

Weraki

Credentials · 2026

Your partner in building the business.

About Weraki

Weraki works with owners to build the strategy, business model and operating system, then trains their team to run what was built. Our clients are owners and leadership teams preparing for a larger scale, or weighing a decision that is hard to reverse: a new line of business, fundraising, M&A, restructuring.

Four ways we work

Strategy consulting

Where to focus resources, which markets to enter and the growth roadmap.

Business model validation

Know whether a model can scale before investing more, including when building a new one.

Implementation partnership

Carrying out the plan with your team week by week, measured against agreed indicators.

Training

CEO OS, CEO Playbook and in-house programs tailored to each company's problems.

Frameworks developed in-house

VOS

Finding the bottleneck: from the revenue goal and gap, map the workflow, test each step, agree which step to fix first.

HOM

Assessing how the company runs: how it operates today, what the next stage demands, how ready the team is to change.



Founder



Trương Quỳnh Phương

Founder & Chair, Weraki

Master in International Business Management, Université Côte d'Azur (France)

2022 – present	Founder & Chair, Weraki
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2019 – 2022	Founding member, CCO & CBDO, One Mount Group (VinShop)
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2014 – 2019	Head of Commercial, Category Director, Vingroup (VinEco, VinFashion, VinDS)
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2016	Commercial and Operations Director, Canifa
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2004 – 2007	FMCG and fashion buying manager, Casino Group (Big C Vietnam)
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VND 4,322
billion

2021 revenue of VinShop, the B2B platform for grocery stores launched in October 2020. Source: CafeF, April 15, 2022.

Selected work

Japanese-goods retail, convenience stores

Renewing a Japanese-goods retail chain: empowering store managers on range, and designing a convenience-store model

Context. A Japanese-goods retail chain of nearly 15 years with a trusted brand and stable supply, looking to renew its model and prepare for M&A.

What Weraki did. Designed a three-layer range framework for store managers with an A/B test; surveyed convenience-store users and designed segments and value proposition for a Japanese-style convenience model.

Food, poultry value chain

Ogari: from clean-chicken farms to value-added food

Context. The clean-chicken brand of Luong Hue, one of the three largest poultry producers in Vietnam.

What Weraki did. Analyzed the market and competitors, assessed feasibility, and proposed a growth strategy into further-processed food and new channels.

Cosmeceuticals and dietary supplements

Diagnosing growing pains at a pharma-cosmetics company more than 10 years old

Context. A manufacturer and distributor of more than 10 years, with revenue of 500–700 billion dong a year and single-digit growth.

What Weraki did. Assessed the business on four dimensions: strategy, capability and culture, processes and decision rights, reporting and measurement.

Food & beverage, restaurant chain

From two stores to a model that can scale: partnering with a Japanese-style beef restaurant chain

Context. A Japanese-style beef restaurant brand with two stores, aiming to build a chain and franchise.

What Weraki did. Chose the economic and marketing segments, set out how to test store economics, read sales data and designed a customer-acquisition approach for each store.

Pharmacy retail (OTC)

A local pharmacy chain: finding its ground while national chains win on scale

Context. A local pharmacy chain of more than 30 years, selling prescription and OTC medicine, supplements, cosmeceuticals, mother-and-baby and medical devices; upgrading its retail model and selling across channels.

What Weraki did. Reviewed the industry and three national chains, set two strategic hypotheses, designed interview guides for customers and pharmacy owners, compared 2–3 model directions.

Bathroom and kitchen fittings distribution

Field warehouses: designing a model to capture suburban demand for a bathroom and kitchen fittings distributor

Context. A distributor of bathroom fittings and kitchen accessories with a showroom and warehouses in Hanoi, looking to extend into the city's fringes.

What Weraki did. Chose a wholesale direction and fast-selling range, designed a field-warehouse model, ran field research to pick a site and reviewed the warehouse network.

Client names are given only with the client's consent. Full case studies at weraki.com/en/work.

Training

Weraki has trained strategy teams at

Ecomobi · Firegroup · Tân Thuận Phong · Hellojob · Ogari

CEO OS

A 2-day program with 30 days of support, helping owners and managers build the company's operating system.

CEO Playbook

Strategic capability for CEOs and leadership teams. In-house or in a small group, 5–8 sessions.

Corporate training

Programs designed around each company's problems, taught on the company's own cases.

Industries

Japanese-goods retail and convenience stores · Pharmacy retail · Food & beverage, restaurant chains · Fashion · Cosmeceuticals · Food and agriculture · Distribution · Home furnishings · Cross-border e-commerce · Technology

Weraki

Contact

Talk directly with the founder about your company's problem.

info@weraki.com

weraki.com

18 Khúc Thừa Dụ, Cầu Giấy, Hanoi, Vietnam

Trương Quỳnh Phương