



# **Public Project Summary**

## **MSc in Finance**

*Topic: Financial Planning and Business  
Development of a Digital Venture in Vietnam*

*2019-2021*

By ***Nguyen Ngoc Cat Phuong***

## Contents

Abstract .....	3
Essay Summary.....	4
Financial Planning.....	4
Business development.....	5
Complete the strategy .....	5
Credit their Initiative.....	5
Enlarge New Channels .....	5
Commit new hearings.....	6
Build their fire.....	6
Sales of existing products increase .....	6
New products .....	6
Create a foundation.....	6
Conclusion.....	7

## Abstract

The capstone project demonstrated how academic knowledge may be used in the real world of finance. This project has provided value to the client's firm, was well welcomed by the client, and will assist them in making future business decisions. The report combined two parts: the first part is financial planning and the second part is business development. The methodology was as follows: analyzing and refining the financial statements for the client, using financial ratios and techniques to comprehend the forecast financial planning for 5 years period from 2020-2025, with the final deliverables as ratios, key metrics and business development suggestions that help the managers gain a better understanding of the financial health, measure the effectiveness of using cash, and develop their business.

## Essay Summary

The project began with background information about the client – a Vietnamese Technology firm, which ventured into online entertainment and digital content, social networking and ecommerce. The report focuses on the networking app for smartphones and desktops that was released by the client, all features are closely related with Vietnamese language culture, the app has grown to become the most popular social network platform in Vietnamese people.

In this report, as per requirement from the client, the author will concentrate on a part of the company. It is the department in charge of converting free accounts to premium accounts (OA). This part has main sources of revenue include certifications, training sessions, and support/consulting fees. The manager wanted to explore weather if this department could stand on its own, as well as attract investors.

## Financial Planning

At the beginning of the project, the financial planning was carried out. The project was given with information from the clients to establish a cashflow statement for the next 5 years from 2020- 2025. The P&L statement and the balance sheet were required for advancement on the financial planning. The three statements were initially generated in the required format. FCFF was computed and designed to recognize the financial needs of the company. It showed that Free cash flow to company is very healthy and can meet any debt obligations. Furthermore, the company's financial analysis was carried out by comparing the financial ratios with industry criteria. All of the variables below have been analyzed individually and recommendations made to strengthen and communicate the financial strategy to investors.

- Considerations of profitable margin.
- Cost structure
- Capital expenditures.
- Debt Ratios and Liquidity ratios
- Working capital management
- Cash management and others recommendations.

The first financial statement focused on investors' margins and profits. It was attractive, but it will be easier for investors to work on a more specific plan addressing all areas. The revised modified statements were based on the recommendations and represented a clearer road map for future investments and a stronger financial plan.

## Business development

### Complete the strategy

Start by writing the reasons for expanding, then their strategy ought to be justified. During the process, identify new clients. A new market won't be like present markets, in any case. To identify how they can approach them, use demographics. Choose your expansion channels, whether online, public, shop-based or personally

### Credit their Initiative

Start with expansion forecast. This means that they can identify all the materials they need. Then they can calculate the length to be lucrative for the company. Their expansion of the market should be financially on its own two legs. Healthy growing profitability with strong free cash flow can help the company with expanding

### Enlarge New Channels

Considering "market entry choices " in expanding their market, choosing the correct channels is crucial. Enlarging their channels can make their revenues more healthy. It can also lessen the risk if sales fail via a single channel. They can Consider the population and the behavior of their customers. Determine which channels the clients can use

### Commit new hearings

Incorporate a marketing component in market expansion plan. This should concentrate on engaging their new clients. The channels they engage with customers should represent both. The value proposal that they aim to give should also be included.

Metrics such as site traffic reflect their success for many marketers. These indicators may not reflect true progress in their instance. The focus should be on quality and sincerity for their first interactions. . Product quality marketing among internet merchants is a good yet undervalued approach.

### Build their fire

Learn from the initial commitments for the customer. To spread their brand message, they can use them. Collect fresh customer data. Identify their primary motivations and activities. By looking for the same tendencies, they can identify other possible clients. They can also promote brand sharing by their new clients. They can connect with those that share motivations and conduct.

### Sales of existing products increase

Strategies include

- Customer value special events
- Generous short-term sales.
- Discounts or bonuses for referrals
- Concourses and gifts with precious rewards

The aim is to provide clients with value that they value and remember.

### New products

New product development should be taken seriously. This brings up new potential for revenue which can lead companies to success. If improperly performed, a long, tiresome process might lead to a costly catastrophe.

### Create a foundation

It's time to establish the foundations for escalation, as now that you've taken a foothold in their new market. Check their initial market or markets for their success. It will be a whole different

trip forward. However, here are some of the insights you have acquired. Get ready to adjust and react to much more.

## Conclusion

The Capstone project was an excellent conduit to use financial skills in the real finance industry. Customers were given the essential deliverables in time and the customer was received successfully. The author also learned a lot of communication skills, when negotiating and preparing the report for the clients. Although there are some disruptions during the process, both client and author are satisfied with the end results.