

BRAND

PHO 'S



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Founder's Story



 **Phở 'S'**

Là thế hệ thứ 3 trong gia tộc có truyền thống phở, hai anh em Nguyễn Tự Tin & Nguyễn Tiến Hải đã trở thành cặp đôi đạt giải Hoa Hôi Vàng (2019 & 2020) dành tặng người nấu phở ngon do báo Tuổi Trẻ tổ chức hàng năm. Với sự ra đời của Phở 'S, chúng tôi mong muốn mang phong vị và văn hoá phở truyền thống Việt Nam vươn xa, đến mọi ngã đường thế giới....

Pho'S Story

Pho is the source and soul of our extended family.

- In 1982, my grandfather - Mr. Tran Cuong, opened a famous Pho restaurant in Ha Nam - Nam Dinh.
- In 1992, he stopped selling Pho and moved with his family to Saigon to start a business. My mother - Mrs. Tran Thi Lan, although she has good fortune in business, she still maintains the traditional profession. I practice my skills constantly, sending that "love" through delicious meals to her husband and children. My poetry is associated with this flavor because "as soon as we stop milking, we eat Pho".
- In 2012, the third generation was the eldest son Nguyen Tu Tin, and the second son Nguyen Tien Hai. Domestic people, those who come to the US, themselves study and work part-time at restaurants and eateries and fall in love again with the profession of Pho.
- In 2019, we launched the first Pho dish combined with Sam - Quoc Bao Vietnam. The brand is a big explosion during the Covid pandemic when serving thousands of delicious and nutritious bowls of Pho every day, joining hands to protect the health of Vietnamese people. The brand is honored to be voted as the top 1 "Most favorite Pho brand for 2 consecutive years 2019 - 2020", Hoa Hoi Vang 2019 (Nguyen Tien Hai), Hoa Hoi Vang 2020 (Nguyen Tu Tin).

Vision – Mission – Core Values

Vision:

Become a brand ambassador of Vietnamese noodle culture around the world.

Mission:

Bringing the most delicious, nutritious and delicious Vietnamese pho cuisine and culture experience to global consumers, serving as a bridge to introduce and connect Vietnamese culture, tourism and agriculture with the world.

Value:

- Love and preserve traditional cultural values of the nation.
- Always care, share, connect, spread health benefits to everyone.
- Towards excellence, flexibility and creativity in work.
- Always committed and towards sustainable development.

Unique Selling Point (USP)



Fresh and natural ingredients

Heirloom recipe

Broth is stewed in a nourishing pot

Combined with Vietnamese ginseng

Brand Positioning

CUSTOMERS

- Family, office worker, middle income or higher
- Foreigners (Korea) in Phu My Hung area near the restaurant



POSITIONING

Pho'S is a chain of Pho franchises in Vietnam and internationally. Pho is oriented towards good health, imbued with national culture, in accordance with the style of nutrition.

Brand Personality



**DYNAMIC, CREATIVE
LIKE EXPERIENCING
THE NEW ELEMENT**

**SOCIABLE,
SATISFIED**

**LOVE
TRADITIONAL
VALUES**

**TOWARD THE
FUTURE**

POSITIVE VALUE



Product lines of Pho'S



"Phở 'S hòa quyện tinh tế các nguyên liệu tươi sạch được tuyển chọn: Xương ống bò tươi, sả sùng, thảo sâm, hoa hồi, thảo quả, gừng sẻ, quế chi... Mang đến hương vị thơm ngon, bổ dưỡng."



Phở nam



Phở gà



Phở niêu



Phở tái



Phở chiên phồng

Product lines

Menu



MỞ CỬA TỪ 06:00 - 22:00



HOT LINE (HỖ TRỢ ĐẶT HÀNG)
09 313 900 68

Phos.vn Phos.company

MÓN ĂN



Phở Niêu 'S
Phục vụ bằng niêu sứ dưỡng sinh.
Có sâm tươi, tỏi, nạm, gầu, gân, viên, đuôi.

125K



Phở bắp hoa 85K
Phở sốt vang 85K
Phở tái lăn 79K



Phở bò (nước)
Size
S 1 topping 45K
M 2 topping 65K
L 3 topping 85K
Toppings: Tái, nạm, gầu, gân, viên, đuôi.



Phở (khô) 75K
Toppings: Tái và viên 65K
Toppings: Gà



Phở gà (nước)
Size
S 45K
M 65K
L 85K



Phở chiên phồng 75K
Thịt thêm 35K
Bánh phở thêm 10K
Trứng onsen 15K

ĐỒ UỐNG



Cà phê đen 25K
Cà phê sữa 30K
Trà đào 30K
Trà chanh 30K
Nước mơ 30K
Nước sấu 30K
Trà thảo mộc 30K
Trà tắc xí muối 30K
Pepsi, Fanta 20K
Bì Saigòn 30K
Nước suối 10K
Dừa tươi 30K

KHAI VỊ



Phở cuốn (Bò, Rau) 20K / phần / 2 cuốn
Gỏi bò 35K / phần
Gỏi gà 35K / phần
Nem rán 30K / phần / 2 cái
Bò viên chiên 25K / phần

TRÁNG MIỆNG



Bánh Flan 20K
Granola 30K
Sữa chua 20K



Thank you!