

Good story: Starting a business from basic values

For a long time, when talking about brand stories, many business owners have mentioned the concept of 'Back to basics' (which is about basic value), which is understood to be creative based on simple, responsive products. obvious needs of consumers.

Easy to say, but hard to do. Because in addition to the product story, businesses must also reel around problems such as finance, human resources, marketing, operations, . and how to make the product "basic" but also have to be new. , interesting to catch the attention of customers.

Recently launched the name of Vietnamese startup: Coolmate - a solution to buy both wardrobe for men and a completely new business model: Focusing on serving the male customers with daily basic items , taking advantage of the online platform to distribute products straight from the factory to the user (Direct to Customer) without intermediaries to reduce costs.

That's why Coolmate has been building a model of shopping in the closet quite useful: reasonable prices, the number of items to meet the needs of use, customer service to ensure 100% satisfaction. Coolmate's wardrobe catalog includes more than 20 products: T-shirts, shorts, underwear, men's socks . items that every guy needs.



Nhu Pham, born in 1991, before founding the startup Coolmate in February 2019, has spent a lot of business, from cosmetics retail to online selling on e-commerce platforms.

Starting with the retail of products from foreign brands, to do online distribution for famous brands, stable jobs, money, but the thing that worries him is: I'm only doing the tops is selling. , trust in a long-term brand, without quality control and the opportunity to research and develop new products, products that when you are a seller, you will clearly see what customers really need. . Today's customers are more careful and informative, they not only look at the brand, but also in terms of price versus quality, customer service, commitment from the seller, .

The more business he needs, the more he sees the potential of the market for men's products in Vietnam. From here, Nhu and some friends set up startup Coolmate following the model of e-commerce platform. But unlike Tiki, Shopee or Lazada, Coolmate is proactive in sourcing, manufacturing processes, and choosing a more focused business niche.

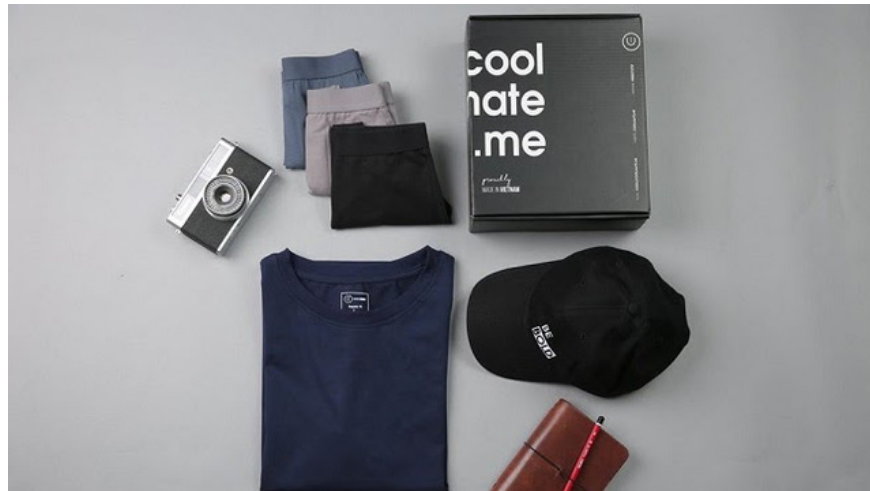
"E-commerce market has been growing recently in Vietnam. The general trend is that online and offline are going down. But e-commerce market has its own problem. That is the marketing cost of e-commerce is very high. the floor always have to spend to find new users, "co-founder Coolmate said.

From the beginning, Nhu Pham and the founding team determined that Coolmate would be geared towards a profitable business model instead of "burning money" ads. The biggest cost of Coolmate will focus on improving product quality, as well as buying experience.

"Compared to buying traditional goods, with 500,000 VND and 3-4 hours of moving and picking things, how many items can you bring back? The truth is only 2 Vietnamese T-shirts or a shirt. foreign.

If you choose Coolmate - a model that works primarily on e-commerce platforms, just 2 minutes to browse and choose at coolmate.me, proceed with payment in 30 seconds, you will bring back 11 items ", Coolmate founder affirmed.

Thanks to this convenience, in the first week of launch, more than 1,000 lockers were ordered, even though the startup has not run any marketing campaigns. Notably, the rate of customers returning to Coolmate is up to 25%, on average every 3 months, the exchange rate is less than 2%.



In particular, Coolmate products from weaving, dyeing, sewing, finishing are all made in standard factories in Vietnam. Thanks to fabric that is always dynamic and suitable for a variety of styles, Coolmate has quickly persuaded Vietnamese men.

The founder said more than 80% of Coolmate's orders came from the website. Behind that success is a team of technology engineers developing and optimizing e-commerce from the early days.



HAPPY BIRTHDAY 1ST COOLMATE

BIRTHDAY INFOGRAPHIC



"We always say to each other, Coolmate is not a breakthrough, but simply that we are perfecting the limitations of the e-commerce model. It is merely that Coolmate sells the right audience at the right time. and true market niche, "CEO Nhu Pham said.

Sharing about his plans for 2020, the young CEO revealed that he is currently working with investors to have more resources to accelerate the process of expanding the business model and new product portfolio such as: running suits, gym clothes, men's accessories (wallets, belts) .

This March, Coolmate is having a 1-year-old birthday program with countless attractive offers for customers to experience and choose at <https://coolmate.me/>

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