GRADUATION THESIS SPRING 2022
BUSINESS PLAN

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TECHNOLOGY APPLICATION CONNECTING
LANDLORDS AND TENANTS

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ACKNOWLEDGEMENT

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Chapter 1 : INTRODUCTION

1.1. Executive Summary

For the graduation thesis, this is a business plan for a start-up project UniHome for FPT University students. UniHome is a platform that connects tenants with landlords, giving users the best experience and most convenient features in every stage of renting a room. The vision of the business is to be the most suitable application for tenants to search for and rent rooms.

The beginning of the business plan is the market identification and opportunity recognition to show UniHome is necessary and valuable for many tenants and landlords and look at how it will help improve the quality of living accommodations for many people.

The second part is market analysis. With Top-Down and Bottom-Up models to show the project feasibility alongside customer portrait and take a deeper look into the proptech market and its opportunity and difficulties, the company may face.

Following up is an overview of the company and product; UniHome Co., Ltd provides an application platform with executive features and utilities that offer users convenience and benefits. For tenants, finding accommodation and roommates, and for landlords is business management. Moreover, UniHome towards user experience and building a separate community of sharing and connection.

The marketing mix strategy of 7Ps and detailed marketing strategy for first-year in the next part analyze how UniHome set a marketing plan and designed a strategy to raise awareness, reach users download the app, and increase revenue. In addition, UniHome will deploy activities to reach B2B customers and gain many end-users and build a strong brand image and value to prove UniHome is a trustworthy company.

In the operations and management, the co-founder team of UniHome includes five core members in the business team, and contribute of IT Development Team will be in charge of the field most suitable so that everyone can develop the company in the best way. The key partners and activities also indicate UniHomes' organizational structure, which is simplified and effective for the technology development team, operation team, and business development team to deliver the best quality to users.

In the expansion plan part, UniHome explains its plans and future-oriented product development and business model, and the expansion of products into other areas.

Regarding financial calculation and prediction, the company makes assumptions about the effectiveness of the project over the six years from year 0 to year 5. As a result, the company's revenue and the profit it brings necessary cost, variable cost, and income statement.

Finally, preparing for risk management and contingency plan is a crucial phase of UniHome. The organization predicts facing many external and potential internal risks such as financial, operation, business development, and competitors; all members will be in charge of resolving the hazard and difficulties that may happen.

1.2. Industrial introduction

1.2.1. Market problem identification
a/ Current situation after the pandemic COVID-19

The impact of unpredictability pandemic COVID-19 in the year 2021 has affected the economy of many industries, and the real estate industry is no exception in Viet Nam. The epidemic's impact makes it impossible for foreigners to come to Vietnam. As a result, domestic customers such as workers cut down on rental spending. Batdongsan.com.vn's survey also shows that the hardest hit segment is cheap hostels aimed at students, workers, and employees. Due to the outbreak's effect on many universities, restaurants, and service facilities closing, freelance workers losing jobs, and so on, tenants chose to check out and return to their hometown to save money and costs, etc. As a result, the rental housing market will continue to stagnate. The 4th COVID-19 outbreak with a more robust and broader spread rate had pushed the rental market into a challenging position in 2021, and landlords lacked guests seriously. Until October 2021, when the virus is under control, and many businesses and schools reopen in January to restart the economy, many workers and students will return to cities where the rental market is bustling and prosperous. As a result, demand for a rental is expected to be high. In general, this will be an opportunity for businesses to start operating again to meet the needs of the people and fulfill the demand of finding suitable accommodations from tenants.

b/ The demand for accommodation

From October 2021 till now, Ho Chi Minh City has recorded that there are a lot of workers from provinces who wish to return to the city to work. From January to March, people from regions have smoothly returned to Ho Chi Minh City, followed by being vaccinated with at least one dose to 2 doses and resting for 14 days since vaccination and ready to get back to work.

Not only that, but many universities have announced that they will let students go back to school from February (According to the HCMC University of Technology). It is planned to deploy many plans for students to register for the offline course to get back to school.

Figure 1.1 Struggle finding accommodations in HaNoi

Source: (Kênh14, 2022)

The picture illustrates the hardness and overflowing demand of students who come back to school from their hometowns after the Tet holiday. As a result, many college students struggle to find a place to rent that fits their needs and supports their studies.

According to CBRE's survey in 2020, young Vietnamese are struggling to find a quality apartment at an appropriate cost, leading to consequences: 60% of young people have problems with hygiene and safety and 90% of apartments for rent are of low quality compared to the rental price; lack of quality value-added services. Vietnamese young people are in dire need of a reliable and quality housing solution to freely pursue their passions and develop themselves. (Ngân, 2021)

After the above information, it can be predicted that the number of tenants will increase when after November this will partly help landlords find tenants.

c/ The supply of accommodation

A report from Batdongsan shows that the rental housing market in 2021 is very bleak (the profitability ratio has been reduced to 1.2%-1.9% of the townhouses in District 2). The rental housing market leads to the market profit margin being profoundly adjusted and taking a long time to recover even when the outbreak has been controlled.

However, on September 30, 2021, information from Batdongsan said that cheap motels are receiving positive signs because of the newly issued policy. Although it is just a small positive sign, this is still an opportunity for the market's prosperity. The market appears to be good in 2022, based on the increasing number of individuals relocating to the city and the chance for students to return to school. Additionally, many landlords reduce one-third of the standard rent to current tenants or a 10% discount to prospective tenants.

d/ Common problems between tenants and landlords

The concerns of tenants when looking for a place to live often include reasonable and not too high prices, housing with enough amenities such as parking, electricity, water, Wi-Fi, and cleanliness. Moreover, depending on the living situation, the tenants may be far or near the school, and the company has flexible hours, so ensuring the hostel's security is essential.

On the other hand, the landlord wants to have tenants to ensure a source of profit for them. Furthermore, they want transparent and authentic information about the tenant to avoid fraud or forgery. Landlords want to know the needs of tenants to negotiate the rent and improve the quality of the building. Still, the landlord also needs to see the tenants' character who will stay to avoid disturbing, making noise for residents, or are willing to pay the monthly rent. Moreover, the landlords also need an effective way to manage their business, store, and analyze the tenant's data for further benefits. It is ideal and practical to use a connection platform between tenants and owners to access the necessary information.

e/ The Industrial Revolution 4.0

The revolution of the industrial market 4.0 is considered a bright spot of the digital era; it affects all economic sectors. In Vietnam, artificial intelligence and information technology applications

occur throughout financial markets. According to Adsota Vietnam, nearly 44.9% of Vietnamese people use smartphone devices over 97.4M people.

The 4.0 Industrial Revolution has shown its effectiveness in improving productivity by transforming operating methods and the relationship between factors of the production and transportation process. Simultaneously, when everything is centered on connectivity, automation, and continuous data collecting, the "sharing economy" has a broad impact. For instance, numerous creative business models leverage new technology to deliver services such as online ride-hailing, co-working space, meal ordering, and rental housing via network platforms operated by B2B and B2C enterprises. On the other hand, the vigorous development of the Internet and the fluctuations caused by the COVID-19 epidemic have disturbed the consumption behaviors of customers from direct to online, creating opportunities and challenges for the development of businesses that want to grasp these technology trends.

1.2.2. Opportunity recognition

Despite the effects of COVID-19, the Vietnamese real estate market is still having a rapid recovery from the first month of 2022; the real estate business rose to a No. 2 position with a total investment capital of over 472 million USD, accounting for nearly 22.5% of total registered investment capital. According to many experts, an increase in FDI inflows will lead to a sharp rise in the foreign expert community coming to Vietnam. In addition, the FDIs are also an opportunity to help the rental market recover and grow significantly, especially when international routes have entirely healed.

Records from the market also show that, right after the 2022 Lunar New Year, a series of cities have approved a plan to allow schools and universities to reopen to welcome students to study offline. The need to rent an apartment or accommodation is a potential choice for many families when sending their children to study in a big city. (Hằng, 2022)

About 24% of the VietNam population is a student, and 60.8% are of working age. On that basis, these population structures will become the driving force for the development of the rental market, thanks to the economy's positive growth prospects. And at a time when information technology is developing strongly, technology application is an urgent requirement and determines the long-term development of Vietnam's proptech industry. With the technological

advances and the popularity of smartphones, the Vietnamese market will always want to experience a comfortable, convenient, and worthwhile living space.

1.3. Value Proposition & Competitive Advantage

1.3.1 Value Proposition

UniHome application connects tenants with landlords with a detailed description of the room's amenities and interactive functions such as booking, deposit payment, incentives, and referrals. UniHome provides a reliable and fast platform to find users in the most convenient way for homeowners. Tenants can find rooms and roommates quickly and securely, with a simple interface, easy-to-use layout, and listings of rooms and roommates. With just a few simple steps, UniHome will help those who need accommodation find suitable accommodation instead of actively searching and contacting the landlord. Unlike real estate or real estate brokerage companies, UniHome cares about users' experiences and needs, thereby seeking profits from the cooperation between parties.

Community Connection

UniHome is an application that connects tenants with landlords. Develop surveys for landlords and tenants on various aspects such as the attitudes of landlords, tenants, roommates, room issues, supplies, or surroundings. We want to show users many different elements through many opinions about accommodation and roommates before deciding. Building a community will help tenants support themselves, share information, connect them for relationships, and develop their networks.

Elevate utility

UniHome brings all the features for both tenants and landlords, ensuring to fully meet the requirements and bring a lot of value to users. UniHome supports landlords finding and connecting which customers, in data collection, data analysis, internal data storage which are controlled easily and handled smoothly, increasing efficiency while ensuring the ability to handle large workloads with a simple management process.

Righteous Roommates

Finding roommates is no longer burdensome for tenants such as freshmen, students, or even workers. UniHome provides services and extensions to find the right match for users based on quality like gender, schools, hobbies, characteristics, and personal belonging based on the need of each tenant with just a reasonable price.

Dataization

All billing and tenant information will be used for data collection, data processing, analysis, and internal privacy data storage and management. This dataset will increase efficiency while still ensuring customer identification and information management. It will also enable landlords to target marketing and campaigns to their desired segment.

Instant offers

UniHome has preferential policies and programs for users. Using and registering membership for a long time will have more incentives for both tenants and landlords. From return and earn, accumulate points, minigame to home furnishing and decoration with great offers.

1.3.2 Competitive Advantage

UniHome is an application that connects tenants and landlords. Compared with current platforms for tenants, UniHome integrates shared accommodation into posted rooms to help tenants find roommates faster for the room/ favorite house. On the platform, there are also room types authenticated by employees from UniHome with the criteria of safe, convenient, exact, clean, giving tenants more peace of mind when facing hidden problems, supporting the process. Unihome also provides an optimal and safe deposit process and saves time in finding accommodation.

UniHome also assists when accompanying tenants to the staying process to support users with issues such as storing monthly electricity and water transactions and reporting problems when needed.

For landlords, UniHome offers an entirely free management system plan for up to 10 rooms and an advertising package tailored to their needs, and UniHome only charges based on the result.

Chapter 2 : MARKET ANALYSIS

2.1. Market Potential Analysis

2.1.1. Real Estate Rental Market Annual Growth Rate

- Real estate rental market: $2164,290,000,000 (2021)
- Real estate rental market: $2396,610,000,000 (2022)

Based on the Cision Pr newswire report, the real estate rental market size is expected to grow at 10,5% of the Compound annual growth rate (CAGR). Furthermore, the real estate rental market size is expected to grow at 10,7% of CAGR. This growth was due to the recovery from the COVID-19 impact. Every restriction such as social distancing, remote working, and closure of commercial activities has been lifted, and many activities have been back to normal.

2.1.2. Property Management Annual Growth Rate

- Property management market size: $13,880,000,000 (2020)
- Property management market size: $15,100,000,000 (2021)

Based on Fortune Business Insight research, the market size in this segment has significant growth of 8.7% in 2020. In 2021, this market is projected to grow from $15,100,000,000 to 2028 accounting for $28,210,000,000 at a CAGR (Compound Annual Growth rate) of 9.3%. From there, we can see that the expectation of global CAGR for Property Management will increase around 0,6% from 2021 to 2028.

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13.4%

36.6%

15%

35%

PROPERTY MANAGEMENT

HOUSING ASSOCIATIONS

REAL ESTATE AGENTS

OTHER

UniHome - Graduation Thesis 2022
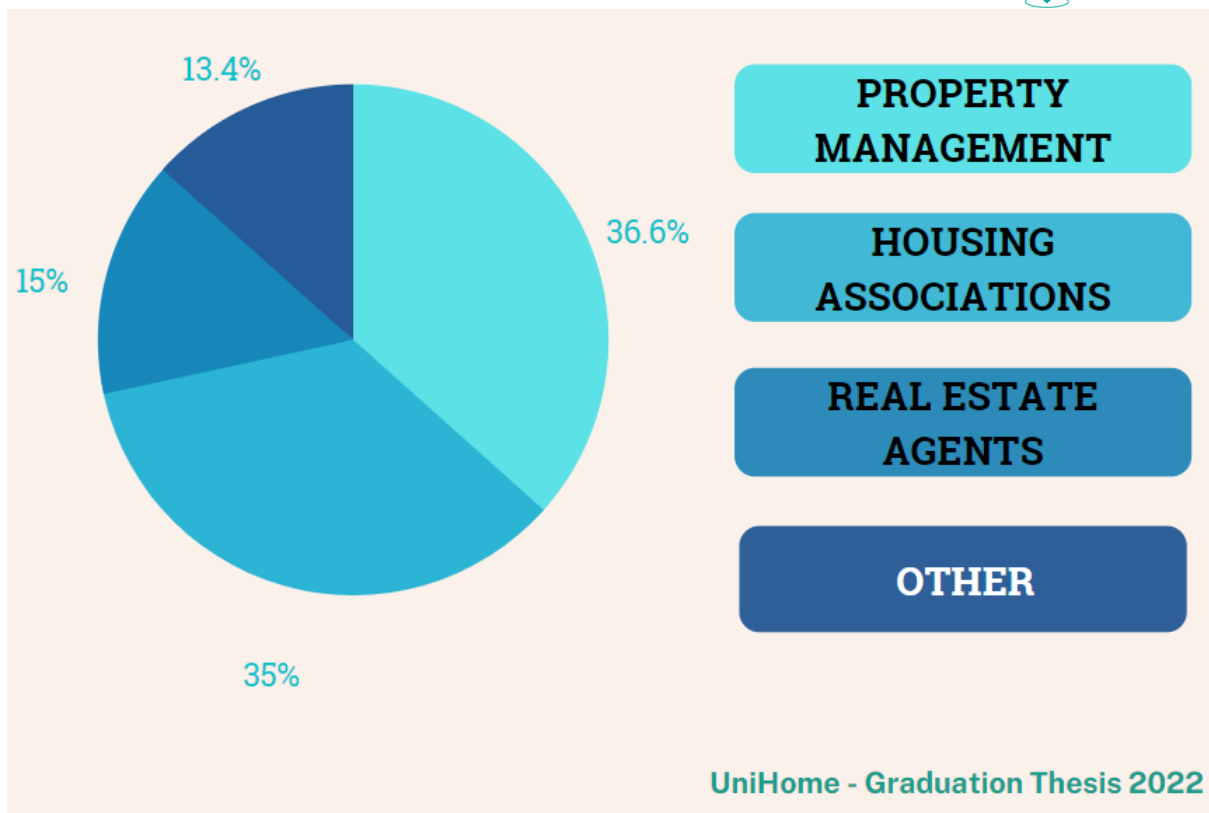
Figure 2.1 Property Management Market Share

(Source: Research and Markets Report)

Based on the end-user segment, the global market has been segmented into property managers, housing associations, real estate agents, and others (third party agents, property investors, etc.) The property managers segment is expected to witness high growth during the forecast period. To certain property managers, managing their daily duties requires many balancing activities around them. For example, landlord management tasks like monitoring, rent payments, and processing repair orders are time-consuming and occasionally intimidating when done manually. As a result, demand for automated software that allows property managers to manage different business processes has skyrocketed.

2.1.3. China Property Management Annual Growth Rate
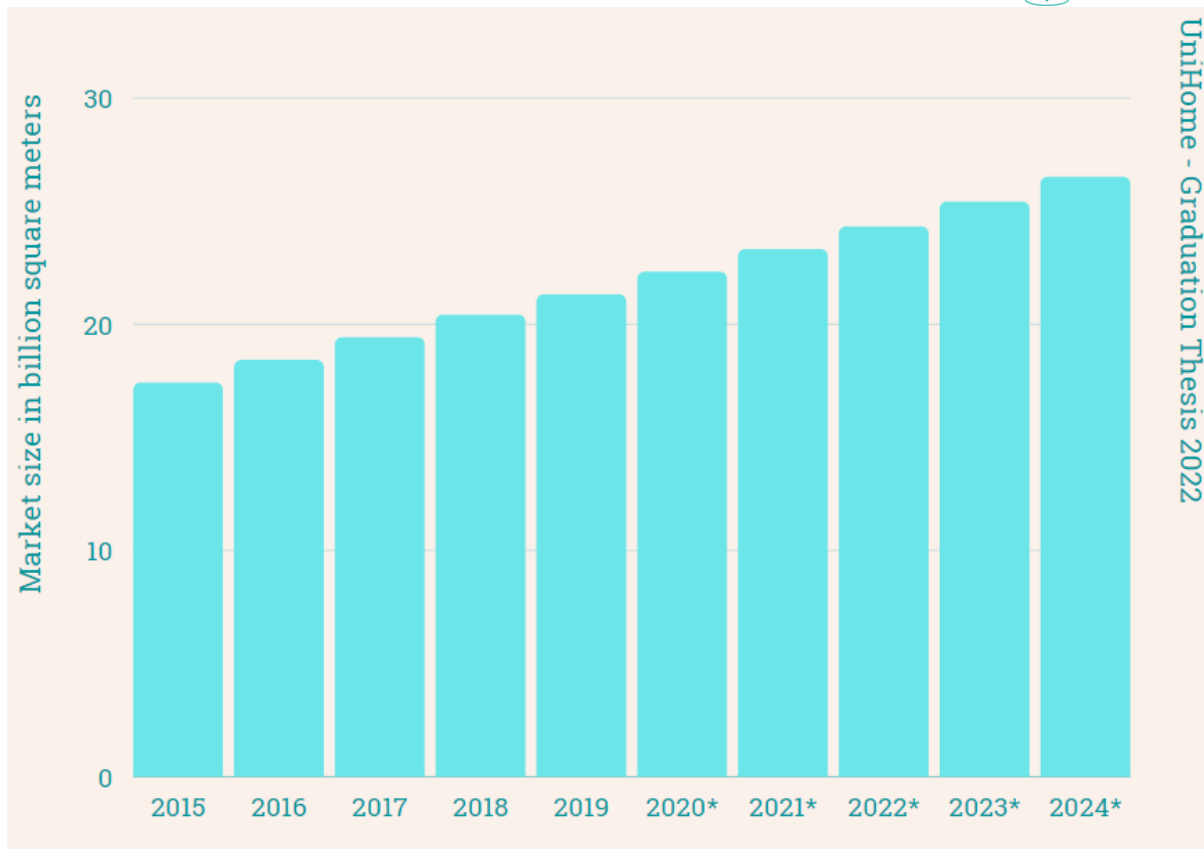
Figure 2.2 Property Management Market Size in China Forecast

(Source: Statista, 2022)

Because China was acknowledged to be the world's most valuable residential market, we assume China's market to be an illustration of Asia Pacific. According to Statista Record in 2022, China Property Management market size in 2020 accounted for $22,300,000,000 and 2021 accounted for $23,300,000,000 which its CAGR was around 2,21%. Moreover, in 2022, China's Property Management market size is estimated to be $24,300,000,000 its CAGR will be 2,9%, and the expectation of increment in CAGR in Property Management is 0,6%.

2.1.4. Cities in South Viet Nam expectation for Leasing and Renting market

According to Cafebiz, the student housing market is expected to rebound as more colleges and universities allow students to return immediately to school, resulting in thousands of students from provinces and cities returning to the city to locate a room and prepare for the next semester. Some students shared that finding a room near school becomes quite tricky if they do not quickly

find a place to stay before February 15 (the admission date announcements of schools require students to attend school) because the higher the admission date, the more the rent will be. On the workers' side, the time when the epidemic broke out on a large scale caused many business activities to be severely disrupted and paralyzed. This problem left many people without work and lost income, from which many workers decided to leave the city and return home increasing. However, by the end of 2021, Ho Chi Minh City's social distance policy was lifted for economic recovery. Many employees and students would return to the city to find housing and prepare for offline education, increasing the demand for housing. It can be said that the rental housing market has passed the most challenging period.

According to a representative of Cho Tot, from the landlord's perspective, by the end of 2021, Ho Chi Minh city will enter a new normal state, supply will catch up again, and create a second wave peak, the posting rate will be improved. Rent is exceptionally high when people's demand for 'settlement' increases, with more than 99% of rooms being rented. According to Cho Tot's data, one out of every two rental postings is contacted within the first 24 hours after publication. This analysis means that tenant demand is always present and lower than market supply. In fact, in the last two months of the year, about 30% of people deposit in advance to keep a room through Tet for customers of Cho Tot.

2.1.5. Commercial Real Estate in Viet Nam

Figure 2.3 CAGR Commercial Real Estate in Viet Nam Forecast 2020 - 2026

(Source: Mordor Intelligence)

According to a source from mordorintelligence.com, Vietnam's commercial real estate market is expected to experience a compound growth rate of 14.89% from 2021 to 2026. This is seen as a sign of positive moderate growth cyclical nature, which causes foreign investment to develop further.

However, the fact shows that based on an article from CafeF, according to the Vietnam Real Estate Brokers Association (VARS) statistics, only about 1% of commercial real estate exchanges have stable revenue. 16% of the exchanges have 50-80% of the revenue, 51% have less than 50% of the revenue, and about 32% have no revenue. This rates is a challenge for UniHome and an opportunity for UniHome to enter the market. The loss of certain competitors presents an opportunity for UniHome, as the previous study indicates that renter demand is always greater than the market's supply.

2.1.6. Market Trend Analysis

Technology startups with products are applications/websites which provide solutions for their customers' needs in modern life and are very competitive. According to a survey of numerous enterprises conducted by the National Agency for Science and Technology Information (Ministry of Science and Technology), nearly 90% of businesses have engaged in research and development activities to acquire new products through investment in new technology and technology upgrades, or modification.

Due to the adverse effects of the Covid-19 pandemic that has lasted since the end of 2019, the trend of consumers has to change significantly, which pushes businesses to start converting to modern consumption trends, including the Proptech (Property Technology) sector. The meaning of Proptech is applying technology to the real estate industry to quickly reach customers, manage categories, and manage real estate sales and rentals service. This technology helps businesses significantly improve traditional processes and optimize profits while still meeting customers' needs. In addition, the Proptech ecosystem in Vietnam these days is very diverse with all types, but the technology platform that the research team wants to focus on focuses on the Leasing and Renting segment.

From the beginning of 2021, even though the pandemic period has not shown any signs of slowing down, the market has recognized that the Proptech sector is attracting many investors' attention. However, to effectively penetrate this sector, experts say that startups, in general, must identify the entire portrait of customers' issues and provide them with optimal solutions to solve their problems thoroughly. Despite taking a tiny portion of this market, Startups are predicted to be very successful in their future development if they can solve the core problem underneath each of their target customers. The research team has been researching the tenant's accommodation selection criteria and the landlord's needs for accommodation management, thereby providing customers with optimal solutions through a technology platform that connects the community and offers rental services for tenants and landlords called UniHome.

2.1.7. Real Estate Geographic development
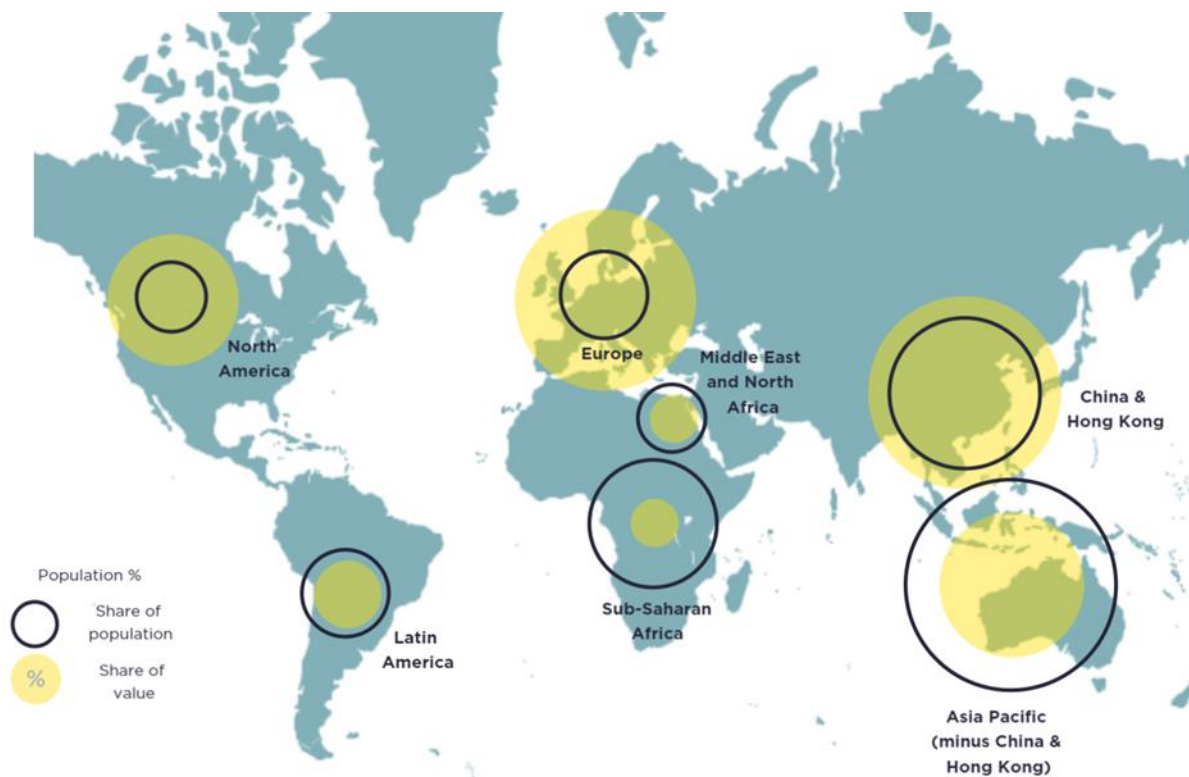
Figure 2.4 Global Distribution of residential value relative to population

(Source: Savills Research - Oxford Economics report)

The figure above shows that the share of population and the residential value in the Asia Pacific accounted for a more significant proportion than in Western Europe and other Pacific. Based on

Savills Research, China was home to 1,400,000,000 people and is the world's most valuable residential market and accounts for 30% (310,200,000,000) of total residential value. Not only that, but also the real estate market consists of sales of real estate services by entities (organizations, sole traders, and partnerships) that rent, lease, and allow the use of buildings/lands.

The industry also includes managing real estate, selling, renting, buying real estate for others, and appraising real estate. The real estate market is segmented into real estate rental and agency, and brokerage, with the most significant global real estate market (2020).

2.2. Customer Portrait

2.2.1. Tenants

a.   Demographic

- ***Households living in rented house/apartment***
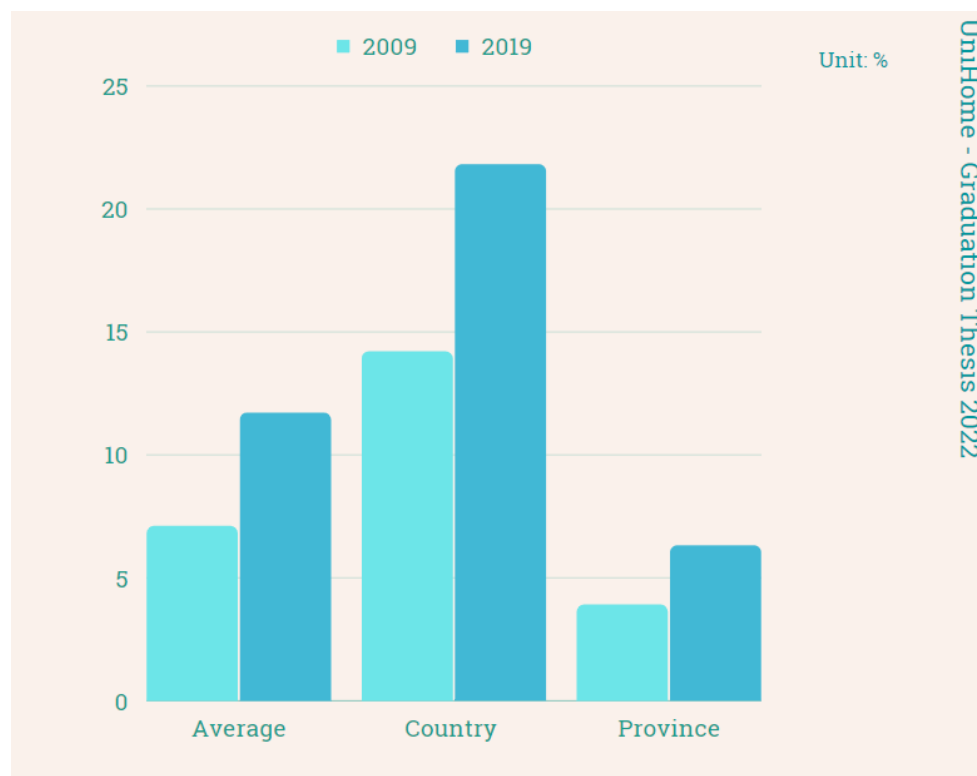
Figure 2.5 Percentage of households living in rented houses/apartment

(Source: Population and housing Census report 2019)

According to the population and housing census 2019, households living in rented house/apartment accounts for 11.7% of each household. Furthermore, there would be 3.4 people, with each household representing the whole country. By 2022, the population in Vietnam will be around **98,702,991** people. Therefore, we can estimate the number of people living in rented houses/apartments will be **11,548,250** people.

- *Migration and immigration population*

On the other hand, the number of immigrants also significantly impacts the size of the market we want to target due to the Housing Census report 2019. For every 1000 people living in special cities, nearly 200 people are immigrants, 2.7 times higher than the national average. In addition, the majority (94.2%) of non-migrants live in their own house/apartment while just over half (56%) of migrants have their own house; the rest are rented/borrowed and mainly rent/borrow from private. The proportion of migrants renting/borrowing private housing is up to 40.2%, eight times higher than that of non-migrants.

- *Reason for migration*
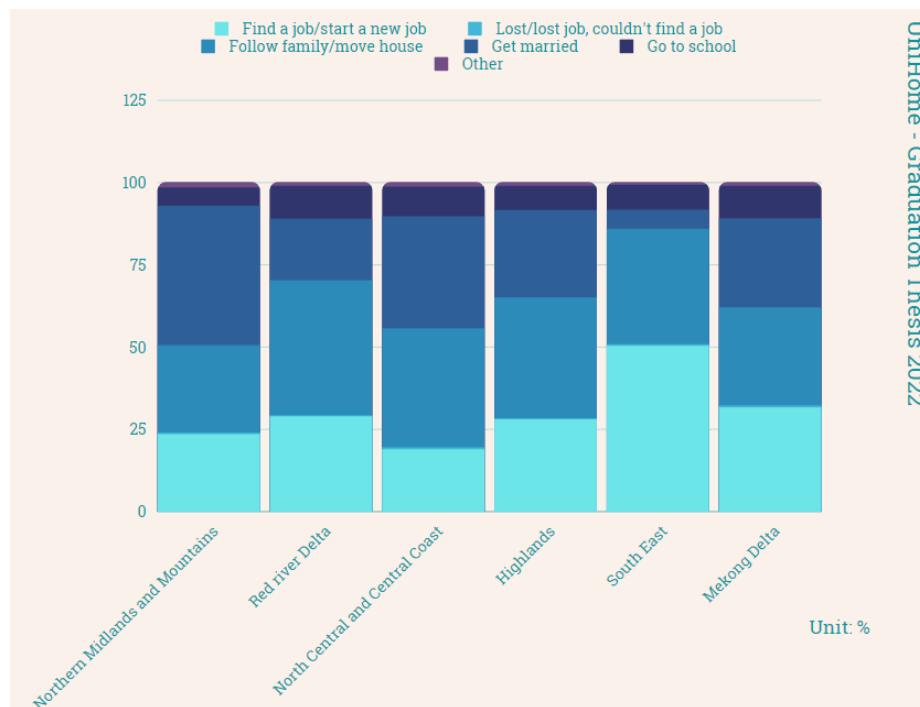
Figure 2.6 Percentage of people who migrate by reason of migration and socio-economic region

(Source: Population and housing census 2019)

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With the following figure, we can see that people want to migrate to another location due to finding/starting a new job. This reason takes the form of the percentage of 50.3% in Southeast Vietnam and about 31.6% in Mekong Delta. The second reason will be the demand to move to another house or follow a family, representing 35% in Southeast Vietnam and 29.8% in the Mekong Delta. The final reason would be studying far from home, 7.6% in Southeast Vietnam and 9.8% in Mekong Delta. These reasons are that the density of migration increases and affects the demand of finding suitable allocation and accommodation.

- *Tenant Segmentation*
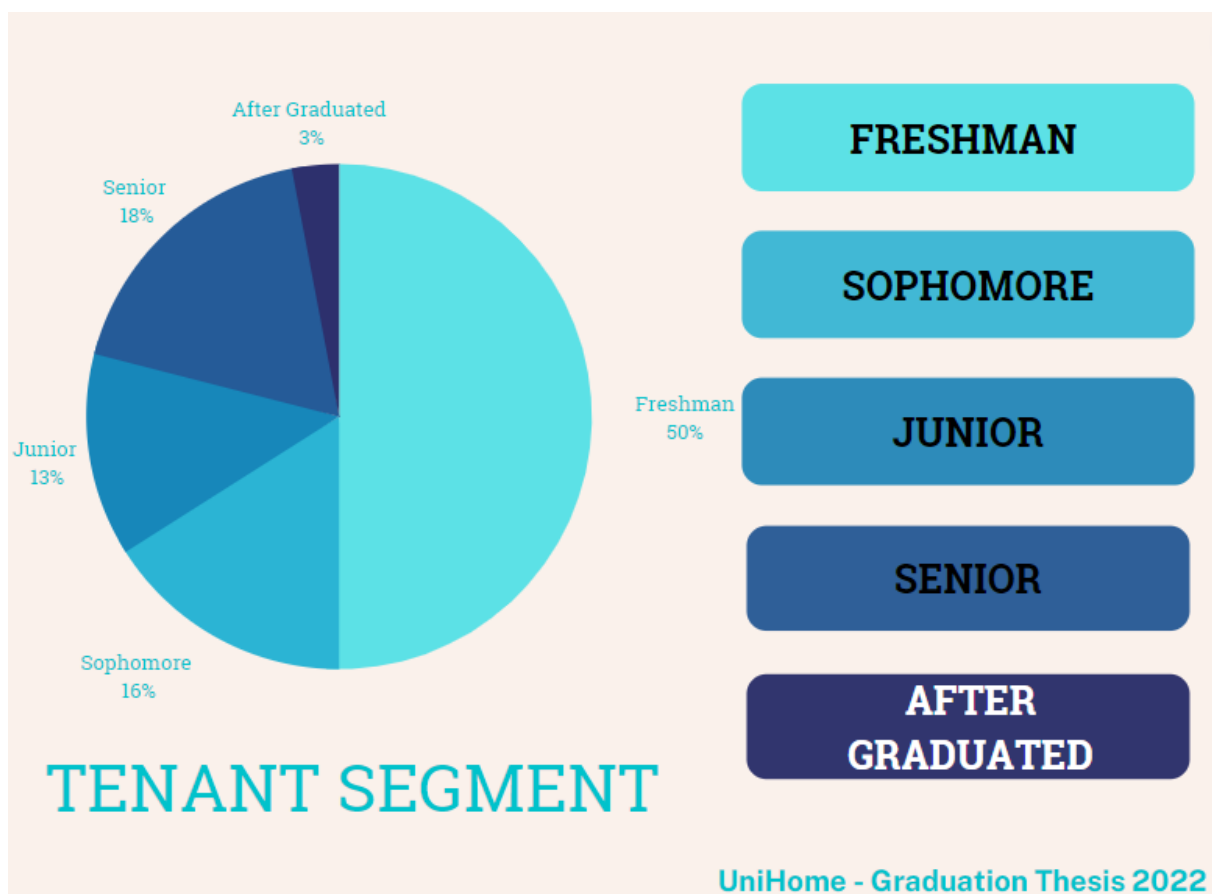
Figure 2.7 Tenant Segment from the current situation of Tenant Selection Criteria

(Source: Author's Design)

While researching the current situation of the Tenant Selection Criteria Survey, the number of first-year students who are very concerned about finding accommodation accounted for 50%, which can be considered the first segment for tenants. In this first segment, the second segment

would be regarded as Senior; in this segment, the number of people concerned about finding accommodation accounted for 18%, following the third would be sophomore accounted for 16%.

- *Tenant Age*

Moreover, based on BBC's report 2018, a third of young people by the age of 30 were living in rented housing and became the renting generation.
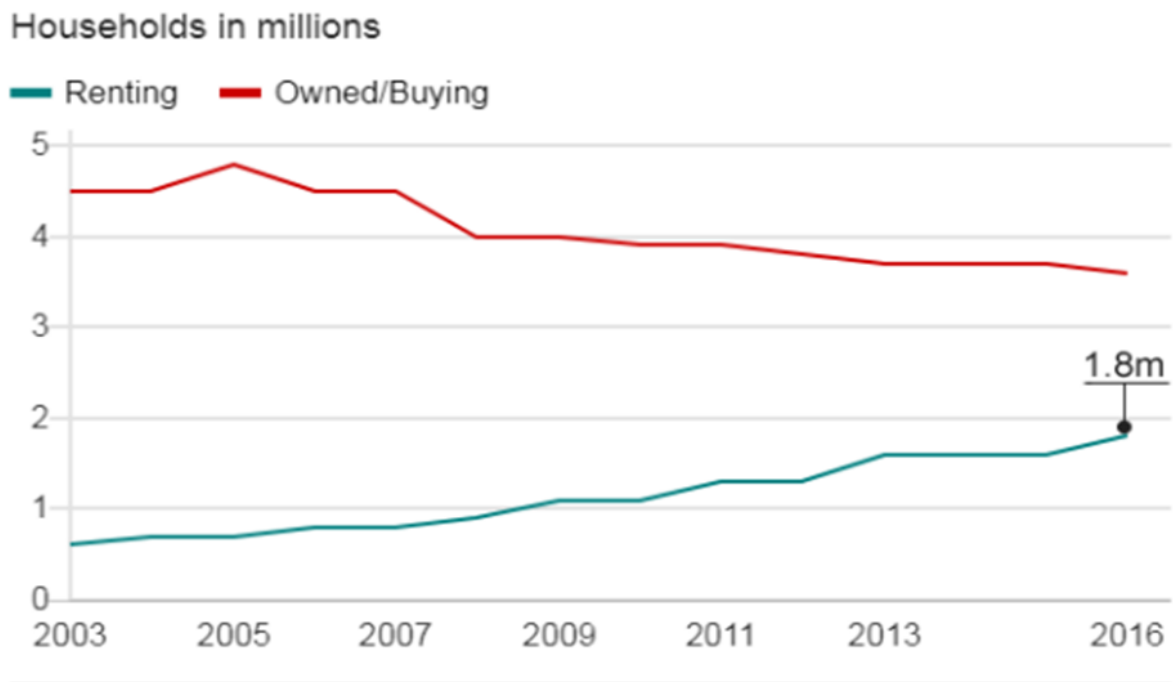
Figure 2.8 Record number of families rent privately, as homeownership declines

(Source: Resolution Foundation - BBC report)

This figure shows that the number of families Owning/Buying a house has decreased year over year and vice versa for the number of families renting a home. Because, nowadays, being able to own or buy a house is very difficult as the economic growth and human innovation hit rocket, especially for people at the age around 27 to 40 years old. With the low-budget financing, these generations tend to rent rather than buy or own a house because it is convenient for them, and there will be many alternative decoration options.

According to the Research and Markets report, people between 18 to 26 are predicted to use rental services more than any other generation due to their dependence on technology and rely a lot on the Internet and social media to make purchasing and lifestyle decisions.

b. Geographic
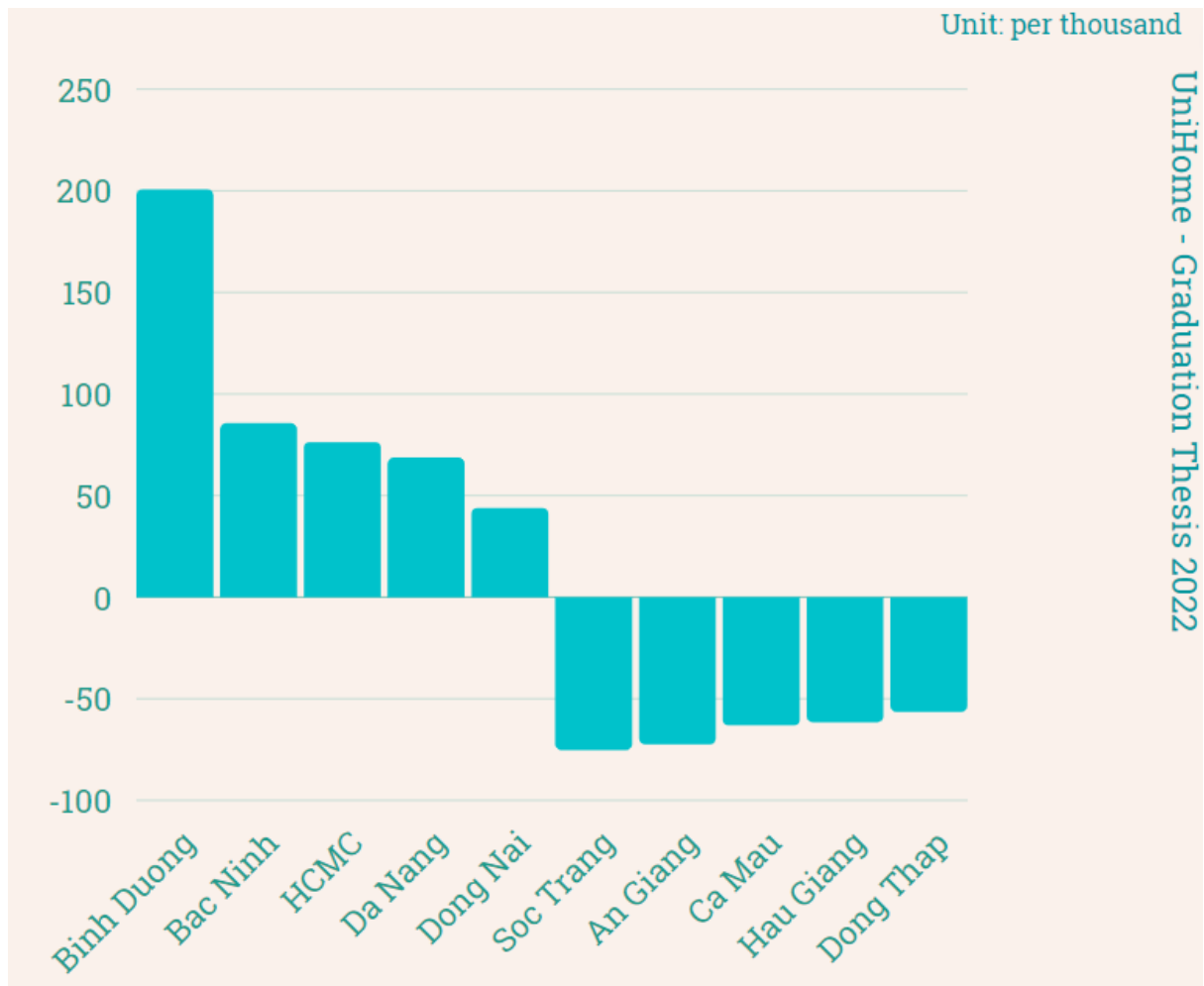
Figure 2.9 Net migration structure

(Source: Population and housing census report 2019)

The localities where many industrial parks attract unskilled workers are where the proportion of migrants having to rent/rent a house is high. Provinces, where more than half of migrants have to rent/borrow private houses include Bac Ninh, Binh Duong, Dong Nai, and Can Tho. Binh Duong has the highest rate of migrants having to rent/borrow private houses in the country (200.4 per thousand). Besides, some other localities also have a high proportion of migrants having to rent/borrow private houses (from 40 per thousand to 75.9 per thousand migrants), including Thai Nguyen, Hung Yen, Tay Ninh, Ba Ria - Vung Tau, Ho Chi Minh City and Long An.

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c.   Psychographic and Behavioural

- *Accommodation finding criteria*

The problem of meeting the suitable accommodation is one of the most critical problems for students, especially new students when they first enter the university threshold when the number of students entering university has increased significantly over the years. Most of them are students from outside the province compared to universities. Some universities have dormitories but only partially meet students' needs. They may be entangled with other constraints such as time, amenities, safety, etc. Some universities do not provide dormitories for students. Additionally, when students opt to rent an apartment, they will face the dilemma of not knowing which type of housing would meet their economic circumstances or which capacity will suit them to commute to university or nearby facilities such as convenience stores and pharmacies. This problem can take a long time to ask directly. It is worth mentioning that new students do not know anything about the city. They do not know anyone reliable to ask for accommodation information, even easily caught in the trap of scams, scamming rent with high prices. With these issues, firstly, UniHome will check the qualification of accommodation to verify the rightness of the housing. Secondly, UniHome will decrease the number of home visits of tenants from 7 times to 5 times and even three times from each accommodation finding. These solutions are through real-time updates coming from the landlord, and these searches will be filtered based on tenant needs so tenants can reach the right type of accommodation they want.

- *Roommate matching*

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The level of interest in pairing criteria

■ Totally not concern ■ Not concern ■ Normal ■ Concern ■ Totally Concern
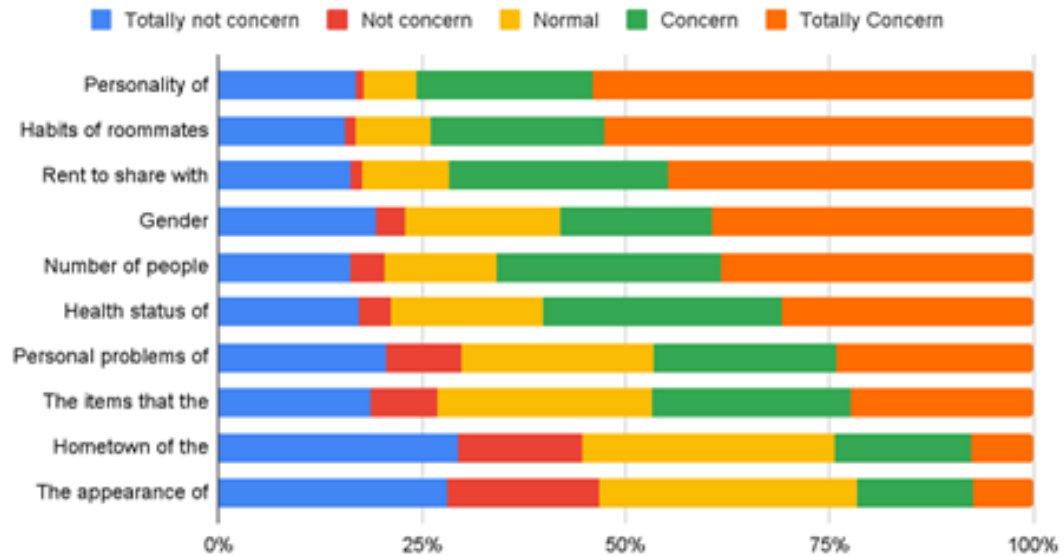
Figure 2.10 The level of interest in pairing criteria

(Source: Author's Design)

The reason for tenants wanting to have a roommate is to share some financial burden with the rental fee, and by that, they will find roommates from family friends who have the same school, major, and interest as them.

According to our primary data, the number of tenants interested in roommate matching would be impacted by these factors such as personality, habits, rental sharing, number of people in one room, and the health status of that roommate.

This led to the solution of UniHome making a roommate matching based on these factors and providing a chat feature so they can exchange information with each other (free the first-time search).

- ***Tenants' internet usage behavior***
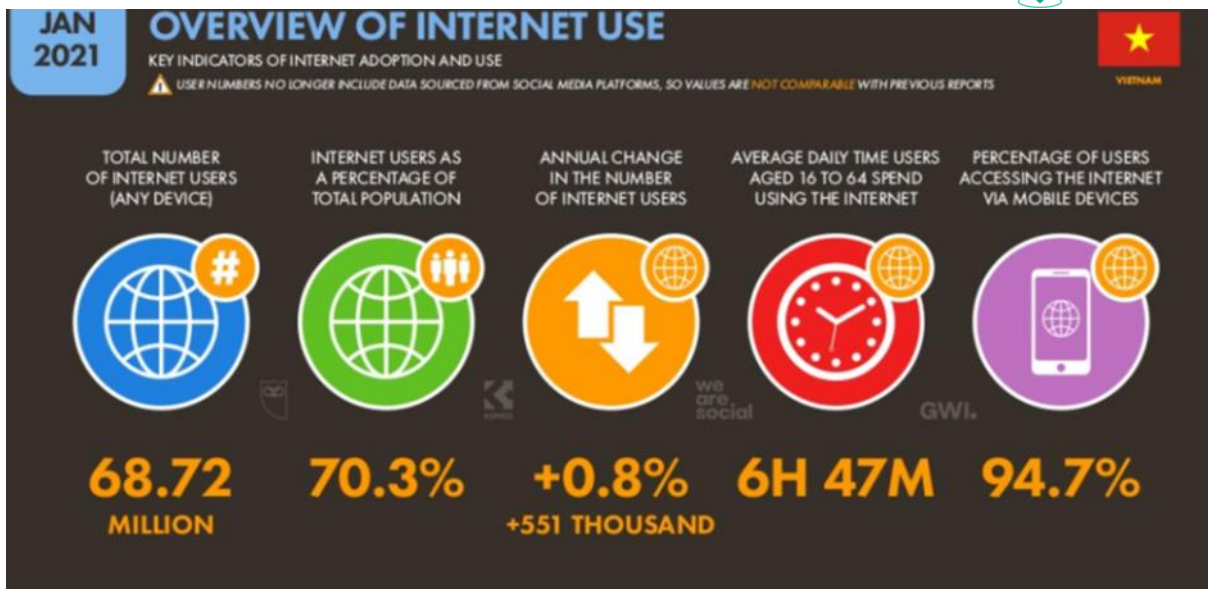
Figure 2.11 Overview of internet use

(Source: GWI research - vnetwork news 2021)

The revolution of the industrial market 4.0 is considered a bright spot of the digital era; it affects all economic sectors. In Vietnam, artificial intelligence and information technology applications occur throughout economic markets. According to the GWI study, around 68,720,000 internet users in Vietnam use any device, accounting for almost 70% of the entire population.

The 4.0 Industrial Revolution has shown its effectiveness in improving productivity by transforming operating methods and the relationship between factors of the production and transportation process. Simultaneously, when everything is focused on connectivity, automation, constant data collecting, and novel business models, the "sharing economy" has a broad impact. For instance, some successful applications of new technologies in network platforms via B2B and B2C enterprises include online ride-hailing, co-working space, meal ordering, and rental housing. On the other hand, the vigorous development of the Internet and the fluctuations caused by the COVID-19 epidemic have disturbed the consumption behaviors of customers from direct to online, creating opportunities and challenges for the development of businesses that want to grasp these technology trends.

According to a report from Facebook/Bain and company, the growth rate of digital transformation is expected to increase according to the size of the retail market or the number of categories people buy online (including websites that provide digital services). online services) will continue to grow 1.4 times by 2025. Consumers prefer e-commerce services because

convenience accounts for 85%, price comparisons 72%, time savings 71%, security 54%, and 54% for reference rating.
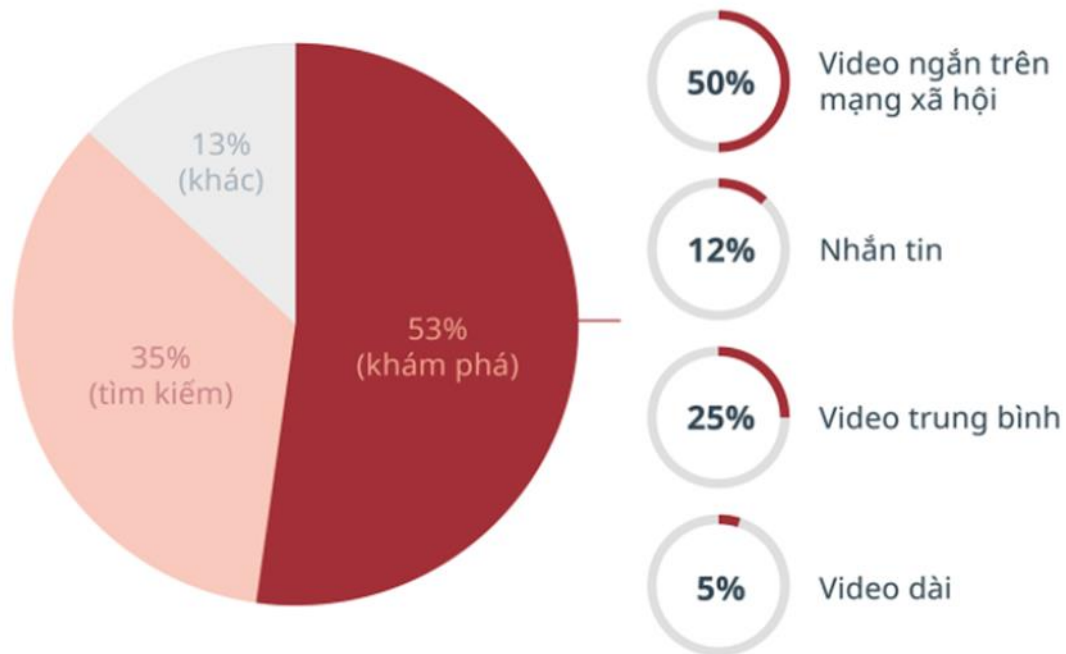
Figure 2.12 Percentage of users choose "top" online retail for exploring

(Source: Facebook/Bain and Company - Research 05/2020)

To discover numerous reputable online shopping channels that are worth their money, customers today rely on social media as their primary source of information. From the above chart, 53% of Internet users are reached passively via videos on social networks/messaging, and 35% are reached actively via social networks.

2.2.2. Landlords

a.   Demographics

- *Landlord Age*
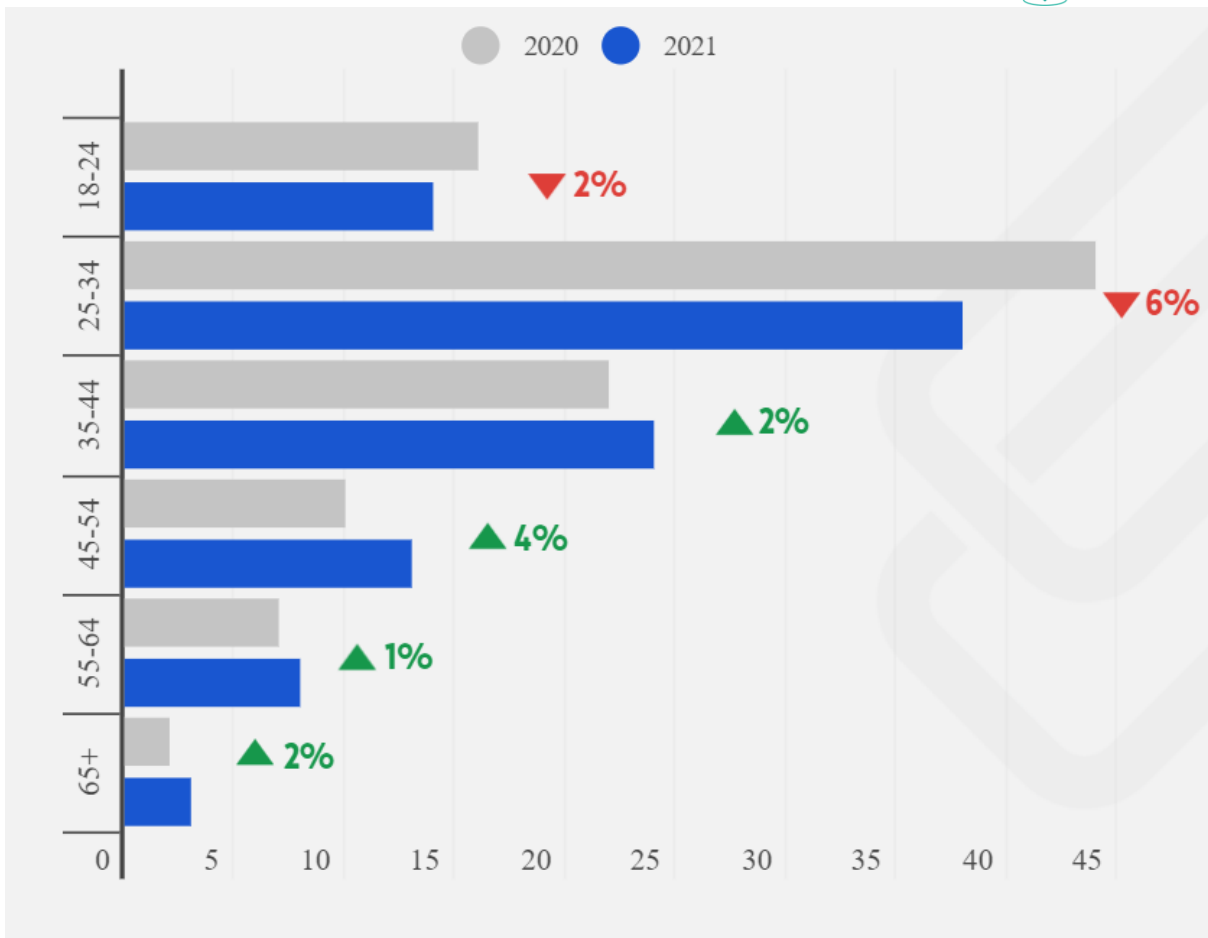
Figure 2.13 Real Estate Searcher Age

(Source: Report from Batdongsan.com.vn)

According to research from batdongsan.com.vn, currently, middle-aged people aged 35 and older tend to use social networks increasing. Searching for real estate online is similar when the rate group of middle-aged people increases, with the stable financial ability and good product appraisal ability, and the need to buy a house for long-term settlement purposes. These people only focus on the age of 35-64, but several people are searching for Real Estate in the age group over 65. Specifically, according to Batdongsan.com.vn statistics, in 2021, for people searching from 35 years old to over 65 years old, the demand to buy a house increased by 1% - 4%.

- ***Landlords segment***

Investor Porfolio

Spacing Business
4.9%

Renting
11.4%

Living in
19.8%

Price Appreciation
63.9%
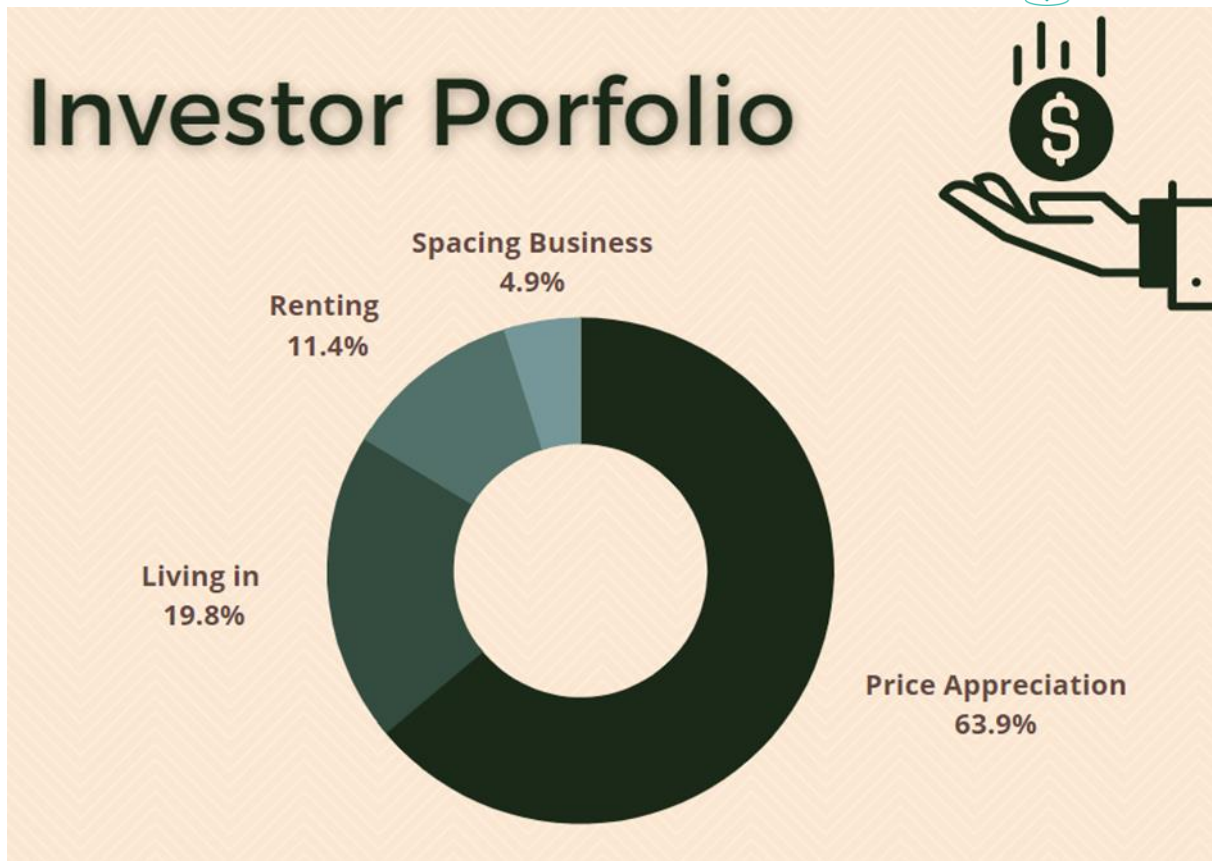
Figure 2.14 Reason for landlords investing in real estate

(Source: VnExpress report)

With a survey from VHome about the number of investors, 75.3% of people are looking to buy real estate for investment purposes. Of which 63.9% of investors expect real estate to increase in value, 19.8% live in real estate, 11.4% use real estate to rent out, and the remaining 4.9% buy real estate for business premises. So, with a diverse portfolio of real estate developers, we want to target 11.4% of real estate investors for rental.

UNIHOME
Let us be your new home
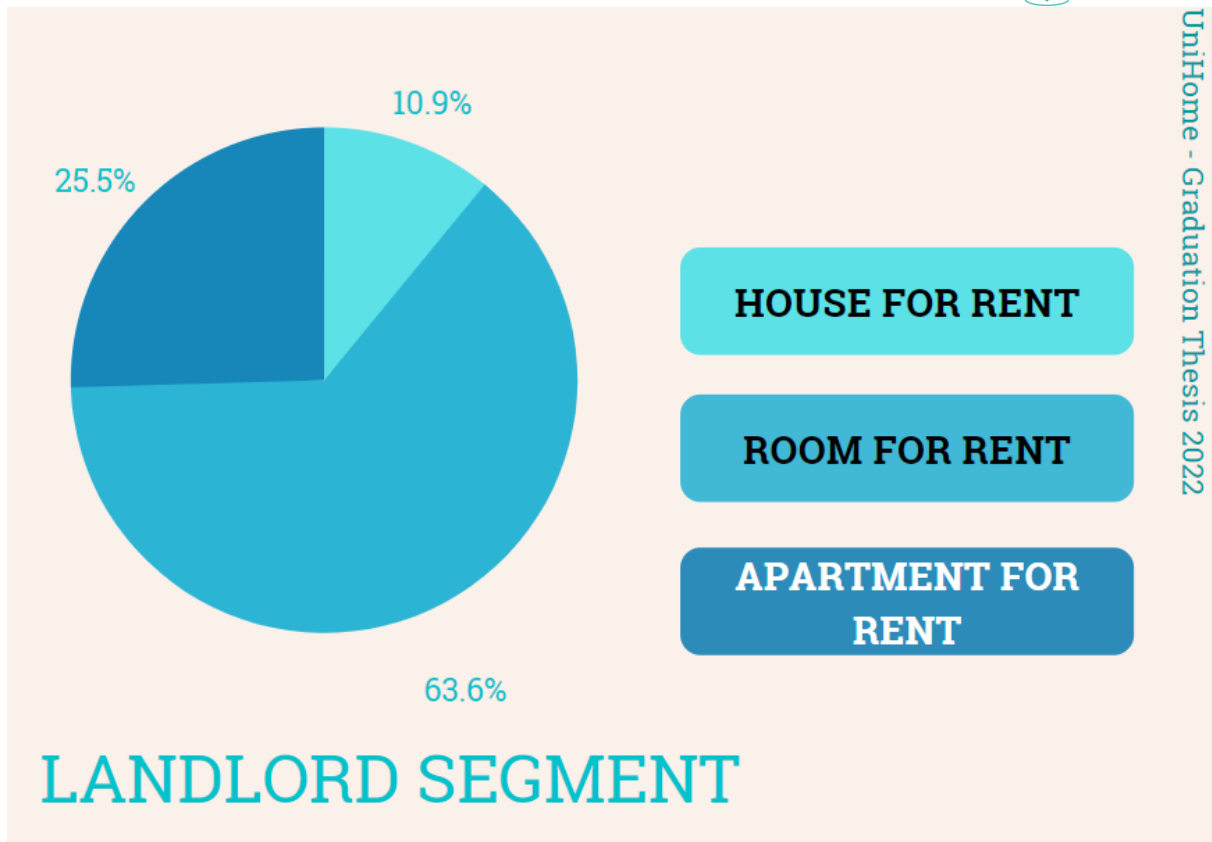
Figure 2.15 Landlord Segmentation

(Source: Author's Design)

According to Nguoi Lao Dong newspaper (2022), currently on the market, there are 46,000 landlords with more than 79,000 whole houses and 643,000 rooms, including apartments. Therefore, after statistics, on average, one landlord will own two houses for rent 14 rooms, including apartments. Furthermore, along with some surveys of landlords' needs throughout the southern city, it is found that, on average, a landlord can own four apartments. Therefore, we assume that one owner will own two houses for rent, ten rooms in rows, and four apartments for rent with the corresponding market percentage of 10.9%, 63.6%, and 25.5%.

- ***Accommodation Rental Price***
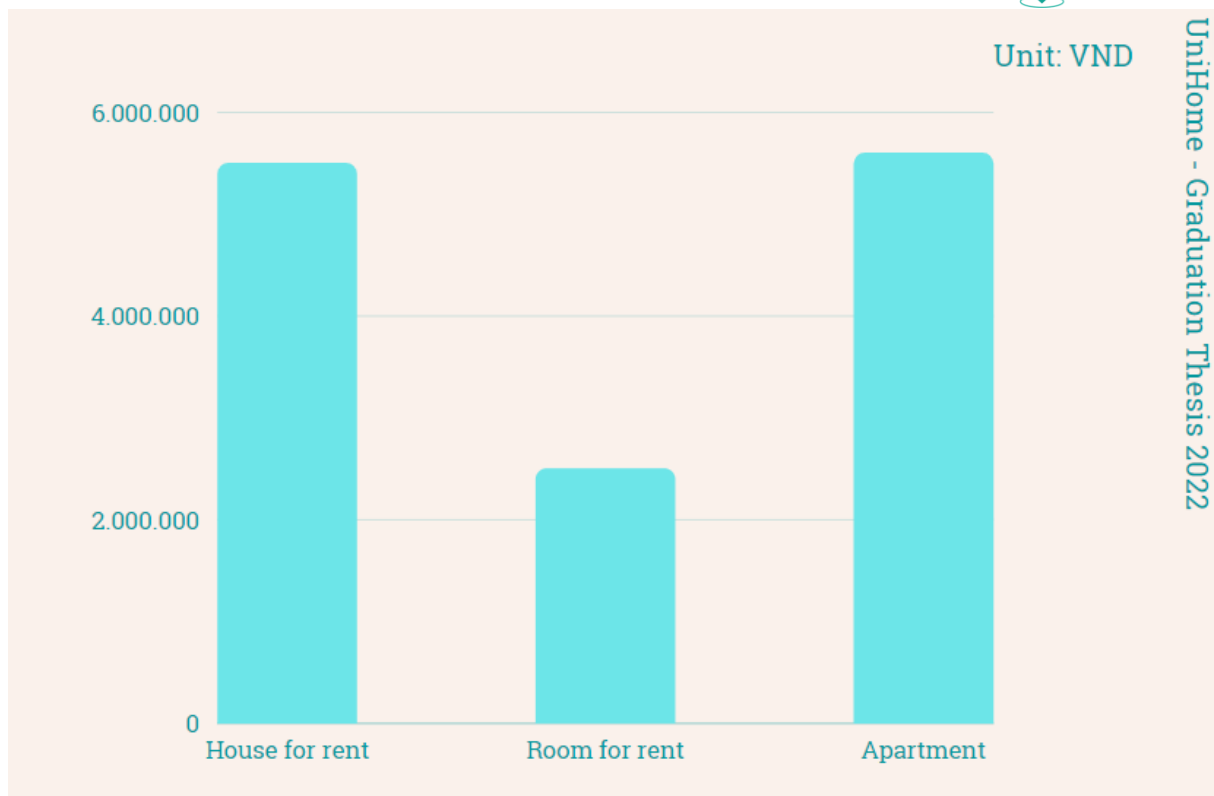
Figure 2.16 Accommodation Rental Price

(Source: Author's Design)

According to the rental price list from Propzy, the average rental price for a whole house for rent (alley house segment) on average 1m² will cost VND 112,173, and for the minimized apartment segment of 1m² will be priced at VND 184,732. Currently, on average, a whole house for rent will have an average area of 60m2, and the average size of an apartment will be 30m². Therefore, we can estimate the average price of a whole house for rent with an area of 50m² is VND 5,500,000, and the average price of a rental apartment with an area of 30m² is VND 5,600,000. A motel room's average rental fee would be between 2,000,000 and 3,000,000 VND depending on its exact location (24H, 2022).

b.   Geographic

According to PWC's City Investment Prospects in 2022 research, which was demonstrated by real estate capital flow, due to economic stability, market liquidity, and predictable cash flows, real estate market trends tend to be positive due to investors' continuous safety mindset. Five cities are recorded to be "generally good" in capital investment, such as Tokyo, Singapore,

Sydney, Melbourne, Seoul, and Osaka, eleven cities are recorded to be "fair," and three cities are recorded to be "generally poor".

From 2020 to 2021, especially during the outbreak of the fourth COVID-19 pandemic, has made the rental market a heavy deficit despite the support of unemployment policies from the government; at the same time, landlords have tried to minimize rental costs for tenants. On the other hand, based on PWC's report, Ho Chi Minh City still retains the No. 1 position in terms of the growth rate of the rental market as well as under the aspect of interviewee the growth rate of the rental market at the end of 2021 is assessed as "Fair".

Psychographic and Behavioral

The accommodation business now allows landlords to get a source of income due to the high demand for housing of all ages, usually among students or workers from provinces to cities for studying or working. Although leasing a room can bring specific difficulties, including finding and managing tenants effectively, the rental business takes a long time to find the ideal customer or even occur losses due to inadequate accommodation management.

- *Accommodation occupancy rate*
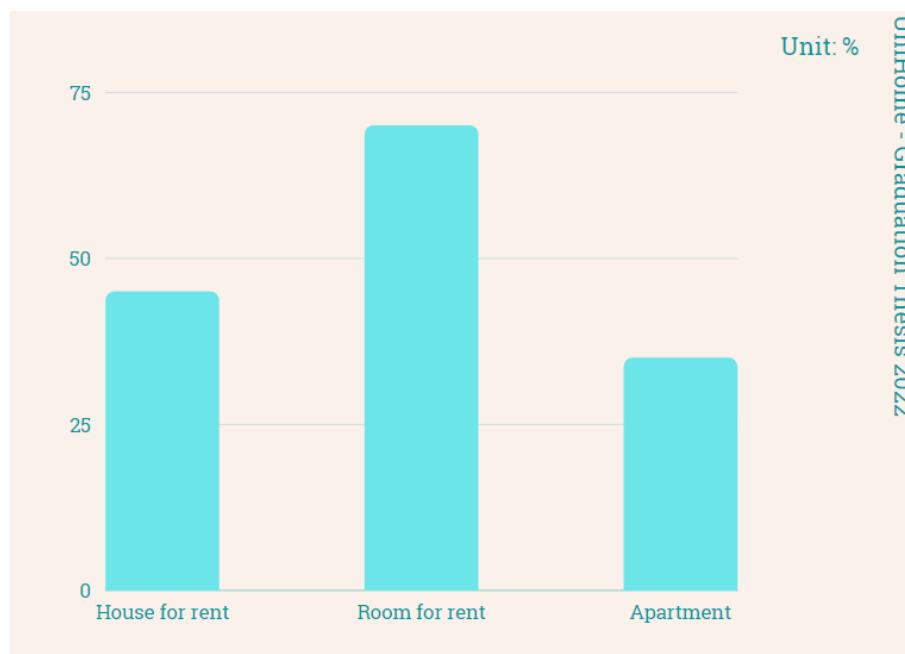
Figure 2.17 Accommodation occupancy rate

(Source: Author's Design)

For the first segment, which is the house for rent, according to unio.vn, to apply the rental model effectively in this segment, investors need to ensure the occupancy rate is above 45% and invest in reasonable design and decoration. Coming to the segment of rooms for rent, the occupancy rate of this segment is guaranteed from 60% to 70%. As for the last segment, apartments, the occupancy rate of this segment is not better than the occupancy rate of the motel segment; according to BNews (2022), the occupancy rate of this segment at 30-40% for the last epidemic period.

However, the housing rental market is showing signs of prosperity and recovery, and rooms for rent are recovering. As a result, the motels segment under 4 million is recovering strongly with an occupancy rate of over 85% (reported from Cafeland). The mid-high-end segment with an average rental rate of VND 5,000,000 with an increase in occupancy rate can reach 70%.

- *Accommodation Management*

Furthermore, landlords are also concerned about the tenant's identity; during the interview process and survey research, we have received some feedback that landlords want to reach the right segment of tenants. Mr. Duy Tan, a project manager for an accommodation real estate company, shared some information about the business model, stating that the middle class will be the most effective sector of tenants during COVID-19. This sector earns between VND 5,000,000 and VND 8,000,000 and can afford an average rental payment. Because this target earns a "Fair" wage, they are not required to return to their hometown; instead, they can continue renting and benefit from certain perks, such as free payment of housing-related costs (electricity, water bills, etc.) Moreover, Mr. Duy Tan also reminded the number of tenants who have roommates he can have in one room with a maximum of 4 tenants/room. Since the more people in one room the more degradation of the accommodation.

Another factor landlords are concerned about would also be their financial management. We discovered that landlords have some difficulties handling their finances in a month, between expenses and tenant payments, during the interview. In reality, they need to collect money for a large number of rooms, and it's difficult to keep track of the status of each. This issue prompted UniHome to develop a management system that enables landlords to manage their rooms and finances more effectively.

- *Landlord's internet usage behavior*

Figure 2.18 The growth rate of Internet User at the age above 65 years old

(Source: Nhipcaudautu.vn report)

Internet access is now popular with young people between the ages of 18 to 40 because the complicated epidemic situation has partly affected the behavior of older people in Vietnam (generations over 40 years old). Typically, according to a study from Nhipcaudautu, the number of social network (Facebook) users gradually increased by 20% in the past year. Older audiences will often tend to use social networking sites and platforms to connect with relatives and the community in general. Surprisingly, in another note from Vietnamnet, middle-aged people still

tend to connect with the community and expand their actual social relationships to increase communication opportunities in real life and improve their quality of life positive

ly. According to another study conducted by Kaspersky Lab and B2B International, the Internet's impact on the behavior of older persons occurs not just in Vietnam, but also globally. The middle-aged population is growing rapidly, with approximately 84 percent of users aged 55 and over frequently accessing the Internet at home many times a day. Of those, 44% spend at least 20 hours a week on the Internet.

2.3. Market Size

2.3.1. Tenants Top-Down Model
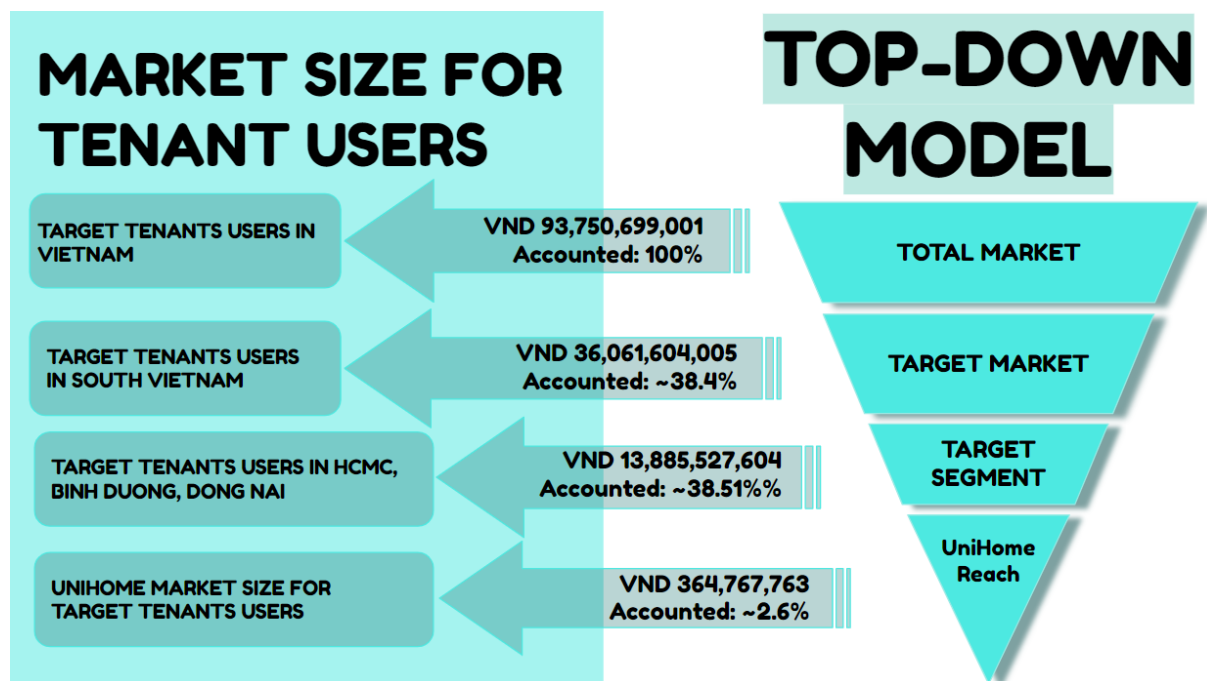
Figure 2.19 Tenants Top-Down Model

(Source: Author's Design)

The first layer shows the entire market share of tenants with demand for shared accommodation in Viet Nam. Based on the customer profile, UniHome wants to target tenants aged 18 to 40 years old. According to statistics, this age group accounts for 47% of the total population of Vietnam with the number of 46,390,406 people, with the demand for accommodations is 11.7% (population and housing census report 2019), the internet users accounted for 70.3%, and the

need to find a roommate, accept to pay for this matching package (UniHome statistics) is 63%. Therefore, the number of tenants UniHome targets (tenants wishing to find accommodation and roommate matching through platforms and applications) with the overall **Viet Nam market share is 2,403,864 users**. Assuming they will pay for the matching package of VND 39,000, showing that in Vietnam Top-Down share is estimated at **VND 93,750,699,001**.

The second layer represents the entire market share of tenants with demand for shared accommodation in the South Viet Nam (including the Southeast and the Southwest region). The population here accounts for 36% of the total population of Vietnam with the number of 35,533,077 people and based on the tenant segment that UniHome targeted (2.44%) would be **869,199 users**. However, the data does not yet include the number of populations that migrated to the southern region. According to statistics from the population and housing 2019 report, the type of population that migrates with the largest number will be the population in rural areas (accounting for 65.6% of the total population) as well as this type of population that will move in urban areas accounted for the largest proportion (31.4%). In the end, the number of rural populations migrating to urban areas in this southern region accounted for 11.2% of the total number of rural populations migrating to urban areas with 88,028 people. According to the report, this number will also have a very high demand for accommodation because they usually will not hold private housing, so UniHome will target this group's need to find roommates (63%) with the population **55,458 users**. From there, it can be seen that the number of target audience UniHome targets (tenants wishing to find accommodation and roommate matching through platforms and applications) with the overall **market share of the South VietNam is 924,657 users**. Assuming they will spend paying for a shared accommodation package is VND 39,000, which shows that Vietnam's market share is estimated to be **VND 36,061,604,005**, accounting for **38.4%** of the market share the first layer.

The third layer represents the entire market share of tenants who need to share accommodation in areas such as Ho Chi Minh City, Dong Nai, and Binh Duong. These areas have a high migration rate of 75.9 per thousand, 44 per thousand, and 200.4 per thousand (population and housing census 2019 report). These statistics show that the number of migrants that UniHome wants to target in these areas will be **1,776 users**. Not only that, the population based on tenants that UniHome wants to target will be **354,263 users**. It shows that the target audience UniHome is targeting (tenants wishing to find accommodation and roommate matching through platforms

and applications) with the overall market share in Ho Chi Minh City, Dong Nai, and Binh Duong is **356,039 users**. Assuming they will pay for the sharing package of VND 39,000, showing that in Vietnam's market share is estimated at **VND 13,885,527,604**, accounting for **38.51%** of the market share of the second layer.

For the last layer represents UniHome market size in the first year, UniHome assuming the percentage reach of UniHome is **2.6%** of the market share of the third layer. The number of target audience UniHome is targeting (tenants wishing to find accommodation and roommate matching through platforms and applications) would be estimated to be **9,353 users** and willing to pay for the roommate matching package of VND 39,000. Therefore, the total market share of UniHome is predicted to be **VND 364,767,763.**

2.3.2. Landlords Top-Down Model
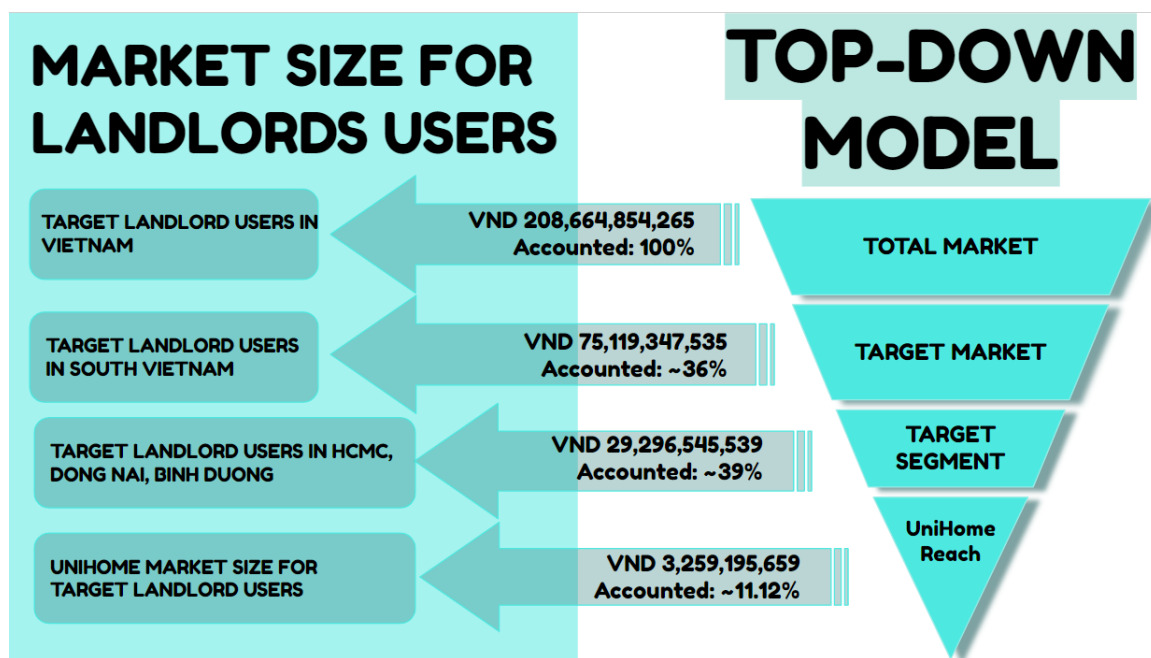
Figure 2.20 Landlords Top-Down Model

(Source: Author's Design)

The first layer shows the entire market share of landlords who need to advertise and manage accommodation. Based on the customer portraits, UniHome wants to target the segment of landlords aged 40 and above. According to Vietnam's population statistics, age and male gender account for 21.70% of the total population of Vietnam, 10,794,949 people. According to a report

from VnExpress, more than 75.3% of people looking to buy real estate are investors, and the category of buying real estate for rent accounts for 11.4%. Simultaneously, according to the environmental resource newspaper, the rental housing portfolio accounted for 21% of the total rental real estate portfolio, along with the estimated online access speed of these target landlords is 90%. According to the report coming from us, it can be estimated that the market share of landlords in Vietnam will include 194,599 people. UniHome will collect three fees (brokerage fee, advertising fee, and management fee). Based on ChoTot's report, the successful posting rate is 50%, and the number of final depositors accounts for 30%. It shows that the number of landlords who will agree to pay the fees will be 15%, representing **26,271 users**. First is the brokerage fee; UniHome estimates that the market share of this source will be **VND 204,183,456,293**, followed by the advertising fee; UniHome estimates that it will collect advertising fees for five advertising days of each type at a rate. The price of VND 3,000/day will be **VND 2,994,061,524**; the last remaining source of revenue is the management fee, with the number of accommodation rooms over ten rooms estimated at **VND 1,487,336,448.** From there, it shows that the entire market share of landlords in Vietnam is **VND 208,664,854,265**

The second layer shows the entire market share of landlords who need to advertise and manage accommodation in the South of Vietnam. UniHome has also estimated the population the area accounts for 36% of the total population of Vietnam, thereby showing that there will be **9,457 users** in the South. Similar to the sources of fees that landlords have to pay will include three sources of fees. Brokerage fees are estimated to be **VND 73,506,044,266**, advertising fees are estimated at **VND 1,077,862,148**, and management fees will be **VND 535,441,121**. From there, it shows that the entire market share of landlords in the South is **VND 75,119,347,535,** accounting for **36%** total market share of the first layer.

The third layer shows the entire market share of landlords who need to advertise and manage accommodation in Ho Chi Minh City, Dong Nai, Binh Duong. UniHome also estimated the population in the area accounts for 39% of the total population of the south region, thereby showing that there will be **3,688 users** in the South. Brokerage fees are estimated to be **VND 28,667,357,264**, advertising fees are estimated at **VND 420,366,238**, and management fees will be **VND 208,822,037**. From there, it shows that the entire market share of landlords in the South is **VND 29,296,545,539,** accounting for **39%** total market share of the second layer.

The last layer represents UniHome market size in the first year, UniHome assumes the percentage reach of UniHome is **11.12%** of the market share of the third layer. Therefore, the target audience UniHome is targeting (landlords who need to advertise and manage accommodation) would be estimated to be **410 users** and willing to pay for the roommate matching package of VND 39,000. For brokerage fees, **VND 3,189,199,430** advertising fees are estimated at **VND 46,765,098**, and management fees will be **VND 23,231,131**. Therefore, it shows that the entire market share of landlords in the South is **VND 3,259,195,659.**

2.3.2. Bottom-Up Model
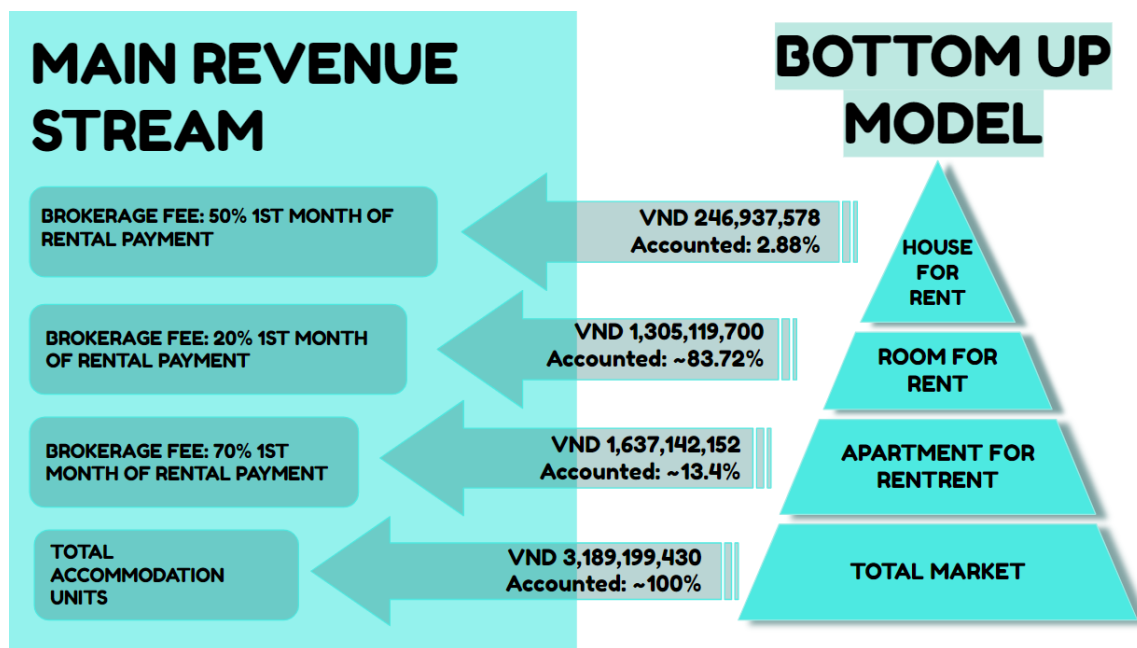
Figure 2.21 Bottom-Up Model

(Source: Author's Design)

Moving to the Bottom-up model, it represents UniHome's primary source of revenue – revenue from brokerage fees. Based on reports to Nguoi Lao Dong (2022) and primary data source, UniHome has estimated that one landlord owns two whole rental houses, ten rental rooms, and four rental apartments. The percentage of landlords who own a whole house, apartments for rent, rooms for rent, and apartments for rent accounted for 10.94%, 63.61%, and 25.45%, respectively, in the category of users as landlords. From that, it is estimated that the number of each type is **90 houses, 2,610 rooms, and 418 apartments**; along with that, UniHome will collect fees based

on each type of 50%, 20%, and 70% of the tenant's first month's amount, respectively, with the average rent of VND 5,500,000; VND 2,500,000; VND 5,600,000. Therefore, the revenue from the types of houses for rent will be **VND 246,937,578**, rooms for rent will be **VND 1,305,119,700,** and apartments for rent will be **VND 1,637,142,152**. Therefore, estimated for the first year of UniHome, the revenue from the primary revenue source is **VND 3,189,199,430.**

2.4. Competitor Analysis
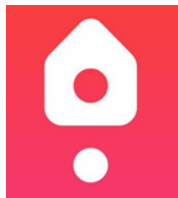
2.4.1. Competitor Overview

Currently, the epidemic situation is increasingly under control in the southern regions, and the economy is gradually recovering, which is a precious thing for businesses that can develop again. The situation is also an opportunity for new businesses to enter the market. However, to enter the market effectively, we still have to consider the existing competitors in the market.

As for the accommodation market, according to the loading news report, the number of students returning to school is increasing, which makes it even more difficult for students to find accommodation that suits their needs. These issues will become an opportunity for UniHome's competitors such as Batdongsan.com.vn, ChoTot, Phongtro123, Ohana, and Mogi. UniHome must have a thorough understanding of its competitors and their business models to enter the market successfully:

Competitor List	Year Established	Scope	Service Type	Platform	Price
Batdongsan .com.vn	2008	HCMC	Real estate transactions (Project, Housing, Buy or sell)	Website Application	**- Push post (fee counted by day):** VND 3,000 - 220,000 (from normal pack to special VIP pack) **- Hot post (fee counted by day):**

					VND 6,000 - 275,000 (From normal pack to special VIP pack)
chợ TỐT	2012	HCMC	Online transactions (electronics, clothing, housing, pet, ect.)	Website Application	**- Push post:** VND 15,000/1 day VND 43,000/3 days VND 95,000/7 days **- Priority post:** VND 20,000 - 140,000 (from 1 to 7 days) **- Push views:** VND 225,000/HCMC **- Hot post:** VND 95,000/7 days
PHONGTRO **123** Kênh thông tin phòng trọ số 1	2015	HCMC	Housing transaction (Leasing and renting)	Website	**- Normal pack:** VND 2,000 - 48,000 **- VIP 3 pack:** VND 10,000 - 240,000 **- VIP 2 pack:** VND 20,000 - 540,000 **- VIP 1 pack:**

					VND 30,000 - 800,000 **- Special pack:** VND 50,000 - 1,200,000 (Minimum: 3 days) **- Top up:** VND 2,000 - 5,000
	2017	HCMC	Housing transaction (Leasing and renting)	Website Application	**- Student pack:** VND 19,000 - 49,000 **- Reservation fee:** Accounted 30% for the first month **- Hot post:** VND 139,000 - 749,000 (from 5 to 30 days) **- Landlords support (/chat): Unlimited chatting:** VND 139,000 - 1,149,000 (from 3 to 30 days) **Fee per chat:** VND 129,000 - 899,000

					(from 50 to 400 chats)
mogi	2017	HCMC	Housing transaction (Leasing and renting)	Website	**- Push post:** VND 5,000 - 120,000 **- Hot post:** VND 30,000 - 720,000 **- Top up:** VND 3,000 - 72,000 (from 1 to 60 days/pack)

Table 2-1 Competitor Overview

(Source: Author's Design)

2.4.2. Comparison Matrix

Batdongsan.com.vn	
Strengths	Weakness
The application has a Point of Interest feature; this can update the nearby location while in current areas. It also has the search saving feature, which helps users track back to the last search. The website/application can update real-time of the post for acknowledging how long have the post been updated	Even though the search saving was a good feature of Batdongsan.com.vn, it is still very complicated and sometimes makes users feel confused about it. The accommodation post does not have to verify the tag

Table 2-2 Analyze Batdongsan.com.vn Strengths and Weakness

(Source: Author's Design)

ChoTot	
Strengths	Weakness
The website has linked with many carriers and it also has video record of the accommodation for better verification The website/application has filter by type of landlord (Broker/Individual)	However, it does not have a verification tag and does not have the Point of Interest Feature.

Table 2-3 Analyse ChoTot Strengths and Weakness

(Source: Author's Design)

Phongtro123	
Strengths	Weakness
The website has roommate findings for tenants The website can update real time of the post for acknowledging how long have the post been updated	However, it does not have a verification tag and does not have application for easily usage

Table 2-4 Analyze Phongtro123 Strengths and Weakness

(Source: Author's Design)

Ohana	
Strengths	Weakness
The website/application has a deposit feature for tenants to make a reservation for accommodation. It also has roommate matching for tenants to find a suitable roommate. The accommodation post in the website/application has a verification tag.	The website/application does not have its registered account, and it needs to link with Zalo, Facebook, etc. Its filter is not diverse enough and does not have real-time updates of the post.

Table 2-5 Analyze Ohana Strengths and Weakness

(Source: Author's Design)

Mogi	
Strengths	Weakness
The website has community features to support tenants while finding suitable accommodation (Q&A) The website also helps landlords acknowledge the posting speed and report this quarterly. When finishing creating an account, the user account will link a private agency and give users their information under the Zalo number.	The website does not have an application and accommodation does not have a verification tag.

Table 2-6 Analyze Mogi Strengths and Weakness

(Source: Author's Design)

Social Networking Sites	
Strengths	**Weakness**
Convenient to connect with many people from many fan pages, etc. Free and do not need to pay any fee to make a contact and advertise.	Difficult to determine a person's identity Because there is no specific screening, it is easy to be scammed

Table 2-7 Analyze Indirect Competitor Strengths and Weakness

(Source: Author's Design)

Target customer	Feature list	UNIHOME	Batdongsan	chợ TỐT	PHONGTRO123	(house)	mogi
Tenants (before rent)	Community	☆					☆
	Reservation deposit	•				•	
	Roommate Matching	☆			☆	•	
	360/Video	•		☆	•	•	
	Verify tag	☆				☆	

	Point of Interest	•	☆				
Tenants (during rent)	Rental Payment	•					
	Payment History	•					
	Issue Report	☆					
Landlords	Management System	☆					•
	Post advertising	•	•	•	•	•	•
	Monthly Survey	•				•	
	Appointment Schedule	☆				•	•

Table 2-8 The advantages of the companies

(Source: Author's design)

After analyzing the strengths and weaknesses of each competitor, UniHome will focus on improving the user experience and improving the management system for issues related to the type of accommodation of the host. According to statistics from go branding, to help businesses in general and startups in particular, the goal in the next five years for business models should focus on improving user experience more.

Early-bird clients should be interested in apps that perform well during and after installation.

Chapter 3 : PRODUCT

3.1. Product Description & Company Introduction

In the present time, accommodation is a problem that many people are interested in, especially for those who live and work outside their home example like students, workers, staff… Furthermore, they can find a room which suits their own economy, living conditions for daily living and saving their cost in transportation. On the other hand, for landlords, it is also the problem that they are very concerned about how to have customers rent their place with limited information and keep a stable income.

UniHome is an application designed for these demands. For landlords, they can advertise and manage their inn, apartment, dorm,etc. They can also save time with the customer reservation, chat, and video call. For tenants, they can view the information of the inn available, the promotion, discount, environment utilities, and also find roommates who fit their interests. For registered members, they can use many other higher functions like unlimited roommates searching, return and paying for tenants, and data analyzing and storage for landlords.

3.2. Intellectual Property

According to the World Intellectual Property Organization (2018), intellectual property is the creations of the mind, such as inventions, literary and artistic works, designs, logos, names, and images used in commerce. The brand name "UniHome", composed of two options of combination "University Home" and "Unique Home", logo image, as well as interface designs on the website and app are copyrighted and cannot be used by any other third party.

3.3. Product Pricing

UniHome will provide the technology application platform for rental management such as apartment, dorm, homestay, accommodation from small, average to high standard. The application also has different strategies and pricing techniques to create excitement to the incentive for users paid. Each different price for tenants and landlords will bring them different utilities and value.

For tenants:

Roommates matching package:

29.000đ/ 3 days

39.000đ/ 7 days

79.000đ/ 30 days

For landlords:

+ Brokerage Fee per contract

1. Rooming house, Dormitory: 20% of first-month rental fee/contract

2. House for rent: 50% of first-month rental fee/contract

3. Apartment, Condominium: 70% of first month rental fee / contract

+ Management system: Subscription

Free 10 first rooms

Starting from the 11th room

89k/10 rooms

159k/20 rooms

229k/30 rooms

+Advertising fee

3-30k/ day/ post-boost

3.4. Application development process

3.4.1. For landlords
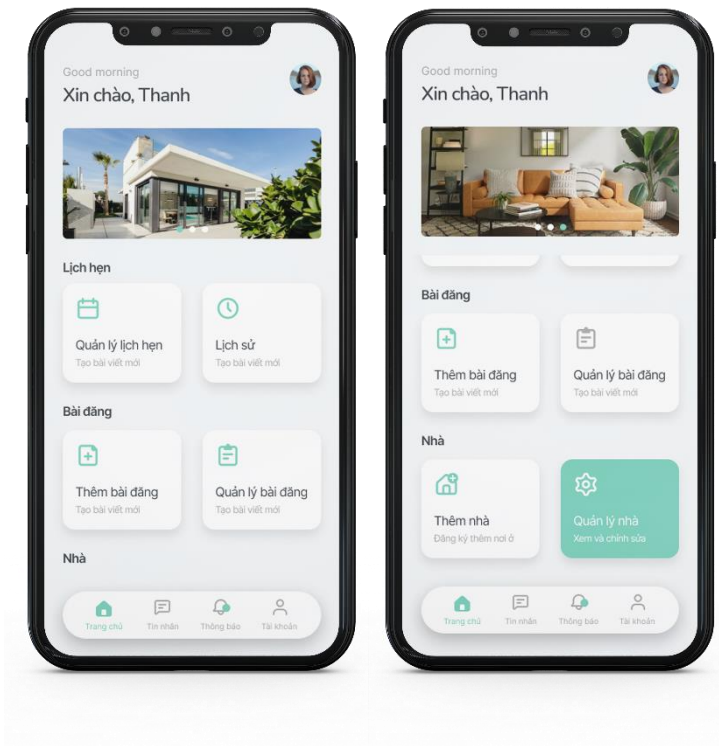
Figure 3.1 UniHome Landlord's Home Page
(Source: Author's Design)

Landlords Feature will divide into 2 sectors:

- Post Upload: there will be post addition and post management
- Accommodation Management: Similar to post upload there will be accommodation addition and accommodation management

a. **Posting management**
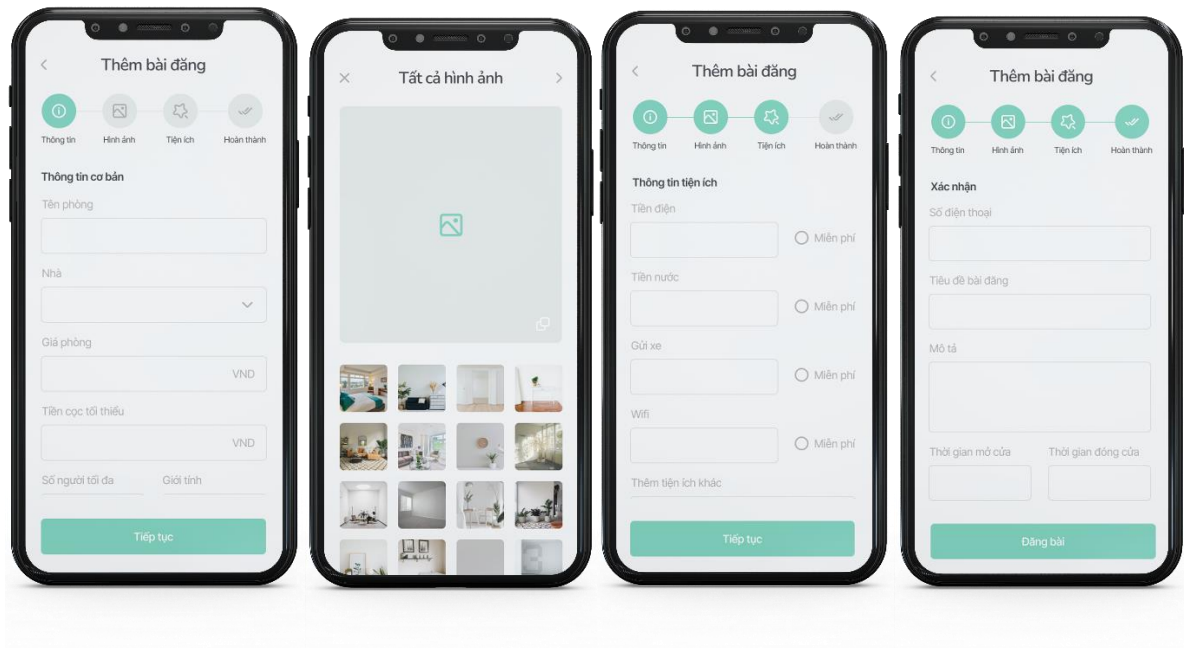
Figure 3.2 UniHome Posting Management
(Source: Author's Design)

In Post management, landlords will need to clarify and fill up the accommodation information which include: accommodation's name, acreage (m2), quantity, rental price and deposit price. Landlords can upload pictures under two simple formats: JPG and PNG, following that will be accommodation addresses which include: city, district, ward, stress and house number. For finishing sectors, landlords can upload their phone number, post content and working hours.

b.   Accommodation management
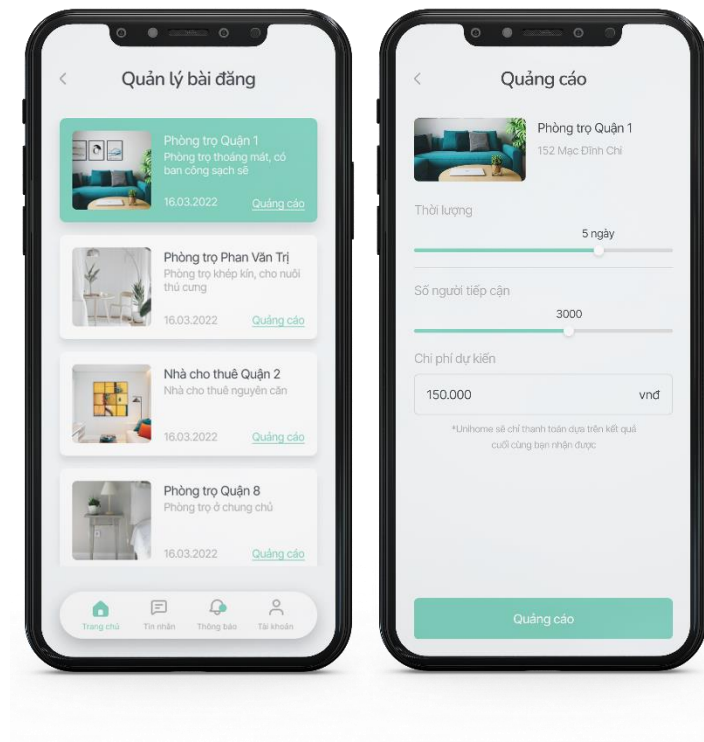
Figure 3.3 UniHome House Management Display

In accommodation management, landlords can keep track of their accommodation posting status and boost their post based on their needs with advertising package.
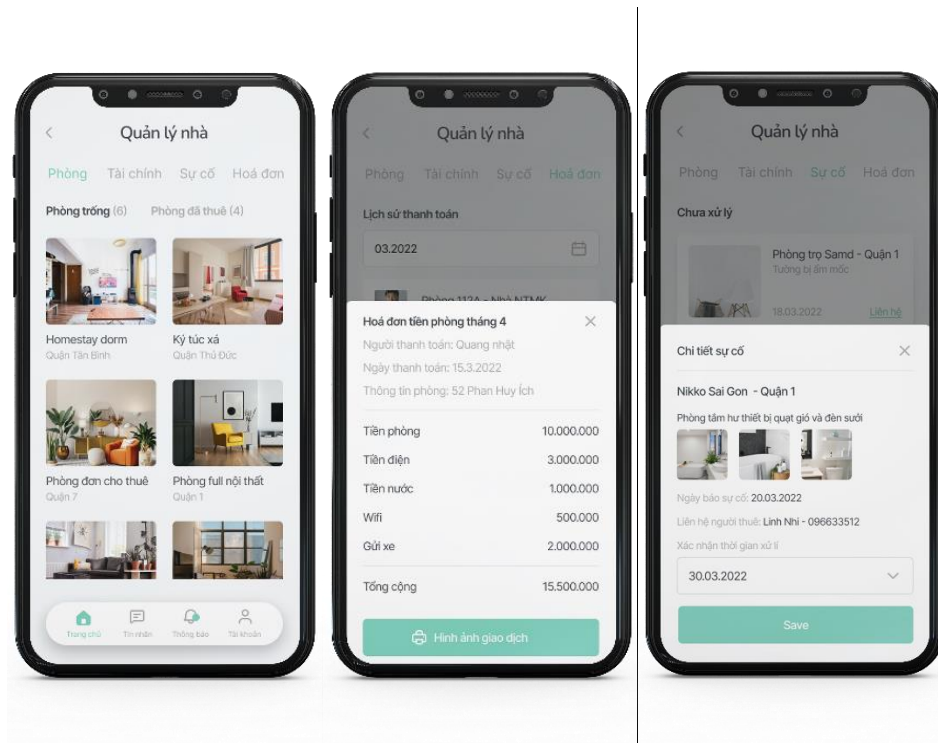
Figure 3.4 UniHome House Management Status

For issue reports, landlords can receive the issue notice which has been sent from tenants. Landlords can also manage their rooms and bills in this management system
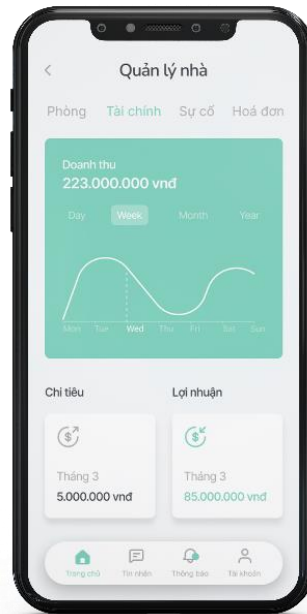
Figure 3.5 UniHome Financial Report

Not only that, landlords can also keep track of the financial report captured during the management process including spending and profit. In order to bring out an accurate financial report, landlords will need to list out accommodation related bills for better management.

UNIHOME
Let us be your new home

For issue reports, landlords can receive the issue notice which has been sent from tenants.

c. Appointment scheduling
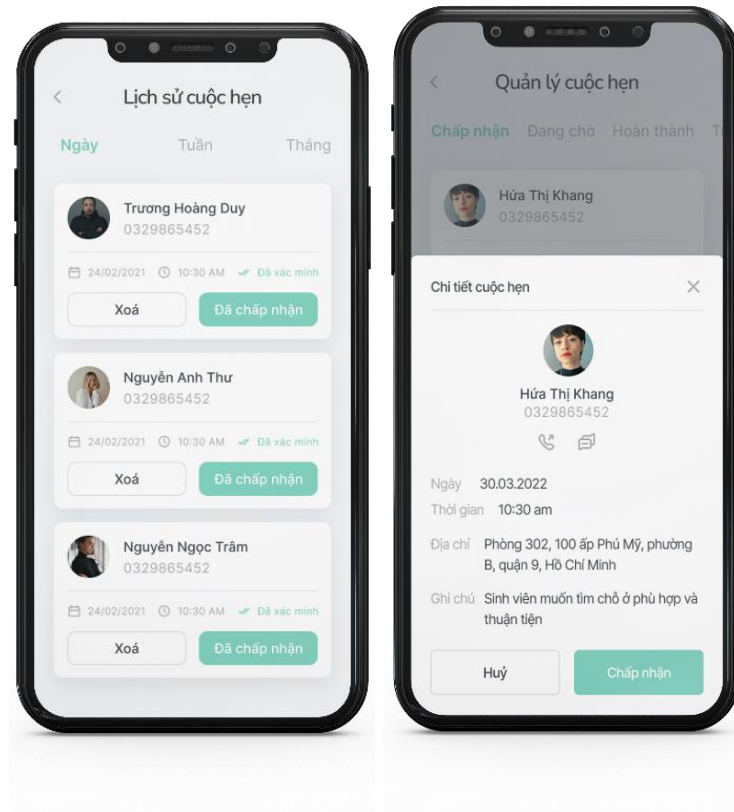
Figure 3.6 UniHome Appointment Scheduling

UniHome also gives out appointment scheduling features for landlords and tenants, easily having an offline meeting for further transactions which include: meeting management, meeting history. To have a meeting history, from now landlords can decide which type of tenants they want to meet and cooperate with.

d.   Contracts

Landlords can also create an online contract (PDF file) just by filling in the tenant and rental information in the form.

e. **Message**
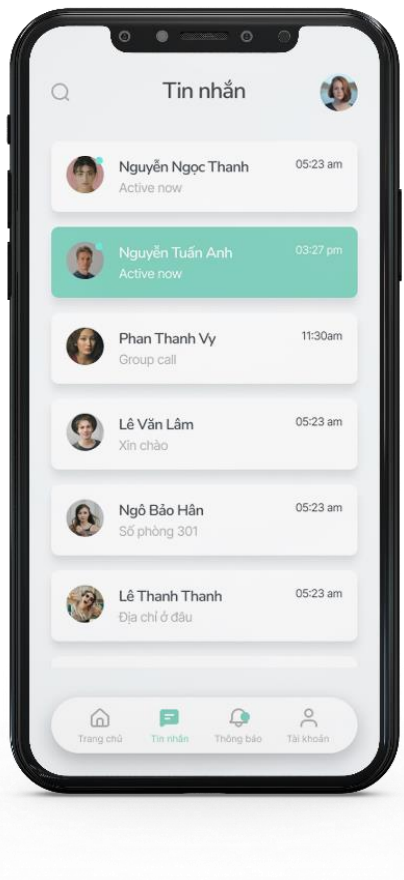
Figure 3.7 UniHome Message Feature

Landlords and tenants can also contact each other through the Message feature before and after tenants move in.

f. **Notification**

Figure 3.8 UniHome Notification feature

If there occurs to have a new appointment, the notification will pop up for landlords to keep track and this can also remind them to fill out the bills related to their accommodation.

g.   Settings
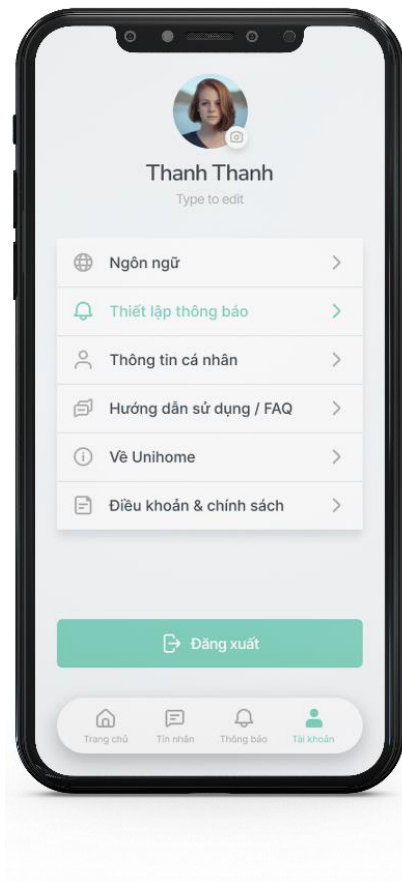
Figure 3.9 UniHome Landlord's Setting

Landlords can change their avatar, language (bilingual: Vietnamese and English), landlord information, Frequent Answer Question, about UniHome Rule and Regulations.

h.   Monthly survey

Each month, landlords receive a property evaluation report directly from tenants to have a better understanding of their behavior and satisfaction levels.

3.4.2 For tenants

Tenants Feature will divide into 2 sectors:

- Accommodation Search: there will accommodation finding and deposit

UNIHOME
Let us be your new home

- Roommate Search: Roommate matching and message

a. Accommodation finding
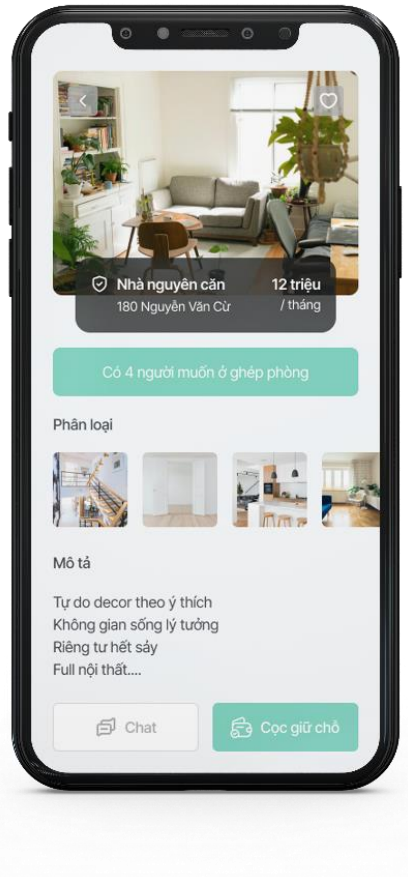
Figure 3.10 UniHome Tenant's Homepage

For accommodation finding, the search engine will filter searches based on many criteria such as: Price, Place, University, Type of rental, Number of roommates, Utilities and other criteria from UniHome's rating system (safe, convenient). Beside detailed information and utilities of

the room, renters can also have a 360 view of the room.

Figure 3.11 UniHome 360 view of accommodation

b.   Room deposit

With the room types verified by UniHome, tenants can make an immediate deposit to reserve the place with 3 clearly stated benefits.
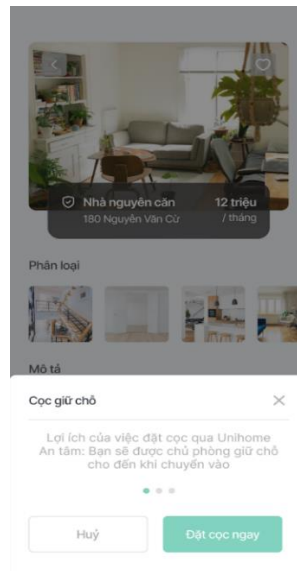
Figure 3.12 UniHome Room Deposit Feature

Figure 3.13 UniHome Room Deposit Notification
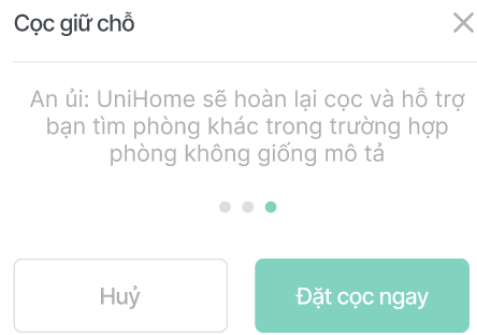
Figure 3.14 UniHome Room Deposit Notification about Payback
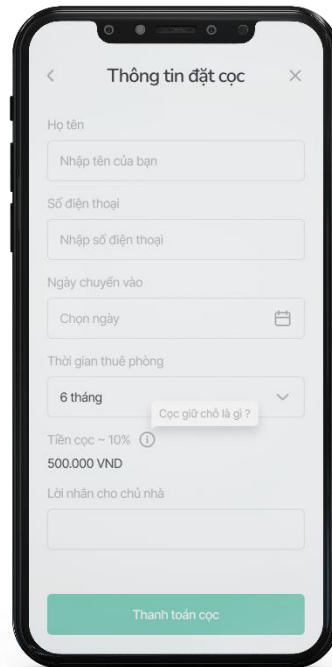
Figure 3.15 UniHome Room Deposit Information

c.   **Roommates matching**

Tenants will have a list of potential roommates for them to choose. After purchasing the package, they can have unlimited chat with a lot of information sharing between them before making a final decision to live in the same room.

Figure 3.17 UniHome Roommates Information
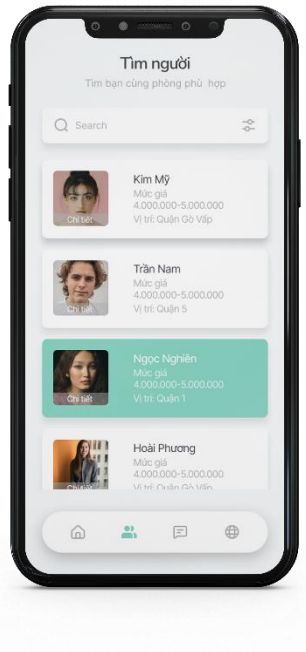
Figure 3.16 UniHome Roommates Matching Display
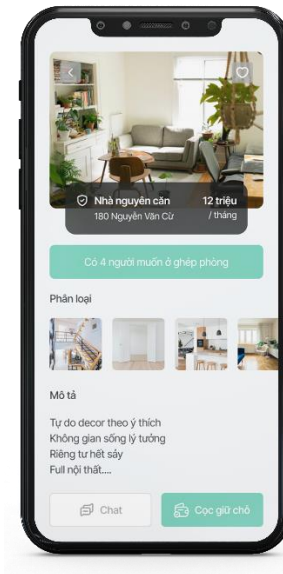
Figure 3.18 UniHome Roommates Matching Notification
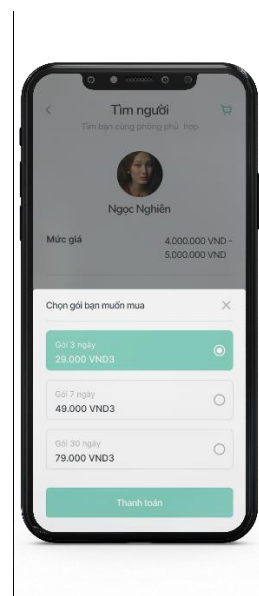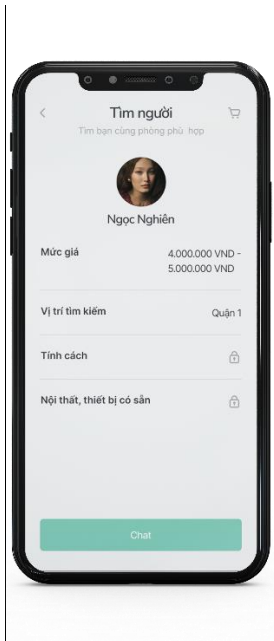
Figure 3.19 UniHome Tenants Package Option

d. Message

Figure 3.20 UniHome Chatbox

e. Community

Tenants will have a community to share and ask questions and receive authentic reviews from real users.

Figure 3.21 UniHome Community Homepage
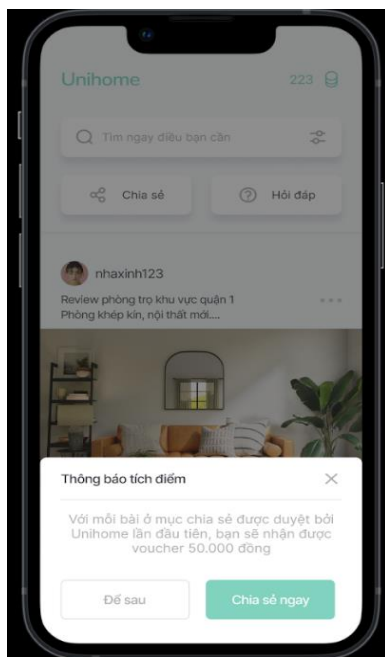
Figure 3.22 UniHome point collecting

f. Payment & discount

After signing a contract with UniHome, renters will enjoy a promotion for each early payment of the room.
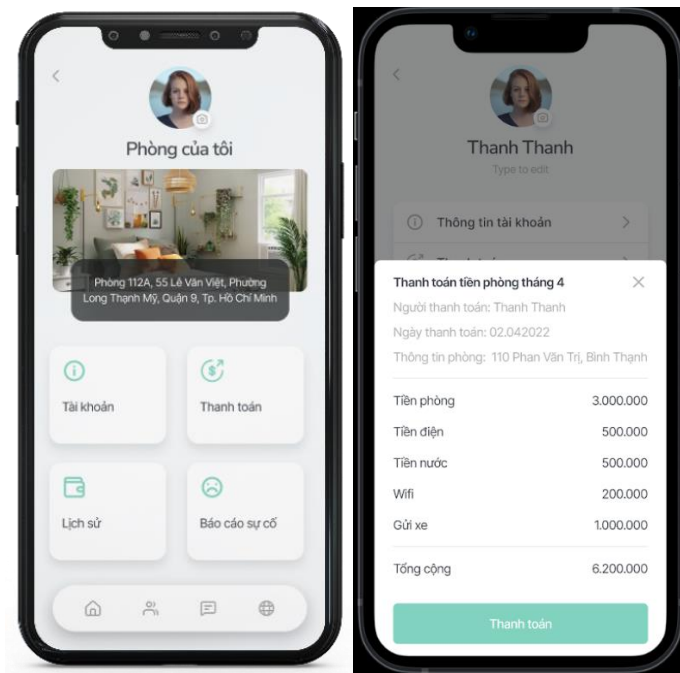
Figure 3.23 UniHome Payment & Discount

g.   Bills history

UniHome helps users to store all kinds of invoices and paid transactions
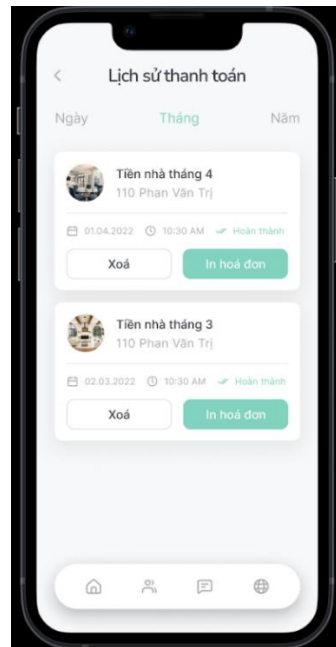
Figure 3.24 UniHome Bill History

h. Issue report

Tenants will be able to specifically report incidents arising through the application and send a request to the landlord.
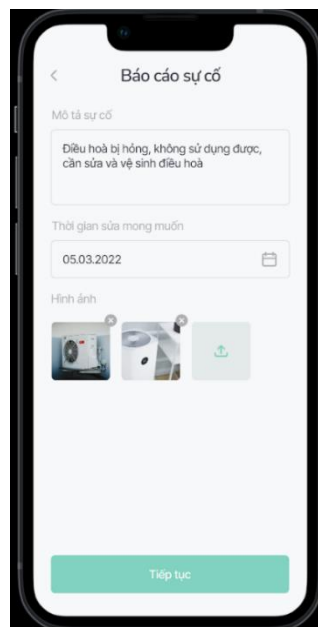
Figure 3.25 UniHome Issues Report for Tenants

i. Notification

Receive notifications from the landlords, the system about promotions and discounts.

j. Refer & Earn

Refer friends to receive valuable gift packages for both when the other user successfully registers and signs a contract through UniHome.
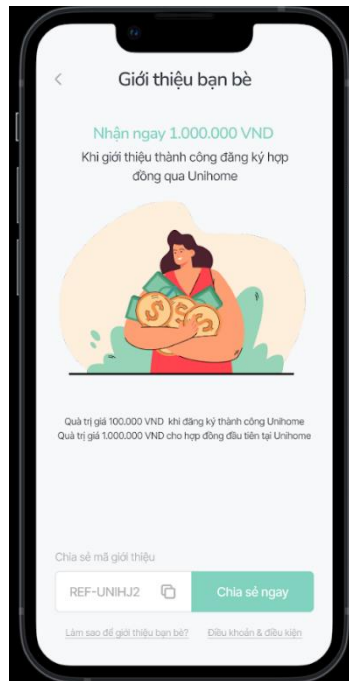
Figure 3.26 Refer & Earn Feature

k. Monthly survey

Review and resolve issues monthly to help build a community with authentic user information and improve long-term housing.

3.5. SWOT & TOWS

3.5.1 SWOT

Strength	Weakness
S1: UniHome is built on the most suitable technologies for tenants and landlords, to meet user needs and trends. S2: Private community to share information, connect with schools, ... S3: The price is reasonable compared to the market, commensurate with the value. S4: Through more distribution channels: tik tok, blog creation, club sponsorship, ...	W1: As a new business start-up, it has weak initial capital. W2: Low brand awareness. W3: It takes time to build a boarding community.
Opportunity	Threat
O1: The rental market is always growing on a large scale, especially after the Covid-19 outbreak. O2: The ability of customers to choose between reputable accommodation brokerage platforms is still quite low, so this is a great opportunity for UniHome. O3: The proptech application trends. O4: The economic development in Ho Chi Minh City, many job opportunities, and living demands of the people should lead to the development of housing and real estate, the development of technology applications in real estate (proptech).	T1: The level of competition is quite high, facing popular applications is the product boundary when they have more experience. T2: Depends on user choice. T3: The prejudice of users about proptech applications. T4: Facing high customer expectations.

Table 3-1 UniHome SWOT Analysis

3.5.2 TOWS

SO Strategies

S1O1 S1O3

It uses the technology advantages to expand the market share of UniHome and develop the feature and the most useful for users (Verified & up to date accommodation information, Refer and earn, Roommates filters, payment discount). Learning the experience of the forerunner and

elaborating the applicant about technologies and management processes create core value to strengthen the foundation for the brand's position in the market and expand its share in the future. The R&D department actively researches and develops to make the most of the proptech wave that is rising high.

S4O1

Taking advantage of opportunities when the market is in high demand and is growing, the smartphone and social media trends help attract the people in need and quickly set the brand image in their heads to have customers access the app and community. UniHome will continue to promote marketing activities to raise awareness of our advantages, such as having the best service, information process speed, and reasonable prices suitable for college students and workers. In addition, when the behavior of GenZ and GenY often share and spread the information through social media at breakneck speed and discuss a lot, brand recognition will become easy.

ST Strategies

S1T2

UniHome will wield all its strengths to provide an optimal solution to show what the other competitors don't have and what we can provide. The COVID-19 outbreak certainly has a significant impact on the business of many other proptech in the rental market in 2021. At the same time, many students and workers who come back will be confused and ignorant of the change in the market. UniHome, with the latest market update, will support all tenants' basic needs: roommates. In addition, the connection with landlords will hire safety accommodations to reach the ultimate goal of giving customers a reason to choose us.

S1,2T1 S4T3

Right direction and exciting marketing plans from the beginning will help shape the right brand image, which is not just an app to find a place to live or find customers for your business. Instead, it is a community to connect tenants and landlords, a modern site for young GenZ and GenY, and bring the necessary values to customers differently from competitors.

WO Strategies

W1O1 W2O3

Focus on building prestige and strict management apparatus with enthusiastic staff. Marketing is implemented to draw users by offering attractive promotions continuously when partnering with famous brands to attract consumers' attention and direct them to UniHome's value which relieves their pain. UniHome then will receive attention, and at the same time, many users will join the community not only to hunt for the initial promotion but also to participate in the community's exchange, interaction, and development.

W2O2 W3O4

Build a finance team strong enough to turn the cash flow right and reap small profits from affiliate marketing, customer support, enhanced freemium plans, and savings on resource spending tight corporate capital. In addition, the company will cooperate with reputable management companies and broker support in the market to build trust for landlords when choosing UniHome applications.

WT Strategies

W1T3 W1T2 W2T4

UniHome will keep focusing on its research and development strategies, especially on technology and service to keep it unique and leading in the field. Moreover, to avoid the lousy prospect since the technology, features, and ideas are easy for competitors to copy, UniHome loses its advantages. Furthermore, the package pricing strategy, incentive to accumulate points, and psychological approach are applied to attract curiosity to impose images and models before users' judge.

W1T1

As a new business enters the market, financial shortages and stiff competition from rivals are inevitable; the struggle will be hard in the first year when the company starts running. To minimize damage or unreasonably high costs and gradually consolidate products and services while maintaining UniHome's value and quality, our initial target users will be college students, first-year students, and workers to approach and maximize capacity quickly. Later on, we will modify the model to meet broader customer segmentations

3.6. Product Differentiation

Landlords:

Free room posting platform

Free management system for up to 10 rooms/landlords

Advertising on demands, only charge based on final ads result received

Appointment scheduling integrated with the device's calendar

Being verified when reaching the minimum spending amount

Monthly surveys from tenants. It helps the landlord to understand more about their customer

Tenants:

UniHome verifies rooms with three main criteria: safe (the room exists with a safe surrounding environment), convenient (the surrounding areas and inside), exact (the description and pictures posted by the landlord are valid with the actual room), clean.

Safe & secure room deposit process

Discount on early payment for tenants

Feedback & review for rooms and roommates from the community, showing users many different aspects through many opinions about rooms and roommates before making their decision

Give an overview of the surrounding environment and utility in the neighborhood.

Cross-checking the appliances between the roommates.

More detailed on roommates' habits and personalities

3.7. Business Development Roadmap

UNIHOME FUTURE ROADMAP
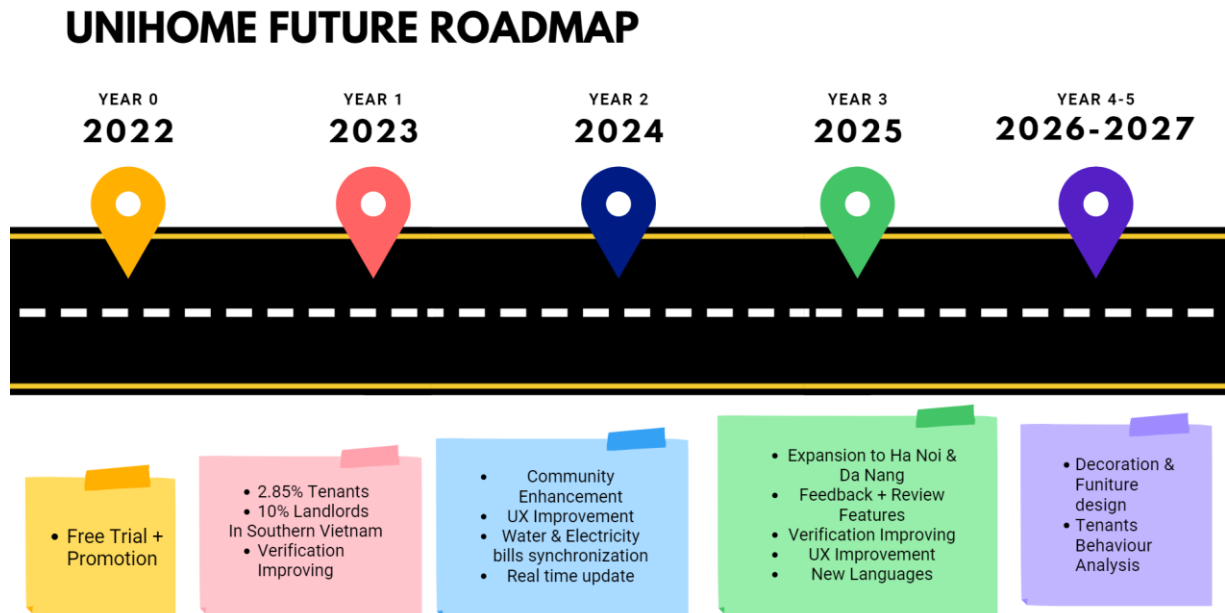
Figure 3.27 UNIHOME Future Development Roadmap

3.7.1. Stage 1 (31/05/2022 - 31/12/2022)

During this period, UniHome will take the first step in launching products and creating brand awareness toward the target audience, especially landlords and students. It is the first difficulty that the team has to go through.

This app is the free trial phase in the roadmap, in which users can register and experience all the in-app features for free. UniHome hopes to attract up to 10000 users at the end of this stage with a 30% of retention rate. UniHome will collect enough data and the number of landlords in preparation for next year's plan.

3.7.2. Stage 2 (01/01/2023 - 31/12/2023)

UniHome starts to launch the product, policy and packages will be changed for the current users. Through 6 months of trial and development, all basic features will be completed for operation and user experience can be enhanced through survey and feedback. At the end of this stage, UniHome expects to gain 2.85% of the Tenants' target segment and 10% of the landlords' target segment in Ho Chi Minh City, Binh Duong Province and Dong Nai Province. At the same time, the sales team will boost the process of rooms and houses verification in order to increase the platform's reliability.

3.7.3. Stage 3 (01/01/2024 - 31/12/2024)

After 18 months of running the app with users, a community is formed with up to 5000 shared experiences and feedback on the platform, with more user experience being enhanced. For example, electricity and water bills will be synchronized directly with the electricity and water system at the house. They will notify users if there is a discrepancy in the calculation. At the same time, updating information about accommodation in real-time will also be more effective and accurate, helping users' rental process to reduce time.

3.7.4. Stage 4 (01/01/2025 - 31/12/2025)

After penetrating the market in the South for more than two years, UniHome will expand to 2 similar big cities in the Central and Northern regions: Hanoi and Da Nang, with an expected average growth rate of 30% in the first three years. At this time, the feedback and review feature of roommates and the rooms that users have stayed in has achieved more than 20,000 responses. It can be considered helpful information to help the latecomers' rental process be more optimized. Verification and user experience at this time need to be further promoted when expanding the market. At the same time, the application will also add the English language for the ex-pat market.

3.7.5 Stage 5 (01/01/2026 - 31.12/2027)

At this stage, people staying through UniHome will have one more unique feature for free: "Decoration and interior". This feature helps users design their room based on available products; users can choose an item to create a 3D image of the exact size and try it out in their room; if it suits, they can even have a direct link to the selling platform. In addition, UniHome will receive additional Pay-per-click revenue from partners providing design and room furniture since UniHome's platform has massive potential customers.

In addition, with more than three years of training in the IT team, UniHome wishes to provide and maintain an AI Machine Learning system to analyze tenants' behavior, supporting landlords to find tenants sooner and more accurately with their needs.

Chapter 4 : OPERATION AND MANAGEMENT

TEAM

Start-up Co-founder team

A new startup in the business like UniHome has a co-founder team that is always ready to dedicate to business operation activities and take care of the company to make sure it has the necessary skills and knowledge to grow and expand. The co-founders will be in charge of the field where they have the most strength and expertise to grow the company.

Firstly, Mr. Nguyen Trong Hieu is in charge of the executive director's duties of the company. He has experience as a leader, can resolve conflicts, and contributes to the company's most considerable initial capital contribution. Secondly, Ms. Hua Bich Tran is in charge of the Sale Manager, where she has experience in direct and digital sales and ideas to keep UniHome's position in the market in the right direction. Next, Mr. Nguyen Vu Khuong will take on the role in the Marketing department. He has practical experience in marketing-related jobs and has communication skills to understand the need of users. Next, Mr. Le Thanh Long takes on the position of accounting. He is careful, flexible, and passionate about numbers and has experience working in the industry. Last but not least is Ms. Hua Thi Kim Quyen in the admin/ customer service, where she can use her skills to create customer trust and assist operations for UniHome. Moreover, the team also has some members of the IT department, including Mr. Lam Hau Huong, Mr. Hua Vinh Khang, Mr. Tran Phan Truong Thinh, Mr. Doan Nhat Quang, and Ms. Trac Thanh Nguyet Que, who work hard and contribute to product formulation and design.

Charter capital structure

In the case of UniHome, the core team has five co-founders who are also capital contributors to the company. The highest contributor is the CEO with 23% of the total capital contribution. The remaining members have a capital contribution ratio of 15.4% for each member. During this time of capital contribution, the 6 members have the rights and obligations corresponding to the proportion of the contributed capital.
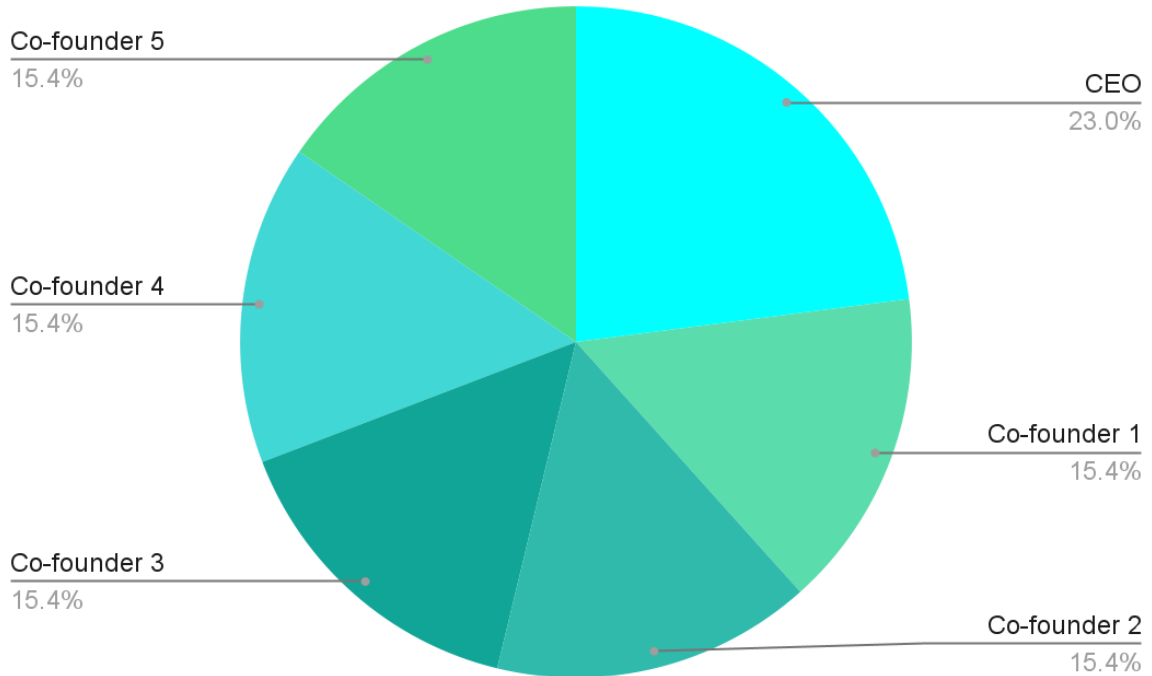
Figure 4.1 Capital Struture of UniHome

Advisors

Mr. Pham Đang Hong Son - Operation and Technology Development Advisors

He is COO (Chief Operation Officer) and co-founder of Techainer, who assists and advises us on how organization structure should be, how business and marketing development process should have, and what qualifications they need to have for a startup in IT application.

He is an operation and technology specialist with eight years of experience and has a thriving startup Techainer - an AI solution for business companies. Also, a partner with many companies are TP Bank, ITSol, FPT, etc.

Mr. Huynh Duy Tan - Market Research and Development Advisor

He has experience in many majors for Training and Financing, such as Insurance Consultant and Training, Bank clerk for VPBank, etc. During our survey, we got some great comments from him. He is currently the owner of 20 motels and supports implementing a large-scale Real Estate project.

He provided ideas on how to target customers and what the needs of a landlord would include. At the same time, he also gave some ideas to develop the application through the filter feature of the audience that he wanted to target so that he could help build the application.

Mr. Pham Nguyen Tuan Duy - Financial and Development Advisor

He started a business with many projects from opening a coffee shop in Da Lat to opening a travel service company. Due to the complicated disease situation, he turned to the insurance industry. He has 7 years of management experience and 3 years of experience as a senior manager at Manulife company.

He has contributed a lot of ideas as well as guided inadequacies related to the project's revenue, thereby giving methods to help overcome holes in the revenue stream. Currently, he also has a number of properties for rent and has assisted us in researching and developing features for the application to become more unique.

4.1. Legal

UniHome is a new enterprise in the industry; when starting a business, a startup needs to prepare documents related to the industry and capital and meet one or more business conditions. In addition, specialized licenses (sublicenses) are required for some businesses.

Business Name: **UniHome Co., Ltd**

Headquater Address: Vạn Phúc City, Quốc Lộ 13, Hiệp Bình Phước, Thủ Đức, TP HCM

Legal type: limited liability company

Owner: Duong Trong Hieu

Charter Capital: 10 billion VNĐ (100% Owners and co-founders)

The legal bases are:

- Article 21 Decree 39/2018/ND-CP: Support and advice on intellectual property; exploitation and development of intellectual property; Support the implementation of procedures on standards, technical regulations, measurement, and quality; testing and perfecting new products and new business models; Support on application, technology transfer; Support in training, information, trade promotion, commercialization; Support in the use of technical facilities, incubators, and co-working areas.

- Decree 96/2015/ND-CP: Development policies for social enterprises, receiving aid and sponsorship, Registering social enterprises

- Clause 2, Article 22 of Decree 154/2013 / ND-CP and Point a Clause 1, Article 20 of Circular 78/2014 / TT-BTC as edited, supplemented by Clause 1 Article 12 of Circular 96/2015 / TT-BTC, eligible for tax exemption for the first four years, because UniHome field is one of the priority industries to develop. Specifically, the corporate income tax rate is 20%. Still, enterprises implementing new investment projects in the information technology sector are entitled to a preferential tax rate of 10% within 15 years of the first profitable year.

All legal obligations and rules above help UniHome have all necessary documents and are supported to have competitive advantages during the establishment and development.

4.2. Human resources

4.2.1. Ownership and Organization Structure

Based on advice and guidance from advisors, UniHome decides to design an organizational structure that allows groups to work together within their functions to manage tasks such as Sales, Marketing & Branding, R&D, etc with knowing their roles, responsibilities, and mission to help each department of the company operate efficiently and rationally. A good structure keeps the human resource in the right place and knows where it needs to be replenished. In the case of UniHome, the company optimizes its workforce like the organizational model below. (SHRM, 2017)
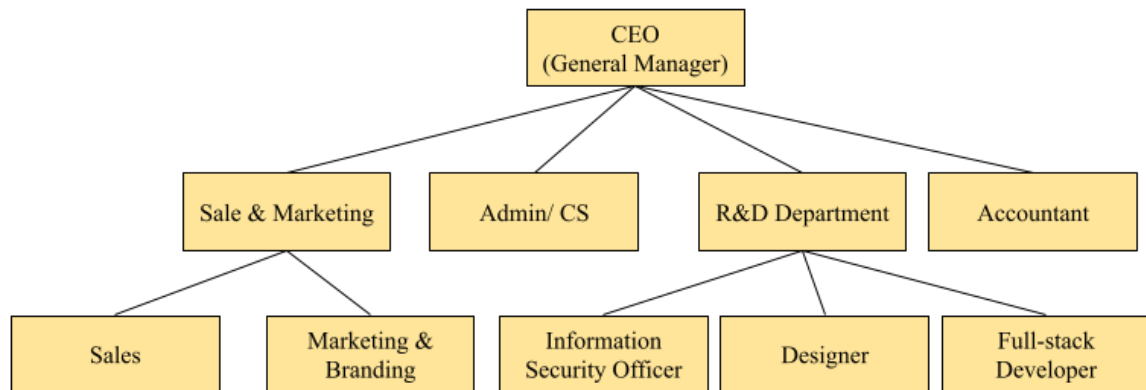
Figure 4.2 Organizational Structure of UniHome

Before being released into the market and running the business, UniHome established its existing primary human resources, including six co-founders and two employees. When beginning to be released and getting the business up and running in the first year, there will be two employees in the Technical Department to help build and develop the app platform, research, and create more features for the application. The organizational structure of UniHome will consist of a director headed and followed by three main departments run by each co-founder for each company function that is Research & Development, Sales & Marketing, Accounting, and Admin (HR). During this period, the company focuses on three main activities: product-technology development, sale, and marketing. In product development, UniHome will concentrate on fixing design and bug problems, upgrading and improving features, researching information from the UniHome community, and developing new features according to user needs to meet requirements and increase their experience web-app platform.

According to the 2020 expansion, the SaaS benchmarks report incorporates data, with the company having ARR (Annual Recurring Revenue) of less than 1 million USD and will have five to nineteen employees. In the first year, UniHome will have nine employees, including 1 CEO, 1 Full-stack Developer, 1 Designer, 3 Sales Executive, 1 Marketing Executive, 1 Accountant, and 1 Admin/ CS. Furthermore, for the first two years, UniHome will hire more workforce for marketing and technical departments like designers and full-stack developers; the company also hires or uses resources outside the company for better effects with a low cost, like in advertising, marketing, and accounting. In addition, the company's recruitment process will vary in the first 5 years as it welcomes interns and part-time employees in some departments to improve operations and performance in the business to gain more success. The table below shows the number of employees at UniHome over the first six years.

Position	Numbers of Employees					
	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
General Manager	1	1	1	1	1	1
Sales	10	10	10	10	10	10
Marketing & Branding	1	1	2	2	3	3
Admin/ CS	1	1	1	1	1	1
Accountant	1	1	1	1	2	2
Designer	1	1	1	1	1	1

Full-stack Developer	1	1	2	2	2	2
Information Security Officer	0	0	0	1	1	1
Total	**16**	**16**	**18**	**19**	**21**	**21**
Manpower increase	**0**	**0**	**2**	**1**	**2**	**0**

Table 4-1 Employees estimated for 6 years

4.2.2. Job Roles and Responsibilities

- **General Manager:** the top manager of UniHome company, in charge of operation and management of the company, making decisions to decide the benefit and final goal of the whole enterprise in the long-term and short-time. The CEO also takes the role of marketing and business development manager since the employee of the company is small and needs a person in charge. This also a leader guides and inspires employees to follow the company's interests.

- **Marketing & Branding:** this department is responsible for the most important aspect of UniHome, from setting and deploying marketing plans, bringing the image and value of the UniHome brand to customers, raising people's awareness, and guaranteeing a source of revenue for the company. All maintain the relationship with partners and customers, research and construction in the company's business promotion programs and events will be handled by this department. These major job roles help build a brand and connect with consumers, orientation, and develop UniHome in the long term.

- **Sales**: One of the most important job roles in the company is the action of selling and getting customers; finding and connecting with the landlord or partner happens in this position to ensure revenue and profit for the company. Sales are also in charge of direct and online sales, meeting and contracting with landlords, and taking care of

customers after-sales. Salespersons also have duties to verify information about the accommodation and landlord to be reliable.

- **Customer Service:** representatives of the UniHome face this department can directly contact customers to convince them to experience products and services. Most of the decisions made by customers today depend on the customer's personal experience with the brand, along with the persuasion from the customer service staff. Their main task is to answer questions, consult about products, promotions, detailed instructions for use, after-sales care, and receive feedback. Customer service gives customers the complete user experience and boosts sales along with the image of UniHome.

- **Admin/ CS:** administrators, have the task of monitoring, managing, arranging, coordinating, activities in a team, department, or organization, helping the system to operate rhythmically. Admin also coordinates the content on the APP, answers user inquiries, and supports other departments.

- **Accountant:** this department creates systems and processes to analyze and report financial information, ensure the business complies with legal and regulatory requirements, and recommend improvements to business procedures. The chief accountant may also prepare annual budgets, salaries, monitor and analyze financial data and cash flow, and make recommendations on financial decisions.

- **Designers:** this role specializes in designing user interface/user experience for products. It can be the interface of a website or a mobile app. The main task is to ensure its aesthetics and usability. Aside from working with forms, tables, color palettes, information blocks, covers they also take care of branding, design, usability, and function.

- **Full-stack Developer:** Full-Stack Developer is the person in charge of both the front-end (designing UI, UX, and flow) to the back-end (designing the database and writing the necessary APIs) of the system. This job role is the one who can think logically to analyze and design databases and can flexibly improvise with CSS to optimize the display of websites/mobile applications. (Hoàng, 2021)

- **Information Security Officer:** After the operation process for a while and obtaining a large amount of information from customers as well as building a strong community. Confidentiality of customer information and network security issues, data to analyze and perform support transactions, and storage is needed. This position helps

protect the guest's data information as well as UniHome to avoid problems and software vulnerabilities.

4.2.3 Wages and Compensation

UniHome focuses on compensation and benefits policy for employees to create the chance to be satisfied with their jobs and feel recognized in the company when contributing. The compensation in UniHome often includes two types direct and indirect. For direct compensation, the official employee will be paid a fixed salary and additional payments like a 13-month salary or lunch money. Moreover, UniHome reviews salary increases yearly with a proposed increase of 5% per year, encouraging employees to improve their work performance. On the other hand, according to the regulations of the Vietnamese government in 2021, the rate of compulsory social insurance and unemployment insurance that a business must pay is 21.5%.

Furthermore, all employees are specifically entitled to participate in internal training courses and have opportunities to cultivate and share skills that will be useful for their careers. Additionally, the company encourages and facilitates team-building sessions and travel to build a healthy environment for the employee. For more details, the table below provides information on the monthly fixed salary of each employee, excluding the UniHome bonus and insurance payments.

No	Position	Base Salary/month	Number of Employees					
			Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
1	Sales	5,000,000	300,000,000	650,000,000	650,000,000	682,500,000	715,000,000	747,500,000
2	Full Stack Developer	9,000,000		104,000,000	104,000,000	109,200,000	114,400,000	119,600,000
3	Marketing & Branding	8,000,000	0	0	0	130,000,000	136,500,000	143,000,000
4	Designer	8,000,000	0	0	0	109,200,000	114,400,000	119,600,000
5	Accountant	6,000,000	0	0	0	0	78,000,000	81,900,000
6	Information Security Officer	10,000,000	0	0	0	130,000,000	136,500,000	143,000,000
	TOTAL		300,000,000	754,000,000	754,000,000	921,700,000	965,900,000	1,010,100,000
	TOTAL EMPLOYEES		11	11	13	14	16	16

Performance appraisal

UniHome applies "Management by objectives" (MBO) for its performance evaluation, which is the appraisal method where managers and employees discuss and argue together to identify goals, set plans, organize problems, and communicate objectives to focus on during a specific appraisal period. When the goals are clear, general managers and each employee discuss every 3 months the progress made to control and debate on the feasibility of achieving those set objectives.

This performance appraisal method is effective for UniHome because it can be used to match the overarching organizational goals with the objectives of employees to see if they fit and help promote. At the end of the review period every 3 months, employees are judged by their achievements. The process will push the employee to break their limit to become better, felt more focused on the successful goal and more attached to the company, improve environment by being rewarded with a promotion and a salary or further skill training.

(Anon., 2022)

4.3. Corporate Culture and Communication

There are many types of corporate culture in digital enterprises but corporate culture is an organization's values, ethics, vision, behaviors, and work environment. It is what makes each company unique, and it impacts everything from public image to employee engagement and retention. If employees share a company's cultural elements, it can positively affect a company from top to bottom in many aspects. Accordingly, UniHome builds its corporate culture based on a Japanese four-character idiom "*Ichi-go Ichi-e*" which translates "one opportunity, one encounter". This term reminds people to treasure each moment they are in as it will not happen again. Every experience is always once-in-a-lifetime. We are encouraged to treat every moment and meeting like it's the first and the last because that particular experience will not come to you again. The goal of UniHome is to connect people, especially tenants and landlords, and create a greater community so every meeting, every moment with customers, or with each other is precious that we should cherish and work hard with all passionate attitudes. Companies with good corporate culture will lead to high workplace morale, a comfortable and friendly environment so that members of the company can work with highly engaged, productive staff. At UniHome, all employees are equally valued, and they have all played a massive role in creating the organization's success. (Wikipedia, 2022)

4.4. Key Partnerships

App Platform: CH Play Store, Apple App Store

Google Play

CH Play Store

Google Play, or CH Play is a Play store application running on the Android operating system that is loved by many people and provided by Google itself. With Google Play, users can download many of their favorite apps for their phones. UniHome will be CH Play Store partner to post the application to the Android user market.

Apple App Store

App Store is an application store exclusively for devices using the iOS operating system (iPhone, iPad). App Store provides users with millions of paid and paid apps. These applications are extremely rich and diverse in all areas of life. Becoming a partner with Apple App Store helps UniHome app to reach customers using the iOS system.

Payment Partner: Momo, VNPay

Momo

MoMo is proud to be a super finance application that meets all the needs of Vietnamese people's life. All the financial services you need, are available on MoMo, including Money Transfer,

Payment, Profitable Accumulation which is perfect for UniHome application needs. With 25 million users, Momo is a perfect partner for UniHome.

VNPay

VNPAY wallet is another family electronic wallet with 10 million people using it, allowing users to open online wallets easily. In addition, VNPAY wallet owns a diverse utility ecosystem to meet the payment needs of users anytime, anywhere fully, so it will fit UniHome system on many utilities.

Resources Partner: Local Landlords

1. The business model of houses for rent

House for rent is one of three partners that provide accommodation and rental rooms on the UniHome platform. The price for these types of business often varies from 10 - 30 million VNĐ/month. Moreover, some houses may construct many separate rooms and beds but still have wardrobes, private space, clean hygiene, adequate facilities, and low cost. Therefore, these landlords often have many available rooms for students and workers to solve the solution to find continuous customers to stabilize revenue.

2. Business model of rooms for rent

This business model of affordable rental accommodation with the average price often goes from 1.5 - 6 million VNĐ/month for office workers, working people, households with stable average income, or students. This customer segment wants to live in a house with good conditions (quiet, fully furnished, and secure living space) but can't afford to buy one.

3. Business model of apartments for rent

This partner is a high-class rental apartment, small apartments, with an average price of 7 to 15 million VND/month. This model is now quite popular, especially in the city area. Due to the

increasing standard of living of the society and the great demand, or the need to share accommodation among students with good financial resources, they want to live together in a high-class and comfortable apartment, so this type of accommodation is quite attractive to investors and is considered as a higher step in service quality from interior to service. Moreover, these landlords of this model often struggle to find a group of students so that UniHome will be a perfect partner for them.

Affiliate Partner: Shopee

Shopee is a website, shopping application, and the most prominent electronic exchange in Vietnam and Southeast Asia (2022). Affiliate Marketing (Affiliate) is a program that helps Shopee Vietnam Sellers quickly increase revenue by sharing marketing links of Shopee products and services in furniture and houseware in UniHome community and app. In other words, UniHome will act as an intermediary, introducing potential shoppers to Shopee and immediately receiving extremely attractive commissions or increasing visits and orders to houseware and furniture shops.

4.5. Key Resources

UniHome considers three primary resources for the business to exist: human resources, technological application, and financial resources.

Human resources are the internal strength of an organization, the core of all events and activities. This resource plays an essential role in bridging the UniHome brand to reality, maintaining and promoting the brand and value closer to Vietnamese people and the world in general.

The technology application is where all transactions and activities took place in the name of UniHome, showing professionalism, practicality, verification, and speed to users.

Financial solid resources will be the fulcrum for maintaining operations, implementing projects, and promoting the company's development and expansion of capital and profits.

4.6. Key Activities

Platform Development
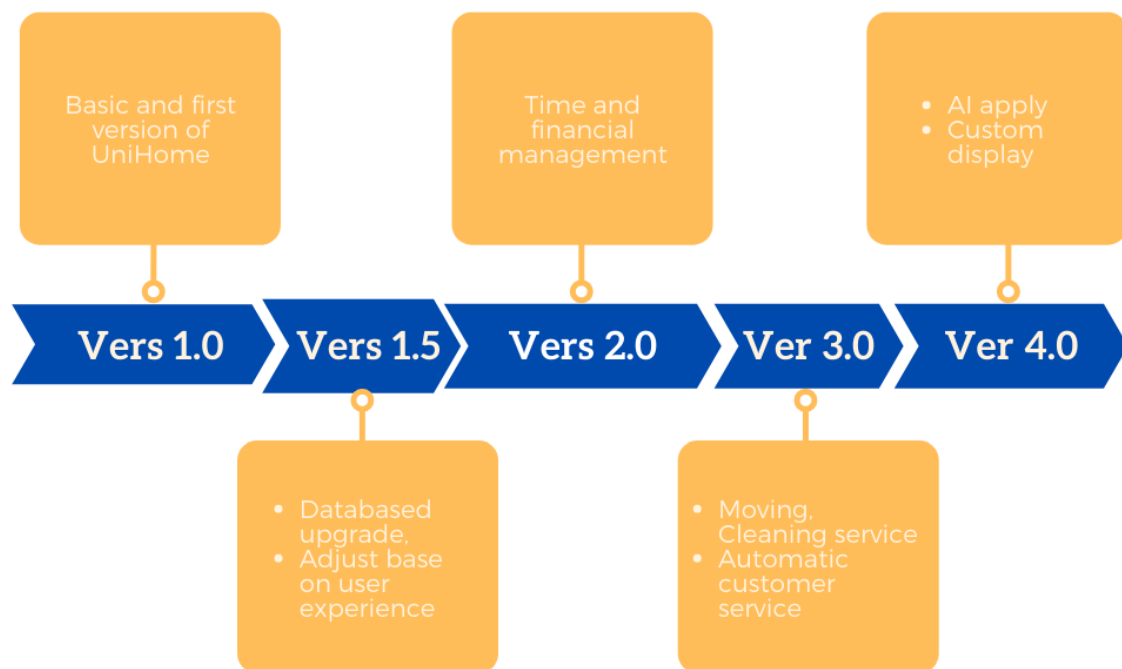
Figure 4.3 UniHome App Development Timeline

Version 1.0: The first and basic version of the application UniHome that has been described in the product section provides tenants and landlords features and utilities, including finding accommodations, roommates, chat, and share, return and paid management business, and data storage along with support and sharing community.

Version 1.5: Release 6 months after the first version, its database has been updated for more users and more data and information storage; UniHome app was also edited and upgraded based on user opinions and comments to make it more relevant.

Version 2.0: After a year in operation, the technology will have upgraded with time and financial management and more utilities for users.

Version 3.0: In year 2 or 3, whole new services will be provided like moving support and cleaning service, making it easier for tenants and auto customer services to save time and speed up the usage process.

Version 4.0: The AI technology will be deployed and integrated into UniHome, bringing the best consumer experience, analysis, and understanding deeper customer insight, and customized for each user and bring business profit efficiency.

Maintain and Operation

This is a set of activities that happen daily involving helping the company operations like quality control, product and technologies checking if the apps have any bugs. Maintain the human workforce and manage small problems like electricity, water, facility of the company to make sure the operations happen smoothly and generate revenue for UniHome. The list of maintenance activities includes:

- Checking document
- Producing report
- Testing and redundancy IT updates systems and security programs
- Evaluate performance and risk
- Maintenance of database and facilities

Sales

Sales is an undeniable intense activity in any business; the sales team of UniHome needs to follow the procedure of the UniHome Sale Process to maximize all chances and opportunities to bring revenue to the company and create capital for other company's department projects.

UNIHOME
Let us be your new home

UniHome Sale Process

1/ Prospecting   2/ Preparation

5/ Handling objections   3/ Approach

4/ Presentation

6/ Closing   7/ Follow-up
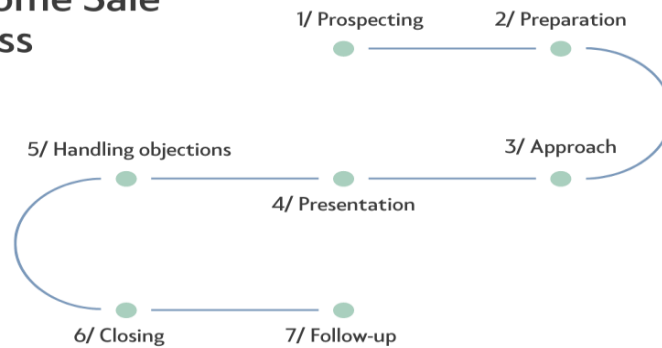
Figure 4.4 UniHome Sale Process

(Source: Author's Design)

1.   *Prospecting*

In the first step of the process, identifying and finding potential customers is requested and making sure they have a need for our services. Along with the help of marketing, the resource of people interested in UniHome app will be ready.

In the case of UniHome, tenants can easily be found on groups and forums on social media when the spread of information is so wide these days. Moreover, customers in GenZ like students or freshmen can be spotted in universities and college where the demand for finding a place to live are higher. For landlords, they can be found through groups and forums in social media or broker agencies when they looking for sources of tenants.

After building a database of customers, classifying and having different approach plans is the next step to complete the first stage of successful sale process.

2.   *Preparation*

In this second step, prepare the initial conversation with potential customers in need, research the pain point of customers and what can we do for them. The sales team has to acquire product knowledge to become a counselor so they can persuade the decision customers.

3.   *Approach*

When approaching customers, building relationships is the method to give respond to the solution to their problem effectiveness. Give the prospect a free trial and tour of UniHome and let them evaluate the service.

4.   *Presentation*

For B2B customers, the typical buying process is envisioning or recognizing a need, purchasing plan decision making, supplier sourcing, analyzing quotes, supplier evaluation, purchasing, quality evaluation, and feedback. In UniHome's case, the sale happens when we actively demonstrate product offerings that align with the needs of landlords. Every question should show how we meet customer's goals, eep showing features and services that are most suitable for each person and let the customer decide.

5.   *Handling objections*

This step cannot be ignored because it helps find out where we did wrong and instantly edit our sale process, adjusts our approach strategies like creating a timeline, checklist for customers how they will be a benefit in how long. The salesman needs to find a way out and hold pitching with decision-makers.

6.   *Closing*

In a closing stage, UniHome will get the final decision and chose a strategy for the close, after presenting, negotiating some discount, or presenting, when they agree to cooperate, the sales team will confirm the cooperation decision on the paper and begin the collaboration.

7.   *Follow-up*

The final step is taking care of customers even after they are done using our service, keeping in contact with customers, sending emails and offering them to join our further service and product in the future, follow-up is never-ending process, especially in b2b sales process. All potential customers are worth keeping track and following even when they don't interest us at the time. Therefore, these are the 7 steps in the UniHome sales process to reap maxim value, the process can be adaptable and evolving to fit with the changing environment.

(Anon., 2020)

Marketing

As described in the marketing section, after researching the rental market, the UniHome team identifies the target customers, impale application platforms that meet the customer needs, and

set correct plans to access users and target audiences through effective marketing. Complete accessible marketing strategy helps startup companies increase brand awareness for customers and helps confirm that UniHome is necessary for solving problems, needs, and real pains of customers.

Customer Service

- **Collect customer reviews and experience:** Through period surveys, UniHome can look and analyze the reviews and experiences of users. These activities help to show attention and listen to real problems of tenants and landlords to adjust and improve our features and services to meet user satisfaction.

- **Support and Advice:** Answer users' questions and resolve customer complaints. This part of customer service is one of the main keys in adding value and reputation, creating trust, and building a professional image in users' minds. For tenants, our service not only provides accommodation and roommates but also advises users on utilities and benefits from UniHome, advice search process, prices, transportation, and special life skills for targets like freshmen students. For landlords, we advise and help them to target the right segment of tenants they need and support management as well as save time and cost.

- **Maintain relationships with tenants and landlords:** the process after customer uses the app is important since the relationship with tenants and landlords help UniHome have loyal users, available for long-term cooperation. By showing respect and enthusiasm to customers, this action is also a prerequisite for maintaining a reliable database and information of the rental market for UniHome, driving the company to success and steadiness.

Building Community

Despite sales, marketing, or customer service, building a positive community between tenants and landlords is a true UniHome differentiated and connected activity. The sharing and support value of the UniHome community is not just helping tenants find a suitable living place; landlords save time and money finding the right customers. The value they bring is

assisting many in need, getting customer insight, feedback, and knowledge for UniHome records, and analyzing for a future version to be better and improve.

Chapter 5 : MARKETING

5.1. STP Model

5.1.1. Segmentation

TENANTS	
Geographic	Ho Chi Minh, Dong Nai, Binh Duong cities The number of migrated citizens of these areas is quite high.
Demographic	Age: 18-40 years old Segment: Freshman, Intern students, Graduated students, and workers.
Behavioral	Finding accommodation through many online platforms with a wide source of information. Finding accommodation and roommates that match their criteria with clear information. (Gen Tech and Gen Rent)
Psychographic	Cheap - Fast - Safe - Convenient

Table 5-1 Customer Segmentation of UniHome (Tenants)

(Gen Tech: Generation familiar with technology and Gen Rent: Generation renting frequently)

Source: (DanSo.Org, 2021)

LANDLORDS	
Geographic	Ho Chi Minh City
Demographics	Mainly Male Above 40 years old, with accommodation type is: House for rent, room for rent, apartment.

Behavioral	Advertising through many online platforms to increase the occupancy rate. Reaching the right tenants and managing the accommodation effectively
Psychographic	Fast - Manageable - Convenient

Table 5-2 Customer Segmentation of UniHome (Landlords)

5.1.2. Target

Tenants Target Segment			
Segment	Insights	UniHome's Strength	UniHome's Weakness
Age: 18 - 23 years old	• Prioritize finding a home to live at a fair cost • Want to gather honest review information on the location • Hard to find suitable roommate • Wants to see real photos and clear information in order to avoid time-consuming and fraudulent cases	• Technologies applications • Social Media • Community • Many new features • Roommates matching	• New on market • Data can be limited • Many competitors
Age: 24 - 40 years old	• Want to find a comfortable place to	• Technologies application • Convenience	• Hard to reach

	stay for an extended period of time • Desire to locate a convenient area to live, ensuring that there are no problems when staying	• Easy to use • Save time, cost	• Ideological prejudice

Table 5-3 Customer Targeting of UniHome (Tenants)

Landlords Target Segment			
Segment	**Insights**	**UniHome's Strength**	**UniHome's Weakness**
Age: 40 - 60 year old	• Prioritize getting tenants in the fastest time so that the room is not vacant	• Technologies application • Cheap price • Can choose target tenants • Management support	• Small business • Still new • Some people not use with using app
Age: Above 60 years old	• Finding people who are highly conscious and staying here for an extended period of time	• Convenience • Easy to use • Many potential young customers	• Hard to reach people not familiar with smartphone, app technologies • Generational ideological differences

Table 5-4 Customer Targeting of UniHome (Landlords)

5.1.3. Positioning

UniHome locates its positioning for average and low-income workers and students and is convenient and quality for landlords. In addition, the application has various utilities and reasonable prices for the users.

Positioning Map:

Figure 5.1 UniHome Positioning Map

(Source: Authors Design)

5.2. Marketing Mix - 7P's Model

5.2.1. Product

UniHome is a technology platform that connects tenants and landlords during the rental process. Not only that, but UniHome also builds a community for renters & tenants with exclusive features. Furthermore, the app provides a management system for landlords. UniHome aims to enhance the user experience along with application development.

5.2.2. Price

a. Tenant's pricing

- Roommates matching package: Freemium
  Free matching for the first roommate. From the second roommate

For UniHome tenant (who signs/confirms rental contract through UniHome): Free of charge for new roommates matching, and unlimited free re-match when their roommates leave

For non-UniHome tenant (who rents rooms/houses that are outside UniHome list): UniHome will charge with the package below.
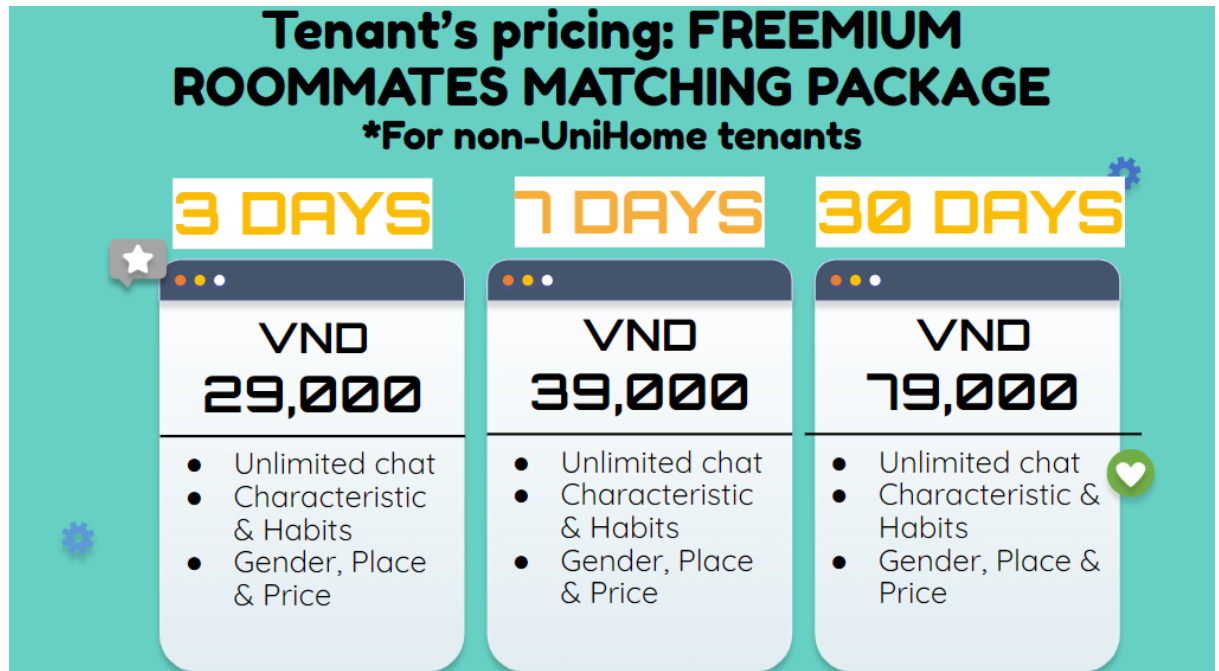
Figure 5.2 Freemium Roommates Matching Package of UniHome

b. **Landlord's pricing**

- Brokerage fee:
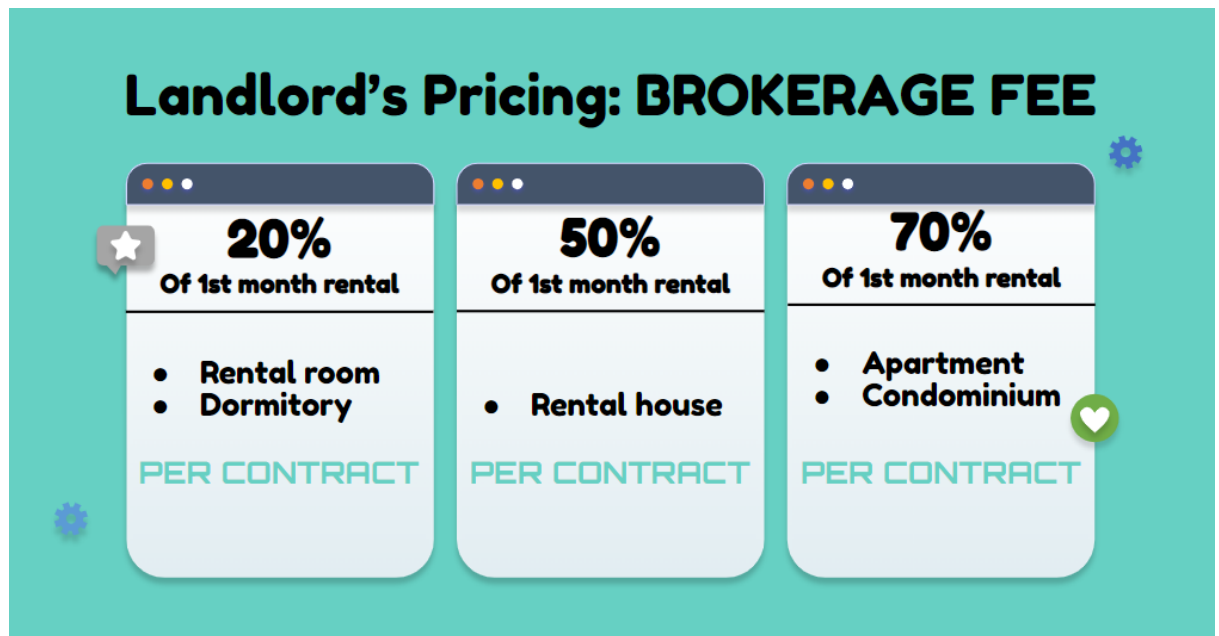
Figure 5.3 UniHome's Brokerage Fee

- Management System fee (For landlords has more than 10 rooms): Subscription
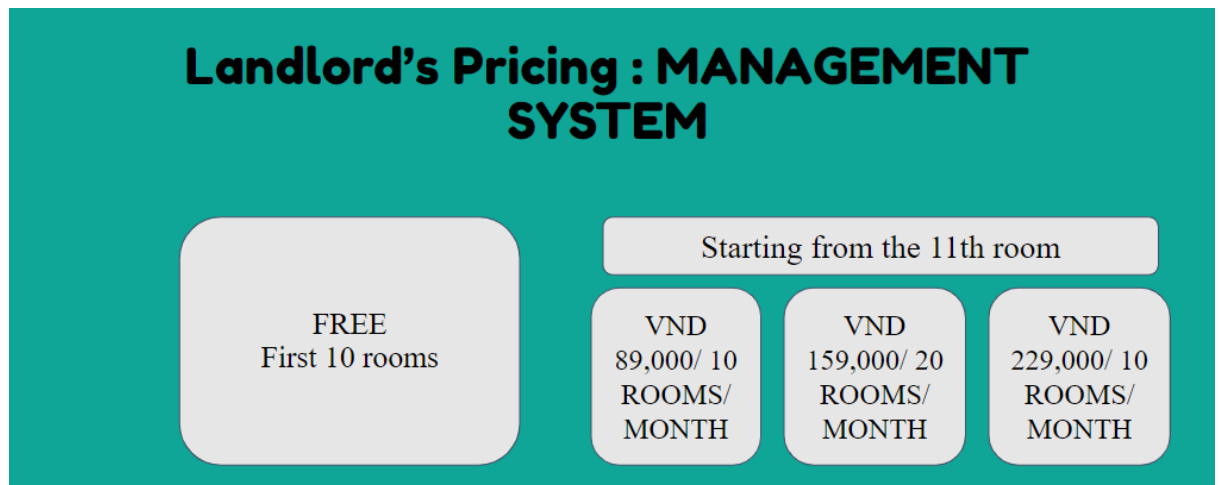
Figure 5.4 Management System Price

- Advertising fee: VND 3.000 - 30.000 /day /post boost
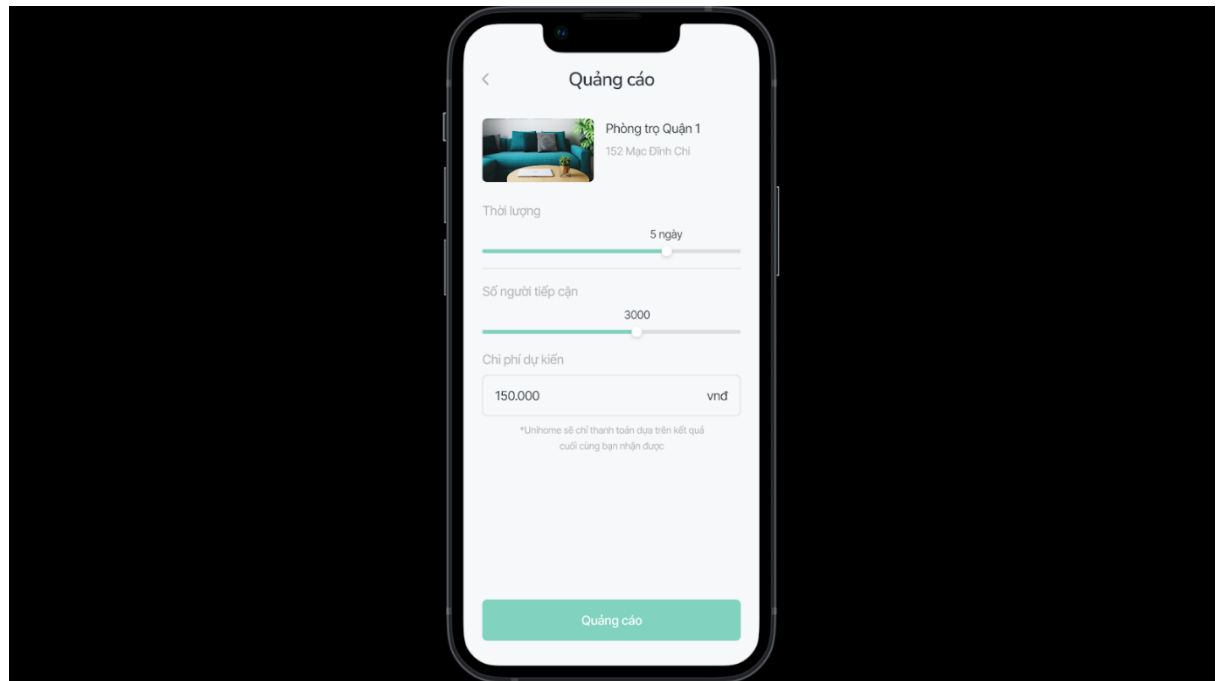
Figure 5.5 UniHome advertsing fee for Landlord

- 25-30k: Top position of "Districts", "Featured rooms" from 6-8 hours a day

- 11k-24k: Top position of filters in search: Price, University, Type of rental, Number of roommates from 3-4 hours per day

- 1k-10k: Flexible between different positions 1-2 hours/day to achieve desirable reach
Reach: Depending on the desired reach and the number of advertising days, the post will be flexible between the above price packages

5.2.3. Place

Depending on the target audience, UniHome has two ways for customers to reach:

- **B2B approach:** the landlords of the rental business model can access the UniHome platform through website and app find on Google, CH Play, and Apple App Store. The technology platform provides landlords easy access management and easy login and registers with just a few clicks, the UniHome application is stable and fast for all devices with internet connection.

● **B2C approach:** through distribution channels CH Play and Apple App Store, all users can access and download the app to their devices, mobile phones. All tenants can access the company technologies and apps just in a simple and convenient way, connecting with other users and landlords by the UniHome community.

5.2.4. Promotion

a. Advertising

Launching Ceremony: the opening event will be a chance and a mark to raise brand awareness of UniHome from customers, introduce UniHome to the market, and show customers our value proposition and ability.

Social Media Platform:

➢ **UniHome Website and App Community:** write a blog, tips, recommendations, reviews to optimize SEO.

➢ **Facebook & Instagram:** Manage Fanpage, create contents that are relevant to key customer segments, build brand image and raise awareness to customers, using Facebook Ads as a tool to reach as many customers as possible. According to NapoleonCat, there are 70% Vietnamese population uses Facebook from the age of 25 - 34, and more than 10 million Vietnamese users on Instagram with 18 - 24 years old, which means the impact of information on these two platforms helps UniHome in many ways.

➢ **Tik Tok**: Creating entertainment videos to indirectly communicate, hiring KOLs to become content creators for sending the message of UniHome through the viral clips, promotion clips about finding accommodation, living style, and house decoration tips. According to We Are Social, the number of TikTok app users over 18 years old in Vietnam is 39.65 million people, which has increased strongly in a relatively short time. Users have incredibly close attention to lifestyle, health, and decoration, creating potential opportunities for UniHome's promotion to develop.

b. Public Relations

The event at universities: small events at universities, especially in enrollment season, will draw the attention of many students in the customer segment GenZ that UniHome targets, the

real needs of students, especially freshmen, will help UniHome gain valid users but also understand more about their pains and problem.

Offline meeting: To have a discussion, exchange knowledge, and experience meeting between customers and users through a fan page, not only to show gratitude but also to strengthen the community and to the effective word of mouth marketing strategies.

Telesales: calling is a beautiful method in B2B sales. In UniHome's case, the sales team with proper training will communicate effectively and connect with customers like landlords. This method also saves time and cost and limits the lousy effect of COVID-19.

Personal selling: Whether through existing relationships or social media platforms, this face-to-face selling is great due to benefits like instant feedback, building trust, and being more persuasive. According to much research, this method also has a higher chance of getting loyal customers and partners.

c. Sale Promotion

Email: Through email marketing, UniHome not only approaches new customers, especially B2B customers but also gives them a quick way to show our vouchers, discount, and benefits of UniHome.

Voucher: Every newly registered member will have a voucher discount when they pay for their first month's room deposit. The more they use the app and the more points they collect, the more offers they get. To attract more businesses to participate in the UniHome community.

Free trial: Giving the tenants free 3 days experience of Premium package (with limited expired day) where they can use the most quality service of UniHome from finding roommates to choosing their dream room.

Return and earn: Every transaction made on UniHome will be refunded to users, accumulating enough points to earn attractive promotions and discounts.

5.2.5. People

For UniHome, people are the factor need to focus on carefully. Unihome employees involved in the operation or customer services such as answering questions quickly, listening to ideas, persuading customers to use the service, writing code, and developing the app are building relationships with tenants and landlords. In addition, they contribute to the increasing word-of-mouth marketing of UniHome final product and service.

People who create and develop UniHome by technologies - IT Team

IT Team of UniHome is full of enthusiasm and qualified human resources who dedicate their work and time to building the website and app to reality; every code they write and their design, from UX to UI is carefully crafted. They play an essential role in the company making sure the physical product runs smoothly and developing its base further.

People who build the brand and set marketing plan and - Marketing & Branding Team

Professional and creative marketing and branding team is the key to bringing the image of UniHome to customers. They are indeed the words magician with every content and strategy they made responsible for providing customers what they want and providing UniHome values. The team researches and analyzes every potential customer and grabs the chance to deliver our product to them in the fastest way possible.

Idea generation and business development persons - Operation & Development Team

Last but not least, every ship has its captain, and every company has a manager to operate it and create profit. The UniHome operation and development team is in charge of customer support, providing them with what they need and collecting and creating ideas to develop UniHome to be better and more effective.

5.2.6. Physical Evidence

Referring to tangible elements such as the UniHome's interface of the app, and the website, investing in enhancing the aesthetics of these elements can make a big difference in the customer's attraction process.

    a.   **UniHome Logo**

Logo

Figure 5.6 UNIHOME Logo

(Source: Authors' Design)

The name UniHome combines two words "Unique" and "Home". What "UniHome" wants to deliver is a unique place for users to find and live, study, feel comfortable and happy like home for them. The logo is a combination of a house icon and a locator icon which is meaningful and eye-catching giving the meaning UniHome is where the users feel connected, feel safe and essay to locate their own "unique home".

Color

UniHome's interface and logo have the color code of the main color tone according to the hex color code:

Figure 5.7 UniHome offical main colours

UniHome chooses the white and light sea green along with turquoise color to be its trademark. These colors help the brand and logo be spotted on and express the spirit of UniHome. Turquoise is a calm, friendly, and happy color, radiating the tranquility of blue, the growth of green, and the energy of yellow. The combination of colors can help clarify thinking and calm.

    b.   **App and Website**

Website

Can easily access through: https://UniHome.vn
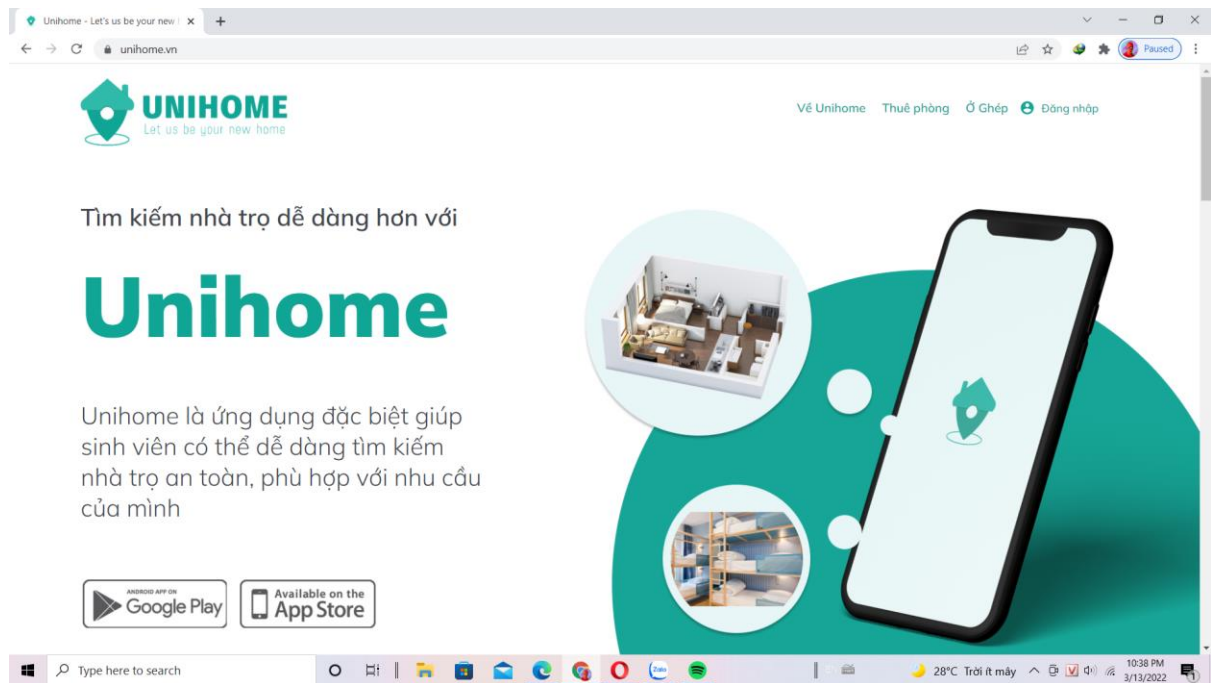
Figure 5.8 UniHome HomePage on Website

The UniHome website is designed simply within the main color tone compatible brand logo UniHome. The website provides customers with the basic contents of the business introduction about the company and app. The homepage gives the essential information and categorizes the intended use so that users can choose and be taken to the appropriate functions on the website. It also provides information on downloading the application to your device via Google Play and the Apple Store and guides the user process through easy-to-understand description images.

App
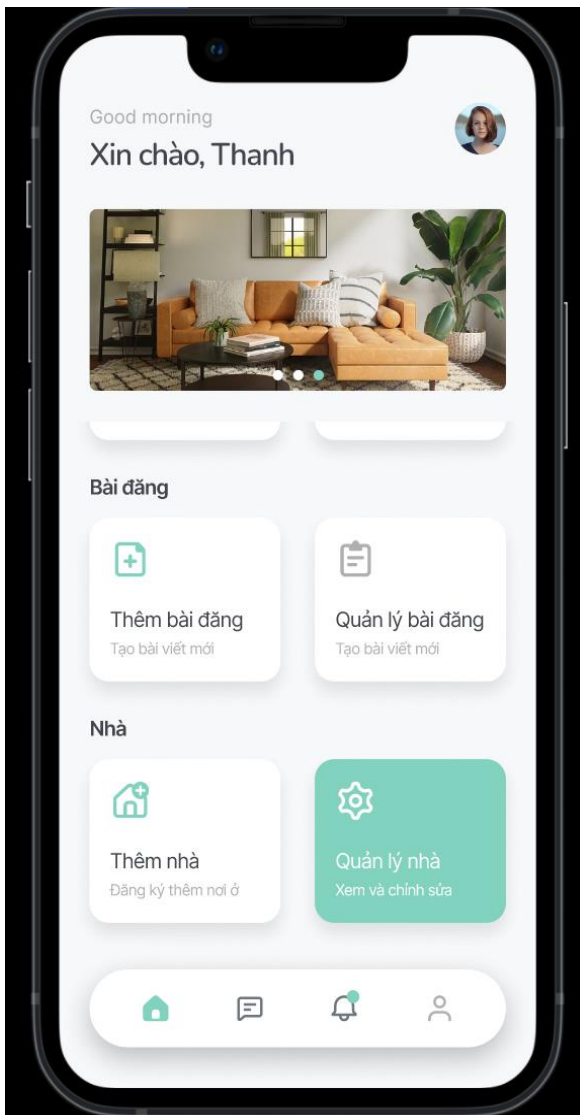
Figure 5.9 UniHome Interface for Landlord
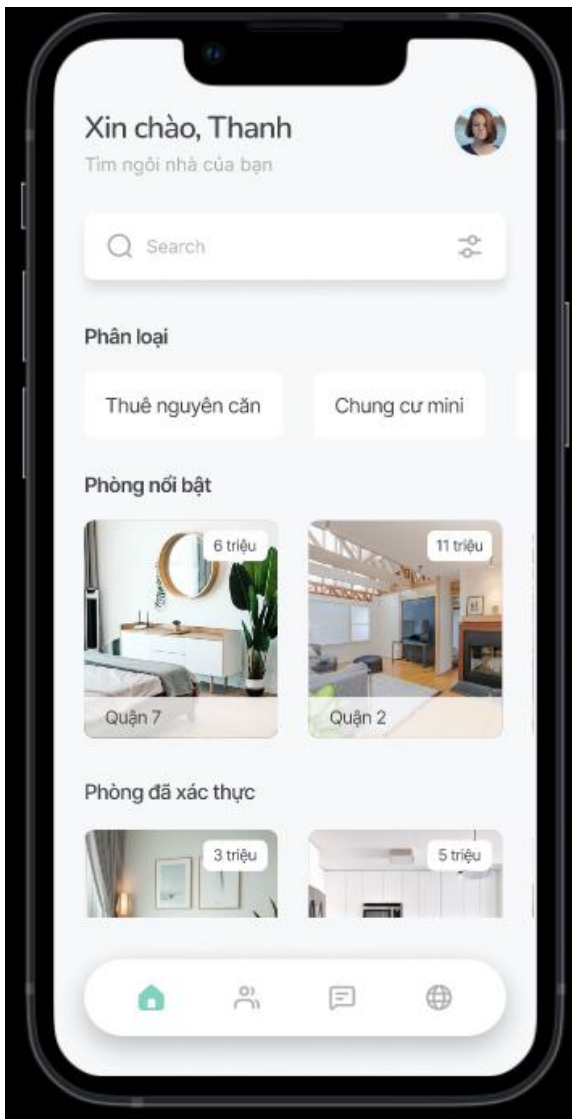
Figure 5.10 UniHome Interface for Tenant

UniHome's application is divided into 2 interfaces exclusively designed for tenant and landlord users in order to utilize their user experience.

5.2.7. Process

A quick and simple process will not only win the trust of customers but in some cases can save costs and avoid risks. The service process can work as follows:

UniHome Process for Tenants

LOG IN → Accommodation Finding → |Filter |Information and price → Appointment scheduling

Accommodation Finding → Roommates Finding

|Filter |Information and price → Deposit

Appointment scheduling → Contract Completion

Deposit → Contract Completion

Roommates Finding → Contract Completion

Contract Completion → Staying → Earning promotion and Utilities

Figure 5.11 UniHome Process for Tenant

UniHome Process for Accommodation Sharing

LOG IN → Roommates Finding → Send invitation → Matching

Matching → Chat → Send Request → Verified Request (By UniHome) → Finish and Enjoy Living

Filter
Housing Option
Lifestyle
Academic Major
Gender
Communication

Verified Request (By UniHome) → Collect Matching Report and Analyze → Customize Easy set up Management system
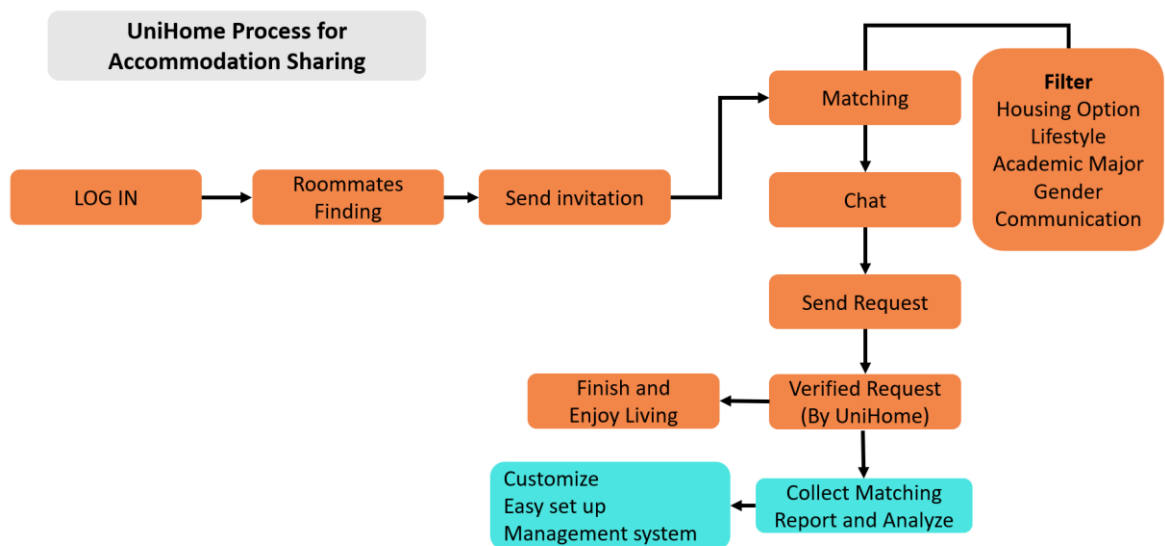
Figure 5.12 UniHome Process for Roommates Matching

UniHome Process for Deposit

LOG IN → Choose accommodation → Deposit → Choose payment method

Deposit successful

Failed to confirmed staying

Confirmed Staying (7 days)

Success confirmed staying

Lost deposit

Pay 1st month rent (Full rent – Deposit – Roommate matching fee)

Contract Completion
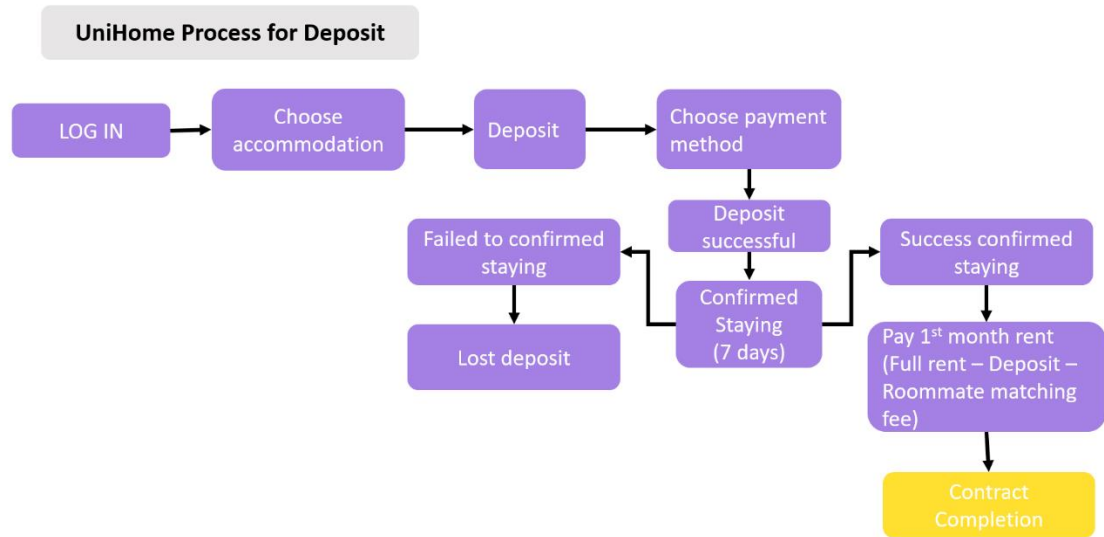
Figure 5.13 UniHome Process for Deposit

UniHome Process for Landlords

LOG IN → Posting Advertising → Information exchange, Appointment scheduling → Complete the contract

Room and House Management

Liquidation

Receive financial statements

Monthly reviews from tenants

Store invoices, transactions
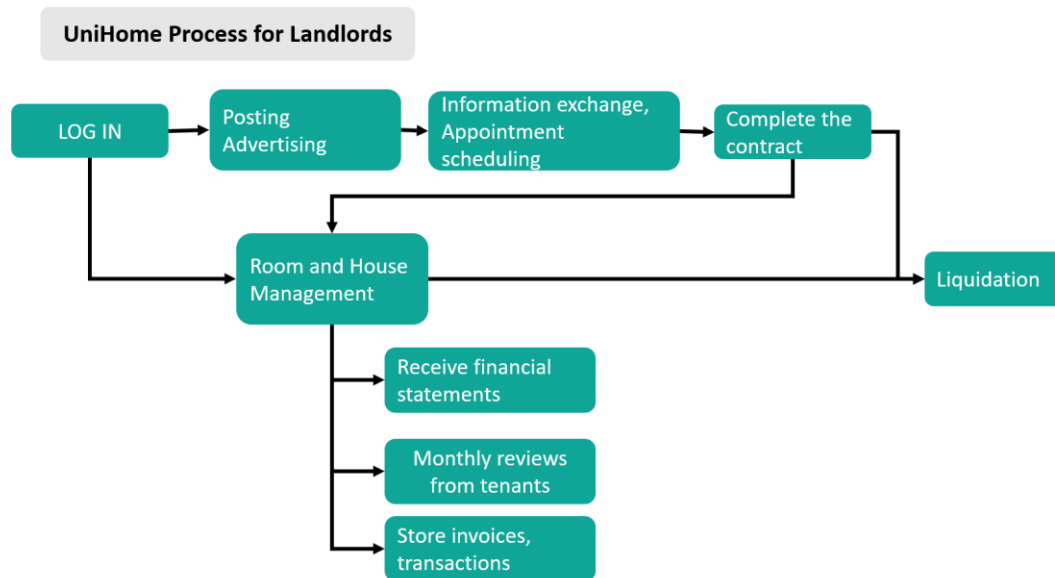
Figure 5.14 UniHome Process for Landlord

5.3. Marketing Plans

5.3.1. SMART Model

a.   Specific

Year 1: Gain user, subscriber and partners

Initially completed the improvement of the app and website, added new features, fixed bugs, upgraded the admin server, checked the necessary licenses to put it into operation at the end of the year 0, and limited the abuse of advertising on the website and app so as not to affect the customer experience.

Increased brand awareness is the key to gaining more customers which creates users for the UniHome application, getting real subscribers and landlords to partner with the company. For that purpose, UniHome wants to reach 35,000 users by the end of 2022 after being launched on 1 May.

Use free media channels such as Facebook, Instagram, and TikTok to increase brand awareness by writing content and creating videos, memes, images, and minigames. At the same time, introducing the UniHome application platform with information introduce the platform, how to install and use the application through CH Play and Apple Store, key features for tenants and landlords. Create blog posts on many topics such as cooking, living style, study tips, and memes on the UniHome platform to increase SEO (Search Engine Optimization) to improve the brand ranking on search engines. These tools help users find the UniHome brand and apps more easily on the search results table. In addition, an easy-to-remember and a catchy slogan like "UniHome for your unique home" will help UniHome capture tastes and curiosities. UniHome also organized many events offline in universities during the enrolling season in August and September to reach potential users.

Expected Year 2: Increase Revenue

UniHome will start expanding advertising in more forms of communication such as Email Marketing, media marketing through KOLs and carry out many campaigns including contests with prizes, improve the prize value over each period (1 month) to maintain interaction on UniHome community and platform to encourage more people to join. Develop many competitive features that are to keep creating value for users and advantages for UniHome increase brand recognition, gain more app downloads and users. This year also expects to begin increasing revenue to at least 2.6 billion VNĐ to cover fees and costs.

> **b.** **Measurable**

UniHome wants to achieve the best conversion rate at 2% and in the first year after launch and grow steadily with an average conversion rate of 5,000 per month, to achieve that goal UniHome need to:

- Increase 15,000 users through Facebook media platform

- Increase 2,000 users through Instagram media platform

- Increase 15,000 users of the clickthrough rate on TikTok

- Increase 15,000 click traffic on Google Display Network

- Increase 3,000 people in offline media

- Increase in conversation, amplification on UniHome community

- Increase 1,000 natural social shares of your content

- Increase in the percentage of both branded and non-branded SEO traffic

- Increase percentage of new visits to your website

- Increase in page depth on platform

- Increase in revenue and profit

- Increase in user loyalty

c.   Attainable

The goals of UniHome are attainable, and the team has the tools, skills, and budget needed to reach the objectives. The effort of the sales team and marketing will ensure to reach the goal of users by the end of the year 2022. UniHome will begin collecting data as soon as possible to analyze the possibility of achieving the goals and determine trends with proper tracking. In addition, UniHome will cooperate with KOLs and use advertising tools to gain users' attention by creating many incentives for users, such as discounts, offers, points, and house-decoration gift bags encouraging users to experience the UniHome application. Furthermore, UniHome aims to build user loyalty and offer a unique experience and relationship.

d.   Relevant

UniHome marketing strategies aim to gain more customer awareness by getting more users to download the app, have customer data attract more landlords' partners, and foster our reputation as a trusted brand. In addition, the plan led to understanding the competitive advantages and differentiating from competitors, thereby developing unique customer characteristics.

e.   Timebound

To ensure it is operational by the end of the year, the websites and the apps need to be tested many times so that there are no errors that affect the customer's first impression. It is necessary to carry out all campaigns and plans to reach customers in a particular time if the brand wants

to achieve 35,000 users in the first year, then increase and maintain the ideal number in the following years. From May 1, 2022, to January 10, 2023, it will be seven months for UniHome to carry out campaigns to increase brand awareness and achieve a reasonable and practical number of users and downloads during operation time.

5.3.2 Timeline and Executive Plan

5.3.2.1 Tenants

UNIHOME 1st Year Marketing Execution Plan for Tenants

	01/2023 — TOFU — 06/2023	MOFU — 10/2023	BOFU — 1/2023
Objectives	Increase UniHome brand recognition, demonstrate understanding of customer pain and convenient support solutions from UniHome application.	Expand the community, gain users and raise awareness of features and benefits from UniHome products.	Build relationships to have loyal customers, and encourage customers to download, use and share with new potential customers.
Key Message	"UniHome – Let's us be your home" "UniHome – Tìm kiếm phòng trọ an toàn và ở ghép nhanh chóng"	UniHome - Cộng đồng kết nối và hỗ trợ quá trình tìm kiếm - ở trọ cho người thuê. Tìm bạn ở ghép hoàn toàn MIỄN PHÍ	Tuy ở "nhà", vẫn là khách quý. "Bạn trọ - Ở trọ - Nơi chỉ dành cho bạn"
Key Activities	• Social Media Video introduction • Paid ads (Google) • Building community • Launch Event • Optimize SEO • Content raise problem awareness and UniHome solution awareness	• Stimulate word of mouth • Trend and videos • Podcast "Living and Sharing with Sunhuyn" • Multi-channel development such as Website, Facebook, consulting group, TikTok • Vouchers • Event and Sponsorship	• Collect reviews and post feedback and reviews • Online year-end party with promotion • SEO – Content Marketing • Talkshow and meetings to review with users, refine and edit the product.
Channels	• Paid media (Google ads, Facebook ads) • Owned media channel (Facebook, Instagram, TikTok, Google) • Event	• Owned media channel • Google, YouTube • Word-of-mouth • Offline Event: Universities • Email	• Owned media channel • Word-of-mouth • Offline Event: Meeting and Review • Online ads (Google, Facebook, TikTok)
KPI & Measurement	• Reach 9.341.111 • Have 280.233 Click • Have 8.407 tenants users		
Budget estimation	200.000.000 VNĐ	150.000.000 VNĐ	100.000.000 VNĐ

Figure 5.15 UNIHOME 1st Year Execution Plans for Tenants

A. Phase 1: TOFU

The first phase TOFU (Top of The Funnel), focuses on raising awareness and building the brand image in customers' minds. Many social media channels (Facebook, TikTok, Instagram) and paid advertisements on Google and Facebook link and connect to posts with content to introduce the audience to UniHome application and information.

Establishing a fan page on social media and begin building a community and introducing content is the first step to beginning campaigns to raise awareness to the audience about the

brand service. The classic slogan "UniHome - Let us be your new home" show all the value and idea of UniHome will be throughout the phase.

Next, "UniHome – Tìm kiếm phòng trọ an toàn và ở ghép nhanh chóng" campaigns invested in content marketing and multi-channel information distribution. It emphasizes tenants' problems in the journey of finding accommodation to live in and roommates to share the economic burden and suggests hints and solutions to them naturally and invites them to use them through promotions.

Showing solutions of UniHome for tenants' customers is the main key to the campaign. Since the previous clip and contents have to raise problem awareness, increase solution awareness from the UniHome launch event and optimize SEO while continuing to write content, boost sharing clips on multi-channel along with advertisement on the webinar.

Table 5-5 Marketing Plan: Tenants: TOFU

Phase 1: TOFU			
Objective: Increase UniHome brand recognition, demonstrate understanding of customer pain and convenient support solutions from UniHome application.			
5 months - 01/2023 to 06/2023			
Content Ideas	**Activities**	**Channels**	**Objective**
1. **Build the brand image of UniHome and catch curiosity**			
"UniHome - Let us be your new home"	Establish UniHome Facebook fan page, Instagram, TikTok, and public new information about the platform.	Owned Media • Facebook • Instagram • TikTok • Website • App	Customers will have more awareness of the UniHome brand
	Run paid ads to get website, and apps visitors.	Google Ads	Customers will have more awareness of the UniHome brand

	Banner ads	Google Ads	Customers will have more awareness of the UniHome brand
1. Emphasizing the problems tenants are facing			
"UniHome – Tìm kiếm phòng trọ an toàn và ở ghép nhanh chóng"	Contents through channels: Write about problems tenants concerns • Roommates, accommodation finding • Warning about fraud and safety, trust advice when find accommodations • Tips when enter university, lives far from home • Lifestyles and convince join support community	• Website, Apps Blog • UniHome Facebook Fanpage	Customers will build awareness of UniHome through articles that will link to UniHome media channels such as Facebook, Website, App for more information
	Short clip: Change habits with proptech application, show the difficulties of tenants and introduce UniHome: - Difficulties in finding accommodations, roommates - A hint about solutions from UniHome app	• UniHome Facebook Fanpage • UniHome TikTok channel	Catch curiosity and linked new customers to main channel for more informations and details

	Give vouchers to potential users	• UniHome Facebook Fanpage • UniHome TikTok channel	Encourage customers download and using, build trust and brand image
1. Reach users and raise awareness, show solutions UniHome provides			
UniHome - Cộng đồng kết nối và hỗ trợ quá trình tìm kiếm - ở trọ cho người thuê	Launch Event with party show team, value, and mission of UniHome platform.	Offline Event	Delivers the mission, service, and benefits.
	Posting content and memes to attract tenants with the following content: • How UniHome supports the process of accommodation and roommate finding - true solutions to tenants' problems • KOLs spreading the brand and instructions and utilities of the app.	• UniHome Facebook Fanpage • UniHome TikTok channel	Catch customers attentions, many audiences will be directed to brand and UniHome channels for information.
	SEO with the keyword "rental finding" and "roommates"	• UniHome Facebook Fanpage • Google • Blog and ads	Speard the reaching range to potential customers

	Post ads on banners of Facebook and TikTok with content about convenient features that support tenants to have "home" and "friend" that fits their needs	• UniHome Facebook Fanpage • UniHome TikTok channel	Customers will be directed to the website of category "rental UniHome" when they click on the advertising link on ads

B. Phase 2: MOFU

The following phase MOFU (Middle of The Funnel) will continue with brand awareness but with a deeper understanding of the product and service of UniHome. This phase is more active and combines offline activities and digital marketing. Building a customer experience process for customers to make purchasing decisions. Continuing the campaigns of offline events, communications, and advertising through KOLs and investing in videos to attempt to create viral clips, hoping to create a trend to attract customers to use the UniHome application.

Contents are very important in this phase since its very effective during this phase of the buying cycle. Investing content and sharing effect through activities include

- Podcast "Living and Sharing with Sunhuyn" - A blogger talking and sharing with audiences about struggles when move-outs when studying far from home and problems when finding accommodations that fit needs, contact and advertise UniHome application with convenient solutions.
- Clip and trend finding roommates with content funny and approachable "Bạn cùng phòng của tôi là người:" desire to become viral and reach many users and increase the conversion rate.
- Encourage users (especially students) to share about UniHome with peers to increase word-of-mount campaigns through promotions when introducing new users.

Table 5-6 Marketing Plan: Tenants: MOFU

Phase 2: MOFU

Objective: Expand the community, gain users and raise awareness of features and benefits from UniHome products.			
4 months - 06/2023 to 10/2023			
Content Ideas	**Activities**	**Channels**	**Objective**
Tìm bạn ở ghép hoàn toàn MIỄN PHÍ	Standee and consultation counters at universities to introduce and entice users along with games show.	• Word-of-mouth • Offline Event at Universities	Interested customers can join and become users, reach many potential students users or scan the QR code on the standee to lead to the link of the UniHome App.
	Encourage users (especially students) to share about UniHome with peers to increase word-of-mouth campaigns through promotions when introducing new users.	• Word-of-mouth • Offline Event at Universities	Boost word-of-mouth effect, achieve true sharing among users
	Podcast "Living and Sharing with Sunhuyn" - A blogger talking and sharing with audiences about struggles when move-outs when studying far from home and problems when finding accommodations that fit needs, contact and advertise	• UniHome Facebook Fanpage • Google • Youtube	Potential customers have trust to believe that the UniHome application helpful and see our value through KOL, have users and audience to raise awareness

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Let us be your new home

	UniHome application with convenient solutions.		
	Free trial, discount and cumulative voucher for tenants	• Offline Event at Universities • UniHome Facebook Fanpage	Give potential customers and chance to try the product and have sympathy.
	An invitation to join a private sharing and support community for tenants.	• UniHome Facebook Fanpage • Email • Instagram Fanpage	Actively encourages users to participate to develop the community
	Optimize SEO through content, post, create clips and trends on social media Funny and approachable content "Bạn cùng phòng của tôi là người:": sharing experiences roommates/ friends users are having	• UniHome Facebook Fanpage • UniHome TikTok channel	Optimize SEO Attempt to gain viral clips
	Advertising on social media.	• UniHome Facebook Fanpage • UniHome TikTok channel	Interested customers will be directed to the channel of UniHome when they click on the advertising.

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C. Phase 3: BOFU

The last phase BOFU (Bottom of the Funnel) when audiences have the most awareness about the brand UniHome, focus on increasing trust and quality is the main goal. Turn customers into loyal customers, regularly connect with users to maintain relationships. The last phase focus on the customer's experience for the users to stay and feel appreciated, through email or small meeting where the UniHome host has talk shows with users and UniHome host, UniHome can collect data and adjusted its app. Moreover, the sharing and connecting between tenants and landlords with us also embodies the spirit and vision of UniHome in building the community of accommodation users.

The last phase is all about customer gratitude programs and year-end parties to launch attractive promotional vouchers. Turn users into loyal customers and add value to UniHome's in future development.

Table 5-7 Marketing Plan: Tenants: BOFU

Phase 3: BOFU			
Objective: Build relationships to have loyal customers, and encourage customers to download, use and share with new potential customers.			
3 months - 10/2023 to 12/2023			
Content Ideas	**Activities**	**Channels**	**Objective**
Tuy ở "nhà", vẫn là khách quý.	Collect reviews and post feedback and reviews on social media platforms Content show gratitude and the benefits brought to users.	Owned Media • Facebook • TikTok	Build credibility based on real experience, collect data and analyze further

	Answer questions and adjust and develop strategíe for future plans	• UniHome Facebook Fanpage • UniHome app	Improve user experience and development direction
	Talkshow and meetings to review with users, refine and edit the product. Content: gratitude and thanks to customers on social networks	• Offline Event • UniHome owned media	Exchange with users, build relationships and improve UniHome quality to increase profits and downloads
"Vui chơi show cùng UniHome"	Online year-end party with vouchers, and promotions.	UniHome owned media	Encourage customers to become loyal customers when using promotional activities and a good experience on the application.

5.3.2.2 Landlords

UNIHOME 1st Year Marketing Execution Plan for Landlords

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	01/2023	**TOFU**	06/2023	**MOFU**	10/2023	**BOFU**	1/2023
Objectives	Increase UniHome brand recognition, demonstrate understanding of customer pain and convenient support solutions from UniHome application.		Expand the community, gain users and raise awareness of features and benefits from UniHome products.		Build relationships to have loyal customers, and encourage customers to download, use and share with new potential customers.		
Key Message	Lắp phòng nhanh chóng, tối ưu chi phí với UniHome "UniHome – Nền tảng đăng tải và quản lý nhà thuê miễn phí"		Đăng tải và quản lý nhà thuê MIỄN PHÍ		Tiết kiệm đến tận một nửa thời gian quản lý mỗi ngày		
Key Activities	• Informative articles and introduce clip • Paid ads (Google) • Email marketing and telemarketing • Launch Event • Optimize SEO • Content raise problem awareness and UniHome solution awareness		• Personal sales • Trend and videos • Email invites • Multi-channel development and advertisement • Promotion Offer • Optimize SEO		• Collect reviews and post feedback and gratitude • SEO – Content Marketing • Talkshow and meetings to review with users, refine and edit the product. • Thanks Email and loyal relationship building • Encourage word-of-mouth and sharing		
Channels	• Paid media (Google ads, Facebook ads) • Owned media channel (Facebook, TikTok, Website, App) • Event • Email & Telephone		• Owned media channel • Google • Word-of-mouth • Direct sale • Email & Telephone		• Owned media channel • Word-of-mouth • Offline Event: Meeting and Review • Email & Telephone		
KPI & Measurement	• Reach 410.000 • Have 12.300 Click • Achieve 369 landlord users – 2.802 rooms						
Budget estimation	150.000.000 VNĐ		75.000.000 VNĐ		50.000.000 VNĐ		

Figure 5.16 UNIIHOME 1st Year Execution Plans for Landlords

A.   Phase 1: TOFU

The TOFU for landlord customers is not only about building brand awareness but also about sale plans and connecting with landlords through media channels. The main target is to introduce the UniHome brand and feature, how the service and model can actually help landlords with their rental business from finding the type of tenant they desire to management support. More than that, the all-in-one UniHome app emphasizes an understanding of landlords' pains and shortens work stages to save time and resources with minimal operations. "Free rental listing and management platform" is the message delivered to users, this phase will mainly actively approach customers and make them aware of the presence of UniHome brand and its solutions.

Table 5-8 Marketing Plan: Landlords: TOFU

Phase 1: TOFU
Objective: Build brand image to raise awareness for potential landlords' customers about new proptech application trends.

5 months - 01/2023 to 06/2023

Content Ideas	Activities	Channels	Objective
1. Build brand image of UniHome, the concept of UniHome application			
Lắp phòng nhanh chóng, tối ưu chi phí với UniHome	Collect landlords' data through Facebook group, property industry websites. Content articles marketing to invite landlords to join the UniHome community.	Owned Media • Facebook • Website • App	Build brand image to raise awareness for potential landlords about new proptech application in town
	Run paid ads, banners to get website, apps visitors.	• Google • Facebook	Create curiosity, interseted customers will linked to the website and app
	Informative articles and introduce clip about UniHome	• Google • Facebook	Give information and details about UniHome platform and services
1. Emphasizing the problems landlords had in finding customers and management			
"UniHome – Nền tảng đăng tải và quản lý nhà thuê miễn phí"	Email marketing and telemarketing to invite landlords using the app and join the community	• Email • Telephone	Proactively approach through commonly used channels of B2B objects, creating excitement for the UniHome community

	Write about the benefits and future trends of UniHome community.	• UniHome Facebook Fanpage • UniHome app	Provide information and guide customers to UniHome
	Contents show empathize with customers' difficulties and direct them towards UniHome's solutions Make an impression with content: • Unverified tenants' risk • The difficulties can't target your customers • Error landlords often had that lost opportunity	• UniHome Facebook Fanpage • UniHome app	Understanding and empathizing with guest problems, building trust to the product
1. Reach users and raise awareness, show solutions UniHome provide			
	Launch Event with party and invitations, introduce the company, mission, and vision of the platforms.	Offline Event	Build relationships and increase awareness
"UniHome – Nền tảng đăng tải và quản lý nhà thuê miễn phí"	Writing script content to communicate and demonstrate the benefits and credibility of the UniHome app worth using.	• Direct sale • Telemarketing	Prepare to provide complete and necessary information to potential customers, increase

			professionalism in the sales process.
	Posting rental business management and finding customers content on UniHome media to help customers understand that proptech application is a rising trend: + Introduce proptech application, community sharing - the future solution + Why should we use UniHome? + What is the new perspective that UniHome helps. + Advantages of UniHome compared to other brokers	• UniHome Facebook Fanpage • UniHome app • SEO	Customers gain more awareness from the posts and will be directed to the UniHome channel to have details information. From discussion media, UniHome will create the effect of attracting crowds and lead them directly to the app.
	Email marketing and telemarketing to invite landlords to use the app and join the community. Content Deliver the features that help save resources and solve market problems in a novel way.	• Email • Telephone	Proactively approach through commonly used channels of B2B objects, creating excitement for the UniHome community

B. Phase 2: MOFU

The second phase for landlords adjusted content to approach B2B customers will more focus on the personal sale through consulting and messaging Facebook groups "Hội Kinh doanh nhà trọ"," Cho thuê Căn hộ & Phòng trọ TP.HCM", etc. since B2B get in the habit of searching and sharing information on these platforms. Email, the telephone will help to push them to become users.

While personal sales by direct meetings by salesman, email and phone call caring are deployed, activities on social media channels are still used with select information to optimize SEO and build trust with customers. Understanding the product and spreading customer interest in UniHome's features and community is extremely important at this MOFU stage.

Table 5-9 Marketing Plan: Landlords: MOFU

Phase 2: MOFU			
Objective: Customers have deeper awareness and understanding about UniHome brand and technology application for rental business.			
4 months - 06/2023 to 10/2023			
Content Ideas	Activities	Channels	Objective
Đăng tải và quản lý nhà thuê MIỄN PHÍ	Personal sales	Direct sales	Direct contact and pursue customers
	Viral clips and content to have attention and users • Target customers and concerns of UniHome to the market	• UniHome Facebook Fanpage • UniHome app	Customers gain more awareness from the posts. Attracting and providing helpful tips and solutions

• Update feature that up-to-date and fits the needed • Benefits UniHome compared traditional methods	• TikTok channel • SEO Google	for customers from UniHome
Find customers through Facebook groups and convince them to become customers, offers free trial and loyalty package. Be counselors for them.	UniHome Facebook Fanpage	Finding potential users, follow them and spread the value of UniHome to landlords
SEO: with the keyword "UniHome relieve landlords pains" on Google.	Google	From the post, landlords will start to search "UniHome app" on Google for more information about company products
Email invite to join the experiences journey of UniHome products. Running banner and ads on social media	Google Email	From the Email, Banner, customers will be directed to the UniHome link on the website and directed to the fanpage link or main website.

C. Phase 3: BOFU

BOFU is the last stage in this plan for landlord users, the goal is to encourage customer decision-making to experience the service and become loyal users after download. To convince customers to the app, contribute to the building community, and help in reaching

new customers through offer promotions like transaction-free or free ads boost. Besides raising trust after action, we also take care of customer service through a notification on App, Email, phone calls, and other content and post on channels such as Facebook, TikTok, and App blog.

Table 5-10 Marketing Plan: Landlords: BOFU

Phase 3: BOFU			
Objective: Create credibility and have loyal customers, increase frequency of use and sharing with new partners.			
3 months - 10/2023 to 12/2023			
Content Ideas	**Activities**	**Channels**	**Objective**
Tiết kiệm đến tận một nửa thời gian quản lý mỗi ngày	Send email to thank you and invite long-term partnership.	Email marketing Telemarketing	Build relationships with landlords Have more than 2,000 users.
	Phone call caring	Telephone	Maintain relationship with loyal customers
	Talkshow and meetings to review with users, refine and edit the product for future developments Landlords share their story and acquirements.	Offline Event	Having customers to evaluate experiences on media channels: Realistic and engaging user experience.

	Give target landlords promotions such as free first transaction on app, free online learning, and ads boosts with conditions sharing with other new landlords or invite new users.	• Event • Facebook Fanpage	Encourage customers to use free trial, offer transactions on the App. Word-of-mounth among landlords
	Gathering the landlord's evaluation articles about using and experiencing the first time using the UniHome app	• UniHome Facebook Fanpage • UniHome app • CH Play, Apple Store	Showing real objective opinions from users, reviews and suggestions help improve the app after used and positively impact promotion.
	Encourage landlords to use the star rating app on the App store and CH Play		Increase the credibility and quality of the platform

5.3.2.3 Expected KPI & Budget estimation

    ➢ **KPI & Budget for Tenants Execution Plans**

PHASE 1 TOFU (5 months)							
	Channel		KPIs	Unit	Action	Unit Cost (VND)	Total (VND)
1	Website	SEO	467,056	Reach	In-house	3,500,000	17,500,000
		Ads	467,056	Reach	Agency	2,500,000	12,500,000

						Unit Cost (VND)	Total (VND)
2	Facebook	SEO	1,334,111	Reach	In-house	22	29,457,173
		Page Like	934,111	Reach	In-house	950,000	4,750,000
		Video	1,188,222	Reach	In-house	1,000,000	5,000,000
		Seeding Group	280,000	Reach	In-house	1,800,000	9,000,000
		Ads (CTR) - 1.55%	934,111	Reach	Agency		30,000,000
3	TikTok	Influencers	934,111	Reach	In-house	8,000,000	40,000,000
4	Instagram	Post and Reels	934,111	Reach	In-house	432,000	2,160,000
		Story	934,111	Reach	In-house	0	10,000,000
5	Launch Event	Voucher, Free trial	467,056	Reach	In-house	50	23,088,551
		Opening Event stimulate word-of-mouth	467,056	Reach	In-house	35	16,544,276
Total			**9,341,111**				**200,000,000**
PHASE 2 MOFU (4 months)							
	Channel		**KPIs**	**Unit**	**Action**	**Unit Cost (VND)**	**Total (VND)**
1	Activities at Universities	Gift (Voucher) Encourage word-of-mounth	56,047	Click	In-house	575	32,226,637
		Counselor	28,023	Click	In-house	0	0
2	Website	SEO	14,012	Click	In-house	3,500,000	14,000,000
		Podcast	28,023	Click	Agency	0	0
3	Facebook	Podcast	14,012	Click	Agency	1,570	22,000,000

			KPIs	Unit	Action	Unit Cost (VND)	Total (VND)
		Ads	14,012	Click	In-house	573	8,022,029
		Influencer (Sunhuyn)	14,012	Click	Agency	10,000,000	40,000,000
		Video	28,023	Click	In-house	1,000,000	4,000,000
4	Instagram	Post and Reels	28,023	Click	In-house	432,000	1,728,000
		Story	28,023	Click	In-house	0	0
5	Tiktok	Influencer	28,023	Click	In-house	1,000	28,023,333
Total			**280,233**				**150,000,000**
PHASE 3 BOFU (3 months)							
	Channel		**KPIs**	**Unit**	**Action**	**Unit Cost (VND)**	**Total (VND)**
	Event	Meeting and Review	1,261	User	In-house	0	0
1		Online YEP Voucher encourage word-of-mouth effect	1,261	User	In-house	15,340	19,344,092
	Website	Ads	420	User	Agency	2,500,000	7,500,000
2		SEO	420	User	In-house	3,500,000	10,500,000
	Facebook	Ads	841	User	Agency	573	481,322
		SEO	841	User	In-house	22	18,563
3		Influencer (Sunhuyn)	841	User	Agency	20,000	16,820,000
	Instagram	Post and Reels	420	User	In-house	0	4,668,012
4		Story	420	User	In-house	0	4,668,012

5	TikTok	Video	841	User	In-house	6,000,000	18,000,000
		Ads	841	User	Agency	6,000,000	18,000,000
Total			**8,407**				**100,000,000**

Table 5-11 KPI & Budget for Tenants Execution Plans

➢ **KPI & Budget for Landlords Execution Plans**

PHASE 1 TOFU (5 months)							
	Channel		**KPIs**	**Unit**	**Action**	**Unit Cost (VND)**	**Total (VND)**
1	Website	SEO	41000	Reach	In-house	3,500,000	17,500,000
		Ads	41000	Reach	Agency	2,500,000	12,500,000
2	Facebook	Seeding Group	31500	Reach	In-house	1,800,000	9,000,000
		Ads	41000	Reach	Agency	573	23,473,525
		Video	31000	Reach	In-house	1,000,000	5,000,000
3	TikTok	Video	21500	Reach	Agency	137	2,954,229
5	Launch Event	Voucher, Free trial	66250	Reach	In-house		35,556,278
		Opening Event stimulate word-of-mouth	75250	Reach	In-house		42,997,110
6	Email		30500	Reach	In-house		298,858
7	Telesale		31000	Reach	In-house	120,000	720,000
Total			**410,000**				**150,000,000**
PHASE 2 MOFU (4 months)							
	Channel		**KPIs**	**Unit**	**Action**	**Unit Cost (VND)**	**Total (VND)**
1	Personal Sale		1230	Click	In-house	0	0
2	Email		1230	Click	In-house		
3	Website	SEO	1230	Click	In-house	3,500,000	14,000,000
		Ads	1230	Click	Agency	5,000	6,150,000
4	Facebook	Seeding Group	1845	Click	In-house	1,800,000	5,400,000
		Ads	1845	Click	Agency	22,213	40,982,985
5	Telesale		1230	Click	In-house	120,000	360,000

						Unit Cost	
6	Sale	Promotion Offer	2460	Click	In-house		8,107,015
Total			**12,300**				**75,000,000**
PHASE 3 BOFU (3 months)							
		Channel	KPIs	Unit	Action	Unit Cost (VND)	Total (VND)
1	Event	Meeting and Review		User	In-house		13,627,009
		Promotion encourage invite new user	111	User	In-house		
2	Email		18	User	In-house		1,000,000
3	Telesale		37	User	In-house	2,000,000	6,000,000
4	Facebook	Group Seeding	55	User	In-house	1,800,000	5,400,000
		Ads	55	User	Agency	62,746.00	3,472,991
5	Tiktok	Video	37	User	Agency	10,000,000	10,000,000
6	Website	SEO	55	User	In-house	3,500,000	10,500,000
Total			**369**				**50,000,000**

Table 5-12 KPI & Budget for Landlords Execution Plans

Chapter 6 : FINANCING

6.1. Initial Investment

6.1.1. Capital Expenditure

No.	Items	Quantity	Price	Total
1	Application Building (IOS & Android)	1	2,100,000,000	2,100,000,000
2	Laptop	8	15,000,000	120,000,000
3	Company logo design	1	10,000,000	10,000,000
4	Website Design	1	7,000,000	7,000,000
5	Company sign	1	2,500,000	2,500,000
6	Trademark protection registration fee	1	1,860,000	1,860,000
7	Company seal	3	500,000	1,500,000
8	Business License registration fee	1	1,100,000	1,100,000
9	Office Supply	1	1,000,000	1,000,000

10	Hosting/Domain Fee	1	560,000	560,000
TOTAL				**2,245,520,000**

Table 6-1 Capital Expenditure

The capital expenditure consists of the purchase of laptop, stationary, trademark costs such as company sign, seal, logo, and outsourcing cost for building application of UniHome.

6.1.2. Additional Working Capital

No.	Expenditure	Price
1	Deposit	10,000,000
2	Petty Cash	20,000,000
TOTAL		**30,000,000**

Table 6-2 Additional Working Capital

UniHome will rent a coworking space contract that requires a two-month deposit, which is equivalent to VND 10,000,000. The company also reserves VND 20,000,000 amount of petty cash reserved for expenses incurred during business operations. The total additional capital of UniHome is VND 30,000,000

6.1.3. Total Initial Investment in year 0

Category	Total	Percentage
Capital Expenditure	2,245,520,000	98.68%
Additional Working Capital	30,000,000	1.32%
Initial Investment	**2,275,520,000**	**100%**

Table 6-3 Total Initial Investment in year 00

The Initial Capital Expenditure will account for 98.68% of the total Initial Investment.

6.1.4. Additional Capital Expenditure from year 01 to year 05

No.	Items	Year 1	Year 2	Year 3	Year 4	Year 5
1	Office Supply	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
	TOTAL	**1,000,000**	**1,000,000**	**1,000,000**	**1,000,000**	**1,000,000**

Table 6-4 Additional Capital Expenditure from year 01 to year 05

Every year, Unihome will purchase an amount of VND 1,000,000 of new Office Supplies to supply its employees during employment.

6.1.5. Additional Equipment from year 01 to year 05

No.	Items	Year 1	Year 2	Year 3	Year 4	Year 5
1	Laptop	0	30,000,000	15,000,000	30,000,000	0
	TOTAL	**0**	**30,000,000**	**15,000,000**	**30,000,000**	**0**

Table 6-5 Additional Capital Expenditure from year 01 to year 05

Unihome will purchase new laptops for some of the important positions in the company, such as Full-Stacked Developer and Information Security Officer. The price for a laptop is VND 15,000,000.

6.2. Cost structure

6.2.1. Fixed Cost

a. Employees' Salaries and Benefits

Employees' Salaries and Employee Insurance and Benefits

No	Position	Base Salary/month	Number of Employees					
			Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
1	Sales	5,000,000	270,000,000	585,000,000	585,000,000	614,250,000	643,500,000	672,750,000
2	Full Stack Developer	9,000,000		104,000,000	104,000,000	109,200,000	114,400,000	119,600,000

No		Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
3	Marketing & Branding	8,000,000	0	0	0	130,000,000	136,500,000	143,000,000
4	Designer	8,000,000	0	0	0	109,200,000	114,400,000	119,600,000
5	Accountant	6,000,000	0	0	0	0	78,000,000	81,900,000
6	Information Security Officer	10,000,000	0	0	0	130,000,000	136,500,000	143,000,000
	TOTAL SALARY	270,000,000	689,000,000	689,000,000	853,450,000	894,400,000	935,350,000
	TOTAL EMPLOYEES	10	10	12	13	15	15

No.	Employee Insurance and Benefits	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
1	Lunches and parking allowance	52,200,000	104,400,000	125,280,000	135,720,000	156,600,000	156,600,000
2	Insurance	56,700,000	144,690,000	144,690,000	179,224,500	187,824,000	196,423,500
	TOTAL EMPLOYEES' SALARY AND BENEFITS	378,900,000	938,090,000	958,970,000	1,168,394,500	1,238,824,000	1,288,373,500

Table 6-6 Employees' Salaries from year 00 to year 05

Unihome founders will participate in operating the company without being paid. All of the recruited employees will be received all benefits according to labor law, including 13th month salary, labor insurance and salary increase. After year 2, UniHome plans to increase the employees' salaries by 5% every 1 year. Besides, employees are also supported with lunch and parking fees during working days of the year.

b. Rent Expense

No.	Object	Price/month	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5

			Year 00	Year 01	Year 02	Year 03	Year 04	Year 05
1	Co-working Space rent	5,000,000	60,000,000	60,000,000	60,000,000	60,000,000	60,000,000	60,000,000
	TOTAL RENT EXPENSE		**60,000,000**	**60,000,000**	**60,000,000**	**60,000,000**	**60,000,000**	**60,000,000**

Table 6-6 Rent Expenses from year 00 to year 05

As a small business with less than 20 employees, UniHome will rent a co-working space at the price of VND 5,000,000/month to keep down the cost. The co-working space also provides many benefits as UniHome could work with other startups, and small-medium companies to exchange knowledge.

c. Maintenance Expenses

No.	Item	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
	Application Maintenance	0	150,000,000	150,000,000	150,000,000	150,000,000	150,000,000
	TOTAL	**0**	**150,000,000**	**150,000,000**	**150,000,000**	**150,000,000**	**150,000,000**

Table 6-7 Maintenance, Research and Development Expenses from year 00 to year 05

To keep the application working smoothly and up-to-date, UniHome plans to update the application annually. the maintenance cost for Applications (both IOS and Android) is estimated to be vnd 150,000,000.

d. Utility Expense

    i.   Electric Expense

No.	Object	kW/Unit	Hours used in 1 month	Number of devices					
				Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
1	Laptop	0.25	168	10	10	12	13	15	15
2	Light	0.1	168	2	2	2	2	2	2
3	Air-conditioner	1	168	2	2	2	2	2	2

Table 6-8 Electricity usage from year 00 to year 05

No.	Object	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
1	Laptop	210	420	504	546	630	630
2	Light	16.8	33.6	33.6	33.6	33.6	33.6
3	Air-conditioner	336	336	336	336	336	336
	TOTAL KW USAGE	**562.8**	**789.6**	**873.6**	**915.6**	**999.6**	**999.6**
	TOTAL ELECTRIC EXPENSE	**1,422,758**	**1,996,109**	**2,208,461**	**2,314,637**	**2,526,989**	**2,526,989**

Table 6-9 Total Electric Expenses from year 00 to year 05

According to the Electricity of Vietnam (EVN), UniHome belongs to the Business sector, therefore it will have to pay the electricity price of VND 2,528/kWh. In addition to paying for the computer, UniHome will have to pay for the lighting and air conditioning.

ii.   Total Utility Expense

No.	Object	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
1	Electricity	1,422,758	1,996,109	2,208,461	2,314,637	2,526,989	2,526,989
2	Phone	894,000	1,788,000	1,788,000	1,788,000	1,788,000	1,788,000
	TOTAL	**2,316,758**	**3,784,109**	**3,996,461**	**4,102,637**	**4,314,989**	**4,314,989**

Table 6-10 Total Utility Expenses from year 00 to year 05

UniHome will register for phone services provided by Viettel. UniHome also gets a two-month free of charge for subscribing for one year. The phone bill UniHome has to pay is VND 150,000/month. The internet and water fees are included in the rent expense, Unihome will not be required to pay for these two fees.

e. Cloud and Database Expenses

No.	Item	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
1	Viettel Cloud Storage	6,000,000	12,000,000	12,000,000	12,000,000	12,000,000	12,000,000
2	Viettel Data Archieve	2,736,000	5,472,000	5,472,000	5,472,000	5,472,000	5,472,000
	TOTAL	**8,736,000**	**17,472,000**	**17,472,000**	**17,472,000**	**17,472,000**	**17,472,000**

Table 6-11 Cloud and Database Expenses from year 00 to year 05

UniHome chooses Viettel as Cloud and Database Service provider for its relatively competitive cost and its reputation in the industry. The service includes Viettel Data Archieve to store company data and Storebox service to share data among UniHome's employees.
The fee for Viettel Cloud Storage is VND 500,000/TB/month and the fee for Storebox is VND 456,000/month.

f. Depreciation and Amortization Expense

No.	Item	Total Price	Useful Lifetime (Year)	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
1	Application Building	2,100,000,000	8	0	262,500,000	262,500,000	262,500,000	262,500,000	262,500,000
	Accumulated Amortization			**0**	**262,500,000**	**525,000,000**	**787,500,000**	**1,050,000,000**	**1,312,500,000**

Table 6-12 Depreciation and Amortisation from year 00 to year 05

According to the provisions of Circular No. 45/2013/TT-BTC dated April 25, 2013, of the Ministry of Finance guiding the management, use and amortization of fixed assets:
- Clause 1, Article 11 on determining the depreciation period of intangible fixed assets:
"1. Enterprises determine by themselves the depreciation period of intangible fixed assets, but not exceeding 20 years."
Unihome estimates a useful lifetime of 8 years and uses linear depreciation method to depreciate its application. The annual depreciation expense will be VND 262,500,000.

g. Total Fixed Cost

The table belows shows the total fixed costs of UniHome from year 0 to year 5.

No.	Object	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
1	Salaries Expenses and Benefits	378,900,000	1,058,510,000	1,232,150,000	1,462,454,502	1,578,541,001	1,658,252,502

3	Rent Expenses	30,000,000	60,000,000	60,000,000	60,000,000	60,000,000	60,000,000
4	Utilities Expenses	2,316,758	3,784,109	3,996,461	4,102,637	4,314,989	4,314,989
5	Maintenance Expense	0	150,000,000	150,000,000	150,000,000	150,000,000	150,000,000
6	Cloud and Database Expenses	8,736,000	17,472,000	17,472,000	17,472,000	17,472,000	17,472,000
7	Depreciation	0	262,500,000	525,000,000	787,500,000	1,050,000,000	1,312,500,000
	TOTAL	419,952,758	1,552,266,109	1,988,618,461	2,481,529,139	2,860,327,990	3,202,539,491

Table 6-13 Total Fixed Costs from year 00 to year 05

6.2.2. Variable Cost

UniHome's variable costs consist of Sales Commission Expense, Accommodation Verifying Expense, Sales Discount Expense, and Marketing Expense.

No.	Item	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
1	Sales Commission Expense	0	191,351,966	287,027,949	330,082,141	379,594,462	436,533,632
2	Accommodation Verifying	0	155,883,659	35,853,242	41,231,228	47,415,912	54,528,299
3	Sales Discount	0	217,674,947	264,190,594	345,765,513	349,391,624	450,038,810
4	Marketing Expense	362,396,342	724,792,684	1,056,755,547	1,215,268,879	1,397,559,211	1,607,193,093
	TOTAL	362,396,342	1,289,703,257	1,643,827,331	1,932,347,761	2,173,961,210	2,548,293,833

Table 6-14 Variable Cost from year 00 to year 05

The Sales Commission Expense consists of 6% of the total revenue, in which UniHome will spend 2% as a fee paid to e-wallets (Momo, etc.), and the other 4% is spent equally as rewards to the Marketing/Sales staffs.

The Accommodation Verifying Expense is used to validate the accommodations to ensure they are of good quality. The fee to verify a room is VND 50,000/house.

The Sales Discount Expense is the expense UniHome spends to refund customers when they use the service, and is also used to promote customers with vouchers, etc. This expense is equivalent to 5% of total revenue.

The Marketing Expense equals 20% of the total revenue in year 1 and year 2, to fund campaigns that attract customers.

6.3. Required for Startup

Object	Cash required to start business
Salaries Expenses	378,900,000
Rent Expenses	30,000,000
Cloud and Database Expenses	8,736,000
Marketing Expenses	362,396,342
(A) Year 0 Expenses	**780,032,342**
Application Building (IOS & Android)	2,100,000,000
Laptop	120,000,000
Company logo design	10,000,000
Website Design	7,000,000
Company sign	2,500,000
Trademark protection registration fee	1,860,000
Company seal	1,500,000
Business License registration fee	1,100,000
Office Supply	1,000,000
Hosting/Domain Fee	560,000
(B) Start-up cost have to pay once	**2,245,520,000**
Total Cash required to start a business	**3,025,552,342**

Table 6-15 Total cash requirements to start business

In year 0 when the company is founded, UniHome will incur costs but has not generated revenue. To operate a Business, UniHome requires a cash amount of VND 3,025,552,342. This amount of cash will be funded by the owners' own money, which is VND 3,500,000,000.

6.4. Revenue Stream

6.4.1. Commission Revenues

Revenue Stream	Year 0		Year 1		Year 2		Year 3		Year 4		Year 5	
	Units (house)	Revenue	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue
House for rent	91	0	90	246,937,578	103	370,406,367	119	425,967,322	137	489,862,421	157	563,341,784
Room for rent	2,639	0	2,610	1,305,119,700	3,002	1,957,679,550	3,452	2,251,331,483	3,970	2,589,031,205	4,565	2,977,385,886
Apartment	422	0	418	1,637,142,152	480	2,455,713,228	552	2,824,070,212	635	3,247,680,744	730	3,734,832,856
TOTAL COMMISSION REVENUE		0		3,189,199,430		4,783,799,146		5,501,369,018		6,326,574,370		7,275,560,526

Table 6-16 Commission Revenues from year 00 to year 05

UniHome's main source of revenue comes mainly from the Commission part which is also UniHome's main business and is projected to generate at the end of year 0. The majority of this will come from Room-for-rent and Apartment accommodation.

The commission fee for the House-for-rent Accommodation will be 50% of the first month's payment. For the Apartment and Room-for-rent Accommodation, are 20% and 70% respectively.

It is expected that the revenue will increase by 33% from year 1 to year 2 and remains around 15% years after. This is based on the average annual growth rate of the Commercial Real-estate sector.

6.4.2. Other Revenues

Revenue Stream	Year 0		Year 1		Year 2		Year 3		Year 4		Year 5	
	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue
Advertising Revenue	3,152	0	3,118	46,765,098	3,585	53,779,862	4,123	61,846,842	4,742	71,123,868	5,453	81,792,448
Freemium	9,457	0	9,353	364,767,763	17,071	419,482,927	18,216	482,405,367	20,948	554,766,171	24,091	637,981,097

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Accommodation Management	264	0	261	23,231,131	300	26,715,800	345	30,723,170	397	35,331,646	457	40,631,393
TOTAL		**0**		**434,763,991**		**499,978,590**		**574,975,379**		**661,221,685**		**760,404,938**

Table 6-17 Other Revenues from year 00 to year 05

UniHome's secondary sources of revenue come from Advertising fees, Accommodation Management, and One-time Payment made by tenants when they purchase the roommate-finding package.

According to UniHome's market research, an individual landlord will spend an average of 5 days advertising to successfully find a tenant who favours their accommodations or to fill all the empty rooms.

Also, according to the research, a tenant will spend an average 4-6 days looking for roommates. Therefore, it is assumed that most of the tenants will choose to purchase the 7-day package, which costs VND 39,000.

As for Accommodation Management, it is assumed that most of the landlord will choose to subscribe to the cheapest option, which is VND 89,000/10 rooms/month.

6.4.3. Total Revenues

Combining the two revenue streams above, the table below shows the total revenue of UniHome in 6 years.

No.	Revenue Stream	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
1	House for rent	0	246,937,578	370,406,367	425,967,322	489,862,421	563,341,784
2	Room for rent	0	1,305,119,700	1,957,679,550	2,251,331,483	2,589,031,205	2,977,385,886
3	Apartment	0	1,637,142,152	2,455,713,228	2,824,070,212	3,247,680,744	3,734,832,856
4	Advertising Revenue	0	46,765,098	53,779,862	61,846,842	71,123,868	81,792,448
5	Freemium	0	364,767,763	419,482,927	482,405,367	554,766,171	637,981,097
6	Accommodation Management	0	23,231,131	26,715,800	30,723,170	35,331,646	40,631,393
	TOTAL REVENUE	**0**	**3,623,963,422**	**5,283,777,736**	**6,076,344,396**	**6,987,796,056**	**8,035,965,464**

Table 6-18 Total revenue from year 00 to year 05

6.5. Financial Statement Analysis

6.5.1. Balance Sheet Analysis

The table below shows the Estimated Balance Sheet of UniHome during 6 years of operation.

UniHome Balance Sheet VND ₫	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
A. Assets						
Current assets:	**474,170,899**	**1,639,084,956**	**4,058,596,899**	**6,787,624,398**	**9,792,775,869**	**13,389,785,897**
Cash	439,170,899	1,604,084,956	4,023,596,899	6,752,624,398	9,757,775,869	13,354,785,897
Petty Cash	20,000,000	20,000,000	20,000,000	20,000,000	20,000,000	20,000,000
Office supply	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
Prepaid Rent	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000
Prepaid Expense	4,000,000	4,000,000	4,000,000	4,000,000	4,000,000	4,000,000
Property & Equipment	**2,220,000,000**	**1,957,500,000**	**1,725,000,000**	**1,477,500,000**	**1,245,000,000**	**982,500,000**
Equipment	120,000,000	120,000,000	150,000,000	165,000,000	195,000,000	195,000,000
Intangible Assets	2,100,000,000	2,100,000,000	2,100,000,000	2,100,000,000	2,100,000,000	2,100,000,000
Accumulated Depreciation	0	(262,500,000)	(525,000,000)	(787,500,000)	(1,050,000,000)	(1,312,500,000)
Total Assets	**2,694,170,899**	**3,596,584,956**	**5,783,596,899**	**8,265,124,398**	**11,037,775,869**	**14,372,285,897**
B. Liabilities						
Notes Payable (Longterm liability)	0	0	0	0	0	0
Total Liabilities	**0**	**0**	**0**	**0**	**0**	**0**
C. Shareholder's Equity	**2,694,170,899**	**3,596,584,956**	**5,783,596,899**	**8,265,124,398**	**11,037,775,869**	**14,372,285,897**

Equity Capital	3,500,000,000	3,500,000,000	3,500,000,000	3,500,000,000	3,500,000,000	3,500,000,000
Retained Earnings	(805,829,101)	96,584,956	2,283,596,899	4,765,124,398	7,537,775,869	10,872,285,897
Total Liabilities & Shareholder's Equity	**2,694,170,899**	**3,596,584,956**	**5,783,596,899**	**8,265,124,398**	**11,037,775,869**	**14,372,285,897**

Table 6-19 Balance Sheet Analysis

6.5.2. Income Statement Analysis

The table below shows the Estimated Income Statement of UniHome during 6 years of operation.

UniHome **Income Statement** **VND đ**	**Year 0**	**Year 1**	**Year 2**	**Year 3**	**Year 4**	**Year 5**
Commission Revenues	**0**	**3,189,199,430**	**4,783,799,146**	**5,501,369,018**	**6,326,574,370**	**7,275,560,526**
House-for-rent commission	0	246,937,578	370,406,367	425,967,322	489,862,421	563,341,784
Room-for-rent commission	0	1,305,119,700	1,957,679,550	2,251,331,483	2,589,031,205	2,977,385,886
Apartment commission	0	1,637,142,152	2,455,713,228	2,824,070,212	3,247,680,744	3,734,832,856
Other revenues	**0**	**434,763,991**	**499,978,590**	**574,975,379**	**661,221,685**	**760,404,938**
Advertising revenue	0	46,765,098	53,779,862	61,846,842	71,123,868	81,792,448
Roomate-pairing service revenue	0	364,767,763	419,482,927	482,405,367	554,766,171	637,981,097
Accommodation Management revenue	0	23,231,131	26,715,800	30,723,170	35,331,646	40,631,393
Sales Discount	**0**	**217,674,947**	**264,190,594**	**345,765,513**	**349,391,624**	**450,038,810**

Total Net Revenue	0	3,406,288,475	5,019,587,142	5,730,578,884	6,638,404,431	7,585,926,654
Cost of Service	0	1,072,028,310	1,379,636,738	1,586,582,248	1,824,569,585	2,098,255,023
Gross Profit	0	2,334,260,165	3,639,950,404	4,143,996,635	4,813,834,846	5,487,671,631
Expenses						
Salaries Expenses	378,900,000	938,090,000	958,970,000	1,168,394,500	1,238,824,000	1,288,373,500
Rent Expenses	30,000,000	60,000,000	60,000,000	60,000,000	60,000,000	60,000,000
Utilities Expenses	2,316,758	3,784,109	3,996,461	4,102,637	4,314,989	4,314,989
Maintenance Expense	0	150,000,000	150,000,000	150,000,000	150,000,000	150,000,000
Cloud and Database Expenses	8,736,000	17,472,000	17,472,000	17,472,000	17,472,000	17,472,000
Depreciation-Application	0	262,500,000	262,500,000	262,500,000	262,500,000	262,500,000
Business Registration Expense	23,480,000	0	0	0	0	0
Marketing Expense	362,396,342	0	0	0	0	0
Total Expenses	805,829,101	1,431,846,109	1,452,938,461	1,662,469,137	1,733,110,989	1,782,660,489
Earnings Before Interest & Taxes	(805,829,101)	902,414,056	2,187,011,944	2,481,527,499	3,080,723,857	3,705,011,142
Earnings Before Taxes	(805,829,101)	902,414,056	2,187,011,944	2,481,527,499	3,080,723,857	3,705,011,142
Income Taxes (10%)	0	0	0	0	308,072,386	370,501,114
Net Earnings	(805,829,101)	902,414,056	2,187,011,944	2,481,527,499	2,772,651,471	3,334,510,028

Table 6-20 Income Statement Analysis

6.5.3. Statement of Cash Flow Analysis

The table below shows the UniHome's Estimated Statement of Cash Flow during 6 years of operation.

UniHome	
Cash Flow Statement	

VND đ	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
Cash flows from operating activities						
Add: Net Income	(805,829,101)	902,414,056	2,187,011,944	2,481,527,499	2,772,651,471	3,334,510,028
Add: D&A	0	262,500,000	262,500,000	262,500,000	262,500,000	262,500,000
Less: Working Capital	35,000,000	0	0	0	0	0
Net cash from Operating Activities	**(840,829,101)**	**1,164,914,056**	**2,449,511,944**	**2,744,027,499**	**3,035,151,471**	**3,597,010,028**
Cash flows from investing activities (CAPEX)						
Less: Equipment	120,000,000	0	30,000,000	15,000,000	30,000,000	0
Less: Intangible Assets	2,100,000,000	0	0	0	0	0
Net cash from Investing Activities	**(2,220,000,000)**	**0**	**(30,000,000)**	**(15,000,000)**	**(30,000,000)**	**0**
Cash flows from financing activities						
Add: Owner's capital	3,500,000,000					
Add: Bank loan		0	0	0	0	0
Net cash from Financing Activities	**3,500,000,000**	**0**	**0**	**0**	**0**	**0**
Increase (Decrease) in cash	439,170,899	1,164,914,056	2,419,511,944	2,729,027,499	3,005,151,471	3,597,010,028

Cash at the beginning of period	0	439,170,899	1,604,084,956	4,023,596,899	6,752,624,398	9,757,775,869
Cash at the end of period	**439,170,899**	**1,604,084,956**	**4,023,596,899**	**6,752,624,398**	**9,757,775,869**	**13,354,785,897**

Table 6-21 Statement of Cash Flow Analysis

6.5.4. Free Cash Flow Calculation Analysis

WACC | 18.14%

Object	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	0	3,406,288,475	5,019,587,142	5,730,578,884	6,638,404,431	7,585,926,654
Less: COS	0	1,072,028,310	1,379,636,738	1,586,582,248	1,824,569,585	2,098,255,023
Gross Margin	**0**	**2,334,260,165**	**3,639,950,404**	**4,143,996,635**	**4,813,834,846**	**5,487,671,631**
Less: SG&A	805,829,101	1,431,846,109	1,452,938,461	1,662,469,137	1,733,110,989	1,782,660,489
Operating profit	**(805,829,101)**	**902,414,056**	**2,187,011,944**	**2,481,527,499**	**3,080,723,857**	**3,705,011,142**
1-t	0.0	0.0	0.0	0.0	308,072,385.7	370,501,114.2
NOPAT	**(805,829,101)**	**902,414,056**	**2,187,011,944**	**2,481,527,499**	**2,772,651,471**	**3,334,510,028**
Add: D&A	0	262,500,000	262,500,000	262,500,000	262,500,000	262,500,000
Cash Flow from Operations	**(805,829,101)**	**1,164,914,056**	**2,449,511,944**	**2,744,027,499**	**3,035,151,471**	**3,597,010,028**

Less: Capital expenses	(2,220,000,000)	0	(30,000,000)	(15,000,000)	(30,000,000)	0
Less: Additional Working Capital	35,000,000	0	0	0	0	0
Free Cash Flow to the Firm	**(3,060,829,101)**	**1,164,914,056**	**2,419,511,944**	**2,729,027,499**	**3,005,151,471**	**3,597,010,028**
Cumulative FCFF	(3,060,829,101)	(1,895,915,044)	523,596,899	3,252,624,398	6,257,775,869	9,854,785,897
Present Value	(3,060,829,101)	986,023,300	1,733,462,113	1,654,961,090	1,542,551,011	1,562,816,933

Table 6-22 Free Cash Flow Calculation Analysis

NPV	33,211,227,879
IRR	61.61%

Applying the equation: $ERi = Rf + \beta i \times (ERm - Rf)$

- Where:
  - ERi = expected return of investment
  - Rf = risk-free rate. Unihome uses a percentage of 3.12%, based on the The Vietnam 10 Years Government Bond.
  - βi = beta of the investment. Unihome chooses the Real-estate industry beta of 0.89.
  - $(ERm - Rf)$ = market risk premium. Unihome uses a 20% expected rate of return of the Property-Technology (Proptech) Sector minus the 3.12% of risk-free rate to have a 16.89% of market risk premium rate.

Adding the numbers, Unihome's Cost of equity will equal 18.14%.

Applying the equation: $WACC = \left(\frac{E}{V} \times Re\right) + \left(\frac{D}{V} \times Rd \times (1 - Tc)\right)$

- Where:
  - E = Market value of the firm's equity

- o D = Market value of the firm's debt

- o $V = E + D$

- o Re = Cost of equity

- o Rd = Cost of debt

- o Tc = Corporate tax rate

Since Unihome does not incur bank loans. The weighted average cost of capital (WACC) of Unihome will equal 18.14%.

Applying the equation: [FCF x (1 + g)] / (d – g)

- Where:

- FCF = free cash flow for the last forecast period

- g = terminal growth rate. Unihome chooses the rate of 4.5% of the Proptech sector

- d = discount rate. The discount rate is usually the weighted average cost of capital, which Unihome's rate of 18.14%

Adding the numbers, Unihome's Terminal value of perpetuity cash flow from year 7 will be VND 28,792,242,532.

Ultimately, Unihome's Net Present Value will equal the Total Present Value of 6 years plus the Terminal value of perpetuity cash flow from year 7, which totaled VND 33,211,227,879. Unihome will have the Internal Rate of Return of 61.61% based on its Free Cash Flow to the firm.

6.5.5. Payback Period

Year	Free Cash Flow	Cumulative FreeCash Flow	Present Value	CPVCF
Year 0	(3,060,829,101)	(3,060,829,101)	(3,060,829,101)	(3,060,829,101)
Year 1	1,164,914,056	(1,895,915,044)	986,023,300	(2,074,805,801)
Year 2	2,419,511,944	523,596,899	1,733,462,113	(341,343,687)
Year 3	2,729,027,499	3,252,624,398	1,654,961,090	1,313,617,403
Year 4	3,005,151,471	6,257,775,869	1,542,551,011	2,856,168,414
Year 5	3,597,010,028	9,854,785,897	1,562,816,933	4,418,985,347

Table 6-23 Payback Period

Payback period	1 year 3.6 months	Discounted payback period	2 year 3.6 months

It's estimate that the compay will take 2-year 3.6 month to recover the cost of its initial investment.

6.5.6. Expected Ratio

No.	Yearly Ratio	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
1	Gross Margin/Sales	0.00	0.69	0.73	0.72	0.73	0.72
2	Net Profit/Sales	0.00	0.39	0.60	0.60	0.58	0.61
3	Net Profit/Net Worth	(0.30)	0.25	0.38	0.30	0.25	0.23
4	Sales/Net worth	0.00	0.95	0.87	0.69	0.60	0.53
5	Return On Assets	(0.30)	0.25	0.38	0.30	0.25	0.23

Table 6-24 Expected Ratios

6.6. Appendix: Failure-Scenario

6.6.1. Failure-Scenario Revenue Stream

No.	Revenue Stream	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
1	House for rent	0	98,775,031	148,162,547	155,126,187	162,417,117	170,050,722
2	Room for rent	0	522,047,880	783,071,820	819,876,196	858,410,377	898,755,665
3	Apartment	0	654,856,861	982,285,291	1,028,452,700	1,076,789,977	1,127,399,106
4	Advertising Revenue	0	18,706,039	21,511,945	22,479,983	23,491,582	24,548,703
5	Freemium		145,907,105	167,793,171	175,343,864	183,234,338	191,479,883
6	Accommodation Management		9,292,452	10,686,320	11,167,205	11,669,729	12,194,867
	TOTAL REVENUE	0	1,449,585,369	2,113,511,094	2,212,446,133	2,316,013,119	2,424,428,944

Table 6-25 Failure-Scenario Revenue Stream

6.6.2. Failure-Scenario Balance Sheet

UniHome Balance Sheet						
VND đ	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
A. Assets						
Current assets:	**474,170,899**	**(561,378,937)**	**(1,124,884,833)**	**(1,939,840,270)**	**(2,909,400,842)**	**(3,981,086,099)**
Cash	439,170,899	(596,378,937)	(1,159,884,833)	(1,974,840,270)	(2,944,400,842)	(4,016,086,099)
Petty Cash	20,000,000	20,000,000	20,000,000	20,000,000	20,000,000	20,000,000
Office supply	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
Prepaid Rent	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000
Prepaid Expense	4,000,000	4,000,000	4,000,000	4,000,000	4,000,000	4,000,000
Property & Equipment	**2,220,000,000**	**1,957,500,000**	**1,725,000,000**	**1,477,500,000**	**1,245,000,000**	**982,500,000**
Equipment	120,000,000	120,000,000	150,000,000	165,000,000	195,000,000	195,000,000
Intangible Assets	2,100,000,000	2,100,000,000	2,100,000,000	2,100,000,000	2,100,000,000	2,100,000,000
Accumulated Depreciation	0	(262,500,000)	(525,000,000)	(787,500,000)	(1,050,000,000)	(1,312,500,000)
Total Assets	**2,694,170,899**	**1,396,121,063**	**600,115,167**	**(462,340,270)**	**(1,664,400,842)**	**(2,998,586,099)**
B. Liabilities						
Notes Payable	0	0	0	0	0	0

(Longterm liability)						
Total Liabilities	**0**	**0**	**0**	**0**	**0**	**0**
C. Shareholder's Equity	**2,694,170,899**	**1,396,121,063**	**600,115,167**	**(462,340,270)**	**(1,664,400,842)**	**(2,998,586,099)**
Equity Capital	3,500,000,000	3,500,000,000	3,500,000,000	3,500,000,000	3,500,000,000	3,500,000,000
Retained Earnings	(805,829,101)	(2,103,878,937)	(2,899,884,833)	(3,962,340,270)	(5,164,400,842)	(6,498,586,099)
Total Liabilities & Shareholder's Equity	**2,694,170,899**	**1,396,121,063**	**600,115,167**	**(462,340,270)**	**(1,664,400,842)**	**(2,998,586,099)**

Table 6-26 Failure-Scenario Balance Sheet

6.6.3. Failure-Scenario Income Statement

UniHome Income Statement						
VND đ	**Year 0**	**Year 1**	**Year 2**	**Year 3**	**Year 4**	**Year 5**
Commission Revenues	**0**	**1,275,679,772**	**1,913,519,658**	**2,003,455,082**	**2,097,617,471**	**2,196,205,492**
House-for-rent commission	0	98,775,031	148,162,547	155,126,187	162,417,117	170,050,722
Room-for-rent commission	0	522,047,880	783,071,820	819,876,196	858,410,377	898,755,665
Apartment commission	0	654,856,861	982,285,291	1,028,452,700	1,076,789,977	1,127,399,106

Other revenues	**0**	**173,905,597**	**199,991,436**	**208,991,051**	**218,395,648**	**228,223,452**
Advertising revenue	0	18,706,039	21,511,945	22,479,983	23,491,582	24,548,703
Roomate-pairing service revenue	0	145,907,105	167,793,171	175,343,864	183,234,338	191,479,883
Accommodation Management revenue	0	9,292,452	10,686,320	11,167,205	11,669,729	12,194,867
Sales Discount	0	**217,674,947**	**240,966,167**	**266,749,547**	**295,291,748**	**326,887,965**
Total Net Revenue	**0**	**1,231,910,421**	**1,872,544,928**	**1,945,696,586**	**2,020,721,371**	**2,097,540,979**
COS	0	1,098,114,149	1,215,612,363	1,345,682,886	1,489,670,955	1,649,065,747
Gross Profit	**0**	**133,796,272**	**656,932,565**	**600,013,700**	**531,050,416**	**448,475,232**
Expenses						
Salaries Expenses	378,900,000	938,090,000	958,970,000	1,168,394,500	1,238,824,000	1,288,373,500
Rent Expenses	30,000,000	60,000,000	60,000,000	60,000,000	60,000,000	60,000,000
Utilities Expenses	2,316,758	3,784,109	3,996,461	4,102,637	4,314,989	4,314,989
Maintenance Expense	0	150,000,000	150,000,000	150,000,000	150,000,000	150,000,000
Cloud and Database Expenses	8,736,000	17,472,000	17,472,000	17,472,000	17,472,000	17,472,000
Depreciation-Application	0	262,500,000	262,500,000	262,500,000	262,500,000	262,500,000

Business Registration Expense	23,480,000	0	0	0	0	0
Marketing Expense	362,396,342	0	0	0	0	0
Total Expenses	**805,829,101**	**1,431,846,109**	**1,452,938,461**	**1,662,469,137**	**1,733,110,989**	**1,782,660,489**
Earnings Before Interest & Taxes	**(805,829,101)**	**(1,298,049,837)**	**(796,005,896)**	**(1,062,455,436)**	**(1,202,060,573)**	**(1,334,185,256)**
Earnings Before Taxes	**(805,829,101)**	**(1,298,049,837)**	**(796,005,896)**	**(1,062,455,436)**	**(1,202,060,573)**	**(1,334,185,256)**
Income Taxes (10%)	0	0	0	0	0	0
Net Earnings	**(805,829,101)**	**(1,298,049,837)**	**(796,005,896)**	**(1,062,455,436)**	**(1,202,060,573)**	**(1,334,185,256)**

Table 6-27 Failure-Scenario Income Statement

6.6.4. Failure-Scenario Cash Flow Statement

UniHome Cash Flow Statement						
VND đ	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
Cash flows from operating activities						

Add: Net Income	(805,829,101)	(1,298,049,837)	(796,005,896)	(1,062,455,436)	(1,202,060,573)	(1,334,185,256)
Add: D&A	0	262,500,000	262,500,000	262,500,000	262,500,000	262,500,000
Less: Working Capital	35,000,000	0	0	0	0	0
Net cash from Operating Activities	**(840,829,101)**	**(1,035,549,837)**	**(533,505,896)**	**(799,955,436)**	**(939,560,573)**	**(1,071,685,256)**
Cash flows from investing activities (CAPEX)						
Less: Equipment	120,000,000	0	30,000,000	15,000,000	30,000,000	0
Less: Intangible Assets	2,100,000,000	0	0	0	0	0
Net cash from Investing Activities	**(2,220,000,000)**	**0**	**(30,000,000)**	**(15,000,000)**	**(30,000,000)**	**0**
Cash flows from financing activities						
Add: Owner's capital	3,500,000,000					

Add: Bank loan		0	0	0	0	0
Net cash from Financing Activities	**3,500,000,000**	**0**	**0**	**0**	**0**	**0**
Increase (Decrease) in cash	439,170,899	(1,035,549,837)	(563,505,896)	(814,955,436)	(969,560,573)	(1,071,685,256)
Cash at the beginning of period	0	439,170,899	(596,378,937)	(1,159,884,833)	(1,974,840,270)	(2,944,400,842)
Cash at the end of period	**439,170,899**	**(596,378,937)**	**(1,159,884,833)**	**(1,974,840,270)**	**(2,944,400,842)**	**(4,016,086,099)**

Table 6-28 Failure-Scenario Cash Flow Statement

Chapter 7 : RISK MANAGEMENT

7.1. Risk Management Process

The company's risk management process will include:

Step 01: When a risk occurs, the first thing is to determine what those risks are? This helps to identify where those risks originate and how they affect the business.

Step 02: After identifying the risks, this step will analyze whether those risks come from subjective or objective causes and the depth of each problem. The reason for the risks.

Step 03: This step offers risk handling options after analyzing the cause.

Step 04: Assign tasks to each part or staff that are capable of solving those risks. In other words, this step outlines detailed plans, specifically to handle risks.

Step 05: Complete the risk handling. Then review the plan, and review the issues to avoid the occurrence of the risks.

UniHome identifies having two types of risks that the company may face: Inside Risks - External Risks.

7.2. Risk Prediction and Contingency Plan

7.2.1. Internal Risk include:

Internal risks	Business response	Solutions
Personnel Risk	Avoidance	When employees engage in activities such as fraud, being uncooperative, being impolite, stealing data, and spreading misinformation about the organization, the company will be unable to grow... To mitigate this danger, the corporation will implement measures to constantly supervise staff. Furthermore, the organization will give compensation plans depending on each individual's job performance, as well as incentives for qualified employees, in order to create motivation at work. Finally, we provide remuneration schemes such as lunch allowances, parking, insurance, and so forth. This inspires employees to stay with the organization for a long period.
Data Security Risk	Avoidance	The income from data is very important to help the company develop. There will be a lot of damage to the company if any security information is stolen. So not only is it careful to collect and use the data that is permitted by law, but then UniHome needs to make data controls to avoid losing the following data to the company's development. Secret data should let some people believe in it, each one should only know one part.

| Reputation and credibility risk | Mitigation | One of the things that makes a successful brand is its prestige of that brand. If the firm's credit is damaged, the enterprise will lose revenue because customers will be cautious and unwilling to do business with them. In addition, the business will also be very difficult to find potential employees, financially talented. To minimize this risk, UniHome has installed a quality assessment software so that people can evaluate, then UniHome will receive contributions if it is considered negative, and the application will provide the best versions to meet the customer needs. |

Table 7-1 UniHome Internal Risk

7.2.2. External Risk

External risks	Business response	Solutions
The risk is that the company comes later	Acceptance	As the person behind the market, UniHome faces many competitors and is easily replaced on the market. That's why the company will promote marketing campaigns and enhance modern features to locate the brand in the user's mind.

Risk comes from new entrants	Acceptance	Since the leasing market in Vietnam has a lot of potential, the risk could be the presence of new entrants in the future. These new companies can copy the features, and access uniformed s customers. Therefore, to deal with this risk, UniHome will have to provide exclusive features such as finding a pair through a potential tool, measuring place, and in the future, UniHome will improve the features and types of services available to the customer consumer needs. Confirm the position of the UniHome on the market.
Risk of rejection from the partners	Acceptance	The lack of partners will make it harder to develop applications. In this case, UniHome will set up companies that conform to each service that UniHome can meet, then UniHome will provide negotiation strategies for mutual benefit. Thus, UniHome will be able to convince its partners and concurrently cooperate with many companies to avoid the case of UniHome will depend on any partner.
Risk of not enough customers	Acceptance	The risk of not having enough customers comes from the marketing company not being successful, not attracting a large number of users, and not taking advantage of special features. To solve this problem, UniHome needs to focus more on developing the marketing and sales team, and try to take advantage of the power of communication to position the brand in terms of features and incentives that UniHome brings to customers.

Table 7-2 UniHome External Risks

UniHome hopes that the above measures can help solve, prevent, and minimize the risks if they occur.

APPENDIX

1. English version

Appendix 1.1.: Official Questionnaires (1)

Target Research: Tenants

The Current situation of Tenant Selection Criteria Survey

Hello, we are students at FPT University in Ho Chi Minh City. Currently, we are developing a technology application to connect landlords and tenants, making the function of searching the accommodation process simple, fast and bringing results that match the needs. This survey will be later used to serve the research process in order to develop our product.

Your participation in the survey will help us a lot during the process, as well as being able to understand the core values that our customers want. The results of the research will provide the optimal rental solution for landlords and tenants in the near future.

Our team would like to thank you for your contributions. Your information will be kept secret throughout the survey process. Hope you can spare some of your precious time to take this survey. We also would like to send you a gift that includes many types of documents, some concept templates and powerpoint that hope to be useful to you in the future!

Wishing you a comfortable and productive study time!

Part I: Personal Information:

(Accommodation (In general): Rooming House, the Whole House, Department, Campus, ...)

1. Your Gender is:

- Male
- Female

2. What university are you currently in?

- Public college
- Private college
- Public University
- Private University
- Vocational Training Institution

3. Which current learning phase are you in?

- Year 1
- Year 2
- Year 3
- Year 4
- Have Graduated

4. Are you intending to rent any accommodation?

- Intending to rent (Start filling from Part II)
- Are not intending to rent (Start filling from Part IV)
- Under renting accommodation (Start filling from Part II)

Part II: Personal information about renting process:

1. How much is your monthly income? (VND)

- Under VND 1,000,000
- From VND 1,000,000 - Under VND 5,000,000
- From VND 5,000,000 - Under VND 10,000,000
- Above VND 10,000,000

2. How much (are) you (willing) to pay for renting?

(If you have not rented, you can answer with the level of willing to pay for renting)

- Under VND 1,000,000
- VND 1,000,000 - Under VND 3,000,000
- VND 3,000,000 - Under VND 5,000,000
- VND 5,000,000 - Under VND 7,000,000
- VND 7,000,000 - Under VND 9,000,000
- Above VND 9,000,000

3. Who are you currently living with?

- Family
- Friends
- Strangers
- Not living with anyone

4. Which type of accommodation which you rented/are renting/will rent?

- House rooming
- Whole house accommodation
- Campus

- Department
- Do not mind about the type of accommodation

5. How many people are there in your accommodation (in the past/present/future)?

- 2 people
- 3 people
- 4 people
- Above 4 people
- Do not live with anyone

6. Does your accommodation meet some of the following conditions?

(If you have not been renting, you can skip this part)

- Suitable renting price
- Good living environment (quiet, cleaning and fresh)
- Tight Security System
- Proactive timing
- Huge Parking lot
- Permit to cook
- Have balcony
- Fully furnished
- Full of amenities surrounding
- Provide various services
- Other

Part III: Level of concern about the selection criteria before renting

(For tenant who intending to rent and under renting accommodation only)

- Likert Measurement Scale

1 - Totally do not concern

2 - Do not concern

3 - Undecided/Neutral

4 - Concern

5 - Totally concern

What information do you need to be provided about the landlord?	1	2	3	4	5

Landlord Factors						
1.	Landlord Attitudes					
2.	Landlord Prestige					
3.	Landlord Family					
4.	Landlord's Contact Information					
5.	Landlord Appearance					
How much do you concern about the accommodation factors before renting?		1	2	3	4	5
Accommodation Factors						
1.	Renting Price					
2.	Quality (the accommodation is new or old)					
3.	Location (near university, market, supermarket, ...)					
4.	Area					
5.	Furniture, necessities (refrigerator, table, chair, bed, ...)					
6.	Decoration (Plants, lights, mirror, curtain, wallpaper, ...)					
7.	Neighbourhood					
8.	Surrounding environment (noise, atmosphere, ...)					

9.	Security System (CCTV, security guard, ...)					
10.	Regulation (timing, pet, ...)					
11.	Service (laundry, parking, ...)					
12.	Convenience (elevator, kitchen, swimming pool, ...)					
People from which of the following you would prioritise to live with?		1	2	3	4	5
In-Pairing Factors (1)						
1.	In the same university					
2.	In the same major					
3.	In the same working place					
4.	Stranger					
How much do you concern about the In-Pairing Factors?		1	2	3	4	5
In-Pairing Factors (2)						
1.	Number of roommates					
2.	Roommates Gender					
3.	Roommates Appearance					
4.	Roommates Personalities					

5.	Roommates Hometown					
6.	Roommates Habits					
7.	Rent to share with Roommates					
8.	Roommates bring-over items					
9.	Roommates' health status					
10.	Roommates' personal issue					
How much do you concern about the accommodation application factors?		1	2	3	4	5
Application Factors						
1.	Convenience (is the app easy to use?)					
2.	Finding accommodation base on demand					
3.	Photos or capture of the accommodation					
4.	Providing accommodation information					
5.	Providing accommodation surroundings information					
6.	Accommodation Review					
7.	Reservation Deposit					
8.	Appointment planning with landlords					

9.	Payment via e-wallet					
10.	Promotion for accommodation payment					
11.	Finding Roommates on the platform					
12	Checking for Roommates bring-over items					
13.	Roommates Review					
14.	Personal Information Security					
15.	Emergency Support					
16.	Tenant Community					

Part IV: Level of concern in accommodation for people who do not intend to rent

1. How much is your monthly income? (VND)

- Under VND 1,000,000
- From VND 1,000,000 - Under VND 5,000,000
- From VND 5,000,000 - Under VND 10,000,000
- Above VND 10,000,000

2. Who are you currently living with?

- Family
- Friends
- Strangers
- Not living with anyone

1 - This is my reason

2 - This is not my reason

What are the reasons you do not want to rent accommodation?	1	2
1.	Do not want to be away from family		

2.	Do not want to live with in-pairing Roommates		
3.	Do not want to live with Landlords		
4.	Do not like to do chores		
5.	Cannot take care of your own		
6.	Do not feel secure		
7.	Do not want to pay for rent		
8.	Cannot find any accommodation with all amenities at an affordable price.		
9.	Do not like to deposit for reservation		
10.	Cannot find a place to decorate as needed		
11.	Cannot find any Roommates for in-pairing		

3. If you have to rent an accommodation in the future, how much will you pay for renting?

- Under VND 1,000,000
- VND 1,000,000 - Under VND 3,000,000
- VND 3,000,000 - Under VND 5,000,000
- VND 7,000,000 - Under VND 9,000,000
- Above VND 9,000,000

Target Research: Landlords

The Current situation of Landlord Needs of Accommodation Management Survey

Hello Sir/Madam,

We are a Research and Development team having the mission to develop a technology application called UniHome. This is a technology application to connect landlords and tenants,

making the function of searching the accommodation process simple, fast and bringing results that match the needs.

Your participation in the survey will help us a lot during the process of product development, as well as help us reach the core values of our customer insight. The result of this research is to improve product quality by far providing the optimal rental solution for landlords and tenants in the near future.

The UniHome technology application development team would like to thank you for your contributions, we commit that all your personal information will be kept secret by us throughout the process. We hope you can take a moment of your precious time to work out the problems that are facing landlords and tenants.

After completing the survey, we will post any room you require on our tenant connection platform below:

https://UniHome.vn/

Wishing you a productive and happy working day!

Part I: Personal Information:

1. Your Gender is:

- Male
- Female

2. What type of accommodation are you running?

- House rooming
- Whole house accommodation
- Campus
- Department
- Other

3. What is the average price of each accommodation you run?

- Under VND 1,000,000
- VND 1,000,000 - Under VND 3,000,000
- VND 3,000,000 - Under VND 5,000,000
- VND 5,000,000 - Under VND 7,000,000
- VND 7,000,000 - Under VND 9,000,000
- Above VND 9,000,000

4. The maximum number of tenants you are able to let they rent:

- 1 - 3 people
- 3 - 5 people
- 5 - 7 people
- 7 - 9 people
- Above 9 people

5. The average hour you use your smartphone per day:

- Under 2 hours
- 2 hours - Under 6 hours
- 6 hours - Under 10 hours
- Above 10 hours

6. Your accommodation is near these locations:

- Universities
- Market, Supermarket, Hospital, ...
- Bus Station
- Other

Part II: Level of concern about the needs for accommodation management

- Likert Measurement Scale

1 - Totally do not concern

2 - Do not concern

3 - Undecided/Neutral

4 - Concern

5 - Totally concern

How concerned are you about Tenant Factors?	1	2	3	4	5
Tenant Factors					
1. Tenant Profiles (Employees, workers, students, …)					
2. Tenant Attitude (happy with landlord but angry with neighbours, ...)					

UNIHOME
Let us be your new home

		1	2	3	4	5
3.	Tenant Habits (Playing Guitar, Smoking, Singing, ...)					
4.	Tenant Income					
5.	Tenant Demand					
How concerned are you about the Rental Fee Factors?		1	2	3	4	5
Rental Fee Factors						
1.	Rental Fee is collected on time					
2.	Tenant Deposit (in advance)					
3.	Advertising expenses (posting advertisements, placing advertising banners, ...)					
4.	Intermediary expenses (application/broker)					
How concerned are you about the Accommodation Management?		1	2	3	4	5
Accommodation Management Factors						
1.	Intermediary Support (application/broker)					
2.	Manage availability/rented rooms					
3.	Appointment planning with tenants					
4.	Payment method via bank, cash, …					
5.	Viewing accommodation's problem reports					

6.	Viewing from the Tenant Reviews					
7.	Notice for all accommodation					
8.	Number of people staying in the same room					
9.	Maintain and guarantee the rental contract					

Appendix 1.2.: Official Questionnaires (2)

Target Research: Tenants

SURVEY ABOUT THE DEMAND OF TENANT

Hello,

We are a group of students from FPT University in Ho Chi Minh City. Ho Chi Minh. Currently, we are conducting a survey to serve the implementation of the graduation thesis "Application of technology in support services and connection between landlords and tenants".

The content of this study is to create an interactive channel to unite the community, develop a modern and professional ecosystem, towards improving the quality of life.

All information provided is confidential and valuable to the success of this study. We hope you will take the time to complete the questions below.

We sincerely thank you!

NOTE

In this survey, we will use the word "accommodation" to replace temporary accommodation in general such as: motels, apartments, dormitories, whole houses....

1. Please choose your age
- Under 18 years old
- 18-22 years old
- 23-27 years old
- Trên 27 years old

1. Are you planning to rent/change accommodation?
- Planning to rent
- Do not have planned to rent
- Under the condition of renting

PART I: FINDING ACCOMMODATION AND PAYMENT

1. How long does it usually take you to find the right accommodation?

- Less than 1 day

- From 2 to 4 days

- From 4 days to 6 days

- More than 1 week

- Other

1. Why did it take you the selected amount of time to find the right accommodation?

(For example: Can't find an empty house for rent, haven't had time to look at the room,...)

- What is the average amount of money you spend on accommodation?

- From VND 1,00,000 to VND 3,000,000

- From VND 3,000,000 to VND 5,000,000

- From VND 5,000,000 to VND 7,000,000

- Other

1. How much would you be willing to pay for a service that helps you find the right FRIEND for a rental?

- VND 20,000

- VND 30,000

- VND 50,000

- VND 100,000

1. In order to secure your deposit and get extra benefits in the long run while staying, how much BROKER FEES are you willing to pay for a contract?

- 10-15% deposit

- 15-20% deposit

- 20-25% deposit

- 25-30% deposit

- Other

1. Have you used the app to find accommodation?

- Already

- Not yet

PART II: EXPERIENCE USING ACCOMMODATION FINDING APPS

1. What apps did you use to find accommodation?

- Ohana
- Tìm Nhà Trọ 24/7
- Nhà Trọ 360
- Landber
- Doong
- iTro
- Other

1. Rate on the following scale what features are supported on the apps you use

(If the app you use doesn't have the feature described below, rate 1 point for that feature.)

1 - Very bad

2 - Currency

3 - Quite satisfied

4 - Satisfied

5 - Very satisfied

EXPERIENCE	1	2	3	4	5
Find a VERIFIED place to live					
Find the RIGHT roommate					
Find out FULL necessary accommodation information					
CONNECT with the landlords					
Support the BOOKING process					
GET DISCOUNTS when signing a contract					

PART III: ISSUES OCCUR WHILE RENTING ACCOMMODATION

(If you've never stayed at an accommodation, skip questions 1 & 2.)

1. What were the difficulties you encountered while staying in the accommodation?

- The location of the accommodation does not match the needs
- Finance
- Common space
- Quality of facilities
- Security
- You are in a joint
- Toilet
- Neighbour
- Spirituality
- Other

1. Do you have potential problems after finding out? Can you tell me more?
2. Rate how interested you are in being supported with the following issues while staying at the accommodation

1 - Very disinterested

2 - Don't care

3 - Normal

4 - Care

5 - Very interested

EXPERIENCE	1	2	3	4	5
Store payment invoices					
Report malfunctions					
Track your payment history					
Complaints, comments you are in					
Promotion when paying monthly					

Room decoration					
Receive promotional notifications from the accommodation					

PART IV: CHANGING AND SEARCH FOR NEW ACCOMMODATION

1. How long does it usually take you to find a new roommate after your old roommate moves out? How to find it?

(Example: 1 month. Post on facebook to find new friends (Skip this if you have never changed your roommate)

1. How many times do you usually move in a year?

(Skip this if you've never moved)

- 1-2 times
- 3-4 times
- 5-6 times
- 6-7 times
- Other

1. What is the reason for your above relocations?

- You don't match the roommate
- The place is not close to school/work
- High rent
- The landlord's attitude is not good
- Looking for a new place to live?
- Cost is not clear
- Other

PART V: ACKNOWLEDGMENTS

Thank you for taking the time to help us, don't forget to submit.

Wish you a good day!

Target Research: Landlords

SURVEY FINDING DEMAND OF LANDLORDS

Hello,

We are a group of students from FPT University in Ho Chi Minh City. Ho Chi Minh. Currently, we are conducting a survey to serve the implementation of the graduation thesis "Application of technology in support services and connection between landlords and tenants".

The content of this study is to create an interactive channel to unite the community, develop a modern and professional ecosystem, towards improving the quality of life.

All information provided is confidential and valuable to the success of this study. We hope you will take the time to complete the questions below.

We sincerely thank you!

Do you have a boarding house business or are you in the lodging business?

- Yes
- No

PART I: INFORMATION QUESTIONS

1. How many rooms/apartments do you currently manage?

- 1-5 accommodations
- 6-10 accommodations
- 11-15 accommodations
- 16-20 accommodations
- More than 20 accommodations
- Other

1. Average price 1 room How much do you rent?

- VND 2,000,000
- VND 3,000,000
- VND 5,000,000
- VND 7,000,000
- Other

1. How long do you usually use your phone and social media for managing and finding customers in a day?

- From 2 to 6 hours
- From 6 to 12 hours
- More than 12 hours

1. Are you currently hiring someone to assist you in managing the accommodation?

- Yes

- No

PART II: SEARCH FOR TENANTS

1. Which channel do you prioritise finding customers through?

- Traditional (for billboards, posters...)

- Facebook/ Zalo Group

- Websites/apps

- Other

1. What makes you like and use the channel selected above?

2. What do you usually do to confirm the reliability of the tenant?

3. How long do you usually leave a room vacant the longest when there are no tenants?

- Less than 1 week

- From 1 to 2 weeks

- From 2 to 3 weeks

- More than 4 weeks

1. How much more would you be willing to pay for an app that helps you AUTHORISE GUESTS and MANAGE guests/rooms per day?

- VND 300,000/contract

- VND 600,000/contract

- VND 900,000/contract

- VND 1,200,000/contract

- Other

PART III: MANAGEMENT AND SMALL FINANCES

1. Below, what are the problems in the management of your accommodation that you are facing?

- Connect with tenants

- Update prices compared to the market

- Authenticate and ensure the source of revenue

- Manage rental rooms

- Control money, spending, bills

- Store new and old information (tenants, transactions, invoices)

- Monitor and manage breakdowns and maintenance

- Manage appointments with guests to see the room

- Reviews from tenants about the accommodation

- Other

1. How much money did you spend on average to FIND MORE guests for your accommodation in 1 month?

- Under VND 1,000,000

- VND 1,000,000 - VND 3,000,000

- VND 3,000,000 - VND 5,000,000

- VND 5,000,000 - VND 10,000,000

- Over VND 10,000,000

- Other

1. On average, how much money have you spent on supporting MANAGEMENT of the cost of running the inn/apartment in 1 month?

- Under VND 1,000,000

- VND 1,000,000 - 3,000,000

- VND 3000,000 - VND 5,000,000

- VND 5,000,000 - VND 10,000,000

- Over VND 10,000,000

- Other

1. On average, how much money did you spend on supporting MANAGEMENT OF ROOM/Apartment in 1 month?

- Under VND 1,000,000

- VND 1,000,000 - VND 3,000,000

- VND 3,000,000 - VND 5,000,000

- VND 5,000,000 - VND 10,000,000

- Over VND 10,000,000

- Other

1. On average, how much money did you spend on supporting the behaviour analysis of your current CUSTOMERS in 1 month?

- Under VND 1,000,000

- VND 1,000,000 - VND 3,000,000

- VND 3,000,000 - VND 5,000,000

- VND 5,000,000 - VND 10,000,000

- Over VND 10,000,000

1. What do you usually do to control the behaviour of guests and what to do if they make mistakes?

PART IV: ACKNOWLEDGMENTS

Thank you for taking some time to support us on the way to our graduate thesis. Please remember to click Submit.

Appendix 1.3.: Official Questionnaires (3) - Quick Survey

Target Research: Tenants

ROOMMATE MATCHING DEMAND

Hi! We are a group of students who are doing a small research on an application that connects landlords and landlords, helping users find a suitable place to stay and helping them find suitable roommates. All your comments and contributions are very valuable to us!

1. How old are you?

- 18-22 years old
- 23-27 years old
- Other

2. Which area are you currently in?

- District 1, 3, 7, Phu Nhuan, Binh Thanh
- District 2, Thu Duc
- District 5, 6, 11, 10
- District Tan Binh, Go Vap, 12
- District Tan Phu, Binh Tan, 8

3. Are you currently in accommodation and want to find roommates?

- Yes
- No

4. How much are you willing to pay for an application to help you find a suitable roommate?

- VND 10,000 to 30,000
- VND 40,000 to 60,000
- VND 70,000 to 90,000

5. Are you willing to pay VND 30,000 for an application to help you connect with a roommate?

- Yes
- No

Appendix 1.4. E-commerce trading floor contract form

CONTRACT CONTRACT FOR E-TRADE SERVICES PROVIDED ON E COMMERCE

based on the Law on electronic transactions

Pursuant to Decree No. 52/2013/ND-CP dated 16/05/ 2013 on e-commerce;

Pursuant to Circular No. 47/2014/TT-BCT dated December 5, 2014 guiding the E-commerce

Decree on providing information and entering into contracts on e-commerce websites;

Pursuant to the 2005 Commercial Law;

Based on the capabilities and needs of the two parties;

Today on …….., at …….., we include:

PARTY A (Service Provider)

Business Name: Company A

Enterprise ID/Tax Code: …….. issued date ......

_ Account number: …….. Bank: ……..

_ Head office address: …….. , …….. , …….. , ……..

_ Phone: …….. Fax: ……..

Website: …….. Email: ……..

Legal representative: Mr/Ms: …….. Position: ……..

ID card/CCCD/Passport No: …….. issued date: …….. at: ……..

Permanent address: …….. , …….. , …….. , ……..

Phone number: …….. Email: ……..

PARTY B (Service lessee).

For organisations: Organisation

name: ……..

Enterprise code/tax code: *(for enterprises)* …….. issued by the Business Registration Office –

Department of Planning and Investment …….. date: ……..

Establishment Decision No: *(for organisations)* …….. issued by …….. Date: ……..

Account No: …….. Bank: ……..

Address head office only: …….. , …….. , …….. , ……..

Phone number: …….. Fax: ……..

Website: …….. Email: ……..

Legal representative:

Mr/Ms: …….. Position: ……..

ID card/CCCD/Passport No: ……..issued date: …….. at: ……..

Permanent address : …….. , …….. , …….. , ……..

Phone number: …….. Email: ……..

For individuals:

Mr/Ms: …….. Gender: ……..

ID card/CCCD/Passport No: …….. issued by: …….. issued date: ……..

Permanent residence address: …….. , …….. , …….. , … ..... .

Phone number: …….. Email: ……..

Account number: …….. Bank: ……..

Agreement on the following contents:

ARTICLE 1: CONTENT

Party B must comply with the Operation Regulations , Service provision scheme, general transaction conditions *(if any)* have been announced by Party A on the website ……..

ARTICLE 2: CONTRACT VALUE

Party B will pay fees: …….. (in words) : ……..)

Term …….. years from ……..

ARTICLE 3: FORM OF PAYMENT

Cash;

Transfer: Account number …….. at the bank …….. ;

Other form: ……..

ARTICLE 4: RIGHTS AND OBLIGATIONS PARTY

A Party A has the following rights and obligations:

(i) For an e-commerce trading platform service provider,

Party B is required to provide information when registering to use the service.

There is an inspection and monitoring mechanism to ensure that Party B's information supply is done accurately and completely.

Store Party B's registration information and regularly update relevant changes and supplements.

Set up a mechanism to allow Party B to carry out the online contract signing process *(if the website has an online ordering function)*.

Apply necessary measures to ensure the safety of information related to Party B's business secrets and consumers' personal information.

Take timely handling measures when detecting or receiving feedback on illegal business acts on the e-commerce trading floor.

When customers on the e-commerce trading floor have a conflict with Party B or have their legitimate interests damaged, Party A must provide customers with information about Party B, actively supporting customers to protect their rights. and its legitimate interests.

Prevent and remove from the website information on selling goods and services on the list of goods and services banned from business in accordance with the law and goods restricted from trading.

Remove from the website information on selling fake goods, imitation goods, smuggled goods, goods infringing upon intellectual property rights and other illegal goods and services when detecting or receiving a well-grounded complaint. facts about this information.

Request Party B to provide a certificate of business eligibility for such goods and services *(in case the law requires a Certificate of eligibility for business, if Party B sells such goods or services). services on the list of goods and services subject to conditional business)*.

(ii) For enterprises providing online promotional services:

Comply with the provisions of the Commercial Law and relevant legal provisions on promotional activities.

Comply with the provisions of the law on the protection of personal information of customers.

Comply with relevant laws if the website has an online ordering function for shopping vouchers, service use vouchers or frequent customer cards; The website has an online payment function.

There is a mechanism to receive and settle customer complaints about the quality of goods or services being promoted or goods and services used for promotion.

To be responsible for the third party's provision of information about goods and services to consumers in accordance with the Law on Protection of Consumer Rights.

Indemnify customers if the vouchers, service vouchers or regular customer cards issued by them are rejected by the partners contrary to the conditions announced on the website or on the vouchers, vouchers themselves service, that frequent flyer card.

Party B has the following rights and obligations:

(i) For businesses providing e-commerce trading floor services

Pay fees in full and on time to Party A.

Provide complete and accurate information For businesses that own websites providing e-commerce trading floor services when registering to use the service:

– Name and address of the head office of the trader or organisation or the name and permanent address of an individual .

– Number, date of issue and place of issue of the business registration certificate of the trader, or number, date of issue and unit issuing the establishment decision of the organisation, or personal tax identification number of the individual.

– Phone number or another online contact method.

Provide full information about goods and services when selling goods or providing services on the e-commerce trading floor.

Ensure the accuracy and truthfulness of information about goods and services provided on the e-commerce trading floor.

Comply with the provisions of law when applying the online ordering function on the e-commerce trading floor.

To provide information about their business situation at the request of a competent state agency to serve statistical activities of e-commerce.

Comply with regulations of law on payment, advertising, promotion, protection of intellectual property rights, protection of consumer rights and other relevant laws when selling or supplying services on the e-commerce trading floor.

Fully fulfil tax obligations as prescribed by law.

(iii) For traders, organisations and individuals whose goods and services are promoted on the website providing online promotional services

Provide accurate and complete information about the promoted goods and services , including:

Name, address, phone number and other contact information of the subject whose goods or services are used for promotion;

Minimum description of goods and services to be promoted and used for promotion: origin, specifications, quality;

Promotion period, start date, end date and area of promotional activities;

The selling price of goods and the price of providing services before the time of promotion;

Total actual costs that customers have to pay to own the goods and use the promotional services;

Specific content of the conditions associated with the promotion;

Strictly comply with the commitments on the quality of promotional goods and services according to the provided information.

ARTICLE 5: PAUSE, CANCELLATION OF CONTRACT

Suspension of contract:

The contract may be suspended due to the fault of Party A or Party B; in cases of force majeure or other cases agreed upon by the two parties.

One party has the right to decide to suspend the contract due to the fault of the other party, but must notify the other party in writing and jointly discuss and resolve in order to continue properly performing the signed contract; In case the suspending party fails to notify and causes damage, it must compensate the aggrieved party.

The time and level of compensation for damage caused by contract suspension shall be agreed upon by both parties to remedy.

Cancellation of contract:

One party has the right to cancel the contract and not have to compensate for damage when the other party breaches the contract, which is a cancellation condition agreed upon by the two parties or provided for by law. The party that breaches the contract must compensate for the damage.

The party cancelling the contract must immediately notify the other party of the cancellation, if failure to notify causes damage to the other party, the party cancelling the contract must compensate the entire contract value together with any damages. otherwise caused by this violation.

When the contract is cancelled, the contract is not effective from the time of cancellation.

ARTICLE 6: TERM OF CONTRACT

This contract takes effect from the date of ……..

This contract is made into ……. copies with the same legal validity, each party keeps ……. copies.

PARTY B(Individual sign and specify full name/ Legal representative of the organisation to sign, specify full name, position and seal)	**PARTY A**(Legal representative of the enterprise to sign and specify) full name, position and seal)

Appendix 1.5. Contract form between landlord and tenant

SOCIALIST REPUBLIC OF VIETNAM

Independence - Freedom – Happiness

CONTRACT FOR RENTAL ROOM

Today is …… month…. five ……..; at the address: ……

………………………………………………………

We include:

1.   Representative of the inn owner (Party A):

Mr/Ms: ……………… Date of birth: ……………………

Place of household registration: ……………………………………………………

ID number: …………………… issued on …./…./……. in:……

Phone number:…………………………………………………

2.   Room tenant (Party B):

Mr/Ms: …………………… Date of birth: …………………….

Registered place of permanent residence: …………………………………

ID number: …………………. Issued on …../…../…… at: …

Phone number:…………………………………………………

After discussing in the spirit of democracy, the two sides benefit and agree as follows:

Party A agrees to let Party B rent 01 room at the address: …………

………………………………………………………

Rent cost: ………………….. VND/month

Payments: …………………………………………

…………………………………………………………………………………………………

Electricity …………..d/kwhd calculated according to metre readings, paid at the end of each month.

Water fee: …………..VND/person to pay at the beginning of each month.

Deposits:…………………………………………………………… …………….

The contract is valid from …… month …… 20…. to the date ..... month .... years 20….

RESPONSIBILITY OF THE PARTIES

* Responsibilities of Party A:

- Create all favorable conditions for Party B to perform under the contract.

- Provide electricity, water, and wifi for Party B to use.

* Responsibility of Party B:

- Pay the full amount according to the agreement.

- Preserve the equipment and facilities of Party A initially equipped (damage must be repaired, the loss must be compensated).

- Do not arbitrarily repair or renovate facilities without the consent of Party A.

- Maintain cleanliness inside and outside the premises of the inn.

- Party B must comply with all provisions of State laws and local regulations.

- If Party B allows guests to stay overnight, it must notify and obtain the consent of the host and be responsible for the guest's violations of the law during their stay.

Representative of Party A	Representative of Party B

Appendix 1.6. Contract form between the partner and the e-commerce trading floor

COOPERATION AGREEMENT TO PROVIDE TRADING SERVICES ON E-COMMERCE TRADING FLOORS

Service user (Party A): ……………………..

Address: …………………………………………………………………………………..

Tax code: ……………………………………………………………………………

Phone number: ………………………………………………………………………….

Account (VND): …………………………………………………..

Open at: ……………………………………………………..

Representative: ………………………………………………………………..

Position: ……………………………………………………………………….

Company's name: …………………………………………………………………........

Senpay account number: …………………………………………………..

(Party A includes landlord partners, detailed information about Party A is taken from Shop account when registering to open an Account posting at Unihome.vn)

Service provider (Party B): UNIHOME . COMPANY LIMITED

Address: ……………………………………………….

Tax code: ……………..Phone number:……………..Account (VND): ……………………

Opened at: Joint Stock Commercial Bank for Foreign Trade of Vietnam – Branch in Ho Chi Minh City

Representative: Mr. …………. General manager

- Pursuant to the Civil Code No. 33/2005/QH11 promulgated by the National Assembly of the Socialist Republic of Vietnam on June 14, 2005, and guiding documents;

- Under the Commercial Law No. 36/2005/QH11 promulgated by the National Assembly of the Socialist Republic of Vietnam on June 14, 2005, and guiding documents;

- Based on the needs of e-commerce development and cooperation ability of the two parties.

Party B and Party A agree on the following rights and obligations:

1. Party A is free to post on Unihome.vn e-commerce trading floor (including website and app, hereinafter referred to as Floor) through free member registration.

2. Party A can participate in major marketing programs at the Exchange

3. Party A can advertise the accommodation on official information channels.

4. Party A is protected for the seller's interests when using the guaranteed payment service Unihomepay.vn

5. Party A can use Unihome's support services: management services, collection of money (COD), guaranteed payment, other advertising, and marketing services

6. Party A is responsible for selling / providing images and information by the description on the Floor and is fully responsible for business products that violate current regulations of law.

7. Party A commits to agree and comply with all regulations stated in "Terms and conditions of using sales services on the Exchange" (attached) and Policies and regulations for sellers on the Exchange.

8. Party A commits to take full responsibility for the quality, safety, and health of the tenant when the contract is signed (if any). The content stipulating each party's specific rights and obligations and the terms that the two parties agree to serve for the performance of the Contract will be shown in the terms and conditions of using sales services at Unihome.vn (attached).

REPRESENTATIVE OF PARTY A   REPRESENTATIVE OF PARTY B

(signed)   (signed)

Appendix 1.7. FAQ form

1. What is the process for tenants to use the service?

When wishing to find a room on the Unihome application, tenants should follow the following steps:

B1: Search and refer to information about products and services of the Roomers that tenants are interested in.

B2: Refer to the price information and support policies of the lessor, the service that the tenant is in need of renting. Similar items of other people can be consulted on Unihome application (to make a decision to rent that product or service);

B3: Based on the reference information from the registrant, tenants contact Unihome to ask for more information about products and services to make a reservation. Then come directly to the person who posted the room or contact directly to see and make a decision to rent the product or service.

B4: After discussing with the Registrar, the tenant can decide to rent;

The tenant chooses the transaction method (depending on the agreement of the tenant and the occupier)

B5: The tenant will transfer the first month's rent to the app so that the app can transfer the deposit to the tenant

B6: The tenant receives the product or service.

B7: Tenant inquiries, complains to Roomer (if any)

2. What is the process for partners (registrants)?

a. Prepare news articles with text and images:

The articles to be published must be divided into 2 parts divided by text and image formats.

Text content should be pre-typed in a word processing program (MS Word, OpenOffice).

The image content is formatted as jpg, bmp or can be taken directly when the product is posted for sale.

b. Submitting content to the App:

B1: Register an account if you don't have an account on the App

B2: Login

B3: Proceed to post a rental

+ Write articles related to products (detailed product descriptions, pictures, room rates for rent) according to the "Type of news", "Category" ... that the person who posted the room wants to post.

+ The administrator will conduct censorship of the posted content within 24 hours from the time the person posted the news. Any news that violates the posting rules will be responded to with correction requests via the member's message section. When a member corrects the post in accordance with the regulations, the new administrator will display it on the Application.

3. What is the process of viewing and renting a room?

- The Tenant has the right to agree with the Roomer on the method of going to see the product they want to rent, can come directly, can view through pictures, record video, ask a third party to come see depending on the location. Both parties agree on viewing and renting

- Unihome requires the person posting the room to give full information about the room rental and payment policy.

- Tenants need to carefully read the tenant's room rental policies in each news.

4. How is the payment process?

a. Between tenant and Unihome (online payment via bank transfer)

Step 1: Make a 20% reservation for Unihome

Step 2: The contract is determined, the tenant will pay the first month to Unihome for a refund of the reservation.

b. Between the landlord and Unihome (Online payment via bank transfer)

Step 1: Unihome will refund the reservation money to the landlord (if any).

Step 2: When the contract is signed between the landlord and the tenant, the tenant will pay the first month's rent to Unihome, after deducting fees and reservation, Unihome will transfer the remaining amount to the owner. landlords

Appendix 1.8. Rules and Regulations

For Unihome for customers:

Party A: LandlordLandlord

Party B: Tenant

Party B (tenant):

1. Party B must transfer the deposit to Unihome through the Unihome inn app. Unihome will receive the reservation deposit within 7 days

2. Minimum booking amount is 20% /1 month of room rate

3. After 7 days, Party B does not make the contract and does not notify its reasons, then Party B will have to accept the loss of the reservation deposit.

4. After 7 days, Party B signs the contract with Party A, then Party B will continue to transfer to Unihome the first month. After receiving the money, Unihome will refund the previous reservation deposit minus the costs and transfer it back to Party A.

5. If the tenant gives 30 days notice, the deposit will be returned. And will support the ad-free package for the landlord to push the post to the top

6. If the tenant does not notify 30 days in advance, the deposit will be forfeited

Party A (Landlord):

1. After Party B transfers the deposit to Unihome to hold the place for 7 days, Unihome will transfer it to Party A right after.

2. Unihome will continue to transfer the room fee in January to Party A (if the contract is signed between the two parties), but will deduct the deposit for the reservation and the brokerage surcharge.

3. Post the correct post with the most recent image, must have a clip of where you live

Company side:

1. The Company reserves the right to amend the regulations as appropriate to ensure the proper and smooth operation of the application, especially without contravening the provisions of the law.

2. If the User continues to use the application and/or the services the Company provides on the application (the 'Services') after the effective date of the amendments, the User will be deemed to have agreed to be bound by the revised statute. In the event that the User does not agree to the modifications, the User may not continue to use the application and/or the Services.

3. The activities of posting and renting rooms through Unihome must be done openly, transparently, and ensure the interests of consumers.

4. The Company does not guarantee continuous, uninterrupted or secure access to the Services, and there may be many factors that interfere with the operation of the application beyond the control of the Company. The application and the Services are

provided "as is" and when available, without warranties of any kind, whether express or implied, and including but not limited to, warranties of marketability, fitness for purpose, title or non-infringement

5. The headings and footnotes to these Regulations are included for convenience purposes only and do not define, limit, interpret or describe in any way the scope and extent of any provision. any clause in these Regulations.

6. The Company's failure to take action against a User or another person's breach shall not constitute a waiver of the Company's right to take action on subsequent or similar violations.

7. If any provision of these Regulations is held to be invalid or unenforceable, that provision shall be deleted but the remaining provisions shall remain in force.

Policy on protection of Personal Information of Consumers

1.   Purpose and scope of collection

The main data collection on Unihome E-commerce trading floor application includes: email, phone, username, login password, customer (member) address. This is the information that Unihome Application needs members to provide mandatory when registering to use the service and for Unihome Application to contact and confirm when customers register to use the service on the Website to ensure the interests of users. consumption. For conversations conducted through the Chat function with the poster (including but not limited to data in the form of text, audio, and images) to serve the exchange between tenants and users. Post information about goods/services.

User's personal information is collected and used in accordance with the specific provisions of this Regulation, the Privacy Policy and the Privacy Policy of Personal Information as well as in accordance with the provisions of the law from time to time.

Members will be solely responsible for the security and storage of all service use activities under their registered name, password and email box as well as any statements when using Unihome's services, including Even the Chat function with the poster. In addition, the member is responsible for promptly notifying the Unihome e-commerce trading floor application about the unauthorised use, abuse, security breach, retention of registered name and password of the party. third to take appropriate remedial measures.

1. Scope of information use

Unihome e-commerce trading floor application uses member information provided to:

Provide services to Members;

Send notices about information exchange activities between members and Unihome E-commerce trading floor application;

Prevent activities that destroy a member's user account or activities that impersonate a Member;

Contact and deal with members in special cases.

Do not use members' personal information other than for confirmation and contact purposes related to transactions at Unihome App.

In case of legal requirements: Unihome e-commerce trading floor application is responsible for cooperating in providing member's personal information upon request from judicial authorities including: Procuracy, court, agency investigating police officers related to certain legal violations of customers. In addition, no one has the right to infringe on members' personal information.

1. Information storage time

The Member's personal data will be stored until there is a request to cancel or the member can log in and perform the cancellation. Remaining in all cases, member's personal information will be kept confidential on Unihome Application's server in accordance with the law from time to time.

1. Address of the unit that collects and manages personal information

Unihome Co., Ltd

Address:.............

Telephone:........................

Email:...............

1. Means and tools for users to access and correct their personal data

Members have the right to self-check, update, adjust or cancel their personal information by logging into their account and correcting personal information or requesting Unihome App to do this.

Members have the right to submit complaints about the disclosure of personal information to 3rd parties to the Administration Board of Unihome e-commerce trading floor application. When receiving these feedbacks, Unihome Application will re-confirm the information, be responsible for answering the reason and guide the member to restore and secure the information.

1. Commitment to protecting customer's personal information

The personal information of members on the Unihome e-commerce trading floor application is absolutely confidential by the Unihome e-commerce trading floor application according to the Company's personal information protection policy. The collection and use of information of each member is only done with the consent of that customer, unless otherwise provided for by law.

Do not use, do not transfer, provide or disclose to any third party about the member's personal information without the consent of the member.

In the event that the information server is attacked by a hacker leading to the loss of member's personal data, Unihome will be responsible for reporting the case to the investigating authorities for timely handling and notifying the member. Are known.

Absolutely keep all member's online transaction information confidential, including invoice information, accounting, and digitised documents at Unihome's high-class secure central data area.

The Unihome Application Management Board requires individuals, when registering / purchasing as a member, to provide all relevant personal information such as: Full name, contact address, email, phone, ..., and is responsible for the legality of the above information. Unihome Application Management Board is not responsible for and will not resolve all complaints related to the interests of that Member if it considers that all personal information of that member provided during the initial registration is not exactly.

Staff side:

ARTICLE 1: WORKING DAY SCHEDULE:

From Monday to Saturday noon.

Number of working days in a week: 5.5 days.

Working time of the day: 8 am

Number of working hours per day: 8 hours.

Rest time during the day: 11:30 am - 12:30 pm

The end time of work for the day in the company's rules is: 5pm.

ARTICLE 2: WEEKLY HOLIDAY:

Saturday afternoon and Sunday.

ARTICLE 3: DAY OFF EMPLOYEES WILL ENJOY FULL SALARY:

APPENDIX

a.   Annual holidays and New Year holidays: According to article ..... of the Labor Code of …… stipulates:

New Year's Eve: One day (January 1 of the solar calendar).

National Day: One day (September 2 of the solar calendar).

International Labor Day: One day (May 1 of the solar calendar).

Lunar New Year: Four days (one day at the end of the year and three days at the beginning of the lunar year).

Victory day: One day (April 30 of the solar calendar).

If the above-mentioned holidays coincide with a weekly rest, the employee will be entitled to a compensatory leave on the following day.

a.   Annual leave:

Employees will have an extra day of annual leave with full salary for every 5 (five) years of work (based on ……)

If the working period is less than 12 months, the number of annual leave days shall be calculated according to the ratio corresponding to the number of working months. (Based on Clause …… article ……)

Specifically as follows: If an employee has one day of leave with full salary in January, it can be accrued to February. In February, if there is a need to use it, it can use both days of leave. Employees can also use one-time annual leave if it does not affect work.

According to company rules, employees who have 12 months working at the Company are entitled to 12 days of annual leave with full salary. Every month, employees are entitled to one day of leave, if not, that leave will be accumulated in the following months. (based on article …….).

ARTICLE 4: PAYING PRIVATE WORK

According to the company's regulations, employees will have the right to rest and receive full salary as working days in the following cases:

Married children: 1 day off.

The employee is a married husband who gives birth to the first and second children: 2 days off.

Married yourself: get 5 days off.

Parents (both husband and wife) die, or husband, wife or children die: 3 days off.

ARTICLE 5: Sick day off:

If the employee is ill, the employee's relatives must notify the Company as soon as possible.

In case of taking many consecutive days off, after taking sick leave, the employee must submit an application for sick leave together with the doctor's certificate, otherwise it will be deducted from the annual leave.

During the period of sick leave according to the doctor's note, the employee is entitled to the regime prescribed by the Law on Social Insurance.

The maximum period of time an employee is entitled to sickness allowance is as follows:

(based on article ……, Decree No…../…../

30 days in a year if you have paid Social Insurance for less than 15 years.

50 days in a year if you have paid Social Insurance for 30 years or more.

40 days in a year if the social insurance premium has been paid from 15 years to less than 30 years.

ARTICLE 6: REGULATIONS FOR WOMEN LABOUR:

In order to ensure that women are equal in all aspects, the provisions of the company's internal regulations for female employees will comply with the provisions of ..., ..., ... of the Vietnam Dynamic Code as follows:

Female employees are entitled to take leave before and after childbirth, plus 4 (four) to 6 (six) months as prescribed by the Government, depending on working conditions and nature of work. If giving birth to twins or more, from the second child onwards, for each child, the mother will have an additional 30 days of leave.

The rights of female employees during maternity leave are prescribed in Article ……. of this Labour Code.

When applying for maternity leave, the employee must attach the doctor's certification. At the end of the maternity leave period specified above, if necessary, the female employee can take an additional period of unpaid leave as agreed with the employer.

The employer guarantees a workplace for the employee after the end of the maternity leave period if the terms of the labor contract are maintained and the company's rules are followed.

ARTICLE 7: PRIVATE WORK WITHOUT Wage:

Regulations that employees can apply for unpaid leave up to a maximum of 14 days a year.

An employee may agree with an employer to apply for unpaid leave, but only if there is a really good reason.

Appendix 1.9. Market research calculation

Market Size (Landlord Users)		
Demographic	**VietNam Population**	**98,702,991**
	Age segment from 40 above	21.70%
	Male Segmentation	50.40%
	UniHome landlord demographic segment	**10,794,949**
Psychographic and Customer Behaviour	Population want to find and buy real estate for investment	75.30%
	Internet access speed	90.00%
	Invest in rental real estate	11%
	Invest in rental housing segment	21%
	Population posted effective accommodation and have closed the deposit	15%
	UniHome's target population in Vietnam	**26,271**
Geographic	Percentage of population in the South	36%
	UniHome's target population in the South	**9,457**
	Percentage of population in Ho Chi Minh city, Binh Duong, Dong Nai	39%
	UniHome's target population in Ho Chi Minh city, Binh Duong, Dong Nai	**3,688**
UniHome Reach	**Year 0 Estimated (Half year 2022) and with trial to subscription rate 10%**	**41**
	Ohana users for 1 and half a year	*40,000*

	Ohana landlord users in 2018	*561*
	Ohana landlord users in full year 2022	*830*
	Year 1 Estimated (2023) accounted for 10% of total segment market	**369**
	Landlord users from year 0 to year 1 (with 30% retention rate in year 0)	**410**

Figure 19. Landlord's Top Down Calculation

(Source: Author's Design)

Market Size (Tenants Users)		
Demographic	**VietNam Population**	**98,702,991**
	Age segment under 15 years old	25.20%
	Age segment from 15 - 64 years old	69.30%
	Age segment above 64 years old	5.50%
	Exceptional age segment (from 15-17 years old)	-6.10%
	Age segment from 19 to 40 years old	47.00%
	UniHome tenants age segment	**46,390,406**
Psychographic and Customer Behaviour	Demand for accommodation	11.70%
	Internet access speed	70.30%
	Finding roommate demand	70%
	Willing to pay for roommate matching feature	90%
	UniHome's target population in Vietnam	**2,403,864**
Geographic	Percentage of population in the South	36%

	Rural population	65.60%
	Population migrating from rural to urban areas	31.40%
	Population migrated to the South	11.20%
	UniHome's target population in the South	**924,657**
	Tenants Population in Binh Duong	59,815
	Tenants population in Ho Chi Minh city	219,022
	Tenants population in Dong Nai	75,426
	Population migrated to Binh Duong	1,111
	Population migrated to Ho Chi Minh city	421
	Population migrating to Dong Nai	244
	UniHome's target population in Ho Chi Minh city, Binh Duong, Dong Nai	**356,039**
UniHome Reach	**Tenant users from Year 0 to Year 1**	**9,535**

Figure 21. Tenant's Top Down Calculation

(Source: Author's Design)

Accommodation Category	Quantity
House for rent (in general)	79,000
room for rent (in general)	643,000
Acommodation available	722,000
Average house for rent owned	2
Percentage account in accommodation type	10.94%

Average room for rent owned	10
Percentage account in accommodation type	63.61%
Average apartment for rent owned	4
Percentage account in accommodation type	25.45%
Landlord users from year 0 to year 1 (Top Down Model)	**410**
House for rent (from UniHome's landlord users)	90
Room for rent (fromUniHome's landlord users)	2,610
Apartment for rent (from UniHome's landlord users)	418
Total unit of accommodation	**3,118**
House for rent average rental fee	5,500,000
Brokerage fee of house for rent (50%)	**246,937,578**
Room for rent average rental fee	2,500,000
Brokerage fee of room for rent (20%)	**1,305,119,700**
Apartment for rent average rental fee	5,600,000
Brokerage fee of apartment for rent (70%)	**1,637,142,152**
Total revenue from Brokerage fee	**3,189,199,430**

Figure 23. Bottom-Up Calculation

(Source: Author's Design)

2. Vietnamese version

Appendix 2.1. Bảng câu hỏi chính thức (1)

Đối tượng khảo sát: Người đi thuê

KHẢO SÁT THỰC TRẠNG VÀ CÁC TIÊU CHÍ CỦA NGƯỜI THUÊ TRỌ

Xin chào bạn,

Chúng mình hiện là sinh viên trường Đại học FPT cơ sở Hồ Chí Minh. Hiện tại, chúng mình đang phát triển ứng dụng công nghệ nhằm kết nối chủ trọ và người thuê, giúp quá trình tìm kiếm trọ trở nên đơn giản, nhanh gọn và đem lại kết quả phù hợp với nhu cầu. Cuộc khảo sát này được dùng để phục vụ cho quá trình nghiên cứu nhằm phát triển ứng dụng công nghệ được tốt hơn.

Việc tham gia làm khảo sát của các bạn sẽ giúp ích chúng mình rất nhiều trong suốt quá trình nghiên cứu cũng như có thể thấu hiểu được những giá trị cốt lõi mà người dùng mong muốn. Kết quả của việc nghiên cứu sẽ đem đến giải pháp tìm thuê nhà tối ưu cho chủ trọ và người thuê trọ trong tương lai không xa.

Đội ngũ chúng mình xin chân thành cảm ơn những đóng góp của bạn, song thông tin của bạn sẽ được giữ bí mật xuyên suốt quá trình làm khảo sát. Mong bạn có thể dành ra một ít thời gian quý báu của mình để thực hiện bài khảo sát này. Chúng mình cũng xin gửi đến bạn một phần quà bao gồm nhiều loại tài liệu, một số template notion và powerpoint hy vọng sẽ có ích cho các bạn ở thời gian sau này nhé!

Chúc bạn có khoảng thời gian học tập thoải mái và hiệu quả!

Phần I: Thông tin cá nhân

(Trọ - nói chung: Nhà trọ, Nhà nguyên căn, Ký túc xá, Chung cư,...)

1. Giới tính của bạn là:

Nam

Nữ

2. Bạn hiện đang là sinh viên của trường nào?

Trường cao đẳng công lập

Trường cao đẳng tư thục

Trường đại học công lập

Trường đại học tư thục

Trường dạy nghề

3. Hiện tại bạn là sinh sinh viên năm mấy?

Năm 1

Năm 2

Năm 3

Năm 4

Đã tốt nghiệp

4. Bạn có dự định thuê trọ không?

(Nếu như đã từng thuê trọ nhưng không còn thuê nữa, hãy đánh vào mục "đang ở trọ" nhé)

Có dự định thuê (Bắt đầu từ Phần 2)

Không có dự định thuê (Bắt đầu từ Phần 4)

Đang ở trọ (Bắt đầu từ Phần 2)

Phần II: Thông tin cá nhân liên quan về việc thuê trọ

1. Thu nhập mỗi tháng của bạn bao nhiêu?

(Tính luôn cả thu nhập của cá nhân và phần hỗ trợ chi tiêu từ gia đình (nếu có))

Dưới 1 triệu

Từ 1 triệu - Dưới 5 triệu

Từ 5 triệu - Dưới 10 triệu

Trên 10 triệu

2. Bạn chi trả bao nhiêu tiền cho chi phí thuê trọ?

(Nếu chưa thuê trọ, vui lòng cho biết mức chi trả của bạn cho chi phí thuê trọ sau này)

Dưới 1 triệu

1 triệu - 3 triệu

3 triệu - 5 triệu

5 triệu - 7 triệu

7 triệu - dưới 9 triệu

9 triệu trở lên

3. Bạn hiện đang ở cùng với ai?

Gia đình

Bạn bè

Người lạ

Không ở cùng ai

4. Loại hình nhà (phòng) trọ mà bạn đã/đang/sẽ thuê là gì?

(Nếu có nhiều lựa chọn, vui lòng chọn loại hình gần nhất/ưu tiên nhất bạn ở)

Nhà trọ

Nhà nguyên căn

Kí túc xá

Không quan tâm về loại nơi ở cần thuê

5. Phòng (nhà) trọ nơi bạn ở hiện đã/đang/dự định ở có bao nhiêu người?

(Bao gồm cả bạn)

2 người

3 người

4 người

Trên 4 người

Không ở cùng bạn trọ

6. Phòng (nhà) trọ của bạn có đáp ứng được những điều kiện như:

(Nếu chưa từng thuê trọ vui lòng bỏ qua phần này)

Giá thuê phù hợp

Môi trường sống yên tĩnh, sạch sẽ và thoáng mát

Có hệ thống an ninh chặt chẽ

Giờ giấc tự do

Chỗ để xe rộng rãi

Cho phép nấu ăn

Có ban công

Đầy đủ nội thất

Đầy đủ tiện ích xung quanh

Cung cấp đa dạng dịch vụ

Phần III: Mức độ quan tâm về tiêu chí lựa chọn trước khi thuê trọ

Bạn cần được cung cấp những thông tin nào liên quan đến chủ trọ?	1	2	3	4	5
Yếu tố chủ trọ					
1. Thái độ của chủ trọ					
2. Uy tín của chủ trọ					
3. Gia đình của chủ trọ					
4. Thông tin liên lạc của chủ trọ					

		1	2	3	4	5
5.	Ngoại hình của chủ trọ					
Bạn quan tâm thế nào đến các yếu tố liên quan đến chỗ trọ trước khi thuê trọ		1	2	3	4	5
Yếu tố chỗ trọ						
1.	Giá thuê					
2.	Chất lượng (nơi ở mới hay cũ)					
3.	Vị trí (nơi ở gần trường học, chợ, siêu thị..)					
4.	Diện tích					
5.	Nội thất, vật dụng (tủ lạnh, bàn ghế giường...)					
6.	Trang trí (cây kiểng, đèn, gương, rèm, giấy dán tường...)					
7.	Hàng xóm					
8.	Môi trường xung quanh (tiếng ồn, tệ nạn, không khí, ...)					
9.	Hệ thống an ninh (CCTV, bảo vệ, ...)					
10.	Quy định (giờ giấc, thú cưng, ...)					
11.	Dịch vụ (giặt ủi, gửi xe, ...)					
12.	Tiện ích (thang máy, bếp, hồ bơi, ...)					
Hãy sắp xếp mức độ ưu tiên cho đối tượng ở ghép bạn mong muốn?		1	2	3	4	5
Yếu tố ở ghép (1)						

1.	Chung trường					
2.	Chung ngành học					
3.	Chung nơi làm việc					
4.	Người lạ					
4. Bạn quan tâm như thế nào đến các yếu tố liên quan đến việc ở ghép?		1	2	3	4	5
Yếu tố ở ghép (1)						
1.	Số lượng người ở ghép					
2.	Giới tính					
3.	Ngoại hình người ở ghép					
4.	Quê quán người ở ghép					
5.	Tính cách người ở ghép					
6.	Thói quen người ở ghép					
7.	Số tiền thuê chia cùng với người ở ghép					
8.	Các vật dụng mà đối phương mang theo khi ở ghép					
9.	Tình trạng sức khỏe của người ở ghép					
10.	Vấn đề cá nhân của người ở ghép					
5. Bạn quan tâm như thế nào đến các yếu tố liên quan đến ứng dụng tìm trọ		1	2	3	4	5

Yếu tố ứng dụng					
1.	Tính thuận tiện (Ứng dụng có dễ sử dụng hay không?)				
2.	Tìm nơi ở theo yêu cầu				
3.	Hình ảnh của nơi ở				
4.	Cung cấp thông tin nơi ở				
5.	Cung cấp thông tin xung quanh nơi ở				
6.	Review của nơi ở				
7.	Đặt cọc giữ chỗ				
8.	Đặt lịch hẹn với chủ trọ				
9.	Thanh toán qua ví điện tử				
10.	Khuyến mãi thanh toán tiền trọ				
11.	Tìm bạn ở ghép của ứng dụng				
12	Kiểm tra vật dụng mà bạn ở ghép đã có				
13.	Review bạn ở ghép				
14.	Bảo mật thông tin cá nhân				
15.	Hỗ trợ khẩn cấp				
16.	Cộng đồng những người ở trọ				

Phần IV: Mức độ quan tâm về trọ của người không có dự định thuê trọ

1. Thu nhập mỗi tháng của bạn bao nhiêu?

Dưới 1 triệu

Từ 1 triệu - dưới 5 triệu

Từ 5 triệu - dưới 10 triệu

Trên 10 triệu

2. Bạn hiện đang ở cùng với ai?

Gia đình

Bạn bè

Người lạ

Không ở cùng ai

1 - Đây là lý do của mình

2 - Đây không phải là lý do của mình

Những lý do bạn không muốn thuê trọ là gì?		1	2
1.	Không muốn xa gia đình		
2.	Không muốn ở cùng với bạn trọ		
3.	Không muốn ở cùng với chủ trọ		
4.	Không thích tự làm việc nhà		
5.	Không thể tự lo cho bản thân		
6.	Không cảm thấy an toàn		
7.	Không muốn chi trả cho tiền thuê		
8.	Không tìm được nơi đầy đủ tiện ích mong muốn với mức chi trả		
9.	Không thích đặt cọc trước để giữ phòng		
10.	Không tìm được nơi có trang trí theo nhu cầu		

11.	Không tìm được bạn ở ghép		

3. Nếu phải thuê trọ sau này, bạn sẽ chi trả bao nhiêu cho chi phí thuê trọ?

Dưới 1 triệu

1 triệu - dưới 3 triệu

3 triệu - dưới 5 triệu

5 triệu - dưới 7 triệu

7 triệu - dưới 9 triệu

9 triệu trở lên

Đối tượng khảo sát: Chủ trọ

KHẢO SÁT NHU CẦU CỦA CHỦ TRỌ KHI CHO THUÊ

Chào quý Anh/Chị,

Chúng tôi là đội ngũ phát triển ứng dụng công nghệ mang tên UniHome. Đây là ứng dụng công nghệ nhằm kết nối chủ trọ và người thuê, giúp quá trình tìm kiếm trở nên đơn giản, nhanh gọn và đem lại kết quả phù hợp với nhu cầu.

Việc tham gia làm khảo sát của Anh/Chị sẽ giúp ích chúng tôi rất nhiều trong quá trình phát triển sản phẩm cũng như có được góc nhìn sâu tại những giá trị cốt lõi mà người dùng mong muốn. Kết quả của việc nghiên cứu nâng cao chất lượng sản phẩm là đem đến giải pháp tìm thuê nhà tối ưu cho chủ trọ và người thuê trọ trong tương lai không xa.

Đội ngũ phát triển ứng dụng công nghệ UniHome xin chân thành cảm ơn những đóng góp của quý Anh/Chị cũng như chúng tôi cam kết rằng mọi thông tin cá nhân của quý Anh/Chị sẽ được chúng tôi giữ bí mật trong suốt quá trình thực hiện nghiên cứu. Mong quý Anh/Chị có thể dành ra một ít thời gian quý báu của mình để có thể cùng nhau đưa ra được những vấn đề bất cập giữa chủ trọ và người thuê trọ đang gặp phải.

Sau khi hoàn thành khảo sát, chúng tôi sẽ đăng 1 phòng bất kỳ mà anh chị yêu cầu trên nền tảng kết nối với người thuê trọ của chúng tôi dưới đây:

https://UniHome.vn/

Chúc quý Anh/Chị có một ngày làm việc thật năng suất và tràn đầy niềm hạnh phúc!

Phần I: Thông tin cá nhân:

1. Giới tính của Anh/Chị:

Nam

Nữ

2. Loại hình nhà (phòng) trọ Anh/Chị đang cho thuê là gì?

Nhà trọ

Nhà nguyên căn

Chung cư

Kí túc xá

Mục khác

3. Giá trung bình mỗi nhà (phòng) trọ Anh/Chị cho thuê bao nhiêu?

 Dưới 1 triệu

1 triệu - dưới 3 triệu

3 triệu - dưới 5 triệu

5 triệu - dưới 7 triệu

7 triệu - dưới 9 triệu

Từ 9 triệu trở lên

4. Số lượng người trọ tối đa mà Anh/Chị có thể cho thuê là:

1 - 3 người

3 - 5 người

5 - 7 người

7 - 9 người

Trên 9 người

5. Tần suất sử dụng điện thoại thông minh trung bình mỗi ngày của Anh/Chị

Dưới 2 tiếng

2 tiếng - dưới 6 tiếng

6 tiếng - dưới 10 tiếng

Từ 10 tiếng trở lên

6. Phòng trọ của Anh/Chị có gần các nơi như:

Các trường đại học

Chợ. siêu thị, bệnh viện, ...

Bến xe buýt lưu thông

Mục khác

Phần II: Mức độ quan tâm về những nhu cầu khi cho thuê phòng

Anh/Chị quan tâm như thế nào về các yếu tố liên quan đến người thuê trọ?	1	2	3	4	5
Yếu tố người thuê					
1. Đối tượng người thuê (người đi làm, công nhân, sinh viên, ...)					
2. Thái độ của người thuê khi ở trọ (vui vẻ với chủ trọ, cáu gắt với hàng xóm, ...)					
3. Thói quen của người thuê trọ (đánh đàn, hút thuốc, hát, ...)					
4. Thu nhập của người thuê					
5. Nhu cầu của người thuê					
Anh/Chị quan tâm như thế nào về các yếu tố liên quan đến tiền khi cho thuê trọ?	1	2	3	4	5
Yếu tố tiền thuê trọ					
1. Tiền thuê được thu đúng hạn					
2. Tiền cọc người thuê đặt trước					
3. Chi phi quảng cáo cho nhà trọ (đăng bài quảng cáo, đặt banner quảng cáo...)					
4. Chi phí khi sử dụng bên trung gian (ứng dụng/người môi giới)					
Anh/chị quan tâm thế nào về những điều sau đây khi phải quản lý nhà trọ?	1	2	3	4	5
Yếu tố quản lý nhà trọ					

1.	Bên trung gian hỗ trợ (ứng dụng/người môi giới)				
2.	Quản lý phòng trống/phòng đã được thuê				
3.	Đặt lịch hẹn với người thuê				
4.	Hình thức thanh toán (qua ngân hàng, tiền mặt...)				
5.	Xem các báo cáo vấn đề từ các phòng ở trọ				
6.	Xem các đánh giá từ người thuê				
7.	Thông báo dành cho tất cả phòng trọ				
8.	Số lượng người trọ (trong cùng 1 phòng)				
9.	Duy trì và đảm bảo hợp đồng thuê trọ				

Appendix 2.2. Bảng câu hỏi chính thức (2)

Đối tượng khảo sát: Người đi thuê

KHẢO SÁT TÌM HIỂU NHU CẦU NGƯỜI THUÊ VÀ Ở TRỌ

Xin chào,

Chúng mình là nhóm sinh viên đến từ Trường đại học FPT TP. Hồ Chí Minh. Hiện nay chúng mình đang thực hiện khảo sát nhằm phục vụ cho việc thực hiện đề tài tốt nghiệp "Ứng dụng công nghệ vào dịch vụ hỗ trợ và kết nối giữa chủ trọ và người thuê".

Nội dung của nghiên cứu này là nhằm tạo kênh tương tác đoàn kết cộng đồng, phát triển hệ sinh thái hiện đại, chuyên nghiệp, hướng đến nâng cao chất lượng cuộc sống.

Tất cả thông tin được cung cấp đều được bảo mật và có giá trị cho sự thành công của nghiên cứu này. Rất mong mọi người dành thời gian để hoàn thành những câu hỏi dưới đây.

Chúng mình xin chân thành cảm ơn!

GHI CHÚ

Ở khảo sát này, chúng mình sẽ dùng từ "trọ" để thay thế luôn cho những nơi ở thuê tạm thời nói chung như: nhà trọ, căn hộ, ký túc xá, nhà nguyên căn....

Vui lòng chọn độ tuổi của bạn

Dưới 18 tuổi

18-22 tuổi

23-27 tuổi

Trên 27 tuổi

Bạn có dự định thuê trọ/đổi trọ không?

Có dự định thuê

Không có dự định thuê

Đang ở trọ

PHẦN I: TÌM TRỌ VÀ CHI TRẢ

Bạn thường mất bao nhiêu thời gian cho việc tìm trọ phù hợp?

Dưới 1 ngày

Từ 2 đến 4 ngày

Từ 4 ngày đến 6 ngày

Hơn 1 tuần

Khác

Tại sao bạn mất lượng thời gian đã chọn trên để tìm được trọ phù hợp?

(VD: Tìm không thấy trọ trống cho thuê, chưa có thời gian đi xem phòng,...)

Mức chi tiêu trung bình bạn thường dùng cho việc thuê trọ là bao nhiêu?

Từ 1 đến 3 triệu VND

Từ 3 đến 5 triệu VND

Từ 5 đến 7 triệu VND

Khác

Bạn sẽ sẵn sàng chi trả bao nhiêu tiền cho một dịch vụ giúp bạn tìm được một BẠN TRỌ ưng ý cho một lần thuê trọ?

20,000 VND

30,000 VND

50,000 VND

100,000 VND

Để đảm bảo an toàn về tiền cọc và có thêm các khuey6n mãi về lâu dài khi ở trọ, bạn sẵn sàng trả bao nhiêu PHÍ MÔI GIỚI cho một lần ký hợp đồng?

10-15% tiền cọc

15-20% tiền cọc

20-25% tiền cọc

25-30% tiền cọc

Khác

Bạn đã từng sử dụng ứng dụng để tìm trọ nào chưa?

Rồi

Chưa

PHẦN II: TRẢI NGHIỆM SỬ DỤNG ỨNG DỤNG TÌM TRỌ

Bạn đã tìm nơi ở qua các ứng dụng nào?

Ohana

Tìm Nhà Trọ 24/7

Nhà Trọ 360

Landber

Doong

iTro

Khác

Hãy đánh giá trên thang điểm sau với những tính năng được hỗ trợ trên ứng dụng bạn sử dụng (Nếu ứng dụng bạn sử dụng không có tính năng được mô tả bên dưới, hãy đánh giá 1 điểm cho tính năng đó.)

1 - Rất tệ

2 - Tệ

3 - Khá hài lòng

4 - Hài lòng

5 - Rất hài lòng

TRẢI NGHIỆM	1	2	3	4	5
Tìm nơi ở được XÁC THỰC					
Tìm được bạn trọ PHÙ HỢP					
Tìm hiểu được ĐẦY ĐỦ thông tin trọ cần thiết					
KẾT NỐI với chủ trọ					

Hỗ trợ quá trình ĐẶT CỌC trọ					
NHẬN ƯU ĐÃI khi ký hợp đồng					

PHẦN III: NHỮNG VẤN ĐỀ KHI Ở TRỌ

(Nếu như bạn chưa từng ở trọ, hãy bỏ qua câu 1&2 nhé)

Những khó khăn bạn đã gặp khi ở trọ là gì?

Vị trí nơi ở không phù hợp với nhu cầu

Tài chính

Không gian chung

Chất lượng cơ sở vật chất

An ninh

Bạn ở ghép

Vệ sinh

Hàng xóm

Tâm linh

Khác

Bạn có gặp những vấn đề tiềm ẩn sau khi ở mới phát hiện? Bạn có có thể kể thêm giúp mình?

Đánh giá mức độ quan tâm của bạn khi được hỗ trợ các vấn đề sau đây khi ở trọ

1 - Rất không quan tâm

2 - Không quan tâm

3 - Bình thường

4 - Quan tâm

5 - Rất quan tâm

TRẢI NGHIỆM	1	2	3	4	5
Lưu trữ các hóa đơn thanh toán					
Báo cáo các vấn đề hỏng hóc					
Theo dõi lịch sử thanh toán					

Khiếu nại, nhận xét bạn ở ghép				
Khuyến mãi khi thanh toán hàng tháng				
Trang trí phòng trọ				
Nhận thông báo khuyến mãi từ trọ				

Theo bạn một cộng đồng hỗ trợ giữa những người ở trọ với nhau sẽ cần gì?

Bạn đã từng chuyển trọ chưa?

Đã chuyển trọ rồi

Chưa từng chuyển trọ

PHẦN IV: THAY ĐỔI VÀ TÌM KIẾM CHỖ TRỌ

Bạn thường mất bao lâu để tìm bạn trọ mới sau khi bạn trọ cũ chuyển đi? Tìm bằng cách nào?

(VD: 1 tháng. Đăng lên facebook tìm bạn mới (Bỏ qua câu này nếu bạn chưa từng đổi bạn ở cùng trọ)

Trong vòng một năm, bạn thường chuyển trọ bao nhiêu lần?

(Bỏ qua câu này nếu bạn chưa từng chuyển trọ)

1-2 lần

3-4 lần

5-6 lần

6-7 lần

Khác

Lý do những lần chuyển trọ trên của bạn là gì?

Bạn ở ghép không phù hợp

Nơi ở không gần trường học/nơi làm việc

Giá thuê trọ cao

Thái độ chủ trọ không tốt

Muốn tìm nơi ở mới

Chi phí không rõ ràng

Khác

PHẦN V: LỜI CẢM ƠN

Cảm ơn bạn đã dành thời gian làm giúp tụi mình, bạn nhớ bất Submit nhé.

Chúc bạn một ngày tốt lành!

Đối tượng khảo sát: Chủ trọ

KHẢO SÁT TÌM NHU CẦU CHỦ TRỌ

Xin chào,

Chúng em là nhóm sinh viên đến từ Trường Đại học FPT TP. Hồ Chí MInh. Hiện nay chúng em đang thực hiện khảo sát nhằm phục vụ cho việc thực hiện đề tài tốt nghiệp "Ứng dụng công nghệ vào dịch vụ hỗ trợ và kết nối giữa chủ trọ và người thuê".

Nội dung của nghiên cứu này là nhằm tạo kênh tương tác đoàn kết cộng đồng, phát triển hệ sinh thái hiện đại, chuyên nghiệp, hướng đến nâng cao chất lượng cuộc sống.

Tất cả thông tin được cung cấp đều được bảo mật và có giá trị cho sự thành công của nghiên cứu này. Rất mong mọi người dành thời gian để hoàn thành những câu hỏi dưới đây.

Chúng em xin chân thành cảm ơn!

Anh/Chị có kinh doanh nhà trọ hay hoạt động trong lĩnh vực kinh doanh nhà trọ?

Có

Không

PHẦN I: CÂU HỎI THÔNG TIN

Anh/chị hiện đang quản lý bao nhiêu phòng trọ/căn hộ?

1->5

6->10

11->15

16->20

Hơn 20 phòng

Khác

Giá TRUNG BÌNH 1 phòng Anh/Chị cho thuê là bao nhiêu?

2 triệu VNĐ

3 triệu VNĐ

5 triệu VNĐ

7 triệu VNĐ

Khác

Anh/Chị thường sử dụng điện thoại và mạng xã hội trong bao lâu cho việc quản lý và tìm khách trong 1 ngày?

Từ 2 đến 6 tiếng

Từ 6 đến 12 tiếng

Hơn 12 tiếng

Anh/chị hiện có đang thuê người hỗ trợ trong việc quản lý nhà trọ không?

Có

Không

PHẦN II: TÌM KIẾM KHÁCH THUÊ

Anh/Chị ưu tiên tìm khách qua kênh nào nhất?

Truyền thống (để bảng, dán áp phích...)

Facebook/ Zalo Group

Các website/app

Khác

Điều gì làm cho anh/chị thích và sử dụng kênh đã chọn trên?

Anh/Chị thường làm gì để xác nhận được độ tin cậy của người khách thuê?

Anh/Chị thường để phòng trống dài nhất trong bao lâu khi không có người thuê?

Dưới 1 tuần

Từ 1 đến 2 tuần

Từ 2 đến 3 tuần

Hơn 4 tuần

Anh/chị sẽ sẵn sàng chi trả thêm bao nhiêu cho một ứng dụng giúp anh chị THU HÚT KHÁCH trọ và QUẢN LÝ khách + phòng trọ mỗi ngày?

300.000đ/hợp đồng

600.000đ/hợp đồng

900.000/hợp đồng

1.200.000đ/hợp đồng

Khác

PHẦN III: QUẢN LÝ VÀ TÀI CHÍNH

Dưới đây, đâu là các vấn đề trong việc quản lý khu trọ của anh/chị đang gặp phải?

Kết nối với khách thuê

Cập nhật giá cả so với thị trường

Xác thực và đảm bảo nguồn thu

Quản lý các phòng đang cho thuê

Kiểm soát tiền bạc, chi tiêu, hóa đơn

Lưu trữ thông tin mới và cũ (khách thuê, giao dịch, hóa đơn)

Theo dõi, quản lý vấn đề hỏng hóc, bảo dưỡng

Quản lý lịch hẹn với khách đến xem phòng

Đánh giá từ các khách thuê về phòng trọ

Khác

Anh/Chị đã chi trung bình bao nhiêu tiền để TÌM THÊM KHÁCH cho trọ của mình trong 1 tháng?

Dưới 1 triệu VND

1 - 3 triệu VND

3 - 5 triệu VND

5 - 10 triệu VND

Trên 10 triệu VND

Khác

Anh/Chị đã chi trung bình bao nhiêu tiền cho việc hỗ trợ QUẢN LÝ các CHI PHÍ vận hành nhà trọ/ chung cư trong 1 tháng?

Dưới 1 triệu VND

1 - 3 triệu VND

3 - 5 triệu VND

5 - 10 triệu VND

Trên 10 triệu VND

Khác

Anh/Chị đã chi trung bình bao nhiêu tiền cho việc hỗ trợ QUẢN LÝ các PHÒNG TRỌ/CĂN HỘ trong 1 tháng?

Dưới 1 triệu VND

1 - 3 triệu VND

3 - 5 triệu VND

5 - 10 triệu VND

Trên 10 triệu VND

Khác

Anh/Chị đã chi trung bình bao nhiêu tiền cho việc hỗ trợ PHÂN TÍCH hành vi những KHÁCH HÀNG đang ở của mình trong 1 tháng?

Dưới 1 triệu VND

1 - 3 triệu VND

3 - 5 triệu VND

5 - 10 triệu VND

Trên 10 triệu VND

Anh/Chị thường làm gì để kiểm soát hành vi của khách trọ và làm gì nếu họ sai phạm?

PHẦN IV: LỜI CẢM ƠN

Cảm ơn Anh/Chị đã dành chút thời gian để hỗ trợ chúng tôi trên con đường làm khóa luận tốt nghiệp, Anh/Chị nhớ bấm Submit nhé

Appendix 2.3. Bảng câu hỏi chính thức (3) - Khảo sát nhanh

Đối tượng khảo sát: Người đi thuê

Phiếu Khảo Sát Nhu Cầu Ở Ghép

Xin chào! Tụi mình là nhóm sinh viên đang làm một bài nghiên cứu nho nhỏ về ứng dụng kết nối chủ trọ và người chủ trọ, giúp người dùng tìm nơi ở ưng ý đồng thời giúp họ tìm người ở ghép phù hợp. Mọi ý kiến và đóng góp của bạn đều rất quý giá với chúng mình!

Bạn bao nhiêu tuổi á?

18 - 22 tuổi

23 - 27 tuổi

Khác

Bạn đang ở khu vực nào?

Quận 1, 3, 7, Phú Nhuận. Bình Thạnh

Quận 2, Thủ Đức

Quận 5, 6, 11, 10

Quận Tân Bình, Gò Vấp, 12

Quận Tân Phú, Bình Tân, 8

Bạn đang ở trọ và có nhu cầu tìm người ở ghép?

Có

Không

Bạn sẵn sàng chi bao nhiêu cho ứng dụng giúp bạn tìm được người bạn ở ghép ưng ý, phù hợp?

10.000VNĐ - 30.000 VNĐ

40.000VNĐ - 60.000VNĐ

70.000VNĐ - 90.000VNĐ

Bạn sẵn sàng trả 30.000VNĐ cho ứng dụng giúp kết nối, tìm bạn ở ghép?

Có

Không

Appendix 2.4. Mẫu Hợp đồng sàn giao dịch điện tử

HỢP ĐỒNG CUNG CẤP DỊCH VỤ THƯƠNG MẠI ĐIỆN TỬ

TRÊN SÀN GIAO DỊCH THƯƠNG MẠI ĐIỆN TỬ

Căn cứ Luật giao dịch điện tử

Căn cứ Nghị định số 52/2013/NĐ-CP ngày 16/05/2013 về thương mại điện tử;

Căn cứ Thông tư số 47/2014/TT-BCT ngày 05/12/2014 hướng dẫn Nghị định Thương mại điện tử về cung cấp thông tin và giao kết hợp đồng trên website thương mại điện tử;

Căn cứ Luật thương mại năm 2005;

Căn cứ vào khả năng và nhu cầu hai bên;

Hôm nay ngày …….. , tại …….. , chúng tôi gồm có:

BÊN A (Bên cung cấp dịch vụ)

Tên doanh nghiệp: Công ty A

Mã số doanh nghiệp/Mã số thuế: …….. cấp ngày …….. tại ……..

Tài khoản số: …….. Ngân hàng: ……..

Địa chỉ trụ sở chính: …….. , …….. , …….. , ……..

Số điện thoại: …….. Fax: ……..

Website: ……..   Email: ……..

Đại diện theo pháp luật: Ông/Bà: …….. Chức vụ: ……..

CMND/CCCD/Hộ chiếu số: …….. cấp ngày: …….. tại: ……..

Địa chỉ thường trú: …….. , …….. , …….. , ……..

Số điện thoại: …….. Email: ……..

BÊN B (Bên thuê dịch vụ).

Đối với tổ chức:

Tên tổ chức: ……..

Mã số doanh nghiệp/Mã số thuế: *(đối với doanh nghiệp)* …….. do Phòng đăng ký kinh doanh – Sở kế hoạch và đầu tư …….. cấp ngày: ……..

Quyết định thành lập số: *(đối với tổ chức)* …….. do …….. cấp ngày: ……..

Tài khoản số: …….. Ngân hàng: ……..

Địa chỉ trụ sở chính: …….. , …….. , …….. , ……..

Số điện thoại: …….. Fax: ……..

Website: …….. Email: ……..

Đại diện theo pháp luật:

Ông/Bà: …….. Chức vụ: ……..

CMND/CCCD/Hộ chiếu số: …….. cấp ngày: …….. tại: ……..

Địa chỉ thường trú: …….. , …….. , …….. , ……..

Số điện thoại: …….. Email: ……..

Đối với cá nhân:

Ông/Bà: …….. Giới tính: ……..

CMND/CCCD/Hộ chiếu số: …….. do: …….. cấp ngày: ……..

Địa chỉ thường trú: …….. , …….. , …….. , …….. .

Số điện thoại: …….. Email: ……..

Tài khoản số: …….. Ngân hàng: ……..

Thỏa thuận các nội dung sau:

ĐIỀU 1: NỘI DUNG

Bên B phải tuân thủ Quy chế hoạt động, Đề án cung cấp dịch vụ, các điều kiện giao dịch chung *(nếu có)* đã được Bên A công bố trên website ……..

ĐIỀU 2: GIÁ TRỊ HỢP ĐỒNG

Bên B sẽ đóng phí: …….. (bằng chữ: ……..)

Thời hạn …….. năm từ ……..

ĐIỀU 3: HÌNH THỨC THANH TOÁN

Tiền mặt;

Chuyển khoản: Số tài khoản …….. tại ngân hàng …….. ;

Hình thức khác: ……..

ĐIỀU 4: QUYỀN VÀ NGHĨA VỤ CÁC BÊN

Bên A có các quyền và nghĩa vụ sau:

(i) Đối với doanh nghiệp cung cấp dịch vụ sàn giao dịch thương mại điện tử

Yêu cầu bên B cung cấp thông tin khi đăng ký sử dụng dịch vụ.

Có cơ chế kiểm tra, giám sát để đảm bảo việc cung cấp thông tin của Bên B được thực hiện chính xác, đầy đủ.

Lưu trữ thông tin đăng ký của Bên B và thường xuyên cập nhật những thông tin thay đổi, bổ sung có liên quan.

Thiết lập cơ chế cho phép Bên B thực hiện được quy trình giao kết hợp đồng trực tuyến *(nếu website có chức năng đặt hàng trực tuyến)*.

Áp dụng các biện pháp cần thiết để đảm bảo an toàn thông tin liên quan đến bí mật kinh doanh của Bên B và thông tin cá nhân của người tiêu dùng.

Có biện pháp xử lý kịp thời khi phát hiện hoặc nhận được phản ánh về hành vi kinh doanh vi phạm pháp luật trên sàn giao dịch thương mại điện tử.

Khi khách hàng trên sàn giao dịch thương mại điện tử phát sinh mâu thuẫn với Bên B hoặc bị tổn hại lợi ích hợp pháp, Bên A phải cung cấp cho khách hàng thông tin về Bên B, tích cực hỗ trợ khách hàng bảo vệ quyền và lợi ích hợp pháp của mình.

Ngăn chặn và loại bỏ khỏi website những thông tin bán hàng hóa, dịch vụ thuộc danh mục hàng hóa, dịch vụ cấm kinh doanh theo quy định của pháp luật và hàng hóa hạn chế kinh doanh.

Loại bỏ khỏi website những thông tin bán hàng giả, hàng nhái, hàng nhập lậu, hàng vi phạm quyền sở hữu trí tuệ và các hàng hóa, dịch vụ vi phạm pháp luật khác khi phát hiện hoặc nhận được phản ánh có căn cứ xác thực về những thông tin này.

Yêu cầu Bên B cung cấp Giấy chứng nhận đủ điều kiện kinh doanh đối với hàng hóa, dịch vụ đó *(trong trường hợp pháp luật quy định phải có Giấy chứng nhận đủ điều kiện kinh doanh, nếu Bên B bán các hàng hóa, dịch vụ thuộc danh mục hàng hóa, dịch vụ kinh doanh có điều kiện)*.

(ii) Đối với doanh nghiệp cung cấp dịch vụ khuyến mại trực tuyến:

Tuân thủ các quy định của Luật thương mại và các quy định pháp luật có liên quan về hoạt động khuyến mại.

Tuân thủ các quy định của pháp luật về bảo vệ thông tin cá nhân của khách hàng.

Thực hiện các quy định của pháp luật có liên quan nếu website có chức năng đặt hàng trực tuyến cho các phiếu mua hàng, phiếu sử dụng dịch vụ hoặc thẻ khách hàng thường xuyên; website có chức năng thanh toán trực tuyến.

Có cơ chế tiếp nhận, giải quyết các khiếu nại của khách hàng về chất lượng hàng hóa, dịch vụ được khuyến mại hoặc hàng hóa, dịch vụ dùng để khuyến mại.

Chịu trách nhiệm của bên thứ ba trong việc cung cấp thông tin về hàng hóa, dịch vụ cho người tiêu dùng theo quy định của Luật bảo vệ quyền lợi người tiêu dùng.

Bồi thường cho khách hàng nếu phiếu mua hàng, phiếu sử dụng dịch vụ hoặc thẻ khách hàng thường xuyên do mình phát hành bị đối tác từ chối trái với các điều kiện đã công bố trên website hoặc trên chính phiếu mua hàng, phiếu sử dụng dịch vụ, thẻ khách hàng thường xuyên đó.

Bên B có các quyền và nghĩa vụ sau:

(i) Đối với doanh nghiệp cung cấp dịch vụ sàn giao dịch thương mại điện tử

Thanh toán phí đầy đủ và đúng hạn cho bên A.

Cung cấp đầy đủ và chính xác các thông tin dưới đây cho doanh nghiệp sở hữu website cung cấp dịch vụ sàn giao dịch thương mại điện tử khi đăng ký sử dụng dịch vụ:

– Tên và địa chỉ trụ sở của thương nhân, tổ chức hoặc tên và địa chỉ thường trú của cá nhân.

– Số, ngày cấp và nơi cấp giấy chứng nhận đăng ký kinh doanh của thương nhân, hoặc số, ngày cấp và đơn vị cấp quyết định thành lập của tổ chức, hoặc mã số thuế cá nhân của cá nhân.

– Số điện thoại hoặc một phương thức liên hệ trực tuyến khác.

Cung cấp đầy đủ thông tin về hàng hóa, dịch vụ khi bán hàng hóa hoặc cung ứng dịch vụ trên sàn giao dịch thương mại điện tử.

Đảm bảo tính chính xác, trung thực của thông tin về hàng hóa, dịch vụ cung cấp trên sàn giao dịch thương mại điện tử.

Thực hiện các quy định của pháp luật khi ứng dụng chức năng đặt hàng trực tuyến trên sàn giao dịch thương mại điện tử.

Cung cấp thông tin về tình hình kinh doanh của mình khi có yêu cầu của cơ quan nhà nước có thẩm quyền để phục vụ hoạt động thống kê thương mại điện tử.

Tuân thủ quy định của pháp luật về thanh toán, quảng cáo, khuyến mại, bảo vệ quyền sở hữu trí tuệ, bảo vệ quyền lợi người tiêu dùng và các quy định của pháp luật có liên quan khác khi bán hàng hóa hoặc cung ứng dịch vụ trên sàn giao dịch thương mại điện tử.

Thực hiện đầy đủ nghĩa vụ thuế theo quy định của pháp luật.

(iii) Đối với thương nhân, tổ chức, cá nhân có hàng hóa, dịch vụ được khuyến mại trên website cung cấp dịch vụ khuyến mại trực tuyến

Cung cấp thông tin chính xác, đầy đủ về hàng hóa, dịch vụ được khuyến mại, bao gồm:

Tên, địa chỉ, số điện thoại và các thông tin liên hệ khác của chủ thể có hàng hóa, dịch vụ dùng để khuyến mại;

Mô tả tối thiểu hàng hóa, dịch vụ được khuyến mại và dùng để khuyến mại: xuất xứ , quy cách, chất lượng;

Thời gian khuyến mại, ngày bắt đầu, ngày kết thúc và địa bàn hoạt động khuyến mại;

Giá bán hàng hóa, giá cung ứng dịch vụ trước thời điểm được khuyến mại;

Tổng chi phí thực tế khách hàng phải trả để sở hữu hàng hóa, sử dụng dịch vụ được khuyến mại;

Nội dung cụ thể của các điều kiện gắn với việc khuyến mại;

Thực hiện đúng các cam kết về chất lượng hàng hóa, dịch vụ được khuyến mại theo như thông tin đã cung cấp.

ĐIỀU 5: TẠM DỪNG, HỦY BỎ HỢP ĐỒNG

Tạm dừng hợp đồng:

Hợp đồng có thể bị tạm dừng do lỗi của bên A hoặc bên B gây ra; trong các trường hợp bất khả kháng hoặc các trường hợp khác do hai bên thỏa thuận.

Một bên có quyền quyết định tạm ngừng hợp đồng do lỗi của bên kia gây ra, nhưng phải báo cho bên kia biết bằng văn bản và cùng bàn bạc giải quyết để tiếp tục thực hiện đúng hợp đồng đã ký kết; trường hợp bên tạm ngừng không thông báo mà tạm ngừng gây thiệt hại thì phải bồi thường cho bên thiệt hại.

Thời gian và mức đền bù thiệt hại do tạm ngừng hợp đồng được hai bên thoả thuận để khắc phục.

Huỷ bỏ hợp đồng:

Một bên có quyền hủy bỏ hợp đồng và không phải bồi thường thiệt hại khi bên kia có vi phạm hợp đồng là điều kiện hủy bỏ mà hai bên đã thỏa thuận hoặc pháp luật có quy định. Bên vi phạm hợp đồng phải bồi thường thiệt hại.

Bên huỷ bỏ hợp đồng phải thông báo ngay cho bên kia biết về việc huỷ bỏ, nếu không thông báo mà gây thiệt hại cho bên kia, thì bên huỷ bỏ hợp đồng phải bồi thường toàn bộ giá trị hợp đồng cùng với các thiệt hại khác do việc vi phạm này gây ra.

Khi hợp đồng bị huỷ bỏ, thì hợp đồng không có hiệu lực từ thời điểm bị huỷ bỏ.

ĐIỀU 6: THỜI HẠN HỢP ĐỒNG

Hợp đồng này có hiệu lực kể từ ngày ……..

Hợp đồng này được thành lập thành …….. bản có giá trị pháp lý như nhau, mỗi bên giữ …….. bản.

BÊN B *(Cá nhân ký và ghi rõ họ tên/ Người đại diện theo pháp luật của tổ chức ký, ghi rõ họ tên, chức vụ và đóng dấu)*	**BÊN A** *(Người đại diện theo pháp luật của doanh nghiệp ký, ghi rõ họ tên, chức vụ và đóng dấu)*

Appendix 2.5. Mẫu Hợp đồng giữa chủ trọ và người đi thuê

CỘNG HÒA XÃ HỘI CHỦ NGHĨA VIỆT NAM

Độc lập – Tự do – Hạnh phúc

HỢP ĐỒNG THUÊ PHÒNG TRỌ

Hôm nay ngày …… tháng …. năm ……..; tại địa chỉ: ……

……………………………………………………………………………

Chúng tôi gồm:

1.Đại diện bên cho thuê phòng trọ (Bên A):

Ông/bà: …………………… Sinh ngày: ………………

Nơi đăng ký HK: ……………………………………………

CMND số: ……………........ cấp ngày …./…./……. tại:……

Số điện thoại:……………………………………………………

2. Bên thuê phòng trọ (Bên B):

Ông/bà: …………………… Sinh ngày: ………..…..

Nơi đăng ký HK thường trú: ………………………………

Số CMND: ………………… cấp ngày …../…../…… tại: …

Số điện thoại:………………………………………………

Sau khi bàn bạc trên tinh thần dân chủ, hai bên cùng có lợi, cùng thống nhất như sau:

Bên A đồng ý cho bên B thuê 01 phòng ở tại địa chỉ: ………

……………………………………………………………………………

Giá thuê: ………………… đ/tháng

Hình thức thanh toán: ……………………………………

……………………………………………………………………………

Tiền điện …………..…..đ/kwh tính theo chỉ số công tơ, thanh toán vào cuối các tháng.

Tiền nước: …………..đ/người thanh toán vào đầu các tháng.

Tiền đặt cọc:……………………………………………… …………….

Hợp đồng có giá trị kể từ ngày …… tháng …… năm 20…. đến ngày ….. tháng …. năm 20….

TRÁCH NHIỆM CỦA CÁC BÊN

* Trách nhiệm của bên A:

- Tạo mọi điều kiện thuận lợi để bên B thực hiện theo hợp đồng.

- Cung cấp nguồn điện, nước, wifi cho bên B sử dụng.

* Trách nhiệm của bên B:

- Thanh toán đầy đủ các khoản tiền theo đúng thỏa thuận.

- Bảo quản các trang thiết bị và cơ sở vật chất của bên A trang bị cho ban đầu (làm hỏng phải sửa, mất phải đền).

- Không được tự ý sửa chữa, cải tạo cơ sở vật chất khi chưa được sự đồng ý của bên A.

- Giữ gìn vệ sinh trong và ngoài khuôn viên của phòng trọ.

- Bên B phải chấp hành mọi quy định của pháp luật Nhà nước và quy định của địa phương.

- Nếu bên B cho khách ở qua đêm thì phải báo và được sự đồng ý của chủ nhà đồng thời phải chịu trách nhiệm về các hành vi vi phạm pháp luật của khách trong thời gian ở lại.

TRÁCH NHIỆM CHUNG

- Hai bên phải tạo điều kiện cho nhau thực hiện hợp đồng.

- Trong thời gian hợp đồng còn hiệu lực nếu bên nào vi phạm các điều khoản đã thỏa thuận thì bên còn lại có quyền đơn phương chấm dứt hợp đồng; nếu sự vi phạm hợp đồng đó gây tổn thất cho bên bị vi phạm hợp đồng thì bên vi phạm hợp đồng phải bồi thường thiệt hại.

- Một trong hai bên muốn chấm dứt hợp đồng trước thời hạn thì phải báo trước cho bên kia ít nhất 30 ngày và hai bên phải có sự thống nhất.

- Bên A phải trả lại tiền đặt cọc cho bên B.

- Bên nào vi phạm điều khoản chung thì phải chịu trách nhiệm trước pháp luật.

- Hợp đồng được lập thành 02 bản có giá trị pháp lý như nhau, mỗi bên giữ một bản.

Đại diện bên A   Đại diện bên B

Appendix 2.6. Mẫu Hợp đồng giữa đối tác và sàn giao dịch thương mại điện tử

HỢP ĐỒNG THỎA THUẬN HỢP TÁC CUNG CẤP DỊCH VỤ GIAO DỊCH TRÊN SÀN GIAO DỊCH TMDT

Bên sử dụng dịch vụ (Bên A): ………………………………………………………...

Địa chỉ: ………………………………………………………………………………..

Mã số thuế: ……………………………………………………………………………

Số điện thoại: …………………………………………………………………………

Tài khoản (VNĐ): ………………………………………………………………………..

Mở tại: ……………………………………………………………………………………..

Người đại diện: …………………………………………………………………………..

Chức vụ: …………………………………………………………………………………….

Tên doanh nghiệp: ……………………………………………………………….........

Số tài khoản Senpay: …………………………………………………………………..

(Bên A bao gồm các đối tác chủ trọ, thông tin chi tiết về bên A được lấy từ tài khoản Shop khi đăng ký mở Tài khoản đăng bài tại Unihome.vn)

Bên cung cấp dịch vụ (Bên B): CÔNG TY TNHH UNIHOME

Địa chỉ: ………………………………………………….

Mã số thuế: …………..Số điện thoại:……………Tài khoản (VNĐ): …………………

Mở tại: Ngân hàng TMCP Ngoại thương Việt Nam – CN Tp.HCM

Người đại diện: ông …………. Tổng Giám Đốc

- Căn cứ Bộ Luật Dân sự số 33/2005/QH11 do Quốc hội nước CHXHCN Việt Nam ban hành ngày 14/06/2005 và các văn bản hướng dẫn thi hành;

- Căn cứ Luật Thương mại số 36/2005/QH11 do Quốc hội nước CHXHCN Việt Nam ban hành ngày 14/06/2005 và các văn bản hướng dẫn thi hành;

- Căn cứ Nhu cầu phát triển thương mại điện tử và khả năng hợp tác của hai bên.

Bên B và bên A thống nhất các quyền lợi và nghĩa vụ sau:

1. Bên A được miễn phí đăng bài trên Sàn giao dịch TMĐT Unihome.vn (bao gồm cả website và app, sau đây gọi tắt là Sàn) thông qua việc đăng ký thành viên miễn phí.

2. Bên A được tham gia các chương trình marketing lớn tại Sàn

3. Bên A được quảng bá chỗ trọ trên các kênh thông tin chính thống.

4. Bên A được bảo vệ quyền lợi người bán khi sử dụng dịch vụ thanh toán đảm bảo Unihomepay.vn

5. Bên A được sử dụng các dịch vụ hỗ trợ của Unihome: dịch vụ quản lí, thu tiền hộ (COD), thanh toán đảm bảo, các dịch vụ quảng cáo và marketing khác

6. Bên A có trách nhiệm bán hàng/ cung cấp hình ảnh thông tin đúng với mô tả trên Sàn và chịu hoàn toàn trách nhiệm với các sản phẩm kinh doanh vi phạm quy định hiện hành của pháp luật.

7. Bên A cam kết đồng ý và tuân thủ mọi quy định ghi trong "Các điều khoản và điều kiện sử dụng dịch vụ bán hàng trên Sàn" (đính kèm) và Chính sách, quy định dành cho người bán trên Sàn.

8. Bên A cam kết chịu trách nhiệm hoàn toàn về chất lượng, an toàn, sức khỏe cho người thuê khi hợp đồng được kí kết (nếu có). Nội dung quy định quyền và nghĩa vụ cụ thể của mỗi bên và các điều khoản mà hai bên thỏa thuận nhằm phục vụ cho quá trình thực hiện Hợp đồng sẽ được thể hiện tại Các điều khoản và điều kiện sử dụng dịch vụ bán hàng tại Unihom.vn (đính kèm).

ĐẠI DIỆN BÊN A (đã ký)   ĐẠI DIỆN BÊN B (đã ký)

Appendix 2.7. Mẫu FAQ

1.   Quy trình dành cho người thuê sử dụng dịch vụ như thế nào?

Khi có nhu cầu tìm phòng trên ứng dụng Unihome người thuê nên thực hiện theo các bước sau đây:

B1: Tìm kiếm, tham khảo thông tin sản phẩm, dịch vụ của các Người đăng phòng mà người thuê đang quan tâm.

B2: Tham khảo thông tin giá và chính sách hỗ trợ của bên cho thuê, dịch vụ mà người thuê đang có nhu cầu thuê. Có thể tham khảo mặt hàng tương tự của những Người đăng phòng khác trên ứng dụng Unihome (để đưa ra quyết định thuê sản phẩm, dịch vụ đó);

B3: Dựa trên thông tin tham khảo được từ Người đăng phòng, người thuê liên hệ với Unihome để hỏi thêm về thông tin sản phẩm, dịch vụ để tiến hành đặt giữ chỗ. Sau đó đến gặp trực tiếp Người đăng phòng hoặc tiếp xúc trực tiếp để xem và đưa ra quyết định nên thuê sản phẩm, dịch vụ

B4: Sau khi đã trao đổi được với Người đăng phòng, người thuê có thể quyết định thuê;

Người thuê lựa chọn cách thức giao dịch (tùy vào thỏa thuận của người thuê và Người đăng phòng)

B5: Người thuê sẽ chuyển 1 tháng tiền nhà đầu tiên cho app để app chuyển cọc giữ chỗ lại cho người thuê

B6: Người thuê nhận sản phẩm, dịch vụ.

B7: Người thuê thắc mắc, khiếu nại Người đăng phòng (nếu có)

2. Quy trình dành cho đối tác (người đăng phòng) như thế nào?

a.   Chuẩn bị tin bài bằng chữ và hình ảnh:

Các tin bài cần đăng phải được chia thành 2 phần được phân theo định dạng bằng chữ và hình ảnh.

Các nội dung bằng chữ nên được đánh máy sẵn trên một chương trình soạn thảo văn bản (MS Word, OpenOffice).

Các nội dung bằng hình ảnh được định dạng theo dạng ảnh jpg, bmp hoặc có thể chụp trực tiếp sản phẩm khi đăng bán.

b.   Đưa nội dung lên Ứng dụng:

B1: Đăng ký tài khoản nếu chưa có tài khoản trên Ứng dụng

B2: Đăng nhập

B3: Tiến hành đăng tin cho thuê

+ Viết bài liên quan đến sản phẩm (mô tả chi tiết sản phẩm, hình ảnh, giá phòng cho thuê) theo đúng "Loại tin", "Danh mục"… mà Người đăng phòng muốn đăng.

+ Ban quản trị sẽ tiến hành kiểm duyệt nội dung tin đăng trong thời gian 24h kể từ khi Người đăng phòng đăng tin. Những tin nào sai quy định đăng tin sẽ được phản hồi yêu cầu chỉnh sửa qua mục tin nhắn cho thành viên. Khi nào thành viên sửa lại tin đăng theo đúng quy định ban quản trị mới cho hiển thị lên Ứng dụng.

3.   Quy trình tiến hành xem và thuê phòng như thế nào?

-       Người thuê toàn quyền thỏa thuận với Người đăng phòng về phương thức đi xem với sản phẩm mình đang muốn thuê, có thể đến trực tiếp, có thể xem thông qua hình ảnh, quay video, nhờ bên thứ ba đến xem tùy thuộc vào 2 bên thỏa thuận với nhau về việc xem và thuê

-       Unihome yêu cầu Người đăng phòng khi đăng tin bài phải đưa đầy đủ thông tin về chính sách thuê phòng, thanh toán.

-       Người thuê cần đọc kỹ những chính sách thuê phòng của Người đăng phòng trong mỗi tin.

4. Quy trình thanh toán như thế nào ?

Giữa người thuê và Unihome (thanh toán online qua việc chuyển khoản)

Bước 1: Đặt giữ chỗ 20% cho Unihome

Bước 2: Hợp đồng được xác định, người thuê sẽ thanh toán tháng đầu tiên cho Unihome để được hoàn trả lại tiền đặt giữ chỗ

Giữa chủ trọ và Unihome (Thanh toán online qua việc chuyển khoản)

Bước 1: Unihome sẽ hoàn trả lại tiền giữ chỗ cho bên chủ trọ (nếu có)

Bước 2: Khi hợp đồng được ký kết giữa chủ trọ và người thuê thì người thuê sẽ thanh toán 1 tháng tiền nhà đầu tiên cho Unihome, sau khi trừ các khoản phí và tiền đặt giữ chỗ thì Unihome sẽ chuyển khoản còn lại cho chủ trọ

Appendix 2.8. Mẫu Quy định chung

Đối với Unihome dành cho khách hàng :

Bên A: Người cho thuê

Bên B: Người thuê

<u>Phía bên B (người thuê):</u>

Bên B phải chuyển giữ cọc cho Unihome thông qua app trọ Unihome. Unihome sẽ nhận tiền cọc giữ chỗ trong vòng 7 ngày

Tối thiểu số tiền đặt giữ chỗ là 20% /1 tháng tiền phòng

Sau 7 ngày bên B không làm hợp đồng và cũng không thông báo lý do của mình, thì bên B sẽ phải chấp nhận bị mất cọc giữ chỗ.

Sau 7 ngày bên B ký kết hợp đồng với bên A, thì bên B sẽ tiếp tục chuyển cho Unihome tháng đầu tiên. Sau khi nhận được tiền Unihome sẽ hoàn trả lại số tiền cọc giữ chỗ trước đó trừ đi các chi phí và chuyển lại cho bên A

Nếu người thuê báo trước 30 ngày, thì sẽ được trả lại tiền cọc . Và sẽ hỗ trợ gói miễn phí quảng cáo cho chủ trọ đẩy bài lên top

Nếu người thuê ko báo trước 30 ngày, thì sẽ mất cọc

Phía bên A (chủ trọ):

Sau khi bên B chuyển cọc giữ chỗ cho Unihome để giữ chỗ trong 7 ngày, thì Unihome sẽ chuyển cho bên A ngay sau đó.

Unihome sẽ tiếp tục chuyển tiền phòng tháng 1 cho bên A (nếu hợp đồng được kí kết giữa 2 bên), nhưng sẽ trừ phí cọc giữ chỗ và phí phụ thu môi giới.

Đăng bài đúng với hình ảnh gần nhất, phải có clip quay về nơi ở

Phía công ty:

Công ty có quyền sửa đổi các quy định phù hợp để đảm bảo ứng dụng hoạt động đúng cách và suôn sẻ, đặc biệt là không làm trái với quy định của luật pháp.

Nếu Người dùng tiếp tục sử dụng ứng dụng và/hoặc các dịch vụ Công ty cung cấp trên ứng dụng ('Các dịch vụ') sau ngày các sửa đổi bắt đầu có hiệu lực, Người dùng sẽ được cho là đã đồng ý

bị ràng buộc bởi quy chế sửa đổi. Trong trường hợp Người dùng không đồng ý với các sửa đổi, Người dùng không được tiếp tục sử dụng ứng dụng và/hoặc Các dịch vụ.

Hoạt động đăng tin, thuê phòng qua Unihome phải được thực hiện công khai, minh bạch, đảm bảo quyền lợi của người tiêu dùng.

Công ty không đảm bảo truy cập vào các Dịch vụ được liên tục, không bị gián đoạn hoặc an toàn, và có thể có nhiều yếu tố can thiệp vào hoạt động của ứng dụng nằm ngoài tầm kiểm soát của Công ty. ứng dụng và các Dịch vụ được cung cấp "nguyên trạng" và khi có sẵn, không có bảo đảm dưới bất kỳ hình thức nào, cho dù công khai hay ngụ ý, và bao gồm nhưng không giới hạn, các bảo đảm về khả năng bán được, sự phù hợp với mục đích, tiêu đề hay không vi phạm

Các đề mục và chú thích của Quy chế này được đưa vào chỉ nhằm mục đích thuận tiện trong tham khảo và không xác định, giới hạn, giải thích hoặc mô tả dưới bất kỳ hình thức nào phạm vi và quy mô của bất kỳ điều khoản nào trong Quy chế này.

Việc Công ty không có hành động nào đối với vi phạm của Người dùng hoặc người nào khác sẽ không cấu thành sự từ bỏ của Công ty đối với quyền hành động xử lý các vi phạm sau đó hoặc tương tự.

Nếu bất kỳ quy định nào của Quy chế này được xem là vô hiệu hoặc không thể thực thi được, quy định đó sẽ bị xóa bỏ nhưng các quy định còn lại vẫn sẽ được thực thi.

Chính sách Bảo vệ thông tin cá nhân của người tiêu dùng

1. Mục đích và phạm vi thu thập

Việc thu thập dữ liệu chủ yếu trên Ứng dụng Sàn giao dịch TMĐT Unihome bao gồm: email, điện thoại, tên đăng nhập, mật khẩu đăng nhập, địa chỉ khách hàng (thành viên). Đây là các thông tin mà Ứng dụng Unihome cần thành viên cung cấp bắt buộc khi đăng ký sử dụng dịch vụ và để Ứng dụng Unihome liên hệ xác nhận khi khách hàng đăng ký sử dụng dịch vụ trên Website nhằm đảm bảo quyền lợi cho người tiêu dùng. Đối với các cuộc hội thoại được thực hiện thông qua chức năng Chat với người đăng tin (bao gồm nhưng không giới hạn dữ liệu dưới dạng văn bản, âm thanh, hình ảnh) nhằm phục vụ cho việc trao đổi giữa người thuê và người đăng tin về hàng hóa/dịch vụ.

Thông tin cá nhân người dùng được thu thập, sử dụng theo quy định cụ thể tại Quy chế này, Quy chế riêng tư và Chính sách bảo mật thông tin cá nhân cũng như phù hợp với quy định của pháp luật tùy từng thời điểm.

Các thành viên sẽ tự chịu trách nhiệm về bảo mật và lưu giữ mọi hoạt động sử dụng dịch vụ dưới tên đăng ký, mật khẩu và hộp thư điện tử của mình cũng như mọi phát ngôn khi sử dụng

dịch vụ của Unihome, bao gồm cả chức năng Chat với người đăng tin. Ngoài ra, thành viên có trách nhiệm thông báo kịp thời cho Ứng dụng sàn giao dịch TMĐT Unihome về những hành vi sử dụng trái phép, lạm dụng, vi phạm bảo mật, lưu giữ tên đăng ký và mật khẩu của bên thứ ba để có biện pháp giải quyết phù hợp.

2. Phạm vi sử dụng thông tin

Ứng dụng sàn giao dịch TMĐT Unihome sử dụng thông tin thành viên cung cấp để:

Cung cấp các dịch vụ đến Thành viên;

Gửi các thông báo về các hoạt động trao đổi thông tin giữa thành viên và Ứng dụng sàn giao dịch TMĐT Unihome;

Ngăn ngừa các hoạt động phá hủy tài khoản người dùng của thành viên hoặc các hoạt động giả mạo Thành viên;

Liên lạc và giải quyết với thành viên trong những trường hợp đặc biệt.

Không sử dụng thông tin cá nhân của thành viên ngoài mục đích xác nhận và liên hệ có liên quan đến giao dịch tại Ứng dụng Unihome.

Trong trường hợp có yêu cầu của pháp luật: Ứng dụng sàn giao dịch TMĐT Unihome có trách nhiệm hợp tác cung cấp thông tin cá nhân thành viên khi có yêu cầu từ cơ quan tư pháp bao gồm: Viện kiểm sát, tòa án, cơ quan công an điều tra liên quan đến hành vi vi phạm pháp luật nào đó của khách hàng. Ngoài ra, không ai có quyền xâm phạm vào thông tin cá nhân của thành viên.

3. Thời gian lưu trữ thông tin

Dữ liệu cá nhân của Thành viên sẽ được lưu trữ cho đến khi có yêu cầu hủy bỏ hoặc tự thành viên đăng nhập và thực hiện hủy bỏ. Còn lại trong mọi trường hợp thông tin cá nhân thành viên sẽ được bảo mật trên máy chủ của Ứng dụng Unihome theo quy định của pháp luật tùy từng thời điểm

4. Địa chỉ của đơn vị thu thập và quản lý thông tin cá nhân

Công ty TNHH Unihome

Địa chỉ:

Điện thoại:

Email:

5. Phương tiện và công cụ để người dùng tiếp cận và chỉnh sửa dữ liệu cá nhân của mình

Thành viên có quyền tự kiểm tra, cập nhật, điều chỉnh hoặc hủy bỏ thông tin cá nhân của mình bằng cách đăng nhập vào tài khoản và chỉnh sửa thông tin cá nhân hoặc yêu cầu Ứng dụng Unihome thực hiện việc này.

Thành viên có quyền gửi khiếu nại về việc lộ thông tin cá nhân cho bên thứ 3 đến Ban quản trị của Ứng dụng sàn giao dịch thương mại điện tử Unihome. Khi tiếp nhận những phản hồi này, Ứng dụng Unihome sẽ xác nhận lại thông tin, phải có trách nhiệm trả lời lý do và hướng dẫn thành viên khôi phục và bảo mật lại thông tin.

6. Cam kết bảo mật thông tin cá nhân khách hàng

Thông tin cá nhân của thành viên trên Ứng dụng sàn giao dịch thương mại điện tử Unihome được Ứng dụng sàn giao dịch thương mại điện tử Unihome cam kết bảo mật tuyệt đối theo chính sách bảo vệ thông tin cá nhân của Công ty. Việc thu thập và sử dụng thông tin của mỗi thành viên chỉ được thực hiện khi có sự đồng ý của khách hàng đó trừ những trường hợp pháp luật có quy định khác.

Không sử dụng, không chuyển giao, cung cấp hay tiết lộ cho bên thứ 3 nào về thông tin cá nhân của thành viên khi không có sự cho phép đồng ý từ thành viên.

Trong trường hợp máy chủ lưu trữ thông tin bị hacker tấn công dẫn đến mất mát dữ liệu cá nhân thành viên, Unihome sẽ có trách nhiệm thông báo vụ việc cho cơ quan chức năng điều tra xử lý kịp thời và thông báo cho thành viên được biết.

Bảo mật tuyệt đối mọi thông tin giao dịch trực tuyến của Thành viên bao gồm thông tin hóa đơn kế toán chứng từ số hóa tại khu vực dữ liệu trung tâm an toàn cao cấp của Unihome.

Ban quản lý Ứng dụng Unihome yêu cầu các cá nhân khi đăng ký/mua hàng là thành viên, phải cung cấp đầy đủ thông tin cá nhân có liên quan như: Họ và tên, địa chỉ liên lạc, email, điện thoại, …., và chịu trách nhiệm về tính pháp lý của những thông tin trên. Ban quản lý Ứng dụng Unihome không chịu trách nhiệm cũng như không giải quyết mọi khiếu nại có liên quan đến quyền lợi của Thành viên đó nếu xét thấy tất cả thông tin cá nhân của thành viên đó cung cấp khi đăng ký ban đầu là không chính xác.

Phía nhân viên:

ĐIỀU 1: BIỂU THỜI GIAN LÀM VIỆC TRONG NGÀY:

Từ thứ Hai đến trưa thứ Bảy.

Số ngày làm việc trong tuần: 5.5 ngày.

Thời điểm bắt đầu làm việc trong ngày: 8h sáng

Số giờ làm việc trong ngày: 8 tiếng.

Thời gian nghỉ ngơi trong ngày: 11h30' – 12h30'

Thời điểm kết thúc làm việc trong ngày trong nội quy công ty là: 5h chiều.

ĐIỀU 2: NGÀY NGHỈ HẰNG TUẦN:

Chiều thứ 7 và ngày Chủ nhật.

ĐIỀU 3: NGÀY NGHỈ NGƯỜI LAO ĐỘNG ĐƯỢC HƯỞNG NGUYÊN LƯƠNG:

 Nghỉ lễ, tết hàng năm: Theo điều ….. của Bộ luật Lao động năm…… quy định:

Tết Dương Lịch: Một ngày (ngày 1 tháng 1 dương lịch).

Ngày Quốc khánh: Một ngày (ngày 2 tháng 9 dương lịch).

Ngày Quốc tế lao động: Một ngày (ngày 1 tháng 5 dương lịch).

Tết Âm lịch: Bốn ngày (một ngày cuối năm và 3 ngày đầu năm âm lịch).

Ngày chiến thắng: Một ngày (ngày 30 tháng 4 dương lịch).

Nếu những ngày nghỉ nói trên trùng vào nghỉ hằng tuần thì người lao động sẽ được nghỉ bù vào ngày tiếp theo.

 Nghỉ phép hàng năm:

Người lao động sẽ có thêm một ngày phép năm hưởng nguyên lương cho mỗi 5 (năm) năm làm việc (dựa theo điều ……)

Nếu thời gian làm việc dưới 12 tháng thì số ngày phép năm được tính theo tỉ lệ tương ứng với số tháng làm việc. (dựa theo Khoản …… điều ……)

Cụ thể như sau: Nếu tháng 1 nhân viên có một ngày nghỉ phép hưởng nguyên lương mà không sử dụng thì có thể cộng dồn vào tháng 2. Đến tháng 2 có nhu cầu sử dụng thì có thể sử dụng cả 2 ngày phép. Nhân viên cũng có thể sử dụng một lần phép năm nếu không ảnh hưởng đến công việc.

Theo nội quy công ty, người lao động có 12 tháng làm việc tại Công ty thì được nghỉ 12 ngày phép năm hưởng nguyên lương. Mỗi tháng người lao động được nghỉ một ngày phép, nếu không nghỉ thì ngày phép đó sẽ cộng dồn vào những tháng sau. (dựa theo điều …….).

ĐIỀU 4: NGHỈ VIỆC RIÊNG CÓ LƯƠNG

Theo nội quy công ty, người lao động sẽ có quyền nghỉ và hưởng đầy đủ lương như những ngày đi làm trong các trường hợp sau:

Con lập gia đình: được nghỉ 1 ngày.

Người lao động là chồng có vợ sinh con lần 1 và 2: được nghỉ 2 ngày.

Bản thân kết hôn: được nghỉ 5 ngày.

Bố mẹ (cả bên chồng và bên vợ) chết, hoặc vợ, chồng, con chết: được nghỉ 3 ngày.

ĐIỀU 5: NGÀY NGHỈ BỆNH:

Nếu người lao động bị bệnh thì người thân của người lao động phải thông báo cho Công ty biết trong thời gian sớm nhất.

Trường hợp nghỉ nhiều ngày liên tiếp thì sau khi nghỉ bệnh người lao động phải nộp đơn xin nghỉ bệnh cùng với giấy xác nhận của Bác sĩ, nếu không sẽ bị khấu trừ vào ngày phép năm.

Trong thời gian nghỉ bệnh theo giấy của Bác sĩ, người lao động được hưởng chế độ theo quy định của luật Bảo Hiểm Xã Hội.

Thời gian tối đa người lao động được hưởng trợ cấp ốm đau như sau: (dựa theo điều……, nghị định số…../…../

30 ngày trong một năm nếu đã đóng Bảo hiểm Xã hội dưới 15 năm.

50 ngày trong một năm nếu đã đóng Bảo hiểm Xã hội từ 30 năm trở lên.

40 ngày trong một năm nếu đã đóng Bảo hiểm Xã hội từ 15 năm đến dưới 30 năm.

ĐIỀU 6: NHỮNG QUY ĐỊNH ĐỐI VỚI LAO ĐỘNG NỮ:

Để bảo đảm cho người phụ nữ được bình đẳng về mọi mặt, những quy định trong nội quy công ty đối với người lao động nữ sẽ tuân thủ theo các điều …, …., … của Bộ Luật động Việt Nam như sau:

Người lao động nữ được nghỉ trước và sau khi sinh con, cộng lại từ 4 (bốn) đến 6 (sáu) tháng do Chính phủ quy định tùy theo điều kiện lao động, tính chất công việc. Nếu sinh đôi trở lên thì tính từ con thứ 2 trở đi , cứ mỗi con người mẹ sẽ được nghỉ thêm 30 ngày.

Quyền lợi của người lao động nữ trong thời gian nghỉ thai sản được quy định theo điều ……..của Bộ luật Lao động này.

Khi nộp đơn xin nghỉ thai sản, người lao động phải đính kèm các giấy xác nhận của Bác sĩ. Hết thời gian nghỉ thai sản quy định trên, nếu có nhu cầu, người lao động nữ có thể nghỉ thêm một thời gian không hưởng lương theo thỏa thuận với người sử dụng lao động.

Người sử dụng lao động bảo đảm chỗ làm việc cho người lao động sau khi kết thúc thời gian nghỉ sinh nếu trước đó vẫn giữ đúng các điều khoản trong HĐLĐ và tuân thủ đúng nội quy công ty.

ĐIỀU 7: NGHỈ VIỆC RIÊNG KHÔNG LƯƠNG:

Quy định người lao động có thể xin nghỉ không lương tối đa: 14 ngày trong năm.

Người lao động có thể thỏa thuận với người sử dụng lao động để xin nghỉ không hưởng lương, tuy nhiên chỉ trong trường hợp có lý do thật sự chính đáng.

Appendix 2.9. Estimated Expansion's Cost and Revenue

1. Salary Expense

Region	Position	Base salary	Number of employees		
			Year 3	Year 4	Year 5
Hanoi	Sales	5,000,000	10	10	10
		7,000,000	1	1	1
Da Nang	Admin	5,000,000	7	7	7
		7,000,000	1	1	1
Total salary			1,188,000,000	1,188,000,000	1,188,000,000

2. Variable Costs

Variable costs	Year 3	Year 4	Year 5
Commission Expense	0	315,157,518	472,736,277
Accommodation Verifying	0	269,612,978	310,054,924
Sales Discount	0	325,720,702	488,581,052
Marketing Expense	303,817,220	1,050,525,059	1,575,787,589
Total Variable Expenses	303,817,220	1,961,016,256	2,847,159,842

3. Revenue Stream

Revenue Stream	Year 3	Year 4	Year 5
House-for-rent revenue	0	170,500,000	255,750,000
Room-for-rent	0	2,422,845,250	3,634,267,875
Apartment	0	1,899,510,676	2,849,266,014
Advertising revenue	0	80,883,893	121,325,840
freemium	0	630,894,367	946,341,551
Accommodation Management	0	47,991,110	71,986,665
Total revenue	0	5,252,625,297	7,878,937,945

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