

## INDEPENDENT VIDEO SCRIPT

Xin chào, I am Linh, and this is my small business. I'm proud to have built my own unique breakfast business from the ground up that is now very profitable.

I always knew I wanted to start my own business, to have more time for myself and to be more independent, but it felt like a far-off dream. When I first shared my idea with my husband a few years ago, he was not so supportive.

\*Flashback to years earlier when Linh and her husband discuss:

Linh: “I would like to share something important with you. After much consideration, **I decided** that I want to open my own breakfast business. Now my job at the factory requires me to work long hours, I have very little time for myself. I already thought of a saving plan and of how **I can achieve this goal** by taking a new job at a bakery to learn the skills. I will save enough to open a small Banh Mi shop that I will then expand into a bakery business with several items on the menu, and I will use my **creativity** skills to make innovative recipes. I know this may not align with your wishes, but I believe that is a good decision, and I am determined and confident that **I can achieve this goal with my hard work and dedication.**”

The husband: “Starting a business can be risky, especially in the food industry, there is a lot of competition... And there are challenges you need to consider like financial stability... But I can see that you are determined to pursue your dream, so you can go ahead...”

End flashback\*

After discussing with my husband, I took the job at a bakery to learn the necessary skills and I started saving every month. I knew that I needed about 15m VND for all the costs related to starting a small Banh Mi shop that I would later expand into a breakfast business. Every month I saved 1m VND and reached my saving goal in 1 year and 3 months.

I worked hard that year. When I first took the job at the bakery, I made a lot of mistakes as I didn't know much about the food and drink industry. I kept persisting and remained open to learn from my own mistakes as I was **determined to pursue my goal**. I learned from my job at the bakery and from entrepreneurs from the media. I learned that standing out from others could help me be more competitive in this food industry, so I used my **creativity** skills and thought of **innovative recipes**. For example, I always liked Korean shows when I was younger, so I thought of a Korean-inspired Bulgogi Banh Mi for my shop. It combines elements of the Vietnamese Banh Mi with Korean flavors and ingredients like marinated and grilled bulgogi beef, a popular Korean barbecue dish. Now, it is one of the items on the menu that is the most popular, especially among young consumers.

Being in a job in which I was making many mistakes was not always easy. Some days I wanted to give up. But I tried to always welcome challenges with confidence and to learn from these mistakes. **I adapted** and saw myself grow in this job, which gave me the confidence to keep going.

It was also important for me to keep a **strong mindset**. I knew that pursuing this goal was the best decision, as I had always dreamed of having my own business and it would help me gain more **independence**. Whenever I doubted myself, I tried to remind myself of how my goal would help me, and I found the courage to keep pursuing it. At times, others also doubted me, and questioned my ideas for my business. Some older women members of TYM told me that my non-traditional ideas for Banh Mi might not be profitable, but I used **my own judgment** to evaluate their perspective. I knew that I wanted to create an innovative business, so I would target younger customers. Whenever I faced such doubts, I **expressed my opinion** with confidence, while respecting others.

Even though I faced some doubts, community members saw that I was **adaptable** to changing situations and ready to tackle challenges with **my own unique capabilities** and innovative ideas. They started to believe that my unique business could succeed and were curious to try my innovative products.

I am proud of my successful business that I built on my own. I made a decision to start a business and I persisted and was determined to achieve my goal, even when others told me it was risky, even when I faced challenges. I started with my small Banh Mi shop and expanded it into a modern breakfast business where I offer several choices of **innovative** products like the Korean influenced Banh Mi, fresh juices, sticky rice, cakes, and more. My shop is very different from others and my customers like it a lot. They are intrigued and interested in my **innovative** products, and they enjoy my cuisine and the effort I put behind all my recipes and finding the best products.

Starting this business was an important learning experience for myself, to see that I could achieve this on my own. This business opportunity helped me to **take risks**; when others had doubts and thought it was risky for me to pursue my dream, I kept believing in myself and I persisted. I experimented with new ideas and pushed myself to innovate and improve my business.

I am happy that I gained more **independence** through my business. I hired 3 women as part-time employees, and I now have more flexibility and can decide how to allocate my time. I source the best products from other businesses for the items at my shop, and it became very profitable. With the profits I generate from the business, I can fully **rely on myself** for my financial needs.

Further, with my profits, I am able to decide by myself if I want to save and for what I would like to save. For example, I put part of my profits into savings with which I bought a car, in addition to the motorbike we had in the family. I use my car for my business and for a more comfortable mode of transport. I don't need to rely on the shared household transportation mode anymore, and I can use my car as I please.

Overall, my business improved my life, and I gained the independence I wanted.

## INTERDEPENDENT VIDEO SCRIPT

Xin chào, I am Linh, and this is my small business. I'm proud to have built a traditional breakfast business with the support from my family and community.

I always knew I wanted to start a business to support my family, but it felt like a far-off dream. I first discussed my idea with my husband some years ago, and he supported me all the way.

\*Flashback to years earlier when Linh and her husband discuss:

Linh: "My husband, I would like **your opinion and advice**... I have a dream to start a traditional breakfast business to better support our family. Now my job at the factory requires me to work long hours, I have very little time for our family. I also believe that if this business is successful and profitable, it can **fulfill some needs of our family**. My mother worked so hard her whole life being a Bánh Mì street vendor. I **could work with her** to learn from her experience and skills and to continue a **family-tradition**. What do you think of this idea?"

The husband: "I think that this kind of business can be beneficial for our family. You can start with a small shop with only Banh Mi and then add items to the menu. Learning from your mother is a good idea, but you should also use the support from other women in the community to start and expand the business, maybe they have experience with other food products."

End flashback\*

After my husband agreed to my idea, I asked him for advice on my savings plan. His support and opinion were very important for me. He suggested that I could save 15m VND from my job at the factory. After 1 year and 3 months of saving 1m per month, I reached my saving goal and I had enough to open a small Banh Mi shop.

I worked hard that year. Every day before starting my work, I woke up earlier to help my mother open her Banh Mi shop. For generations, my mother had been making Banh Mi as a street vendor. I wanted to **collaborate** with her to continue the tradition and share with others while expanding the business. My mother gave me a lot of support throughout my journey as she saw I was committed to learn and to preserve **traditions** and continue my family's lineage. She showed me the traditional ways to make Banh Mi, she shared with me the best places to source the ingredients, and she put in good words with her customers so that they would support my business. Today, most of these customers come to my breakfast shop to keep tasting the traditional flavors in a nice setting.

Working many hours was not always easy, some days I wanted to give up. But because I was always **loyal** to my family, supporting them in the hard times, they also helped me in these difficult moments and gave me the confidence to keep going.

I knew that success would depend not just on the **support** and **collaboration** of my family, but also of other members of the community. I was **humble** and confident to **ask for advice from others in my community**. Some older women members of TYM had experience in starting small businesses and knew many people around the community, so **considering** their ideas and opinions

was really important. They gave me a lot of advice for my business, like adding juices to the menu, and other breakfast items. They recommended other small businesses with the best ingredients. I **respected** their opinions very much, so when I started expanding the small Banh Mi shop into a breakfast shop, I used these valuable recommendations.

As community members saw I was **loyal** and committed to community development, always joining community activities, including charity events, where I was **attentive to the needs of others**, they were eager to support my traditional business that would contribute to the community.

I am proud of my business that I built with the support of my family and my community. I asked my husband for his advice on my business idea, and he encouraged me to pursue my dream. I started with my small Banh Mi shop working together with my mother and expanded it into a breakfast business where I offer **traditional** Banh Mi, and other products like fresh juices, sticky rice, and cakes, as some of my peers suggested to me. I share the stories and traditions behind these dishes with my customers, and they enjoy the **traditional** Vietnamese taste and the stories of my family-inspired business.

Starting this business was an important learning experience, to see that I could work well with others. This business opportunity helped me to be more confident in asking for other's opinion and advice, it taught me to be more **deliberate and thoughtful when making decisions and choices**.

I am happy that my business can also **serve the community**. Since I started the business, I have given part-time employment opportunities to 3 other women and collaborated with other small local businesses and farmers to source the best products for the items at my shop. With the profits I generate from the business, I can better **support the needs** of my community, for example through charity events.

Further, I could also put part of the profits into a savings account with which I contributed to buying a car with my husband, in addition to the motorbike we had. We can use the car to bring our children to school and visit our relatives more comfortably now. Having a car allowed me to help others in the community, when they need to travel further away, or I can take other women with me to attend workshops.

Overall, my business improved the life of my family, and I am able to serve the community with my business.