisfied and pleased with the service they receive from Vietfan Airdie. Vietfan Airdie will soon be at the top of the Vietnamese digital companies and will be the digital culinary city of Vietnam.

Vietfan Airdie will temporarily reduce unforeseen and projected expenditures that the firm cannot afford. As a result, the company's owner will be in charge of everything from small to large things.

7.2 The Founder

7.2.1 Experiences:

I, Giao Dinh, am the founder of Vietfan Airdie, and I have worked in a variety of occupations that are unrelated to the field in which I am pursuing a degree. During my childhood, I had the opportunity to get practical and exciting experience by helping my mother's business with selling supplies for the kitchen, other products, and seeds for plants and vegetables in a local market near my home. I am confident in my abilities, and I am constantly striving to improve. When it comes to shopping, I know what and where the Vietnamese go.

During my final year of high school, I volunteered as a library helper in my free time. Working as a library helper has taught me how to work well in groups, pay attention to details, build administrative and customer service abilities, and handle problems on my own.

From 2020 to 2021, I got the opportunity to pursue something I was interested in, and it was a factor that helped me recognize what I also fell in love with. However, I do not intend to stay in that position for long because it was not my final option.

I've also worked as a shipper, cashier, and tax assistant (or tax file helper). I run a small shop on Facebook where I sell unused items and flowers. It didn't work out, but I now understand how the internet selling process and the influence of livestream selling work

7.2.2 Education:

In May 2022, I will graduate with a bachelor's degree in cybersecurity and earn a minor in accounting at Old Dominion University

7.2.3 Accomplishment:

As a consequence of my investment in education, I've completed assignments, projects, and earned credits thus far. Other things I've learned and skills I've developed over the years of my experiences and obstacles.

7.3 The Team Itself

In the future, the team members I want will not have to be ideal in every aspect. I want to work with someone who can multitask, is eager to learn, and is trustworthy. I respect and trust them, so I'm hoping they'll respect what they're prepared to do. Another reason is that they are essential and valuable resources to me and my business. My teammates will become like family to me.

VII. Startup Expenses

8 Projected Cash Flow Statement

8.1 Cash received:

Vietfan Airdie's cash received is also known as Vietfan Airdie's revenue earned from sales. The total sale will be added up from each transaction that is recorded. Overall, for the first year, the estimated total revenue of Vietfan Airdie could be five thousand dollars a month, but it will be an approximately estimation and not a warranty. However, there will be zero sales for the first three months. After the first year, sales will increase as customers become aware of the existence of Vietfan Airdie.

8.2 Expenditures:

While recording sales for each transaction, expenditures are also another piece of data that Vietfan Airdie needs to keep track of how much the products and other expenses cost for investment activities in the long term. Due to the limited resources and funding, the expenditures will be less than the following year after the first year. I will be in charge of all the steps in the first year.

8.3 Net Cash Flow:

The total revenue Vietfan Airdie earn after doing subtraction all the expenses (also known as expenditures).

Here is the estimated the cash flow statement of Vietfan Airdie for the year ended December 31, 20XX:

Vietfan Airdie Statement of Cash Flows Year Ended December 31, 20XX			
Cash Received:	Year 1	Year 2	Year 3
Cash Operations			
Cash Sales	\$15,759	\$74,335	\$117,377
Cash Receivables	\$45,000	\$185,850	\$227,366
Subtotal Cash from Operations	\$60,759	\$260,185	\$344,743
Expenditures:			
Operations Expenditures			
Cash Spending	\$13,500	\$20,245	\$25,618
Capital expenditures (equipment & merchandise)	\$8,000	\$12,779	\$15,288
Subtotal Spend on Operations	\$21,500	\$33,024	\$40,906
Additional Cash Spent			
Salary/wages expenses *	-	\$20,000	\$40,000
Interest paid borrowings **	-		
Income tax paid	\$5,759	\$6,800	\$7,055
Subtotal Cash Spent	\$27,259	\$59,824	\$87,961

Net Cash Flow	\$33,500	\$200,361	\$256,782
Cash Balance	\$33,500	\$233,861	\$490,643

Note: * no employees in the first year; ** no pay interest because I spent all of my money in the first year.

9 Projected Balance Sheet

This is the estimated balance sheet of Vietfan Airdie for the year ending December 31, 20XX of the first three years. This balance sheet shows the current and fixed assets, current and long-term liabilities, and capital (equity), of which the total assets must always equal the total liabilities and capital.

Vietfan Airdie			
Balance Sheet			
December 31, 20XX			
ASSETS	Year 1	Year 2	Year 3
CURRENT ASSETS			
Cash	\$33,500	\$233,861	\$490,643
Account Receivable	\$45,000	\$50,000	\$65,000
Inventory	\$10,000	\$15,000	\$20,000
Prepaid Expenses	\$3,500	\$7,855	\$12,210
Notes Receivable	-	\$5,000	\$9,500
Other Current Assets	-	-	-

TOTAL CURRENT ASSETS	\$92,000	\$311,716	\$597,353
FIXED ASSETS			
Long-Term Investments	-	-	-
Land & Building	-	-	-
<i>Accumulated Building Depreciation</i>	-	-	-
Machinery and Equipment	\$8,000	\$8,000	\$8,000
<i>Accumulated Machinery and Equipment Depreciation</i>	-	-	-
NET FIXED ASSETS	\$8,000	\$8,000	\$8,000
TOTAL ASSETS	\$100,000	\$319,716	\$605,353
LIABILITIES & CAPITAL (EQUITY)			
CURRENT LIABILITIES			
Accounts Payable	\$21,500	\$63,024	\$80,906
Accrued Wages	-	\$8,139	\$9,702
Accrued Payroll Taxes	-	\$16,666	\$85,303
Accrued Employee Benefits	-	-	-
Interest Payable	-	\$4,900	\$5,000
Short-Term Notes	\$2,900	\$5,559	\$9,697
Current Portion of Long-Term Debt	-	\$11,775	\$10,900
TOTAL CURRENT LIABILITIES	\$24,400	\$110,063	\$201,508
LONG-TERM LIABILITY			
Mortgage	-	\$12,229	\$16,795

Other Long-term Liabilities	\$21,500	\$24,458	50,374
TOTAL LONG-TERM LIABILITIES	\$21,500	\$36,687	67,169
CAPITAL (EQUITY)			
Paid-In Capital	\$30,600	\$115,314	\$237,590
Net Income	\$23,500	\$57,652	\$79,086
TOTAL CAPITAL (EQUITY)	\$54,100	\$172,966	\$316,676
TOTAL LIABILITIES & CAPITAL (EQUITY)	\$100,000	\$319,716	\$605,353

VIII. Financial Plan

10 Projected Profit and Loss Statement

The projected profit and loss statement is the forecast that Vietfan Airdie will use to know how much the company will earn from the profit of selling the products with services or in the opposite way that causes a loss from these sales.

Here is the projected profit and loss of Vietfan Airdie for the first three years:

Vietfan Airdie's Profit and Loss Projection			
Sales Revenue	\$115,000	\$475,713	\$581,982
Cost of Goods	\$45,565	\$188,477	\$230,581
Gross Margin (Profit)	\$69,435	\$287,236	\$351,401
Gross Margin %	60.38%	60.38%	60.38%
Expenses			
Rent	\$0	\$0	\$0
Advertising	\$675	\$675	\$675
Labor	\$0	\$20,000	\$40,000
Utilities	\$956	\$1,000	\$1,000
Insurance	\$4,673	\$4,673	\$4,673

Payroll	\$13,500	\$20,245	\$25,618
Payroll Taxes	\$0	\$25,056	\$26,563
Programming	\$13,000	\$0	\$0
Total Operating Expenses	\$32,804	\$71,649	\$98,529
Profit Before Interest and Taxes	\$36,631	\$215,587	\$252,872
EBITDA	\$36,631	\$215,587	\$252,872
Interest Expense	\$1,563	\$1,576	\$1,689
Tax Incurred	\$0	\$20,055	\$40,560
Net Profit (or loss)	\$35,068	\$193,956	\$210,623
Net Profit/Sales	30.49%	40.77%	36.19%

11 Break-Even Analysis

The break-even analysis is a method to calculate and examine the margin of safety for an entity based on the revenues collected from sales and associated costs. Vietfan Airdie will use it to determine whether or not the company has sold

enough units of product that it can cover all of the company's expenses and costs.

Based on the break-even point, Vietfan Airdie can determine how many units of product they need to sell to cover all their costs. The break-even point is calculated by using the fixed costs divided to the contribution margin per unit (selling price per unit minus variable costs per unit). The break-even point in sales dollars is calculated by using the fixed costs divided by the contribution margin (contribution margin per unit divided by the selling price per unit).

Break-even Analysis	
Monthly Revenue Break-even	\$26,116
Assumption	
Average Percent Variable Cost	9%
Estimated Monthly Fixed Cost	\$23,766

References

- Castillo, D. (2021, December 1). *2022 trend outlook: B2B E-commerce for the food and beverage industry*. Sana Commerce. <https://www.sana-commerce.com/blog/shorten-time-market-e-commerce-food-beverage-industry/>
- Euromonitor International. (2021, May). *Food and beverages path to purchase: “Mobile app” and “website on computer” by generation (2021)* [Graph]. Euromonitor. <https://www.euromonitor.com/contentassets/cd76573102d34390a3e4f6aa88ccc974/imageeam3w.png?format=Jpeg&bgcolor=white&quality=100&width=&height=&alt=imageeam3w.png>
- Henkes, T., Wilson, R., Cloetingh, J., & Wu, J. (2019, February 8). *Online Food & Beverage Sales Are Poised to Accelerate — Is the Packaging Ecosystem Ready?* L.E.K. <https://www.lek.com/insights/ei/ecommerce-packaging-food-beverage>
- JoshMeah & Company. (2020, July 4). *Food and Beverage E-commerce-Challenges, Opportunities, and Strategies for Small Business*. <https://www.joshmeah.com/blog/food-and-beverage-e-commerce-for-small-business>
- L.E.K. (2018). *The millennial effect: Percentage by generation who have purchased groceries online* [Graph]. L.E.K. https://www.lek.com/sites/default/files/colorbox-images/2104_The-Millennial-effect.jpg
- Mascaraque, M. (2021, October 29). *E-Commerce Moves Front for Food Industry Business Strategies*. Euromonitor. <https://www.euromonitor.com/article/e-commerce-moves-front-for-food-industry-business-strategies>

ReportLinker. (2021, September 30). *Food And Beverages E-Commerce Global Market Report 2021: COVID-19 Growth And Change To 2030*. GlobeNewswire News Room. <https://www.globenewswire.com/news-release/2021/09/30/2306365/0/en/Food-And-Beverages-E-Commerce-Global-Market-Report-2021-COVID-19-Growth-And-Change-To-2030.html#:~:text=The%20food%20and%20beverages%20ecommerce,alcoholic%20and%20non%2Dalcoholic%20beverages.>

Freightos. (2021, November 2). *Shipping From Vietnam to United States [Updated February 2022]*. <https://www.freightos.com/shipping-routes/shipping-from-vietnam-to-the-united-states/#:~:text=Shipping%20express%20can%20take%20as,affordable%20if%20you%20can%20wait.>