

CONTENTS

| | |
|--|-----------|
| I. INTRODUCTION..... | 1 |
| 1. XXXXXX XXXXX TECHNOLOGY, SERVICE & TRADING CO., LTD | 1 |
| 2. FUNCTION & MISSION..... | 2 |
| 3. BUSINESS IDEA | 3 |
| 4. ORIENTATION | 3 |
| II. PRODUCT | 4 |
| 1. PRODUCT CLASSIFICATION | 5 |
| III. ANALYSIS | 8 |
| 1. OVERVIEW OF VIETNAM'S ECONOMY..... | 8 |
| 2. MICRO-ANALYSIS | 9 |
| 3. SWOT ANALYSIS | 15 |
| IV. BUSINESS PLAN..... | 16 |
| 1. BUSINESS MODEL | 16 |
| V. MARKETING PLAN..... | 21 |
| 1. MARKETING STRATEGY..... | 21 |
| VI. HRP (HUMAN RESOURCES PLANNING)..... | 25 |
| 1. ORGANIZATION CHART..... | 25 |
| 2. PERSONNEL EXPENSES..... | 27 |
| VII. FINANCIAL PLANNING | 32 |
| APPENDIX | 41 |
| REFERENCES | 43 |

I. INTRODUCTION

1. XXXXXX XXXXX TECHNOLOGY, SERVICE & TRADING CO., LTD

XXXXXX XXXXX Technology, Service & Trading Co., LTD, with a team of experienced personnel, provides you with international import and export, construction consulting & designing. We are also a Level One Distributor in air conditioner, solar water heater, solar generator of well-known brands among Cambodia, Laos and Vietnam market. In 2005, our very first business started out as a retailer in the electronics industry with 50,000,000 VNĐ in our initial charter capital. In 2010, the company was officially established with the charter capital raised up to 3,000,000,000 VNĐ and now hit the point of 10,000,000,000 VNĐ.

Vision

The company is planning to reach 60% market share in the supply of plastic pipes for senior projects in the Vietnam market from 2015-2020.

Mission

With the unique properties and extensive applications in the heating, plumbing, gas pipes, irrigation and hydro-electric tube, the product brings the construction industry and many other industries the best solutions in order to shorten the construction time, stay aesthetic, high quality, economical and environmentally friendly.

Core Values

Honesty: honest in thought and action, commit to provide superior service quality.

Responsibilities: responsible for providing goods, high-quality products for the market of Vietnam.

Respect: respect yourself, your colleagues, partners, clients, in compliance with the laws of the country and the company's regulations.

CONTACT

- Owner Of The Company:
- Office: Director,
- Business License:
- Address :

- Business License:
- Phone :
- Email :
- Website:

Công ty TNHH Tư Vấn & Đầu Tư Kế Hoạch Việt

Website: <http://kchoachviet.com> ĐT: (08) 66 78 79 65 Hotline: 0903 349 539

2. FUNCTION & MISSION

| | |
|-----------------|--|
| Function | <ul style="list-style-type: none">-Construction Consulting & Designing-Distribute air conditioner, solar generator, solar panel of well-known brands such as Panasonic, Sanyo, Toshiba, Reetech, Daikin, Aikibi, Nagakawa.....-Imports of solar cells for sale in Vietnam and export to Cambodia and Laos |
| Mission | <ul style="list-style-type: none">-Research and learning about new products with superior features compared to older products to serve the project and is not harmful to the environment-Management and efficient use of capital-Study on the implementation of effective business, improve competitiveness in the market-“The customer is king”-Financial guarantees and liquidity for partners-Ensure that all the taxes are always paid in full to the government-Profits for partners-Ensure a steady source of income for staff officers-Building the distribution system completely, make sure the ability to provide products quickly and accurately and the system will be covered 63 provinces throughout the country |

3. BUSINESS IDEA

According to the General Statistics Office, the construction industry in 2014 has recovered with an increase of 7,07%, higher than the rate of 5,78% in 2013, mainly due to the contribution of the private sector with foreign investment of being increased sharply at 58% in the production value of construction in the area.

The production value of construction in 2014, according to the current price, estimated at 849 trillion VND, of which the capital foreign investment reached 54.8 trillion VND, accounting for 6.5%.

The statistics of the production value of construction

| Year | 2013 | 2014 |
|--------------------------------|-----------|---------|
| Residential Building Works | 312,542.2 | 354,800 |
| Non-residential Building Works | 140,832.7 | 136,700 |
| Civil Engineering Works | 225,111,1 | 257,300 |
| Specialized Building Works | 91,924 | 100,200 |
| Total | 770,410 | 849,000 |

Source: The General Statistics Office (Unit: Billion VND)

Through the data, the company noticed a huge demand for high-end works invested abroad in need of high quality products, various in type and making the process easier. Thus, we look forward to searching for plastic pipe products of high quality to meet the demanding requirements of high-end constructions in Vietnam

4. ORIENTATION

In the period 2015-2020, we will be striving to offer more lines of high quality plastic pipe and achieve revenue growth in the range of 20% per year

| Period | Content |
|--------|--|
| 2015 | Development of distribution network in 20 southern provinces, connecting with 30 Level One distributors Development of distribution network in 9 provinces in the central region, connecting with 10 Level One distributors Each agency will hit the revenue target of over 1 billion VND/year At the end of 2015, the revenue target is expected at about 26,4 billion VND |
| 2016 | Development of distribution network in 20 northern provinces, each province has 1 Level One distributor Each agency will hit the revenue target of over 1 billion VND/year At the end of 2016, the revenue target is expected at about 51,86 billion VND |

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2017-2020

Development of distribution network in 63 provinces of Vietnam, each province has 1 Level One distributor

II. PRODUCT

Most of the products which are manufactured from plastics on the market is often affected by the weather, not durable and having high processing costs. While PPR pipe of XIXXXX GROUP is composed of natural ingredients to create smooth, shiny surface, diverse in sizes, color stability over time, long-time use, impact resistant, flame resistant up to 90 degrees, easy to assemble, non-polluting, recyclable, increase the flow in the pipes, which are only available at XIXXXX GROUP.

Drainage pipes with materials such as zinc, PPR, PVC are currently popular on the market. Even though PPR has been on the market for a short period of time and generally known as plastic thermal welding pipe, it has attracted the attention of a large number of customers, contractors due to its superior features compared to other types of pipes. PPR pipes are made of HIGH Molecular Weight Polypropylene Random Copolymers which is particularly suitable for high temperature environments (70-100 degrees), and a pressure of 20 Bar, produced following the standards of FRG (the Federal Republic of Germany)

| Type of pipe | G.I | Copper, Iron | UPVC | CPVC | Pex-Al-Pex | PP | From DIZYAN GROUP |
|-------------------------------|------------|--------------|----------|----------|------------|----------|-------------------|
| Durability | 5-10 years | 50 years | 30 years | 50 years | 50 years | 50 years | 50 years |
| Thermal Resistance | Good | Good | Bad | Bad | Bad | Bad | Bad |
| Hygienic Property | Bad | Average | Bad | Average | Good | Good | Good |
| Recyclability & Non-pollution | Yes | No | No | No | Yes | Yes | Yes |
| Deposition | Yes | Yes | No | No | No | No | No |
| Anti-corrosion | Bad | Bad | Good | Good | Good | Good | Good |
| Installation | Hard | Hard | Easy | Easy | Easy | Easy | Easy |
| Price | Low | High | Low | High | High | High | Average |
| Credibility | Average | Average | Average | Average | Average | Average | High |

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1. PRODUCT CLASSIFICATION

A. Sanitary Product Groups

Indoor Clean Water Systems:



PPR Clean Water Pipe



PEX-B Plus Pipe



Oxy Plus Boiler Pipe



PPR Elit Pipe

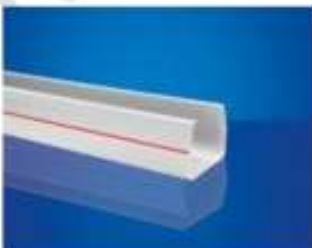
Indoor wastewater systems:



Wastewater Extra Pipe



Wastewater Silent - Nanotech 2 Pipe



Cornered Gutters

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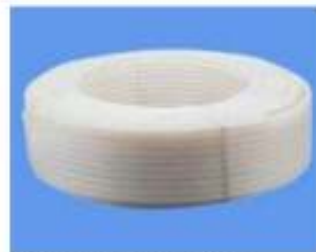
Indoor Heating Installation Systems:



Oxy Plus Boiler



PEX-B Plus B Pipe



Pex-B Plus Oxygen Barrier Pipe



Pipe in Pipe

Radiator Product Group:



Steel Panel Radiators



Towel Radiators

B. Infrastructure Product Groups

Drinking Water Systems:



PE 100 Network Pipe

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Sewage, Rain Water Systems:



Corrugated Pipe



Corrugated Spiral Pipe

Natural Gas Systems:



PE 80 Natural Gas Pipe

Chemical Storage Systems:



Chemical tanks

Pre-insulated City Heating Systems



Geothermal Pipe

Water Supply Pipes for Hydroelectric Power Plant



Hes Pipes

Marine Discharge Systems



Marine Discharge Pipes

Butt Welding Machines



Butt Welding Machines

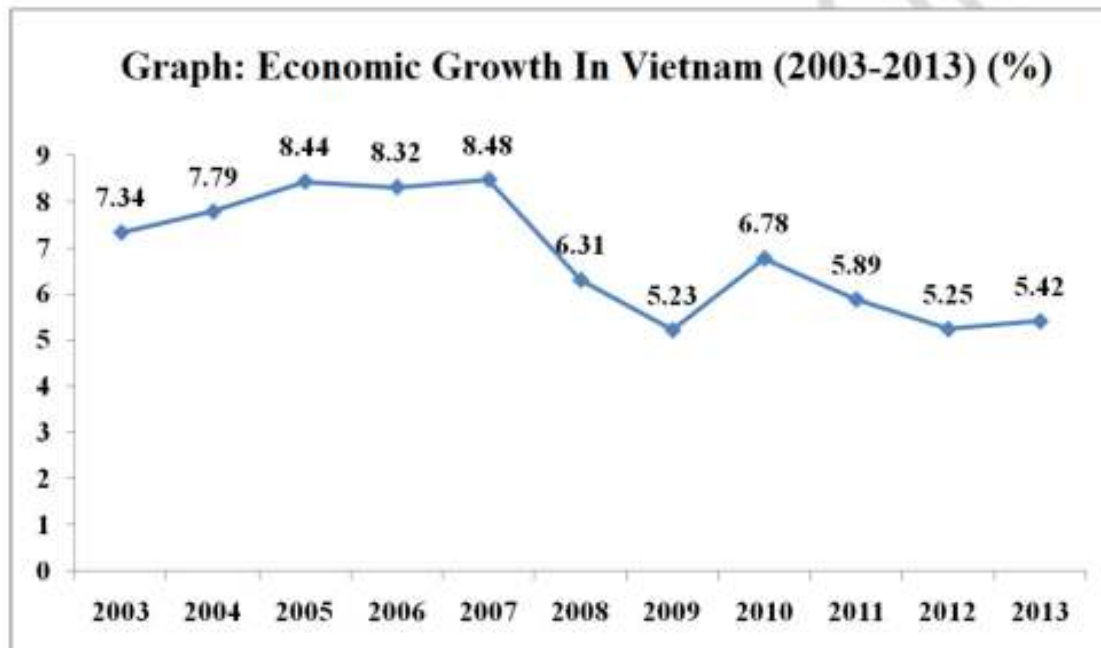
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III. ANALYSIS

1. OVERVIEW OF VIETNAM'S ECONOMY

Vietnam is a developing country and has had high growth rates for many years. From 2003 to 2008, Vietnam's GDP had increased rapidly and been the world's second-most rapid country in GDP development for several years. In spite of the fact that Vietnam's economy has been affected to a less or greater degree by the global economic crisis from 2008 to present, Vietnam still remained relatively fast growth with the lowest GDP's growth of 5,23% in 2009.



Source: The General Statistics Office

Per capita income in Vietnam which was about 1,960 USD/year in 2013 also increased speedily along with the economic growth. It is expected that another 5,8% will be added to the per capita income growth in 2014. According to a recent report by AC Nielsen, Vietnam currently has about 8 million people in the middle class, and this figure will possibly reach 44 million by 2020.

People's income in Vietnam has been rising dramatically for the past decade; therefore, the purchasing power will also be improved, turning Vietnam into an extremely attractive market with more than 90 million people.

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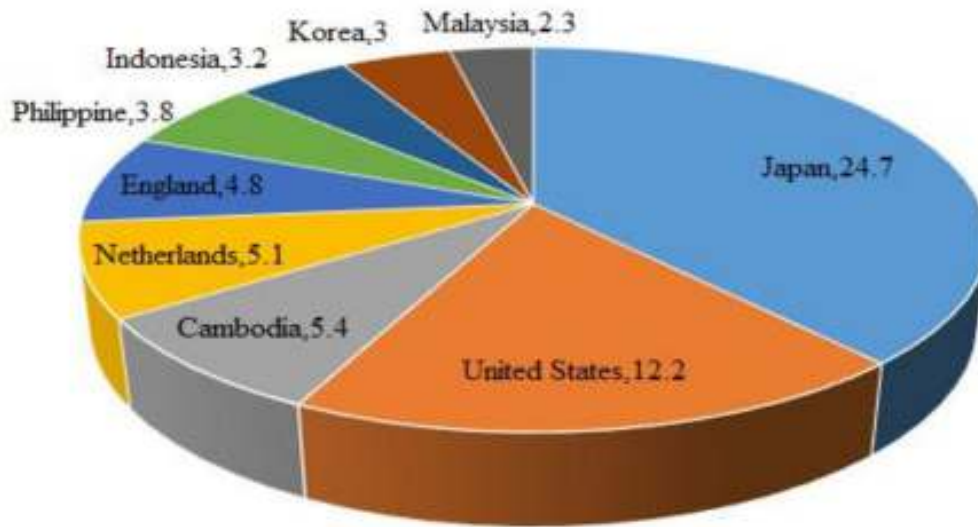
2. MICRO-ANALYSIS

According to the approved decision 55/2007/QĐ-TT, the plastics industry was one of the 10 spearhead industries for the 2007-2010 periods, with a vision to 2020 and accompanied with some development policies such as preferential interest rates, bank loans...

As expected in the next 5 years (2015-2020), the vision to 2015 which was approved by the Ministry of Industry and Trade from mid-2011, the plastics industry must fulfill the given goal of doubling the production value and turnover after 5 years. Specifically, the export turnover must reach 2,15 billion US dollars by 2015, 4,3 billion US dollars by 2020 and simultaneously increase the proportion of the engineering plastics and plastics building materials group in the production structure of the whole industry. Thus, the plastics industry in Vietnam still has plenty of opportunities to grow and have strong differentiation. As a result, those companies which have the right strategy, do research regarding technology, have prestigious manufacturing partners, brands and a variety of products in the highly competitive segments will last longer. In a sense of products which have the properties of the essential goods, enterprises in the plastics industry are fully capable of changing prices to maintain profits towards the volatility of input costs.

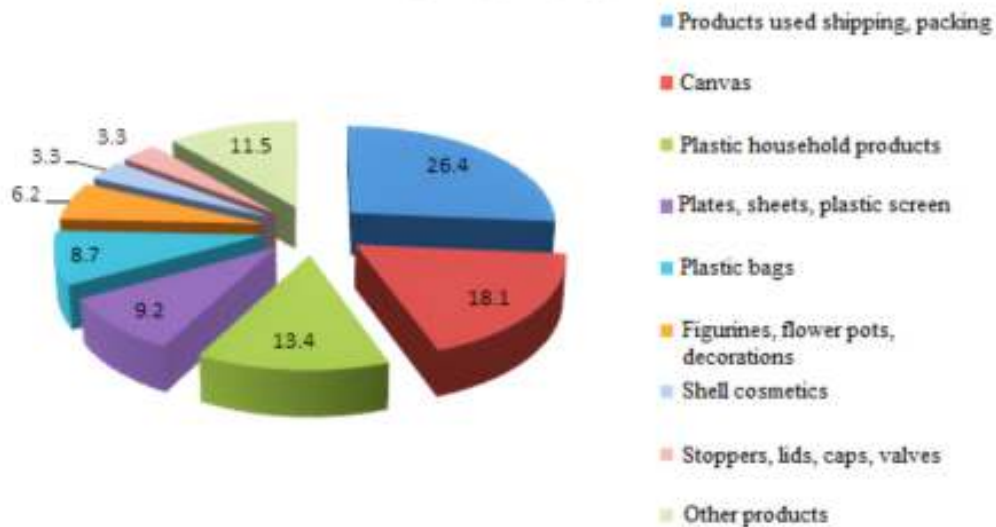
As reported by the Vietnam Plastics Association, the export of Vietnam's plastic product industry reached a total turnover of 2.215 billion US dollars in 2013 and is predicted to reach 3 billion US dollars (increased 35,2% compared to the year 2013)

The structure of exporting plastic products to other countries in the year 2014 (% by value)



Source: Vietnam Plastics Association

The structure of exporting plastic products to other countries in the year 2014 (% by value)



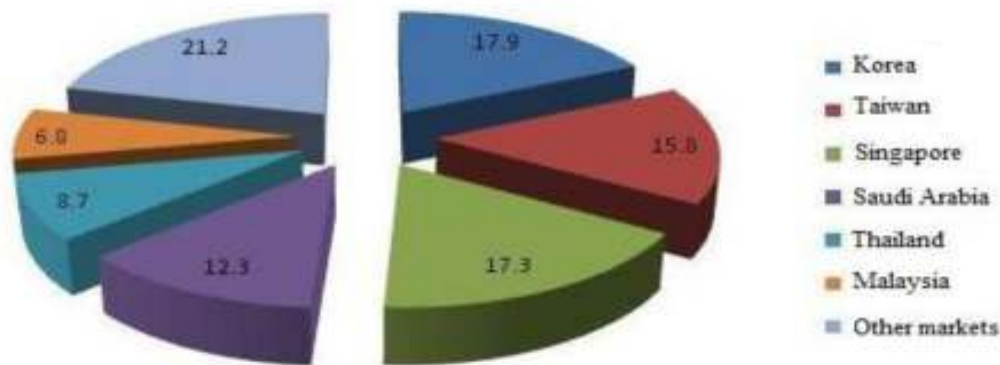
Source: Thanh Nien Daily

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In 2012, the import of plastic resin was 4,38 billion US dollars. In 2013, the import of plastic resin was 5,71 US dollars, an increase of 18% compared to 2012, the growth rate of imported plastic raw materials are at 15% to 20% each year.

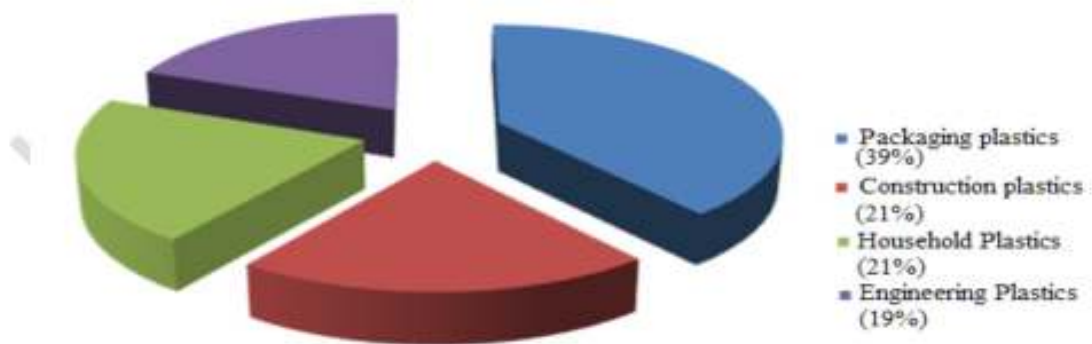
The structure of importing plastic materials in 2013 (% by value)



Source: M.O.I.T

For the Vietnam's market, the product structure in 2011 is prorated as follows:

The structure of plastic products in 2011 (% by value)



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Source: M.O.I.T

Although Vietnam's economy in recent years has many changes, the plastics industry in Ho Chi Minh City remains the sustainable growth rate annually on average from 20% to 25%.

In particular, the spearhead industries such as plastic pipe manufacturing technology, packaging develops stably from 30% to 50%.

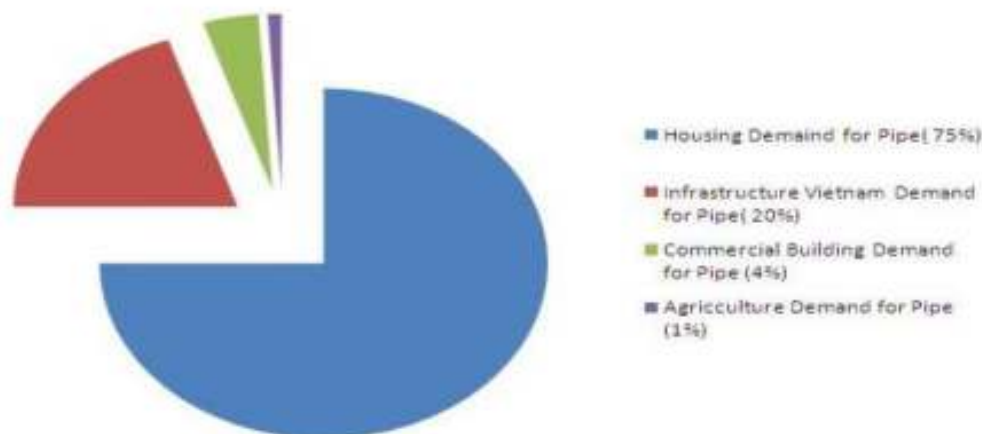
According to the General Statistics Office, there are over 1000 enterprises primarily in the southern provinces when it comes to plastics businesses which are being operated with capital over 500 million VND

The number of enterprises in Ho Chi Minh City and the neighboring provinces like Dong Nai, Binh Duong, Long An accounts for 80% of the total number of businesses across the country.

Ho Chi Minh City is considered as Vietnam's production center which has been making up 80% of the total output of the country's plastic products and attracting sources to push the capital investment up to 80% out of the total 15 billion US dollars for the past 20 years.

In fact, the demand for plastic pipes in Vietnam in 2013 is divided four basic areas: Agriculture, Housing, Construction Business and Infrastructure. In particular, the demand for housing accounted for 75% and the demand for infrastructure was 20%.

The demand for plastic pipes in 2013

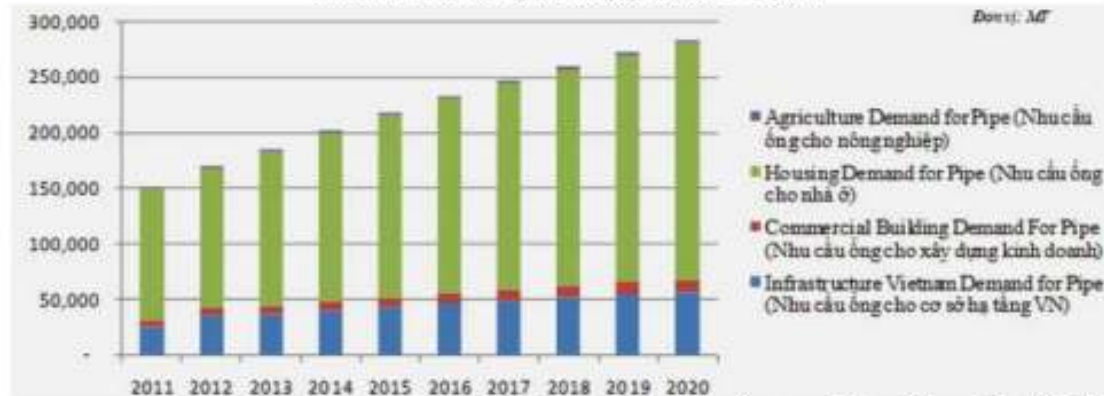
**Source: Tien Phong Plastic JSC**

According to the forecast of Tien Phong Plastic JSC, the demand of plastic pipes will increase over the next 6 years and reach 285,000 tons in 2020 as estimation. The forecast is in line with

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the general trend of the market in Vietnam and all over the world. As reported by the Ministry of Industry & Trade, the growth forecast for the world economy is 4% and plastic products consumed industries such as food, construction are also on the rebound. Besides, the government of Vietnam has always had the policy of encouraging the plastics industry as it is among the world's best countries in having the fastest growth in the plastics industry.

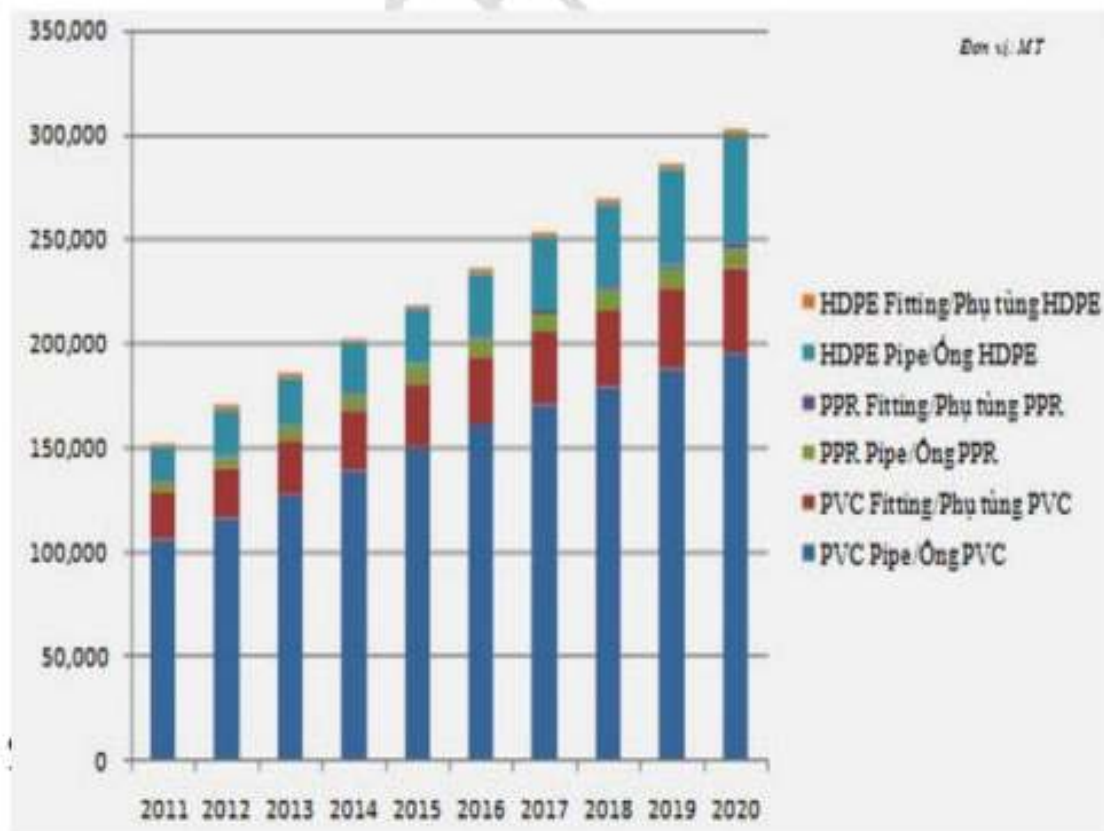
The demand for plastic pipes (2011-2020)



Source: Tien Phong Plastic JSC

Based on the general needs of the pipe market, details for each item are forecasted as follows

The demand for each type of plastic pipes (2011-2020)



Source: Tien Phong Plastic JSC

The Vietnam Market for plastic pipes is getting more and more competitive by the presence of many brands like Binh Minh, Tien Phong, De Nhat, Phuc Ha, Cuc Phuong, Minh Hung, Vinaconex, Sino, Vesbo... Moreover, the plastics industry is also a victim of counterfeit and inferior quality goods which cost only a quarter of the market price.

Speaking of the market share of the plastic pipe industry, it is important to mention the 2 biggest names which hold the most market share: Binh Minh and Tien Phong, they account for 80% of the market share in the North and the South. Actions of these two companies always play an important role in manipulating the market.

Both are currently increasing their market share in the Central region, but in different ways. In 2013, Tien Phong has finished building a plastics manufacturing plant in Nghe An. Binh Minh themselves acquired a plastics company in Da Nang and set up more distribution networks in this area, especially in Quang Ngai, Binh Dinh, Phu Yen.

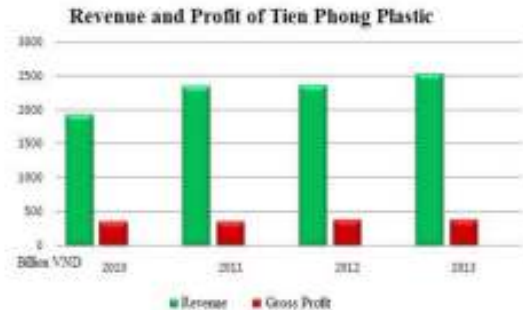
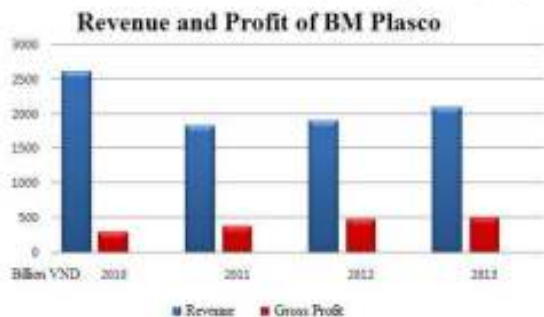
In other words, the Central region has a special strategic position. Being able to control the market there will give you more opportunities to enter other markets in order to save transportation cost, as well as take advantage of local incentives in new areas such as tax incentive. More importantly, the region will provide you with a blast-off to the generic markets of your opponent (the majority of Tien Phong's market share is in the North which accounts for 70% of the market, Binh Minh has an advantage in the southern market where they possess 90% market share).

Distribution Networks





Business Activities



3.SWOT ANALYSIS

After this project is implemented, Xxxxxx Xxxxx Service Trading co., Ltd will turn opponents' weaknesses into our strength and also learn from rival. The importance of the project is making consumers know about our company, developing available relationships, providing our best service to customers.

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The strengths, weaknesses, as well as opportunities and threats of the company compared to our competitors

| Strengths | Weaknesses |
|--|--|
| <ul style="list-style-type: none">• We are professional in distribution network and design consulting. Our own staff also have experiences in building distribution network system• High revenue in Eastern region• The stable and sustainable development of the business for years• Modern facilities and business partnership with major companies such as Daikin, Toshiba, GP, etc.• We are reliable• Always keep a healthy relationship with customers• Available distribution network in the South and have deep understanding about the market. | <ul style="list-style-type: none">• Lack of distribution network in the North and the Central• Poor financial capacity compared to our competitors (Binh Minh Plastic and Tien Phong Plastic) |
| Opportunities | Threats |
| <ul style="list-style-type: none">• Pipes market still grows at rate of 20% per year• The demand of high-quality, reasonable price, eco-friendly, famous brand is growing• The trade relationship between Vietnam and Turkey is becoming closer and stronger | <ul style="list-style-type: none">• 2 major competitors in high-quality segment (Binh Minh Plastic and Tien Phong Plastic) have the largest market share• Consumers don't usually trust in new products |

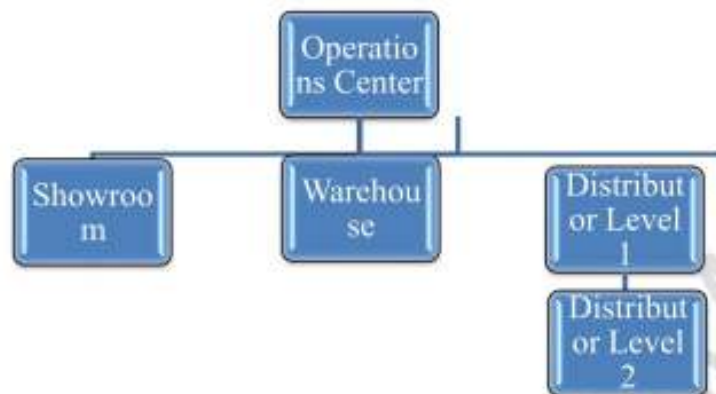
III. BUSINESS PLAN

1. BUSINESS MODEL

When become the exclusive distributor of XIXXXX GROUP's plastic pipe, we build a distribution system as follows

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Operations Center

The operations center by XXXXX XXXXX Service Trading co., Ltd responsible management and use of facilities in Binh Duong for business operations center, beside use available resources to reduce initial investment costs. We will build showroom with the warehouse behind it and add warehouse when expanding business.

The mission of the company is operating and supervising the operation of the entire system of distribution and promotional communications programs in whole country.

We will organize a sales team that regularly monitor Distributor level 1 and Distributor's market to promptly handle situations arise as well as ensuring the stability and efficiency of the company.

In addition, this team also does consumer surveys in different locations in the preparation step to expanding company.

Warehouses and Showrooms

Warehouses and products delivery system will be located in the North, Central and South.

In 2015, 2016, 2017 warehouse and showroom located respectively in Binh Duong, Ha Noi and Da Nang.

Daily, weekly and monthly status reports about goods will be sent to Operations Center.

Selective criteria for Level 1 Distributor

- Available in the distribution system of water pipes
- Having sufficient financial capacity
- Ability to distribute over its area
- Headquarter in downtown and convenient for flow of goods

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- Turnover per year at least 1 billion VND

Distributor's location survey plan

We will organize the survey and select locations satisfy the above criteria.

Our plan for select 30 Southern Distributors as follows

- We have selected 20 provinces in the South for locate distributors
- Survey 150 locations for 30 distributors (We only selected partnersthat willing to cooperate in each province)
- Survey team has 4 staff
- Estimated time of the survey in the South is 45 days
- Warehouse in Binh Duong has responsible to distribute goods for the South

| The South (2015) | Exclusive distributor | Warehouse | Distributor Level 1 | Survey locations | Member of survey team | Survey period of time |
|------------------|-----------------------|-----------|---------------------|------------------|-----------------------|-----------------------|
| Bình Dương | 1 | 1 | 5 | 30 | 1 | 45 days |
| TPHCM | | | 5 | 30 | | |
| Bình Phước | | | 2 | 5 | | |
| Tây Ninh | | | 2 | 5 | 1 | |
| Đồng Nai | | | 1 | 5 | | |
| Vũng Tàu | | | 1 | 5 | | |
| Long An | | | 1 | 5 | | |
| Tiền Giang | | | 1 | 5 | | |
| Bến Tre | | | 1 | 5 | | |
| Đồng Tháp | | | 1 | 5 | 1 | |
| Vĩnh Long | | | 1 | 5 | | |
| Trà Vinh | | | 1 | 5 | | |
| Hậu Giang | | | 1 | 5 | | |
| Cần Thơ | | | 1 | 5 | | |
| An Giang | | | 1 | 5 | | |
| Long An | | | 1 | 5 | 1 | |
| Sóc Trăng | | | 1 | 5 | | |
| Kiên Giang | | | 1 | 5 | | |
| Bạc Liêu | | | 1 | 5 | | |
| Cà Mau | | | 1 | 5 | | |

Our plan to select Distributors in Central Vietnam as follows

- We have selected 9 provinces in the Central for locate distributors
- Survey 50 locations for 10 distributors (We only selected partnersthat willing to cooperate in each province)
- Survey team has 2 members

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- Estimated period of time of the survey in the South area is 30 days
- Warehouse in Da Nang is responsible to distribute goods for the South
- We will build 10 Distributors level 2 from each Distributor level 1 to expand distribution channels
- Distributor level 1 and Distributor level 2 are self-managed

| Central Vietnam (2015) | Exclusive Distributor | Warehouse | Distributor Level 1 | Survey locations | Member of survey team | Survey period of time |
|------------------------|-----------------------|-----------|---------------------|------------------|-----------------------|-----------------------|
| Bình Thuận | | | 1 | 5 | 1 | 30 days |
| Ninh Thuận | | | 1 | 5 | | |
| Khánh Hòa | | | 1 | 5 | | |
| Phú Yên | | | 1 | 5 | | |
| Bình Định | | | 1 | 5 | | |
| Quảng Ngãi | | | 1 | 5 | 1 | |
| Quảng Nam | | | 1 | 5 | | |
| Đà Nẵng | | 1 | 2 | 10 | | |
| Thừa Thiên Huế | | | 1 | 5 | | |

Our plan for select 20 Northern Distributors as follows

- We have selected 20 provinces in the North for locate distributors
- Survey 100 locations for 20 distributors (We only selected partnersthat willing to cooperate in each province)

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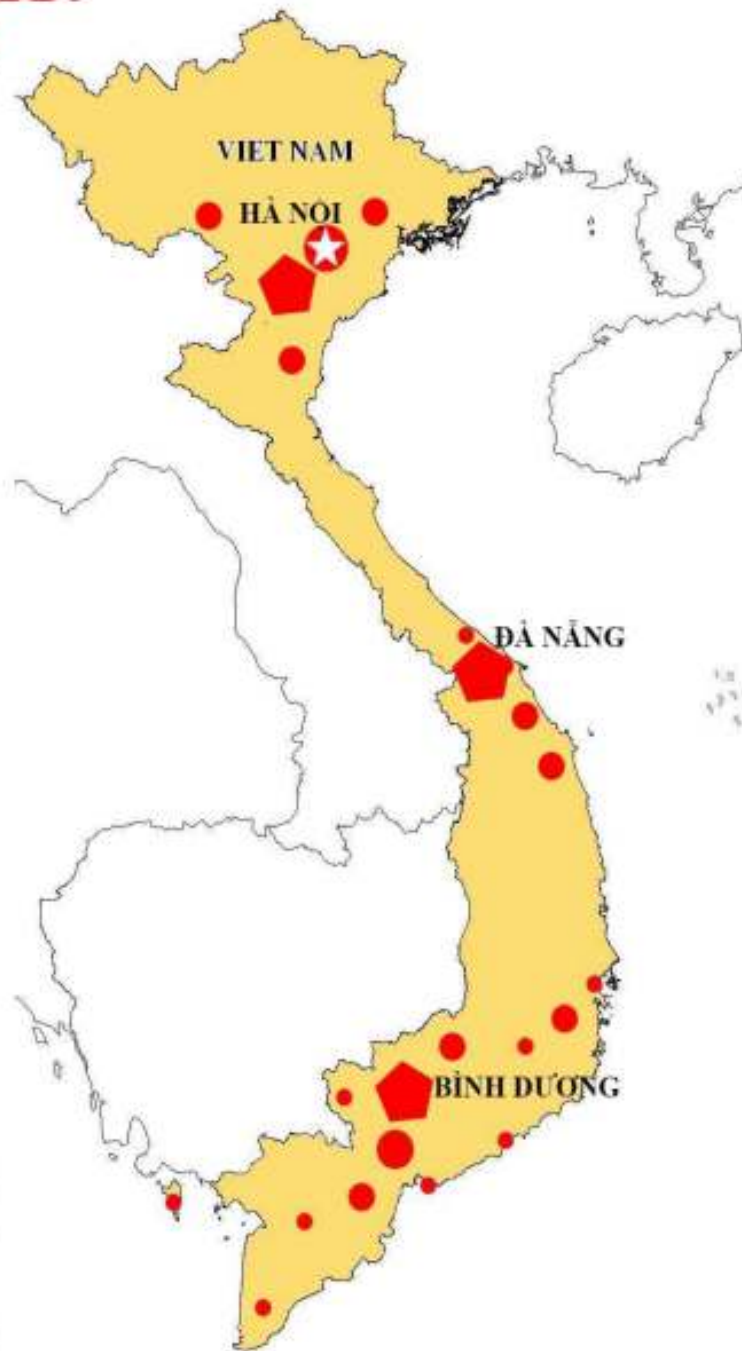
- Survey team has 4 members of staff
- Estimated time of the survey in the North is 45 days
- Build warehouse in Ha Noi

| The North (2016) | Exclusive Distributor | Warehouse | Distributor Level 1 | Survey locations | Member of survey team | Survey period of time |
|------------------|-----------------------|-----------|---------------------|------------------|-----------------------|-----------------------|
| Hà Nội | | 1 | 1 | 5 | 1 | 45 days |
| Hưng Yên | | | 1 | 5 | | |
| Hải Dương | | | 1 | 5 | | |
| Hải Phòng | | | 1 | 5 | | |
| Quảng Ninh | | | 1 | 5 | | |
| Bắc Ninh | | | 1 | 5 | 1 | |
| Bắc Giang | | | 1 | 5 | | |
| Cao Bằng | | | 1 | 5 | | |
| Thái Nguyên | | | 1 | 5 | | |
| Vĩnh Phúc | | | 1 | 5 | 1 | |
| Phú Thọ | | | 1 | 5 | | |
| Thái Bình | | | 1 | 5 | | |
| Hà Nam | | | 1 | 5 | | |
| Nam Định | | | 1 | 5 | | |
| Ninh Bình | | | 1 | 5 | 1 | |
| Thanh Hóa | | | 1 | 5 | | |
| Nghệ An | | | 1 | 5 | | |
| Hà Tĩnh | | | 1 | 5 | | |
| Quảng Bình | | | 1 | 5 | | |
| Quảng Trị | | | 1 | 5 | | |

From 2017 to 2020, distribution network will spread all over 63 provinces of Vietnam.

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IV. Marketing strategy

1. Marketing plans

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The marketing plan of 2015

- Develop and update website to provide relevant and latest information for customer about products, policies, promotions, distribution network, etc.
- Organize 2 customer conferences per year in Ho Chi Minh and Hanoi with the participation of approximately 120 clients who are agents, building contractors and building project managers.
- Access to senior construction projects to introduce our products; focus on foreign investment projects and projects required high quality products.
- Participate in VietBuildconstruction Expo, takes place annually in March and September.

Generic Advertising

- Send catalogues to Distributor level 1, construction projects and construction sites.
- Hang bannersto introduce products at Distributor level 1, 2.
- Hang banners at typical construction sites.

Digital Network Advertising

- Create Facebook, Twitter, Zalo, Youtubeaccounts to share information about specifications and products.
- Participate in well-known construction industry forums to discuss and exchange product's infomations.
- Using Yahoo, Skype, QQ, Zalo chat as 24/7 customer-care support channel.
- Advertising on vatlieuxaydung.org.vn (famous website in construction industry)

Customer Conference Expenses in Ho Chi Minh (VND)

Công ty TNHH Tư Vấn & Đầu Tư Kế Hoạch Việt

Website: <http://kchoachviet.com> ĐT: (08) 66 78 79 65 Hotline: 0903 349 539

| | Quantity | Unit price | Amount |
|--|----------|------------|--------------------|
| Palace Hotel (HCMC) | 1 | 24,000,000 | 24,000,000 |
| Food and Beverage | 120 | 400,000 | 48,000,000 |
| Concert | 1 | 20,000,000 | 20,000,000 |
| Light & Sound design | 1 | 20,000,000 | 20,000,000 |
| Master of Ceremony | 1 | 10,000,000 | 10,000,000 |
| Singer | 1 | 20,000,000 | 20,000,000 |
| Travelling expenses | 120 | 500,000 | 60,000,000 |
| Hotel room expenses | 120 | 300,000 | 36,000,000 |
| Lucky draw | 1 | 50,000,000 | 50,000,000 |
| Design invitations, standees, backdrop | 1 | 2,000,000 | 2,000,000 |
| Total | | | 290,000,000 |

Customer Conference Expenses in Ha Noi (VND)

| | Quantity | Unit price | Amount |
|---------------------------------------|----------|------------|--------------------|
| Hanoi City Palace Hotel | 1 | 9,000,000 | 9,000,000 |
| Food and Beverage | 120 | 300,000 | 36,000,000 |
| Concert | 1 | 20,000,000 | 20,000,000 |
| Light & Sound design | 1 | 20,000,000 | 20,000,000 |
| Master of Ceremony | 1 | 5,000,000 | 5,000,000 |
| Singer | 1 | 40,000,000 | 40,000,000 |
| Travelling expenses | 1 | 50,000,000 | 50,000,000 |
| Hotel room expenses | 120 | 500,000 | 60,000,000 |
| Lucky draw | 120 | 300,000 | 36,000,000 |
| Design invitations, standee, backdrop | 1 | 2,000,000 | 2,000,000 |
| Total | | | 278,000,000 |

Detailed conference program

Công ty TNHH Tư Vấn & Đầu Tư Kế Hoạch Việt

Website: <http://kehoachviet.com> ĐT: (08) 66 78 79 65 Hotline: 0903 349 539

| | |
|------------------|---|
| 5:00 PM- 6:00 PM | Welcoming |
| 6:00 PM-7:30 PM | <ul style="list-style-type: none"> • Introduction: company, products • Presentation of sales & after-sales, promotion policies • Presentation of business objectives • Respond customer questions |
| 7:30 PM- 9:00 PM | <ul style="list-style-type: none"> • Buffet party • Special discount for customer orders during conference time • Lucky draw • Musical program/Concert |
| 9:00 PM | The end |

Marketing Expenses in Ho Chi Minh (VND)

| | Quantity | Unit price | Amount |
|--|----------|-------------|--------------------|
| Website Design | 1 | 10,000,000 | 10,000,000 |
| Catalogue for Distributors and customers | 10,000 | 40,000 | 400,000,000 |
| Conference in Ho Chi Minh | 1 | 290,000,000 | 290,000,000 |
| Banner Ads | 40 | 2,000,000 | 80,000,000 |
| Participating VietBuild cost | 1 | 60,000,000 | 60,000,000 |
| Total | | | 840,000,000 |

The marketing plan in 2016 and 2017

Công ty TNHH Tư Vấn & Đầu Tư Kế Hoạch Việt

Website: <http://kehoachviet.com> ĐT: (08) 66 78 79 65 Hotline: 0903 349 539

- Update website to provide latest information about products, policies, promotions, distribution system, etc. for customer
- Organize 2 customer conferences per year in Ho Chi Minh and Hanoi with the participation of about 120 clients who are agents, building contractors and building project managers.
- Access to senior construction projects to introduce our products, focus on foreign investment projects and projects required high quality products.
- Participate in VietBuild construction expo takes place annually in March and September
- Send catalogue Distributor level 1 and customers.
- Create Facebook, Twitter, Zalo, Youtube accounts to share information about specifications and products.

Marketing Expense (2016-2017) (VND)

| | Quantity | Unit price | Amount |
|--|----------|-------------|----------------------|
| Develop website | 1 | 10,000,000 | 10,000,000 |
| Catalogue for Distributors Level 1 and customers | 10000 | 40,000 | 400,000,000 |
| Conference in Ho Chi Minh and Ha Noi | 1 | 568,000,000 | 568,000,000 |
| Banner Ads in website vatlieuxaydung.org.vn | 1 | 80,000,000 | 80,000,000 |
| Participating VietBuild cost | 1 | 80,000,000 | 80,000,000 |
| Total | | | 1,138,000,000 |

V.PERSONNEL PLAN**Công ty TNHH Tư Vấn & Đầu Tư Kế Hoạch Việt**Website: <http://kehoachviet.com> ĐT: (08) 66 78 79 65 Hotline: 0903 349 539

1. PERSONNEL SYSTEM CHART



FUNCTIONS AND RESPONSIBILITIES OF EACH DEPARTMENT

Công ty TNHH Tư Vấn & Đầu Tư Kế Hoạch Việt

Website: <http://kehoachviet.com> ĐT: (08) 66 78 79 65 Hotline: 0903 349 539

Director

- Evolving a vision to guide the company.
- Participate in strategic planning.
- Establish senior management and departments.
- Mobilizing, using, controlling capital effectively.
- Develop office culture and create a strong brand.

Coordination Office

- Plan to purchase supplies, contract negotiations, monitor contractor performance.
- Support Director on supervising distributors and all departments.
- Make detailed reports of market and all departments.
- Recruiting and training employees.
- Develop office culture.

Sales Department

- Participate in yearly marketing strategic planning.
- Responsible for detailed marketing planning and implementing in line with the business strategy (Market research, competitor study, trends in products development research)
- Update information about market movements, products and competitors
- Interact effectively with other departments to achieve marketing and promotion goals
- Search for and take care of customers, ensure sales goal
- Accurately forecasts supplies market movements
- Manage and maintenance showrooms.

Accounting Department

- Monitor bookkeeping, tax reporting, financial statements according current accounting regulations.
- Ensure full implementation of the regime for employees in the company.

Technology Department

- Responsible for design support and construction consulting for building contractors and distributors.
- Operate, maintenance construction project
- Technical support for all departments

2. PERSONNEL EXPENSES

Công ty TNHH Tư Vấn & Đầu Tư Kế Hoạch Việt

Website: <http://kchoachviet.com> ĐT: (08) 66 78 79 65 Hotline: 0903 349 539

Personnel expense per month (2015)

| | Position | Unit | Amount unit | Salary Wage (VND) | Amount cost (VND) |
|--------------|------------------------------|------|-------------|-------------------|--------------------|
| A | Operations center: 1 | | | | 175,000,000 |
| 1 | Director | 1 | 1 | 20,000,000 | 20,000,000 |
| 2 | Vice-Director | 1 | 1 | 15,000,000 | 15,000,000 |
| 3 | Technical Manager | 1 | 1 | 10,000,000 | 10,000,000 |
| 4 | Technical Assistant | 4 | 4 | 5,000,000 | 20,000,000 |
| 5 | Sales Manager | 1 | 1 | 10,000,000 | 10,000,000 |
| 6 | Agency Sales Representatives | 4 | 4 | 5,000,000 | 20,000,000 |
| 7 | Project Staff | 3 | 3 | 5,000,000 | 15,000,000 |
| 8 | Marketing Officer | 1 | 1 | 5,000,000 | 5,000,000 |
| 9 | General Affair Manager | 1 | 1 | 10,000,000 | 10,000,000 |
| 10 | General Affair Assistant | 3 | 3 | 5,000,000 | 15,000,000 |
| 11 | Chief Accountant | 1 | 1 | 10,000,000 | 10,000,000 |
| 12 | Accountant | 3 | 3 | 5,000,000 | 15,000,000 |
| 13 | Security Guard | 1 | 1 | 5,000,000 | 5,000,000 |
| 14 | Janitor | 1 | 1 | 5,000,000 | 5,000,000 |
| B | Warehouse: 1 | | | | 35,000,000 |
| 1 | Manager | 1 | 1 | 10,000,000 | 10,000,000 |
| 2 | Accountant | 1 | 1 | 5,000,000 | 5,000,000 |
| 3 | Security Guard | 1 | 1 | 5,000,000 | 5,000,000 |
| 4 | Worker | 2 | 2 | 5,000,000 | 10,000,000 |
| 5 | Driver | 1 | 1 | 5,000,000 | 5,000,000 |
| C | Showroom: 120,000,000 | | | | |
| 1 | Sales Representatives | 3 | 3 | 5,000,000 | 15,000,000 |
| 2 | Accountant | 1 | 1 | 5,000,000 | 5,000,000 |
| Total | | | | | 230,000,000 |

Above chart reveals personnel expenses of 2015 in Binh Duong

Personnel cost per month (2016)

Công ty TNHH Tư Vấn & Đầu Tư Kế Hoạch Việt

Website: <http://kehoachviet.com> ĐT: (08) 66 78 79 65 Hotline: 0903 349 539

| | Position | Unit | Amount unit | Salary Wage (VND) | Amount cost (VND) |
|--------------|------------------------------|------|-------------|-------------------|--------------------|
| A | Operatons center: 1 | | | | 185,000,000 |
| 1 | Director | 1 | 1 | 20,000,000 | 20,000,000 |
| 2 | Vice Director | 1 | 1 | 15,000,000 | 15,000,000 |
| 3 | Technical Manager | 1 | 1 | 10,000,000 | 10,000,000 |
| 4 | Technical Assistant | 6 | 6 | 5,000,000 | 30,000,000 |
| 5 | Sales Manager | 1 | 1 | 10,000,000 | 10,000,000 |
| 6 | Agency Sales Representatives | 4 | 4 | 5,000,000 | 20,000,000 |
| 7 | Project Staff | 3 | 3 | 5,000,000 | 15,000,000 |
| 8 | Marketing Officer | 1 | 1 | 5,000,000 | 5,000,000 |
| 9 | General Affair Manager | 1 | 1 | 10,000,000 | 10,000,000 |
| 10 | General Affair Assistant | 3 | 3 | 5,000,000 | 15,000,000 |
| 11 | Chief Accountant | 1 | 1 | 10,000,000 | 10,000,000 |
| 12 | Accountant | 3 | 3 | 5,000,000 | 15,000,000 |
| 13 | Security Guard | 1 | 1 | 5,000,000 | 5,000,000 |
| 14 | Janitor | 1 | 1 | 5,000,000 | 5,000,000 |
| B | Warehouse:2 | | | | 70,000,000 |
| 1 | Manager | 1 | 2 | 10,000,000 | 20,000,000 |
| 2 | Accountant | 1 | 2 | 5,000,000 | 10,000,000 |
| 3 | Security Guard | 1 | 2 | 5,000,000 | 10,000,000 |
| 4 | Worker | 2 | 4 | 5,000,000 | 20,000,000 |
| 5 | Driver | 1 | 2 | 5,000,000 | 10,000,000 |
| C | Showroom:2 | | | | 40,000,000 |
| 1 | Sales Representatives | 3 | 6 | 5,000,000 | 30,000,000 |
| 2 | Accountant | 1 | 2 | 5,000,000 | 10,000,000 |
| Total | | | | | 295,000,000 |

Above chart reveals personnel expenses in 2016 of

- 1 Operations Center (Binh Duong)
- 2 Warehouse (Binh Duong and Ha Noi)
- 2 Showroom (Binh Duong and Ha Noi)

Personnel cost per month (2017)

Công ty TNHH Tư Vấn & Đầu Tư Kế Hoạch Việt

Website: <http://kehoachviet.com> ĐT: (08) 66 78 79 65 Hotline: 0903 349 539

| | Position | Unit | Amount unit | Salary Wage (VND) | Amount cost (VND) |
|--------------|------------------------------|------|-------------|-------------------|--------------------|
| A | Operations Center: 1 | | | | 195,000,000 |
| 1 | Director | 1 | 1 | 20,000,000 | 20,000,000 |
| 2 | Vice Director | 1 | 1 | 15,000,000 | 15,000,000 |
| 3 | Technical Manager | 1 | 1 | 10,000,000 | 10,000,000 |
| 4 | Technical Assistant | 8 | 8 | 5,000,000 | 40,000,000 |
| 5 | Sales Manager | 1 | 1 | 10,000,000 | 10,000,000 |
| 6 | Agency Sales Representatives | 4 | 4 | 5,000,000 | 20,000,000 |
| 7 | Project Staff | 3 | 3 | 5,000,000 | 15,000,000 |
| 8 | Marketing Officer | 1 | 1 | 5,000,000 | 5,000,000 |
| 9 | General Affair Manager | 1 | 1 | 10,000,000 | 10,000,000 |
| 10 | General Affair Assistant | 3 | 3 | 5,000,000 | 15,000,000 |
| 11 | Chief Accountant | 1 | 1 | 10,000,000 | 10,000,000 |
| 12 | Accountant | 3 | 3 | 5,000,000 | 15,000,000 |
| 13 | Security Guard | 1 | 1 | 5,000,000 | 5,000,000 |
| 14 | Cleaner | 1 | 1 | 5,000,000 | 5,000,000 |
| B | Warehouse:3 | | | | 105,000,000 |
| 1 | Manager | 1 | 3 | 10,000,000 | 30,000,000 |
| 2 | Accountant | 1 | 3 | 5,000,000 | 15,000,000 |
| 3 | Security Guard | 1 | 3 | 5,000,000 | 15,000,000 |
| 4 | Worker | 2 | 6 | 5,000,000 | 30,000,000 |
| 5 | Driver | 1 | 3 | 5,000,000 | 15,000,000 |
| C | Showroom:3 | | | | 60,000,000 |
| 1 | Sales Representatives | 3 | 9 | 5,000,000 | 45,000,000 |
| 2 | Accountant | 1 | 3 | 5,000,000 | 15,000,000 |
| Total | | | | | 360,000,000 |

Above chart reveals personnel expenses in 2017 of

- 1 Operations Center (Binh Duong)
- 2 Warehouse (Binh Duong, Ha Noi and Da Nang)
- 2 Showroom (Binh Duong, Ha Noi and Da Nang)

Personnel number over years

Công ty TNHH Tư Vấn & Đầu Tư Kế Hoạch Việt

Website: <http://kehoachviet.com> ĐT: (08) 66 78 79 65 Hotline: 0903 349 539

| | | 2015 | 2016 | 2017 | 2018 | 2019 |
|----------|------------------------------|-----------|-----------|-----------|-----------|-----------|
| A | Operations Center | 26 | 28 | 30 | 30 | 30 |
| 1 | Director | 1 | 1 | 1 | 1 | 1 |
| 2 | Vice Director | 1 | 1 | 1 | 1 | 1 |
| 3 | Technical Manager | 1 | 1 | 1 | 1 | 1 |
| 4 | Technical Assistant | 4 | 6 | 8 | 8 | 8 |
| 5 | Sales Manager | 1 | 1 | 1 | 1 | 1 |
| 6 | Agency Sales Representatives | 3 | 3 | 3 | 3 | 3 |
| 7 | Project Staff | 4 | 4 | 4 | 4 | 4 |
| 8 | Marketing Officer | 1 | 1 | 1 | 2 | 2 |
| 9 | General Affair Manager | 1 | 1 | 1 | 1 | 1 |
| 10 | General Affair Assistant | 3 | 3 | 3 | 3 | 3 |
| 11 | Chief Accountant | 1 | 1 | 1 | 1 | 1 |
| 12 | Accountant | 3 | 3 | 3 | 3 | 3 |
| 13 | Security Guard | 1 | 1 | 1 | 1 | 1 |
| 14 | Cleaner | 1 | 1 | 1 | 1 | 1 |
| B | Warehouse | 6 | 12 | 18 | 18 | 18 |
| 1 | Manager | 1 | 2 | 3 | 3 | 3 |
| 2 | Accountant | 1 | 2 | 3 | 3 | 3 |
| 3 | Security Guard | 1 | 2 | 3 | 3 | 3 |
| 4 | Worker | 2 | 4 | 6 | 6 | 6 |
| 5 | Driver | 1 | 2 | 3 | 3 | 3 |
| C | Showroom | 4 | 8 | 12 | 12 | 12 |
| 5 | Sales Representatives | 3 | 6 | 9 | 9 | 9 |
| 6 | Accountant | 1 | 2 | 3 | 3 | 3 |
| | Total | 36 | 48 | 60 | 60 | 60 |

Personnel Expenses (2015-2019) (Unit: Million VND)

Công ty TNHH Tư Vấn & Đầu Tư Kế Hoạch Việt

Website: <http://kehoachviet.com> ĐT: (08) 66 78 79 65 Hotline: 0903 349 539

| | Position | 2015 | 2016 | 2017 | 2018 | 2019 |
|----------|------------------------------|--------------|--------------|--------------|--------------|--------------|
| A | Operating Centre | 1,575 | 2,220 | 2340 | 2340 | 2340 |
| 1 | Director | 180 | 240 | 240 | 240 | 240 |
| 2 | Vice-Director | 135 | 180 | 180 | 180 | 180 |
| 3 | Technical Manager | 90 | 120 | 120 | 120 | 120 |
| 4 | Technical Assistant | 180 | 360 | 480 | 480 | 480 |
| 5 | Sales Manager | 90 | 120 | 120 | 120 | 120 |
| 6 | Project Manager | 180 | 240 | 240 | 240 | 240 |
| 7 | Agency Sales Representatives | 135 | 180 | 180 | 180 | 180 |
| 8 | Marketing Officer | 45 | 60 | 60 | 60 | 60 |
| 9 | General Affair Manager | 90 | 120 | 120 | 120 | 120 |
| 10 | General Affair Assistant | 135 | 180 | 180 | 180 | 180 |
| 11 | Chief Accountant | 90 | 120 | 120 | 120 | 120 |
| 12 | Accountant | 135 | 180 | 180 | 180 | 180 |
| 13 | SecurityGuard | 45 | 60 | 60 | 60 | 60 |
| 14 | Janitor | 45 | 60 | 60 | 60 | 60 |
| B | Storehouse | 315 | 840 | 1260 | 1260 | 1260 |
| 1 | Manager | 90 | 240 | 360 | 360 | 360 |
| 2 | Accountant | 45 | 120 | 180 | 180 | 180 |
| 3 | Security Guard | 45 | 120 | 180 | 180 | 180 |
| 4 | Worker | 90 | 240 | 360 | 360 | 360 |
| 5 | Driver | 45 | 120 | 180 | 180 | 180 |
| C | Showroom | 180 | 480 | 720 | 720 | 720 |
| 5 | Sales Representatives | 135 | 360 | 540 | 540 | 540 |
| 6 | Accountant | 45 | 120 | 180 | 180 | 180 |
| | Total | 2,070 | 3,540 | 4,320 | 4,320 | 4,320 |

VI. Financial Plan

Công ty TNHH Tư Vấn & Đầu Tư Kế Hoạch Việt

Website: <http://kchoachviet.com> ĐT: (08) 66 78 79 65 Hotline: 0903 349 539

INVESTMENT RESOURCES

XXXXXX XXXXX Service And Trading Company Limited plans to invest 14 billion VND in the implementation of the project (Owner's equity is 10 billion VND and capital mobilization is 4 billion VND)

Investment expenditure for fixed assets

Investment expenditure for operating Centre

| Operating Centre | Price | Amount | 2015 |
|--------------------------|---------------|--------|----------------------|
| Director's office | | | |
| Staff Furniture | 10,000,000 | 1 | 10,000,000 |
| Meeting Furniture | 15,000,000 | 1 | 15,000,000 |
| Telephone | 300,000 | 1 | 300,000 |
| Sales Office | | | |
| Computer | 7,000,000 | 5 | 35,000,000 |
| Staff Furniture | 1,000,000 | 5 | 5,000,000 |
| Printer | 3,000,000 | 1 | 3,000,000 |
| Telephone | 300,000 | 1 | 300,000 |
| File Cabinet | 5,000,000 | 1 | 5,000,000 |
| Car | 1,100,000,000 | 1 | 1,100,000,000 |
| Accounting Office | | | |
| Computer | 7,000,000 | 4 | 28,000,000 |
| Staff Furniture | 1,000,000 | 4 | 4,000,000 |
| Printer | 3,000,000 | 1 | 3,000,000 |
| Scanner | 3,000,000 | 1 | 3,000,000 |
| Telephone | 300,000 | 1 | 300,000 |
| Safe | 11,000,000 | 1 | 11,000,000 |
| File Cabinet | 5,000,000 | 1 | 5,000,000 |
| Technical Office | | | |
| Computer | 7,000,000 | 1 | 7,000,000 |
| Staff Furniture | 1,000,000 | 1 | 1,000,000 |
| General Office | | | |
| Computer | 7,000,000 | 4 | 28,000,000 |
| Staff Furniture | 1,000,000 | 4 | 4,000,000 |
| File Cabinet | 5,000,000 | 1 | 5,000,000 |
| Hall | 15,000,000 | 1 | 15,000,000 |
| Total | | | 1,287,900,000 |

Investment expenditure for fixed assets

Công ty TNHH Tư Vấn & Đầu Tư Kế Hoạch Việt

Website: <http://kchoachviet.com> ĐT: (08) 66 78 79 65 Hotline: 0903 349 539

| Year | 2015 | 2016 | 2017 |
|----------------------------------|----------------------|--------------------|--------------------|
| A Operating Centre | 1,287,900,000 | | |
| B Storehouse | 736,300,000 | 736,300,000 | 736,300,000 |
| 1 Repair and interior decoration | 100,000,000 | 100,000,000 | 100,000,000 |
| 2 Staff Furniture | 2,000,000 | 2,000,000 | 2,000,000 |
| 3 Cabinet | 5,000,000 | 5,000,000 | 5,000,000 |
| 4 Telephone | 300,000 | 300,000 | 300,000 |
| 5 Printer | 7,000,000 | 7,000,000 | 7,000,000 |
| 6 Computer | 7,000,000 | 7,000,000 | 7,000,000 |
| 7 Truck | 400,000,000 | 400,000,000 | 400,000,000 |
| 8 Fork-lift Truck | 200,000,000 | 200,000,000 | 200,000,000 |
| 9 Other fixed assets | 15,000,000 | 15,000,000 | 15,000,000 |
| C Showroom | 177,300,000 | 177,300,000 | 177,300,000 |
| 1 Repair and interior decoration | 100,000,000 | 100,000,000 | 100,000,000 |
| 2 Counter | 5,000,000 | 5,000,000 | 5,000,000 |
| 3 Cabinet | 5,000,000 | 5,000,000 | 5,000,000 |
| 4 Safe | 11,000,000 | 11,000,000 | 11,000,000 |
| 5 Telephone | 300,000 | 300,000 | 300,000 |
| 6 Printer | 7,000,000 | 7,000,000 | 7,000,000 |
| 7 Computer | 7,000,000 | 7,000,000 | 7,000,000 |
| 8 Sample Product | 20,000,000 | 20,000,000 | 20,000,000 |
| 9 Air Conditioner | 7,000,000 | 7,000,000 | 7,000,000 |
| 10 Reception Furniture | 5,000,000 | 5,000,000 | 5,000,000 |
| 11 Other fixed assets | 10,000,000 | 10,000,000 | 10,000,000 |
| Total | 2,201,500,000 | 913,600,000 | 913,600,000 |

Other fixed assets include: repair expenditures ,other equipment

Total fixed assets

| Catalogue | 2015 | 2016 | 2017 |
|--------------------------------|----------------------|----------------------|----------------------|
| 1 Deposit on rentingstorehouse | 90,000,000 | 90,000,000 | 90,000,000 |
| 2 Deposit on renting showroom | 51,000,000 | 51,000,000 | 51,000,000 |
| 3 Fixed Assets | 2,201,500,000 | 913,600,000 | 913,600,000 |
| 4 Total | 2,342,500,000 | 1,054,600,000 | 1,054,600,000 |

The primary investment expenditure is given by cash and fixed assets are amortized in the period of 5 years.

All capital expenditure is new investment.

Primary investment expenses (2015-2017)

Công ty TNHH Tư Vấn & Đầu Tư Kế Hoạch Việt

Website: <http://kchoachviet.com> ĐT: (08) 66 78 79 65 Hotline: 0903 349 539

| Catalogue | 2015 | 2016 | 2017 |
|---------------------------------|----------------------|----------------------|----------------------|
| 1 Deposit on renting storehouse | 90,000,000 | 90,000,000 | 90,000,000 |
| 2 Deposit on renting showroom | 51,000,000 | 51,000,000 | 51,000,000 |
| 3 Fixed assets | 2,201,500,000 | 913,600,000 | 913,600,000 |
| 4 Commodity input | 1,200,000,000 | 2,400,000,000 | 6,000,000,000 |
| 6 Sample | 2,400,000,000 | 2,400,000,000 | 2,400,000,000 |
| 7 Total | 5,942,500,000 | 5,854,600,000 | 8,254,600,000 |

OPERATIONAL EXPENSES

Operational expenses include expenditure for rent ground ,expenditure for electricity and water , internet, discount for primary agency , stationery and working expenditures .

Operational expenses throughout the years (VND)

| Catalogue | 2015 | 2016 | 2017 | 2018 | 2019 |
|---|----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Renting storehouse | 270,000,000 | 720,000,000 | 1,080,000,000 | 1,080,000,000 | 1,080,000,000 |
| Renting showroom | 153,000,000 | 153,000,000 | 153,000,000 | 153,000,000 | 153,000,000 |
| Electricity, water and internet costs | 54,000,000 | 64,800,000 | 77,760,000 | 93,312,000 | 111,974,400 |
| Discount for Level 1 Distributors (30%) | 7,920,000,000 | 15,504,000,000 | 18,604,800,000 | 22,325,760,000 | 26,790,912,000 |
| Stationery | 18,000,000 | 18,000,000 | 18,000,000 | 18,000,000 | 18,000,000 |
| Working expenditures | 264,000,000 | 516,800,000 | 620,160,000 | 744,192,000 | 893,030,400 |
| Total | 8,679,000,000 | 16,976,600,000 | 20,553,720,000 | 24,414,264,000 | 29,046,916,800 |

Công ty TNHH Tư Vấn & Đầu Tư Kế Hoạch Việt

Website: <http://kchoachviet.com> ĐT: (08) 66 78 79 65 Hotline: 0903 349 539

Import Plan (2015)

| Month | 1 | 2 | 3 | 4 | 5 | 6 |
|-------------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Importing | 0 | 0 | 0 | 2,400,000,000 | 2,400,000,000 | 2,400,000,000 |
| Opening Inventory | 0 | 0 | 0 | 0 | 0 | 0 |
| Net Revenue | 0 | 0 | 0 | 0 | 2,400,000,000 | 2,400,000,000 |
| Closing Inventory | 0 | 0 | 0 | 2,400,000,000 | 2,400,000,000 | 2,400,000,000 |
| Month | 7 | 8 | 9 | 10 | 11 | 12 |
| Importing | 3,600,000,000 | 2,400,000,000 | 2,400,000,000 | 4,800,000,000 | 4,800,000,000 | 3,600,000,000 |
| Opening Inventory | 0 | 0 | 0 | 0 | 0 | 0 |
| Net Revenue | 3,600,000,000 | 2,400,000,000 | 2,400,000,000 | 4,800,000,000 | 4,800,000,000 | 3,600,000,000 |
| Closing Inventory | 2,400,000,000 | 2,400,000,000 | 2,400,000,000 | 2,400,000,000 | 2,400,000,000 | 2,400,000,000 |

In April, the company will be importing samples at the cost of 2.4 billion VND

In May, the company will be selling in order to achieve the revenue listed above

Closing Inventory will always be at the rate of 2,4 billion VND.

The excess inventory will be accumulated monthly.

As a lot of goods will be sold, it is set by the company to import a considerable amount of goods in order to keep the flow of the selling process continuous.

Import Plan(2016)

Công ty TNHH Tư Vấn & Đầu Tư Kế Hoạch Việt

Website: <http://kchoachviet.com> ĐT: (08) 66 78 79 65 Hotline: 0903 349 539

| Month | 1 | 2 | 3 | 4 | 5 | 6 |
|-------------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Importing | 2,400,000,000 | 2,400,000,000 | 2,400,000,000 | 4,800,000,000 | 4,800,000,000 | 4,800,000,000 |
| Opening Inventory | 2,400,000,000 | 0 | 0 | 0 | 0 | 0 |
| Net Revenue | 2,400,000,000 | 2,400,000,000 | 2,400,000,000 | 4,800,000,000 | 4,800,000,000 | 4,800,000,000 |
| Closing Inventory | 2,400,000,000 | 2,400,000,000 | 2,400,000,000 | 2,400,000,000 | 2,400,000,000 | 2,400,000,000 |
| Month | 7 | 8 | 9 | 10 | 11 | 12 |
| Importing | 4,800,000,000 | 3,600,000,000 | 3,600,000,000 | 6,000,000,000 | 6,000,000,000 | 6,000,000,000 |
| Opening Inventory | 0 | 0 | 0 | 0 | 0 | (80,000,000) |
| Net Revenue | 4,800,000,000 | 3,600,000,000 | 3,600,000,000 | 6,000,000,000 | 6,000,000,000 | 6,080,000,000 |
| Closing Inventory | 2,400,000,000 | 2,400,000,000 | 2,400,000,000 | 2,400,000,000 | 2,400,000,000 | 2,320,000,000 |

Closing inventory of 2015 will be reused in 2016. If there is no closing inventory left, the company will import more samples for customer.

In 2016, the company will be selling in order to achieve the revenue listed above.

Closing stock will always be at the rate of 2,4 billion VND.

In December, the revenue will be more than 6 billion VND so the value of output's goods will be 80 million VND.

The excess inventory will be accumulated monthly.

As a lot of goods will be sold, it is set by the company to import a considerable amount of goods in order to keep the flow of the selling process continuous.

Import Planin 2017

Công ty TNHH Tư Vấn & Đầu Tư Kế Hoạch Việt

Website: <http://kchoachviet.com> ĐT: (08) 66 78 79 65 Hotline: 0903 349 539

| Month | 1 | 2 | 3 | 4 | 5 | 6 |
|-------------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Importing | 3,600,000,000 | 3,600,000,000 | 4,800,000,000 | 4,800,000,000 | 6,000,000,000 | 6,000,000,000 |
| Opening Inventory | 2,320,000,000 | 0 | 0 | 0 | 0 | 0 |
| Net Revenue | 3,600,000,000 | 3,600,000,000 | 4,800,000,000 | 4,800,000,000 | 6,000,000,000 | 6,000,000,000 |
| Closing Inventory | 2,320,000,000 | 2,320,000,000 | 2,320,000,000 | 2,320,000,000 | 2,320,000,000 | 2,320,000,000 |
| Month | 7 | 8 | 9 | 10 | 11 | 12 |
| Importing | 3,600,000,000 | 3,600,000,000 | 6,000,000,000 | 6,000,000,000 | 7,200,000,000 | 7,200,000,000 |
| Opening Inventory | 0 | 0 | 0 | 0 | 0 | 384,000,000 |
| Net Revenue | 3,600,000,000 | 3,600,000,000 | 6,000,000,000 | 6,000,000,000 | 7,200,000,000 | 6,816,000,000 |
| Closing Inventory | 2,320,000,000 | 2,320,000,000 | 2,320,000,000 | 2,320,000,000 | 2,320,000,000 | 2,704,000,000 |

Closing inventory of 2016 will be reused in 2017. If there is no closing inventory left, the company will import more samples for customer.

In 2017, the company will be selling in order to achieve the revenue listed above.

Closing stock will always be at the rate of 2,4 billion VND.

In December, the revenue will be more than 7.2 billion VND so the value of output's goods will be 384 million VND.

As a lot of goods will be sold, it is set by the company to import a considerable amount of goods in order to keep the flow of the selling process continuous.

BUSINESS RESULT

Công ty TNHH Tư Vấn & Đầu Tư Kế Hoạch Việt

Website: <http://kchoachviet.com> ĐT: (08) 66 78 79 65 Hotline: 0903 349 539

Break-even Revenue = Fixed Cost + Variable Cost**Break-even Revenue (2015-2016)**

| Catalogue | 2015 | 2016 | 2017 |
|--------------------------|-----------------------|-----------------------|-----------------------|
| Fixed cost | 2,961,500,000 | 6,229,380,000 | 7,807,692,000 |
| Renting storehouse | 270,000,000 | 720,000,000 | 1,080,000,000 |
| Renting showroom | 153,000,000 | 153,000,000 | 153,000,000 |
| Fixed asset depreciation | 468,500,000 | 679,420,000 | 890,340,000 |
| Personnel expenses | 2,070,000,000 | 3,540,000,000 | 4,320,000,000 |
| Advertising expenses | 860,000,000 | 1,136,960,000 | 1,364,352,000 |
| Variable cost | 22,512,000,000 | 44,010,800,000 | 52,809,360,000 |
| Cost of goods sold | 11,880,000,000 | 23,256,000,000 | 27,907,200,000 |
| Utilities expense | 54,000,000 | 64,800,000 | 77,760,000 |
| Working expenditures | 264,000,000 | 516,800,000 | 620,160,000 |
| Sales incentive | 1,056,000,000 | 2,067,200,000 | 2,480,640,000 |
| Stationery | 18,000,000 | 18,000,000 | 18,000,000 |
| Discount for agency | 7,920,000,000 | 15,504,000,000 | 18,604,800,000 |
| Credit Risk | 792,000,000 | 1,550,400,000 | 1,860,480,000 |
| Other costs | 528,000,000 | 1,033,600,000 | 1,240,320,000 |
| Total | 25,473,500,000 | 50,240,180,000 | 60,617,052,000 |

Business results (2015-2019) (Unit: VND)

Công ty TNHH Tư Vấn & Đầu Tư Kế Hoạch Việt

Website: <http://kehoachviet.com> ĐT: (08) 66 78 79 65 Hotline: 0903 349 539

| Year | 2015 | 2016 | 2017 | 2018 | 2019 |
|------------------------------------|-------------------|----------------------|----------------------|----------------------|----------------------|
| Business results | | | | | |
| Net Revenue | 26,400,000,000 | 51,680,000,000 | 62,016,000,000 | 74,419,200,000 | 89,303,040,000 |
| Cost Price | 11,880,000,000 | 23,256,000,000 | 27,907,200,000 | 33,488,640,000 | 40,186,368,000 |
| Gross profit | 14,520,000,000 | 28,424,000,000 | 34,108,800,000 | 40,930,560,000 | 49,116,672,000 |
| Gross profit rate | 55% | 55% | 55% | 55% | 55% |
| Expenditure | | | | | |
| Personnel expenses | 2,070,000,000 | 3,540,000,000 | 4,320,000,000 | 4,320,000,000 | 4,320,000,000 |
| Fixed asset depreciation | 468,500,000 | 679,420,000 | 890,340,000 | 890,340,000 | 890,340,000 |
| Advertising expenses | 860,000,000 | 1,136,960,000 | 1,364,352,000 | 1,637,222,400 | 1,964,666,880 |
| Sales incentive | 1,056,000,000 | 2,067,200,000 | 2,480,640,000 | 2,976,768,000 | 3,572,121,600 |
| Credit risk | 792,000,000 | 1,550,400,000 | 1,860,480,000 | 2,232,576,000 | 2,679,091,200 |
| Operational expense | 8,679,000,000 | 16,976,600,000 | 20,553,720,000 | 24,414,264,000 | 29,046,916,800 |
| Other costs | 528,000,000 | 1,033,600,000 | 1,240,320,000 | 1,488,384,000 | 1,786,060,800 |
| Total cost | 14,453,500,000 | 26,984,180,000 | 32,709,852,000 | 37,959,554,400 | 44,259,197,280 |
| Earnings before interest and taxes | 66,500,000 | 1,439,820,000 | 1,398,948,000 | 2,971,005,600 | 4,857,474,720 |
| Profit margin | 0.25% | 2.79% | 2.26% | 3.99% | 5.44% |
| Taxes | 14,630,000 | 316,760,400 | 307,768,560 | 653,621,232 | 1,068,644,438 |
| Net Profit | 51,870,000 | 1,123,059,600 | 1,091,179,440 | 2,317,384,368 | 3,788,830,282 |
| Net profit margin | 0.20% | 2.17% | 1.76% | 3.11% | 4.24% |
| Net profit /Net Revenue | 51,870,000 | 1,174,929,600 | 2,266,109,040 | 4,583,493,408 | 8,372,323,689 |

Therein:

Công ty TNHH Tư Vấn & Đầu Tư Kế Hoạch Việt

Website: <http://kchoachviet.com> ĐT: (08) 66 78 79 65 Hotline: 0903 349 539

Revenue is expected to reach 26,4 billion VND in 8 months in 2015.

Cost of goods sold will make up 45% of the revenue.

Revenue for 2016 will include 20% revenue growth in the South, the Central and 20 billion VND in the North.

Revenue will be increasing at the rate of 20%/year from 2017 to 2020.

Advertising expenses will make up 2,2% of yearly revenue.

Sales incentive for sales staff will make up 4% of yearly revenue.

Current income tax will be 22%.

Credit risk will make up 3% of yearly revenue.

Other costs such as transportation costs , import-export records costs...will make up 1% of yearly revenue.

Working capital turnover ratio will be 5,5 in 2015. It corresponds to the revenue and the average working capital which is 26,4 billion VND and 4,8 billion VND respectively.

Working capital turnover ratio will be 8,6 in 2015. It corresponds to the revenue and the average working capital which is 51,86 billion VND and 6 billion VND respectively.

Fixed asset depreciation(2015-2019) (Unit: VND)

| Catalogue | 2015 | 2016 | 2017 | 2018 | 2019 |
|------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| 1st Depreciation | 468,500,000 | 468,500,000 | 468,500,000 | 468,500,000 | 468,500,000 |
| 2nd Depreciation | | 210,920,000 | 210,920,000 | 210,920,000 | 210,920,000 |
| 3rd Depreciation | | | 210,920,000 | 210,920,000 | 210,920,000 |
| Total | 468,500,000 | 679,420,000 | 890,340,000 | 890,340,000 | 890,340,000 |

APPENDIX

Business License





REFERENCES

The followings are what we have used for researches during our project planning process

Vietnam's economic growth

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