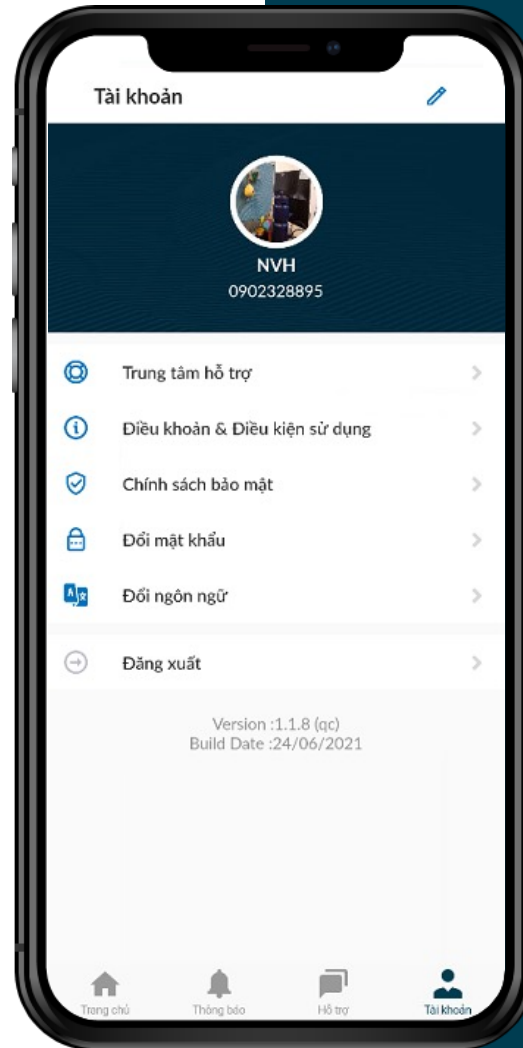


**Route-to-market excellence**

**bonbon shop**  
**Revolution in Retail**  
**Management**

# Introducing bonbon shop

Native-Cloud Platform to connect manufacturers & distributors with retail outlets in order to increase market coverage and boost consumer engagement.



## Table of content

1. bonbon shop Visions
2. Business Challenges
3. Our Solutions
4. Key Benefits



**bonbon shop**

**VISION**

About Us

# bonbon shop **vision**



To become a platform which will defy the geographical challenges to provide unprecedented real-time, **online interaction between manufacturer, their distributors and retail outlets** in every corner of their market.



To **transform retail outlets to become manufacturer's partners** and agents to engage with end consumers in a totally new way.



To establish a new win-win eco-system of Manufacturer – Distributors – Retail Outlets to **re-imagine the neighborhood shopping experience for end-consumers.**

A photograph of four business professionals in a meeting. A man on the left is looking towards a woman standing in the center. A man on the right is looking at a laptop. A woman on the far right is looking towards the man with the laptop. The image has a blue overlay and a red vertical bar on the left side.

# **BUSINESS CHALLENGES**

ger

# Challenges Manufacturers & Distributors Are Facing



## STRETCHING SALESFORCE

On average, leading FMCG companies can only reach 10-20% of retail outlets. Increasing market coverage with the current salesforce size is indeed challenging.



## RESPONDING FASTER TO MARKET NEEDS

How to respond faster if your new promotion might take one week to reach the outlet? How to customize trade marketing programs to different outlet segments?



## RAISING EXPECTATION FROM OUTLET

Outlet is expecting new level of services, they are seeing many providers coming and offering them alternative shopping experience.

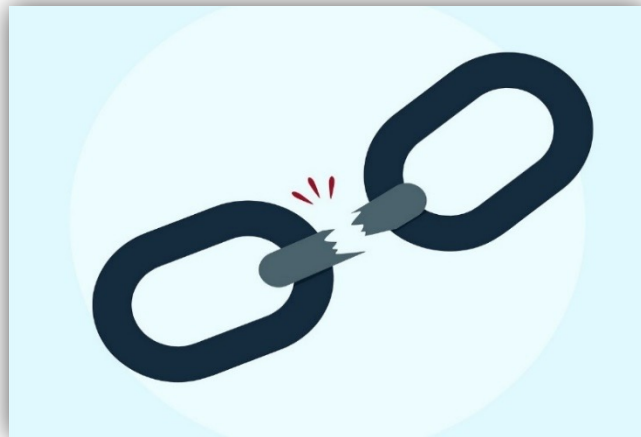


## LIMITED CONSUMER ENGAGEMENT

There is zero to little direct communication between manufacturer and consumer. How to grasp more consumer insights for product research & development?

# Challenges

## Retail outlets Are Facing



### ZERO TO LITTLE ENGAGEMENT WITH MANUFACTURER

There is no direct communication between manufacturer & retail outlets. Lack of immediate support from manufacturer. Retailers' voices are usually unheard.



### LIMITED VISIBILITY TO TRADE MARKETING PROGRAM AND THEIR PROGRESS

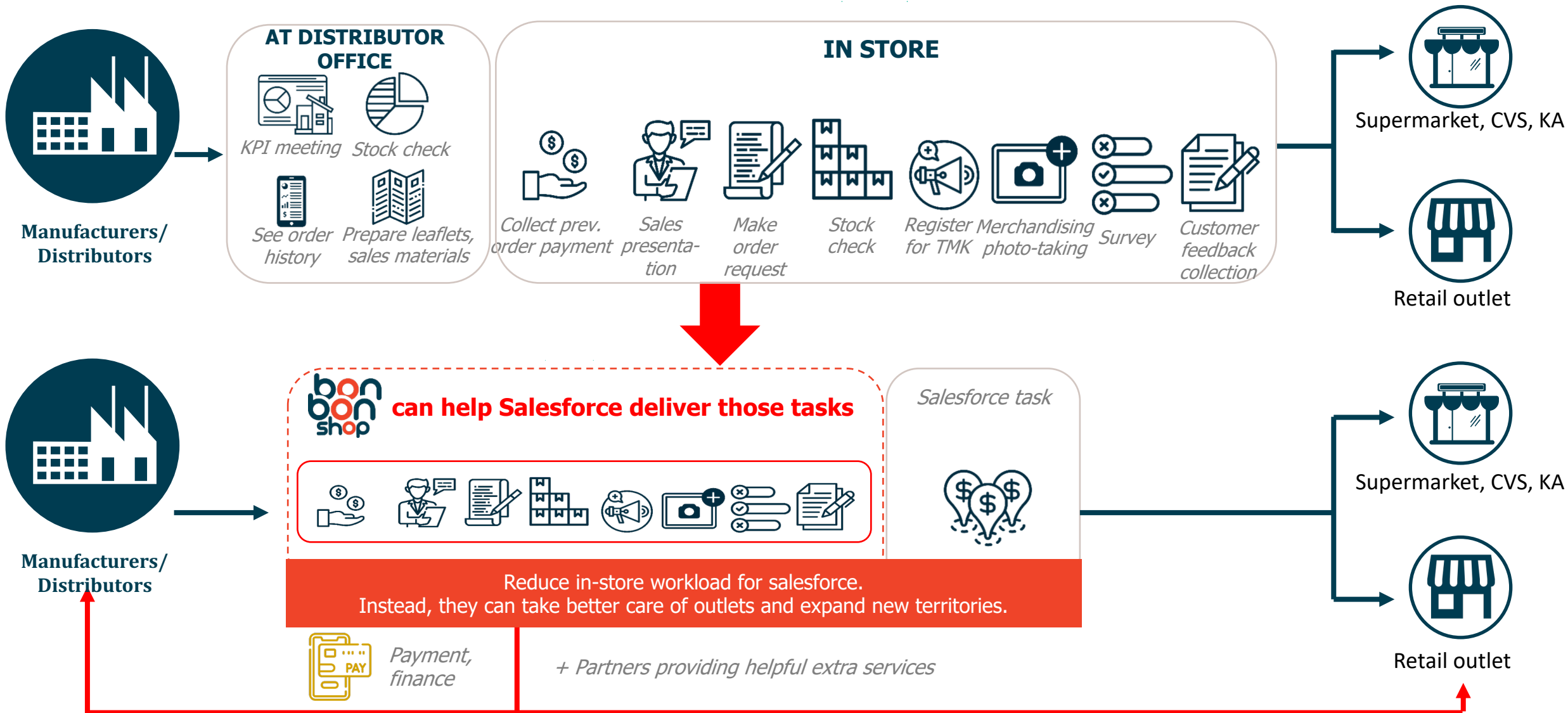
Retail outlets only know about trade promotions that salesman communicate, it is almost impossible for them to track their progress in loyalty program.



### HAVING FREE TIME BUT NO WAY TO MONETIZING IT

Outlet owners do have free time but they are passive in all engagements with manufacturer & consumers currently, there is nothing else in that engagement for them to make money.

# How bonbon shop brings a difference





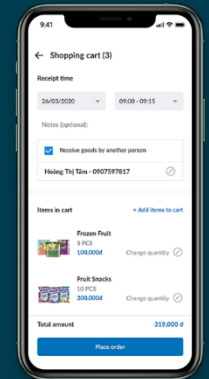
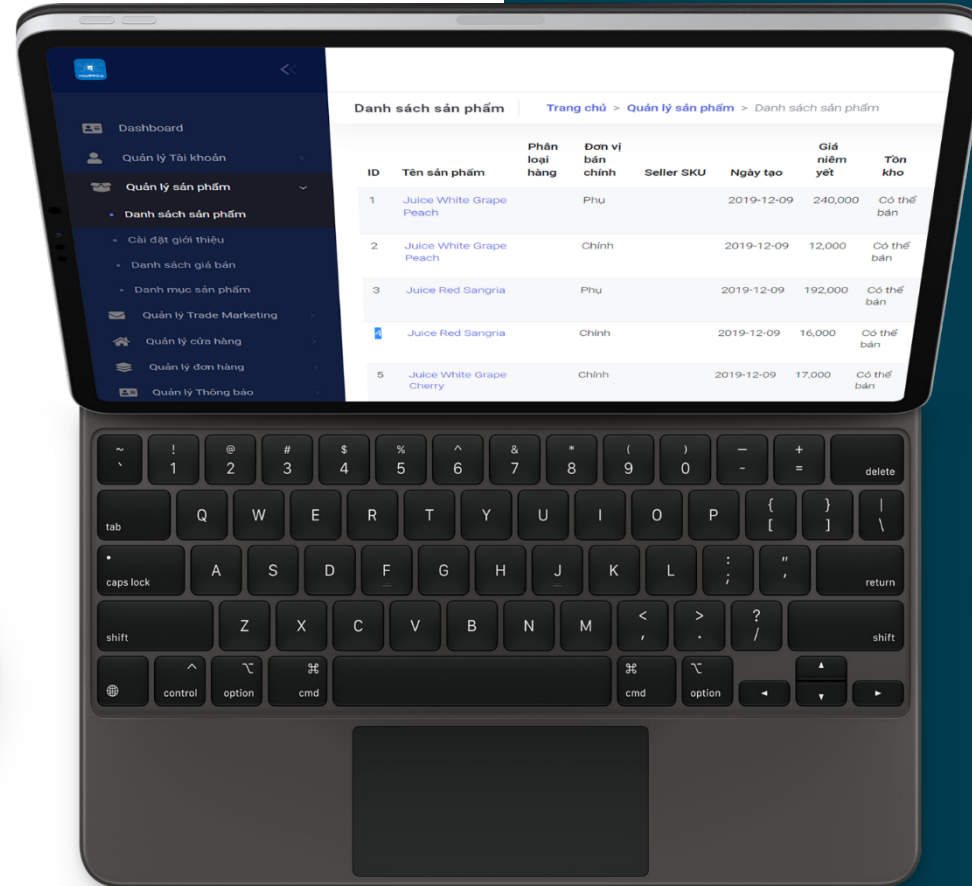


**OUR**

**SOLUTION**

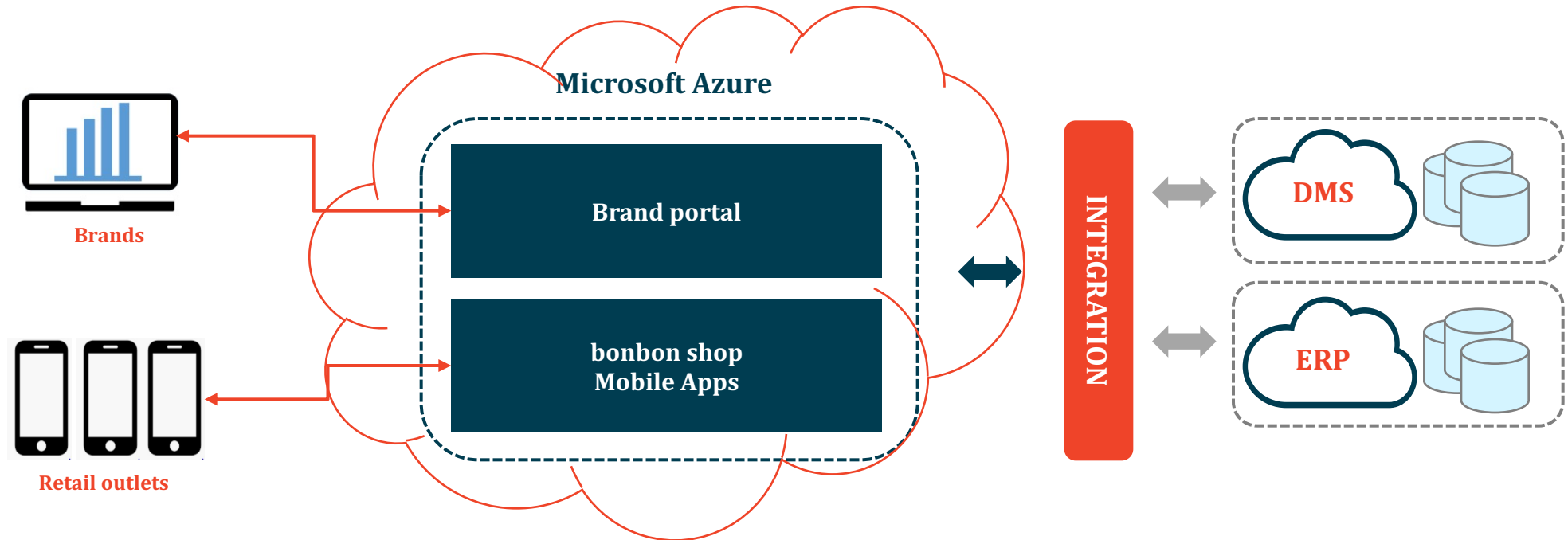
# Our Solution

- Solution Architecture
- Features Summary
- Our Clients
- Our Partners
- Upcoming Features
- Key Flows

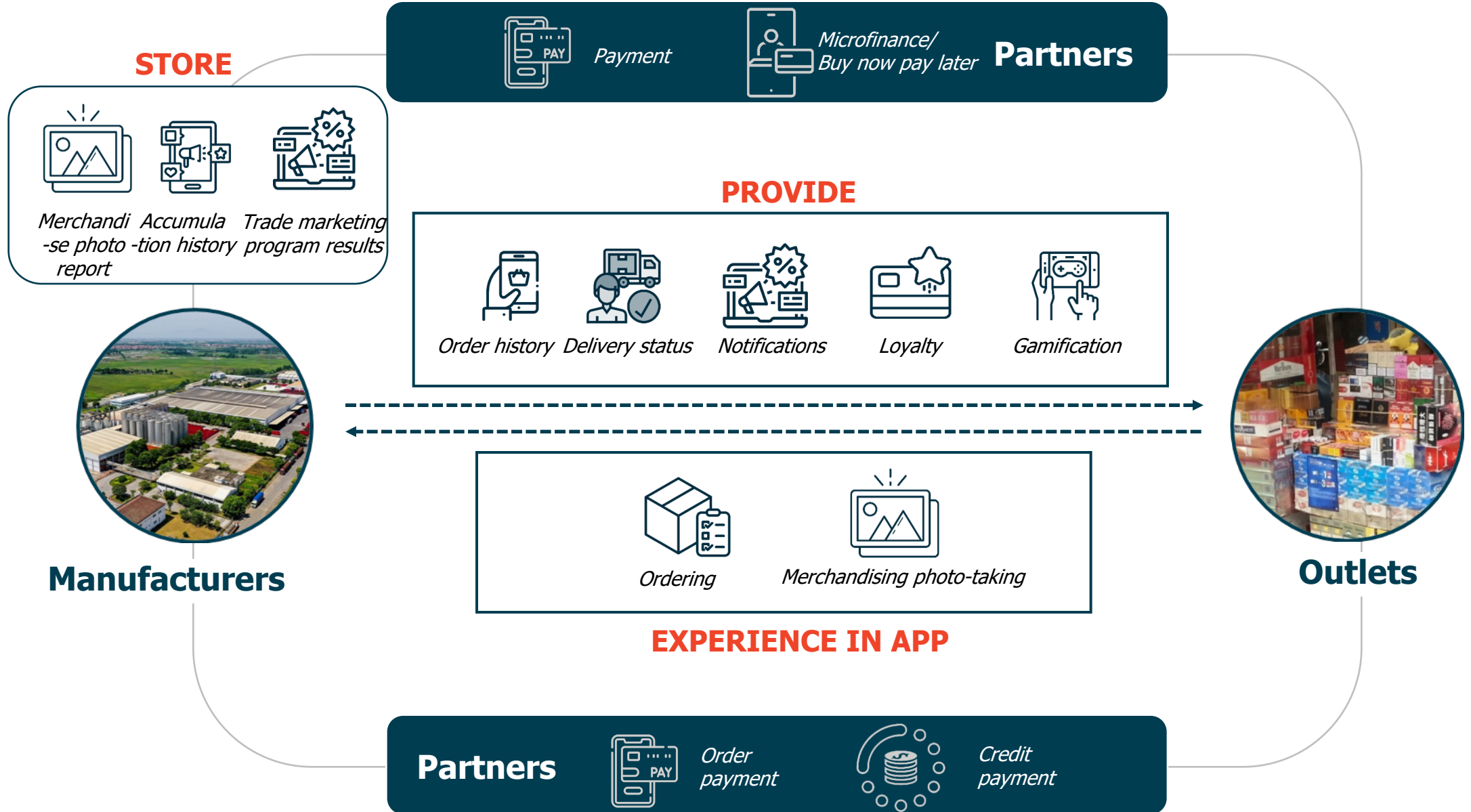


# Solution Architecture

- **Brand portal:** brand content management system, marketing program and order administration
- **bonbon shop Mobile app:** mobile application for retail outlet (Android, iOS), download from App Store or Google Play



# bonbon shop Feature Summary



# bonbon shop Current Clients

*Empowering **137.6K** outlets*



# bonbon shop Partners



*Payment*



*Gifting*

*Microfinance*



*Payment*

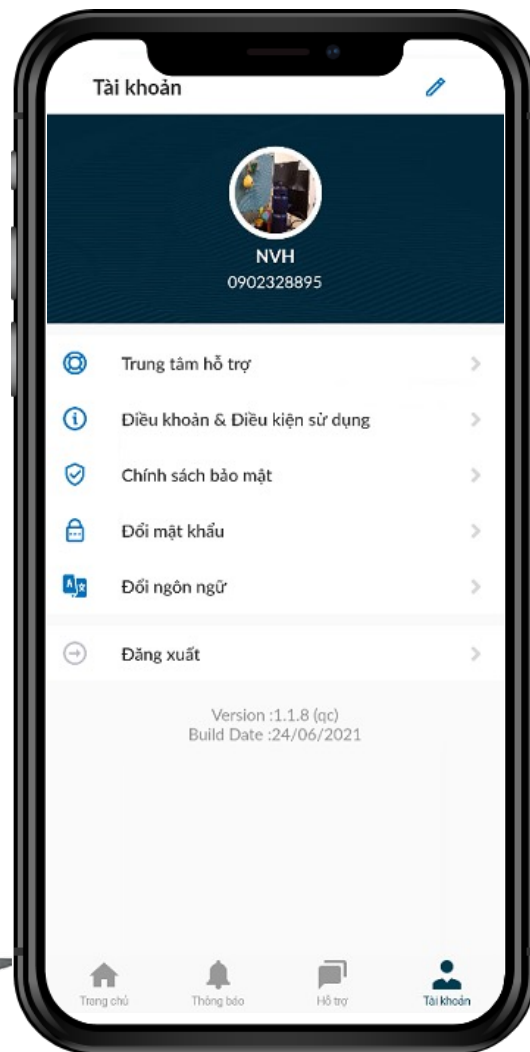
**CURRENT PARTNERS**

**PROSPECTIVE PARTNERS**



# Upcoming Features

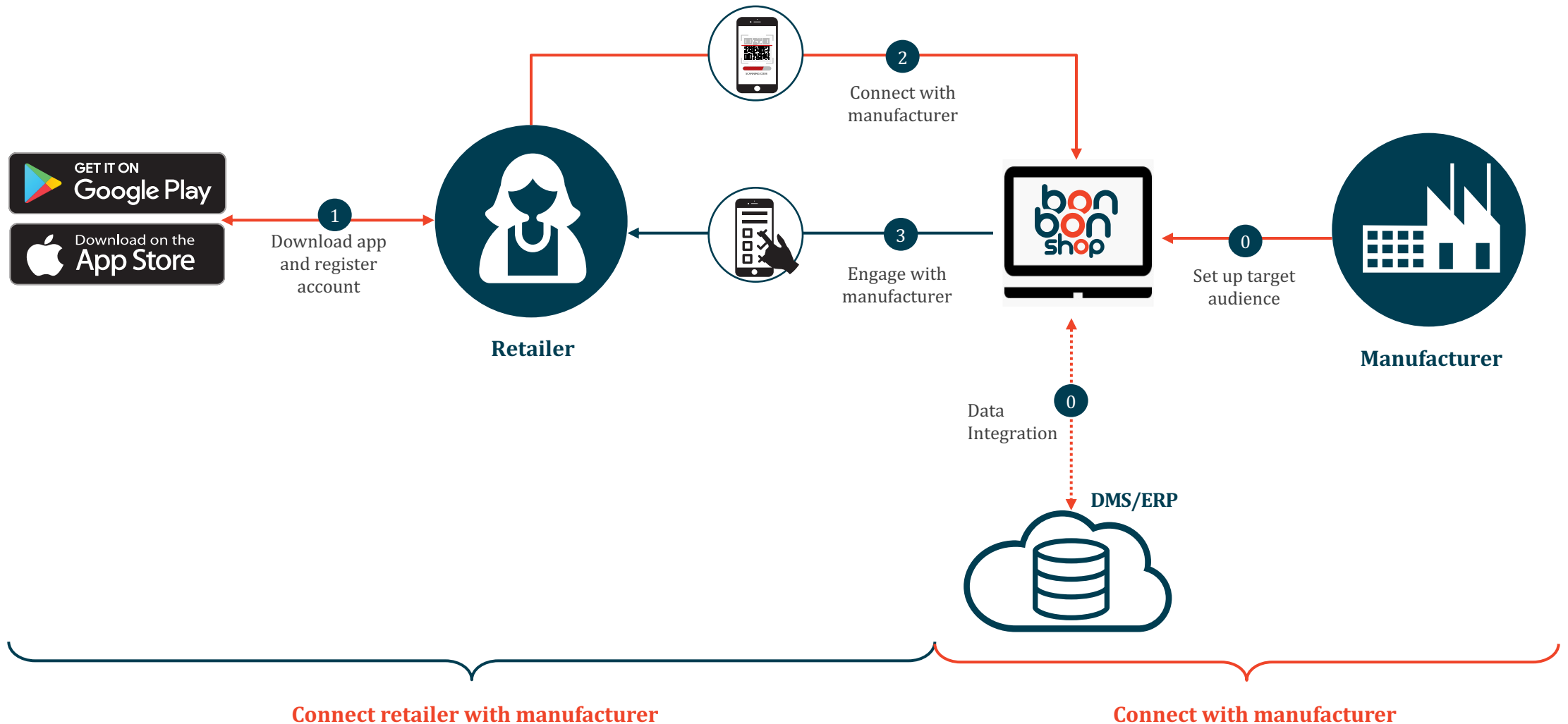
- Consumer Engagement (O2O)
- Voice-activated consumer survey
- E-wallet Integration/Mobile Payment
- On-Demand Delivery



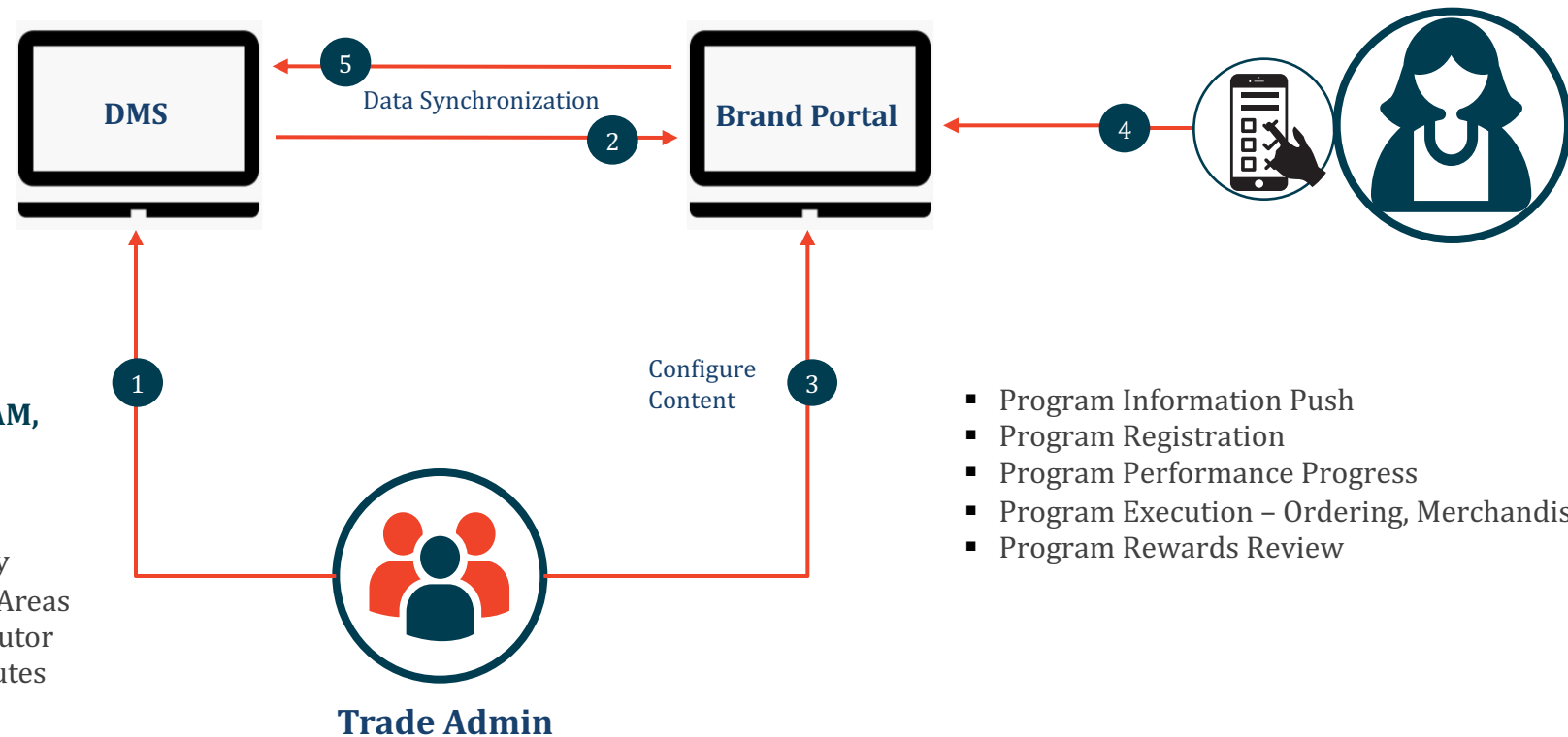
# Key Flows



# Installation & Connection



# Customized, Targeted Promotion Programs



## DEFINE PROMOTION PROGRAM, TARGETED OUTLETS:

- All outlets
- Group of outlets, by either:
  - Certain Sales Territory
  - Certain Geographical Areas
  - Certain Route, Distributor
  - Certain outlets Attributes
- Flash Sales

- Program Information Push
- Program Registration
- Program Performance Progress
- Program Execution – Ordering, Merchandising
- Program Rewards Review

# Order Fulfilment by Distributor

Different Delivery plan option for Distributors



**Option 1:**

Following the current MCP: outlet will be delivered according to the current visit plan in DMS  
=> No change to delivery process at distributor



**Option 2:**

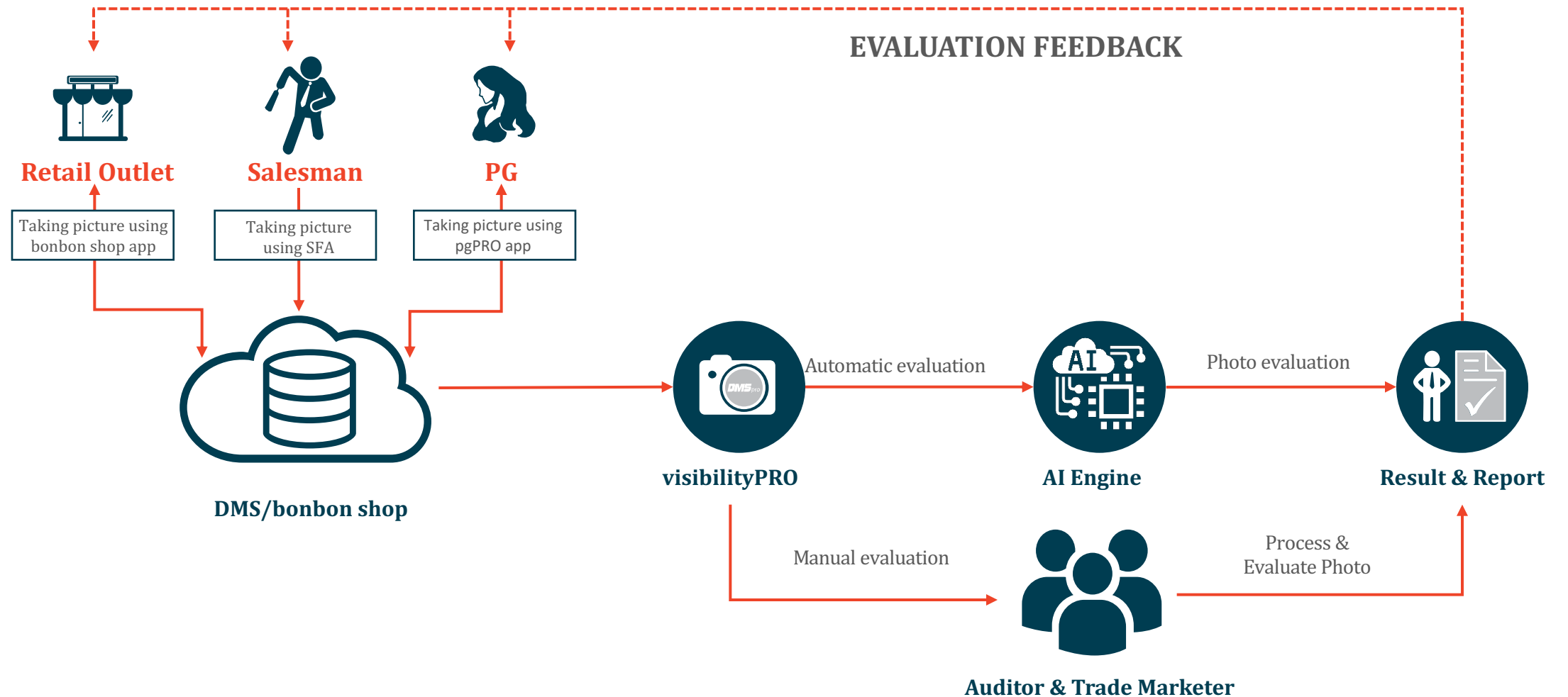
Fixed delivery schedules: outlets will be delivered on a fixed schedules, for example  
- every Monday/Wednesday/Friday



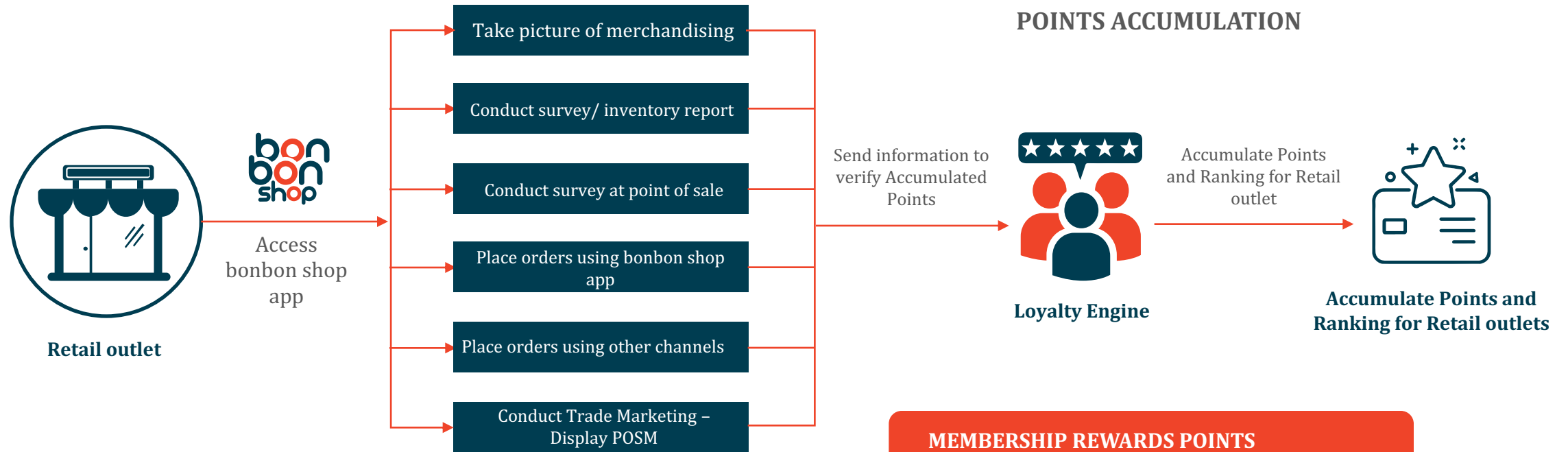
**Option 3:**

Based on order date: 24h, 48h delivery plan.

# Merchandising Photo Taking & Assessment



# Outlet Loyalty Program Accumulation



## MEMBERSHIP REWARDS POINTS

- Time-filter
- Apply to a custom group of retail outlets
- Accumulate points per ranking
- The more interaction with bonbon shop, the more point accumulated

# Consumer Loyalty Program Redemption



## CUSTOMER SERVICE

### Connecting and Offering Customers with Special Voucher

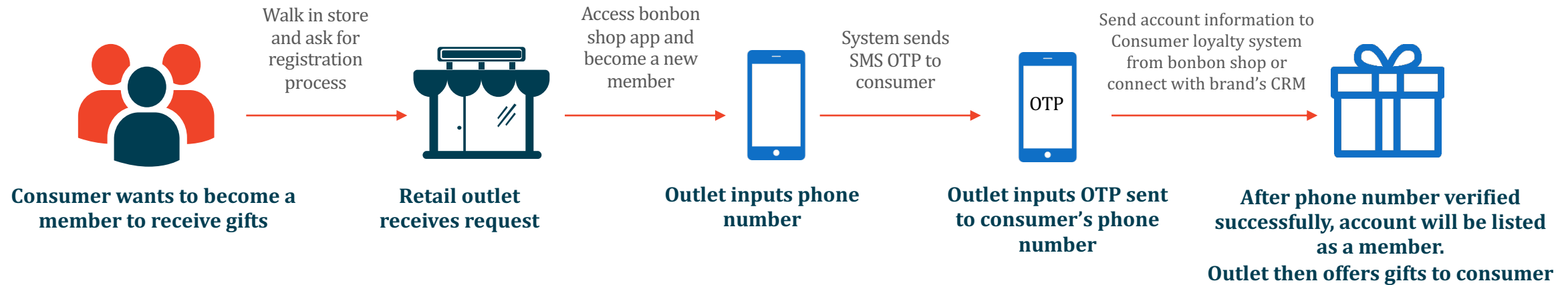
Based on the account that customer used to register as member, the manager can interact with each and individual customer or push information to customized audience (According to consumer behavior index)

### Automation: Send Messages Automatically to Customers

Sending automated message when reaching sale target: Group of customers who have highest spending record and loyalty amount to your brand. Show gratitude to your customer and make them spend more on your brand by presenting them more vouchers.

# Consumer Loyalty Program Registration

## CUSTOMER LOYALTY PROFILE ACQUISITION - LOYALTY REGISTRATION

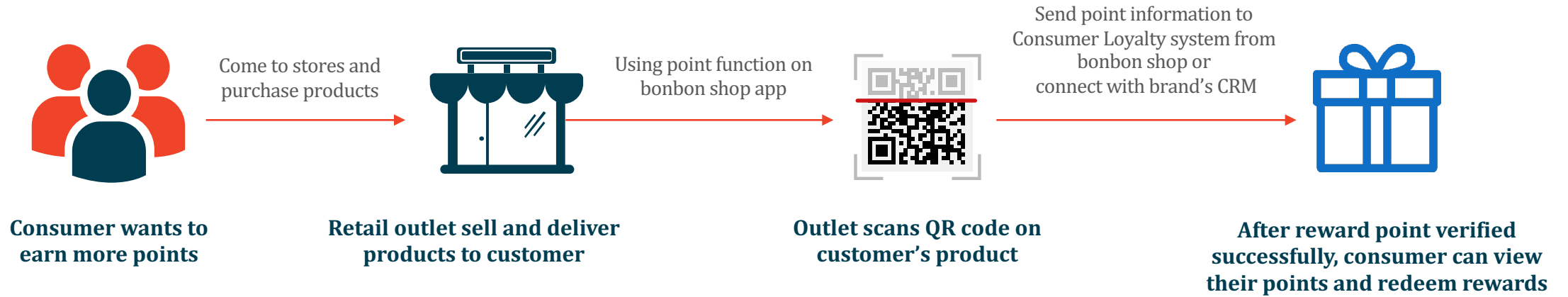


### bonbon shop management features:

- View report on the number of customer becoming a member
- View report on how many gifts have given to customer to verify with distributors

# Consumer Loyalty Program Accumulation

## POINTS ACCUMULATION

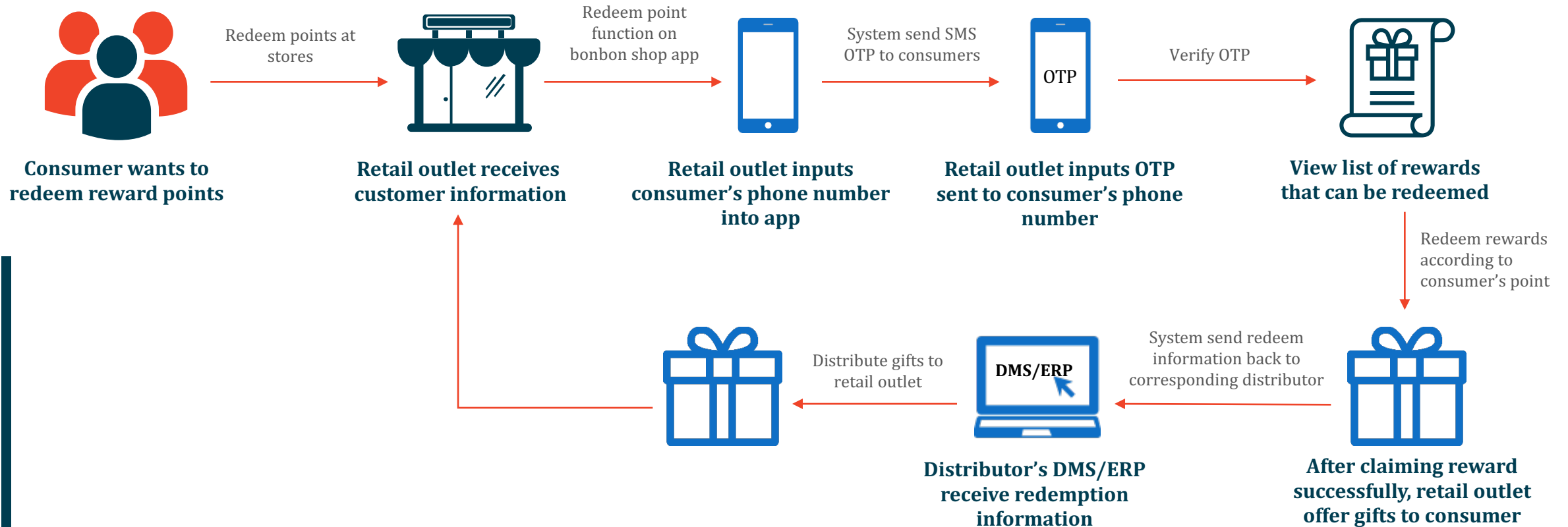


### bonbon shop management features:

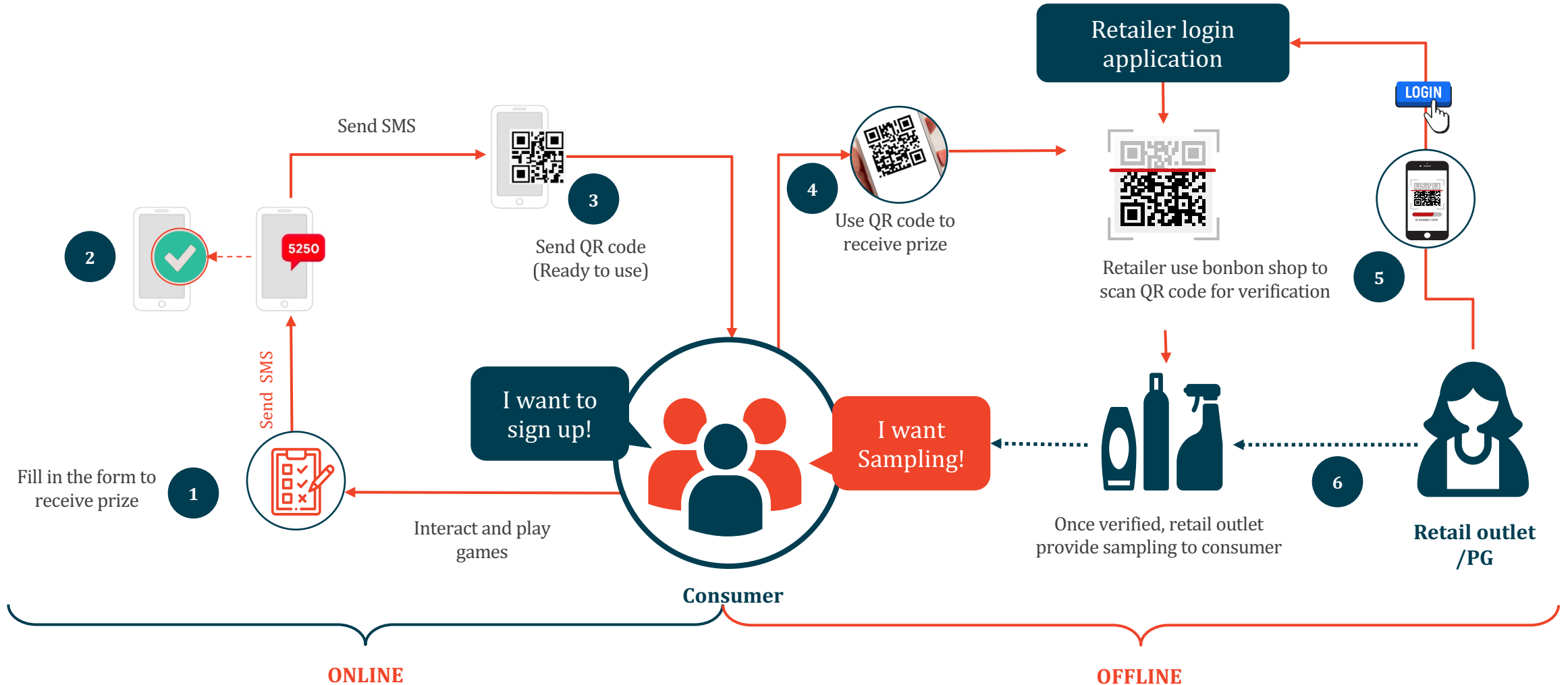
- View report on the number of customer becoming a member
- View report on how many presents have given to customer to verify with distributor



# Consumer Loyalty Program Redemption

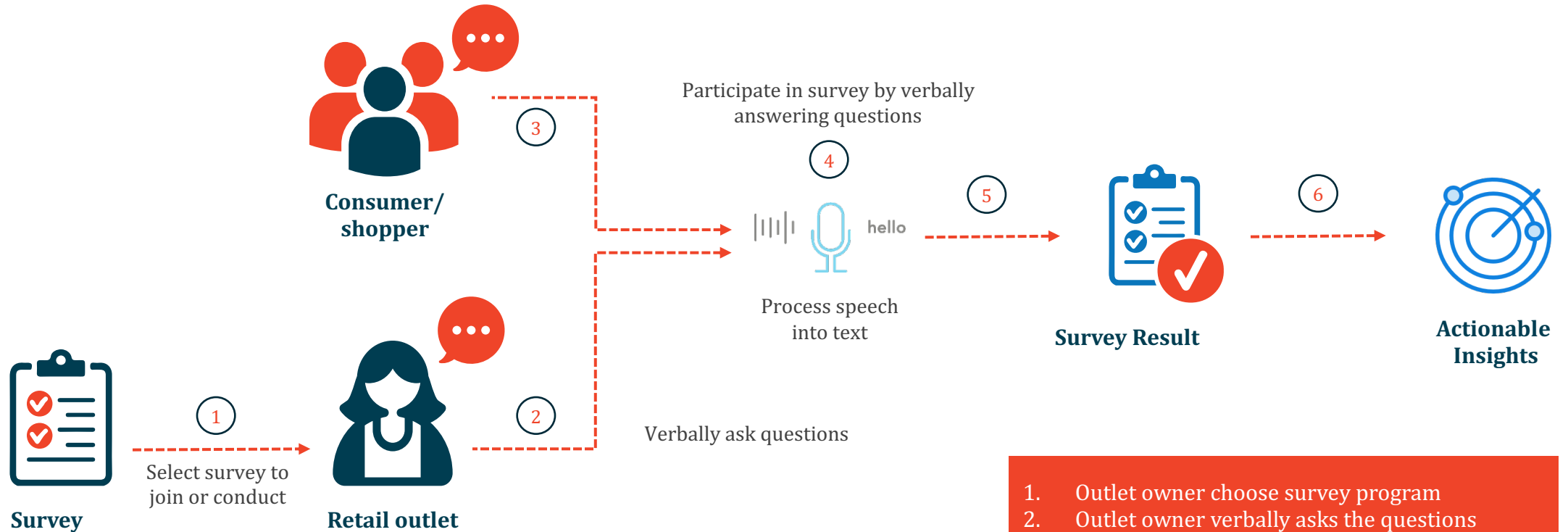


# Consumer Engagement (O2O)



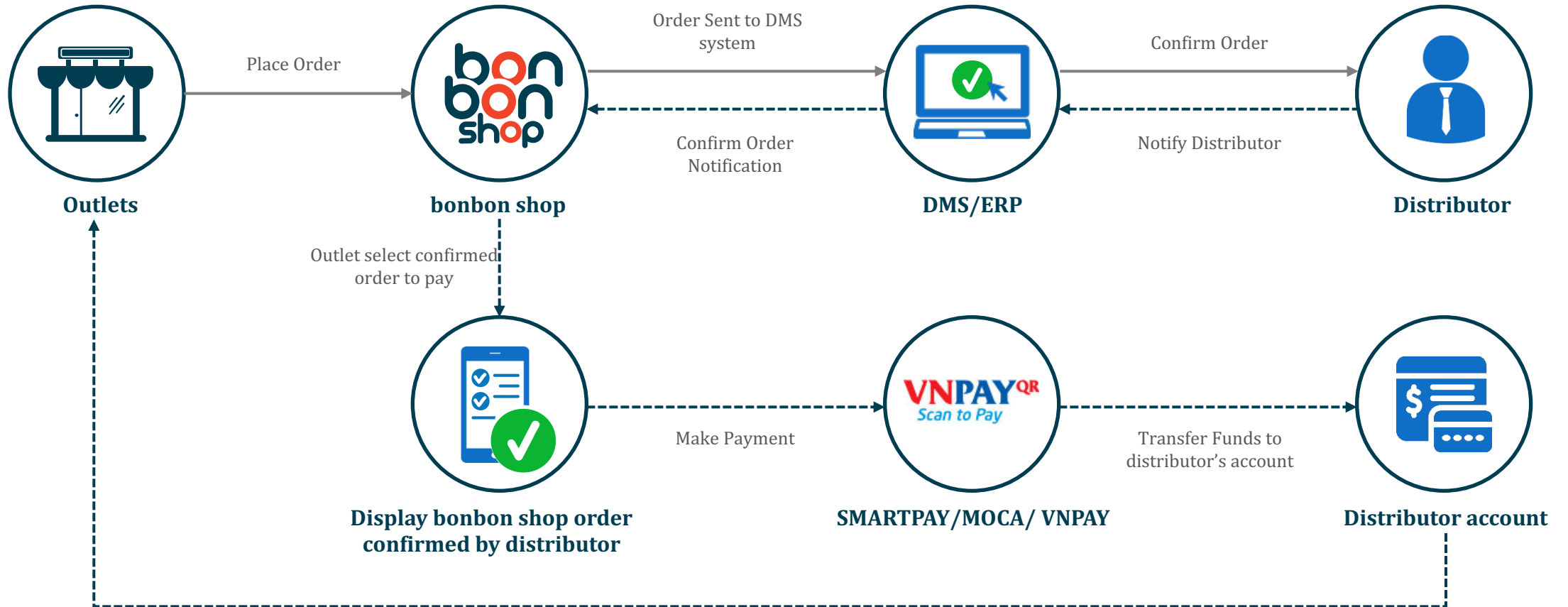
UPCOMING FEATURES

# Voice-activated Consumer Survey



1. Outlet owner choose survey program
2. Outlet owner verbally asks the questions
3. Consumer verbally answers
4. Speech to Text Processing
5. Text processing and captured as Survey results
6. Actionable Insights from customers' feedbacks

# E-wallet Integration/ Mobile payment



CASHLESS PAYMENT PROCESS



**KEY**

**BENEFITS**



How bonbon shop solves the problems

# Key Benefits for Manufacturer & Distributor

- Increase Market Coverage from two perspectives:

*Wider – Both manufacturer & their distributors will reach and cover more outlets in market they operate.*

*Deeper – Sales team focus on the right outlets (outlet where they need to win over competitors, developing new outlets) and right activities: building relationship, convincing, explaining and objection handling.*

- Direct Engagement with Retail outlets - Enable direct & personalized communication between manufacturers and retail outlets.
- Responding faster and more transparency to market condition - faster time to launch a trade marketing program, having targeted program to specific outlet segments.



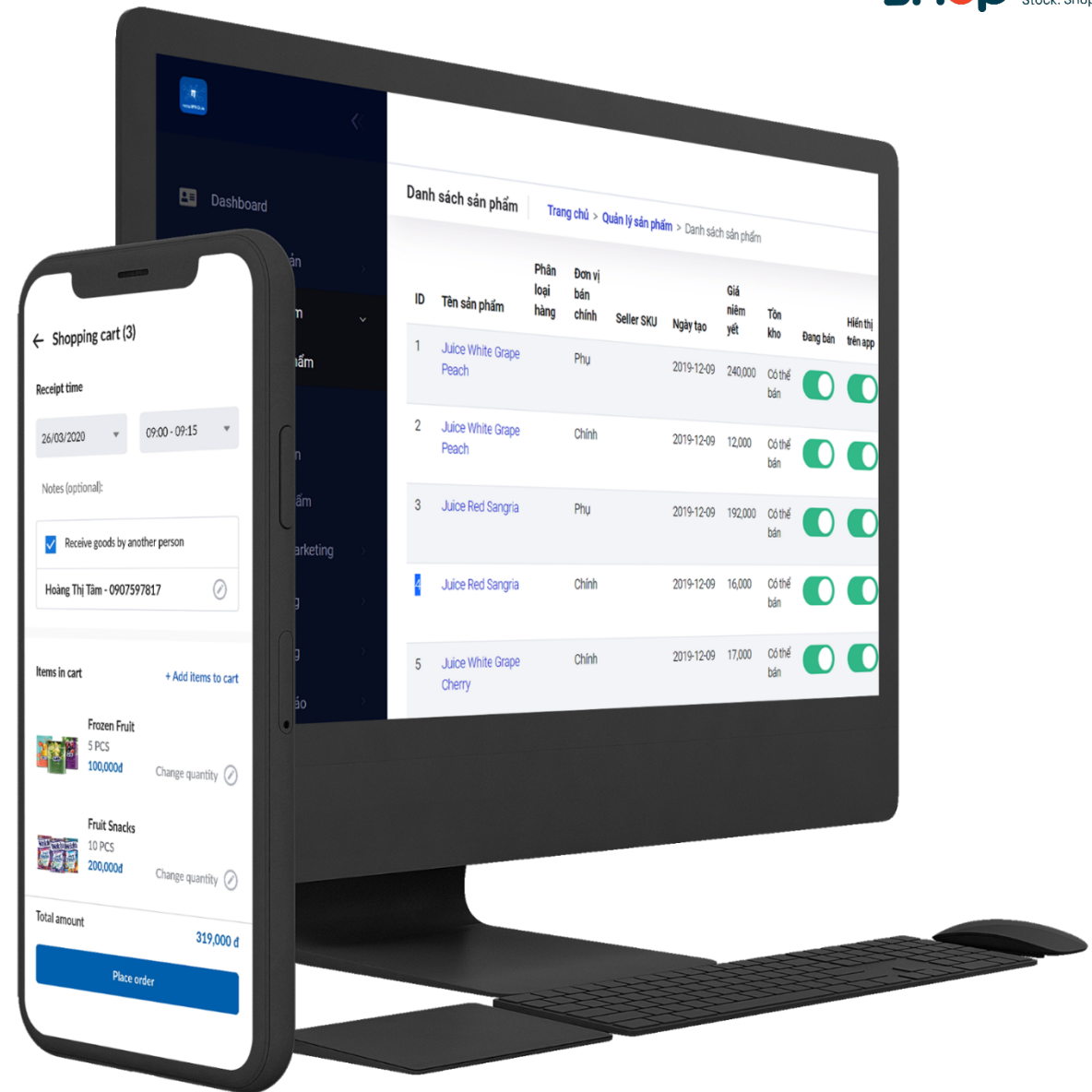
How bonbon shop solves the problems

# Key Benefits for Retail outlet

- Direct engagement with Manufacturer - get immediate support & feedback.
- More control of Retail Business - Pro-actively control ordering, track goods delivery status.
- Join & Follow Trade Promotion Schemes - Easy to join, track progress and result.
- Earn More Income & Become Brand Agent- Generate more side revenue and evolve into Brand Agent through consumer engagement activities.
- Do business 24x7 as CVS

# Appendix

- Key Features on Brand Portal (For Manufacturer & Distributor)
- Key Features on Retailer's App





bonbon shop's key features

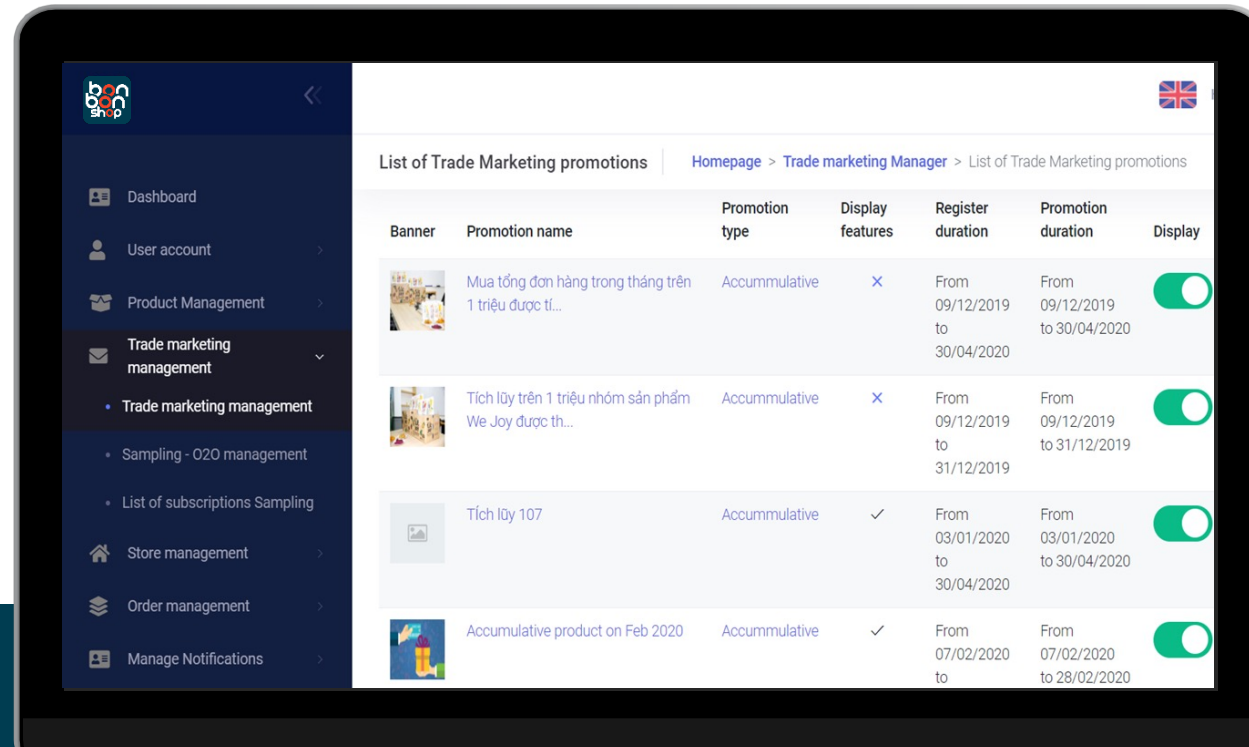
# Brand Portal

FOR MANUFACTURER  
& DISTRIBUTOR

- Account Management
- Product Management
- Trade Marketing Management
- Store Management
- Order Management
- Notification Management

# Trade Marketing Management

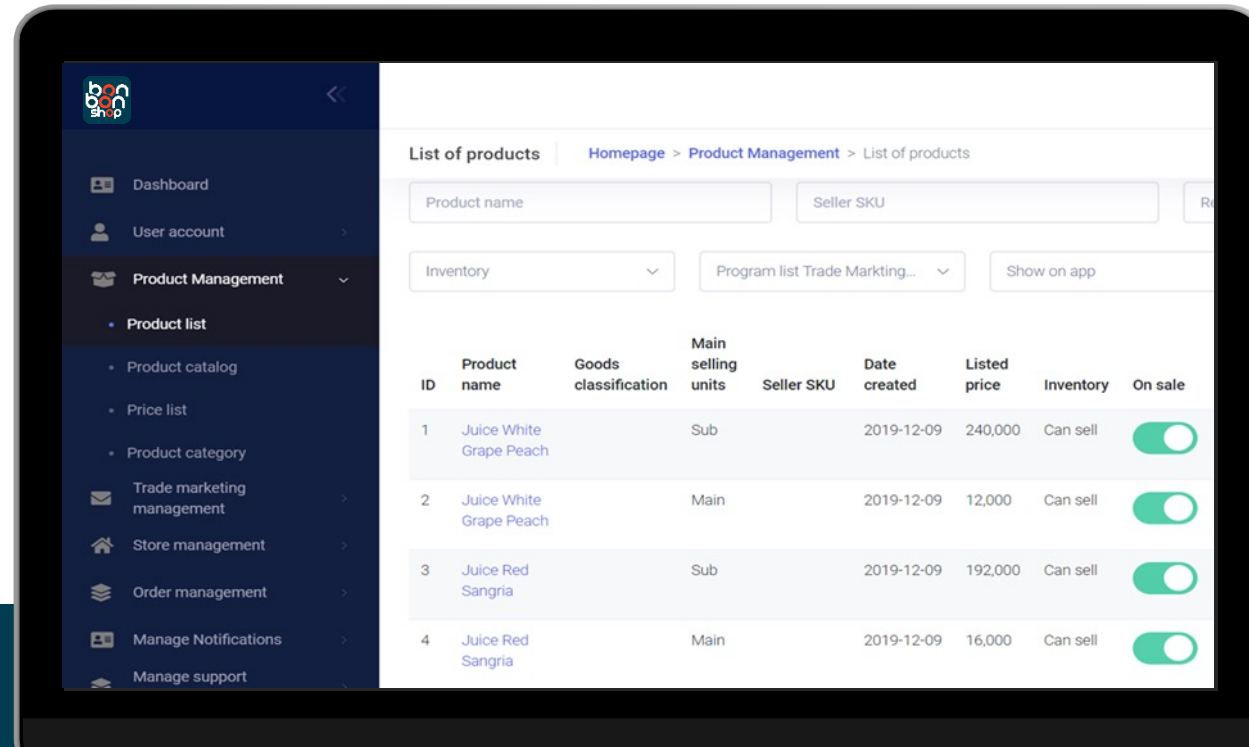
- Trade Marketing Management
- Sampling – O2O Management
- List of subscriptions sampling



BRAND PORTAL

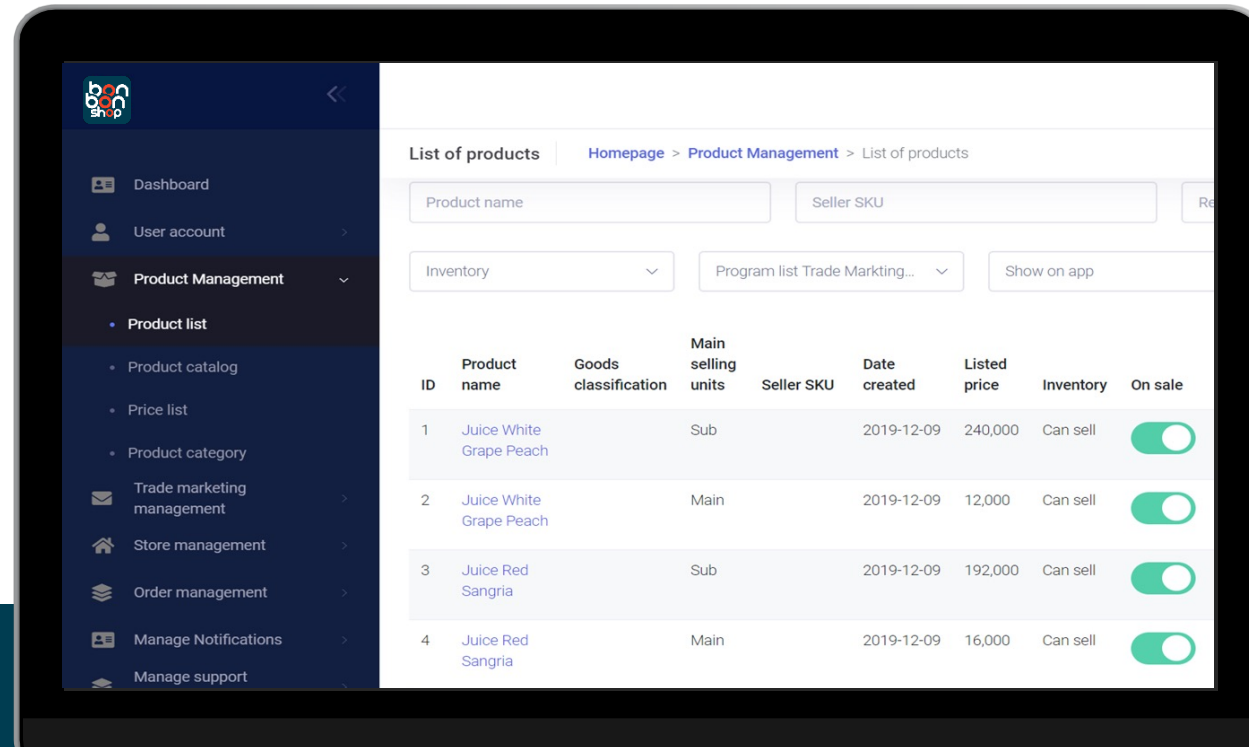
# Product Management

- Product Catalogue
- Product List
- Product Category
- Price List



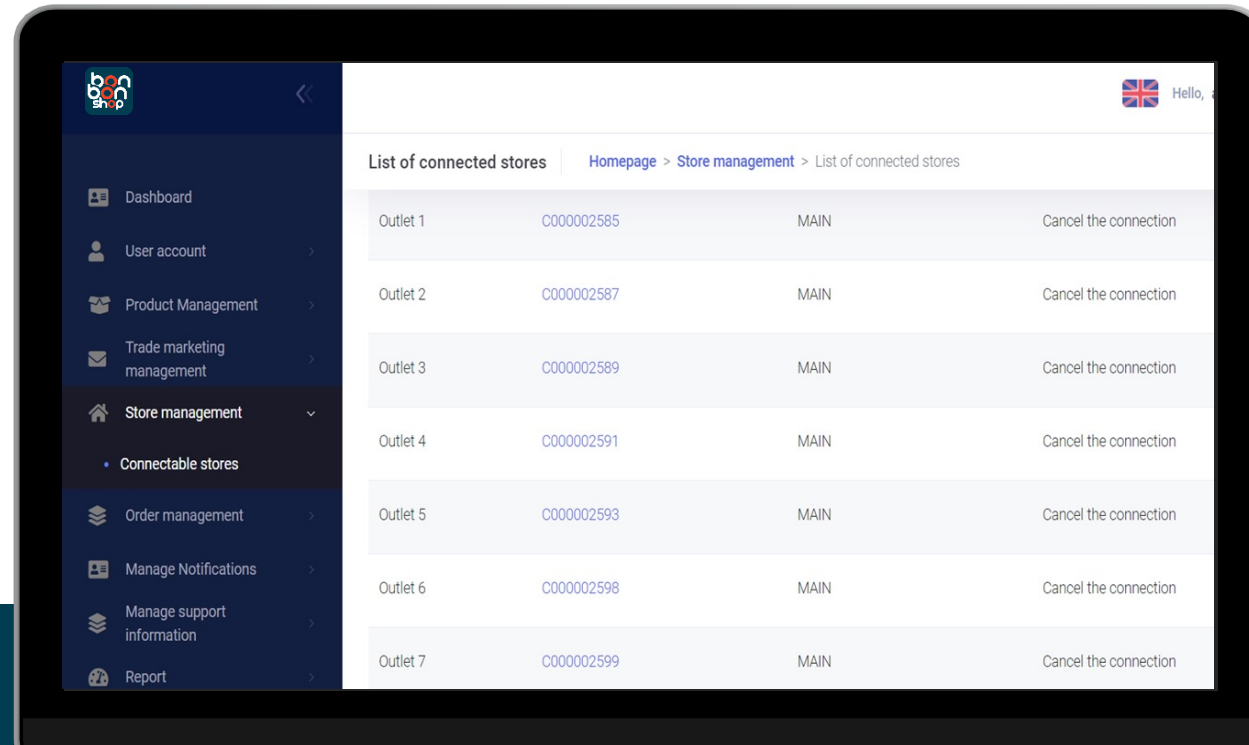
# Account Management & Authorization

- User account management
- Group-based permission
- Menu management
- Group menu management



# Store Management

- Connectable Stores



# Order Management

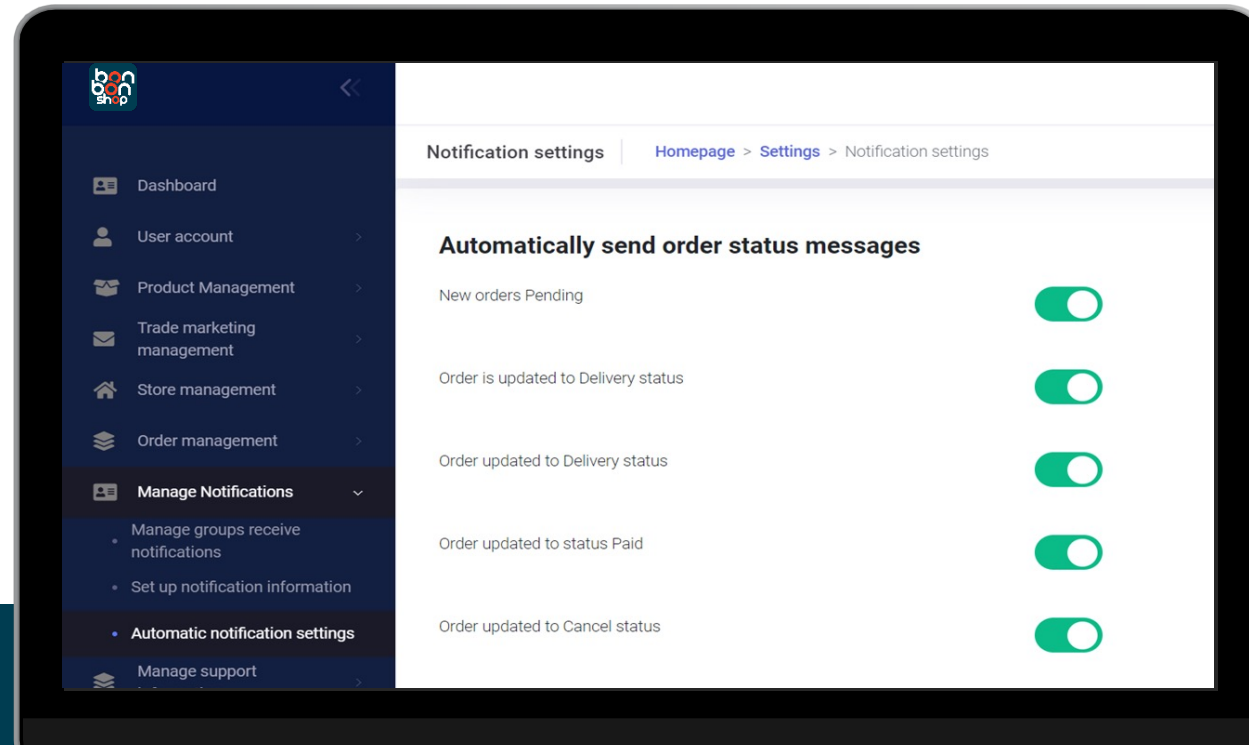
- Order List
- Shopping Cart List

The screenshot displays the 'Order Management' section of the Bonbon Shop Brand Portal. The interface includes a dark blue sidebar with navigation options: Dashboard, User account, Product Management, Trade marketing management, Store management, Order management (expanded to show Order list and Shopping cart list), Manage Notifications, and Manage support information. The main content area shows a table of orders with columns for Order code, Time Order, Delivery time, Customer name, Telephone number, DMS store's name, Total bill, and Order status. The table contains four rows of order data.

Order code	Time Order	Delivery time	Customer name	Telephone number	DMS store's name	Total bill	Order status
C000000048_S1.200324.0166	18:23:56 24/03/2020	From 09:00:00 24/03/2020 to 09:15:00 24/03/2020	TẠP HÓA HÀ	0909887709		48,000	Awaiting approval
C000000048_S1.200324.0165	18:22:50 24/03/2020	From 09:00:00 24/03/2020 to 09:15:00 24/03/2020	TẠP HÓA HÀ	0909887709		48,000	Awaiting approval
C000000048_S1.200324.0164	18:22:30 24/03/2020	From 09:00:00 24/03/2020 to 09:15:00 24/03/2020	TẠP HÓA HÀ	0909887709		48,000	Awaiting approval
C000000048_S1.200324.0163	18:21:34	From 09:00:00	TẠP HÓA	0909887709		56,000	Awaiting

# Notification Management

- Manage Group Receive Notifications
- Set-up Notification Information
- Automatic Notification Settings



bonbon shop's key features

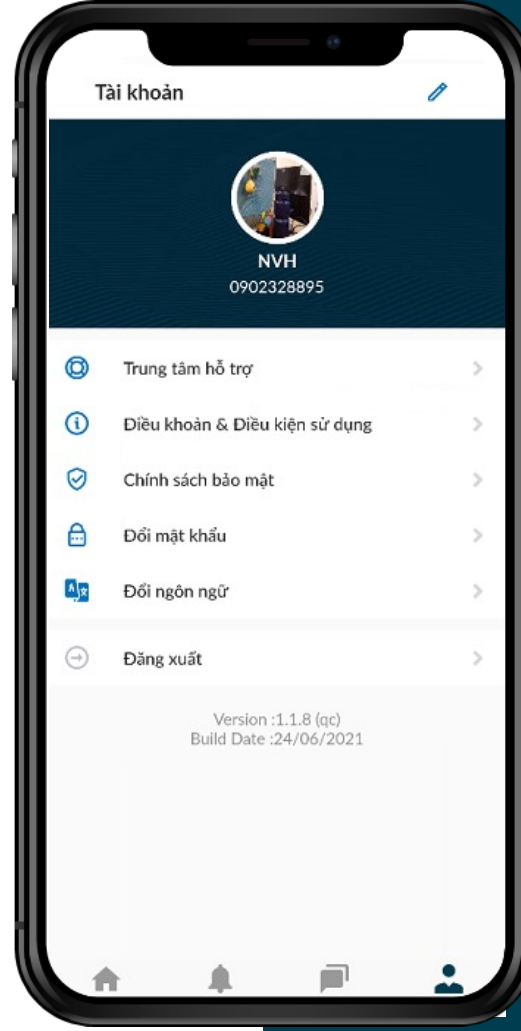
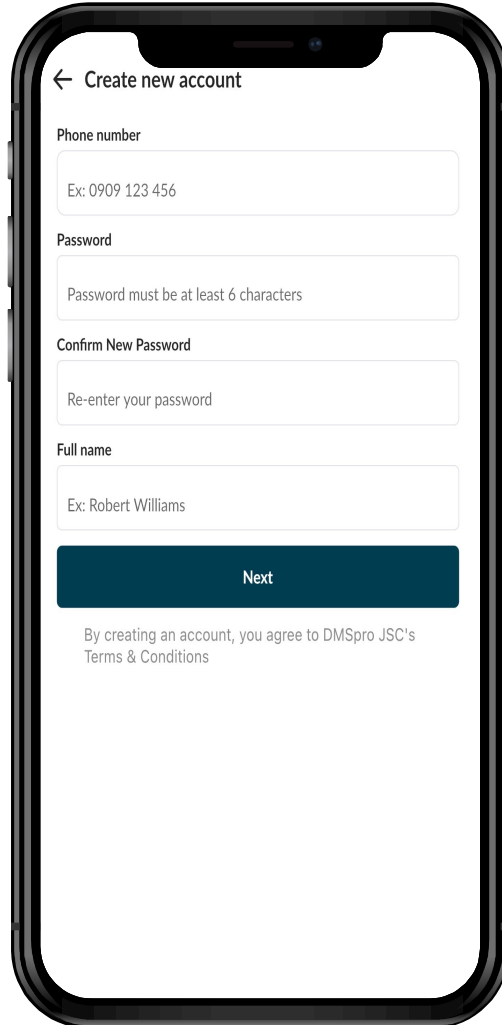
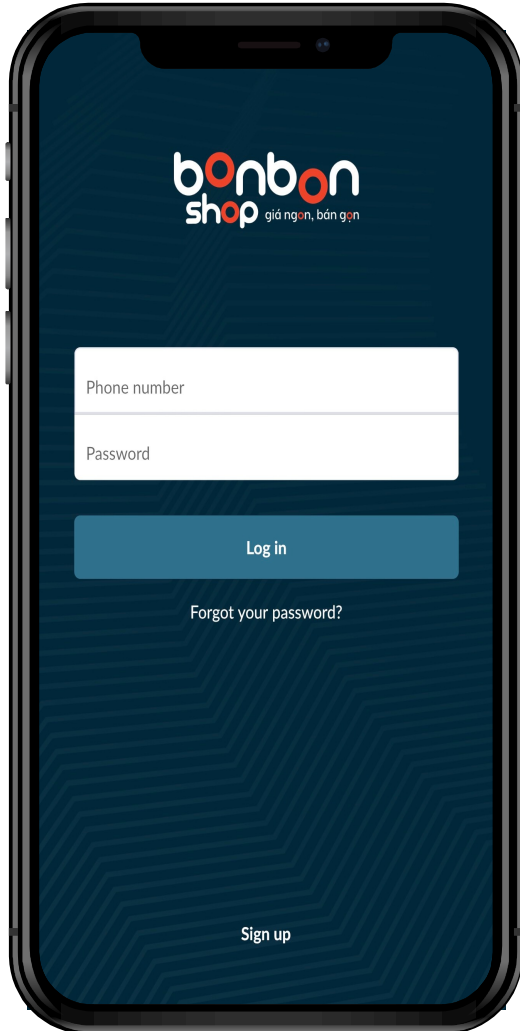
# bonbon shop

## Application

FOR RETAIL OUTLET

- Account Registration
- Brand Bulletins
- Merchandising Photo Taking
- Product Searching
- Product Ordering
- Trade Marketing
- Order History & Goods Receipt Report
- Notifications
- Gamification





bonbon shop App

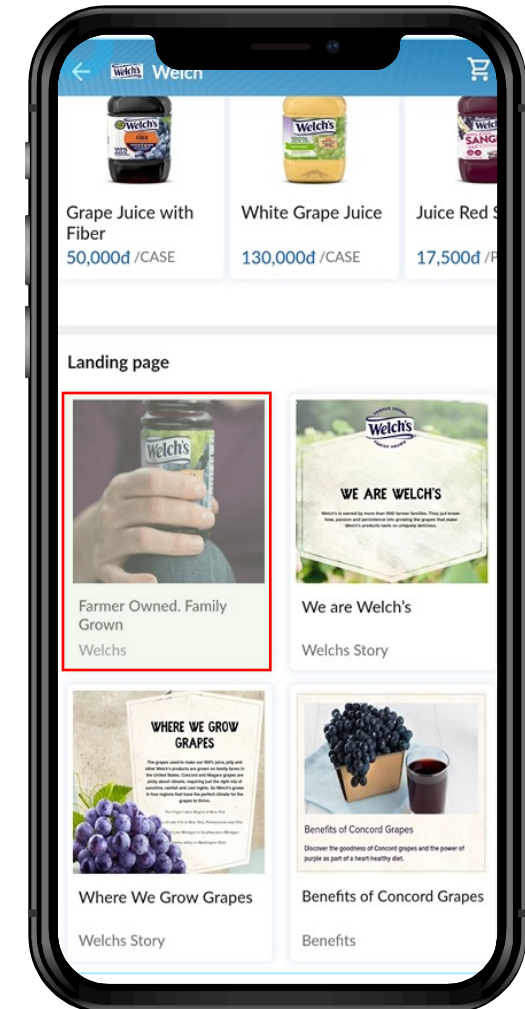
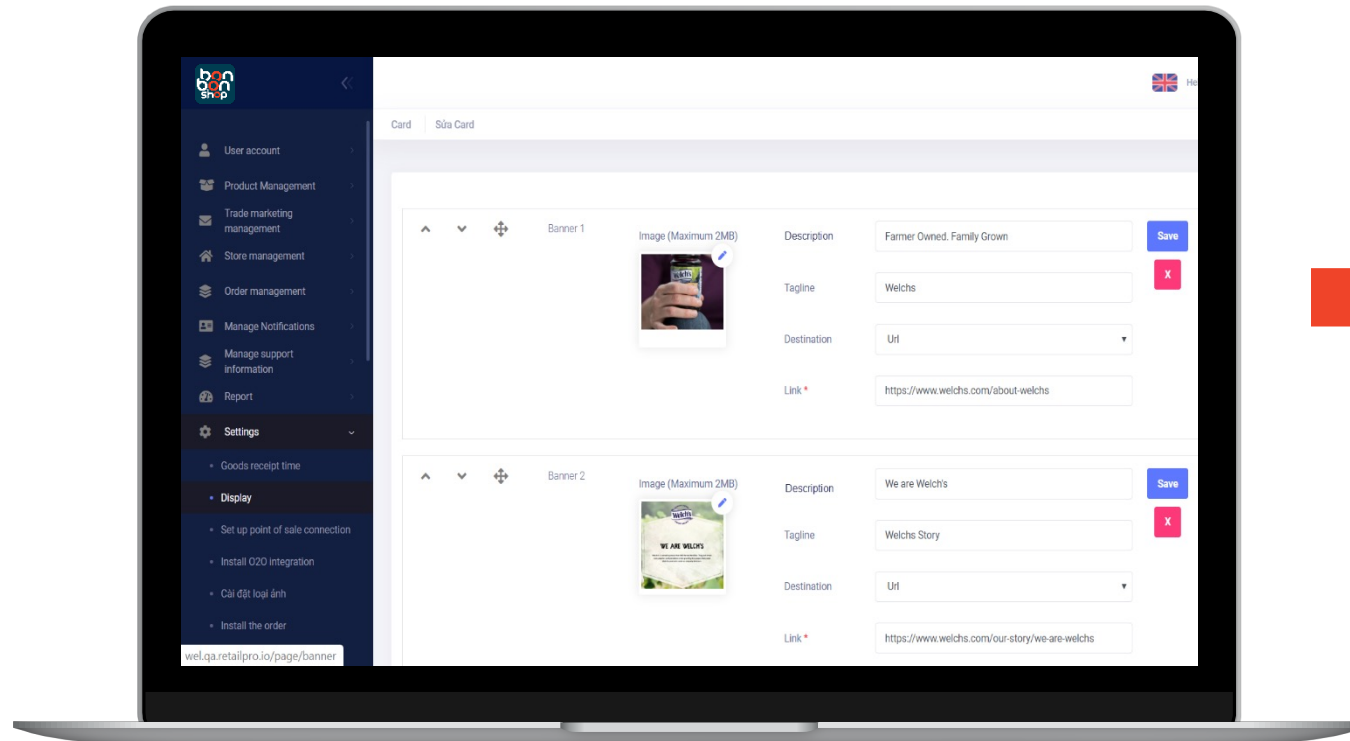
# Account Registration

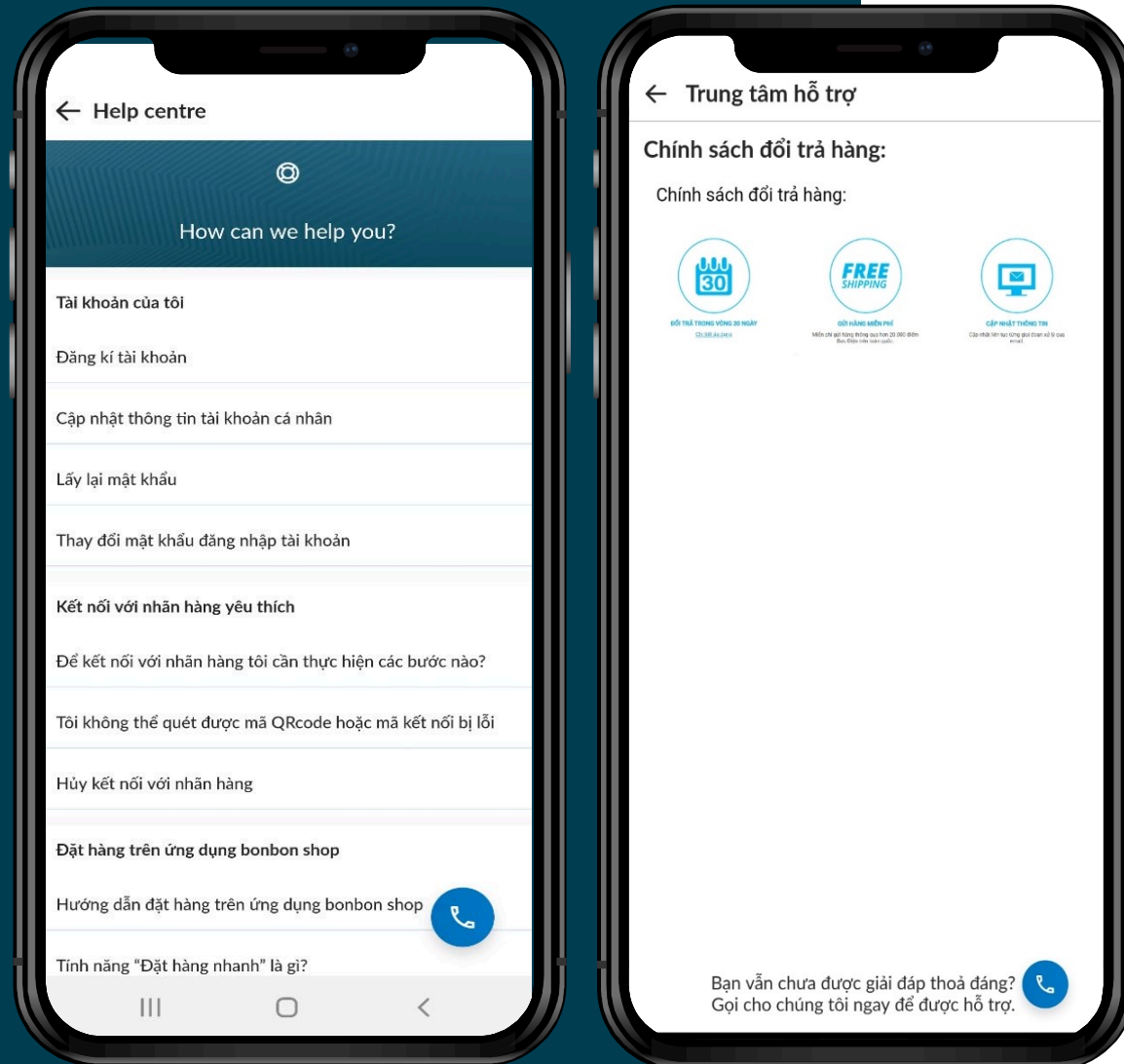
1. Retailer App Login Interface
2. New account registration form
3. My account information
4. Connect to Brand via Mobile number, QR Code or Connection Code

bonbon shop App  
**Brand Bulletins**

## Brand Bulletins

Customized content on home page bringing relevant news and announcements to outlets with link to selected in-app functions or company websites





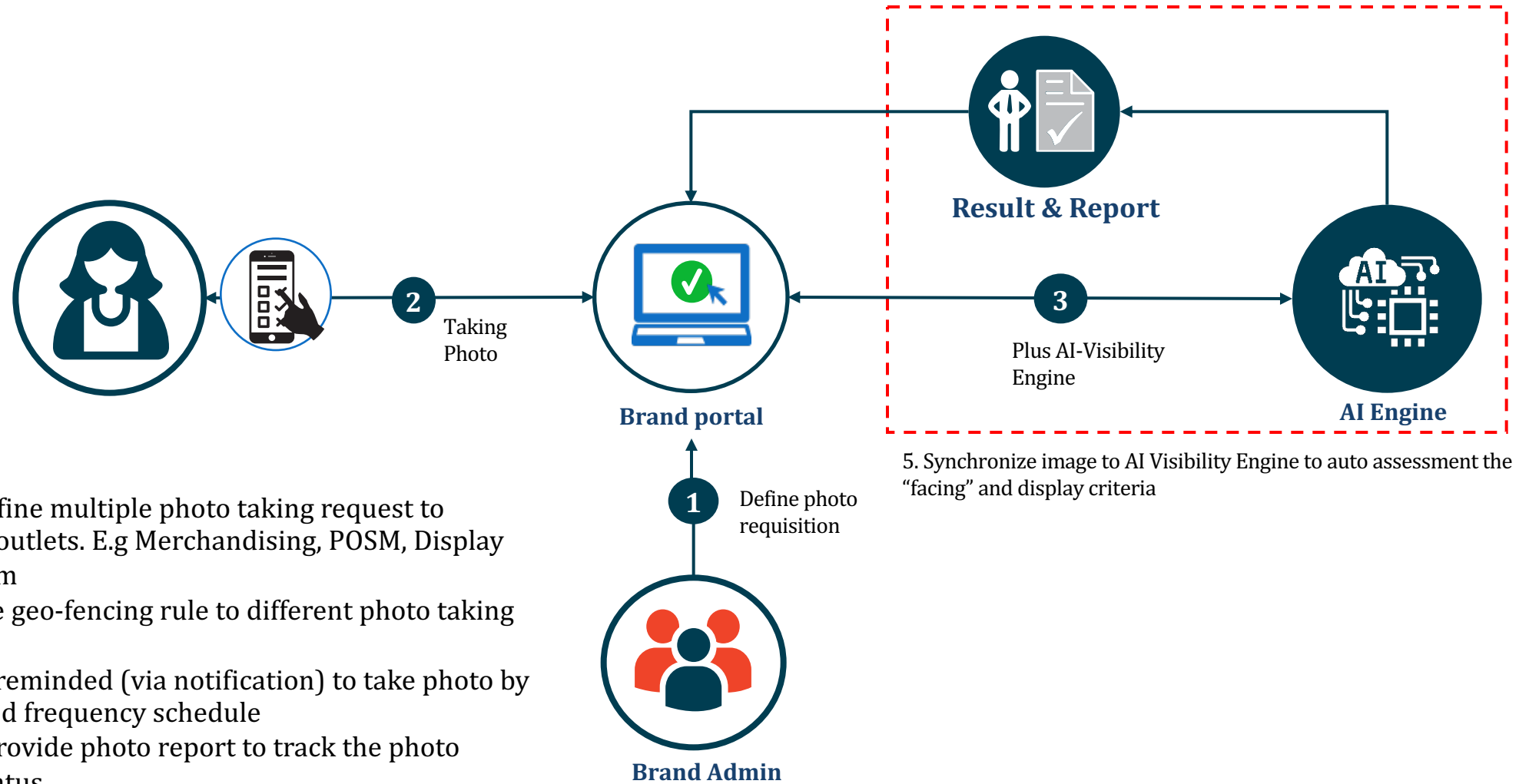
bonbon shop App

# FAQ & Support Information

## Support information

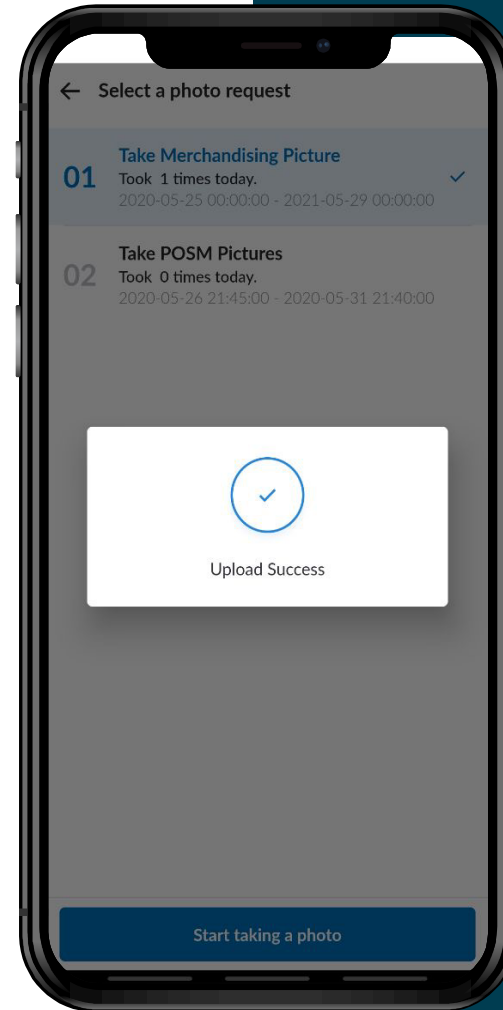
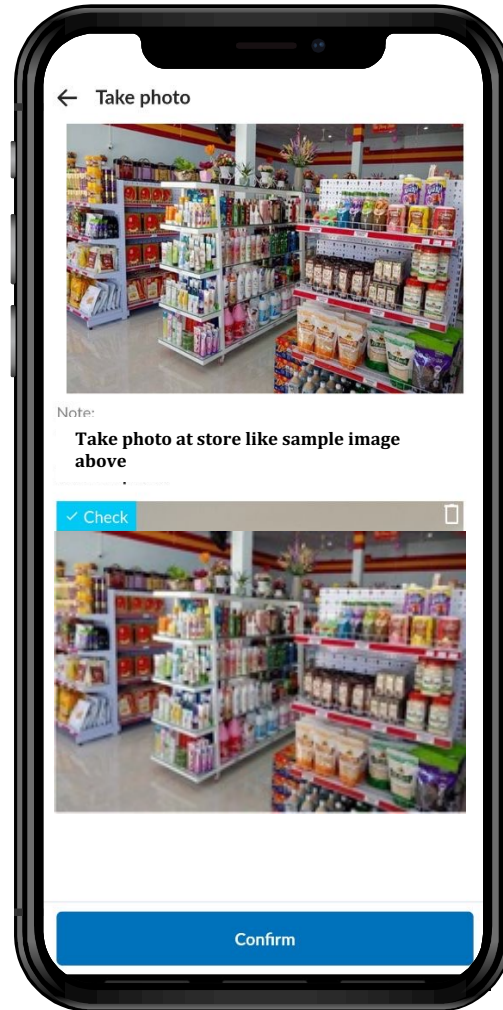
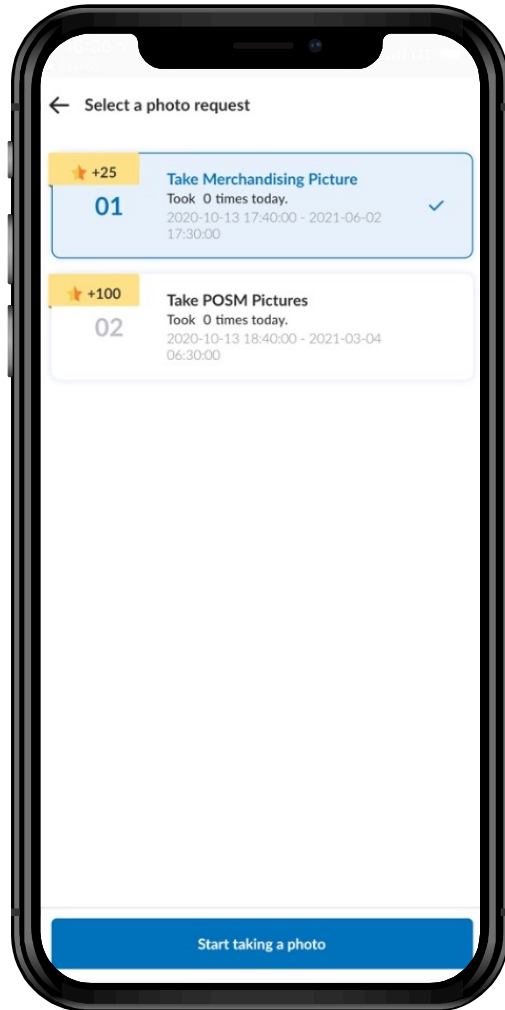
- Display the support information for retailer with able configuration contents from brand portal.
- Brand able to upload sales policy guidance, sales support information or contact information to app

# Merchandizing Picture Taking



1. Brand define multiple photo taking request to targeted outlets. E.g Merchandising, POSM, Display planogram
2. Configure geo-fencing rule to different photo taking request
3. Outlet is reminded (via notification) to take photo by configured frequency schedule
4. System provide photo report to track the photo taking status

5. Synchronize image to AI Visibility Engine to auto assessment the "facing" and display criteria



bonbon shop App

# Merchandizing Picture Taking

1. Select photo-taking mission
2. Take photo at store according to instructions
3. Upload photo to brand portal

bonbon shop App

# Merchandizing Picture Taking

1. Display photo taken in Brand portal
2. Tracking the Location & Time of pictures
3. Tracking Geo-fencing and distance

Chi tiết ảnh chụp
Trang chủ > Báo cáo > Báo cáo ảnh chụp
1/150 < > Quay lại danh sách

**Thông tin chung**

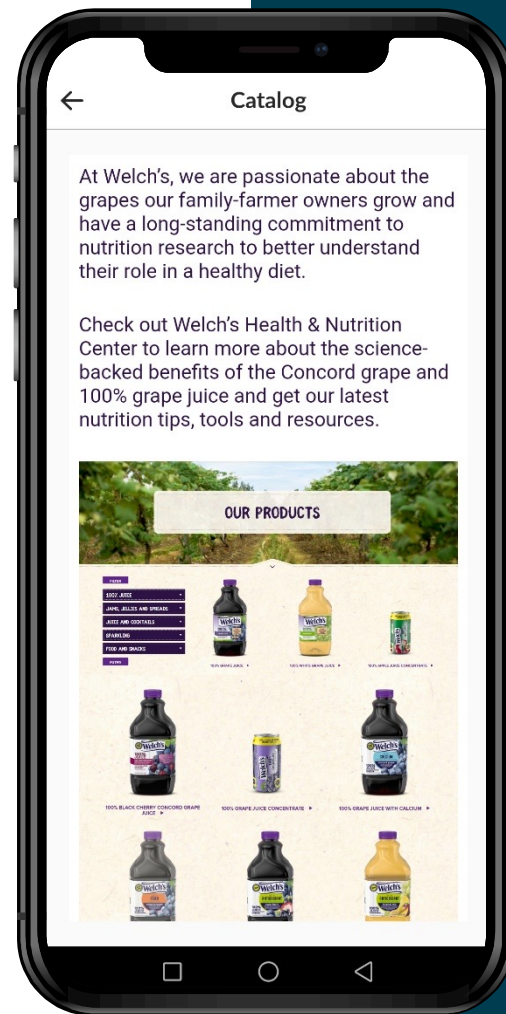
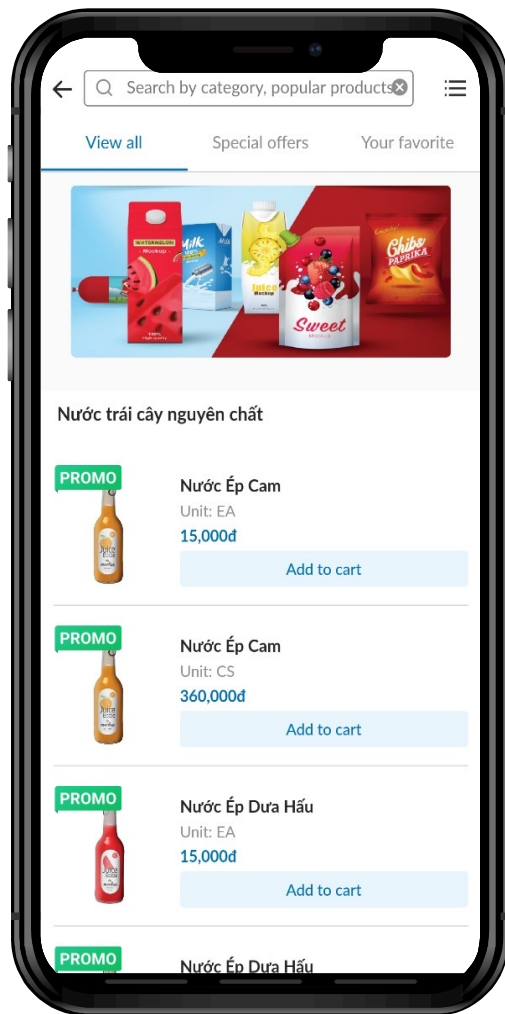
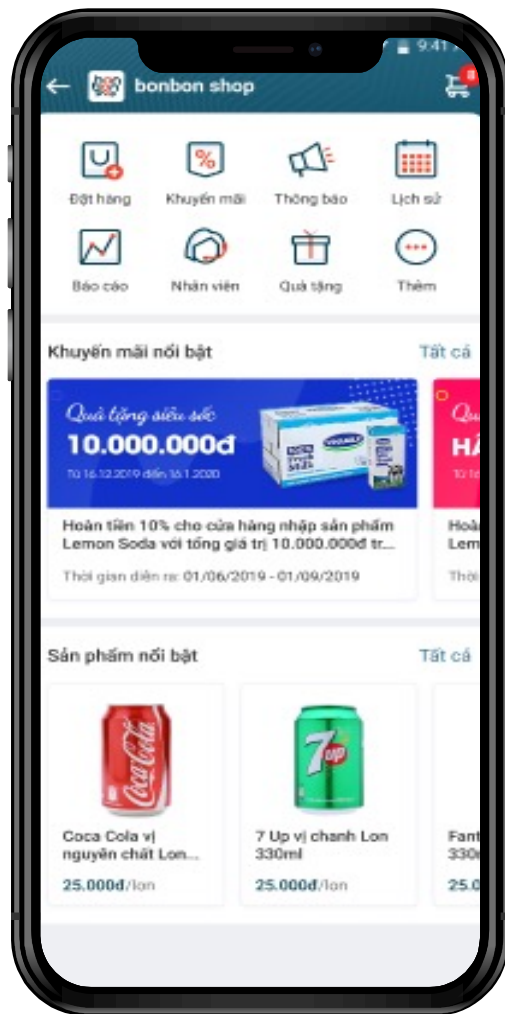
Cửa hàng	Số điện thoại	Loại yêu cầu	Take Merchandising Picture
Mã khách hàng: DMS082	Địa chỉ	Số 82, Phường 02, Quận Tân Bình, Hồ Chí Minh	
Mã cửa hàng: DMS082_S1			

**Thông tin vị trí chụp hình**

Id lần chụp ảnh:	150
Thời gian chụp:	15:46:55 17/06/2020
Lat:	10.815598765112785
Long:	106.66724390961086
Khoảng cách với cửa hàng:	1 M
Khoảng cách lần chụp ảnh(T-1):	3 M
Khoảng cách lần chụp ảnh(T-2):	0 M
Khoảng cách lần chụp ảnh(T-3):	1 M

**Chi tiết ảnh chụp**

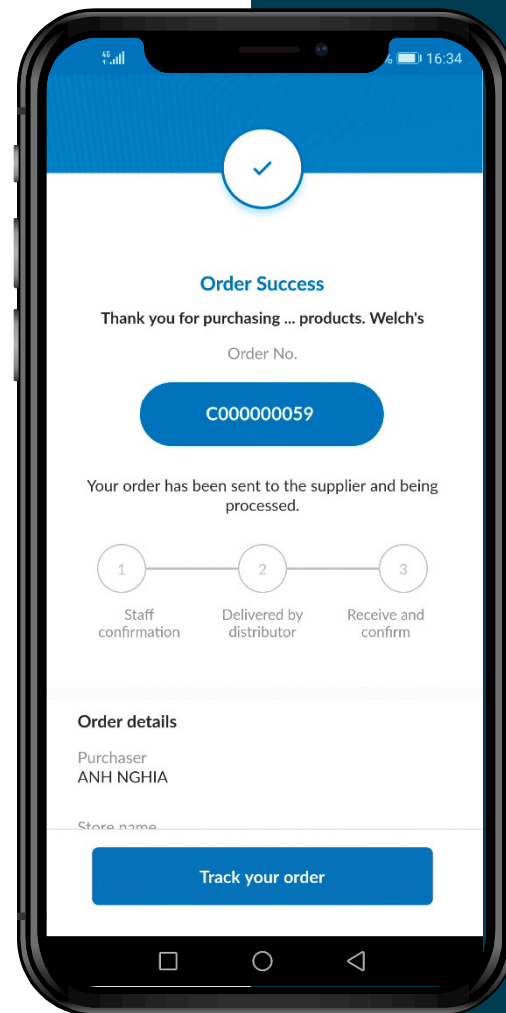
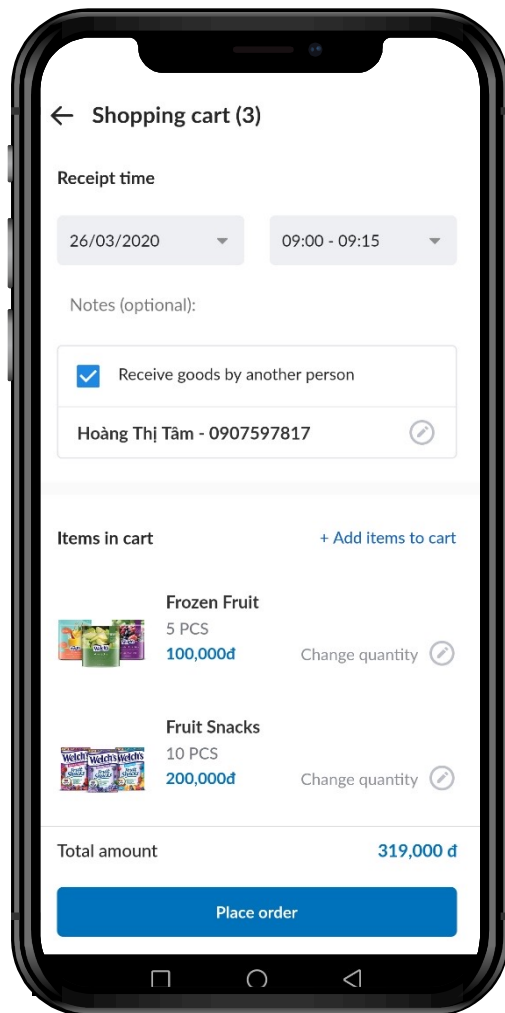
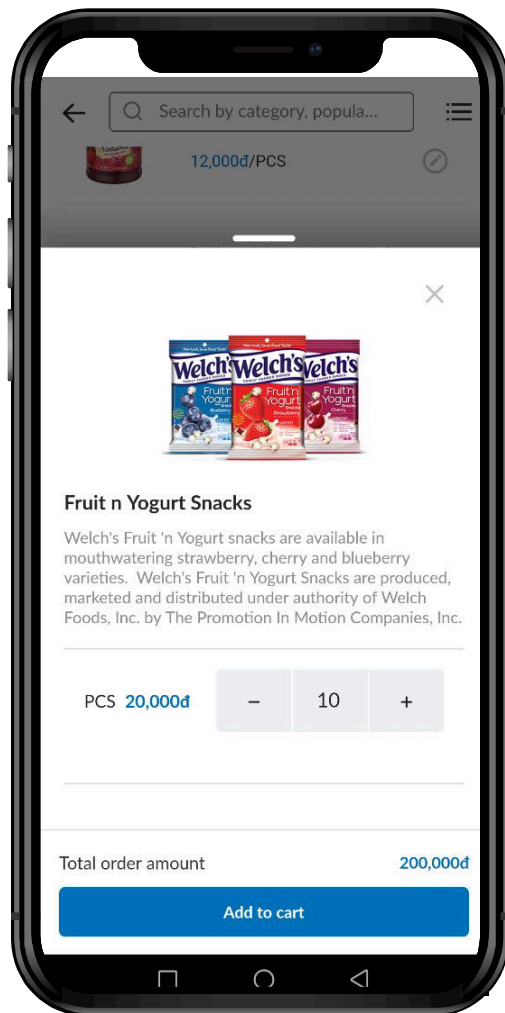
Thứ tự ảnh chụp	Ảnh mẫu	Ảnh chụp thực tế	Thời gian chụp	Tọa độ chụp ảnh
1			15:46:50 17/06/2020	Lat: 10.815582652400542 Long: 106.66721304164045



bonbon shop App

# Product Searching

1. In-app main interface
2. Product browsing with search bar with 'Special offers' and 'Your Favorite' option
3. Catalog browsing

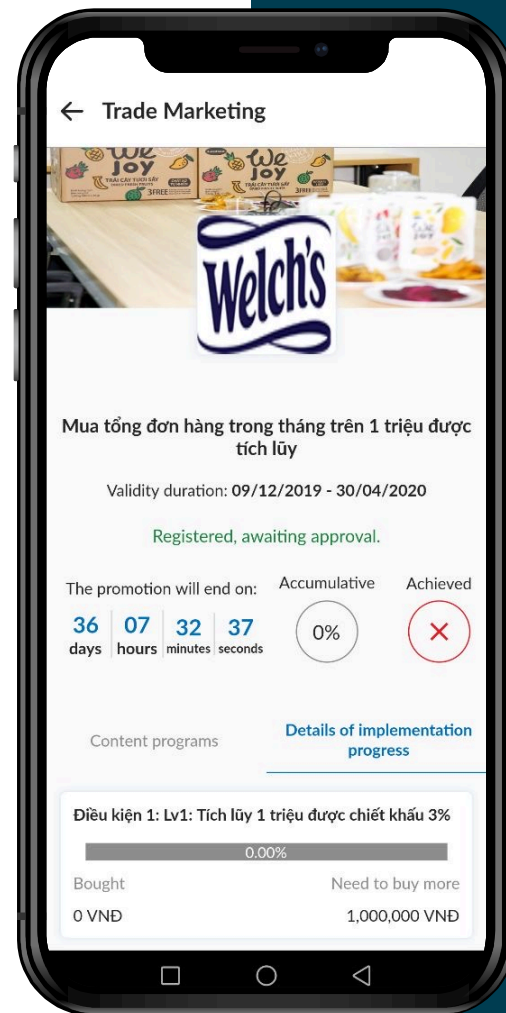
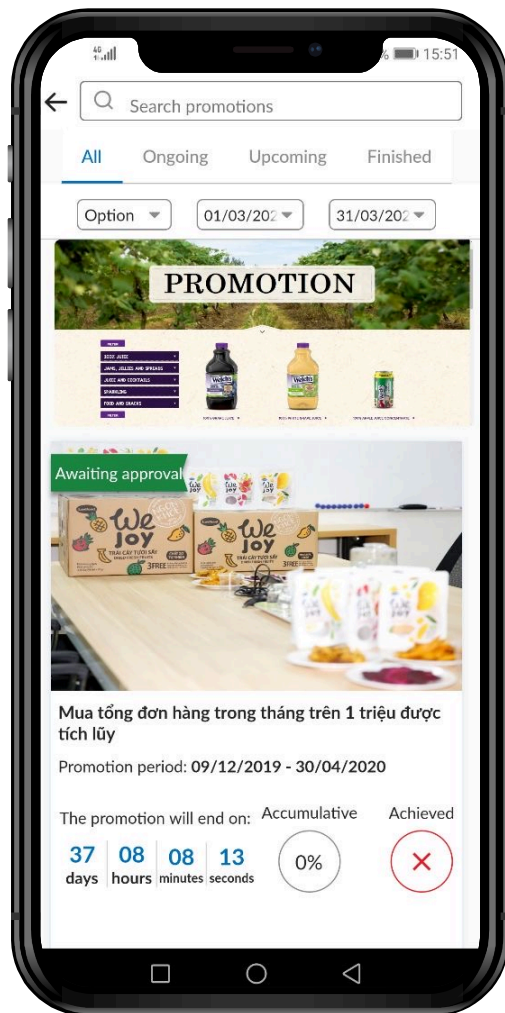


bonbon shop App

# Product Ordering

1. Select product quantity to add to cart and view total order amount
2. Select delivery time and recipient and continue to place order
3. Confirmation once order successfully

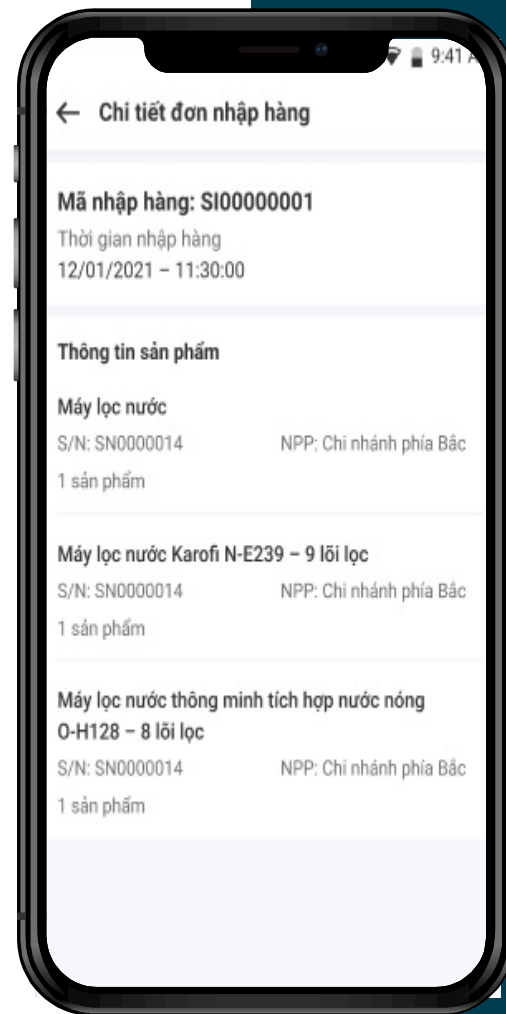
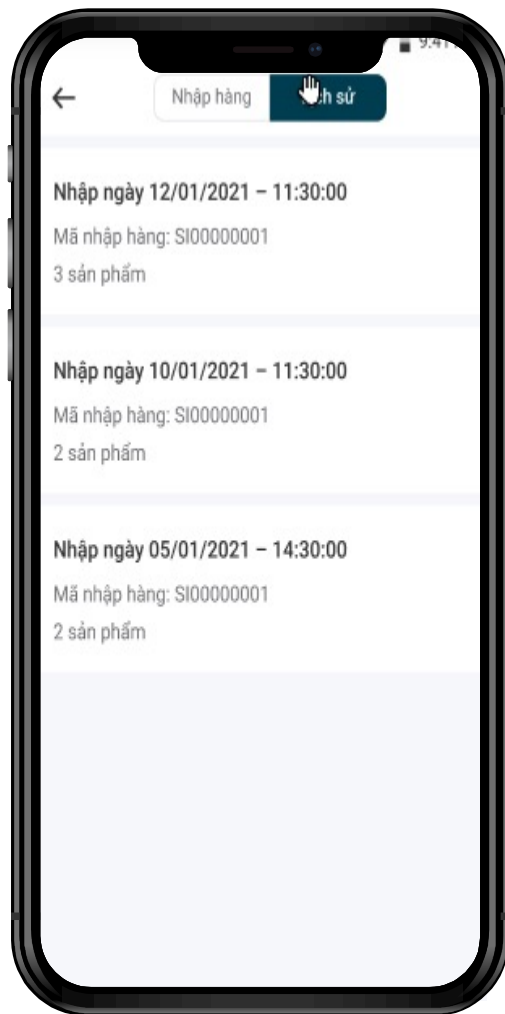
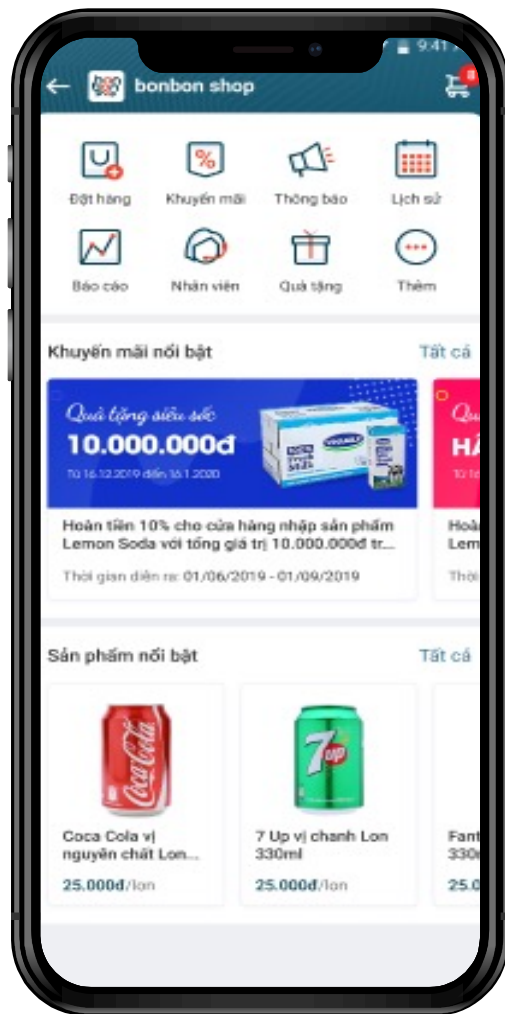




bonbon shop App

# Trade Marketing Subscription

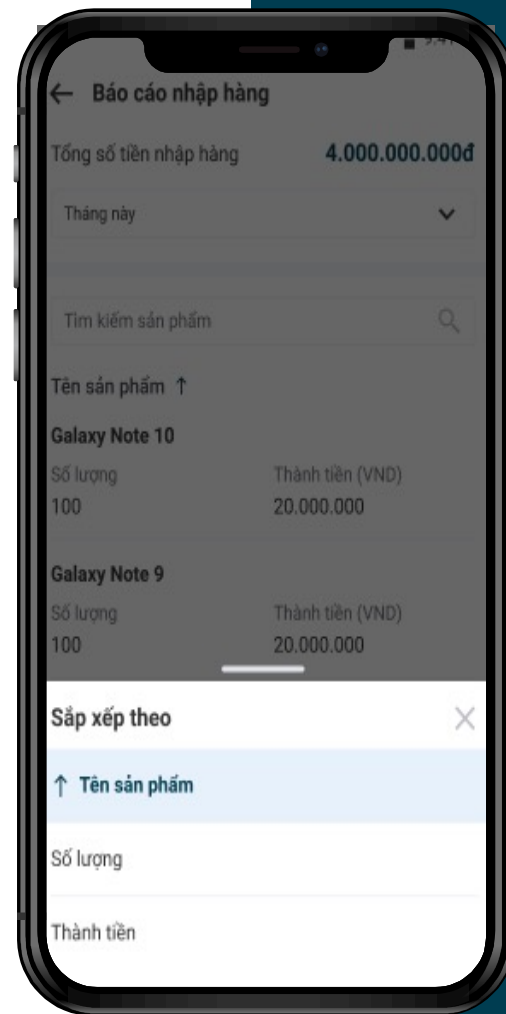
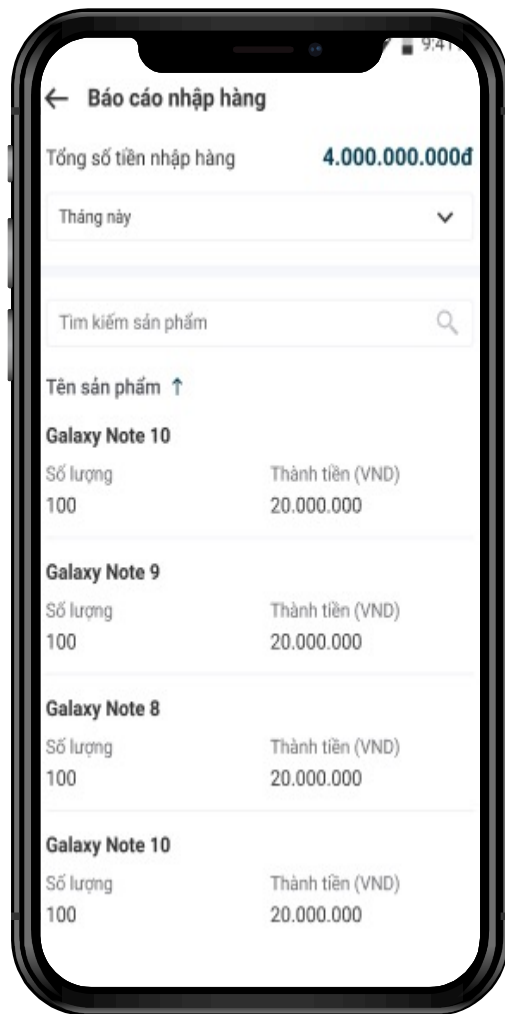
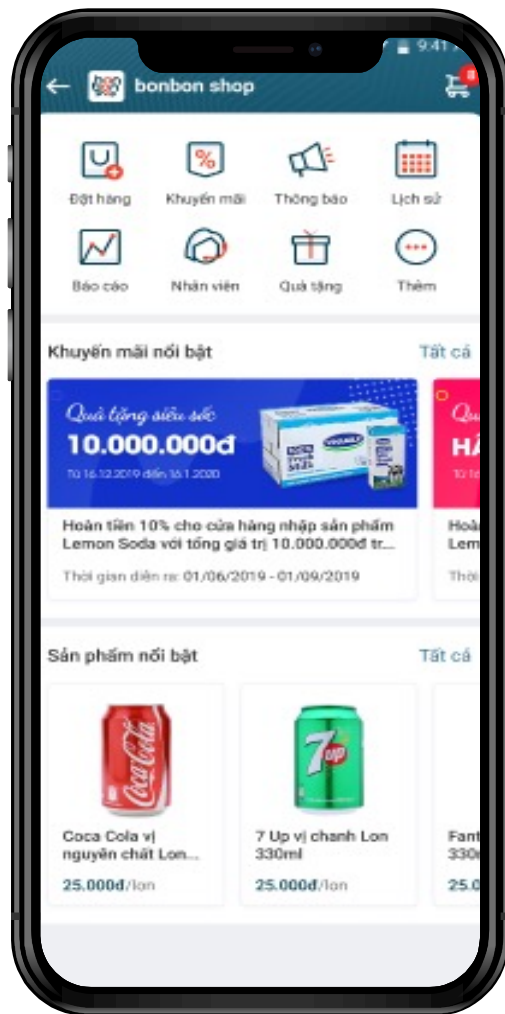
1. Select Trade Marketing
2. Register to participate in trade marketing program & view current, past and upcoming ones
3. View progress of promotion accumulation and implementation



bonbon shop App

# Order History Management

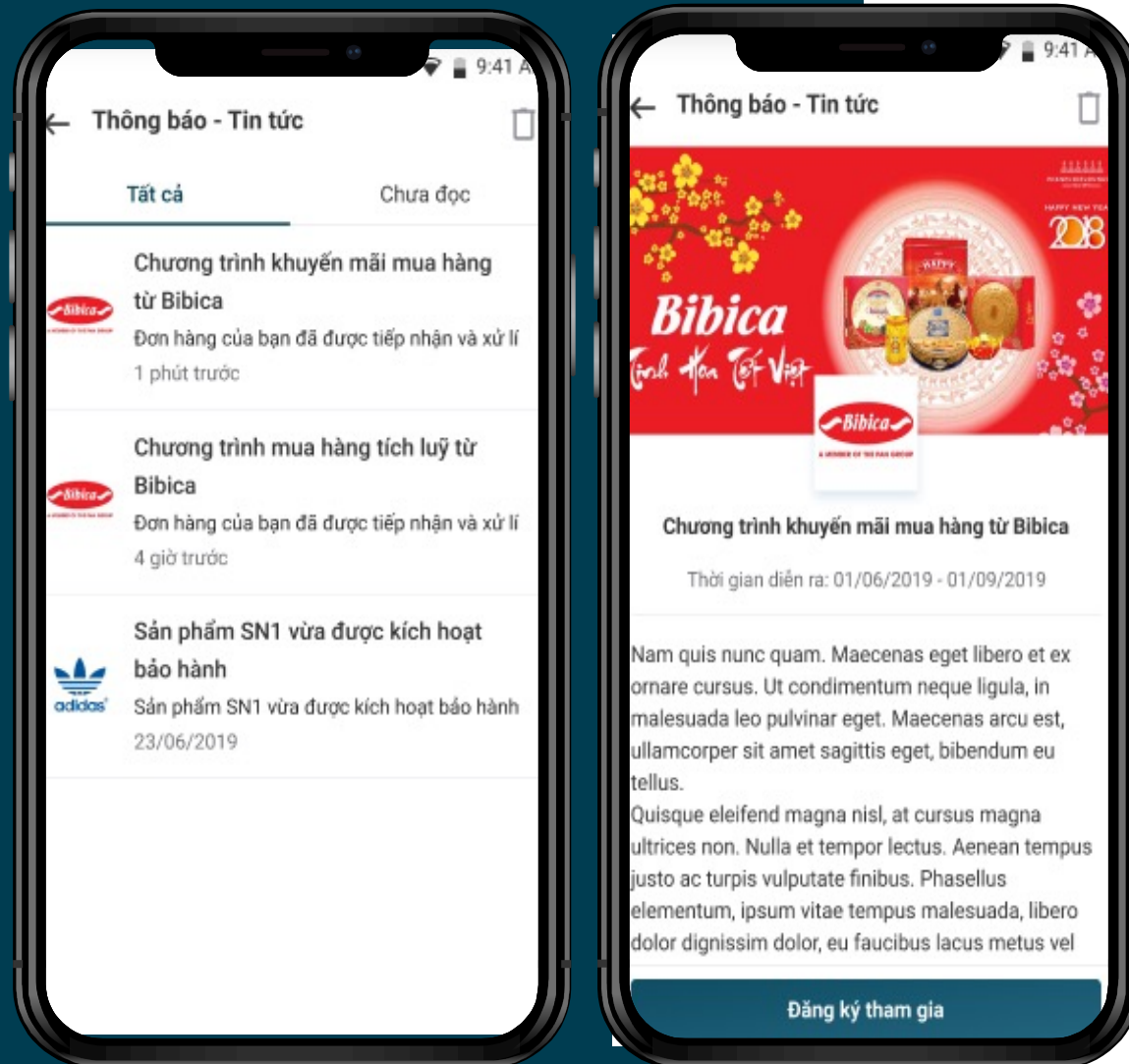
1. Select Order History
2. View list of 'Waiting for delivery', 'Delivering' and 'Delivered' orders by selected timeframes
3. View detailed order information



bonbon shop App

# Goods Receipt Report

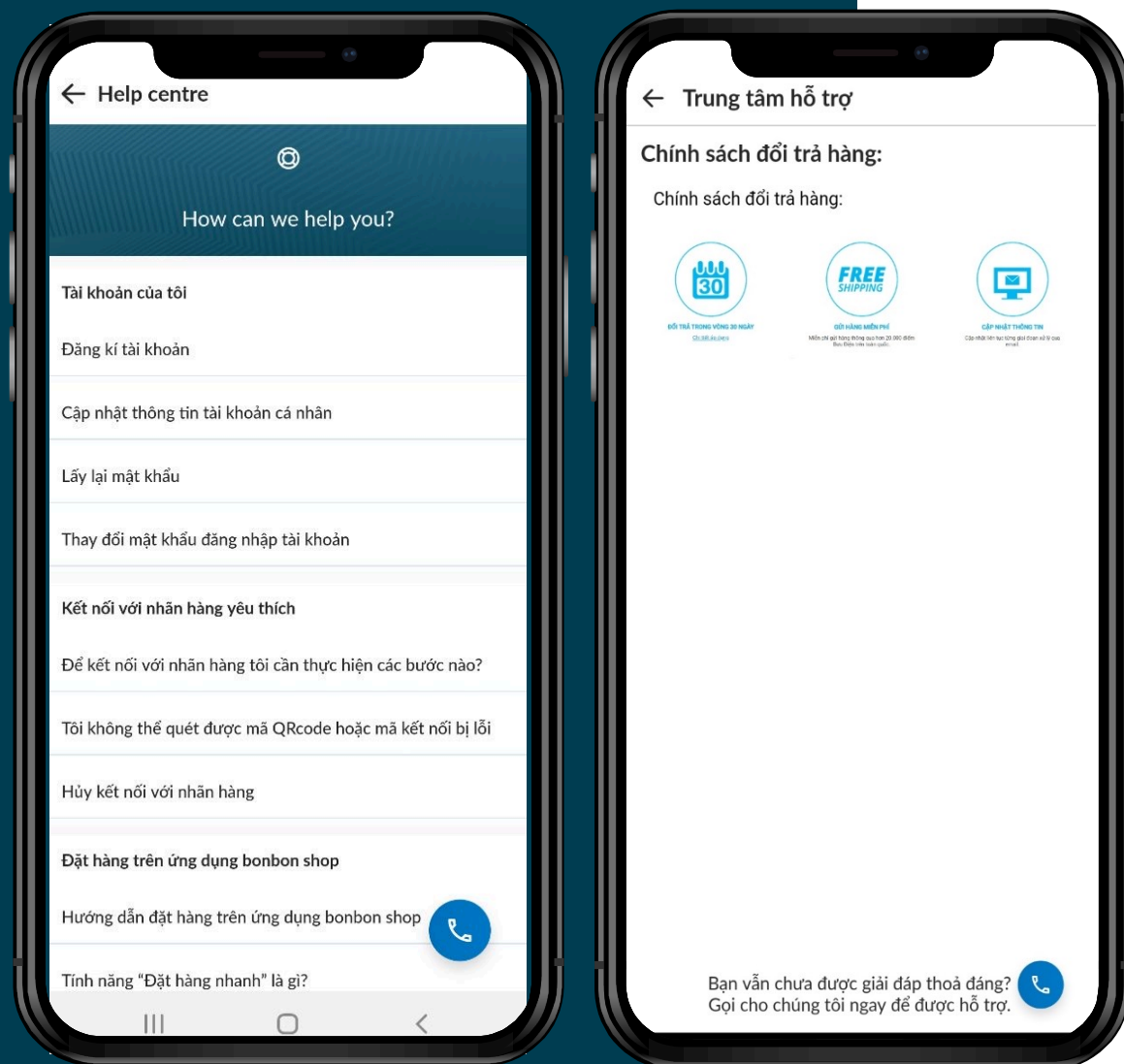
1. Select Goods Receipt report
2. View total revenue, received and returned goods receipt report
3. Select desired timeframe to view order history



bonbon shop App

# Notifications

- Event-based notifications: New trade marketing program created....
- Pre-emptive, immediate or scheduled notifications – any specific messages to be delivered to outlets.
- Target to selected outlets or the whole market.
- Notification will either be information only or with configurable call-to-action (such as: photo taking reminder, new product launching...)

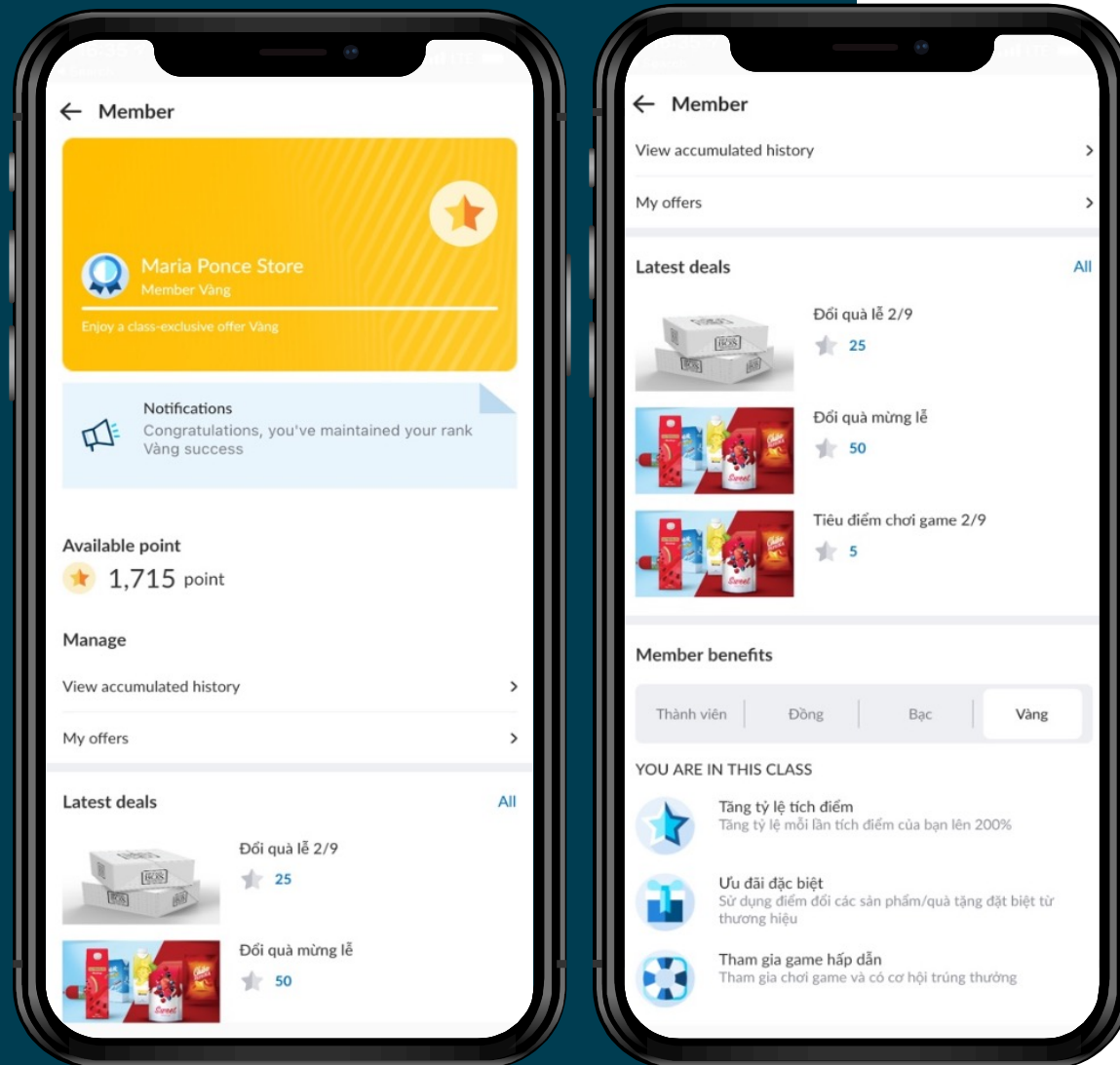


bonbon shop App

# FAQ & Support Information

## Support information

- Display the support information for retailer with able configuration contents from brand portal.
- Brand able to upload sales policy guidance, sales support information or contact information to app



bonbon shop App

# Loyalty Program

- Level Definition: define multi level for Retailer and target point for up level
- Benefit Definition: define benefit for each level
- Manage Retailer's point from Brand portal
- Mission Definition for take loyalty point.



bonbon shop App

# Gamification

## MOBILE GAME

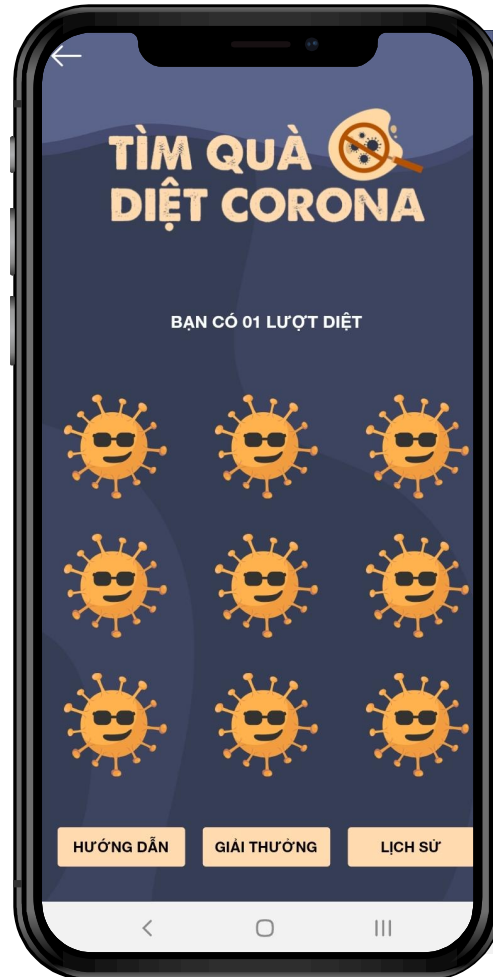
- Gift & Budget Definition
- Game Definition: Target Audiences, Rules & Condition, Limitation
- Common Games: Lucky Draw, Shake, Random, Diamond Game (Multi level)
- Mobile user take photo or do survey to get point, using point to play game and get gift from company campaign.

bonbon shop App  
**Gamification**

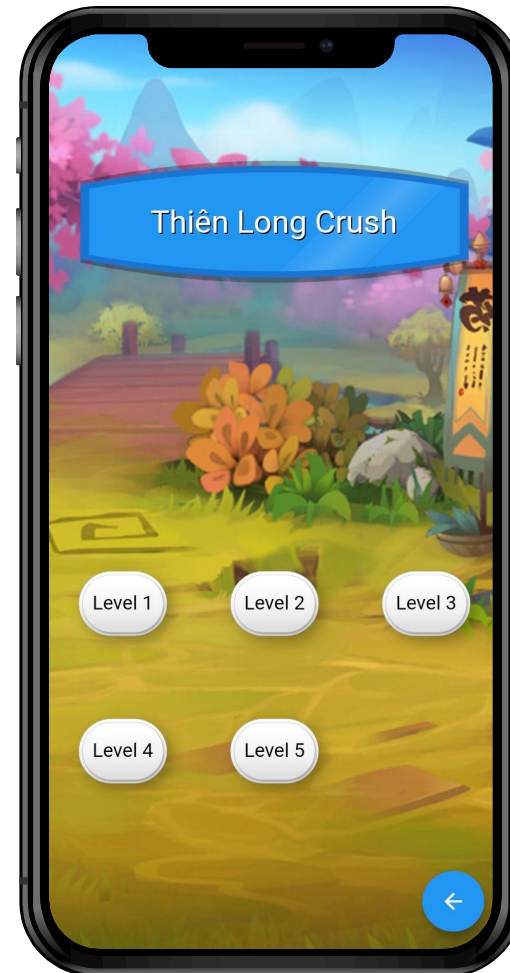
Shake - App



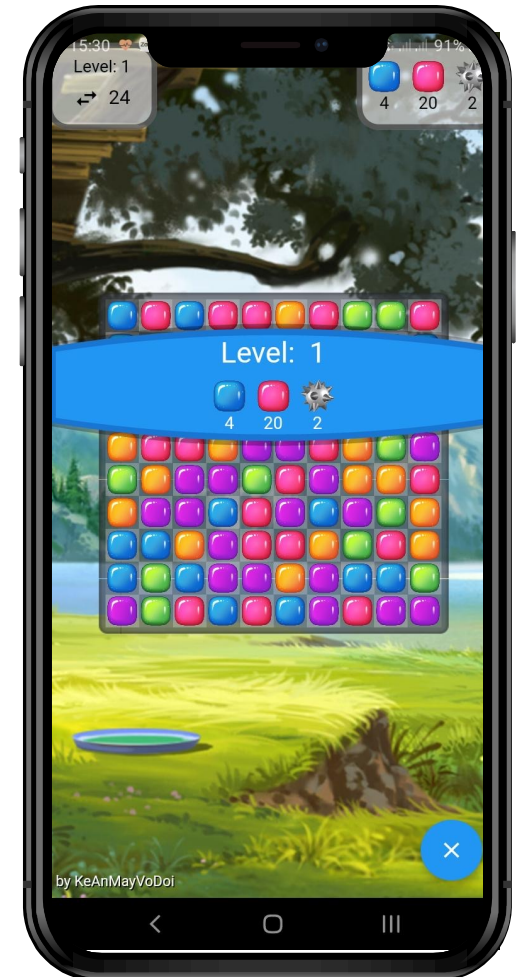
Random- App



Diamond Game



Level up







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thanks.