

COMPANY PROFILE

POSAPP

**POS software, hardware
and business management solutions**

PosApp Technology Joint Stock Company



PosApp today

PosApp Technology Joint Stock Company develops sales management software, supplies POS hardware and directly deploys systems for stores, chains and businesses.

PosApp supports orders, payments, inventory and chain operations. Businesses can manage meals and canteens at schools, hospitals and factories, and connect POS with ERP, online stores and internal apps.



The PosApp team at the office

F&B · Retail · Time-based services · Beauty · Meals & canteens

135,000+

Customers

500+

Store chains

100+

Employees

150,000+

App downloads

Our milestones

- 2014** ● **Company established**
Software development operations begin.
- 2018** ● **Officially named PosApp**
Renamed PosApp Technology Joint Stock Company.
- 2021** ● **Partnering with Hồng Trà Ngô Gia**
Deployed POS and chain management systems, with ongoing development and expansion alongside the brand.
- 2023** ● **Official nationwide training partner**
PosApp software becomes part of hands-on operations training at Huong Nghiep A Au and the College of Economics & Tourism (CET).
- 2025** ● **Expanding school and workplace canteen deployments**
Deployed canteen and meal management solutions at institutions including Saigon South International School, The American School, Dwight, Van Lang University, International University and Samsung.
- **Expanding HTNG customer engagement**
Deployed a Mini App, customer data platform (CDP), minigames and marketing campaigns for Hồng Trà Ngô Gia.
- 2026** ● **Connecting outlets to business ecosystems**
Deployed POS solutions for VikkiBank, Vietravel and Nam Long, linking POS to ERP, loyalty and voucher systems, and existing apps to verify benefits, apply offers and reconcile transactions.

Selected customers and projects



THE POSAPP SOLUTION ECOSYSTEM

From software to hardware at the outlet

From customer orders and cashier transactions to reports for store owners, PosApp connects daily operations through software and hardware at the outlet.

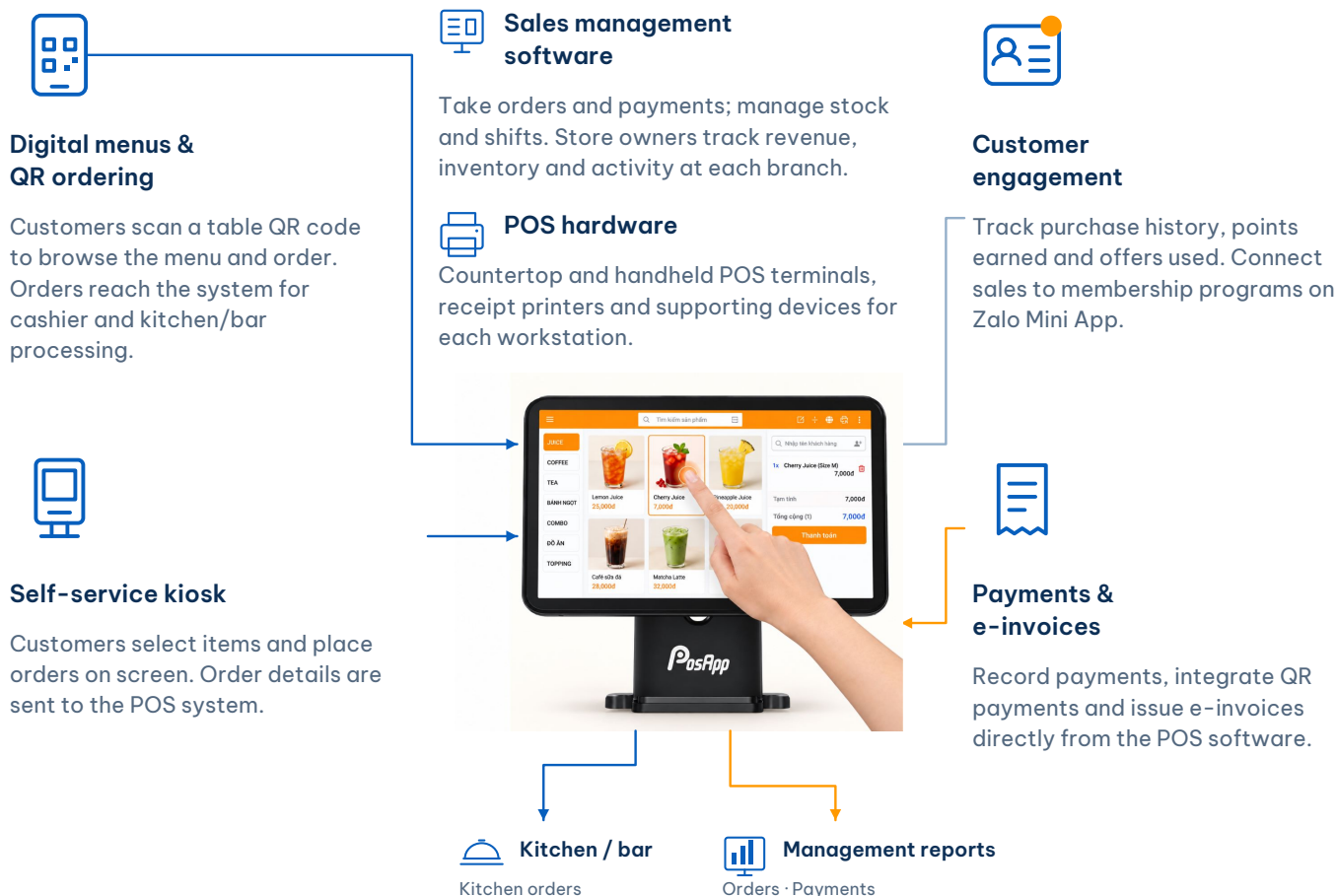
Ready-to-use solution packages

Choose software and hardware for your industry. PosApp provides setup, installation and user training for individual stores and chains with multiple branches.

Project-based solutions

Assessment and deployment around your workflows: chain management, POS integration with ERP and internal systems, and meal and canteen management for schools, hospitals and factories.

HOW AN F&B OUTLET OPERATES



Solutions by industry



Restaurants · Cafés · Milk tea



Retail

Stores · Showrooms



Time-based services

Billiards · Karaoke



Beauty

Spas · Salons · Nails

SOLUTIONS FOR CHAINS & FRANCHISES

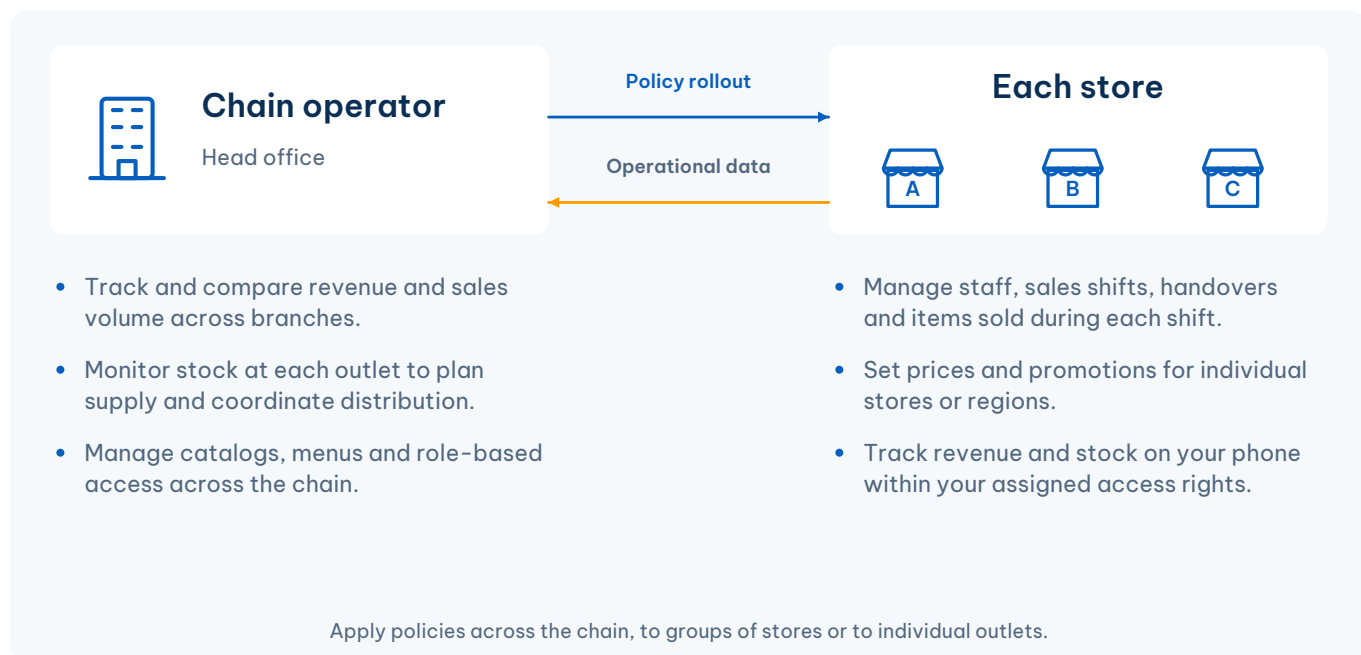
Chain-wide control, store-level flexibility

Chain operators need visibility into revenue, stock and operations across the network. Each store has its own shifts, customer traffic and promotions. PosApp connects both management levels in one system.

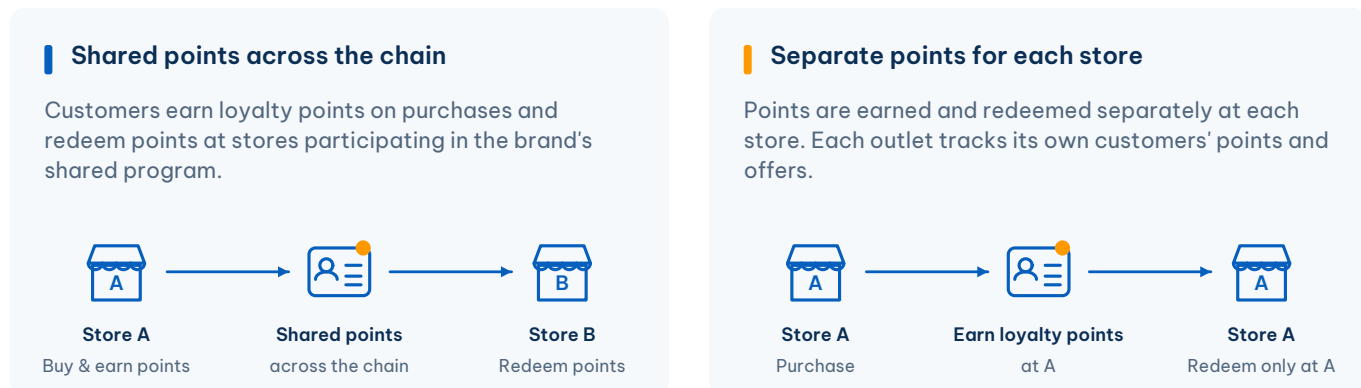


Hồng Trà Ngộ Gia
A chain of 1,000+ outlets

One system, two management levels



Chain-wide or store-specific loyalty points



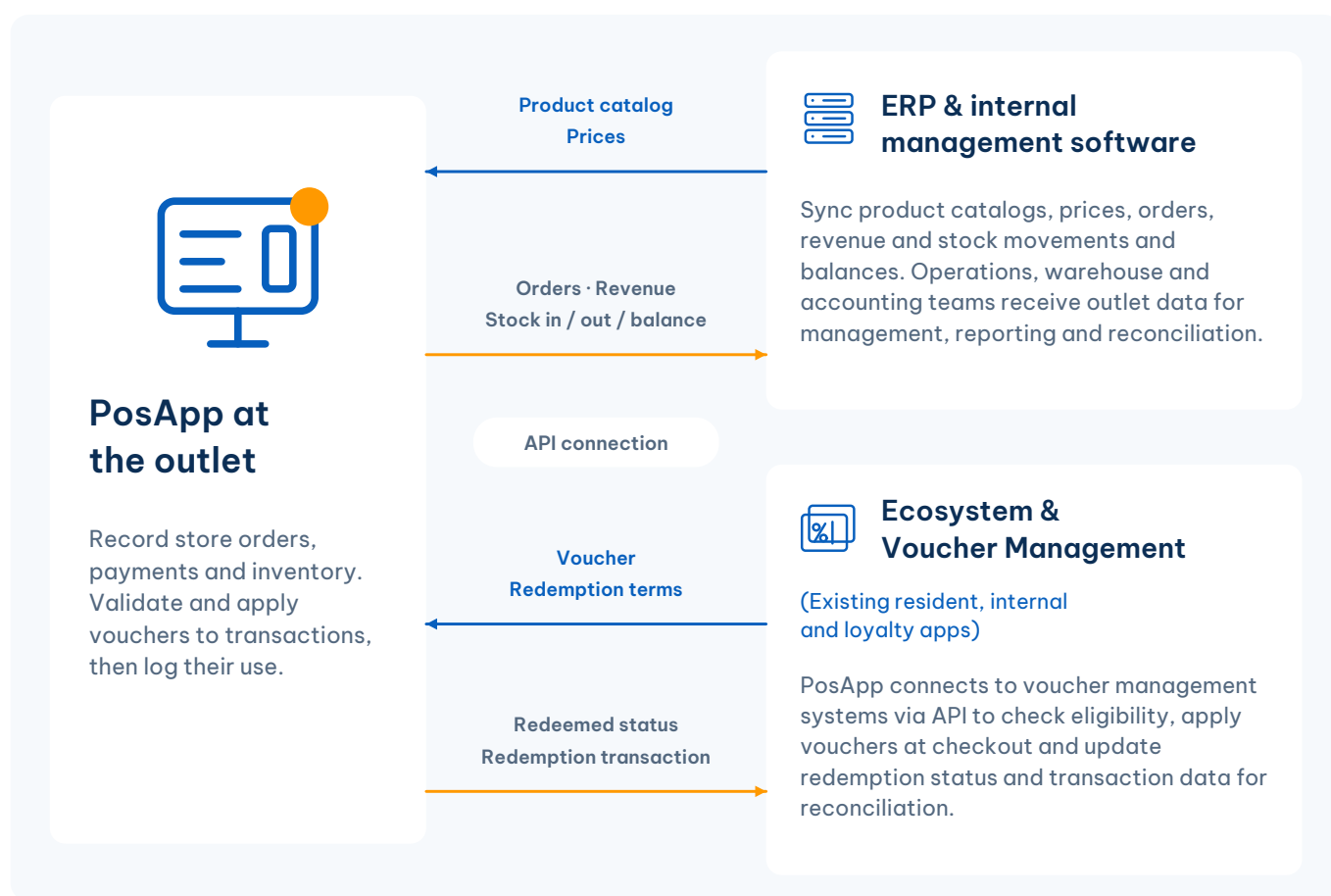
Points rules and offer scope follow each brand's policies, supporting both company-owned and franchise chains.

ENTERPRISE SYSTEM INTEGRATION

Connect POS to ERP and internal systems

For businesses with ERP, internal management software or dedicated apps for residents, employees and customers, PosApp connects sales to these existing systems. Transaction data flows to management teams, while app vouchers can be validated and redeemed at the counter.

● CONNECT OUTLETS TO ENTERPRISE SYSTEMS



Integrations in operation



Connecting MiniApp, Web Order and Odoo ERP

PosApp receives orders from MiniApp and Web Order. Each store's sales, ingredient consumption and inventory data connect to Odoo ERP, supporting internal management, production and ingredient distribution across the chain.



NAM LONG

Redeeming resident app vouchers at shophouses

Residents redeem app vouchers at stores and shophouses. PosApp checks eligibility, applies the voucher to the order, then sends redemption status and transaction data to Nam Long's system.

MEAL & CANTEEN SOLUTIONS

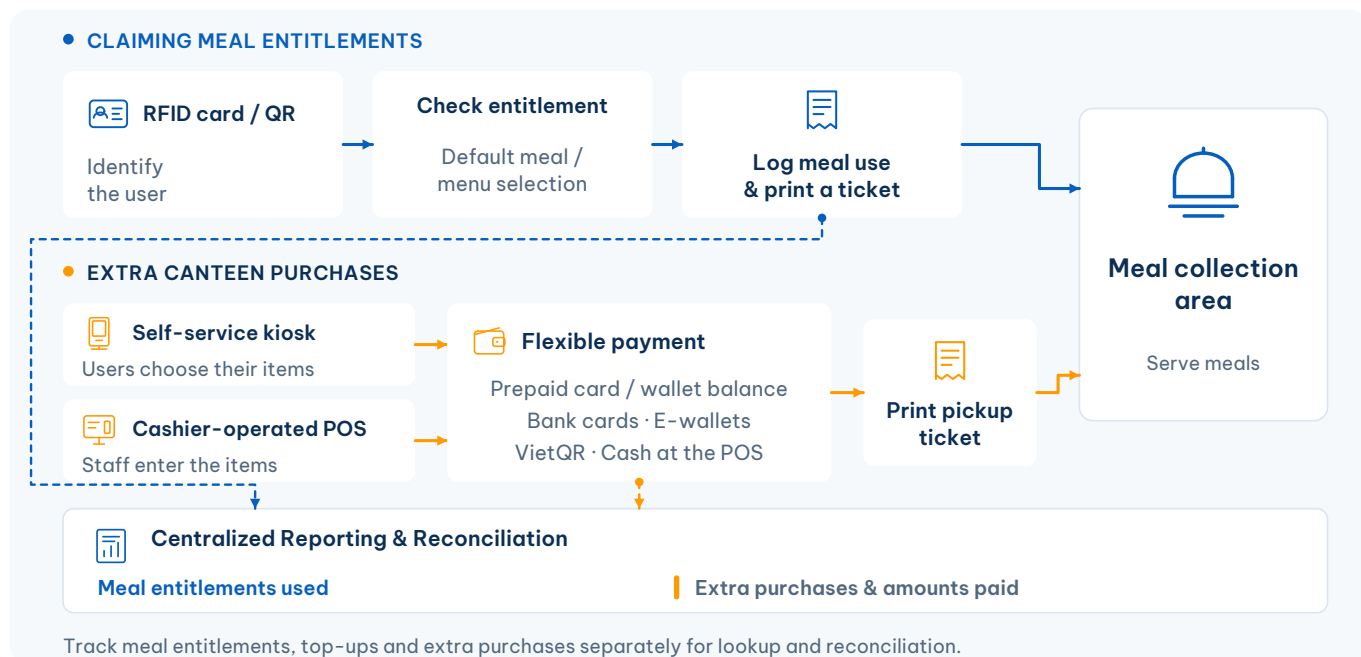
Solutions for meals and canteens

Canteens in schools, hospitals, factories and office buildings must serve many people at once while tracking meal entitlements and extra purchases. PosApp connects meal collection, sales and payments to the organization's management data.



A self-service kiosk and meal collection counter running PosApp at The American School (TAS).

Track meal entitlements and extra purchases separately



Ready before mealtimes, clear figures after service



Plan kitchen preparation

Users can book meals ahead via the web or Mini App. Kitchens consolidate quantities by dish to prepare. Menus are managed centrally and updated across service devices.



Simpler reconciliation for management

Track booked and collected meals, extra purchases and inventory. Operators can check discrepancies and reconcile figures with accounting teams or catering contractors.



Give users control over spending

Users can top up online via Web/App and check purchase history and account balances. At schools, parents can add funds and monitor their children's spending.

FEATURED PROJECT · F&B FRANCHISE CHAIN

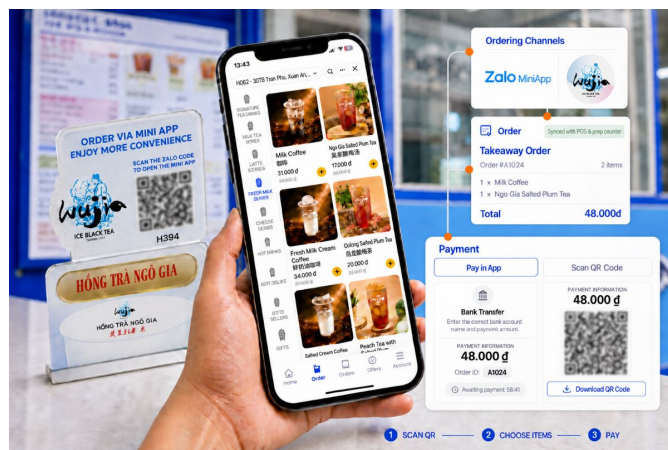
Hồng Trà Ngô Gia



From the sales counter to chain-wide management

For a takeaway milk tea chain like Hồng Trà Ngô Gia, peak hours bring two demands at once: taking takeaway orders quickly and keeping inventory and revenue under control at every franchise outlet.

PosApp has partnered with Hồng Trà Ngô Gia since 2021, linking orders, drink preparation and store management to chain-wide operations data. In 2025, the partnership expanded into MiniApp, customer data and marketing campaigns.



Order and pay ahead on the Hồng Trà Ngô Gia MiniApp.

1,000+ outlets

Brand network size

Partners since 2021

System deployment and development

Expanded in 2025

MiniApp · CDP · Minigame

Improvements in everyday operations



Cut queues with faster ordering

Staff take orders: Use phones to take orders just outside the store.

Customers self-order: Scan the QR code outside, choose items and pay ahead on MiniApp.

Orders flow to PosApp for ticket and cup-label printing and drink preparation, with no re-entry needed. Fewer customers wait to order and pay at the counter.



Store owners stay informed on every sales shift

The system manages staff, shifts, handovers and items sold during each shift. Store owners view reports on their phones to check revenue and reconcile shift activity. Revenue is recorded separately for each store or franchise outlet, supporting transparent management and tax reporting.



Chain operators plan ingredient supply

Store owners and chain operators monitor outlet inventory together. Sales, ingredient consumption and inventory data connect to Odoo ERP, giving management, factories and central warehouses the basis to plan production, replenishment and ingredient distribution.



Loyalty points encourage the next purchase

The “Buy 8, Get 1 Free” program runs on MiniApp, letting customers track benefits after each purchase. Customer data supports engagement through Zalo OA, vouchers and minigames, giving customers more reasons to return.

Reported results from the MiniApp rollout

DOWN

60%

Order waiting time during peak hours

UP

65%

New member registrations

DOWN

90%

Paper card printing costs

RATE

65%

Customers making repeat purchases

Figures from the case study, recorded after 3 months of operation starting in October 2025. Increases and decreases are measured against the quarter immediately before rollout.

FEATURED PROJECT · RESTAURANT CHAIN

Cơm tấm Phúc Lộc Thọ

PhucLocTho.com
CƠM TẤM

One counter, three ways to serve

Dine-in guests, customers ordering meals for delivery, and employees using allocated meal allowances: Phúc Lộc Thọ serves all three through PosApp, handling daily sales while recording meals provided under employee benefit programs.

10+ stores running PosApp

Serving individual customers, the chain's employees and employees of partner organizations using meal benefits.



Guests dining at Cơm tấm Phúc Lộc Thọ.

Three ways to serve on one system



Dine-in guests

Cashiers enter orders on the POS, take payment and print tickets. Each meal sold is recorded to update inventory and support end-of-shift reconciliation.



Customers ordering remotely

Customers choose dishes and a store via the app or Web Order. Orders go to the POS for preparation, delivery or customer pickup.



Employees use meal allowances

Employee QR code

Show the employee ID code on a phone.

Scan at the POS

Identify the account and allocated meal allowance.

Deduct allowance

Deduct the meal order value; log usage by organization.

Meal order values are deducted from allowances; transactions link to employee IDs for reconciliation.

Clear transactions, easier reconciliation



Streamlined checkout

One system handles retail sales, online orders and QR scans to deduct meal allowances, without switching devices or software.



Easier reconciliation for businesses

Accurate records of each meal by employee ID let partner companies easily check and reconcile actual costs.



Accurate inventory for stores

Every meal sold, whether paid for directly or deducted from an allowance, automatically reduces ingredient stock and records revenue transparently by shift.

FEATURED PROJECT · SCHOOL CANTEEN

The American School

Faster mealtimes, every meal accounted for

At mealtimes, students tap their card at a kiosk, take a meal ticket and collect their food. The school tracks every meal served, while parents can see what their child ate, any extra purchases and the remaining card balance.

In use since June 2025 · The American School

One menu, updated across all devices

The school manages weekly menus in the system, with updates synced to kiosks and cashier POS terminals.

6

kiosks

Self-service
in parallel

2

POS terminals

Cashier-assisted
extra purchases

APPROX.

1,000

meals / 30 min

Capacity across
the entire canteen



Using a PosApp kiosk at The American School canteen.

From card tap to meal collection

CLAIM A MEAL ENTITLEMENT



Tap RFID card

Students /
teachers

Confirm meal

Default meal /
choose from the menu



Print ticket

Record meal
entitlement used

Entitlement meals do not reduce the balance topped up by parents.

EXTRA CANTEEN PURCHASES

Choose food

Order at a kiosk /
with a cashier



Pay

Use prepaid card balance /
pay cash at the POS



Print ticket

Record
extra purchases



**Meal collection
counter**

Correct meal,
correct allocation

Easier canteen operations, clearer information for schools and parents



**Schools track
every meal claimed**

Track student and teacher meal entitlements separately from extra purchases. Prepaid funds are managed by student account, making it easy to check balances and reconcile usage history.



**Kitchen uses tickets
to serve the right meal**

Six kiosks take orders in parallel at peak times. Students present meal tickets so kitchen staff serve the correct food and allocation. Two POS terminals handle extra purchases paid in cash.



**Parents see what
their child eats daily**

Parents use the web portal to top up, check whether their child has claimed their meal entitlement, view extra purchases and see the balance. Children can pay by card at the canteen, reducing the need to carry cash.

SIMILAR SETTINGS

SCHOOLS



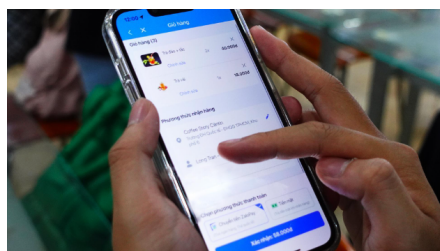
BUSINESSES /
FACTORIES



FEATURED PROJECTS · SELF-SERVICE CANTEENS

Order ahead, scan for a ticket at the canteen

Employees and students choose a vendor, order and pay on their phones before arriving. At the self-service station, they scan their order code to print a meal ticket, then present it at the counter. Customers can also order at the machine and scan a payment code with their phones.



Order on your phone



Scan your order code to print a ticket



Present your ticket and collect your meal

In use at the International University – VNU-HCM canteen.

Two ways to order, collect meals by ticket

• ORDER AHEAD ON YOUR PHONE

Choose vendor & food

Web Portal /
Zalo Mini App

Pay online

Complete payment
on your phone

Get order QR code

Code for your
paid order

Scan order QR code

The machine prints
your meal ticket

• ORDER AT THE MACHINE

Select food on screen

Self-service
at the canteen

Scan QR code to pay

Use your phone to scan
the code on screen

Print meal ticket

Once payment
is confirmed



Present ticket, collect meal

At the vendor's counter

Order remotely · Less waiting to order and pay · Staff focus on serving food

In use at workplace and university canteens



VNG Canteen

Employees order via the Web Portal or Zalo Mini App, receive a QR code and scan it at the station to print a meal ticket. They present the ticket to collect their food.



International University VNU-HCM

Order ahead through the ordering portal or choose food at the machine. Pay via ZaloPay and collect a meal ticket to present at the counter.



Ho Chi Minh City University of Technology

Choose a vendor and food in the Zalo Mini App and pay by e-wallet. Scan the code at the station, take a meal ticket and collect food from the selected vendor.

OUR TEAM & DELIVERY CAPABILITIES

With you from deployment to daily operations

100+
TEAM MEMBERS

Every system launch brings together our consulting, product development, integration, deployment and customer support teams. With over 100 people, PosApp helps businesses define their needs, prepare the system and train staff for everyday use.



Business process consulting

Understand each department's workflows, challenges and needs; define points earning and redemption rules, voucher eligibility and outlet reconciliation procedures.



Product & integration

Design features and connect POS to existing ERP, internal apps, loyalty and voucher systems. Sync transactions, reward points and voucher redemption results for management and reconciliation.



Technical deployment

Configure software and hardware, test real workflows and train users at the deployment site.



Ongoing operational support

Support throughout use: resolve issues during sales shifts, deliver feature updates and deploy new outlets as the business grows.

Working with your business to go live



Inside the PosApp workplace



On-site system training for customers

- 1 Discovery**
Talk with managers and end users to understand existing processes, equipment and systems.
- 2 Solution design**
Agree on workflows, features, data connections and each party's responsibilities before deployment.
- 3 Pilot deployment**
Pilot at a selected site, test real scenarios and refine the setup with the customer.
- 4 Rollout & training**
Roll out to the agreed plan and train each user group for its specific responsibilities.
- 5 Support for operations & growth**
Support daily system use, capture new requirements and coordinate deployment as the business changes its processes or opens new branches.

DAILY SUPPORT

08:30–22:00

Including weekends and public holidays

How we work with our customers

Understanding

Listen to managers and end users to understand the problems that need solving.

Improvement & innovation

Use feedback from daily operations to improve workflows and refine the solution.

Commitment

Offer proactive guidance and help customers resolve challenges as they get started.

Collaboration

Work with customer teams and integration partners, agreeing on responsibilities at every deployment stage.

EDUCATION PARTNERSHIPS

Partnering with Huong Nghiep A Au and the College of Economics & Tourism (CET) for hands-on training

PosApp partners with Huong Nghiep A Au and the College of Economics & Tourism (CET), providing software and sponsoring POS equipment for hands-on training.



Partnership signing ceremony: PosApp and Huong Nghiep A Au

Software in the formal curriculum

PosApp software is part of the formal practical curriculum at Huong Nghiep A Au and the College of Economics & Tourism (CET).

Equipment sponsorship for practical training

PosApp sponsors POS equipment so students can use the software and terminals directly during vocational training.

TECHNOLOGY IN THE CLASSROOM

Experience real-world operations

Students use sales management tools deployed in stores and chains, connecting classroom knowledge with hands-on experience in the system.



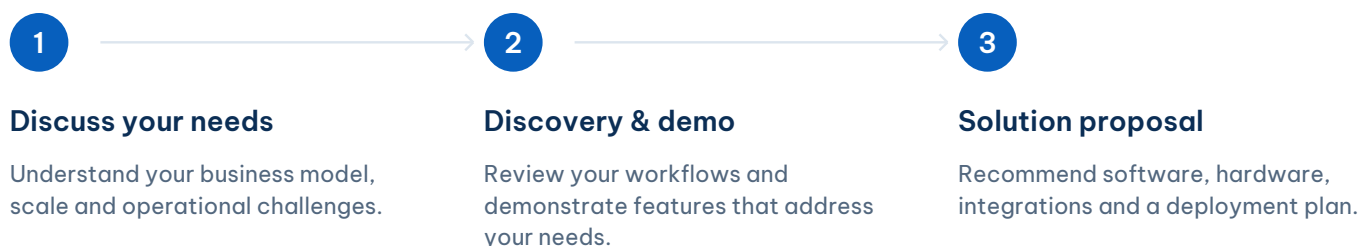
College of Economics & Tourism (CET) students train on PosApp equipment

CONNECT WITH POSAPP

Solve your business challenges with PosApp

Need to manage a chain of outlets, run a canteen or connect your POS to existing business systems? Share your needs with PosApp. Together, we can clarify your requirements and choose the right deployment approach.

GET STARTED IN THREE STEPS



TALK TO POSAPP

1900 3016

Daily support 08:30–22:00, including public holidays

support@posapp.vn

posapp.vn

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42 Tự Cường, Tân Sơn Nhất Ward, Ho Chi Minh City

[Directions to the office](#) →

Hanoi Office

2nd Floor, Tower A, Helios Tower
75 Tam Trinh, Vĩnh Tuy Ward, Hanoi

[Directions to the office](#) →



Scan to discuss
your needs

posapp.vn/lien-he



PosApp's Ho Chi Minh City office



PosApp's Hanoi office

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