



**TOPIC:**

***Bliss Mind Bistro – The Green Vegetarian Cuisine in Da Nang***

**Bachelor of Business Administration Thesis**

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# INTRODUCTION

## 1. Reason for choosing topic

In the previous belief, vegetarianism was once thought to be the meal of monks and Buddhists or people with medical conditions that need to follow a strict diet. Until the standard of living became better with wealth and knowledge about nutrition, people changed their view, and consider vegetarianism to be an excellent physical and spiritual treatment. This has paved the way for the development of the vegetarian restaurant industry (Benefits of eating vegetarian - VnExpress Health, 2004)<sup>(1)</sup>. Ordinary people are drawn to vegetarian cuisine because it is simple to prepare and reduces the risk of harmful diseases such as cancer, heart disease, and high blood pressure (Dwyer, 1994)<sup>(2)</sup>. The young generation today or well-known as Generation Z prefers vegetarian food since it is created from healthy ingredients, they have no fear of eating it every day and no worry about gaining weight. Vegetarian food waste decomposes quickly in the environment, so being a vegetarian can help conserve the environment in the current climate of rapidly changing conditions (Bacon & Krpan, 2018)<sup>(3)</sup>.

It can be seen that vegetarian and vegan food has seen an explosion in the last few years. Vegetarian meals are becoming increasingly popular year to year, during the Vu Lan Festival, the full moon, and the first day of the year. Vegetarianism, according to Buddhism, is a way to build good dharma, improve health, nourish the spirit, cherish life, and eradicate wrath and delusion in one's life. But in the days today, especially after the pandemic period, human healthcare has been a priority. Green food and green life are one of the fastest-growing lifestyle movements in the world.

As a result, vegetarian recipes have gotten richer, more imaginative, and skillfully mixed amongst ingredients, spices, and the chef's processing processes. Grasping the development trend of vegetarian food, many investors have built vegetarian restaurant chains in Danang city. According to foody.vn - which is known as a popular food delivery application in Vietnam, there are currently 185 operating addresses serving people. In particular, restaurants near temples and shrines are always a prime location to attract the most potential customers. Besides, a few luxurious vegetarian restaurants for local customers and attract tourists located in city centres. Although some restaurants with the higher class are luxurious and professionally enough to satisfy upper customers' high requirements in Da Nang, the issue is that most of them were designed in a common Buddhist restaurant style.

The demand for building a new idea of vegetarian restaurant which put health first is always an attractive topic for people in modern life.

Based on the above-mentioned practical problems, we have chosen the topic "Bliss Mind Bistro - The Green Vegetarian Cuisine in Da Nang" for our graduation thesis for a bachelor's degree in Hospitality Management at FPT University Da Nang.

## **2. Purposes of the thesis**

In order to catch everyone up with the significant benefits to our health and to the environment of being a vegetarian, our group decided to develop a business plan for a vegetarian bistro. Based on the mentioned issues, Bliss Mind Bistro was built with the concept of a vegetarian restaurant in the direction of macrobiotics, menus in accordance with modern European and traditional Eastern.

We aim to design a restaurant which helps building customers loyalty. Bliss Mind Bistro would be a place where people required their love to return not only for religious occasions but also for their caring for humanity, for benefit of people's health and for the green community.

## **3. The scientific meaning of thesis**

The results of the consumer survey in the region help assess the current vegetarian trend and the feasibility of building a traditional vegetarian restaurant combined with modern features in Da Nang City.

The project results can be used to guide the construction and design for a mid-range vegetarian restaurant project and as a basis for proposals for investors to calculate and establish a F&B dining model in the period of renovation. economic recovery after the Covid-19 epidemic.

## **4. Research methodology to develop the topic**

- Collect research papers and news of domestic and foreign authors related to the topic
- Surveying the trends and feasibility of the topic

- Research and develop the topic based on previous subjects' theory

## **5. Research scope of the topic**

- The subject of the topic: vegetarian restaurant model in Da Nang.
- Research scope:
  - + Vegetarian trends for the age group 18-40 regardless of gender are living, working, and studying in Da Nang
  - + Factors affecting the choice of vegetarian restaurants in Da Nang
  - + Competitors in Da Nang and Vietnam to find out the novelty in the topic development
  - + Suppliers in the surroundings to increase the community development of the topic

## **6. Thesis structure**

The thesis consists of 6 parts: Introduction, 04 chapters, conclusion and recommendations. A total of 104 pages, including 41 figures, 23 tables of numbers. Appendix includes 3 pages.

# CHAPTER 1: INTRODUCTION TO OUR RESTAURANT

## 1.1 The meaning of “Bliss Mind Bistro”

"Bliss Mind" in Vietnamese means "Tâm - Phúc". It was chosen because we wish people to come not simply to enjoy delicious food, but also to purify their souls and recover the inherent peace and lightness of their souls. Bliss Mind Bistro was built from a passion for traditional vegetarian cuisine combined with a modern twist from vegetarian dishes from all over the world. Along with spices, herbs which are the most unique and quintessential features of Asian cuisines such as Thailand, Japan, China, etc., combined with a rich vegetarian cuisine, imbued with national identity at the heart of Vietnam. Bliss Mind Bistro is proud to bring diners a completely new experience of vegetarian cuisine as well as delicious, nutritious, and healthy dishes.

## 1.2 Logo and slogan

Our restaurant logo is simply green and presents the cooking with love due to the concept of the restaurant. We believe that a dish is only truly delicious and full of flavor when customers enjoy in a happy mood. Above all, that is a successful mission for us



**Figure 1.1** The restaurant logo

Our slogan was given as “Fresh food - Good mood” to be satisfied with the restaurant's name “Bliss Mind”. The slogan itself also conveys a broader meaning to diners:



Coming to Bliss Mind, you not only feel the chef's mind is placed on each dish, but it is also the simple happiness of enjoying delicious food, and a peaceful place for the soul.

### **1.3 Location**

Located at 23 An Thuong 6 Street - one of the most developed and busiest tourist areas in Da Nang. The location of Bliss Mind restaurant is only 500 meters from An Thuong tourist area - a place that attracts a lot of tourists when coming to Da Nang. In the high season, the average number of guests staying here is 1,488 guests/day, while the low season is 651 guests/day. Not to mention the number of tourists visiting and staying at other accommodation establishments in the city and nearby tourist destinations, the number of international tourists coming to this land is increasing day by day. That is a huge advantage for the restaurant business. In addition, An Thuong 6 Street has a lot of hotels with many tourists as well as a large number of international guests, foreigners living for a long time in Da Nang - this is a source of potential customers with green lifestyle and healthy diet. Finally, it is impossible not to mention that the atmosphere here always creates a clear and gentle feeling, in line with the style that Bliss Mind Bistro is aiming for when diners come to our restaurant.

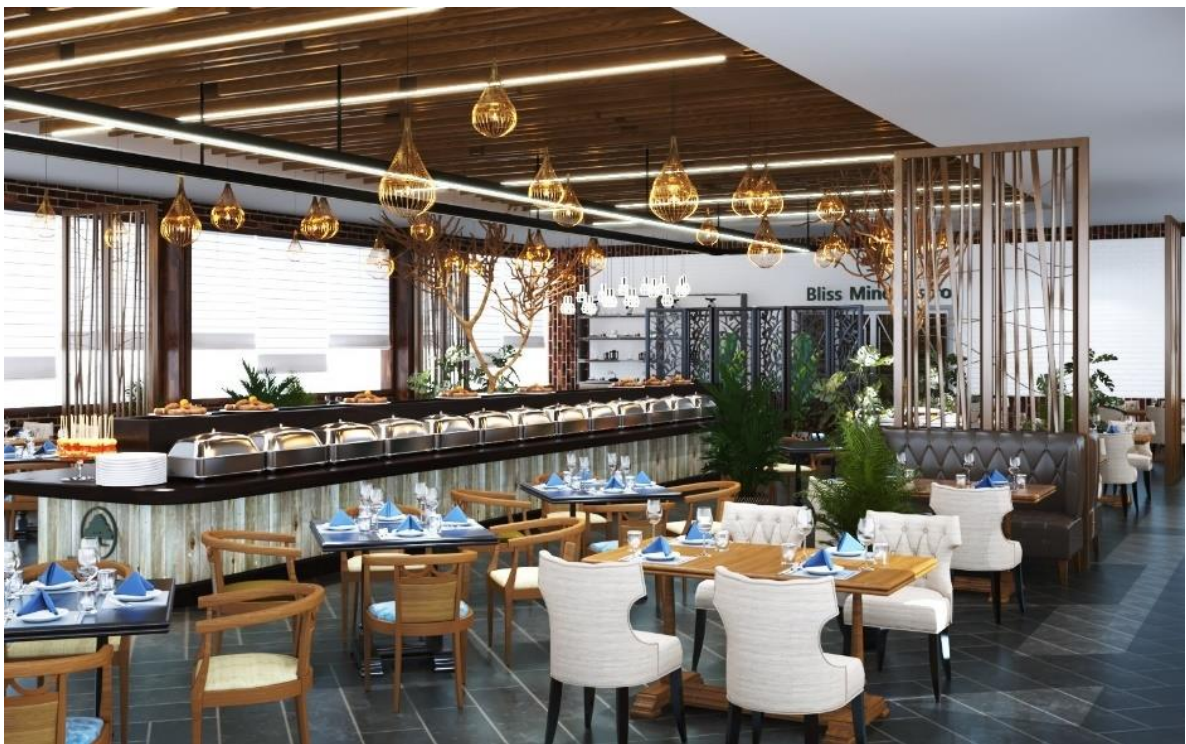
### **1.4 Infrastructure design**

Bliss Mind Bistro is a two-storied restaurant separated by the 1st buffet floor and the 2nd floor is reserved for a la carte or special events. The uniqueness of the restaurant's design is to create a green and airy space. The items and decorations in the restaurant use most of the ingredients from nature, the initial proposal is from wood and rattan and bamboo.

From the outside, our first floor is impressive with the large glass windows which can help bring more natural light. Inside we arrange lots of square green wooden tables, each with about four brown woody chairs around them. We prefer using the palette and decoration as simple as possible to make the restaurant space a more serene environment, people would be refreshed to enjoy tasty food.



**Figure 1.2** Bliss Mind Bistro - Floor 1 from the front view

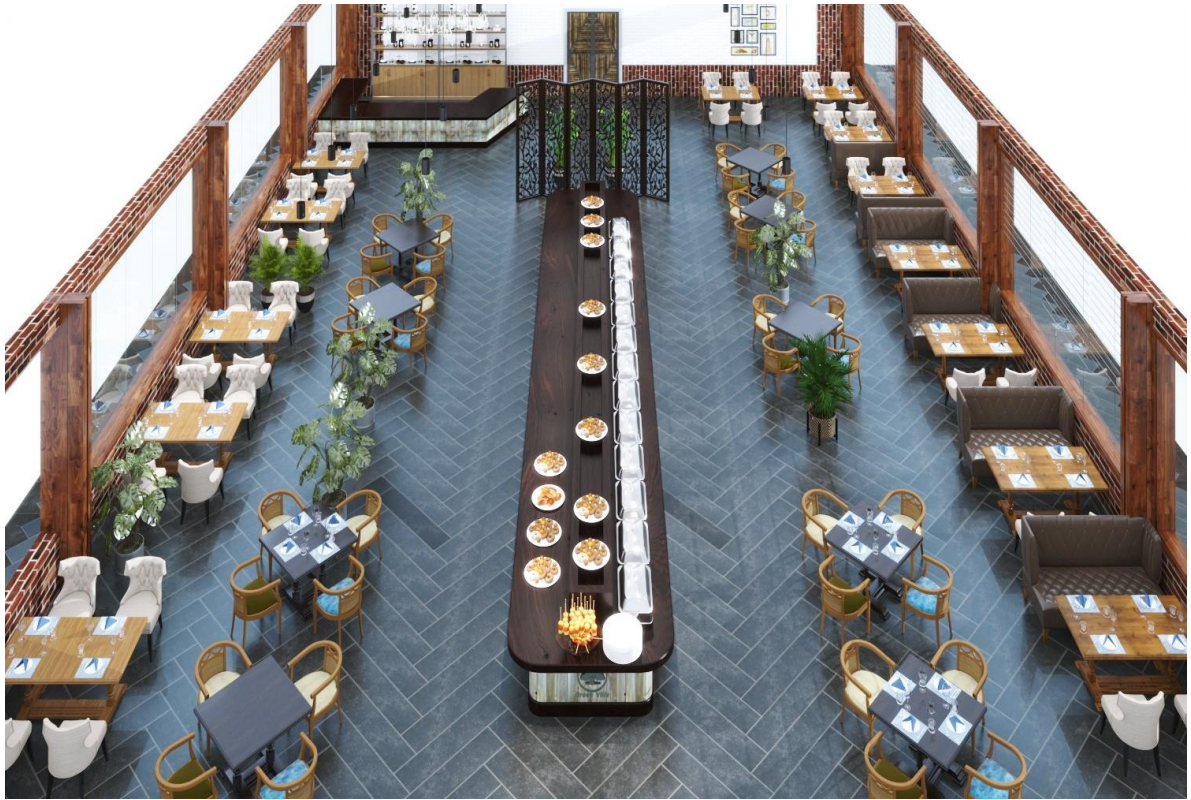


**Figure 1.3** Bliss Mind Bistro - Floor 1 from the left view





**Figure 1.4** Bliss Mind Bistro - Floor 1 from the right view



**Figure 1.5** Bliss Mind Bistro - Floor 1 from the above view





**Figure 1.6** Bliss Mind Bistro – Floor 1 with buffet counter



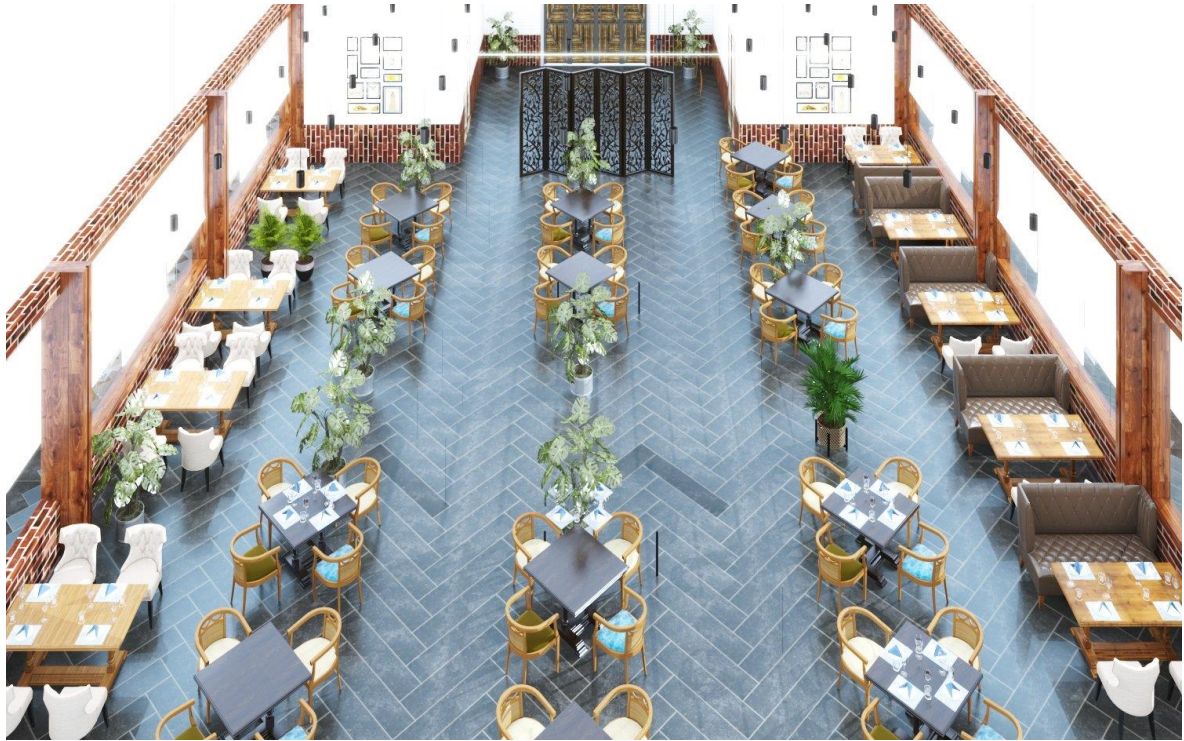
**Figure 1.7** Bliss Mind Bistro - Floor 1 with bar counter

In order to meet the customer's requirements for privacy and meeting, we have built a separate 2nd floor just for a la carte and private rooms but still ensure the consistency in the design of the restaurant with large glass windows and brown wooden tables and chairs.



**Figure 1.8** Bliss Mind Bistro - Floor 2 from the front view

The green space in the restaurant will be brought not only aesthetic and decorative elements but also used as raw materials for the restaurant. This means that the restaurant will have areas for growing fresh vegetables, but it can still be combined with the decoration of the restaurant. For smaller details, the restaurant uses herbs to create a sense of harmony in the entire space.



**Figure 1.9** Bliss Mind Bistro - Floor 2 from the above view





**Figure 1.10** Bliss Mind Bistro - Floor 2 from the left view



**Figure 1.11** Bliss Mind Bistro - Floor 2 with the city view



**Figure 1.12** Bliss Mind Bistro - Floor 2 with private room

## **1.5 Core Values, Vision & Mission**

### **1.5.1 Core Values**

“From the garden to the table” is the moment when ingredients are brought from the source to the processing and serving customers. With organic ingredients, partly self-sufficient from the garden, we are always concerned with quality to ensure a complete meal for diners. Every meal at Bliss Mind is a taste of your satisfaction.

### **1.5.2 Vision and Mission**

What does Bliss Mind aim for? Simplicity: is to bring new perspectives on veganism, it is not only limited to religion or belief, but it is a useful, interesting, and feasible lifestyle with actions that contribute to protecting the environment in school. A vegetarian meal can be varied with many different flavors and ingredients but still ensure the health and delicious taste. The goal is ambitious but achievable which will ultimately make a big difference in the future.

## 1.6 Legal Document

According to the provisions of the Government's Decree No. 15/2018/ND-CP and the Law on Food Safety No. 55/2010/QH12 dated June 17, 2010, effective as from July 1, 2011, which specify in detail a number of articles of the Law on Food Safety for the type of food and drink, restaurants are required to complete all necessary legal procedures before opening.

No.	Name of the Legal Document	Remarks
1	Business registration certificate	This certificate is issued to restaurants and eateries before applying for a food safety and hygiene license.
2	Food hygiene and safety license	
3	Discharge permits	
4	Fire protection license	

**Table 1.1** Legal Document

### 1.6.1 Business registration certificate

A step for an enterprise to operate legally through the issue of a business registration license so that the enterprise can be free and do good business. A business registration license is prescribed as a legal certificate, recording the date of first business registration and serving as a legal basis for business registration. As a result, submitting an application for a business registration license is a crucial and mandated legal requirement, demonstrating the state's acceptance of the creation of a business entity.

### 1.6.2 Food hygiene and safety license



All businesses with food-related lines of business must now abide by the rules for using a food safety and hygiene license.

**Step 1:** Must have a certificate of health and knowledge of food safety and hygiene.

People who are directly involved in the production and management of food-related businesses must be in good enough health to ensure the establishment's smooth functioning. One of the fundamental prerequisites for this permission application is a medical checkup. That person will be required to take a course on understanding food safety and cleanliness. A test for food safety and cleanliness will be required of the business owner. The initial request of step 1 is approved if that individual accurately responds to 80% of the questions.

**Step 2:** Submit a licensing application for food safety and hygiene to a reputable organization. All required documentation must be included in a license application dossier in order to fulfill the following requirements:

- A request form for an establishment's food safety and hygiene license in the format required by the appropriate authorities.
- Copy of the food-related business registration certificate that has been notarized.
- Basic space and floor layout.
- Process flow diagram for the facility's food production and preservation methods.
- A description of the facilities at the institution.
- A duplicate of the owner's and all workers' health certificates that are employed directly at the establishment that has been notarized.
- A certificate stating that the proprietor and those directly involved in manufacturing have expertise of food safety.
- Inspection of the water source utilized and a certificate of origin for the raw materials.
- An agreement in writing to guarantee food safety

**Step 3:** Competent agencies examine dossiers and report on results and validity.

**Step 4:** Competent agencies issue food safety and hygiene permits. The manufacturing facility owner is obligated to adhere to the rules for the three years that the license is active. The authorities will dispatch someone to conduct another inspection when the certificate is granted. The establishment's license will be cancelled if it breaks manufacturing and commercial laws.



### **1.6.3 Discharge permits**

One of the crucial environmental documents for a business that, while operating, has a wastewater treatment system without acquiring authorization to connect and release waste into the environment is the discharge permit. This permit aids the authorities in determining whether the precise data of the volume of wastewater released into the surrounding environment are in compliance with laws for each type of wastewater or not.

Making a report on the analysis, assessment, and impact of wastewater discharge on the environment of the receiving water (water source) and proposing appropriate technological and managerial solutions to ensure that the wastewater before discharging the water source must meet Vietnamese standards is the process of applying for a discharge permit (depending on the receiving water source).

### **1.6.4 Fire protection license**

A certificate of fire prevention and fighting is a legal document that attests that the subject has complied with all legal requirements for fire prevention. Absolute safety in terms of preventing fires and explosions must be provided by electrical equipment, lightning protection, heat producing, and fire generating equipment.

Components of a certificate in fire prevention and fighting application:

- A request for a certificate in fire prevention and suppression (according to the form).
- Documents on acceptance of fire prevention and fighting for recently renovated or newly built establishments and motorized vehicles that need to ensure fire prevention and fighting safety when converted or built; certified true copy of the record of safety inspection on fire prevention and fighting for other facilities and motor vehicles.
- A list of all existing tools for preventing fires, extinguishing them, and rescuing people (according to the form).
- Plans for combating fires are suggested.
- Select a grassroots fire prevention and suppression system.
- A list of those who successfully completed the fire prevention and combat program.

## 1.7 Products and services

### 1.7.1 Products

Bliss Mind Bistro offers customers kinds of vegetarian food. The variety of food & beverages menu gives diners many options to enjoy a variety of dines. Besides, Bliss Mind's exclusive signature cooking method help in keeping fresh and delicious food for customers with new experiences and highlights the central theme of Bliss Mind Bistro - Fresh food - Good mood!



**Figure 1.13** Bliss Mind Bistro Menu - Cover

Our concept of the menu started with the calming colour - brown. Go along with the menu, we have kinds of organic and simply cooked vegetable appetizers such as Vegan Lettuce Wraps, Vietnamese Spring Rolls, Vegetables Tempura, or speciality for Ahimi Sushi - one of the famous vegetarian sushi in Japanese culture. We also brought to customers a variety of salads and soups from Asian to European styles.



**Figure 1.14** Bliss Mind Bistro Menu – Starters

All the vegetables are prepared freshly from SOS Village (one of the charity activities in Bliss Mind). Besides, organic vegetables are imported from Da Lat Farmstay once a week

to ensure the quality of foods. Soup is another essential component of Vietnamese meals. The soup menu at Bliss Mind restaurant features both well-known and novel recipes that are produced just for Bliss Mind, providing customers with a delectable soup.

Next, we have main courses with different choices for people can enjoy with family or just when they have time for themselves. The a la carte menu provides kinds of rice and noodles. We also have Vietnamese dishes which present a Vietnamese family dinner for family target customers or foreigners who want to experience Vietnamese dishes culture.



**Figure 1.15 Bliss Mind Bistro Menu – To Share**



**Figure 1.16** Bliss Mind Bistro Menu – Main Dish

We have vegetarian choices with a comprehensive range of dishes from appetizers to desserts, especially for customers who wish to make their dish selections quickly. This allows customers to save time while still enjoying all of Bliss Mind's food even when they go alone or go with family, friends.



And failing to highlight the vegetarian hot pot at Bliss Mind would be remiss. When customers visit the restaurant, they will be left with a lasting impression thanks to the menu's variety of hotpot dishes, which range from Thai hotpot to Western Vietnamese hotpot foods.



**Figure 1.17** Bliss Mind Bistro Menu – Hotpot



In order to boost customers' satisfaction after a meal, we offer a dessert menu which compensates for low blood sugar and also, increases our production of the happy hormone.



**Figure 1.18** Bliss Mind Bistro Menu –Desserts

And finally, Bliss Mind offers a drink menu that includes cooling teas, teas, and delicious ice cream as a lovely way to cap off the meal. In particular, we also offer seasonal teas, giving visitors to the restaurant a fresh experience.



**Figure 1.19** Bliss Mind Bistro Menu – Drinks

At Bliss Mind, we always want to provide the best customer services even when you are just in the ordering process. Hence, a variety of combos are listed followed by two-four-six group of people. Enjoy many kinds of Bliss Mind food with a reasonable price, we believe it will help to increase revenue in the period.



Set  
Tâm

Gỏi cuốn

Cà trắng chiên mật mía

Canh rau nấu nấm

Cơm cháy ngũ vị

Lẩu khổ qua nấm

**Figure 1.20** Bliss Mind Combo for two pax

Set  
Sen

Gỏi hồ hoa sen  
Súp bắp hạt sen  
Đậu mỡ hấp lá sen  
Cơ m gạo lứt lá sen  
Canh rong biển trường thọ  
Chè hạt sen



**Figure 1.21** Bliss Mind Combo for two pax





**Figure 1.22** Bliss Mind Combo for six pax

### 1.7.2 Services

Services	Details
Vegetarian Buffet	Monthly open on the first day and the middle day of month according to lunar calendar.
Hotpot & Vegetable Buffet	Hotpot - Vegetable buffet will open on a weekday, customers are free to choose vegetables to use with hot pot, served with noodles or vermicelli.
Charity	The vegetables in the vegetable buffet will mainly be obtained from the vegetable farm of Sos village
Cooking Class	Every month, there will be a vegetarian cooking lesson for customers to participate and experience their own dishes.

**Table 1.2** Bliss Mind Bistro – Services

We also design poster to easier attract people's eyes for buffet and cooking class events.

A promotional poster for a cooking class. The background is light green with a white central area. At the top left, there are illustrations of tomatoes and leafy greens. In the center, a green pot with steam and a heart is shown. Below it, the text 'Bliss Mind' is in a cursive font, followed by 'COOKING CLASS' in large, bold, green capital letters. Underneath, it says 'Every month's 10th day of the lunar calendar'. At the bottom left, there are two bullet points with contact information. At the bottom right, there are illustrations of a yellow bell pepper, a potato, a carrot, and tomatoes.

*Bliss Mind*

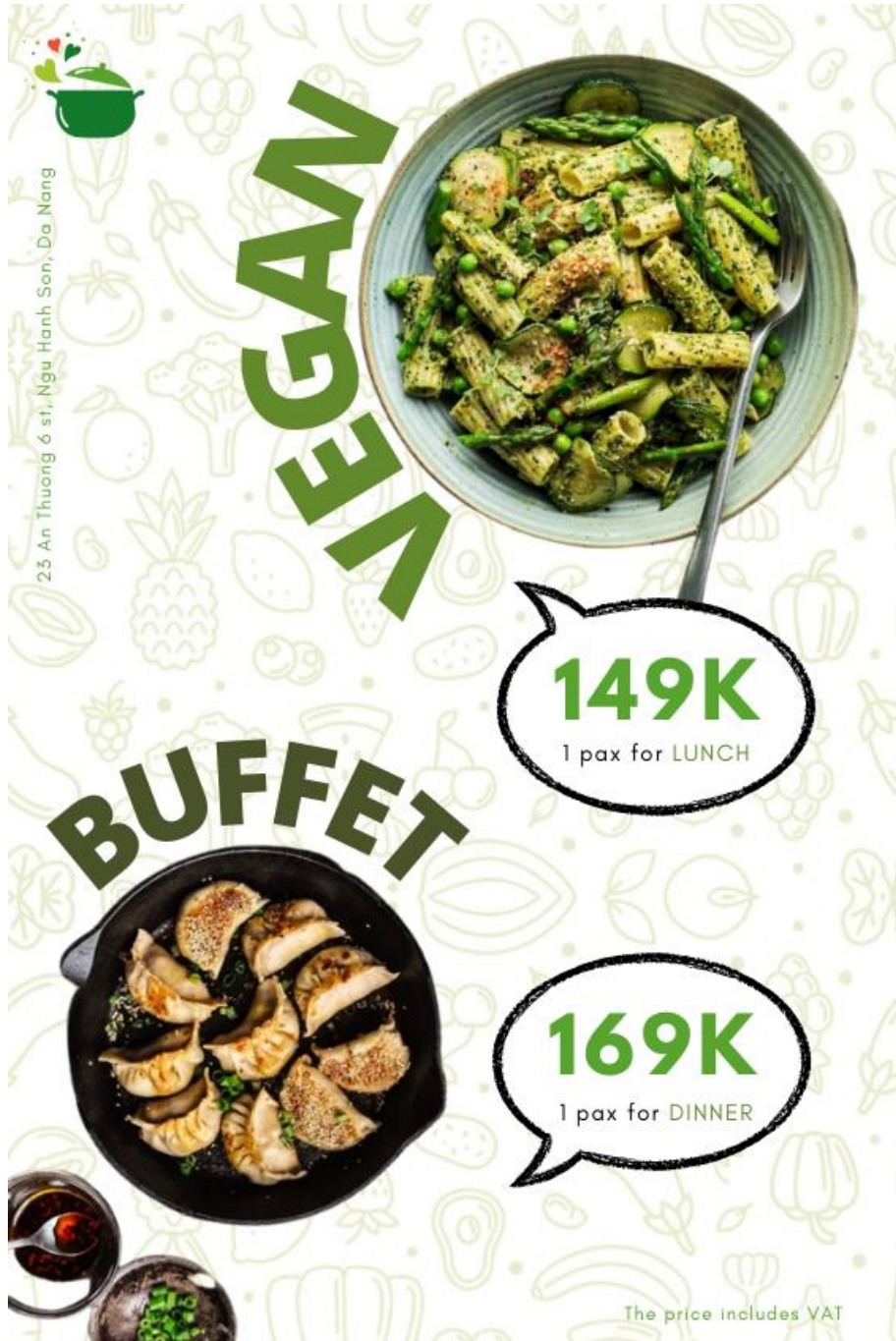
# COOKING CLASS

Every month's 10th day of the lunar calendar

- Address : 23 An Thuong 6 st, Ngu Hanh Son, Da Nang
- Contact : 0236 3699 888

**Figure 1.23** Bliss Mind Cooking Class Event

23 An Thuong 6 st, Ngu Hanh Son, Da Nang



The poster features a background with faint line-art illustrations of various fruits and vegetables. At the top left is a logo of a green apple with a leaf. The word "VEGAN" is written in large, bold, green, sans-serif capital letters, slanted upwards from left to right. Below it, the word "BUFFET" is written in the same style, slanted downwards from left to right. In the upper right, a light blue ceramic bowl is filled with a vibrant green salad of sliced asparagus, green peas, and cubed tofu. In the lower left, a black cast-iron skillet is filled with pan-fried dumplings, with two small dipping bowls (one with red sauce, one with green onions) next to it. Two speech bubbles with black outlines and white backgrounds are positioned to the right of the food. The top bubble contains the price "149K" in large green font, with "1 pax for LUNCH" in smaller black font below it. The bottom bubble contains the price "169K" in large green font, with "1 pax for DINNER" in smaller black font below it. At the bottom right, the text "The price includes VAT" is written in a small, light green font.

**VEGAN**

**BUFFET**

**149K**  
1 pax for LUNCH

**169K**  
1 pax for DINNER

The price includes VAT

Figure 1.24 Bliss Mind Buffet Poster



## **CHAPTER 2: MARKET RESEARCH AND ANALYSIS**

### **2.1 Previous research**

In our previous Research on Factors Affecting the Choice of Vegetarian Restaurants in Vietnam, through the process of surveying 118 people in Danang, we identified the factors affecting customers' choice of vegetarian restaurants. We modified appropriately through evaluation by Cronbach's Alpha tool, correlation, regression analysis, EFA exploratory factor analysis, qualitative research, and quantitative research. The results show that four factors of the analysis model affect the intention and behaviour of customers to choose a vegetarian restaurant: (1) Quality of food, (2) Service, (3) Location and (4) Ambience of the restaurant. The percentage of men who are vegetarians is low (22 per cent), owing to their belief that vegetarianism does not provide as many nutrients as meat consumption.

Vegetarianism is practiced by the majority of married women, reflecting the diverse demand for vegetarian eateries. Restaurant satisfaction and consumption habits are still being researched, but other elements such as decoration, service quality, and food safety have a direct impact. Focusing on store decoration for a small restaurant would result in inefficiency because the most important aspect of vegetarian food is compassion. With the quality of the meal and the harsh service, they must project a positive image to everyone. Ignoring the fact that they are in a remote place, they have decided that decorating is the best option for them. With more upmarket restaurants, more money can be spent on the diner's location and decorating. The importance of maintaining the quality of service and cuisine cannot be overstated, and it must always come first. It is not easier for large enterprises to pay a higher amount since maintaining a consistent balance between the four criteria is extremely difficult, and it takes a persistent spirit and management to keep it under control.

### **2.2 Survey analysis**

In order to identify and localize target customers and other information to develop the Bliss Mind Bistro vegetarian restaurant business model, we conducted a survey of customer behaviour in the restaurant service industry. With two questionnaires including quantitative questions. Through the questionnaire, the following specific information can be identified: Demographics, eating habits, experiences in vegetarianism, factors of interest and

impact on choosing a vegetarian restaurant. All questions in the survey are written in Vietnamese.

The subjects of the survey are people living in Da Nang City and from other cities in the country, aged from 18 to over 40 years old. The survey was conducted online through social media groups. All results submitted are based on voluntary survey responses.

The screenshot shows a survey questionnaire with the following sections:

- Phần 1: Thông tin cơ bản** (Basic Information):
  - Giới tính của bạn là? (Your gender is?): Nam, Nữ, Khác.
  - Độ tuổi của bạn là? (Your age is?): Dưới 18 tuổi, Từ 18 tuổi đến 25 tuổi, Từ 26 tuổi đến 40 tuổi, Trên 40 tuổi.
  - Nghề nghiệp hiện tại của bạn là? (Your current occupation is?): Học sinh - sinh viên, Công nhân viên, Lao động tự do, Khác.
  - Thu nhập trung bình một tháng của bạn là? (Your average monthly income is?): Dưới 5.000.000 VNĐ, Từ 5.000.000 đến 10.000.000 VNĐ, Từ 10.000.000 đến 20.000.000 VNĐ, Trên 20.000.000 VNĐ, Khác/ không muốn để cập.
  - Bạn có ăn chay không? (Do you eat vegetarian?): Có, Không.
- Phần 2: Nội dung khảo sát** (Survey Content):
  - Bạn thường đến nhà hàng chay cùng với ai? (Who do you usually go to a vegetarian restaurant with?): Một mình, Gia đình, Bạn bè, Đồng nghiệp, Mục khác.
  - Theo bạn, yếu tố nào ảnh hưởng đến quyết định quay trở lại của khách hàng? (In your opinion, which factors influence the decision to return of customers?): Chất lượng món ăn, Giá thành phù hợp, Sự đổi mới trong sản phẩm, dịch vụ, Các chương trình khuyến mãi, Không gian của quán, Mục khác.
  - Bạn biết đến các nhà hàng chay tại Thành phố Đà Nẵng qua những phương tiện nào? (How do you know about vegetarian restaurants in Da Nang city?): Từ radio, Internet, mạng xã hội, Bạn bè, người thân, Quảng cáo trên Foodtv, Zody, Mục khác.
  - Chương trình khuyến mãi nào của nhà hàng mà bạn thích? (Which promotion program of the restaurant do you like?): Rút thăm trúng thưởng, Thẻ hội viên, Tặng voucher, Khuyến mãi theo khung giờ, Khuyến mãi dựa trên tổng hóa đơn, Mục khác.
- Phần 3: Các yếu tố ảnh hưởng đến sự lựa chọn nhà hàng chay** (Factors influencing the choice of a vegetarian restaurant):
  - 1. Chất lượng món ăn (Food quality): Likert scale from "Rất không đồng ý" to "Hoàn toàn đồng ý" for items like Món ăn ngon, Bạn xem trọng, Hình thức trình bày, Các nguyên liệu.
  - 2. Dịch vụ (Service): Likert scale for Nhân viên phục vụ, Nhân viên tư vấn, Thông tin sản phẩm, Phục vụ nhanh.
  - 3. Vị trí (Location): Likert scale for Địa điểm thuận lợi, Bạn hay ghé thăm, Thông tin sản phẩm, Phục vụ nhanh.
- Phần 4: Môi trường xung quanh** (Surrounding environment): Likert scale for Các nhà hàng t..., Bạn thích các n..., Đồng phục của..., Màu sắc trong..., Ánh sáng của..., Các yếu tố khấ...
- Phần 5: Khuyến khích hành vi** (Encouraging behavior): Likert scale for Các giá trị của..., Chất lượng m..., Môi trường xun...

Figure 2.1 Survey questionnaire 1

The screenshot shows a survey questionnaire with the following sections:

- Phần 1: Thông tin cơ bản** (Basic Information):
  - Giới tính của bạn là? (Your gender is?): Nam, Nữ, Mục khác.
  - Độ tuổi của bạn là? (Your age is?): Dưới 18 tuổi, Từ 18 tuổi đến 25 tuổi, Từ 26 tuổi đến 40 tuổi, Trên 40 tuổi.
  - Nghề nghiệp hiện tại của bạn là? (Your current occupation is?): Học sinh - sinh viên, Công nhân viên, Lao động tự do, Mục khác.
  - Thu nhập trung bình một tháng của bạn là? (Your average monthly income is?): Dưới 5.000.000 VNĐ, Từ 5.000.000 đến 10.000.000 VNĐ, Từ 10.000.000 đến 20.000.000 VNĐ, Trên 20.000.000 VNĐ, Khác/ không muốn để cập.
  - Bạn có ăn chay không? (Do you eat vegetarian?): Có, Không.
- Phần 2: Nội dung khảo sát** (Survey Content):
  - Bạn đã từng đến một nhà hàng chay nào chưa? (Have you ever been to a vegetarian restaurant?): Đã đến rồi, Vẫn chưa.
  - Tại sao bạn đến nhà hàng chay? (Đánh số từ 1-5 biểu hiện mức độ quan trọng về lựa chọn đó, 1 là quan trọng nhất) (Why do you go to a vegetarian restaurant? (Rate from 1-5 to show the level of importance of the choice, 1 is the most important))
 

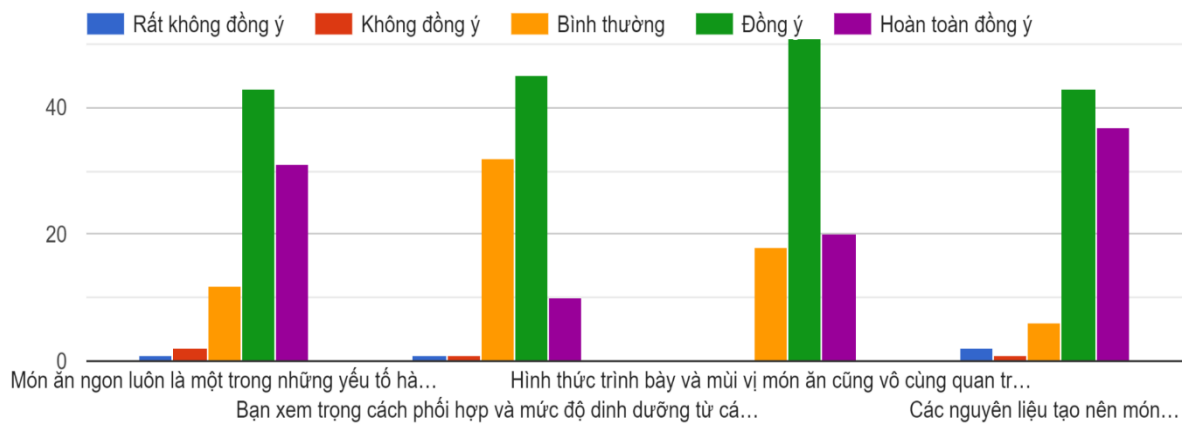
	1	2	3	4	5
Có nhiều sự lựa chọn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Thuận tiện	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trải nghiệm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nhà hàng có danh tiếng	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Các chương trình khuyến mãi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
  - Bạn thường đến nhà hàng chay cùng với ai? (Who do you usually go to a vegetarian restaurant with?): Một mình, Gia đình, Bạn bè, Đồng nghiệp, Mục khác.
  - Theo bạn, yếu tố nào ảnh hưởng đến quyết định quay trở lại của khách hàng? (In your opinion, which factors influence the decision to return of customers?): Chất lượng món ăn, Giá thành phù hợp, Sự đổi mới trong sản phẩm, dịch vụ, Các chương trình khuyến mãi, Không gian của quán, Mục khác.
  - Bạn biết đến các nhà hàng chay tại Thành phố Đà Nẵng qua những phương tiện nào? (How do you know about vegetarian restaurants in Da Nang city?): Từ radio, Internet, mạng xã hội, Bạn bè, người thân, Quảng cáo trên Foodtv, Zody, Mục khác.
  - Chương trình khuyến mãi nào của nhà hàng mà bạn thích? (Which promotion program of the restaurant do you like?): Rút thăm trúng thưởng, Thẻ hội viên, Tặng voucher, Khuyến mãi theo khung giờ, Khuyến mãi dựa trên tổng hóa đơn, Mục khác.

Figure 2.2 Survey questionnaire 2

## 2.2.1 Factors affecting the choice of vegetarian restaurant

Based on the results of the first survey, in order to determine the factors affecting the customer's tendency to choose a vegetarian restaurant through 5 levels of assessing the importance of the attributes of those qualities of a restaurant (quality of food, service, location and ambience)

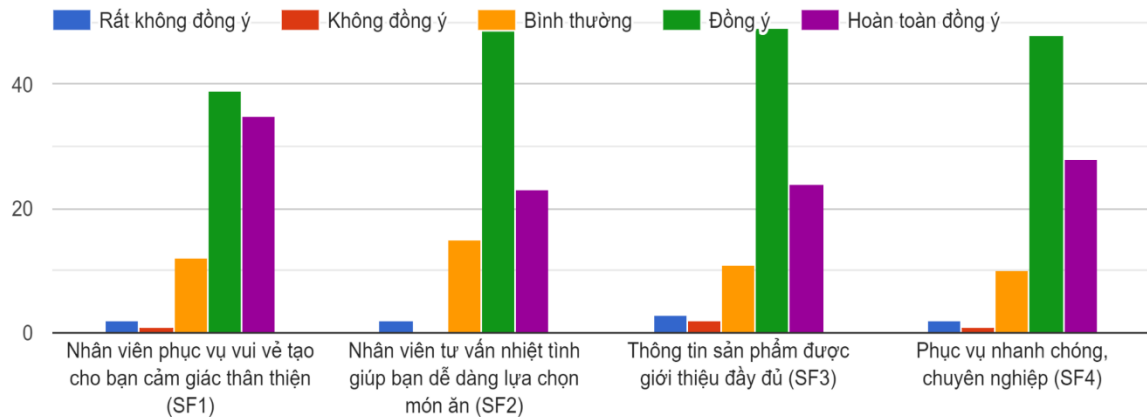
### 2.2.1.1 Food quality



**Figure 2.3** Column chart showing the attributes of food quality

According to 4 factors (Delicious Food, presentation& taste, nutritional level and source of ingredients) of food quality, A vast majority of attendees expressed "Strongly agree" and " Agree" with the source of ingredients and Delicious food. The collected data of chart revealed food quality is the most important factor in choosing a vegetarian restaurant in Danang. When the food quality is high, prioritize freshness, and focus on controlling the quality of ingredients, the restaurant's brand awareness will increase in a good way to attract customers.

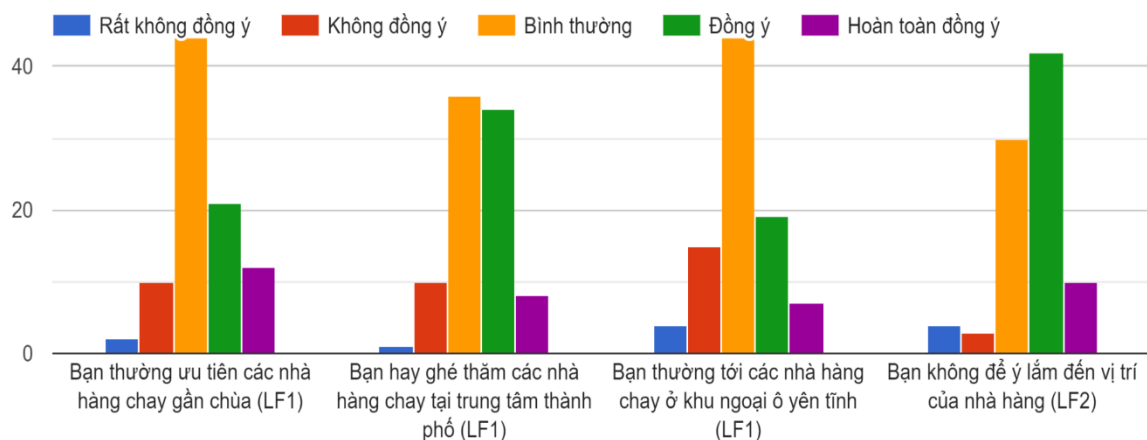
### 2.2.1.2 Service



**Figure 2.4** Column chart showing the attributes of Service

The survey results show that the “Service” factor is also a very important factor in customer decision-making. Although service quality is not a key factor, it affects customer loyalty failure. Therefore, in addition to surveying customer needs, Bliss Mind Bistro can also rely on factors to build consistent restaurant service standards so that employees can deliver the best experiences for customers.

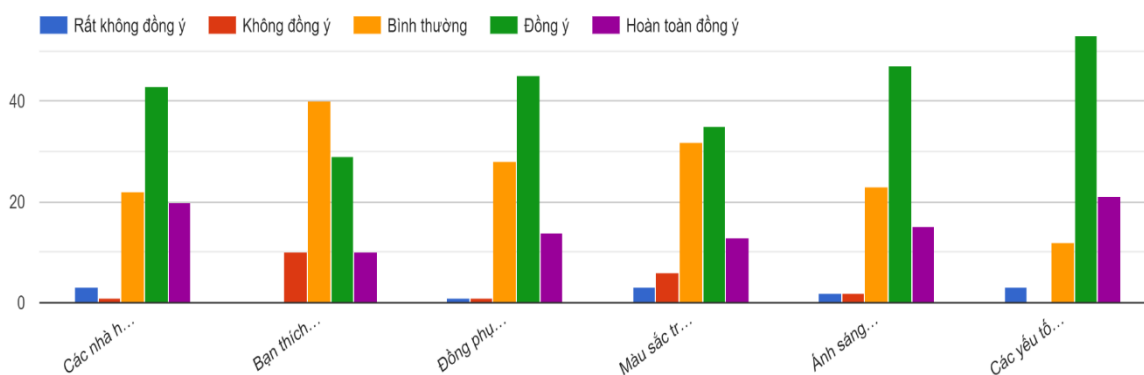
### 2.2.1.3 Location



**Figure 2.5** Column chart showing the attributes of Location

The “Location” factor of the restaurant will have nearly as much of an impact on customer behavioural intentions as other factors. When the restaurant location brings convenience to customers, the decision to choose this restaurant will be high, and vice versa. Therefore, based on the results of this survey, Bliss Mind Bistro has planned and reviewed many locations to find the right place that can meet all customer requirements and is especially capable of customer accessibility.

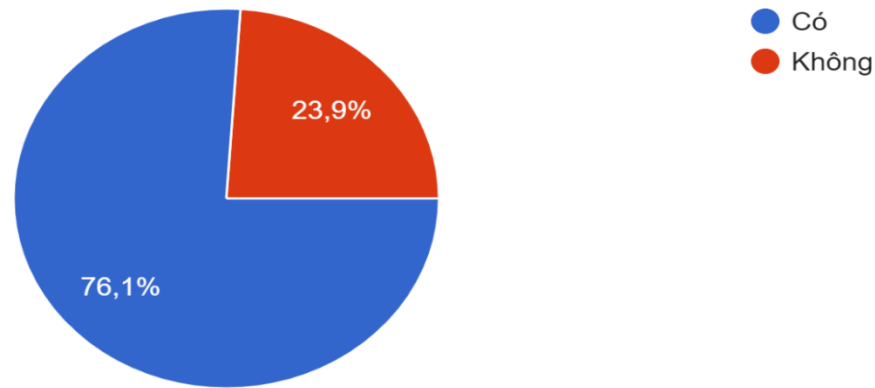
### 2.2.1.4 Ambience



**Figure 2.6** Column chart showing the attributes of Ambience

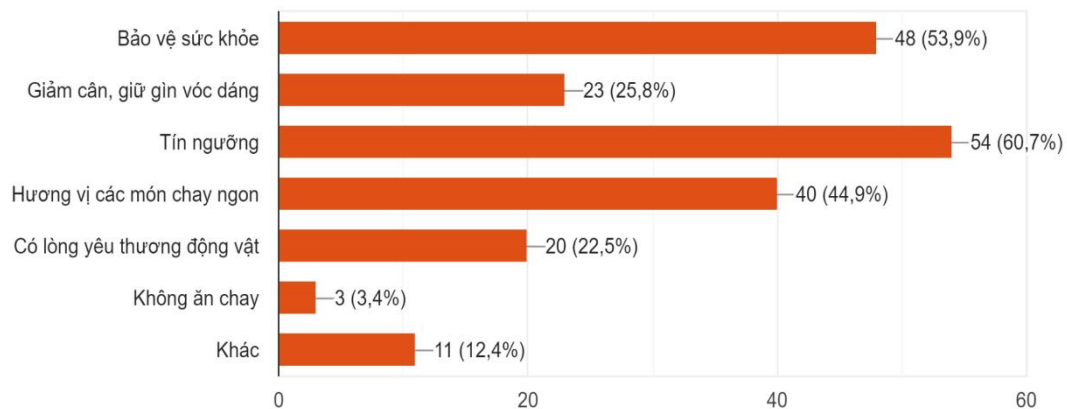
It can be seen that the factor “Ambience” also has a significant impact on many aspects of the customer experience at vegetarian restaurants. Every detail in the restaurant, from staff uniforms, lighting, colours, music, and space, all contribute to influencing the choice of customers.

### 2.2.2 Customer trends



**Figure 2.7** Pie chart of the question "Why are you vegetarian?"

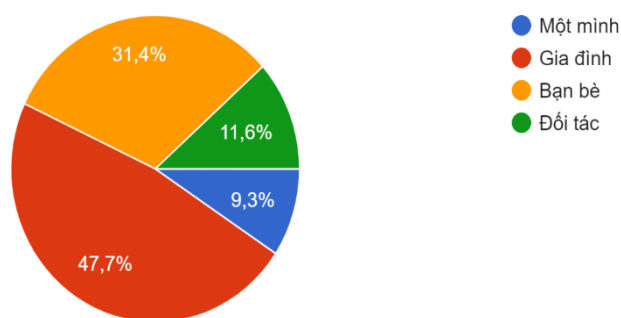
In the past, in the subconscious of diners, the use of vegetarian food reminded of Buddhism, those who practice or have medical conditions need to follow a strict diet. And accordingly, savoury dishes from cultures of many parts of the world took the throne and diversified forms developed. Through the results of the survey, it is found that vegetarianism is getting more and more attention and interest from people. Today, Vietnamese vegetarian cuisine has gone beyond the religious concept, people have started to choose a vegetarian diet to maintain a healthy body, reduce the risk of diseases, or become a vegetarian means a healthy lifestyle and a way to protect the environment.



**Figure 2.8** Bar chart evaluates the importance of "The reason customers choose to go to a vegetarian restaurant"

To understand the trend as well as the reason why diners choose a vegetarian restaurant, a quantitative question is asked: "Why do you go to a vegetarian restaurant?" Let the survey subjects rate the importance on a scale of 1-5 (1 - most important).

A vast majority of attendees expressed Diners tend to choose vegetarian restaurants because there are many choices of dishes, diverse ways of processing and typical dishes of each vegetarian restaurant without having to think twice about cooking for meals at home. Besides, choosing to eat at a vegetarian restaurant is also convenient for those who do not want to spend too much time on a vegetarian meal, and want to experience vegetarian cuisine.



**Figure 2.9** Pie chart with the question "Who do you usually go to vegetarian restaurants with?"

In the question "Who do you usually go to vegetarian restaurants with?", most of the answers chose 3 variables: "Family", "Friends", and "Partners". The variable "go alone" accounts for the lowest, it shows the tendency of diners to eat in groups. To create comfort and convenience for customers, Bliss Mind Bistro has designed seats, the number of seats to meet the needs of diners. In addition, Bliss Mind Bistro also arranges self-contained dining rooms for more private "Partner" meetings.

### 2.2.3 Market trends

In this day and age, vegetarianism is becoming a popular trend, people come to vegetarianism for many different reasons. With the presence of a large number of diners who tend to be vegetarian, it shows that many people are building a healthy food habit.

Along with the healthy food trend, vegetarian cuisine has become a relatively stable market with a large number of regular and in-depth customers. Compared to other food markets, it can be seen that the vegetarian food market is not too competitive and is always open with innovative business models.

### **2.3 Target market analysis**

Since we are facing the risk of global warming in recent years is the phenomenon of ozone depletion when emissions are increasing sharply due to human industrialization activities. Along with that, the phenomenon of depletion of aquatic resources, the phenomenon of polluted water sources due to livestock raising and food processing, etc. almost all appear in each country. The earth is entering the greenhouse phase with many of the most unpredictable natural disasters. The climate changes abnormally, the ice melts, and storms and floods. Faced with such a situation, what can we do? When you are just a small individual, you cannot influence the whole change in society. However, there is still a way to change that is to become a vegetarian. With just a simple act of being a vegetarian, we can completely make a significant contribution to protecting the living environment - our common home. When realizing that vegetarianism is one of the most practical and easy solutions to protect the environment, the trend of vegetarianism has become even more popular, especially among students. Young people are aware of their responsibility to the environment and aware of the negative impacts of the livestock industry on the environment so they can see that switching to a vegetarian diet will be away ecological balance protection and environmental protection; This is the duty of everyone, especially young people. Many people struggle with great campaigns without knowing that vegetarianism is also an effective environmental protection measure. The current course of climate change is more severe than the worst-case scenario predicted by the Intergovernmental Panel on Climate Change (IPCC), with damage and fatal effects already reported. testify frequently through catastrophic disasters such as hurricanes, floods, droughts, and heatwaves. The livestock industry for meat emits the largest amount of greenhouse gases, more than the combined emissions of all transportation industries in the world, including aeroplanes, trains, cars, and motorcycles ... specifically methane and nitrite oxide, which are the main drivers of climate change and are responsible for more than 80% of global warming. Climate change is a matter



of life and death, the urgency of the planet today requires each of us to take immediate wise action. Therefore, switching to veganism is the most practical, quick and effective measure to protect the environment. It can be said that this is the most effective campaign on the environment, simple but effective.

The vegetarian food market in Vietnam is and will grow stronger in the coming years. Because the source of customers is not only limited to Buddhists, but young people also increasingly love this vegetarian trend. 1 out of 10 people will be a vegetarian.” This is the estimated number of the Vietnam Vegetarian and Macrobiotic Association. Many people believe that this rate continues to increase gradually and is attracting a new investment area, which is vegetarian restaurants in big cities. When it comes to vegetarianism, most think that this is a simple cuisine, dishes made from vegetables, tubers, fruits, and tofu should be cheap. On the other hand, vegetarian cuisine is also rooted in religious issues, so it tends to limit the number of diners. However, fasting is no longer encapsulated in religious matters but is also perceived from a different perspective as macrobiotics to protect health. Therefore, this need is broadened. Not confined to the framework of religion, vegetarian cuisine is aiming for luxury and sophistication in simplicity. Vegetarianism has become a trend in modern life, beyond the scope of religion, or slimming people that become popular among all classes and ages. Vegetarian cuisine is becoming a trendy cuisine in developed countries, especially among young people, artists and intellectuals. Currently, in Vietnam, the movement of vegetarianism for the environment and health is taking place very vigorously. According to scientific studies, a vegetarian diet will help prevent heart-related diseases, first of all, hypertension, coronary heart disease, and vegetarians have a low atherosclerosis index.

Therefore, vegetarianism is encouraged by many countries around the world to prevent chronic diseases. Vegetarian food has less cholesterol, fewer fatty acids, many vitamins, and has antioxidant effects, so vegetarian dishes are very suitable for those who want to have a slim body.

## **2.4 Customer segment**

Based on the style, design, service standards, and food standards of the restaurant, it can be directed to 3 main customer segments which are:

### **2.4.1 Customer group 1: Vegetarian or vegan by faith**

Age: 30-50 years old

In Vietnam today, the definition of vegetarianism is no longer strange to people, there are vegetarians or vegans on the 1st or full moon of every month. This group of customers choose a vegetarian menu because they follow their religious beliefs and thoughts in their hearts, or it may be because they are aware that vegetarianism has a very good impact on health, so they gradually introduce vegetarian meals. into the menu every day and from there it becomes a habit.

Because of this group of guests' habit of being a vegetarian or a daily vegetarian (due to religious beliefs), this will be the main group of customers at the restaurant. The concept of the restaurant from construction to completion is always focusing on vegetarianism to protect the environment, so the restaurant's vegetarian menu always brings purity to meet the satisfaction of customers. satisfaction of diners in this group, not only that but also bring maximum confidence when choosing environmental factors to emphasize, so that customers can rest assured when they do not have to be afraid of unsafe food sources.

### **2.4.2 Customer group 2: Vegetarians to protect the environment**

Age: 25-40 years old

Because the restaurant's unique element is aimed at protecting the environment, it will attract customers who love the environment and promote actions to protect it. The restaurant also clearly shows its unifying point of view through the ways of menu building, restaurant decoration or from small items such as tables and chairs, dishes, dishes are made from natural materials, ... or as ideas to take advantage of, recycle takeaway food/drink items, etc. Since then, the restaurant wants to express and emphasize its goals as well as to unite with this customer group's view of promoting the environment.

Build the trust and loyalty of this environmentally loving group of customers so that they always choose a restaurant as one of their first choices when they want to have a

vegetarian meal out. This group of customers form their idea that the environment is a precious asset of mankind and an invaluable resource, so every act or idea of the restaurant conveyed in the dish or the whole Marketing campaign will be This group of customers is the most important. Therefore, Sales & Marketing or Promotion campaigns will always be focused on this group of customers.

**2.4.3 Customer group 3: young customers who want to discover new things**

Age: 20 - 30 years old

There will also be a component influenced by the viewpoints of vegetarians who also practice vegetarianism on major occasions (Vu Lan, Buddha's Birthday, etc.) because of the number of vegetarians on these days. increased significantly, so it will cause curiosity and excitement to try. Combined with the knowledge that vegetarianism is good for the body and health, this subject will gradually practice his eating habits and include a little vegetarian menu. In addition, the unique competitive factor of the restaurant compared to other competitors in the area is the "For the environment" factor that will be decisive for this group of customers to choose.

Due to the uniqueness and novelty brought not only in the idea but also in the expression, we are always confident that these novelties will stimulate and satisfy their curiosity. And through that, not only stopping at attracting the impression in the first meal, the restaurant always has Promotion policies that always uphold the environment but are equally unique to attract attention and turn around. The next time this group of customers will be the restaurant's potential customer group.

**2.5 Competitor analysis**

Restaurant Name	Ngọc Chi Restaurant	Hoa Lúa Restaurant
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Address	202 Hoang Dieu Street, Hai Chau District, Da Nang	Lot 1 – A2 Green Island Road 3, Hai Chau District, Da Nang
Strength	<p>Located in the city centre</p> <p>The average price is only 30000-60000 VND per items</p> <p>Highly rated on travel apps</p> <p>Cool space, decorated in Buddhist style</p> <p>Bamboo chairs create a feeling of country and folk</p> <p>Effective marketing plan on social networks</p>	<p>Dreamy space, elegantly decorated</p> <p>Spacious area, suitable for family guests, groups</p> <p>The food is beautifully presented</p> <p>Prime location in Green Island area, attracting many potential and high-paying customers</p> <p>Professionally trained staff system</p>
Weakness	<p>The way the food is not decorated perfectly</p> <p>The decoration is not luxurious enough</p> <p>No private room</p>	<p>The price is quite high compared to the common ground from 180000-250000 1 person</p> <p>Some customers criticized the small amount of food in the servings</p> <p>Not much attention to OTA apps</p>

**Table 2.1** Competitors analysis

## 2.6 SWOT analysis

<p><b>S:</b></p> <p>The restaurant is in the city center, there are many tourists</p> <p>Tran Phu Street is home to many companies and offices</p> <p>Professional staff training system, forming a young, dynamic, and wonderful dance team</p> <p>New menu, different from other vegetarian restaurants</p> <p>Elegant and luxurious space</p>	<p><b>W:</b></p> <p>Bliss Mind is still a new brand, still young compared to other restaurants</p> <p>The price is a bit high compared to the common ground</p>
<p><b>O:</b></p> <p>Other restaurants' menus are not as diverse and international as Bliss Mind</p> <p>Most restaurants focus on developing dishes but neglect the space</p>	<p><b>T:</b></p> <p>Other vegetarian restaurants have established a strong position in the vegetarian market in Da Nang, so they already have many loyal customers.</p> <p>Because the restaurant's products are vegetarian, customers are limited</p>

**Table 2.2** SWOT analysis

## 2.7 PESTEL analysis

<p><b>P:</b></p> <p>The hostile relationship between Russia and Ukraine has complicated global affairs since February 24. This has a direct and extensive impact on Vietnam's political and economic condition as well as that of the rest of the globe.</p>	<p><b>E:</b></p> <p>Da Nang's gross domestic product (GRDP) is predicted to rise 7.23% over the same time in 2021 in the first half of 2022.</p> <p>Accordingly, in the first 6 months of 2022, revenue from accommodation and catering services reached VND 8,329 billion, up 13.2% over the same period in 2021.</p>	<p><b>S:</b></p> <p>2,786 instances of COVID-19 were reported from April 15 to May 15 of 2022, or 89 cases per day on average; no deaths were reported. Recently, there has been a tendency for fewer instances to be reported (20–35 cases/day). As of May 15, 2022, the city had 411 COVID-19 cases that were being treated</p> <p>In accordance with Resolution No. 68/NQ-CP, Decision No. 23/QD-TTg, Plan No. 135/KH - City's People's Committee on Specific Policies to Support During the COVID-19 Epidemic Situation, and the city's Support Policies Due to the Implementation of Social Distancing, continue to implement social security policies for cases affected by the COVID-19 epidemic.</p>
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<p><b>T:</b></p> <p>Online reservation technology takes on new importance. Vendors like Eat App, Tablein or OpenTable allow customers to book tables conveniently, and restaurants can easily manage guest seating.</p> <p>From ordering online via apps such as Shopee Food, Grab, Beamin..., customers can check and pay for themselves without touching delivery and pick up, which helps technology restaurants maintain their identity. relevant and competitive with the times</p> <p>Bar through account number, scanning QR code is increasingly popular to bring convenience to customers when coming to the restaurant.</p>	<p><b>E:</b></p> <p>The city of Da Nang is speeding up the process of urbanization and infrastructure development, and there are a lot of emissions throughout the year—an average of 670 tons per day.</p> <p>The inner city is where the element is concentrated at night. Total garbage collected each day is 670.73 tons, of which 518 tons are residential waste, 20 tons are industrial waste, 5 tons are medical waste, and 3 tons are hazardous waste.</p>	<p><b>L:</b></p> <p>During the month, activities of crimes in general and criminal crimes in particular continued to be controlled, with no particularly serious crimes such as murder, property robbery, and child abuse. However, property theft tends to increase (23 cases, up 04 cases compared to the previous month); The situation of youth gangs using weapons to fight, though actively detected and prevented, did not cause serious consequences, but still complicated developments.</p>
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**Table 2.3** PESTEL analysis

## **2.8 Research on the current situation**

Tourist arrivals to Da Nang in April 2022 increased sharply. Revenue from accommodation and food services in April 2022 is estimated at VND 1,486.9 billion, up 31.2% over the previous month and 1.9% over the same period in 2021. The first 4 months of 2022, revenue from accommodation and food services is estimated at 4,596 billion VND, equaling 81.8% over the same period in 2021; The total number of guests served by the accommodation facility is estimated at 618,300 turns.

Revenue from travel and tourism support activities in April 2022 is estimated at 138.5 billion VND, 3 times higher than the previous month and up 60.5% over the same period last year. Generally, in the first 4 months of 2022, revenue from travel and tourism support activities is estimated at VND 250.5 billion, equaling 77.5% over the same period last year.

These impressive figures show that visitors have felt an attractive Da Nang with well-prepared to welcome guests back. It can be believed that Da Nang tourism is really recovering. The streets have been busy again, the shops, restaurants, and tourist areas are always bustling with visitors coming in/out... blowing new life into the tourist city.

With great efforts, Da Nang tourism is recovering and coming back strongly after the serious impact of the epidemic. This is an optimistic signal for service industries, including food service.

## **2.9 Marketing strategy:**

### **2.9.1 Marketing strategy followed by 4Ps**

**Product:** Bliss Mind Vegetarian Restaurant mainly deals in catering, in which the main product is vegan food, the dishes are balanced between nutrition and macrobiotics, combining the essence of European and Asian cultures in each dish.

**Price:** With a high mid-range price and clearly listed, in the range of VND 39,000 - VND 299,000, Bliss Mind Vegetarian Restaurant will have a better chance to compete when appearing in the vegetarian food market in Da Nang.

**Place:** Located in the bustling downtown area at 210 Tran Phu, this is a condition that helps the restaurant's image to be closer to tourists, office workers, and people with a decent income. Vegetarian restaurant Bliss Mind serves direct sales at the restaurant and in travel meetings with a closed room with a capacity of 30 people. In addition, support door-

to-door delivery through online sales channels or fast delivery applications such as Grabfood, Baemin, and Delivery.

**Promotion:** Online advertising on social networking sites such as Facebook, and Instagram about vegan culture and lifestyle is gradually no longer limited to religion or to people who lose weight and cure diseases but have become the trend of the times. Through that, introducing Bliss Mind Vegetarian Restaurant to many people who like to go to vegetarian restaurants to find themselves moments of peace and relaxation with friends and relatives. Discounts and vouchers on the opening to stimulate the number of customers to visit the restaurant for the first time. Maintain connections with customers on websites, and social networks, and implement minigames to encourage customers to like and share restaurant images on personal media pages. In addition, a positive attitude when welcoming and serving customers at Bliss Mind vegetarian restaurant is also a form of word-of-mouth advertising directly to customers.

### **2.9.2 Marketing Potential**

The vegetarian market in Da Nang still has potential when the economic recovery period after the covid pandemic. In recent years, Da Nang has witnessed a rapid increase in visitors from Northeast Asia, the largest of which are the Korean and Chinese markets. There are also many tourists from other countries. This is a good sign, demonstrating the attractiveness of resources, infrastructure and service facilities for tourists. Currently, Da Nang tourism industry has advantages in terms of facilities, natural conditions and suitable service quality to meet the needs of MICE guests or international events.

It is forecasted that after the reopening of international routes in Da Nang and Vietnam in 2022, the total number of recovered passengers will be equivalent to 2019 from 8, 6 to 8.7 million turns. Da Nang tourism industry strives to 2025, the total number of visitors and tourists is estimated at 12.3 million, an increase of 1.4 times compared to 2019. Of which, international visitors are estimated at 4.2 million, an increase of 1.2 times compared to 2019. Domestic tourists are estimated at 8.1 million arrivals, an increase of 1.6 times compared to 2019. The average growth rate of total tourists in the period 2020 - 2025 is estimated at 5 - 6%/year. With future potential, tourists will recover, attracting more people

to the bar. In addition, young people in Da Nang are also a potential market after a period of cooking at home with most of the canned food, they will demand on detoxing themselves.

Therefore, the potential to open a vegetarian restaurant serving vegetarian food with the trend of eat-clean is still very large. That is also the reason leading to the decision to establish Bliss Mind Bistro.

### **2.9.3 Marketing plan**

#### **2.9.3.1 Social media:**

We do promote through food groups and pages on Facebook, and Instagram, run ads on social media channels, and promote in magazines, food websites. The advertising goal to be achieved through the main media is to create customer interest, attention, and awareness of Bliss Mind Bistro.

#### **2.9.3.2 Media timeline:**

Stage	Time	Main Content	Image/Video	Note
1	15/7/2022	Establish websites and social media channels – introduce the first pictures of Bliss Mind	Set up avatar. Cover and website’s display	
	17/7/2022	Introduce name and the reasons why Bliss Mind was found	Images of Bliss Mind and caption	
	20/7/2022	Share the information about basic products and services in Bliss Mind	Images of products and caption	

	22/7/2022	Share information about the healthy and green concept of Bliss Mind	Images of restaurant's decoration	
	25/7/2022 – 2/8/2022	Share videos of the signature cooking process + Run ads	The video was timelapsed and edited HD.	
	5/8/2022 – 7/8/2022	Check out the pictures about the release date (Take pictures of shopping, set up tables and chairs, repainting some equipment) to remind customers about opening day.	Make a clip of HD images, gentle music	
2	7/8/2022 – 10/8/2022	Divided into 3-hour markers: Morning, noon, and afternoon to post updates. Upload a post at night, thank you customer	Make photo clips, photo albums	
3	11/8/2022 – 21/8/2022	Promote in the first 10 days of opening	Make photo clips, photo albums	
	22/8/2022	Upload video for Customer Gratitude	Post edited postcard + Caption	

	23/8/2022 – 30/8/2022	Keep uploading the images, videos of products, concept, activities of Bliss Mind Bistro	Make photo clips, photo albums	
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**Table 2.4** Media timeline

### 2.9.3.2 KPI plan

<b>Channel</b>	<b>6 months</b>	<b>12 months</b>
Facebook/ Instagram	96 posts including videos Content idea: Sharing about Bliss Mind inspirational story and the building of products and services	192 posts including videos Content idea: Posting achievements that Bliss Mind has achieved to reach and receive love and trust of customers
Website	76 standard SEO articles focusing on keywords like Vegetarian, Clean, Restaurant, Best Services Content idea: Bliss Mind operations, achievement, story, the founding and brand images.	152 standard SEO articles focusing on keywords like Vegetarian, Clean, Restaurant, Best Services Content idea: Bliss Mind operations, customers feedback, charity activities, special events and services.
TikTok	62 videos under 40 seconds follow hot trends. Content idea: Bliss Mind services and atmosphere. Sharing the set-up of food and beverages follow the simple styles.	124 videos under 40 seconds follow hot trends. Content idea: Bliss Mind for the society. The restaurant services and achievements, Bliss Mind inspirational story with products and services.

**Table 2.5** KPI plan



**Figure 2.10** Poster for Grand Opening



## REPORT 3: IMPLEMENTATION PLAN

### 3.1 Personnel Organization

#### 3.1.1 Organizational Chart

In general, business owners oversee the company's growth, stability, direction, and day-to-day operations. Based on our project's size and property's capacity, we defined the accurate organization chart and a specific number for each position.



**Figure 3.1** Bliss Mind Bistro Organizational Chart

##### 3.1.1.1 Kitchen

Obviously, for the tearoom whose cakes are the most profitable products for the property. As a result, the Pastry Kitchen is a key part that determines the efficiency in operating the shop and attracting customers. The Pastry Kitchen is responsible for producing qualified bakery products (including cakes, savory cakes, and breads, etc) with creative, eye-catching and novel shapes compared to market competitors. Moreover, the kitchen department needs to plan purchases with the goal of saving maximum costs and ensuring the quality of ingredients; check and record the condition of goods in stock

Chef De Partie

- Quantity: 1
- Salary: 22.000.000 VND
- Job Description:

- + Organizes kitchen operations and prepares and serves a range of dishes, whilst supervising junior members of the Kitchen Brigade.
- + Adhere to local regulations concerning FSMS / HACCP, health, safety, or other compliance requirements, as well as brand standards and local policies and procedures
- + Prepare and execute purchasing plans and processes
- + Conducts shift briefings to ensure Restaurant activities and operational requirements are known in the absence of Manager
- + Prepares, cooks, serves and stores the following dishes:
  - + Appetizers, Savories, Salads
  - + Applies organization skills for mise en place
  - + Sauces
  - + Produces hot and cold sauces for menu items ensuring consistency
  - + Eggs, Vegetables, Fruit, Rice and Farinaceous Dishes
  - + Poultry and Game dishes
  - + Hot and cold deserts
  - + Decorate, portion and present
  - + Prepares a selection of rolls and bread
  - + Vietnamese, Asian & International Dishes
  - + Buffet Food
  - + Prepares and presents food for buffets
  - + Prepares and presents desserts for buffets
  - + Stores buffet items

#### Butchery

- + Cuts vegetables to a correct portion size
- + Complete opening and closing duties and checklists.
- + Follow procedures to ensure the security and proper storage of vegetables and vegetarian materials equipment such as knives, cleavers, and saws.
- + Order and/or requisition supplies, inventory, etc. in a timely and efficient manner,

- + Minimize waste and maintain controls to attain forecasted food cost.
- + Maintain sanitation standards in the food prep areas that meet the state and local Health Board inspection and Restaurant requirements.
- + Ensure that all butchering equipment, including but not limited to countertops, cutting boards, sharpeners, etc., is in proper operating condition and is cleaned and sanitized on a regular basis.
- + Communicates politely and display courtesy to guests and internal customers
- + Provides direction to the Kitchen helpers, including Commis, Cooks, Kitchen Attendants and Stewards
- + Communicates to his/her superior any difficulties, guest or internal customer comment and other relevant information
- + Establishes and maintains effective employee working relationships
- + Attends and participates in daily briefings and other meetings as scheduled
- + Attends and participates in training sessions as scheduled
- + Prepares in advance food, beverage, material and equipment needed for the service
- + Cleans and re-sets his/her working area
- + Implements the Restaurant and department regulations, policies and procedures including but not limited to:
  - + House Rules and Regulation
  - + Health and Safety
  - + Grooming
  - + Quality
  - + Hygiene and Cleanliness
- + Works with Supervisor in manpower planning and management needs
- + Works with Supervisor in the preparation and management of the Department's budget

Demi Chef

- Quantity: 2

- Salary: 15.500.000 VND

- Job Description:

- + Supports the Section Chef by preparing, presenting, storing and serving a selection of dishes.
- + Adhere to local regulations concerning FSMS / HACCP, health, safety, or other compliance requirements, as well as brand standards and local policies and procedures.
- + To monitor stock movement and be responsible for ordering on your section
- + To ensure minimum kitchen wastage.
- + To ensure knowledge of the product is maintained and communicated to all relevant personnel.
- + To be responsible for completing your mis en place
- + To learn and record skills and recipes from other members of the department
- + To report any maintenance issues to the CDP immediately.
- + To comply with all Bliss Mind policies and procedures to ensure that all statutory regulations are observed.
- + To liaise with the CDP and implement new menu/dishes/systems where applicable
- + To ensure all statutory regulations are adhered to, such as food hygiene policies
- + To be flexible and willing to help the restaurant kitchen at busy times if required

Commis 1

- Quantity: 2

- Salary: 10.000.000 VND

- Job Description:

- + Measuring ingredients for the Demi Chef with precision.
- + Getting the materials for dinner ready includes washing, peeling, and slicing produce as well as seasoning various meats.
- + Following the Demi Chef's instructions when preparing simple salads and sauces.
- + Receiving delivery and making sure all of the requested things are in good condition.
- + Taking stock of the restaurant's supplies and alerting the manager of any low or exhausted supplies.

- + Removing and throwing away all food that has gone bad from the freezers, refrigerators, and stock rooms.
- + Completing fundamental cleaning tasks and making sure that workstations are appropriately sanitized.
- + Following the Demi Chef's instructions when plating and presenting food items.

#### Commis 3

- Quantity: 2
- Salary: 7.000.000 VND

- + Ensure that the hotel visitors receive the best possible service in terms of quality and efficiency.
- + Performs duties at the appropriate station as determined by the Executive Chef and/or Sous Chef.
- + Able to efficiently put orders away and organize the designated work area.
- + Able to cook and sell food in the suggested time ranges to suit visitor expectations.
- + Capable of operating kitchen appliances such fryers, stoves, ovens, and braising pans.
- + Capable of producing a great product quickly and effectively for the visitors or personnel.
- + Responsible for ensuring the specified work environment is kept clean and sanitary.
- + It is your responsibility to prepare and cook all food according to the recipe and other guidelines.
- + Portioning, chopping, and storing food are all steps in preparing materials for cooking.
- + Prepare each food item according to stringent
- +

#### **3.1.1.2 Service team**

Of course, in addition to the main product of cake, tea is one of the main products that the store plans to promote and introduce to customers in Da Nang. To develop a plan to promote tea culture to local customers, we need to build an experienced staff, rich in product knowledge and a spirit of constant learning. In addition to product manufacturing teams, service personnel also need to be built carefully to provide the best experience to customers.

Waiter/ Waitress

- Quantity: 10

- Salary: 3.840.000 VND (20.000 VND/ hour; 24 days per month)

- Job Description

- + Mise en Place and Food Preparation
- + Assists with receiving and storage of goods
- + Cleans and maintains equipment and premises
- + Maintains hygienic standards and procedures
- + Assists with the preparation of functions and service
- + Assists with cellar operations
- + Assists with the preparation of an outlet for service including:
  - + Cleaning of equipment
  - + Sorting of stores equipment
  - + Cleaning and maintaining glassware for service
  - + Cleaning and maintain flatware for service
  - + Cleaning and maintain chinaware for service
- + Preparing waiter stations
- + Preparing buffet service
- + Preparing service equipment and materials
- + Assisting with table preparation
- + Establishes and maintains effective employee working relationships
- + Attends and participates in daily briefings and other meetings as scheduled
- + Attends and participates in training sessions as scheduled
- + Actively informs guests of product options and offering
- + Takes a diligent and pro-active approach to guest care and service at all times.
- + Assists with other duties as assigned

Barista

- Quantity: 3

- Salary: 4.416.000 VND (23.000 VND/ hour; 24 days per month)

- Job Description:

- + Delivers beverage service of high standard and in accordance with departmental standards and procedures
- + Communicates to his/her superior any difficulties, guest comments and other relevant information
- + Establishes and maintains effective employee working relationships
- + Attends and participates in daily briefings and other meetings as scheduled
- + Attends and participates in training sessions as scheduled
- + Maintains daily and monthly inventory
- + Prepares daily requisition and stock are properly replenish accordingly
- + Prepares for service by ensuring:
- + Grooming is impeccable and in accordance with personal presentation standards
- + Outlet equipment is clean
- + Equipment is sorted and stored
- + Glassware is polished
- + Requirements for special occasions are ready
- + Music is on
- + Lighting is on
- + Outlet is ready for service and guest comfort
- + Carries out effective service by ensuring:
- + Guests are greeted and seated
- + Daily beverage specials are explained and up-sold
- + Food orders are processed accurately
- + Trays and tray jacks are effectively used
- + Food and beverage orders are taken quickly
- + Payment methods are handled accurately
- + Working areas are cleaned and re-set quickly
- + Bar is clean
- + Used ashtrays are regularly cleaned
- + Guests are conversed with in relation to the food and beverage products



- + Carries out effective beverage service by ensuring:
- + Beverages are up-sold and regularly replenished, abiding by responsible alcohol service regulations
- + Coffee and tea is served hot and in accordance with standard
- + Cellar operations are carried out including:
- + Correct use of refrigeration system
- + Effective operation of the post-mix syrups bulk dispense system
- + Operating the beer reticulation system
- + Adhering to stock control procedures
- + Take appropriate action to resolve guest complaints
- + Performs related duties and special projects as assigned

#### Security cum Technician

- Quantity: 2
- Salary: 5.900.000 VND
- Job Description

- + Regular patrolling and observation of activity on the restaurant's grounds to deter criminals and create a secure atmosphere
- + Before the appropriate authorities arrive to take control, evict intruders and violators and imprison them while adhering to the law.
- + Regulating the arrival and departure of personnel, guests, and vehicles in accordance with protocol
- + Keeping an eye on security cameras to look out for any disruptions or illegal activity
- + Giving management thorough information on daily operations and any mishaps that may have happened
- + As necessary, giving CPR or first aid
- + Support for repairing simple equipment

#### Outlet supervisor

- Quantity: 2

- Salary: 8.000.000 VND
- Job Description
- + Delivers Food and Beverage service of high standard and in accordance with departmental standards and procedures
- + Develops departmental standards and procedures to promote salesmanship, beverage creativity and profit
- + Communicates to his/her superior any difficulties, guest comments and other relevant information
- + Delivers daily briefings and attends other Food and Beverage meetings as scheduled
- + Delivers prepared training sessions in line with a departmental monthly calendar
- + Prepares for service by ensuring the department's:
  - + Grooming is impeccable and in accordance with personal presentation standards
  - + Equipment is clean
  - + Equipment is sorted and stored
  - + Glassware is polished
  - + Requirements for special occasions are ready
  - + Music is on
  - + Lighting is on
  - + Outlet is ready for service and guest comfort
  - + Greeting and seating guests
  - + Explaining and up-selling daily beverage specials
  - + Processing food orders accurately
  - + Quickly taking food and beverage orders
  - + Ensuring payment methods are handled accurately
  - + Ensuring working areas are cleaned and re-set quickly
  - + Ensuring the bar is clean
  - + Regularly cleaning ashtrays
  - + Conversing with Guests in relation to the food and beverage products
- + Carries out effective beverage service by ensuring:

- + Beverages are up-sold and regularly replenished, abiding by responsible alcohol service regulations
- + Coffee and tea is served hot and in accordance with standard
- + Patron care standards are adhered to by ensuring:
  - + Guests are advised on alcoholic beverages
  - + The strengths of alcohol is advised and guests are advised as to their effect
  - + Compliance with legal provisions of local liquor codes
  - + Level of intoxication of guests is assessed and appropriate action taken
  - + Advise guest on the Restaurant's policy of smoking
  - + Monitor factors which interfere with the total experience of the guest
  - + Cellar operations are carried out including:
    - + Correct use of refrigeration system
    - + Effective operation of the post-mix syrups bulk dispense system
    - + Operating the beer reticulation system
    - + Adhering to stock control procedures
  - + Takes appropriate action to resolve guest complaints
  - + Be responsible for requisition bar items according to bar stocks
- + Ongoing training and coaching should be conducted to enhance the knowledge and skills of the staff.
- + Completes spillage report and submit to Food and Beverage manager at the Conclusion of each shift
- + Assists to promote the entertainment.
- + Works with superior on manpower planning and management needs
- + Motivates and drives team productivity at all times and offers assistance to other outlets where possible and as requested.
- + Closely monitors outlet flow and proposes ideas to increase table turnover and overall outlet capability
- + Conducts regular check on the cleanliness
- + Reports all the default areas and equipment and follows up to fix the area.

### **3.1.1.3 Accounting**

One of the departments that ensures the survival of a store is the accounting department. The Accounting department is responsible for managing the financial affairs of the store, finding high-quality suppliers at reasonable prices. At the same time, the Accounting Department needs to check the inventory regularly to ensure the accuracy of the import and export of materials. Finally, the accountant must take care of the monthly salary payment to the employees based on the reports of the outlet supervisors

Accountant

- Quantity: 1

- Salary: 8.500.000 VND

- Job Description:

- + Providing financial information to management by researching and analysing accounting data
- + Preparing asset, liability and capital account entries by analysing account information
- + Recommending financial actions and summarising the current financial status
- + Collecting data, preparing balance sheet, and profit and loss statement
- + Handling financial transactions by auditing documents
- + Receive Purchase order from other team and evaluate its necessary and accuracy before purchasing
- + Check the number of in - out status of material in inventory and equipments
- + Search for the best supplier and follow purchasing process
- + Calculating wages and paying employees monthly

### **3.1.1.4 Sales & Marketing**

Finally, the Sales and Marketing department are the main contributors in attracting many customers. This department needs to create relationships with potential partners and customers to sell special services of the tearoom. Moreover, this department needs to plan the promotion with effective marketing campaigns. In addition, building and researching the customer experience process, recording customer feedback in order to improve and enhance the service quality of the restaurant is also one of the tasks that Sales and marketing need to be important.

MarCom Executive

- Quantity: 1

- Salary: 6.000.000 VND (gross salary + compensation)

- Job Description:

- + Ensure all visual and written communication (internal/external, offline/online) and guest supplies and printings are fully aligned with the restaurant positioning and brand.
- + Assist in the implementation of marketing programs through magazine advertising, direct mail, trade shows, sales manuals, website, etc.
- + Assist to update the restaurant's client email database, media database and e-communication activity.
- + Copywriting of press releases, ad copy, etc.
- + Proofreading all marketing materials.
- + Maintain schedules, deadlines and appointments for Sales & Marketing Department
- + Monitor competitors' activities and promotions.
- + Excellent planning and organisational skills.
- + Handle requests for samples and literature.
- + Ability to prioritise multiple tasks and complete on a timely basis.
- + Communicate effectively with staff and external support vendors.
- + Assist in the management and update of the website.
- + Organise marketing materials and information for marketing meetings.
- + Assist in keeping Sales Manual current in paper and electronic form.
- + Assist to plan and organise restaurant CSR programs when necessary.
- + Maintain advertising files – correspondences, press releases, magazine advertising, etc.
- + Establish a user friendly file hierarchy on the computer enabling others to recover or locate all needed information.

## Sales & Marketing Manager

- Quantity: 1

- Salary: 10.000.000 VND (gross salary + compensation)

- Job Description:

- + Performs his/her duties within the framework defined by the restaurant norms and by internal regulations as specified by the owner. The Sales Manager will also be responsible to the owner for the Corporate Section and all Sales Personnel within the section.
- + Administration and responsibilities
- + Assists in drawing up the marketing plan annually with the Director of Sales and Marketing (including section on Corporate Accounts).
- + Keeps a record on former, existing, potential clients and a profile of each of them.
- + Organizes regular visits in accordance to a predetermined plan.
- + Prepares a tentative monthly schedule to record all sales and other related activities for the preceding month.
- + Ensures that the invoicing effectively corresponds to all services agreed upon and rendered.
- + Ensures that all new clients have no negative credit references.
- + Records all daily sales calls.
- + Records the statistics of his/her accounts.
- + Submits production reports on his/her list of accounts on a monthly basis. Conducts group briefing to other staff within the corporate section when required.
- + Technical responsibilities
- + Be familiar with the operation and application of the restaurant's computer/data processing system.
- + Commercial responsibilities
- + Keeps himself/herself well informed about the operations especially in key departments
- + Sets, in conjunction with the owner, current rates as charged by the restaurant.

- + Closely observes matters pertaining to competition (sites, prices, services offered on a regular basis – quarterly or more often if need to be).
- + Promotes the restaurant as often as possible through entertaining, conduction, site inspections, presentation etc., of the restaurant.
- + Sales responsibilities
- + Pays visits to former, existing and potential clients in view of entering into contracts with them, especially commercial accounts.
- + Defines precisely guest requirements and ensures that the guest services offered correspond effectively to their requests.
- + Provides after-sales service and in particular to ensure all guests complaints are taken seriously and discussed with the respective departments if necessary.
- + Receives in the restaurant any important guests whom he has approached.
- + Negotiates prices with the clients.
- + Confirms verbal proposals in writing.
- + Public relations responsibilities
- + The Sales Manager organizes meetings with professional people especially clients & people in a position to publicize the restaurant.
- +

### **3.1.2 Duration and type of contractual work**

#### **3.1.2.1 General policies**

- Working hours: from 32 to 48 hours per week
- The Employee agrees to comply in a good manner with the working shift, overtime requirement arranged by the Employer.
- Based on the business requirements of Bliss Mind Bistro, the Employer may request the Employee to work on day-off or Public Holiday and arrange compensation  
leave in accordance with Vietnamese Labour Law.
- The Employee agrees that business travels from time to time is considered as a part  
in the  
normal course of work.



- Equipment to be provided: The Employee will be provided office equipment, uniform as per work requirements the Restaurant's Policy applied at each time.

- Means of transportation: Self supporting

### **3.1.2.2 Benefit and Policies related to bonus and discipline**

- Form of salary payment:

- + By time.
- + Salary will be transferred monthly to employees by cash.
- + Payable day: From 1st to 10th of the next month.
- + Payment cycle: from 26th of the previous month to 25th of the next month
- + Time of rest (weekly day-off, annual leave, public holidays, etc): According to Vietnamese Labour Law and the Restaurant's policy.
- + Training: According to the Restaurant's policy
- + During the probationary one-month period, the employee will receive 90% of the salary compared to the official employee, the bonus levels are the same as the official employee.

During the month, the entire staff will elect the Employee of the month. Based on hard work, the employee of the month will receive 300,000 VND by cash as encouragement and gratitude for their dedication. For Employee of the Year held in January, the best employee will receive 3.000.000 VND by cash.

- + The store will cover 01 meal during the employee's shift at a cost of 25,000 VND per person
- + For employees who violate, depending on the consequences of the violation, the employee will receive an appropriate level of discipline. After second times warnings for violation, the employee will be fined from 50,000 VND - 200,000 VND depending on the severity of the violation
- + Employees who sign the Labour Contract with the company would be paid for Social Insurance and Medical Insurance.
  - Employees will get bonus when:
- + Public Holiday: Employees' salary will be paid in accordance of Vietnamese Labor Law
- + Tet Holiday: 13th-month salary

+ Wedding: 500.000 VND

### **3.1.2.3 Obligations**

- To loyally fulfill the committed contractual tasks in this probation contract and Job Description and Restaurant's policy.

To comply with business management orders, labour discipline, rules of labour safety

- Comply with all lawful requests and reasonable instructions made by the Employer.

- Provide necessary information relating to work as requested.

- Strictly follow and respect the term and commitments. In case of resignation, the employee must reimburse the restaurant for the training expenses incurred according to the Training Agreement signed by both parties.

- To protect the properties of the Restaurant and shall be responsible to pay compensation for violations and material damages in accordance to Vietnamese Law and the Resort's policy.

### **3.1.3 Inventory Management: Accounting module SMILE BO**

SMILE BO includes the following key features:

1. Asset Management
2. Accounts Receivable and Debt Management
3. Asset Management
4. Manage TSC, CCDC, CF deduction (depreciation and compensation)
5. Manage Purchasing by PO (purchase order) and PR (purchase request)
6. Management of Instrumentation according to bills
7. Dynamic reporting system

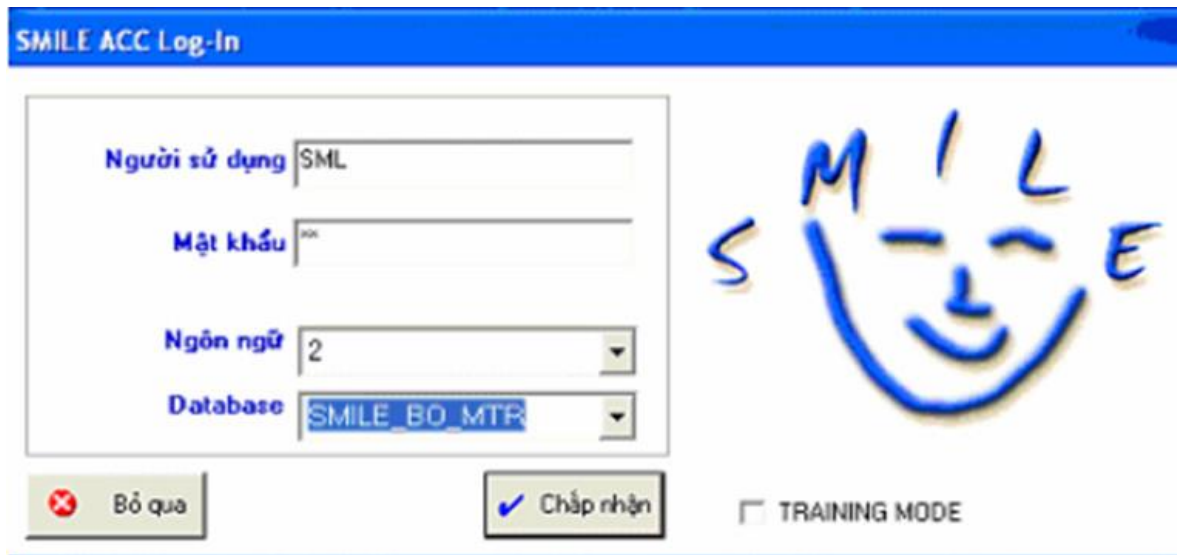
We are sure that the functions are linked to each other only to ensure the integrity of the data. The data will only need to be imported, and then it will be transferred in the system.

#### **3.1.3.1 Login**

- Each user will be given a unique username and password to access

- Each username will have certain rights and functions.

- By the way, important user actions will be logged by the login name



**Figure 3.2** SMILE Account login

### 3.1.3.2 Inventory

Stocks are kept in a fixed state and are labeled according to the category of import, export, and accounting. In order to do this, they will be equal to the definition of the term. Meters of unborn occupation will be determined according to 3 requirements:

- + Type of input (enter, exit, check)
- + Fast paced
- + Warehouse

### 3.1.3.3 Commodity class, subclass and item code

Goods are divided by class for management and automatically assigned. A commodity class consists of many subclasses where a subclass includes many items. The item code will include the class code, the subclass code and the order number.

Example: Rice with commodity class 10, subclass 1015 and order of 8, will have code 10150008.

As a result, it is possible to immediately determine the type of g×, which, which, and which. The system is the only one, the only one, the only one that doesn't match each other in the system.

### 3.1.3.4 Warehouse

There are 3 types of warehouses

- + Stock Location: is the actual warehouse, has a specific location and the goods are gathered at the warehouse.
- + Consumption Location: a virtual warehouse, does not exist in reality, just a way for the program to record costs when it is consumed.
- + Fixed Asset Location: a virtual warehouse, does not exist in reality, is just a way for the program to record fixed assets, tools and tools to be used, depreciated, and allocated.

When goods enter the warehouse, the warehouse keeper and purchasing department must inspect the goods in stock according to the prescribed procedures for receiving goods.

### 3.1.3.5 Receiving

You can print the Receipt Form in Smile and enter the Receiving. The first interface in the Receiving section is List of Receiving.

Sr	VNo	InvoiceSerial	Invoice #	Description	VDate	VPeriod	PDate	PUser	Vendor	Vendor Name
<input type="checkbox"/>	SR000001	CY/2005T	023568	Mua CCDC	02/08/2005	200508	09/09/2005	SML	1001	CTy TNHH PT Tr
<input checked="" type="checkbox"/>	SR000002	AA/2005B	01234567	Mua bàn ghế văn phòng	03/08/2005	200508	09/09/2005	SML	1000	Công ty TNHH TH

Figure 3.3 Make a new warehouse receipt, choose Add

**Receiving Header**

Chọn kiểu nhận hàng:  Có PO  Không PO

Chọn nhà CC

VendorCode	Vendor Name

Nhà cung cấp: 1015 Cty TNHH Metro Cash\_Carry  
 Kệ kế toán: 200508 Số Phiếu: SR000002  
 Diễn giải: Mua thực phẩm cho bếp  
 Thêm chiểu:   
 Serie Hoá đơn: AA/2005B  
 InvoiceNumber: 0456256  
 Người nhận hàng:   
 Ngày: 02/08/2005

Statistics:  
 Loại hình:   
 Nhân viên:   
 Lưu Thoát

**Figure 3.4** Enter complete information about the order and select the Save button.

**Receiving Items**

VoucherNO: SR000002 Ngày PO: 02/08/2005 Kệ kế toán: 200508 Thuế thuế: 3,750,000  
 Nhà cung cấp: 1015 Cty TNHH Metro Cash\_Carry Thuế: 375,000  
 Tổng tiền: 4,125,000

Mã hàng: 106001 Kg Số lượng: 15 Import: 0  
 Cá hồi filet Đơn giá: 125000 Special: 0  
 Chọn kho: 110 Giảm giá: Thuế TNON: 0  
 Bộ phận: 939 Toàn công ty Fee1: VAT: 187500 Thuế VAT 10%  
 Fee2:   
 Fee3:   
 Thêm

Danh sách hàng

Code	Item Name	Qty	Unit	Price	Sub Amount	Tax Amount	Total Amount	Loc
106001	Cá hồi filet	25	Kg	150000	3,750,000	375,000	4,125,000	110

Sửa Xoá Thoát

**Figure 3.5** Fill in the content in the form

Fill the form with:

- Code
- Select the inventory

- Enter quantity, unit price, tax rate
- Press the Add button to acknowledge

### 3.1.3.6 Statistical

This is an important step to determine the cost for each department, must make an inventory on the last day of the month and then gradually enter the inventory quantity into

Item Code	Item Name	Unit	Price	Open	In	Out	End	Physical	Count	Difference	GL
301.000001	Tăm bông	Box	0	1758	5000	0	6758	5996	✓	762.00	✓
301.000002	Dao cạo	Box	0	1539			1539	1095	✓	444.00	✓
301.000003	Dũa móng tay	Box	0	2370			2370	2287	✓	83.00	✓
301.000004	Tủ vệ sinh	Chiếc	0	2635			2635	2362	✓	273.00	✓
301.000005	Bút cùn dao tổng	Chiếc	0	2028			2028	2028	✓	0.00	✓
301.000006	Đáp xốp	Đôi	0	1387	1500		2887	2575	✓	312.00	✓
301.000007	Cây quẩy	Chiếc	0	2800			2800	2700	✓	100.00	✓
301.000008	Cây ghim	Chiếc	0	2900			2900	2900	✓	0.00	✓
301.000009	Bàn chải (Đánh răng)	Box	0	3423			3423	1791	✓	1.632.00	✓
301.000010	Xà bông 30g	Box	0	1917			1917	1246	✓	671.00	✓
301.000011	Dầu gội	Chai	0	2610			2610	2490	✓	120.00	✓
301.000012	Dầu tắm	Chai	0	2794			2794	2387	✓	407.00	✓
301.000013	Luộc	Box	0	1437	4000	0	5437	4442	✓	995.00	✓
301.000014	Kim chỉ	Box	0	1890			1890	1254	✓	636.00	✓
301.000015	Diêm	Box	0	1640	1500		3140	1865	✓	1.275.00	✓
301.000016	Đánh giấy	Box	0	3033			3033	2940	✓	93.00	✓
301.000017	Chụp tóc	Chiếc	0	2860			2860	2465	✓	395.00	✓
301.000018	Bóng da	Quả	0	0			0	0	☐	0.00	☐
301.000019	Hoa thạch thảo	Bó	0	0			0	0	☐	0.00	☐
301.000020	Dây thừng	mét	0	0			0	0	☐	0.00	☐
301.000021	Khăn hộp	hộp	0	240			240	211	✓	29.00	✓
301.000022	Giấy lau hộp	hộp	0		2		2	0	✓	2.00	✓
301.000023	Bàn chải đánh giấy ngoài	Chiếc	0			2	2	0	✓	2.00	✓
301.000024	Hộp nữ trang	Chiếc	0						☐	0.00	☐
301.000025	Hộp nữ trang oval	Chiếc	0						☐	0.00	☐
301.000026	Hoa hồng vàng	Bông	0			1080	1080	0	✓	1.080.00	✓
301.000027	Hoa hồng màu	Bông	0			500	500	0	✓	500.00	✓

the system.

Figure 3.6 Statistical of SMILE

### 3.1.3.7 Commodity query

With the goods query function, we can manage in the actual warehouse with the criteria of quantity, unit price, import date ... from those data we will have a purchasing plan in the future.



Stock Inquiry

Thông tin lọc

Tên hàng  20020005 Đ.vị Ion

Bia tiger

Kỳ  200506 Kho  610

VNo	VDate	Item Name	Reference	RVC	With RVC	Qty	Amount
SR001450	17/05/2005	Tủ rửa bằng		Kế toán / Tổng kho		25	625.000
SR001450	17/05/2005	Xà bông 25g		Kế toán / Tổng kho		860	774.000
SR001450	17/05/2005	Khăn ăn 33x33		Kế toán / Tổng kho		1000	230.000
SR001453	18/05/2005	Bia tiger		Kế toán / Tổng kho		72	559.092
SR001453	18/05/2005	Bia Hà Nội		Kế toán / Tổng kho		48	263.636
SR001459	21/05/2005	Nước khoáng number one		Kế toán / Tổng kho		15	272.727
SR001460	21/05/2005	Bia chai HN		Kế toán / Tổng kho		60	340.908
SR001460	21/05/2005	Bia tiger		Kế toán / Tổng kho		72	559.092
SR001460	21/05/2005	Coca - Cola		Kế toán / Tổng kho		48	178.180
SR001463	02/05/2005	Giỏ sọt		Kế toán / Tổng kho		20	1.000.000
SR001463	02/05/2005	Bia chai HN		Kế toán / Tổng kho		24	3.000.000
S>000014	17/05/2005	Nước khoáng number one		Tiêu dùng	Kế toán / Tổng kho	2	36.392
S>000014	17/05/2005	Lipton		Nhà hàng Lobby Bistro	Kế toán / Tổng kho	3	180.000
S>000014	17/05/2005	Cà phê Banquet 1 kg - G		Nhà hàng Lobby Bistro	Kế toán / Tổng kho	2	157.182
S>000014	17/05/2005	Diet coke		Nhà hàng Lobby Bistro	Kế toán / Tổng kho	7	31.818
S>000014	17/05/2005	Bia Hà Nội		Nhà hàng Lobby Bistro	Kế toán / Tổng kho	24	131.818
S>000014	17/05/2005	Sữa trắng không đường		Nhà hàng Lobby Bistro	Kế toán / Tổng kho	24	294.528
S>000014	17/05/2005	Bia chai HN		Nhà hàng Lobby Bistro	Kế toán / Tổng kho	20	113.636
S>000014	17/05/2005	Thuốc lá Marlboro		Nhà hàng Lobby Bistro	Kế toán / Tổng kho	10	150.000
S>000014	17/05/2005	Coca - Cola		Nhà hàng Lobby Bistro	Kế toán / Tổng kho	24	89.090
S>000014	17/05/2005	Heineken		Kế toán / Tổng kho	Nhà hàng Lobby Bistro	-24	-231.818

Figure 3.7 Commodity query

### 3.1.8 Supply Chain Management.

To ensure wow service for customers, we always try to establish relationships with suppliers and distributors to produce menu items and meet food safety and hygiene standards. The total of suppliers for Bliss Mind Bistro is divided into 3 complete sources, ensuring the smooth running of the business and increasing local revenue significantly, creating income jobs for local workers.

### 3.2 Operation processes

The process of writing down the order is crucial in a meal because, after allowing the customer time to evaluate and determine what they want, their actual order will always match what they have chosen. It will take a lot of work or might be quite impossible to satisfy them again if simply a little touch may make them happy. As a result, while the order in which

food and drink are prepared may appear simple, it actually requires considerable consideration.

### **3.2.1 Reservation process**

- During a call, make sure the surrounding environment has no or very little noise. Any impact, no matter how small, from the outside can distract you.
- Have a desk diary and pen and white paper at hand to promptly record the necessary information.
- Remember to pick up the phone within 3 rings. The best time is right after the end of the second ring.
- Make sure to sit or stand upright when answering and answering the phone; ensure comfort, airy environment. This also greatly affects the psychology and attitude of the conversation.
- Speak in a cheerful, friendly voice; Speak loudly enough, clearly, without haste. As a general rule before and during a call, the person receiving the call should always smile. Listeners can't see your smile, but they can hear you laughing in your voice.
- Make greetings according to the restaurant's regulations: Hello, this is Bliss Mind Bistro, A is speaking. May I help you?
- Listen to every caller request. Absolutely do not interrupt the guest's words. Only take the next steps after making sure the guest has finished speaking.
- Make a note of the information that needs attention
- Fully reiterate/clarify the guest's request.
- Check for available tables in the restaurant's reservation log.
- Announce back to the customers.
- 

### **3.2.2 Greet and welcome customers process**

- Greet and welcome visitors
- Welcome the visitor and verify the reservation
- Keep a positive, welcoming attitude, always smile, and gaze toward the entrance so you can formally welcome visitors.

- coordinating with the restaurant receptionist to greet customers when they gaze at the employees or are within a 1-meter distance from them.
- Nodded, bowed slightly, and gently inquired about the table reservation concerns with the guests: "Good morning, sir or madam, from Bliss Mind Bistro! How many people will be attending? Have you reserved a table ahead of time? Have you considered taking a seat in the private room?"
- Obtain information and direct visitors to the proper seat
- With their right hands closed and palms slightly raised and facing the guest table, service staff members attentively take information from visitors and direct them to the proper position. need
- Help the visitor relocate to the designated table place if they have reserved a table in advance.
- If visitors haven't reserved a table, count them and direct them to a table that has the right number of seats for the number of people.
- Walk formally in front of the guests to lead the way. Maintain a suitable distance, often between 1 and 1.5 meters, and say, "Here is your table!" when you approach the correct table location.
- After showing the guest to the proper table, kindly pull up a chair for them by holding the two sides, reclining the chair by approximately 150 degrees, placing your feet on it, raising the chair, and then moving back a reasonable distance. enough, pull the chair carefully, and avoid making noise that can disturb the other guests. Serving women, the elderly, and children first should be a priority. When the visitor sits down, gently nudge the chair in.

### **3.2.3 Ordering food and drinks for diners in the restaurant process**

- When the diners have sat at the table, the receptionist or waiter brings the menu to the guest. Note: if the restaurant has its own food and drink menu, bring both to present to the guest. Ideally, as many guests as possible bring as many menus or as enough for guests to watch comfortably, limiting the situation that guests have to wait to take turns watching.

- During the time guests see the menu, the staff should note on the SMILE POS app to receive the order. This is also the right time for staff to suggest special, outstanding dishes and drinks of the day or items that are not available during the day, even promotions. Moreover, the waiters and waitresses have to give the suitable advise to customers. When customers are confuse with various choices, the waiter/ waitress need to be flexible in advising base on number of guests, their needs and their hobby. If customers want to experience an interesting meal with diversity of flavor, buffet is an ideal choice. On the other hands, if customers need a meal carefully measured nutritional quantum.
- If guests are crowded or need a long time to order, the waiter can suggest customers to order drinks first to use first.
- Staff takes orders from customers and carefully records the information on the order form, including the number of tables, guests, names of dishes, quantities of dishes, drinks, and any special requests from customers (such as asking for rare or cooked beef, less or more spice in the hot pot, fast or slow dishes, etc.). Basic identifying information, such as the table number, name of the employee who placed the order, the date, and the time, must be included on the ticket in particular.
- The waiter may suggest dishes and beverages that fit the tastes of the diners and can also enquire about ingredients and foods that may trigger allergies in the diners to prevent. The service team is also in charge of addressing and introducing customers' inquiries regarding the procedure and processing supplies.
- After receiving the order, the staff requests authorization to repeat it in order to verify its accuracy and obtain confirmation from the client.
- The server thanks the customer and wishes them a wonderful supper before asking permission to take the menu (if the customer wants to refer to it, you can leave one).

### **3.2.4 Payment process**

#### **3.2.4.1 How to receive and refund customer change**

- The particular amount of the bill must be disclosed when the service personnel wishes to make a payment with the client so that both parties are aware and to aid in memory. Ask the customer if they have a discount card, VIP card, coupon, or message from

the restaurant's marketing program before accepting payment. In all circumstances, the payment must be made in accordance with the bill; if it is not, an extra bill must be sent or the manager's judgment that more money should be collected from the client in the bill must be verified.

- It is required to count the money in when the service personnel gets the customer's order. When the client places an order, the service personnel must count the money in front of the customer, return any ripped or damaged papers, and request that the customer count the change before departing. This guarantees openness and prevents later complaints and uncertainty that might harm the restaurant's image.
- The cashier in charge of payments must be aware of the visitor's contribution, the amount still owed by the guest, and if the cashier's return of funds is adequate. If not, make sure you remind the cashier to make adequate transfers.
- Without a doubt, if the customer's payment is less than the bill or for any other reason, do not unilaterally collect extra money from them ask the cashier to write or print additional.

#### **3.2.4.2 Customers who neglected to pay**

- If a customer vacates the premises without paying, the restaurant management is in charge of assigning permanent workers to the area. The responsibility of service staff in each area is to guarantee that they are not let to leave the area without paying at any point. respect for others Any loss is the responsibility of the person allocated to use it, unless they can show that they gave it to someone else who is also in charge of keeping the order, or the restaurant management cannot establish delivery to the user since there is no record of it.
- In order to prevent this circumstance from impacting the restaurant's earnings and maybe generating a problem, the wait staff should ideally cover the customers in their order.

#### **3.2.4.3 Say goodbye and thanks**

- Staff reminds customers to check if they forgot anything; thanks for dining at the restaurant See you off with the utmost satisfaction and see you again soon.

- Find out how the lunch was received by the visitors. Avoid Yes/No inquiries and ask open-ended queries instead.
- Having a demanding approach and listening to client feedback to improve the experience moving forward
- Clean up and reset the dining table
- Employees tidy up the tables of the visitors, arrange the trash, and put the tools where they go.
- Prepare a fresh dining table per restaurant specifications, prepared to receive new customers.

### 3.3 Risk management

<b>Types of risk</b>	<b>Risks</b>	<b>Effects</b>	<b>Contingency plan</b>	<b>Problem solving</b>	<b>Person</b>
Pure risk	Fire damage	Loss and damage of human and property	Installation of fire alarm and fight reduction system. Equip fire prevention equipment around the kitchen or flammable explosive areas. Regularly check the fire resist	Call 114 immediately, notify and evacuate people. After fire, take responsibility about the injured or dead and their family. Evaluate the damage of property to fix as soon as possible to continue the business	Manager

			system. Follow strictly the rules in fire prevention.		
	Natural disaster	Property damage Lack of supply	Reinforce the restaurant. Close the restaurant base on the weather forecast. Turn off all energy system.	Evaluate the damage to fix as soon as possible Contact to the supplier to evaluate the shortage of supply. Accumulate materials.	Manager
	War	Restaurant revenue Lack of supply and market	Set up preventive fund. Evaluate the market.	Accumulate materials. Cut down expenses.	Director
	Epidemic	Restaurant revenue	Set up preventive fund. Evaluate the market.	Accumulate materials. Cut down expenses. Contribute to the anti – epidemic campaign to increase reputation.	Director
	Security (Theft, ...)	Human damage Property damage	Set up CCTV system.	Take responsible for the damage of customer.	Manager

		Reputation damage	Train the security employees. Check the employee's CV in the recruitment process.	Providing evidences and follow the investigate process.	
	Financial crisis	Lack of working capital. Lack of supply and market. Increase in interest rate Decrease in availability to borrow	Set up preventive fund. Evaluate the market.	Cut down expenses. Change the business strategy. Financial planning to allocate resources correctly.	Director
Compliance risk	Food safety	Human damage Legal responsibility Reputation damage	Strictly manage the supply chain and food process. Clean the cooking area regularly.	Take responsible for customers damage. Investigagte the cause of the damage. Take all legal responsibility. Increase restaurant's reputation.	Manager
	Staff conduct	Restaurant revenue	Set up the training	Make the rules to reward or fine	Manager



	(unprofessional employees and services)	Reputation damage	process for employees.	employees when they do well or make mistakes	
Human risk	Human resource	Labor shortage	Always find and train employees to prevent the labor shortage.	Increase salary and benefit to attract the workers. Part time recruitment	Manager
Brand risk	Low brand awareness	Restaurant revenue	Promote marketing plan. Create the unique selling points such as a famous chef. Create high quality food.	Finding the cause and come up with strategies and fix it.	Manager
	Fake rumors	Reputation damage	Make a rule in case of spreading fake news for employees.	Take legal action to protect the restaurant reputation.	Director

			Training employees to increase the service's quality.	
--	--	--	---	--

**Table 3.1** Risk management

## REPORT 4: FINANCIAL PLAN

### 4.1 Fee structure

Some significant expenses in the Bliss Mind restaurant venture

#### 4.1.1 Initial investment expenses

Number	Expenditure	Payment	Depreciation period (years)
1	Ground-hire cost	2.300.000.000	5
2	Interior decoration	400.000.000	4
3	Equipment	600.000.000	5
	Total	3.300.000.000	

**Table 4.1** Initial investment expenses

- The straight-line approach is used to amortise this initial outlay.
- In which interior decorating is employed after the conclusion of the depreciation period until the completion of the project cycle (5 years).
- At the conclusion of the time, the residual value of the premises is deemed acquired (liquidated).
- Time required to complete the project: 5 years. There is:

The first year's premises cost 420,000,000 VND a month and rises by 4% every year in line with inflation.

#### 4.1.2 Table of depreciation

Year	1	2	3	4	5
Interior	100.000.000	100.000.000	100.000.000	100.000.000	0
Equipment	120.000.000	120.000.000	120.000.000	120.000.000	120.000.000

Total	220.000.000	220.000.000	220.000.000	220.000.000	120.000.000
Liquidation value	1.000.000.000				
Profit tax	250.000.000				
Liquidation value (after tax)	750.000.000				

**Table 4.2** Table of depreciation

- Corporate income tax rate: 20%
- The rate of inflation is 4%

Department	Position	Year 1	Year 2	Year 3	Year 4	Year 5
Sales & Marketing	Sale & Marketing Manager (1)	120.000.00	120.000.00	120.000.00	138.000.00	153.180.00
	Marco Executive (1)	72.000.00	72.000.00	72.000.00	82.800.00	91.908.00
Services Team	Outlet Supervisor (2)	192.000.00	192.000.00	192.000.00	220.800.00	245.088.00
	Waiter/ Waitress (10)	460.800.00	460.800.00	460.800.00	529.920.00	588.211.20

	Barista	172.224.00	172.224.00	172.224.00	198.057.600	219.843.936
Kitchen	Chef de Partie (1)	264.000.00	264.000.00	264.000.00	303.600.00	336.996.00
	Demi Chef (2)	372.000.00	372.000.00	372.000.00	427.800.00	474.858.00
	Commis 1 (2)	240.000.00	240.000.00	240.000.00	276.000.00	306.360.00
	Commis 3 (2)	168.000.00	168.000.00	168.000.00	193.200.00	214.452.00
Finance	Accountant (1)	102.000.00	102.000.00	102.000.00	117.300.00	130.203.00
	Total	2.163.024.000	2.163.024.000	2.163.024.000	2.487.477.600	2.761.100.136

**Table 4.3** Table of salaries for management and staff

This remuneration is set for the first three years, then increases by 15% in year four and 11% in year five. (This corresponds to the revenue growth rate in the fourth and fifth years).

#### 4.2 Activity expense spreadsheet

No.	N	Year 1	Year 2	Year 3	Year 4	Year 5	
1	1	Employee expenses					
		Salary	2.163.024.000	2.163.024.000	2.163.024.000	2.487.477.600	2.761.100.136
		Bonus	90.126.000	90.126.000	90.126.000	103.644.900	115.045.839
		Insurance	475.865.280	475.865.280	475.865.280	547.245.072	607.442.030
.2	1	Advertising and Reception costs	100.000.000	130.000.000	161.200.000	185.380.000	205.771.800
.4	1	Telephone, power, and water costs	144.000.000	187.200.000	232.128.000	266.947.200	296.311.392
.5	1	Raw material cost	1.800.000.000	2.340.000.000	2.901.600.000	3.336.840.000	3.703.892.400
.6	1	Risk provision costs	50.000.000	50.000.000	50.000.000	50.000.000	50.000.000
		Operating costs	4.823.015.280	5.436.215.280	6.073.943.280	6.977.534.772	7.739.563.596,92

**Table 4.4** Activity expense spreadsheet

- In which bonus = salary/12/2
- Provision cost for one year is 50,000,000

In year one, the cost of promoting and welcoming visitors is \$100,000,000.

In year one, the cost of telephone, power, and water is 140,000,000. The raw material cost for year one is \$1,800,000,000. These expenditures will then rise at the same rate as the yearly increase in client numbers. (30% in year two, 24% in year three, 15% in year four, and 11% in year five).

### 4.3 Capital source (own capital, borrowed capital)

	Investment requirements	3.300.000.000
1	Equity	2.000.000.000
2	Loans	1.300.000.000

**Table 4.5** Table of investment capital requirements

- The loan requirement is 1,300,000,000 VND.
- 

### 4.4 Table of debt payment plans

To finance the project, the firm borrowed VND1,300,000,000 at an 11.5 percent interest rate. The payback term is three years. The conventional debt repayment strategy requires a fixed monthly principal payment.

Year	1	2	3	4	5
Opening debit	1.300.000.000	1.093.323.696	862.879.618	605.934.470	319.440.631
Payment interest	149.500.000	125.732.225	99.231.156	69.682.464	36.735.673
Payment principal	206.676.304	230.444.078	256.945.147	286.493.839	319.440.631

Annuity	356.176.304	356.176.304	356.176.304	356.176.304	356.176.304
Ending debit	1.093.323.696	862.879.618	605.934.470	319.440.631	0

**Table 4.6** Table of debt payment plans

#### 4.5 Expected revenue

Revenue steam

Progress schedule (Unit: person)

	Year	1	2	3	4	5
1	The number of individuals that visit the restaurant each day	137	178	221	254	282
2	The number of individuals that visit the restaurant each month	4168	5419	6719	7727	8577
3	The number of individuals that visit the restaurant each year	50019	65025	80631	92725	102925
	Growth		30%	24%	15%	11%

**Table 4.7** Revenue steam

Year	1	2	3	4	5
Alacarte	6.267.360.00	8.147.568.00	10.102.984.32	11.618.431.96	12.896.459.48
e	0	0	0	8	4
Buffet	225.390.000	293.007.000	363.328.680	417.827.982	463.789.060
Revenue totals by year	6.492.750.00	8.440.575.00	10.466.313.00	12.036.259.95	13.360.248.54
	0	0	0	0	5



Rate of revenue growth		30%	24%	15%	11%
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**Table 4.8** Revenue steam

## 4.6 Break Even point

Year	1	2	3
Investment	3.300.000.000	1.630.265.280	1.374.094.440
Revenue	6.492.750.000	8.440.575.000	
Cost	4.823.015.280	5.436.215.280	
Profit	1.669.734.720	3.004.359.720	

**Table 4.9** Break Even Point

## 4.7 Financial ratios

### 4.7.1 Return on Equity

The current year's net income is considered to be created by the equity investment at the start of the year, and the equity invested in existing assets is measured using the book value of equity. The return on equity focuses solely on the investment's equity component. It compares the returns available to equity investors after debt servicing expenses are deducted to the equity invested in the asset. This is reflected in the accounting definition of return on equity:

$$\text{ROE} = (\text{Net income}) / \text{Shareholders' Equity} \times 100\% = (6.053.700.000 - 4.823.015.280) / 2.000.000.000 \times 100\% = 61\%$$

The restaurant's ROE is 61% based on the expected revenue. It may be stated that the restaurant has successfully employed capital, which will be useful later in the process of mobilising and developing capital.

### 4.7.2 Return on Assets

$$\text{ROE} = (\text{Net income}) / \text{Total Assets} \times 100\% = (6.053.700.000 - 4.823.015.280) / 3.300.000.000 \times 100\% = 37.3\%$$

#### 4.7.3 Return on Investment

$$\text{ROE} = \text{Profit/Investment} = (6.053.700.000 - 4.823.015.280)/3.300.000.000=0.37$$

Break Even Point for Bliss Mind:

$$Q = 3,300,000,000 / (100,000 - 15,000) = 50769 \text{ (servings)}$$

With a serving price of 100,000 VND on average and a unit variable cost of 100,000 x 35% = 35,000 VND. As a result, Bliss Mind restaurant will reach breakeven threshold in two years.

#### 4.7.3 Return on Investment

$$\text{ROE} = \text{Profit/Investment} = (6.053.700.000 - 4.823.015.280)/3.300.000.000=0.37$$

No	Equipment	Unit	Quantity	Price per pax	Total price
Equipment for service area					
1	POS machine TYSSO 1515S CELERON + software	Unit	1	16.120.000	16.120.000
2	Mitsubishi Heavy Ceiling Air Conditioner FDT71CNV-S5/FDC71CNV-S5 ( 3.0HP, Gas R410a)	Unit	2	25.900.000	51.800.000
3	Set of 4 Resolution Cameras 2.0M Fullhd Hikvision				
4	Tables & Chairs				
	Table set for 4 people	Set	13	3.000.000	39.000.000
	Table set for 2 people	Set	17	1.550.000	26.350.000
	Table for 6 people	Unit	10	930.000	9.300.000
	Table 8 people	Unit	3	980.000	2.940.000
	Sofa	Unit	20	1.100.000	22.000.000

	Single chair	Unit	24	540.000	12.960.000
	Total				112.550.000
5	Cashier pants	Unit	1	2.000.000	2.000.000
6	Station Cabinet (Case SME3320K-R)	Unit	4	1.727.000	6.908.000
Equipment for kitchen and storage area					
7	CDA CCA7SI	Unit	2	3.975.000	7.950.000
8	Winterhalter industrial dishwasher	Unit	1	60.000.000	60.000.000
9	Asian 3 cast iron stove with blower fan	Unit	2	16.500.000	33.000.000
10	Freezer 2 Modes 1000 liters	Unit	1	31.000.000	31.000.000
11	Buffet				
	Buffet food tray	Unit	5	896.000	4.480.000
	Buffet Food Rack 2 Layers Tray 1/2	Unit	3	2.849.000	8.547.000
	Hanging lights to warm up food	Unit	5	1.200.000	6.000.000
	Half Moon Tongs On Both Sides of Teeth	Unit	20	74.800	1.496.000
	Salad Tongs	Unit	5	145.000	725.000
	Table Names Buffet Mica Letter A	Unit	20	18.700	374.000
	Total				21.622.000
12	Alacarte				
	Toothpick holder	Unit	50	88.000	4.400.000
	Urn containing spices	Unit	50	121.000	6.050.000

	Salt and pepper plate	Unit	100	39.000	3.900.000
	Sauce plate	Unit	100	44.000	4.400.000
	Disc liner	Unit	100	61.000	6.100.000
	Deep disk	Unit	100	138.000	13.800.000
	Shallow plate	Unit	100	116.000	11.600.000
	Fish sauce/tea bowl	Unit	150	53.000	7.950.000
	Big bottom rice bowl	Unit	200	66.000	13.200.000
	Flare	Unit	100	109.000	10.900.000
	Deep bowl	Unit	100	143.000	14.300.000
	Bowl of gourd	Unit	100	165.000	16.500.000
	Square bowl	Unit	20	484.000	9.680.000
	Tea/coffee pot	Unit	40	319.000	12.760.000
	Soup spoon	Unit	50	117.000	5.850.000
	Pearl white spoon	Unit	200	39.000	7.800.000
	Patch meal	Unit	5	5000	25.000
	Fork	Unit	300	19.000	5.700.000
	Spoon	Unit	300	12.000	3.600.000
	High quality glass Electra 43cl	Unit	180	61.000	10.980.000
	Cortina Glass 18cl	Unit	180	31.000	5.580.000
	Set of 12 glass tea cups	Set	15	478.000	7.170.000
	Total	182.245.000			
Total	398.845.000				

**Table 4.10** List of necessary equipment for the restaurant

## CONCLUSION

The survey results that vegetarianism is practised by the majority of married women, reflecting the diverse demand for vegetarian eateries. Restaurant satisfaction and consumption habits are still being researched, but other elements such as decoration, service quality, and food safety have a direct impact.

Create a research base for businesses and vegetarian restaurants to better understand the aspects that influence customers' purchasing decisions.

With the help of this business plan, we will be able to create a detailed plan to help people build and promote their own vegetarian restaurants. According to the research results, the factor “Food quality” has the most important impact on the choices of vegetarian restaurants in Danang. Therefore, restaurant managers should make freshness a priority, focus on ingredient quality control, pay attention to feature local and seasonal foods, and improve food preparation techniques to ensure food quality. We should focus on the most important aspect of vegetarian food is compassion. Besides, a wow service is a nice way to build customer loyalty. Ensure customers an experience that the restaurant is clean, light sets the tone, music set the mood, colours help to stimulate the palette, and above all the guests are not crammed together. We can set up restaurant service standards in consistent so that staff can deliver excellent experiences to your guests; immediately respond to customers' complaints and concerns to encourage feedback and bring changes.

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