

COMPANY PROFILE

**VIETNAMESE
SNACK FOOD CAFE
RESTAURANT**

April, 2016



* Branch 1: P1, Dubai Gate 1, Cluster Q, JLT, Dubai, UAE

* Branch 2: S1,2,3 Crystal Building Karama, Dubai, UAE

Website: <https://www.vietnamesesnackfoodcafe.ae>

Email: vn@vietnamesesnackfoodcafe.ae





About Us

VsfC is a casual dining experience and all about taste! The team at Vsfc will be serving up our Signature Dishes made only from the best and freshest local ingredients, thoughtfully curated for your delight.

Amazingly Traditional Vietnamese Beef Pho will definitely leave you with a memorable experience. Vsfc also has a broad menu of culinary delights and handcrafted menu, carefully curated by our Executive Chef with your taste buds in mind.



OUR STORY

Since its founding in Deira, Dubai in 2016, Vsfc's owner with a like-minded foodies who has always liked to eat, drink, imagine, and create great food. Her hobby quickly to open a restaurant, a place where people from all over town can meet to enjoy our special dishes and comfortable atmosphere.

Freshness and creativity are our favorite ingredients. Our menu is varied and the service is unmatched. Everyone has different taste, The food differs from place to place. Some like it spicy, bland, sour, salty, or a mixture of it all.

What makes our restaurant unique is the talent to create signature dishes to the table—one that's new to the palates of our clients. We're mighty proud to offer the number one food experience in Dubai and hope to welcome locals, visitors. If you're looking for a superb culinary experience, call us today to make a reservation!



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(+971) 4 551 7979 (JLT Branch)

(+971) 4 287 9779 (Karama Branch)



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Our Services

We adhere to a robust catering quality assurance plan to ensure that all hygiene, halal. We always aim to deliver outstanding service and the high standards our customers expect.

Our services include:

- Excellent, Balanced food
- Online order
- Customer service
- Delivery service
- Frequent customer program
- Long term clients
- Excellent atmosphere and professionalism

*We cook
like we cook
for the one
whom we
love the
most.*



BUSINESS MODEL

Nguyen Nguyen has built her brand as a family business. She's a founder of Vsfc restaurant concepts, Following a couple of years' experience in the family's restaurant in Vietnam, she established the restaurant in 2016 in Dubai and has overseen the growth and diversification since its inception. The important aspect of our business model is defining our product, awareness of our customer base, creating customer satisfaction, encouraging and developing customer loyalty through our loyalty program, customer comment and feedback, implementing effective promotion and marketing activities.

The company has enjoyed successful profitability to date and has a sound financial base with annual turnover growing up. This solid financial base and our consolidated income, has enabled us to continue to move forward with expansion through its internal financial resources.

Our Clients

We exceed customer expectations in relation to quality dining experiences in the areas of cuisine.

We maintain the highest quality assurance standards and offer our products and services at a value-for-money price point. Staff is trained in all aspects of product, menus, restaurant features, service skills, customer service, complaint handling, telephone technique and reservations.



We want to hear from you, even if it's about things that went wrong. It helps us enormously to constantly improve our products and services and, ultimately, to realize our customer-focused vision.



Nicole Nunes gave her review on Google

"Oh such a sweet little place this was! I ordered spicy chicken with lemongrass, which went so well with the sticky rice. I opted for medium spicy, which was just right and not too spicy. The fresh lemongrass flavour felt so refreshing mixed in with the sizzling chicken, tender, juicy and yum. The staff was pretty helpful, helping me decide what to pick. I had the fiercely strong Vietnamese coffee with condensed milk and boy it was strong! I had it iced due to the summer heat. I spent quite some time at the restaurant savouring my food and enjoying my coffee. The service was quick too. The overall ambience was homely, with some Vietpop in the background. I left for home satisfied, refreshed and delighted that I had decided to try (and was thoroughly happy) Vietnamese cuisine after 5 years!"

We launch the Frequent Customer Program offers diners loyal. With a minimum redemption spend, members are rewarded with complimentary dining vouchers at our restaurants or can accumulate points to claim presenting them with special bonus rewards.

We're giving you earlier new mobile app for both iOS and Android operating systems. We will provide customers with greater working flexibility by integrating more products and services which are aimed at enabling our organization to leverage our market-place more effectively.

Our Projects

The Pasteurised Chilled Foods

We are restless in our aim to improve things and developing for the better. We work closely with our new project “the pasteurised chilled foods” using pasteurisation processes for products such as chilled soups, sauces, chili sauce, ready meals that are to our customers' needs and requirements.

This project will consider product design and processing factors that can control the development of spoilage organisms that survive after the application of a thermal process. We operate rigorous quality management systems on a precautionary principle, supported by a range of on-site audits and product testing.

Our Mission

No matter where we are, we always find ourselves searching for food. That's why a business that centers on food is an ideal line of work because it never goes out of style.

With the ever-increasing demand in today's industry, families almost do not have time for each other. One way of catching up on each other's lives is by sharing a meal or two. Having to work five days a week

makes one tired of cooking or preparing a meal at the weekend. Families resort to eating an already-prepared meal by eating at a restaurant or by booking a professional caterer.



Our Plans

Our mission to catering the foods are known for their unique food flavors, exceptional service, and value for money. Sure, we can provide the most delicious food choices in town, you will find a good food with excellent service.

First Plan

With the idea to provide a stylish café that focuses quite simply on excellent coffee, authentic Vietnamese coffee.

Second Plan

We have conceptualized the "Pure Vegan Dining" service that provides the same menu, but the ingredients of plant products.

Third Plan

With the program that adds 1AED to every guest bill at restaurants from our own resources, support the community, charitable organizations.



THE MARKETING FUNCTIONS

Make a target market and marketing channel decisions for advertisement

SOCIAL MEDIA

Social media activity is of paramount importance. Our activities covers Facebook, Instagram, Website, WeChat, Twitter, YouTube, Tiktok, Google's account and Trip Advisor. Social Media comments are acknowledged when negative and for comprehensive positive remarks and are service by a dedicated Social Media team.

RESERVATIONS

We provide a central reservation service on website or each individual call directly to restaurants and provides full reservation and information. The section also personally confirms all reservations for each of the day's bookings.

WEBSITE

The company website is the predominant platform for all our services and provide including a profile of the venue, opening hours, menus, online order, promotions, photo library, blogs, recipes, event services and a location map.

EVENTS

Events constitute a large element of business in an extremely competitive field. We provide instant acknowledgement of inquiries then provide detailed proposals. The events are then finalised by chef and our event teams. We provide services are offered for any special staging, designs or send messages on your behalf.



MARKETING

Effective marketing is an essential ingredient and high importance in all aspects of our operation. These activities include advertising, public relations, e-marketing, social media, newsletters, media releases, co-operative marketing programs, media relations, media events.

CUSTOMER RELATIONS

The activities cover predominantly customer complaints and compliments. Any complaints are personally acknowledged, then discussed to find out who's responsible, followed by a full explanation and compensation where considered appropriate. We also accommodate information inquiries relate servicing

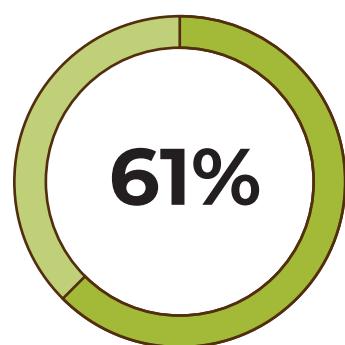
PHOTOGRAPHY

We photographed the food, restaurants, chefs and new menu items. The photographic library is extensive and provides a comprehensive collection of images for use on menus, advertising material and media requests.

Short videos of chefs, new menu items are developed for use on the website and social media.

GRAPHIC DESIGNER

The menus, business cards, advertising, websites, online store, apps, videos, company profile, company documents, labels and promotional material are designed by the owner who has well experienced creativity in this industry.



Sales Overview Last 3 Months

Apr 23 - Jul 21, 2021 compared to Jan 23 - Apr 22, 2021



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Vietnamese Snack Food Cafe Restaurant