

Flourishing business model KOCHU by CEO Nguyen Hai Minh 2023						
Environment						
		Social				
			Economic			
Ecological resources	Procedure		Value	People		Subjects in the ecosystem
	Resources	Partnerships	Value co-creation	Create a relationship	Related parties	
<i>Sunlight &gt; cloud dependent &gt; seasonal weather by year</i>	1- Main personnel: Founder CEO Dr Nguyen Hai Minh *Many years of experience in the field of Nano Technology, Food Technology, factory construction.. BOD with Diversity Experients 2- Finance 3- Hardware devices 4- Management software	1- The company supplies Salt according to Vietnamese High Quality Goods standards; 2- Individual - shipping unit to optimize shipping costs	1- Goal 3-6-12 according to SDG / Develop ESG standards: A modern way to wash food, protect your health from traditional Salt farms. Washing products for fresh fruits and vegetables provide a simple, convenient and effective solution to clean produce that is safe to eat. Specially designed for use	1. attract new customers - retain - and manage visitor growth; 2. Relationship level: New customer, Loyal customer Relationships with groups: - Model of word of mouth and using social networks, constantly updating the latest activities - Supporting the official media channel to share about the project - Directly contacting the Funds	Beneficiaries: - People who are making salt directly - Disadvantaged people, - Prisoners in prison - People with idle labor power - Households with idle land - People who are concerned and have health problems	<i>Famers - Who living in rural areas</i>
<i>Amount of water &gt; depends on sea water and rain water</i>	Surroundings:	3- Training and consulting unit on management, administration, R&D.	2- Improve the value of Salt, solve food hygiene and safety problems, and worry about food poisoning during preliminary processing.		Main Buyer: - Elderly group: 25-35, have a stable income, have knowledge about health and how to care for others, care about quality of life	<i>Sea water in some specific areas in Vietnam</i>
<i>Salt concentration &gt; depends on sea water</i>	1- Local government facilitates policy 2- Stick to the economic plan, the local and national economic situation	4- Packaging design company / change the new design to match the trend of Clean Label	3- Ecosystem of HomeCare - HealthCare products with Food-Grade standards	Communication channels: - Official announcement from the Project: online channels, website, facebook, zalo - Offline support points - official office - 24/24 hotline for support	Economic beneficiary, image value: - Agents, Distributors - People with idle money/investors - People who have the ability to work and want to work	<i>Salt Fields</i>
<i>Nền đất cát để muối kết tinh &gt; diện tích các khu vực có thể làm muối</i>	3- Applications + Continuously updating technology 4- Follow the weather forecast to understand the dry season and the rainy season 5- Track the planting season, to find idle manpower 6- Update new laws and regulations on business, environment and society	5- Units in the supply chain and other distribution chains..	4- Providing solutions for agriculture: from soil improvement with new generation microorganisms, to insect control with biosafety products, post-harvest pre-processing advice, upgrading washing systems -Preserve food, control factory infection, > give fresh food washing products to end customers when buying			<i>Animals: fishes, plants: tree living in saline water, algae</i>
Ecosystem Services	Activities	Management	Value co-execution	Distribution channel	Value for Objects	Needs
<i>Clean sea water / beach scavenging group</i>	1- Prove that the product is suitable for the market: Find customers, make sales as quickly as possible..	Short-term: - Number of customers, return rate - Number of products sold, growth rate of sales volume - Short-term revenue: month/quarter/year - revenue growth rate	Competitors 1- Companies manufacturing-trading other food washing products	Retail chains: Bach Hoa Xanh	Beneficiaries: economic support program for salt producers, disadvantaged people, taking advantage of available resources	<i>Salt makers want to increase their income</i>
<i>Clean the land + plant trees + raise fish to create a tourism ecosystem / household waste collection</i>	2- Prove profitable operations: check cost/revenue calculations; Cost optimization 3- Research suitable technology	Medium-term: - Number of communes and districts participating in the project- Planning a large planting area- Solving the problem of clean land / clean vegetables / clean packaging.. - Highly qualified human resources, - Stable revenue year by year	2- Units are exploiting the same set of customers, leading to competition in terms of market purchasing power and purchasing power of each order.	Market Sales systems; small dealers	Customers: experience new products, new services, and different effects from the products they have tried. Local people, as well as people far away from home, will be interested and enjoy the taste of home	<i>Sea water needs to be clean, avoid waste and plastic waste</i>
<i>Using ceramic tools, recreate the history of salt production in the region and ancient times around the world</i>	4- Building online-offline channels	Long-term: - Implementing social programs > Transforming social enterprises- Reaching high technology level > Directly contributing to funds, committed to awarding the number of scholarships, the number of training-support .. for beneficiaries	*- Looking for partners with the same vision and mission to cooperate: outsourcing, distribution, selling raw materials..	B2C direct retail through e-commerce platforms	Economic beneficiary, image value: participate in activities of community value, and at the same time create economic value with a profit higher than the bank interest rate > 15%	<i>The land needs cleaning, the right process, the need to plant more trees, the water needs to be clean for algae and fish to live</i>
Results						
Cost		Social Goals		Benefit		
Types of costs: 1- Construction of raw material areas 2- Training of human resources 3- Implementation of social programs 4- Production and trading of products and services 5- Calling for capital, financial expenses.. and other expenses.		Community reinvestment 1- Salt industry conservation fund 2- Coastal regeneration fund 3- Community tourism development + Linking neighboring tourism units. provide method - DIY equipment sterilization for free			Types of revenue and benefits: 1- Fund; 2- Subsidies; 3- Prizes; 4- Sponsors; 5- Commercial sales 6- Technical consulting, business consulting for farmers, young people starting a business.. from Dr. Minh	