



Business system design · Retail · F&B · E-commerce

Looking for someone to design your business system?

I'm Trần Bảo Cường. I run business operations at True Cafe and build MeeAgent and Umini.app. Now I want to taste how other businesses work: sit down, look at your machine, and redesign it so analysis, marketing, brand and IT run in one rhythm.



Four pieces of unified operations.

Each brick does one job. Pull one out and the wall wobbles; connect them all and the business runs as one.

STOREFRONT

Brand

Positioning, pricing and identity: who you are and why you.

STOREFRONT

Marketing

Channels, content and lead capture that bring customers in.

FRAME

Business Analysis

How the business really runs: processes, SOPs, approvals, roles, data.

BASEPLATE

IT

Modular software, websites and automation that connect every piece.

Real numbers.

From Meta Business Suite and Google Analytics, Sep–Oct 2026.

Views on one Facebook page

28 days · 12 Sep – 9 Oct

3.5M

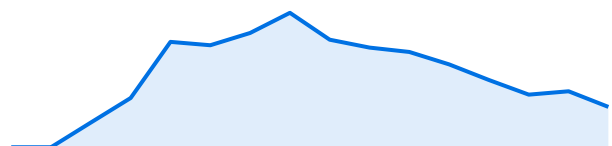


517K viewers 595K engagements 2.5 posts a day

Users at the Đế Chế Vĩa Hè launch

16 days · 25 Sep – 10 Oct

599K



424K new users 3,666 online in 30 minutes

Totals are exact from the reports. Daily lines are redrawn from the report screenshots, so day values are approximate.



Case studies.

Context, problem, what was done, and the result.

F&B · RETAIL · E-COMMERCE · SINCE 2023

True Cafe

PROBLEM

Cash flow, documents and contacts lived in many separate places, each person worked their own way, and the brand was not yet known.

WHAT WAS DONE

- **Business Analysis:** Wrote SOPs for the counter, stock and service; designed a multi-step document approval flow with role-based permissions.
- **Brand:** Positioned the product as fermented Fine Robusta from Gia Lai; set wholesale and retail pricing.
- **Marketing:** Built the TikTok channel, Facebook pages and a sales landing page; free samples and guides as the entry point.
- **IT:** MeeAgent: one app for notes, cash in/out, contacts, documents, calendar and team chat, on Android, macOS and Windows.

RESULT

The team runs day-to-day work in one app, with approvals done from a phone. TikTok channel: 5,907 followers. Facebook pages: about 3.5M views per page in 28 days.

AGRICULTURAL TRADE · SINCE 2026

Coffee buying stations

PROBLEM

Weighing must not stop when the signal drops, and the numbers must not get lost.

WHAT WAS DONE

- **Business Analysis:** Standardised the weighing flow: fast kg entry, every 5 entries lock into a group.
- **IT:** Cân Cà Phê: a web app that works offline and syncs itself when back online. Free, on phone and computer.

RESULT

Weighing continues without signal; data ends up in one place.

F&B EDUCATION · SINCE 2026

FNB True Food

PROBLEM

Turn know-how into a channel that brings in prospective customers.

WHAT WAS DONE

- **Brand:** An education-led brand: "Is opening a café hard?"
- **Marketing:** The 24-episode series "Mở quán dễ hiểu" and free guides as lead magnets.
- **IT:** A course platform with 225 lessons.

RESULT

A learning path from first idea to running the café, open to new owners.

RETAIL · CLIENT PROJECT · SINCE 2025

Kho Máy Pha

PROBLEM

A consistent brand across many sales channels, and a steady way to bring buyer enquiries to the sales team.

WHAT WAS DONE

- **Brand:** Brand kit: logo variants, avatars, covers and banners for about 15 platforms.
- **Marketing:** Batch product posters in 5 aspect ratios, within TikTok's content rules; SEO landing pages with lead forms.
- **IT:** Website, with leads routed automatically to Zalo and Telegram.

RESULT

One brand identity shared by every channel; each new machine gets a full poster set ready to post.

Notes & analysis.

A game launch, read as a product and marketing case study
30 Sep 2026

facebook.com/share/p/1Dwc1NS9Cd/

Back-of-the-envelope: from a game audience to coffee orders

9 Oct 2026

facebook.com/share/p/1J2qHzn9iA/

How we work.

Listen

Over coffee: where are things stuck?

Map

Redraw the process, pick the pieces you need.

Build

One piece at a time, tested with your team.

Measure

Track results, then keep tuning.