

# THE MONTH END

## EPISODE EIGHT

Omsom



## SHOW NOTES

### SPEAKER BIO

Vanessa Pham is the CEO and co-founder of **Omsom**, which launched in May of 2020. She wears a lot of hats and handles pretty much everything that isn't creative; product, R&D, operations, supply chain, logistics, manufacturing, finance, fundraising, strategy, and performance marketing.

Omsom is a new Asian food brand that exists to reclaim Asian flavors and creates products that honor and celebrate the communities that they represent. Their product is a starter, which is a pantry shortcut comparable to a simmer sauce or taco seasoning. It helps you create your favorite Asian dishes in under 30 minutes with a handful of fresh ingredients.

### TAKEAWAYS

#### Sales Channel Advice

- They are a direct to consumer brand. 99% of sales come from their website and that was always the plan, this was not impacted by launching during COVID.
- Because they are not a transactional brand, they seek to build relationships with all of their customers. Omsom always wanted to launch via direct to consumer because there is so much room to tell their story. Looking forward, they have plans to meet customers in real life through wholesale, but they are still early on in their journey and focusing on direct to consumer.

The Omsom logo is displayed in a bold, orange, stylized font. The letters are thick and have a modern, geometric feel. The logo is centered within a white square that has a thin gray border.

## TAKEAWAYS (Cont'd)

### Supply Channel Advice (Cont'd)

- The only major change due to the pandemic was their in real life community building plan. That was going to be a huge part of who they were; helping facilitate connections in the community and beyond through the Omsom product.

### Looking Ahead

- They are viewing their entry into wholesale as a testing and learning phase. There's a lot that needs to evolve in terms of product and packaging to be successful in wholesale, which they know because it was designed fully for direct to consumer sales.
- The first phase of wholesale will be finding partners willing to work with them and give them feedback. In the longer term, their goal is to use those learnings and iterate their retail proposition and move into high volume grocery a little bit down the road.

### Supply Chain/ Inventory

- Their supply chain is probably not the area where they're most efficient, just because the product is so bespoke and the bar is so high on their product. The efficiencies are coming from the marketing side of things. If you take their marketing spend as a percentage of their revenue, that number is great!
- They source a bunch of our ingredients directly from Asia and specifically from the countries that the dish is from. They're working with suppliers that have no other brand partners in the US. They produce all of our products in the US on the West coast and then work with a 3PL on the East coast to ship them out.
- Early on in our journey, Omsom partnered with Rodeo CPG and they have become part of the Omsom family. They helped fill in the gaps and gave them a lot of structure.
- Omsom looks at their inventory weekly. They are looking to potentially put in an inventory management system down the road because they have a lot of moving parts.

## TAKEAWAYS (Cont'd)

### On Outsourcing

- They are a small team of four full-time employees, but they've built out a core group of awesome contractors who support them. It's really flexible and they can tap the people who are experts at specific things vs. trying to make a small team learn everything.

### KPIs That CPG Businesses Should Be Reviewing

- Their strategy as a brand is pretty different than other venture-backed direct to consumer brands. They have cared about operational efficiency from day one.
- They care deeply about contribution margin--that's a KPI that has been really important to them. They've been really investing in organic growth which is what has allowed them to grow so much with the operational efficiency that they have had.

## CPG BUSINESS DO'S AND DON'TS

### CPG Business Do:

Do over invest in your positioning and your values. From a time perspective: do *really* over invest in understanding that and how that flows into your vision for your company.

If you know what you stand for and who you're speaking to, it will be so much easier to make decisions that will move you harmoniously in one direction. I believe, in both the operations and marketing side, that there is momentum on your decision making that will help you unlock value over time.

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### CPG Business Don't:

Don't undervalue the partners that you have, specifically in your supply chain. In general, it's really important to build person-to-person relationships with every partner that you have on all sides of your business. I feel like operations always gets forgotten, and it's the backbone of a CPG business.

Take time to get to know the person who runs your co-manufacturer or the distributor who helps you access certain ingredients. Those people could save you when you're in a pinch or will really show up for you. In a very genuine way, build those relationships.

## NOTABLE SHOW QUOTES

### From Vanessa on Operational Efficiency:

“Us being mission driven, we want to have as much control of this company as we can so that we can continue to make decisions in service of our community. And so to that end, operational efficiency early on has been core for us.”

“Early on, we wanted to see this make sense, and we want to see it get better over time. But it needs to start from a place of making sense as a business.”

### From Vanessa on Being a Small Team of Four, and Outsourcing the Rest:

“We work as the core group that advocates for Omsom’s needs, goals, our brand, how we show up in the world, and we communicate that and manage a handful of contractors to help us with specific things when they are important to us at different parts in our journey.”

### From Brad On Outsourcing:

“Keep it lean and hire late.”



## BUY OMSOM PRODUCTS HERE:

- Omsom.com ([their website](#))

Vanessa recommends [the Omsom Bundle](#) for first time customers



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