



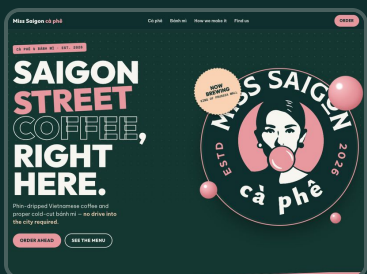
PREPARED FOR DAVID & PARTNERS

Miss Saigon cà phê

Launch & Growth Plan

DATE	25 September 2026
OPENING	15 November 2026 · King of Prussia Mall
PREPARED BY	Comercii

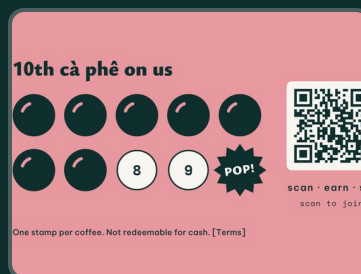
DRAFT v0.1 · for discussion



WEBSITE



PACKAGING



MEMBERSHIP

A coffee-led kiosk that owns its customers

A Vietnamese coffee and bánh mì kiosk in King of Prussia Mall, one of the largest malls in the US. It uses the Miss Saigon branding but runs separately from the Philly restaurant, opens 15 November for the Christmas season, and is built from day one to become more than one store.

What	Vietnamese coffee (cà phê sữa đá, cà phê đen, egg coffee, cold brew,phin) as the headline, with bánh mì – cold-cut classic and hot proteins – plus rice and vermicelli bowls, rice-paper rolls and sweets. Jimmy's menu sets the final list.
Where	King of Prussia Mall, 160 N Gulph Rd, King of Prussia, PA 19406 – a kiosk in a former juice-bar unit (unit and level TBC). All-electric, rollable equipment – no hood, no gas. Storage and prep room down the hallway.
Who	Suburban Asian families (Vietnamese, Chinese, Cambodian, Lao, Korean) who won't drive into the city for a proper bánh mì, and American shoppers who want the real thing.
Hours	Regular King of Prussia Mall hours – currently Mon–Sat 10 am–9 pm, Sun 11 am–6 pm, extended over the holidays. <i>Verify before print.</i>
When	Open by 15 November 2026 – in time for the Christmas season, when a mall this size is at its busiest. About seven weeks from today.
Who's building it	David (owner) and partners · Jimmy Fan (menu, training in Hanoi, coffee farm) · Comercii (brand system, packaging, website, customer systems).

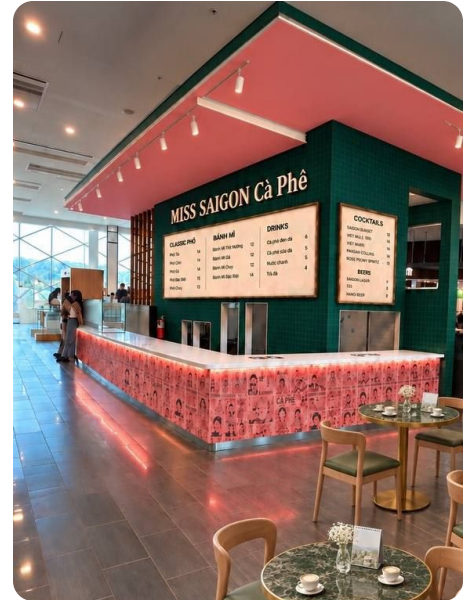
Why coffee leads

Coffee is a habit — several visits a week, quick on electric equipment, easy to carry round a mall. Bánh mì is the lunch reason and the thing people tell friends about. Together: a morning, a lunch and an afternoon.

Why own the customer

A kiosk sees thousands of passers-by and knows none of them; delivery apps take 15–30% and keep the customer. Here every order-ahead and every scan gives the shop a phone number, a basket and a visit date.

The list is the asset. It brings people back on a quiet Tuesday, shows what sells, and later shows a franchise partner numbers, not promises.



MOOD • DAVID'S CONCEPT RENDER — NOT THE STORE

The plan in three layers

1

Capture — before 11/15

Order-ahead on our own site, membership via a QR on every sleeve, bag and wrap, and an Instagram launch kit.

2

The list, and using it — month one

One customer table with separate text and email consent, win-back messages, and a Telegram assistant for David.

3

Franchise readiness — designed now, built later

Records tagged by location, the playbook as a product, a brand-kit portal, per-store P&L, and beans as retail.

One look, everywhere a customer sees it

Everything is built around David's badge, so a cup, a website and a menu board feel like one place.

The logo



PRIMARY • ON CREAM



REVERSE • ON GREEN



MONO GREEN • STAMPS, 1-COLOUR PRINT



MONO CREAM • FOIL, ETCHING

The badge is the primary mark – David's illustration, never restyled, always on a green, cream or pink plate, never straight onto a photo. Now rebuilt as a vector for print.



V1 • "CÁ PHÊ" AS SUPPLIED

V2 • LOWERCASE "CÀ PHÊ"

PER DAVID, 25 SEP: THE NAME DROPS TO LOWERCASE, ACCENTS KEPT

The name in type

Miss Saigon cà phê

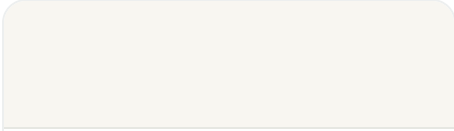
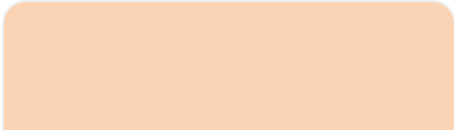
GREEN ON CREAM

Miss Saigon cà phê

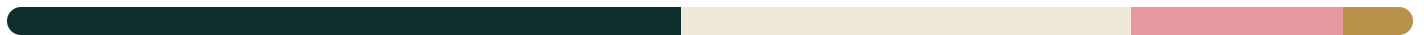
CREAM ON GREEN

Wordmark rule: "cà phê" is always lowercase with its accents – never "Ca Phe" or "CA PHE".
Vietnamese words everywhere keep correct accents: cà phê sữa đá, bánh mì thịt nướng.

Colours

 Saigon green #0F2F2E Primary – walls, headers, type	 Cream #F8F6F1 Pages, cards, cups	 Bubblegum pink #E8989F Accent – buttons, highlights
 Brass #B8924A Thin lines and details only	 Peach #FAD2B4 Menu boards, price tags	 Deep pink #C85A5A Desserts, used sparingly

The balance: green and cream ~80%, pink the 15% accent, brass the 5% "jewellery".

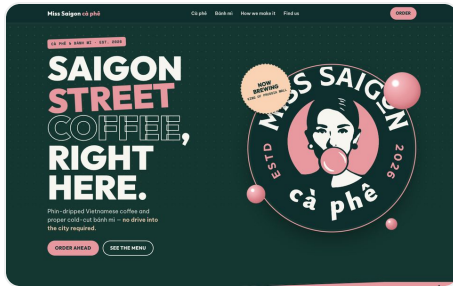


Type and tone

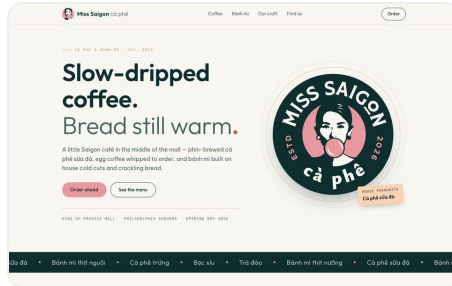
Ysabeau Office for the wordmark, **Outfit** for web headlines, **Be Vietnam Pro** for text (every Vietnamese accent), a **monospace** for labels. Voice: playful, confident, short, warm – Saigon street café, not corporate.

Five website directions

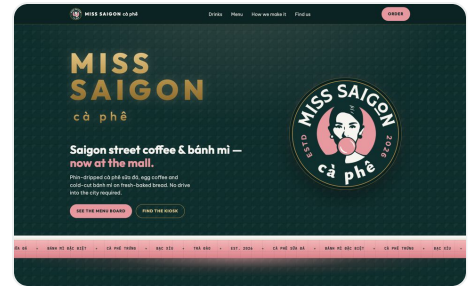
All live at miss-saigon-caphe.comercii.io. David picks one; we polish it into the real site.



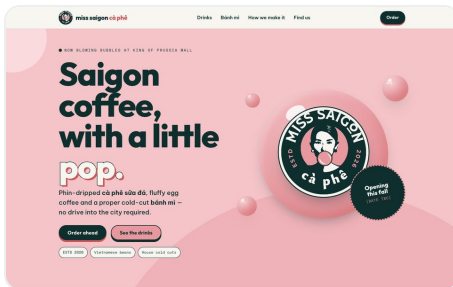
A • SAIGON STREET — POSTER ENERGY, BIG TYPE



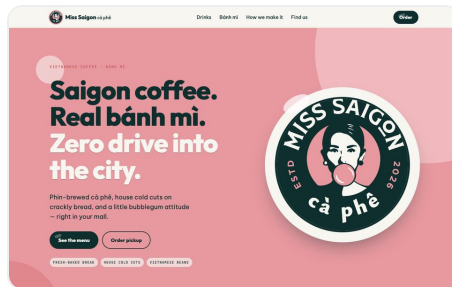
B • CREAM EDITORIAL — CALM, PREMIUM, MAGAZINE



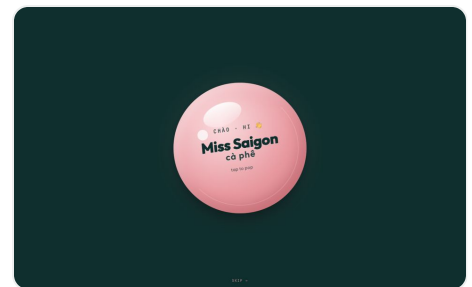
C • KIOSK GLOW — BACKLIT BOARDS, BRASS SIGN



D • BUBBLEGUM POP — PINK-LED, LOUD, PLAYFUL

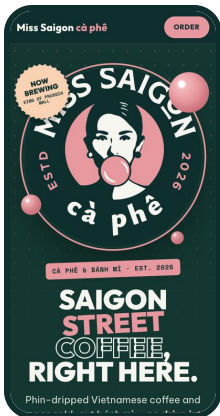


D2 • WELCOME BUBBLE — D, PLUS AN INTRO

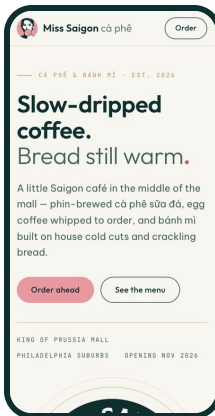


D2 • THE BUBBLE — TAP IT AND IT POPS

DESKTOP, 1440 PX • HOMEPAGE HERO OF EACH DIRECTION



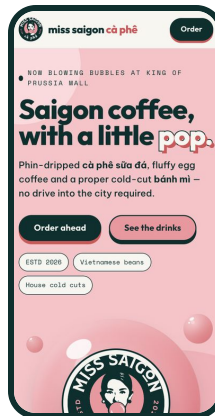
A



B



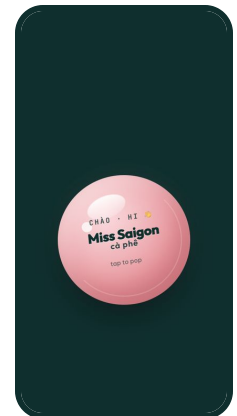
C



D



D2



D2 • BUBBLE

PHONE, 390 PX • MOST CUSTOMERS WILL SEE THE SITE HERE FIRST

Menu names, prices and store details on the demos are placeholders until Jimmy's menu and the kiosk unit are confirmed.

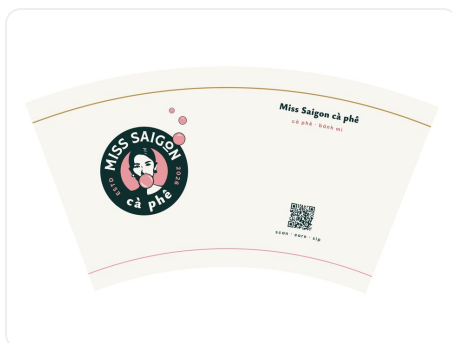
Every cup is a sign-up

A kiosk has no dining room for a poster. The packaging walks round the mall, sits on desks and lands on Instagram – so every piece carries a membership QR.

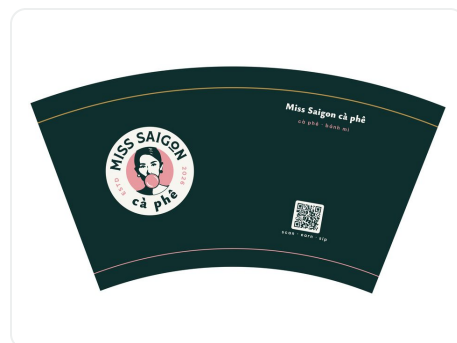
Each code is unique to its piece and store, so after a month we know which piece brought in the members.



12 OZ HOT CUP • GREEN



16 OZ COLD CUP • CREAM



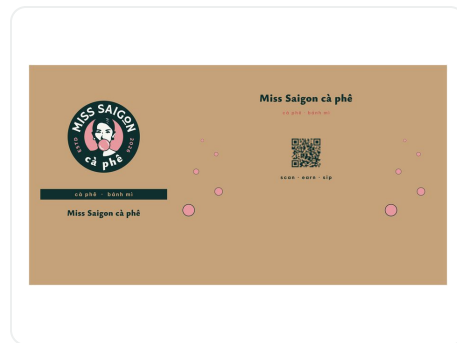
16 OZ COLD CUP • GREEN



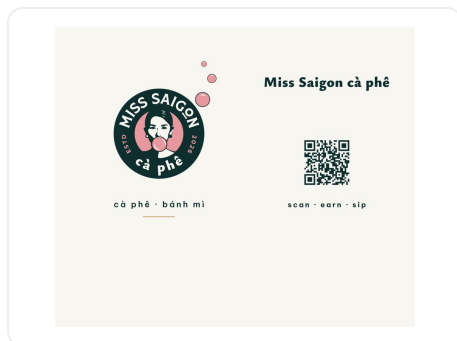
CUP SLEEVE • KRAFT • THE BIG QR



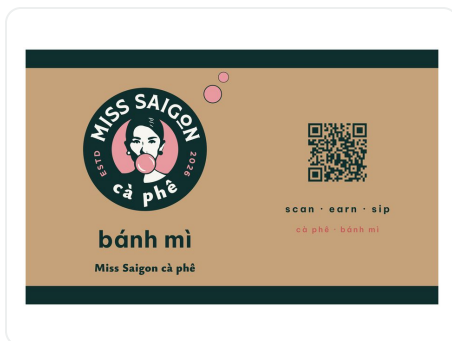
LID / STRAW STICKER • 40 MM



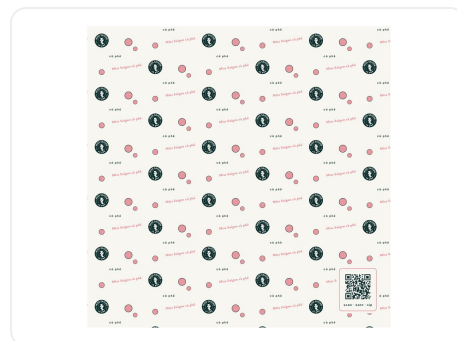
CARRY BAG • KRAFT



PASTRY BAG • CREAM



BÁNH MÌ SLEEVE • KRAFT



BÁNH MÌ WRAP SHEET • PATTERN + QR

PRINT-READY FLATS • EVERY PIECE CARRIES ITS OWN TRACKED QR

Piece	What it is	Where the QR goes
Cups	12 and 16 oz, hot and cold, badge on cream or green	Small code near the base, with "Join – free drink reward"
Cup sleeve	The main billboard; everyone holds it	Large, clear code – expected to be the top performer
Lid / straw sticker	Seal and brand moment on cold drinks	Optional small code
Paper bags	Kraft or cream carry bag, plus a small pastry bag	Side panel code with one line of copy
Bánh mì wrap	Printed wrap sheet and baguette sleeve (David's request)	Repeated pattern with a code panel on the sleeve
Business card	3.5 × 2 in, badge front, details back	Back of card
Counter card	Small stand at the till	Large code for people waiting in line

First-scan reward. New members get a welcome reward on their first scan – the card is never empty on day one, and there is a reason to scan today, not "later".



BÁNH MÌ SLEEVE • WITH CÀ PHÊ SỮA ĐÁ



BÁNH MÌ WRAP SHEET + SLEEVE



CARRY BAG, PASTRY BAG, ICED CUP



PASTRY BAG



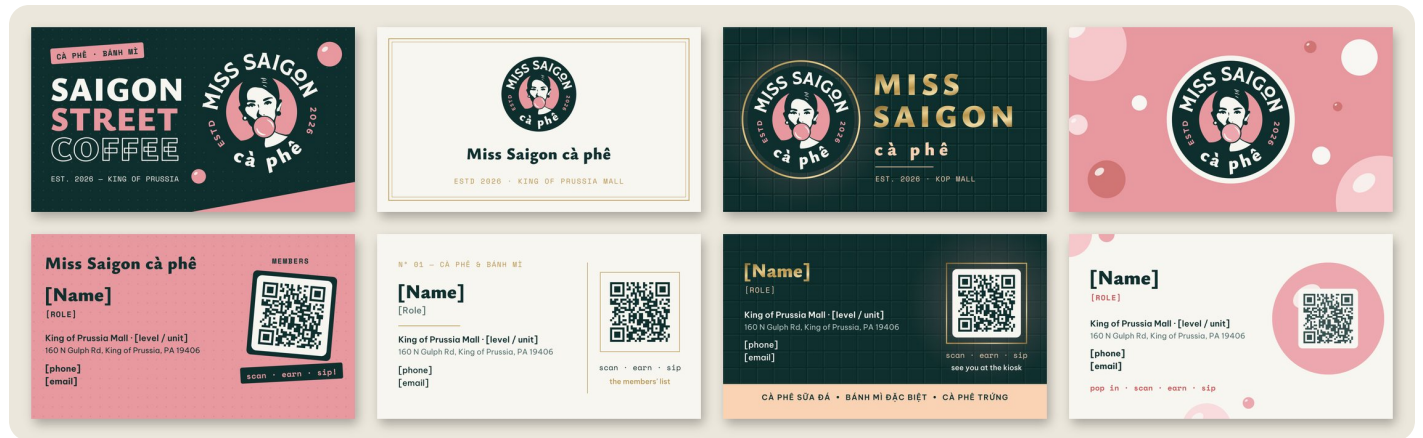
BUSINESS CARDS • COUNTER



BUSINESS CARD • IN HAND

PHOTOREAL MOCK-UPS FOR REVIEW – AI RENDERERS OF THE FLATS ABOVE, NOT PRINT PROOFS

Business cards — one per direction



A · B · C · D — FRONTS ABOVE, BACKS BELOW · 3.5 × 2 IN · LIVE MEMBERSHIP QR ON EVERY BACK

Printers need time, so packaging is the first thing to lock once David picks a direction (see the Phase plan).

04 · MEMBERSHIP & SCAN

A card in the phone, scanned at the counter

The customer keeps a card on their phone; staff scan it at every visit, recording the visit and spend for that store.

Joining — about 10 seconds

- 1 Scan the QR on a cup, bag or wrap.
- 2 Phone number + text code. No password, ever.
- 3 Two separate, unticked boxes: text offers, email offers.
- 4 The card appears, with Apple and Google Wallet buttons.

The card

The badge, the member's name and number (e.g. MS-000123), their level and a scan code that changes every minute — so a screenshot of a friend's card stops working.

The member page

An app-like web page in English and Vietnamese: card, rewards, visit history, "your usual" one-tap reorder, a referral link and profile (birthday drink, consent, delete account).

Points or stamps — David's choice, changeable later

The system always records dollars and visits; what the customer sees is a setting:

Option	Customer sees	Best for
Stamps	"7 / 10 ☕" — e.g. every 10th cà phê free	Easiest to explain at a busy kiosk; good for the Christmas launch. Our suggestion for opening.
Points	A points balance that unlocks rewards	Scales better once bowls, beans and more stores are added

The history underneath is the same, so switching later loses nothing. For the opening rush, a paper stamp card with the same QR can be handed out and moved onto the phone later (manager approval required).



A • PINK RINGS B • BADGE STAMPS C • MENU-BOARD CELLS D • THE 10TH POPS

PAPER STAMP CARD • FRONTS ABOVE, BACKS AT 7 / 10 • "10TH CÀ PHÊ ON US"



THE SAME CARD ON THE PHONE — MEMBER-PAGE FACE, AND THE WALLET-PASS STRIP BELOW IT

The scan — what staff do

Any phone or cheap tablet on the counter, logged in with a staff PIN. Point the camera at the code; the card pops up with any reward ready. Tap **Earn** or **Redeem**. Dead phone? Look them up by number (logged).

The rules live on the server: one earn per customer every couple of minutes, larger adjustments need a manager PIN, and every action records who, which device, which store — the rules a future franchisee inherits.

First release, and what waits

For 11/15

- Join by text code, rotating-code card
- Member page (card, rewards, history, profile)
- Google Wallet pass
- Staff scan screen
- Stamps or points setting, welcome reward
- Daily owner summary

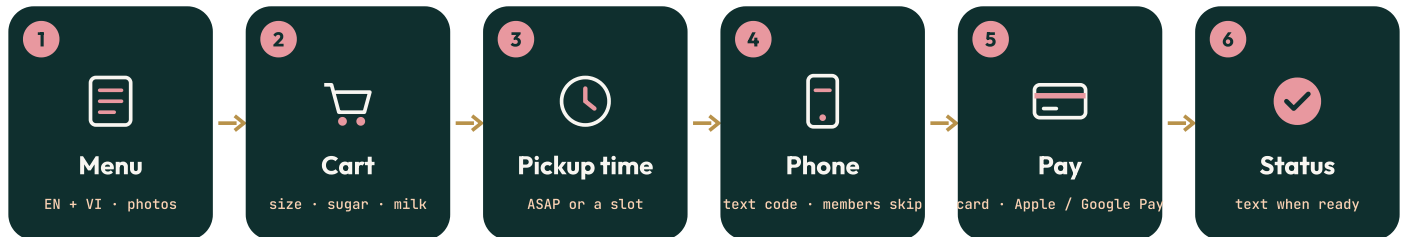
Shortly after

- Apple Wallet pass (needs David's Apple Developer account — start now)
- Referrals
- Birthday and win-back messages (need a month of data)
- Connecting to a till system, once one is chosen

Order on our site, pick up at the kiosk

Order-ahead keeps the customer with the shop, not a delivery app, and spreads the lunch rush across a one-counter kiosk.

What the customer does

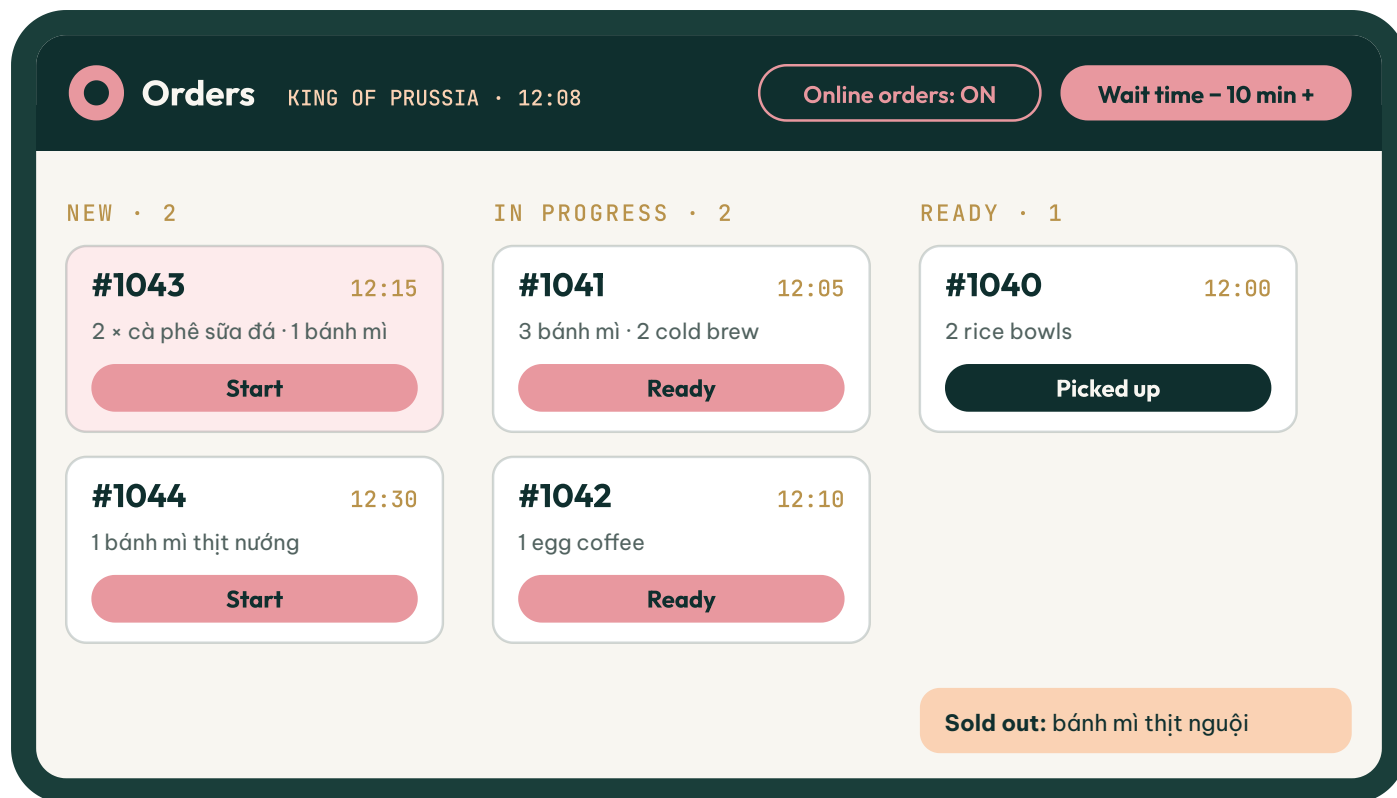


ORDER-AHEAD IN SIX TAPS • ABOUT 45 SECONDS FOR A REGULAR

- 1 **Menu** — English and Vietnamese names, sold-out items marked.
- 2 **Choose** — size, hot/iced, sweetness, milk, protein, "no cilantro", "extra pâté".
- 3 **Pickup time** — ASAP with an honest ready-time, or a later slot.
- 4 **Phone** — same text-code login as membership; members skip it.
- 5 **Pay** — card, Apple or Google Pay via Stripe, or "pay at counter" if David wants it for launch.
- 6 **Status** — order number, live status page, a text when ready; membership credit added.

What staff see

One Orders screen on the same counter tablet as the scanner. New orders chime in, sorted by pickup time, with big **Start · Ready · Picked up** buttons. One tap marks an item sold out (running out of bread at 2 pm is a real daily event), pauses online orders in a rush, or lengthens the quoted wait.



WIREFRAME · THE COUNTER TABLET'S ORDERS SCREEN – ONE TAP PER STEP

The menu belongs to David and Jimmy

Items, options, prices, photos and availability ("breakfast bánh mì until 11") live in a simple admin; Jimmy's spreadsheet imports on day one. Each item is *testing*, *core* or *retired*, with 7- and 30-day sales beside it – so "cut what doesn't sell" is a decision made from numbers.

Protecting the kiosk

Each store sets prep time per category, orders per 15 minutes, and opening and holiday hours. Full slots close; out-of-hours orders get the next available time. A "big order" alert warns David before a 20-sandwich family order surprises the counter.

At opening	Later
Web payments via Stripe	In-person card reader / till system that shares orders both ways
Our own order-ahead only	DoorDash / Uber Eats as extra marketing channels, fed from our menu
Pickup only	Delivery using a courier on our own checkout – we keep the customer
Hand-written or no bag label	Automatic label printer
One store	Store picker; brand menu with local price changes for each franchise

Payments go straight to David's business account. Comercii never holds the shop's money.

One list, used carefully

Members and order-ahead customers land in **one customer table**: one row per person – visits, orders, spend and store.

Consent, done properly

US rules on marketing texts (the TCPA) are strict and the fines are real. **Text and email consent stay separate**, both unticked by default, with the exact wording and time recorded; every text includes a way to stop. "Your order is ready" is not marketing; promotions are.

Messages that bring people back

Each automation is switched on only after David approves it (first time, from Telegram), and only reaches opted-in people.

Automation	When it fires	What it says (example)
Welcome	On joining	"Welcome to Miss Saigon cà phê – your first reward is waiting."
14-day nudge	No visit for 14 days	"We miss you – your usual cà phê sữa đá is one tap away."
Weekend drop	Fridays, if David approves	A weekend special or limited item
Holiday hours	Before mall holiday changes	Opening hours and pickup reminders
Lunar New Year	Early February 2027	A seasonal promotion for the core community
Birthday	Member's birthday	A birthday drink

Wording, offers and timing are David's call. We draft; he approves; the system sends.

Run it from Telegram

David already lives in Telegram, so the shop's numbers and controls come to him there – not another dashboard.

How many orders today?

Today so far: [n] orders, [n] new members. Top item: cà phê sữa đá. 2 items marked sold out.

Send the Friday promo

Draft ready for [n] opted-in members: "This weekend only..."

Approve & send

Edit

Cancel

Numbers shown as [n] – the real figures come from the shop once it is open.

The assistant

Answers plain questions ("new members this week?", "what sold worst?") and prepares actions. Anything that reaches customers or moves money needs **one approval tap** from David.

The daily digest

Each evening: orders, revenue, new members and scans, top and bottom items, sell-outs, prep time, unusually large orders.

Designed for store #2 from day one

David's goal is to franchise. That doesn't mean franchise software now – it means choices today that don't have to be undone later.

1

Every record knows its store

Customers, scans, orders and menu changes carry a location from day one, so store #2 is a new settings row, not a rebuild. Members scan at any store; each franchisee sees only their own customers; the list belongs to the brand.

2

The operating playbook, as a product

Jimmy's recipes and prep sheets, the electric-only equipment list, open/close checklists and suppliers – versioned in the admin, so a new store gets the current edition.

3

A brand-kit portal

Vector logo, colours and fonts, print files for cups, bags and wraps, and menu-board and social templates that fill in each location's details automatically.

4

Per-store profit and loss

Sales, food-cost percentage, best and worst sellers, per location – the page a franchise buyer asks for first.

5

Beans and drip sets

Jimmy's coffee farm makes own-brand beans and drip sets possible – retail at the counter and online, and a margin product franchisees buy through the brand. Name and packaging TBD.

Later, the brand's royalty can be taken automatically from each store's payments – another reason orders run through our own system.

Seven weeks to open, ninety days to learn

The order of work: (1) brand and packaging → (2) order-ahead and membership live by 11/15 → (3) automations and Telegram assistant in month one → (4) playbook, brand portal and P&L once the menu is stable.

To opening day

Week of	Comercii	David & team
28 Sep	Finalise brand system; packaging drafts with QR placement	Pick a website direction · Jimmy's menu arrives · start all lead-time items (§10)
5 Oct	Packaging print files; site build on chosen direction; menu import from Jimmy's sheet	Approve packaging · confirm printer and quantities · unit and level
12 Oct	Membership: join, card, scan screen, Google Wallet	Packaging to printer (confirm the printer's lead time) · Hanoi training (dates TBC)
19 Oct	Order-ahead: menu, cart, pickup slots, Stripe payments, kiosk Orders screen	Stripe account verified · menu photos
26 Oct	Text messages go live (once the number is approved); daily digest; testing	Counter tablet in hand · staff names for PINs
2 Nov	Instagram launch kit; friends-and-family test orders and scans	Friends-and-family run · pickup signage at the kiosk
9 Nov	Fixes from the test; final checks on the counter setup	Dress rehearsal with real staff
15 Nov	Opening day – order-ahead and membership live	

The first 90 days

Period	Focus
Month 1 15 Nov – 15 Dec	Telegram assistant live · welcome flow · holiday hours messages for the Christmas season · Apple Wallet pass once David's account is approved · watch which packaging pieces bring in members
Month 2 15 Dec – 15 Jan	14-day nudge and weekend drop switched on · birthday drinks · first "what sells" review with Jimmy · referrals
Month 3 15 Jan – 15 Feb	Lunar New Year promotion · operating playbook v1 · brand-kit portal · per-store P&L dashboard · first menu cut decisions from 60–90 days of data

Not yet — on purpose

A native app · table booking · a kitchen display · a multi-store admin before 90 days of store #1 data. Google Business Profile and reviews are deferred at David's call. Each is cheaper to add once the first store is running.

10 · WHAT WE NEED FROM DAVID

Start these this week

Several items need days or weeks of third-party approval. They are the most likely thing to delay opening, so start them now.

Item	Why	Lead time
Business text number	Sign-up codes, "order ready" texts and promotions. US carriers require business registration (10DLC).	~1–2 weeks
Stripe account	Online payments, paid straight to the business	Verification can take days
Apple Developer account	Apple Wallet membership pass, in the business's name	Days; can launch without it
Domain name	Website, order-ahead and member pages	Same day once chosen
Jimmy's menu + photos	Items, options, prices and pictures for ordering	Menu due 28 Sep
Counter tablet	Scanner and Orders screen (any iPad or Android; we can suggest one)	Needed by late Oct

Item	Why	Lead time
Mall pickup instructions	Entrance, level, where to find the kiosk	Before testing
Sales-tax jurisdiction	Correct tax on online orders	Confirm with accountant

Decisions for David

- ☐ Which website direction (A, B, C, D or D2).
- ☐ Stamps or points at opening, and the launch reward list (we suggest: stamps, every 10th cà phê free, plus a welcome reward).
- ☐ Pay-at-counter allowed for order-ahead during the launch, or card only.
- ☐ Tips on online orders: on or off.
- ☐ Largest order we accept online (e.g. a cap on bánh mì per order) versus "call us for catering".
- ☐ Instagram: a new handle, or does anything carry over from the restaurant.
- ☐ Who runs the counter at launch (for staff PINs).

11 • INVESTMENT

Investment

Pricing to follow in a separate quote

We will send a quote once David has confirmed the scope and the launch decisions above. Third-party running costs (text messages, card processing, Apple Developer membership, printing) are paid by the business directly and will be listed in the quote.

12 • OPEN QUESTIONS

Open questions

- Unit and level at King of Prussia Mall** – for pickup instructions and signage. (Hours follow the mall; verify before print.)
- Logo vector file** – we have rebuilt the badge as a vector for print. Does the designer have the original AI/SVG to check it against?
- The badge lettering** – the supplied badge read "CÁ PHÊ"; v2 now reads lowercase "cà phê" to match the name. Is the designer happy to sign off v2, or supply their own update?

4. **The Philly restaurant** – ever share membership or order-ahead, or stay fully separate? (Either works.)
5. **Bread** – when can packaging and the site say "own-baked"? Not until it is true.
6. **Bean brand name** – "Miss Saigon Roast", Jimmy's farm name, or something new?
7. **Terms and privacy** – a one-page terms and privacy notice for membership, including a minimum age.
8. **Online bean sales** – should members earn on web orders too? (We recommend yes.)

13 • NEXT STEPS

Next steps

- 1 **David** reviews the five website directions and picks one.
- 2 **David** starts the lead-time items – text number, Stripe, Apple Developer, domain – this week.
- 3 **Jimmy** shares the phase-1 menu (due 28 Sep) as a spreadsheet, with photos where available.
- 4 **Comercii** sends packaging drafts with QR placement, and a quote for the scope in this plan.
- 5 **Together**, a short call to settle the decisions in §10 and the open questions above.



Miss Saigon cà phê · Launch & Growth Plan · Draft v0.1 · 25 September 2026

Prepared by Comercii · miss-saigon-caphe.comercii.io

Working draft – questions or changes: reply in the Telegram group