



# Starfruit Joint Stock Company **CREDENTIAL**

---

**2024**

Starfruit JSC is the software partner that helps you build successful tech products. We focus 100% of our effort on your success.



# DATA DRIVEN

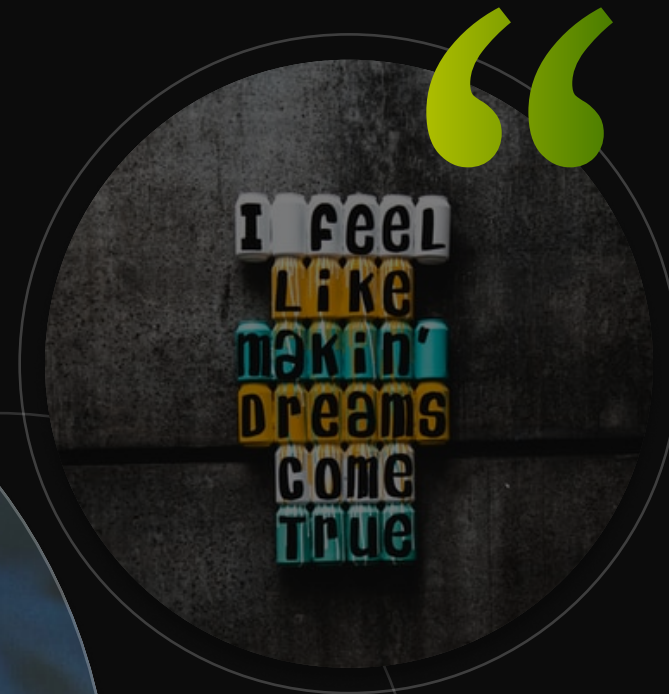
## Custom IT Solution For Your Business

Since 2015 we have created awesome websites and applications that helped many businesses grow and meet their online goals. We are devoted to listening, planning, and managing projects meticulously.





# Our Vision



To establish and sustain as a trusted & preferred partner for international clients

After 10 years and hundreds of web /app projects, we are proud of our reputation for our service and success.

We are devoted to listening, planning, and managing projects meticulously.

Starfruit will strive to improve its efficiency and keeping becoming a trusted partner for businesses that need a partner that is:

Trustworthy  
Professional  
Honest  
Flexible



# Our Mission

“

To deliver simple, effective and professional online solutions that help businesses achieve their goals

Starfruit keeps on improving its quality in-house talents and develop a trusted eco-system with our partners to provide online solutions that:

- Have high quality
- Meet the budget
- Are delivered on time

We are serious about our delivery and open-minded to our clients' and partners' feedback and suggestions.





# Core Value

## 01 INTEGRITY

Have strong moral principles

### Be honest

To ourselves, our colleagues,  
our clients and our suppliers.  
Speak up, not hiding

### Be fair

Don't do things that you don't  
like for others

### Be nice

Understand people's problems  
and treat them nicely

## 02 PROFESSIONALISM

Deliver what we promise

We keep our promises for  
delivery quality, time, budget

We keep our emotions in  
check

We understand that we work in  
a team and the ego should be  
controlled

## 03 MOVING FORWARD

Because knowledge expires

We keep renewing to better  
ourselves

We understand that in our  
world: technology will be  
outdated, soon

And there are always ways to  
do things better, always

## 04 THINKING BIG

So we don't limit our  
potentials

It's always better to build a  
solid foundation before  
starting anything

Without a clear vision, we  
won't go far and won't follow  
the right direction

Big ideas last longer -





# Why you should work with **Starfruit**?

01

## Robust stack of technologies

Robust stack of technologies to choose the most appropriate for your business requirements

03

## Coding Guidelines and Standards

We apply industry-leading guidelines and best practices for mobile app development, allowing us to bring to life a mobile product that is fast to load, utilizes resources efficiently, compliant with mobile security standards, and overall a mobile app of the highest quality.

02

## Reliable service delivery

We use a proven information security strategy and management system and have 24/7 in-house security monitoring

04

## Cost-effective solutions

we maintain a transparent pricing principle throughout the entire app development project, helping you to optimize costs and improve your budget forecasts



# Our Team Structure

01

## Project Manager Team

Responsible for understanding customer needs, communicating back to the team

02

## Business Analyst Team

Analyze the client's business needs and searches to enhance the quality of digital products and services.

03

## Development Team

Imple the deployment of a set of features in a software product tailored to meet certain needs of a market

04

## Design Team

Responsible for creating interfaces and delivering the best digital user experience

05

## Software quality Team

Review the quality of all features involved in production.

06

## Partner Teams

Collaborate to have the best technologies and developer when building product



# PM - Project Manager

Project Manager is the person between the customer and the development team, responsible for understanding customer needs, communicating back to the team, setting up workflow and monitoring closely to ensure software and project quality on time.



## STARFRUIT



### RESPONSIBILITIES

- ✓ Manage project timeline, resource,...
- ✓ Manage tasks and assign task to members
- ✓ Report project progress
- ✓ Problem solving
- ✓ Set up communication channels

### DELIVERABLES

- ✓ Timeline of project
- ✓ Plans and tasks for team



# BA - Business Analyst

Business Analysts (BAs) are responsible for translating business needs to requirements. They help businesses formulate business goals, and assist in defining the requirements during feasibility and foundations stages, sometimes even before the full development team is assembled.

## STARFRUIT

### RESPONSIBILITIES

- ✓ Gather project requirements from client
- ✓ Pre-sale tasks: creating quotation & estimation
- ✓ Analyze and create functional spec
- ✓ Handle client's change request
- ✓ Assist with deployment

### DELIVERABLES

- ✓ Mockup & Features description
- ✓ Features list
- ✓ Business rules
- ✓ System rules
- ✓ Effort & Quotation





# UI/UX - Design Team

UX designer decides how the user interface works while the UI designer decides how the user interface looks. UI/UX design is much more than just about visual effects. It is about the relationship between the product and the user. While working on any project at Starfruit, we primarily think about the end user and impression of the product.



## STARFRUIT



### RESPONSIBILITIES

- ✓ Meet client to gather requirements
- ✓ Design interface for website, mobile app
- ✓ Receive feedback and apply design revisions
- ✓ UI, UX consulting for clients

### DELIVERABLES

- ✓ Source graphic design (.PSD, .AI)





# Development Team

Web development services imply designing, building, integrating, scaling and maintaining software that work via intranet or internet. Starfruit delivers highly available, functional and visually engaging web products and both platform-based and custom web solutions for enterprises.

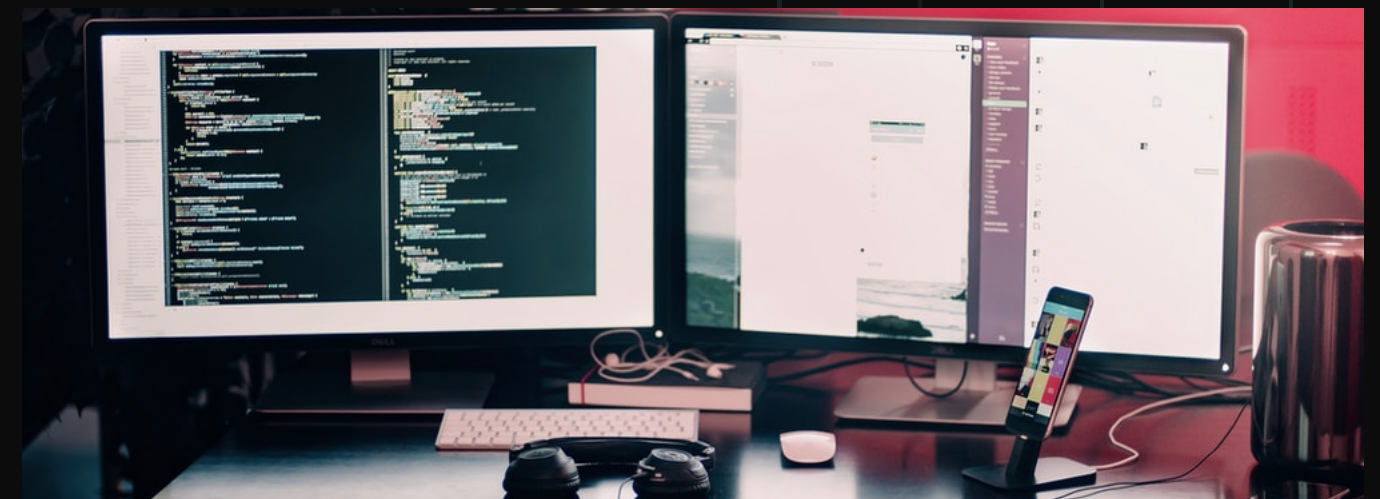
## STARFRUIT

### RESPONSIBILITIES

- ✓ Coding
- ✓ Consult other teams on technical issues
- ✓ R&D (Development technologies, new products and services)

### DELIVERABLES

- ✓ Source code





# Software quality Team

Software quality team is a process by which entities review the quality of all features involved in production.



## STARFRUIT



### RESPONSIBILITIES

- ✓ Test planning
- ✓ Make: test cases, test flow doc, test reports...
- ✓ Implement test cases
- ✓ Record test results with issue tracking tool
- ✓ Collab with devs on fixing bugs

### DELIVERABLES

- ✓ Test plan
- ✓ Test flow
- ✓ Test Case
- ✓ Test report



# Our Services

The willingness to learn and fortitude to sustainably improve the working process are the keys attributing to a superior service that fulfills clients' requirements



## Digital Transformation

At Starfruit, we understand human behavior is a greater catalyst for digital transformation. We advise our clients to shift focus from adding new tech toward orchestrating capabilities and delivering exceptional experiences to key stakeholders.

[Learn more »](#)



## Web/ App Development

We can help you go through all the best technologies available on the market, pick the best one for your online store, design the perfect solutions for your users, and implement your custom progressive web application solution.

[Learn more »](#)



## VR360 Solution

Using virtual reality technology for a business's activities such as Marketing, Advertisement, and Sales is a process that requires support from businesses with specialized, and experience.

[Learn more »](#)



## Site Care

With SiteCare's WordPress maintenance and digital marketing services, you can focus on your business while our team of experts secure, update and grow your website.

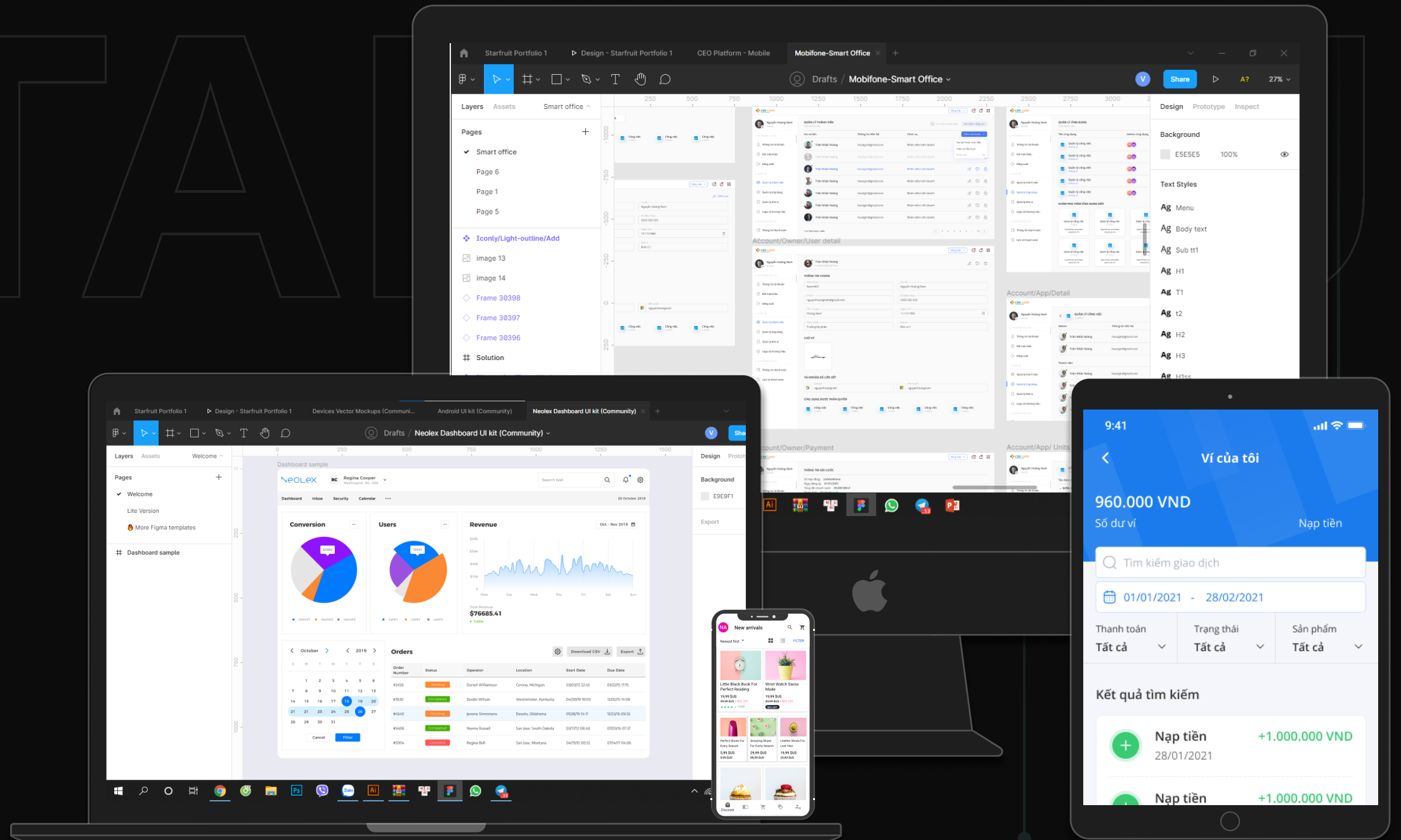
[Learn more »](#)

# Digital Transformation

With 10+ years of experience in IT, Starfruit helps businesses modernize their legacy systems, introduce process automation, and reach new heights with the help of advanced technology. Knowing the value of risk management in DT, we carry out targeted, sustainable innovations in business-critical areas and maintain strict budget control.

## Why Choose Starfruit as Your Digital Transformation Partner

- ✓ Time-proven expertise
- ✓ Dream team to cover any IT needs
- ✓ Eyes on the prize
- ✓ Domain knowledge
- ✓ International presence
- ✓ Building lasting partnerships





# Web Development

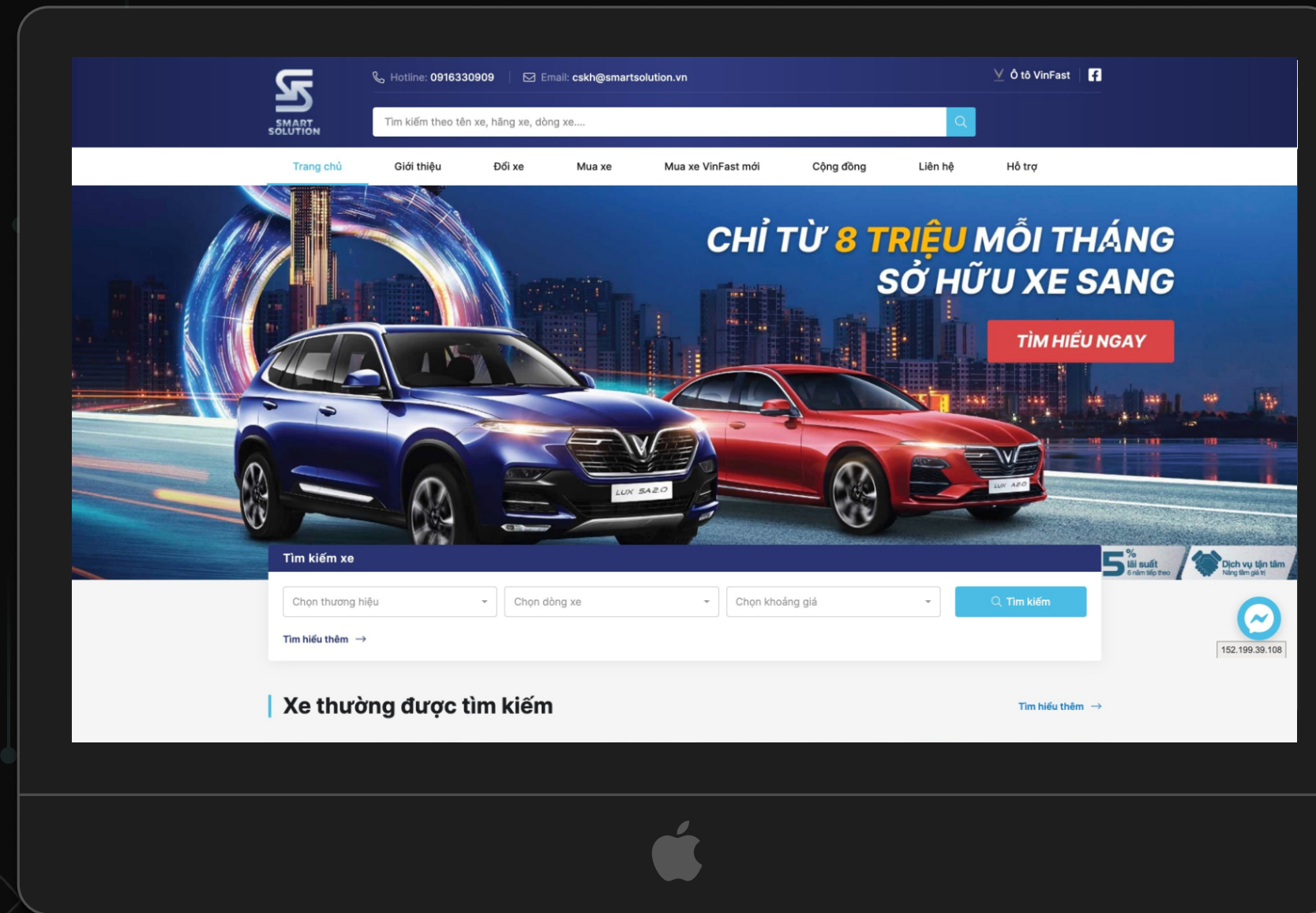
Web development services imply designing, building, integrating, scaling and maintaining software that work via intranet or internet. Starfruit delivers highly available, functional and visually engaging web products and both platform-based and custom web solutions for enterprises.

## Our web Solution Types:

- ✓ WordPress Development
- ✓ Ecommerce Development
- ✓ Web application
- ✓ Platform

## Our 5-step process to develop a web application

- ✓ Market Analysis
- ✓ Design development/prototyping
- ✓ Testing
- ✓ Hosting / Domain intergrate

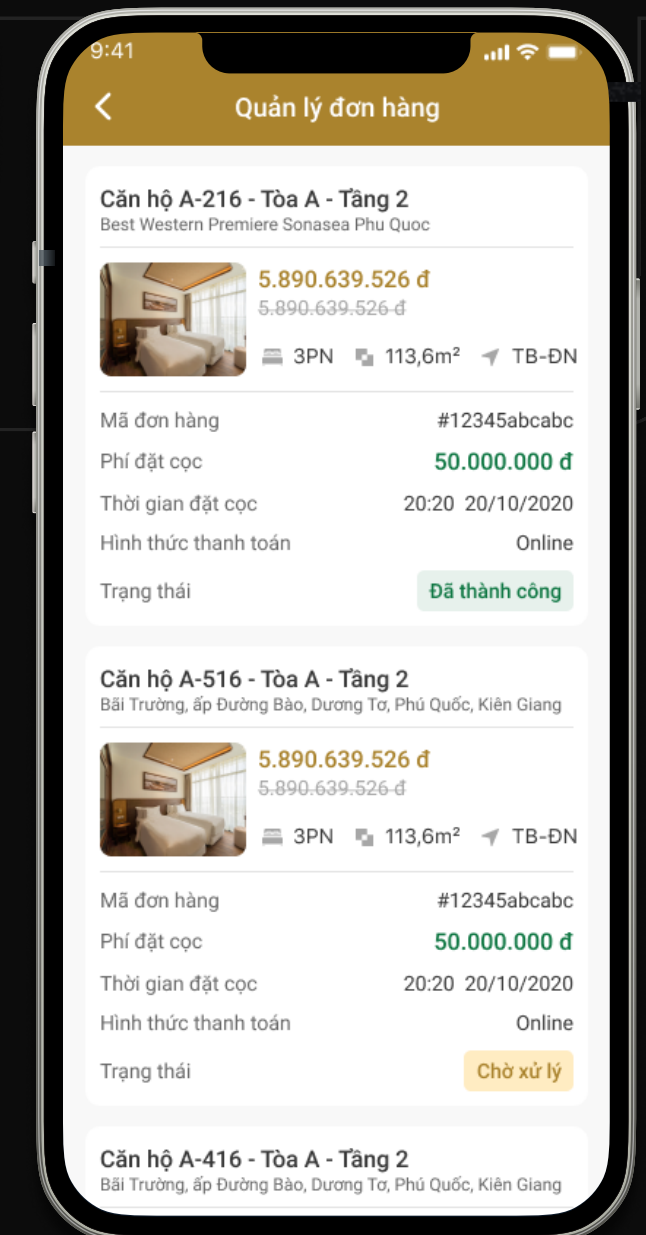
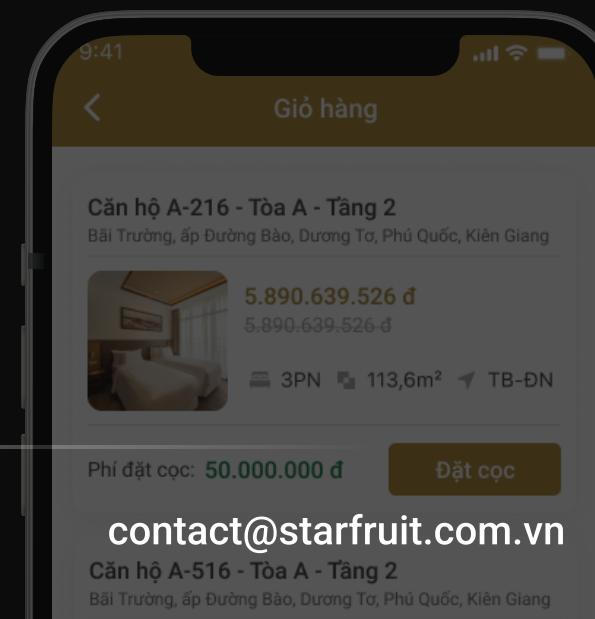
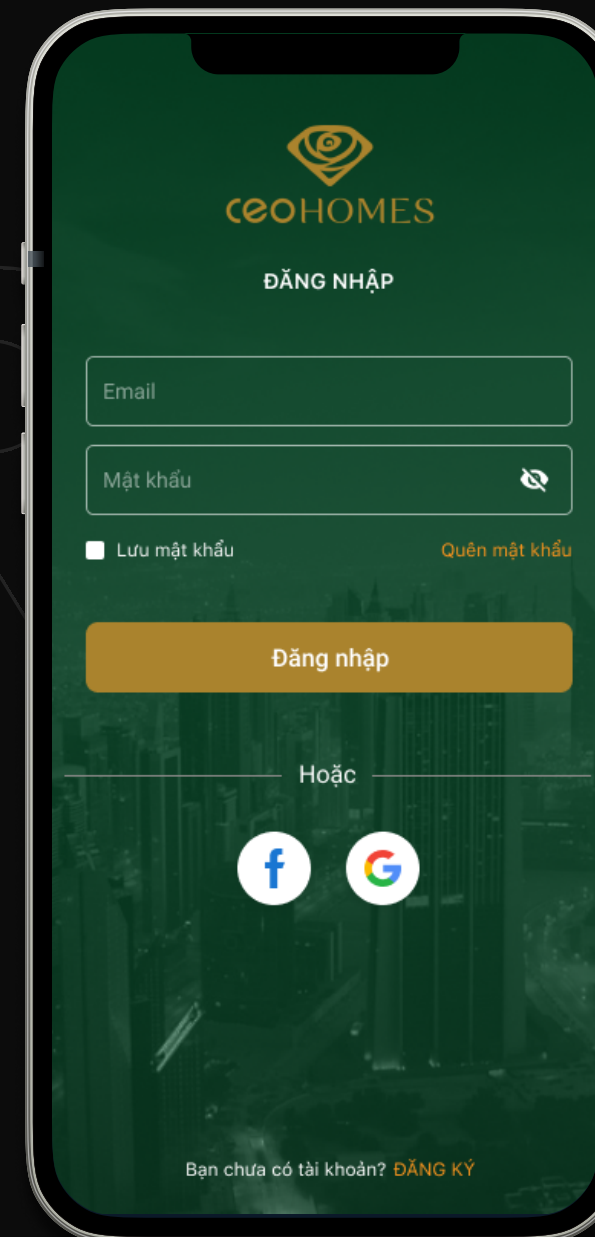
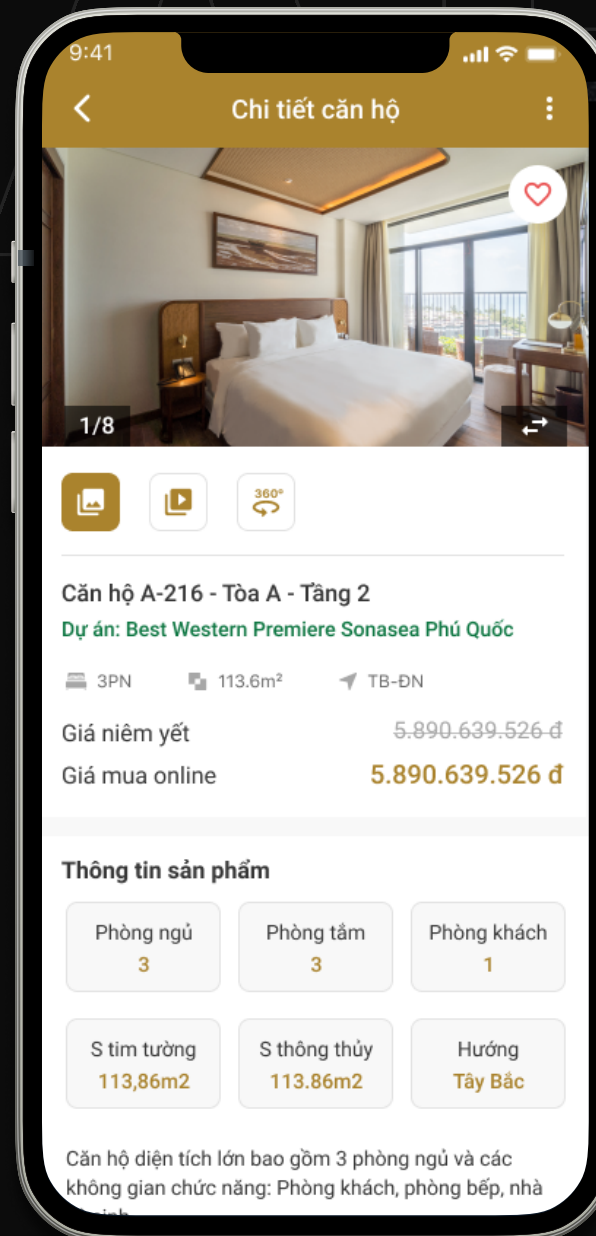
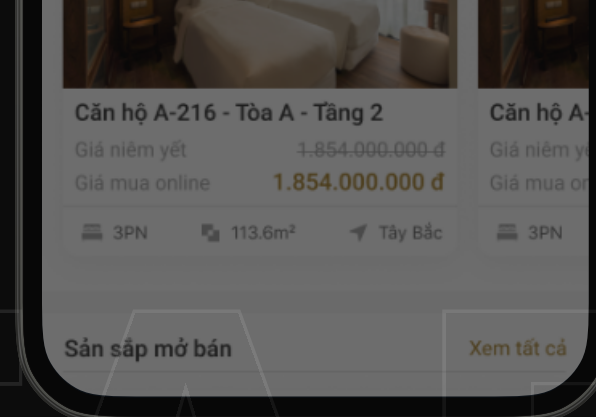


# App Development

Our successful iOS/Android development teams are intimately familiar with the expansive list of effective frameworks and libraries that can speed up the app development process and know when and how to leverage them for the best results.

Our 5-step process to develop an app, Android or iOS

- ✓ Market Analysis
- ✓ Design development/prototyping
- ✓ Application programming
- ✓ Testing
- ✓ App Store/Google Play Store placement





# VR360 Solution



360 virtual reality is interactive and immersive content that completely surrounds a user as if they are standing in the middle of a scene. This content can be viewed through any device and it allows the user to look in any direction, allowing them to see and interact with the content as they would in real life. At Starfruit, We provide 3 types of service:

- ✳ Shooting, digitizing images
- ✳ 3D Scanning
- ✳ Platform for editing, producing, and publishing Virtual Tour 360

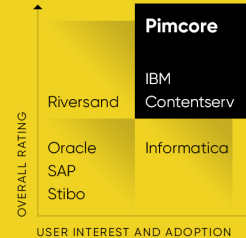
For more information, please click here <https://bit.ly/47O1lQZ>

**Gartner**  
Customers'  
Choice 2021

Leader in Master Data  
Management Solutions

**Pimcore**  
★★★★★ 4.7/5

Download  
Gartner Report



**FORRESTER®**

Now Tech: Digital  
Experience  
Platforms, Q2 2021



2021 G2 Leader  
with 40+ reviews  
★★★★★

# DXP Pimcore Solution

With the ability to implement large projects, Starfruit is confident to accompany partners in large digital transformation projects, building DXP digital experience management systems that ensure security, high performance, and powerful customization.



„Market Leader“  
in Product Information  
Management Software

**Gartner®**

Listed in 13 reports  
since 2014.

- ✪ **PIM:** Meet the ability to manage millions of products with hundreds of attributes
- ✪ **DAM:** Support 220+ image, video, file formats & the ability to automatically optimize Media for user experience
- ✪ **DXP/CMS:** Visual content editor. Support multi-language & personalization.
- ✪ **CDP:** Collect, merge user behavior data to support Marketing campaigns.
- ✪ **eCommerce:** Provide all tools & features to support any multi-channel sales model.



# Lapentor Platform

The platform for professor photographers to create and manage Virtual Tour 360.

Duration

6 months

Size

6 members

Active Users

5000+ User Monthly Paid

Technology

Cloud Computing, angular, mongoDB, AWS

Client

Starfruit's Product

[Website](#)



# Ticketing Platform for Theme Park

Super App to sell ticketing & provide related entertainment services to customers to Theme & Adventure Parks.

Duration

9 months

Size

18 members

Role

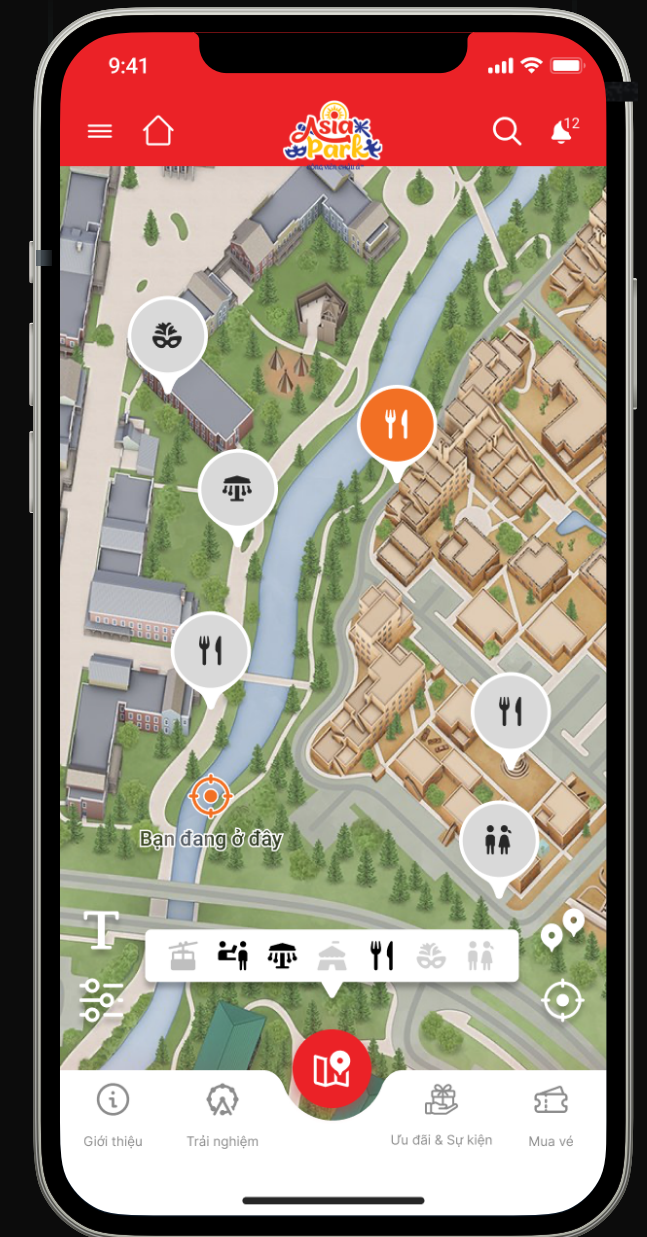
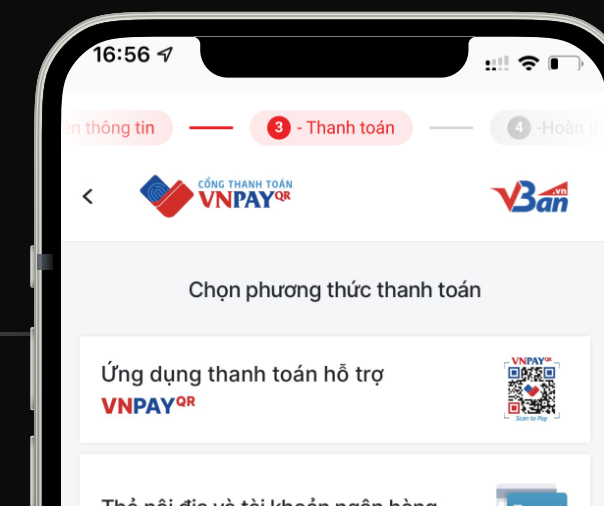
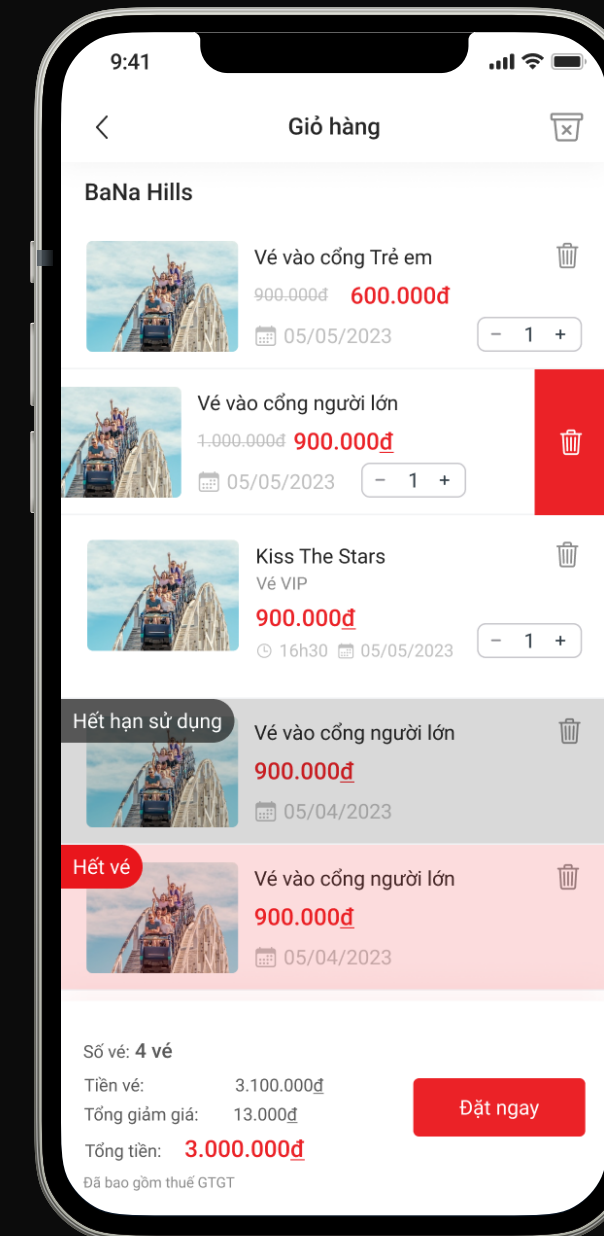
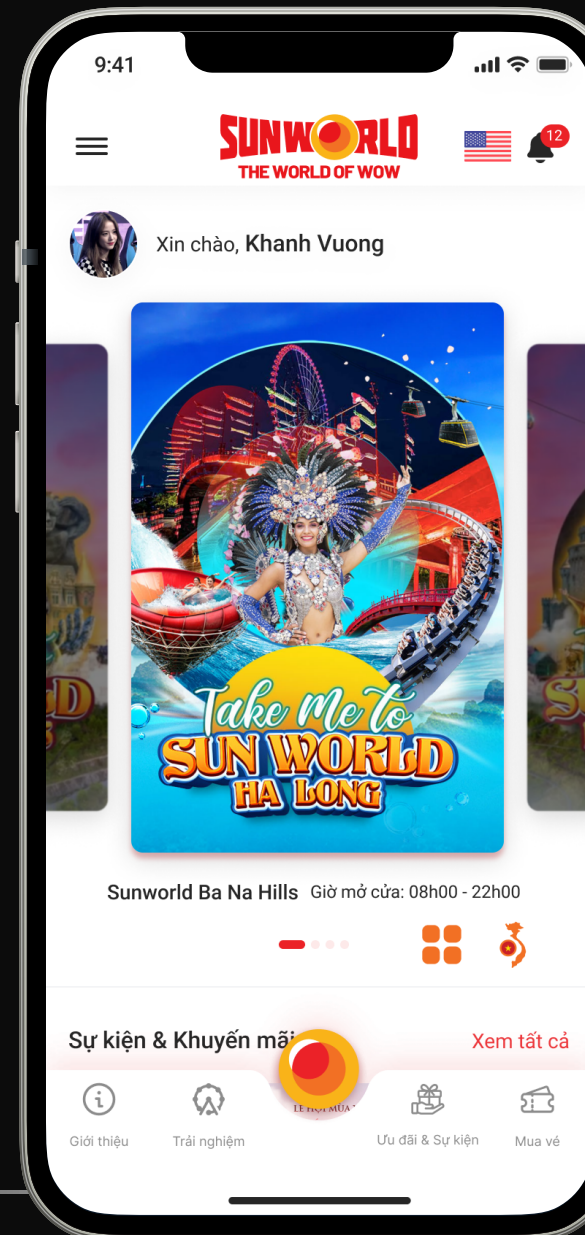
Consultant, UI/UX Design, Web Development, App Development Architecture solution

Technology

Pimcore, React Native, ReactJS, Kubernetes, Azure

Client

SunWorld





# Wuling Website

The website aim to selling wulling cars of TMT.,Ltd

Duration

1,5 months

Size

6 members

Role

Building website and sale system

Technology

PIM core

Client

TMT Group

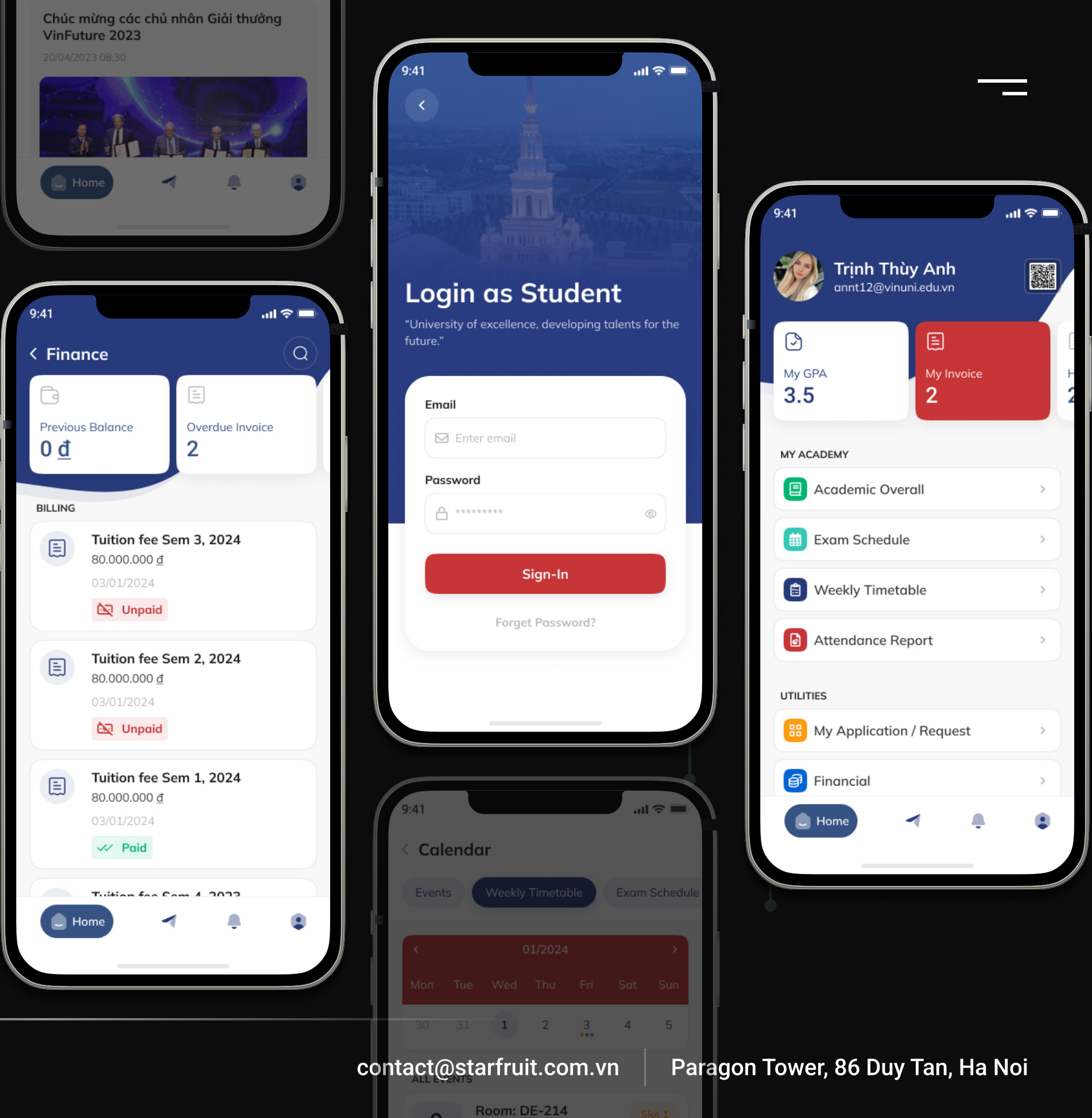
[Website](#)



# Vin University App

VinUni App to connect between Students & College, allows Students to learn the principle of College, update the latest information, keep track of the agenda & more interactive events later.

Duration	6 months
Size	8 members
Role	App Development, Architecture Solution
Technology	Pimcore, ReactJS, React Native
Client	VinGroup





# Vietnam Tourism Portal System

A tourism portal helps local authorities manage tourism in their province, listing information on hotels, restaurants, tours, and other tourism information in their locality.

Duration

01 years

Size

10 members

Role

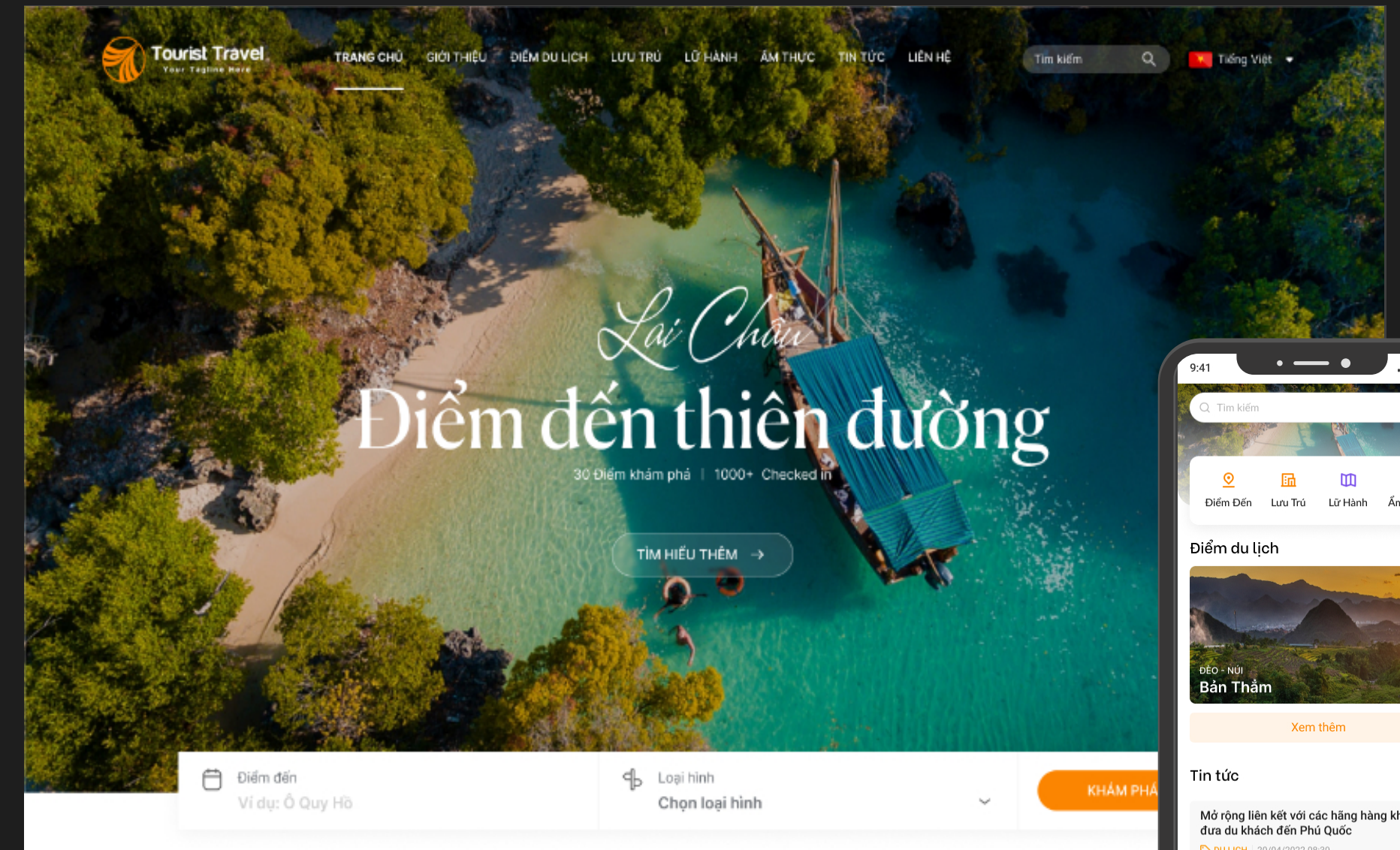
Architecture solution, web/ app development, SAAS

Technology

PIM core, React, VR Tech

Client

MobiFone





# eDirectory Informa

The virtual Exhibition that allow buyer and seller to meet, exchange opportunities

Duration

3 months

Size

4 members

Role

UI/UX Design, Web Development, Architecture solution.

Technology

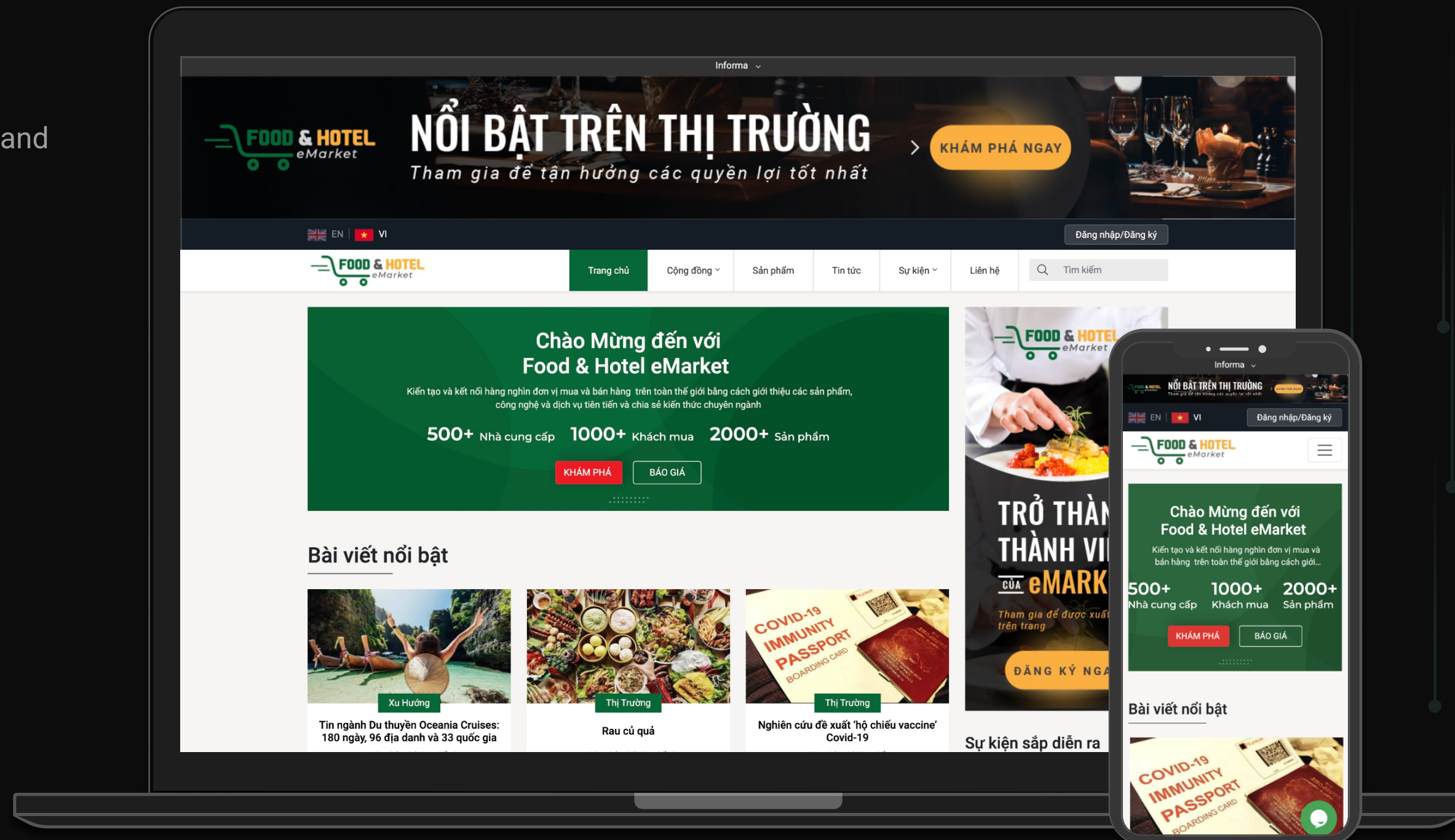
PimCore

Client

Informa

[Design link](#)

[Website](#)





# Phu Quoc information System

Website show everything about phu quoc island, tourist can booking hotel, restaurant, search for information, cuisine...

Duration

2 months

Size

7 members

Role

UI/UX Design, Web Development, Architecture solution.

Technology

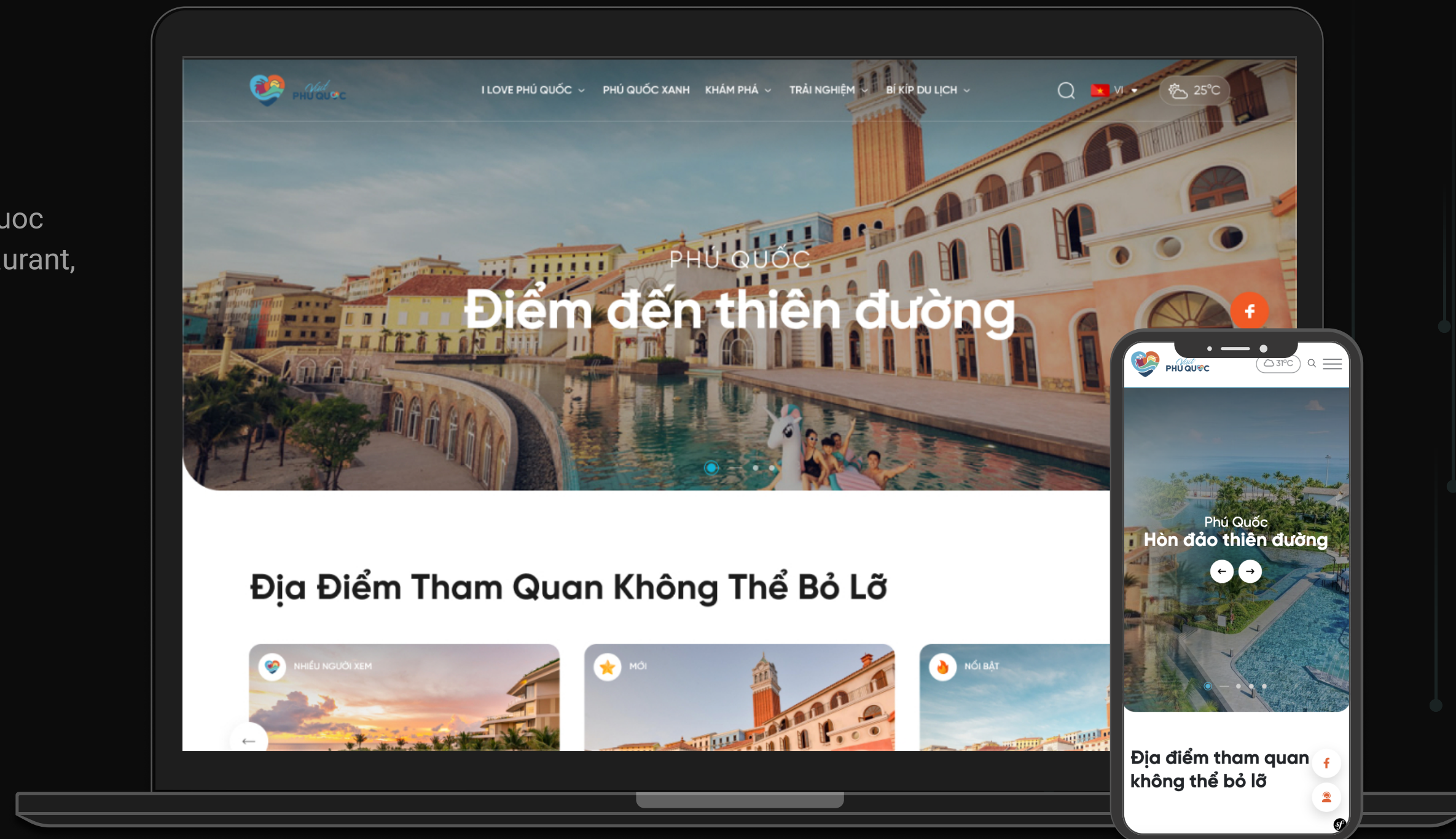
PimCore

Client

Phu Quoc tourism board

[Website](#)

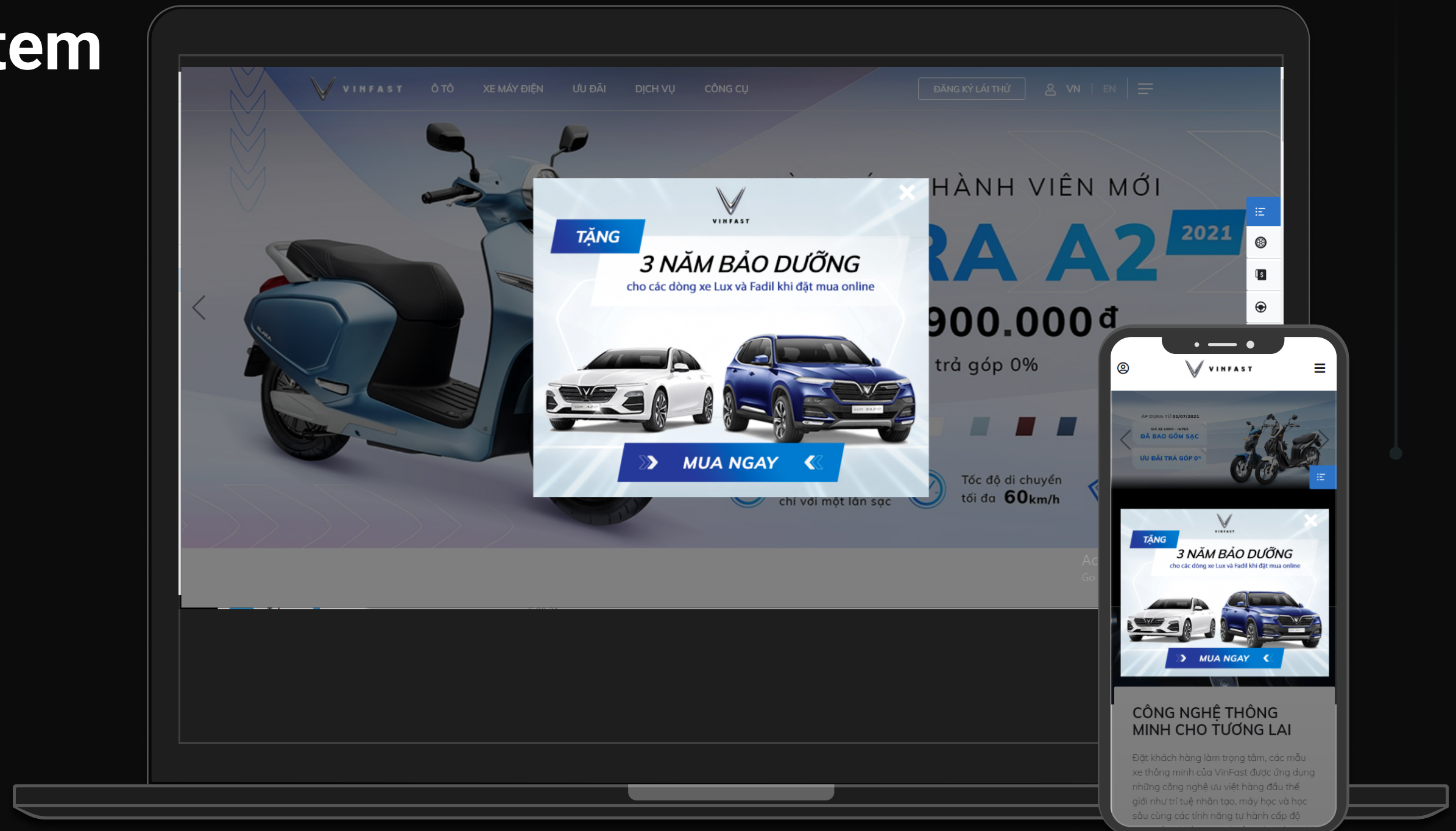
[Design link](#)



# VinFast Website System

Duration	3.5 month
Size	4 members
Role	UI/UX Design, Web Development, Architecture solution.
Technology	HTML/CSS - PHP
Client	VinFast

[Website](#)





# Lixil Ecommerce

Building an online e-commerce site to sell Lixil's sanitary equipment products

Duration

2 months

Size

6 members

Role

UI/ UX design, Web Development

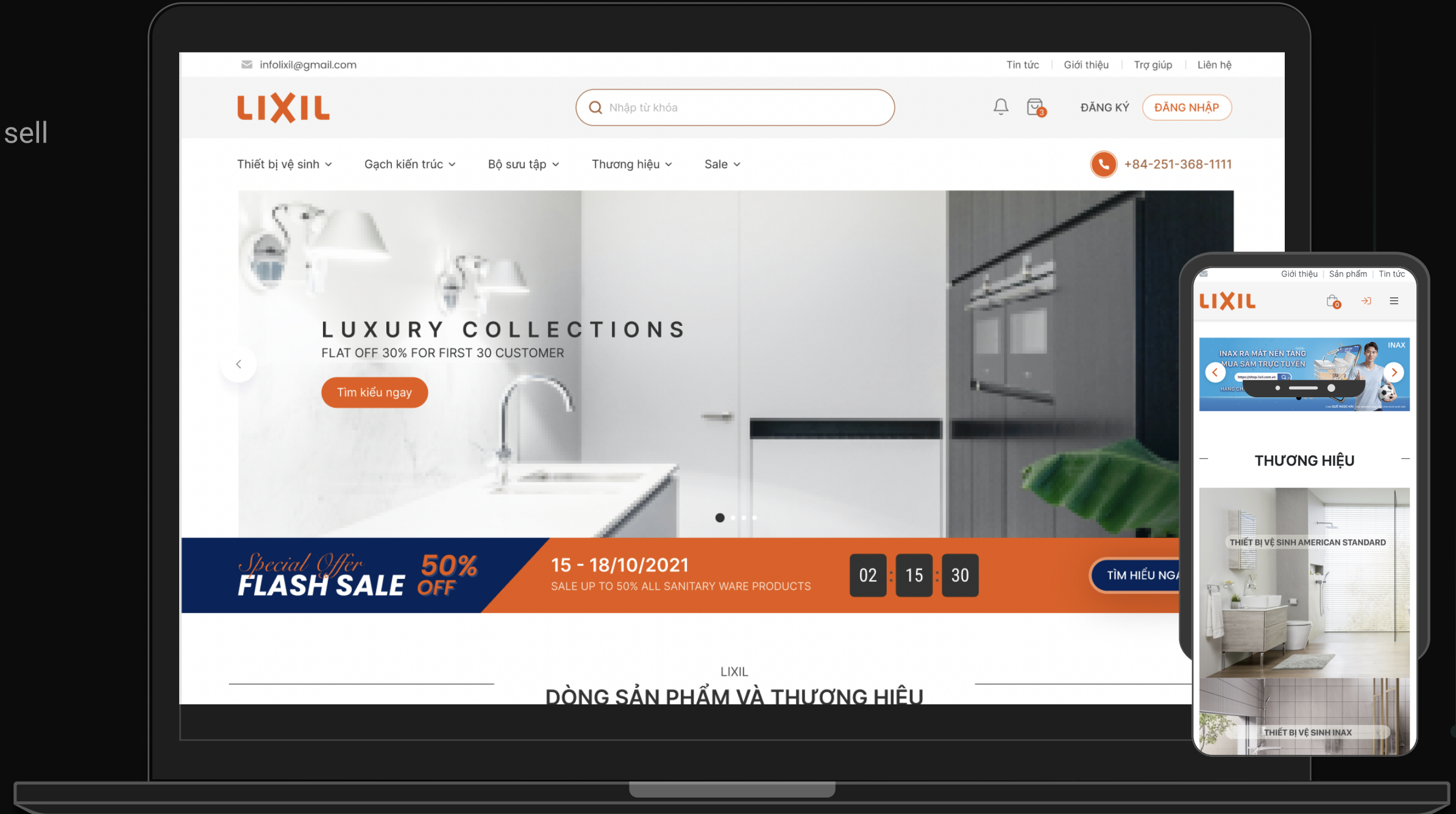
Technology

PimCore, ReactJS, React Native

Client

Lixil Company

[Website](#)

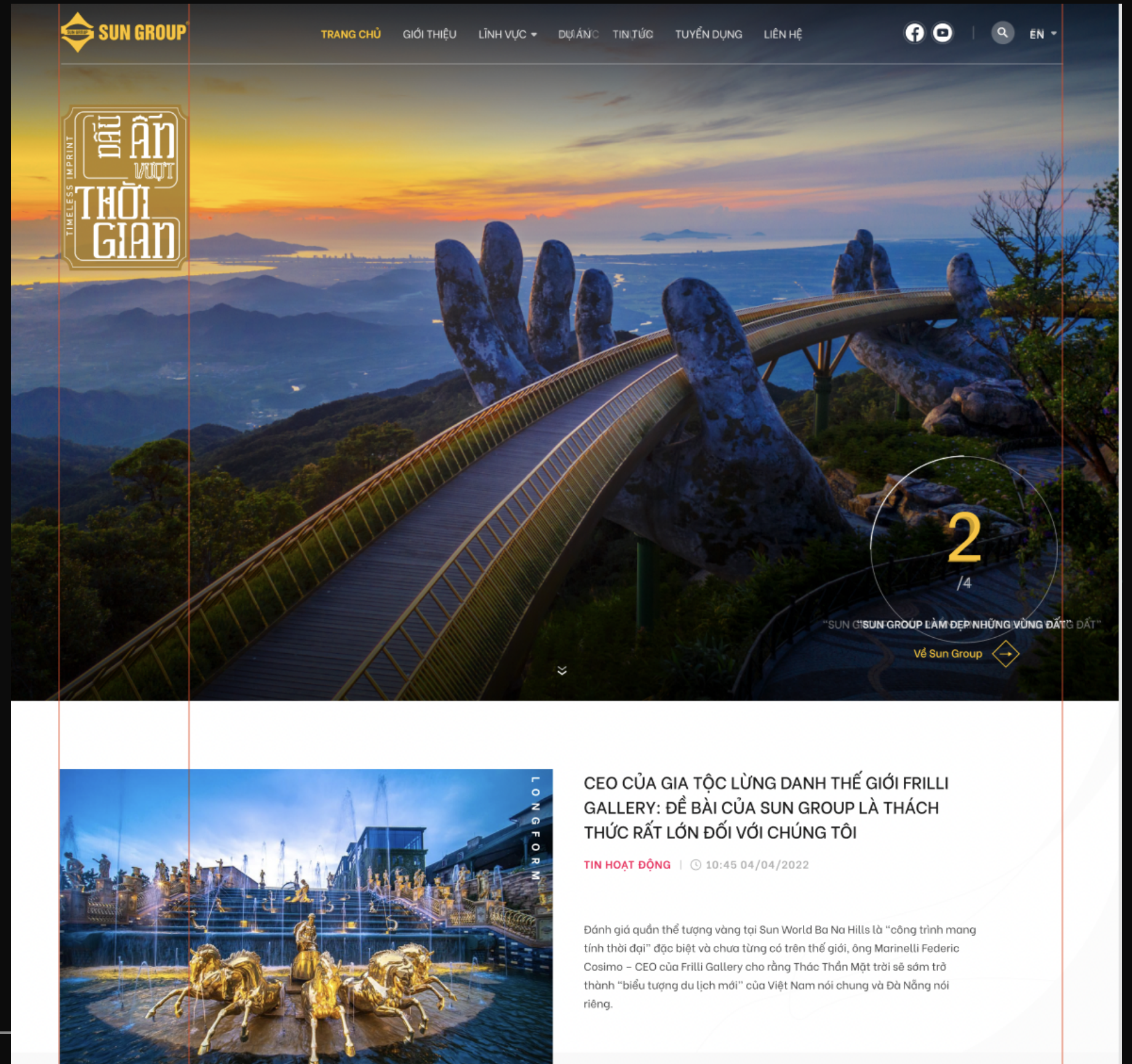




# Sun Group Website System

Duration	2 months
Size	5 dev, 1 UI UX designer, 3 frontend, 02 BA + Tester
Role	UI/ UX design, Web Development.
Technology	PimCore
Customer	Sun Group

[Website](#)





# VinFast Smart Solution

eCommerce site for old cars exchange.

Duration

4 months

Size

6 members

Role

Consulting, UI/UX Design, Web Development, Architecture Solution

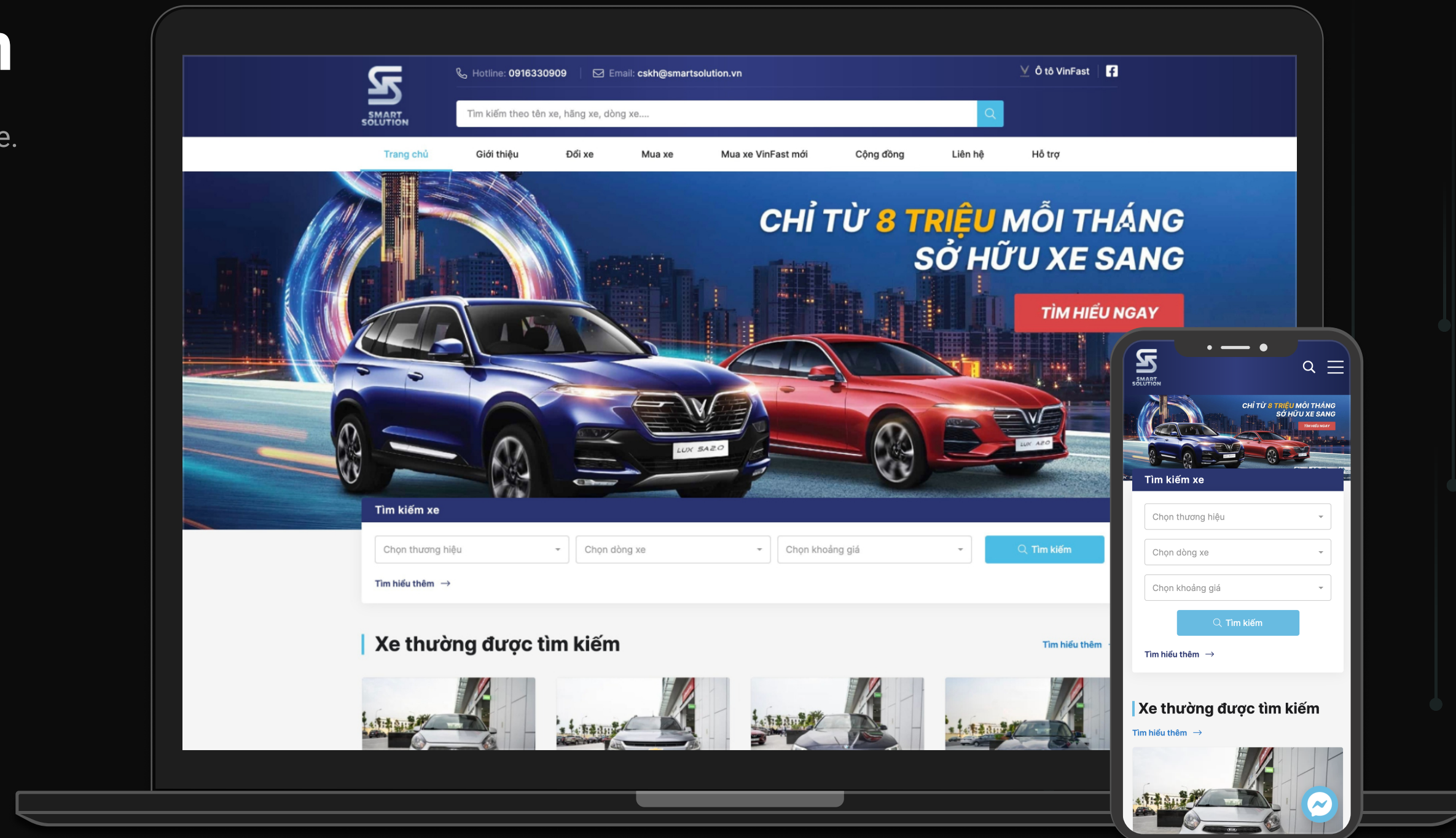
Technology

PimCore

Client

VinFast

[Website](#)



# Smart Travel App

The smart travel platform to promote Vietnam beautiful places & trips using latest technology of AR & VR.

Duration

6 months

Size

8 members

Role

UI/ UX design, App Development, VR Development, AR Development.

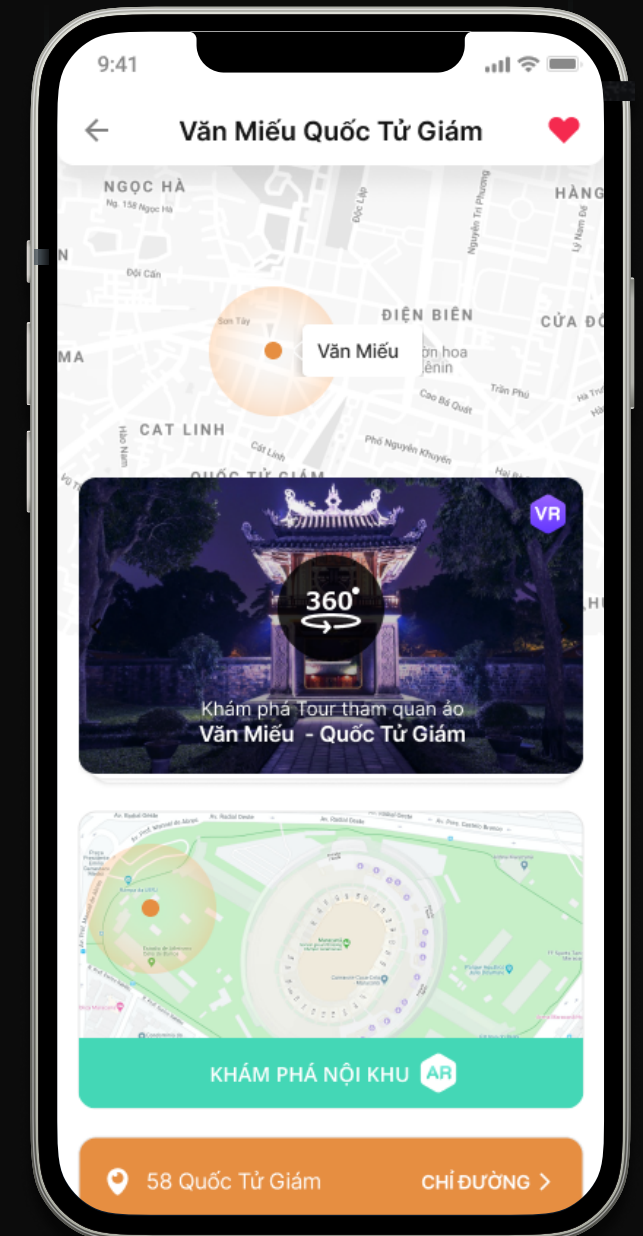
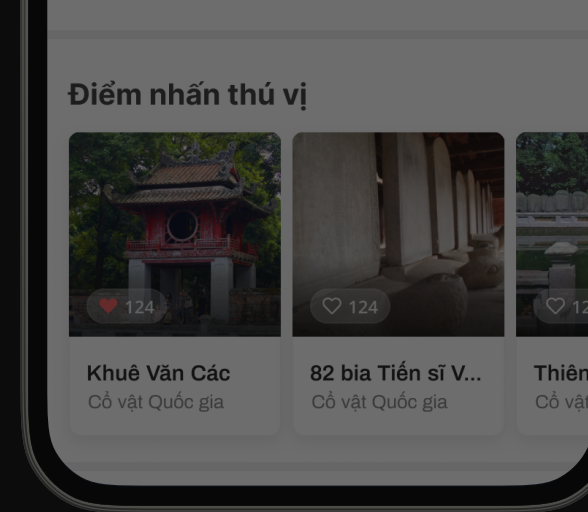
Technology

ExpressJS, ReactJS, React Native, ARCore, ARKit, KRPano.

Client

MobiFone

Android



contact@starfruit.com.vn

Paragon Tower, 86 Duy Tan, Ha Noi



# Hong Ngoc Hospital

Building Hong Ngoc hospital website System and Renovation SEO tool

Duration

3 months

Size

7 members

Role

WebApp Development

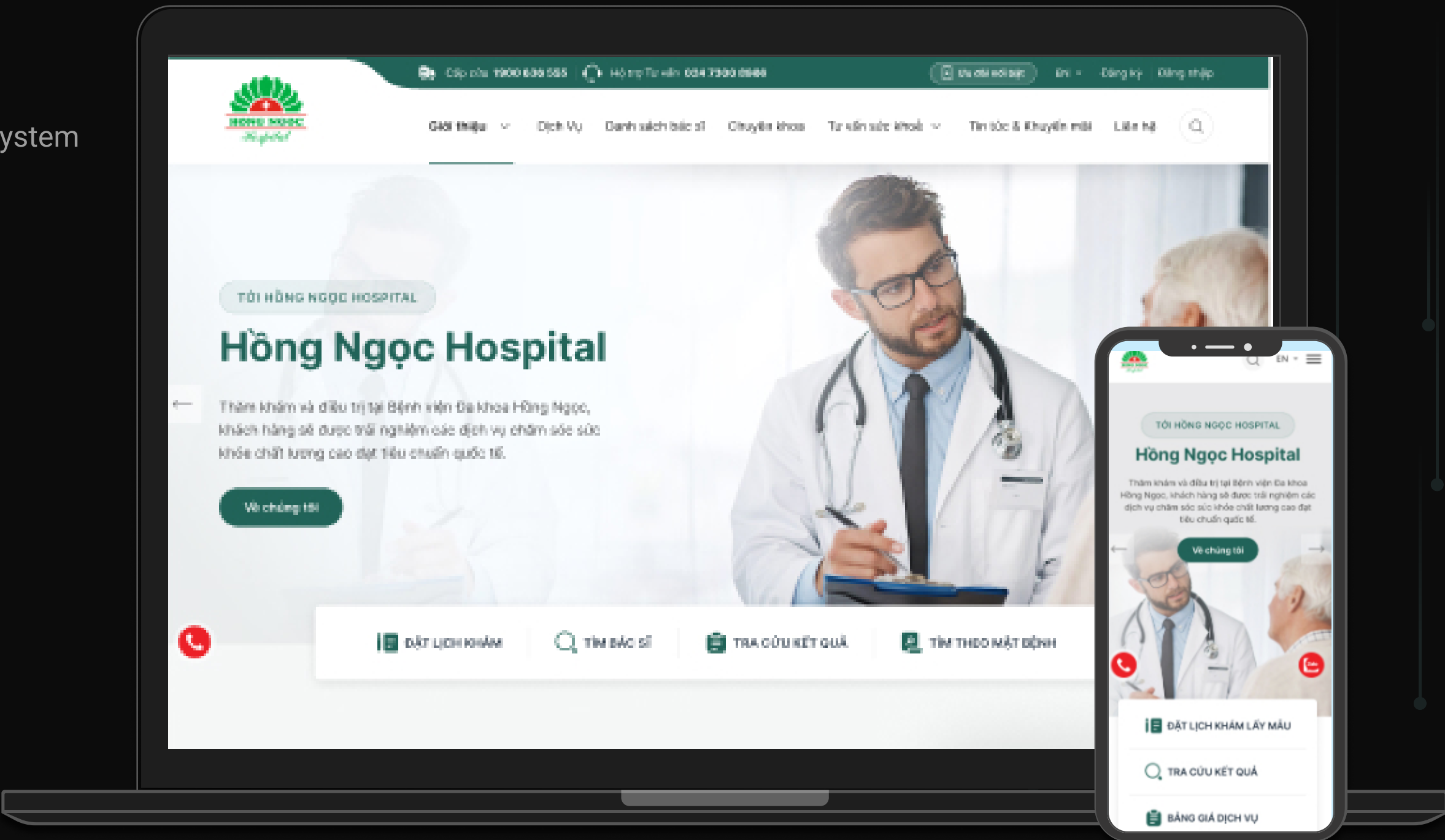
Technology

Pim Core, React

Client

Hong Ngoc Hospital

[Website](#)



# Flamingo FaceReg

The automatic face recognition Access Control integrated with Ticket system and Booking reservation system.

Duration

2 months

Size

2 members

Role

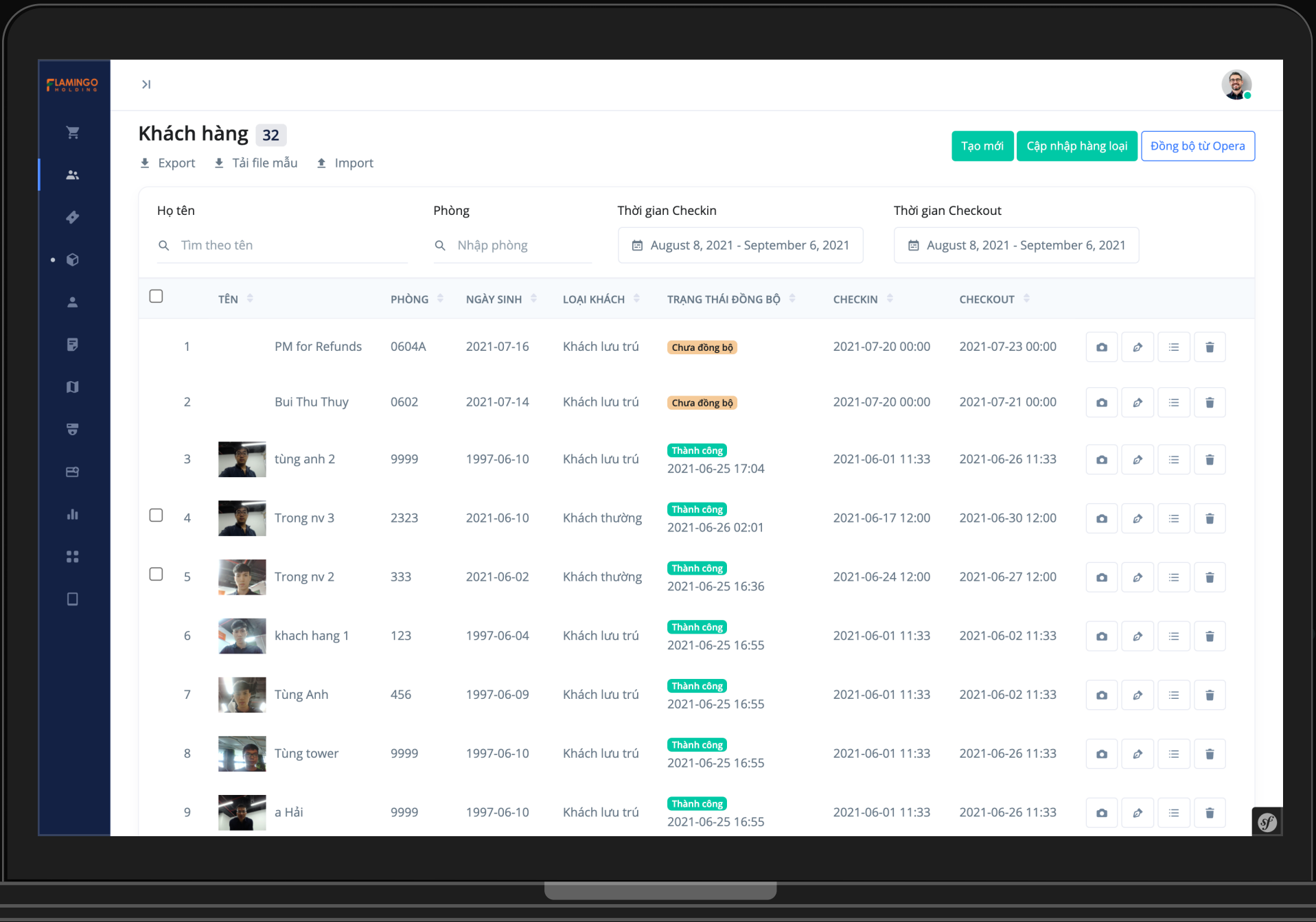
System Integration, Web Development.

Technology

Pimcore, Opera API, FaceReg SDK.

Client

Flamingo

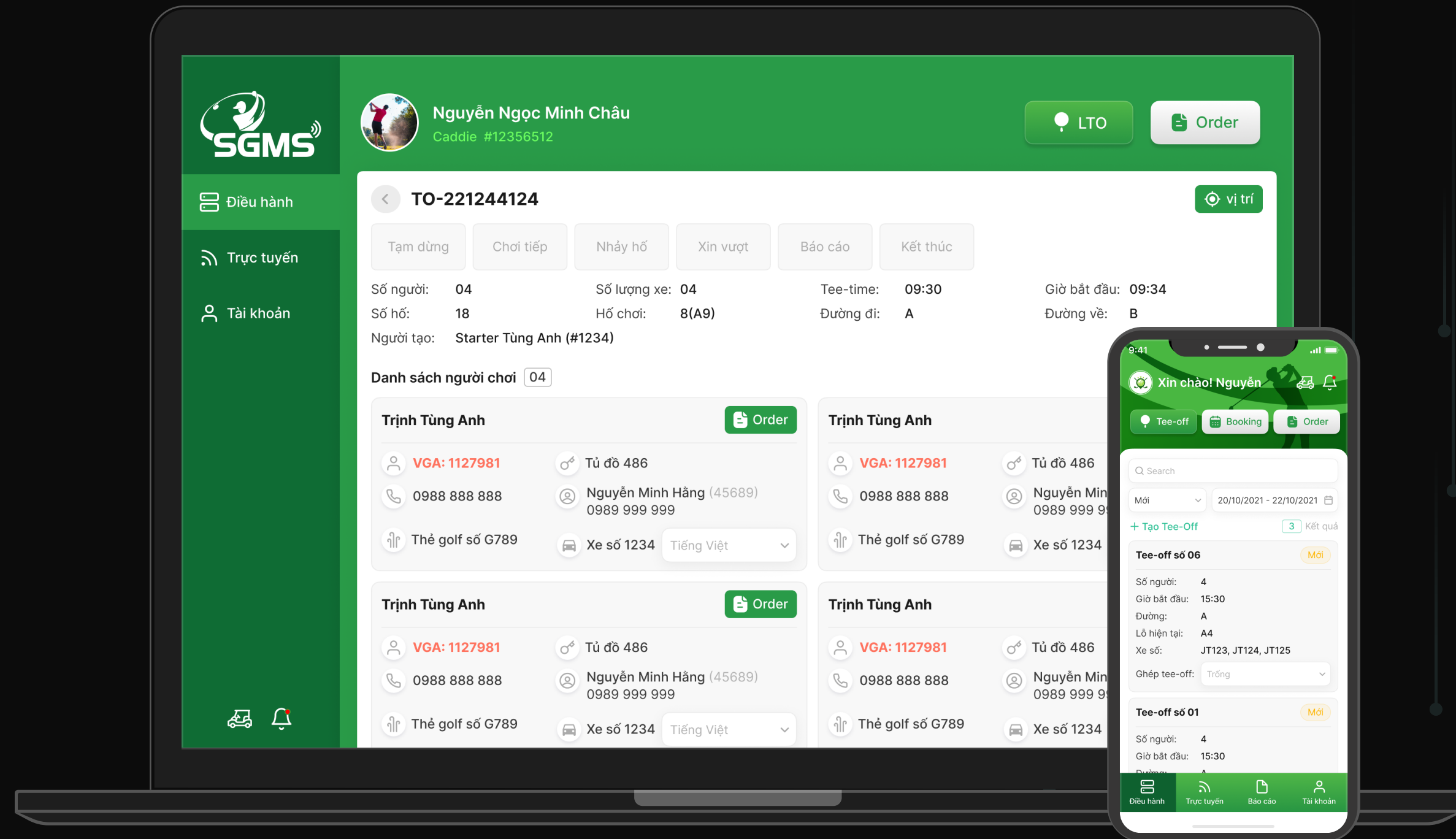




# Smart Golf Management System

Full services Platform for Golf Operators.

Duration	6 months
Size	14 members
Role	Consult & Analyst, UI/UX Design, Web Development, App Development Architecture solution.
Technology	Pimcore, React Native, ReactJS, Google Cloud
Client	Nanotech



# Bao Viet Insurance

Building a VR360 Tour to introduce and honor Bao Viet stars

Duration

3 months

Size

5 Members

Roles

UI/ UX design, Web Development, VR360

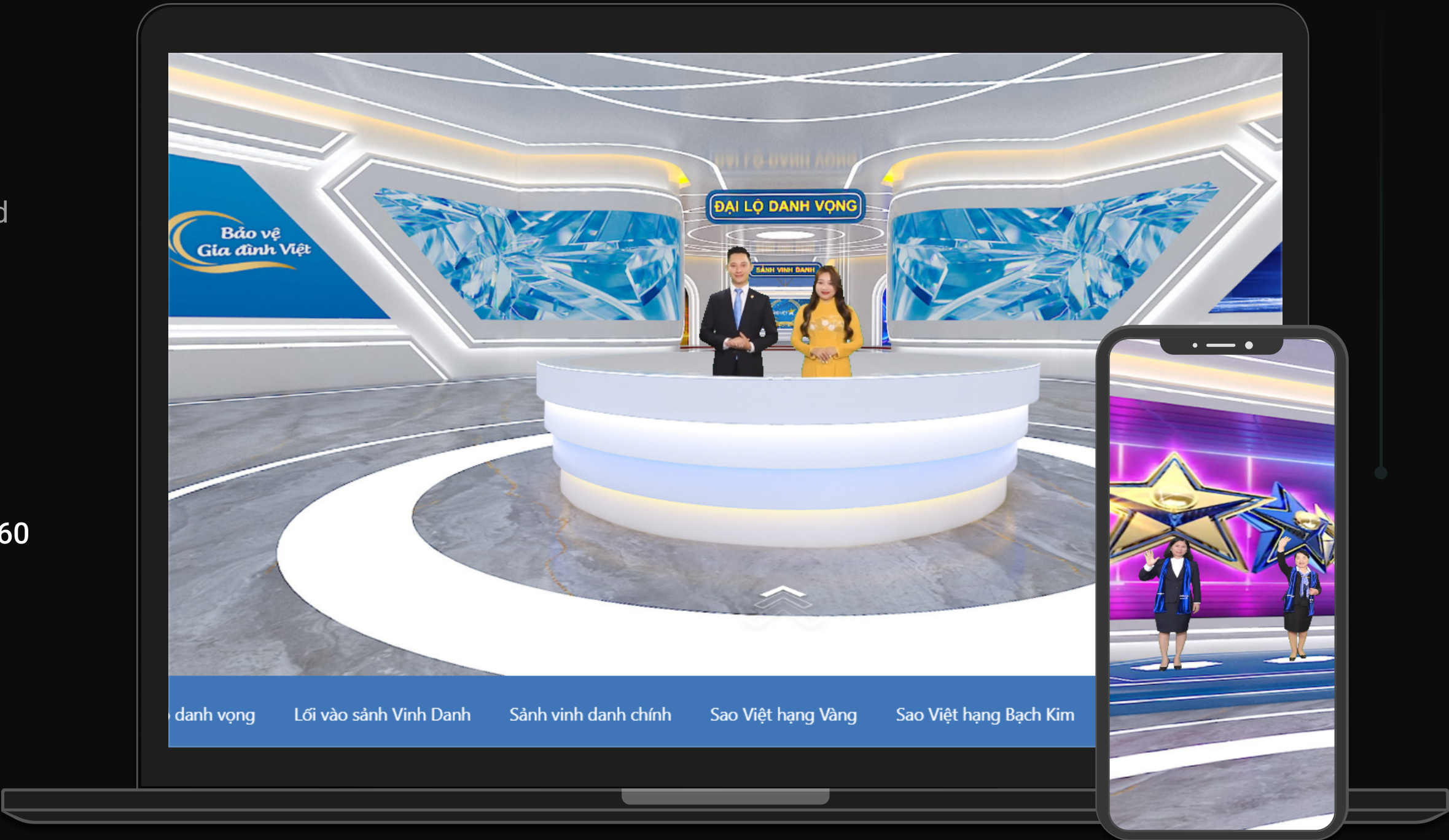
Technology

VR360

Customer

Bao Viet Insurance

[Website](#)





# Sunworld website system

Duration

3 months

Size

7 members

Role

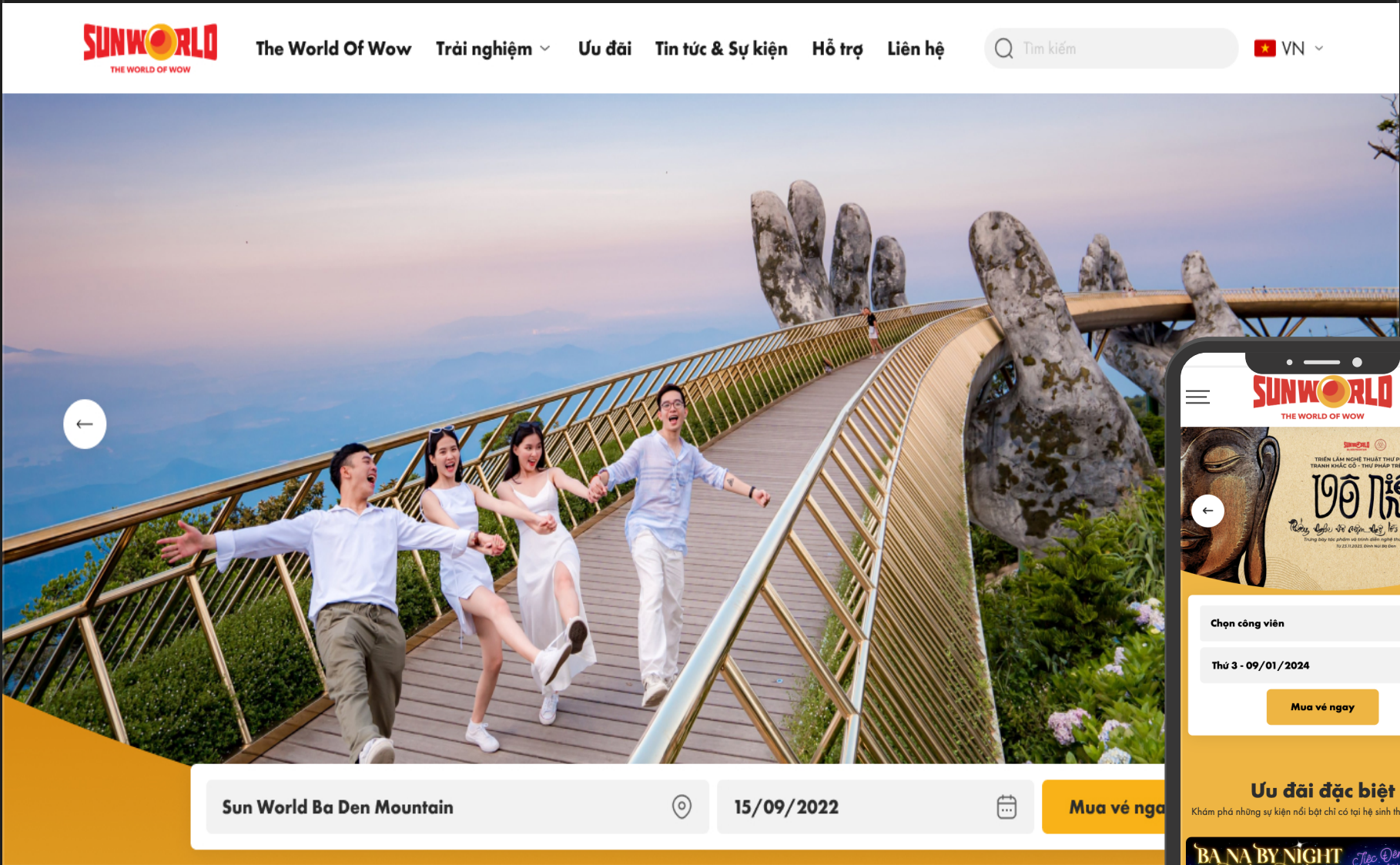
Digital transformation, Web/app Development, Architecture solution.

Technology

PimCore, React, Azure,

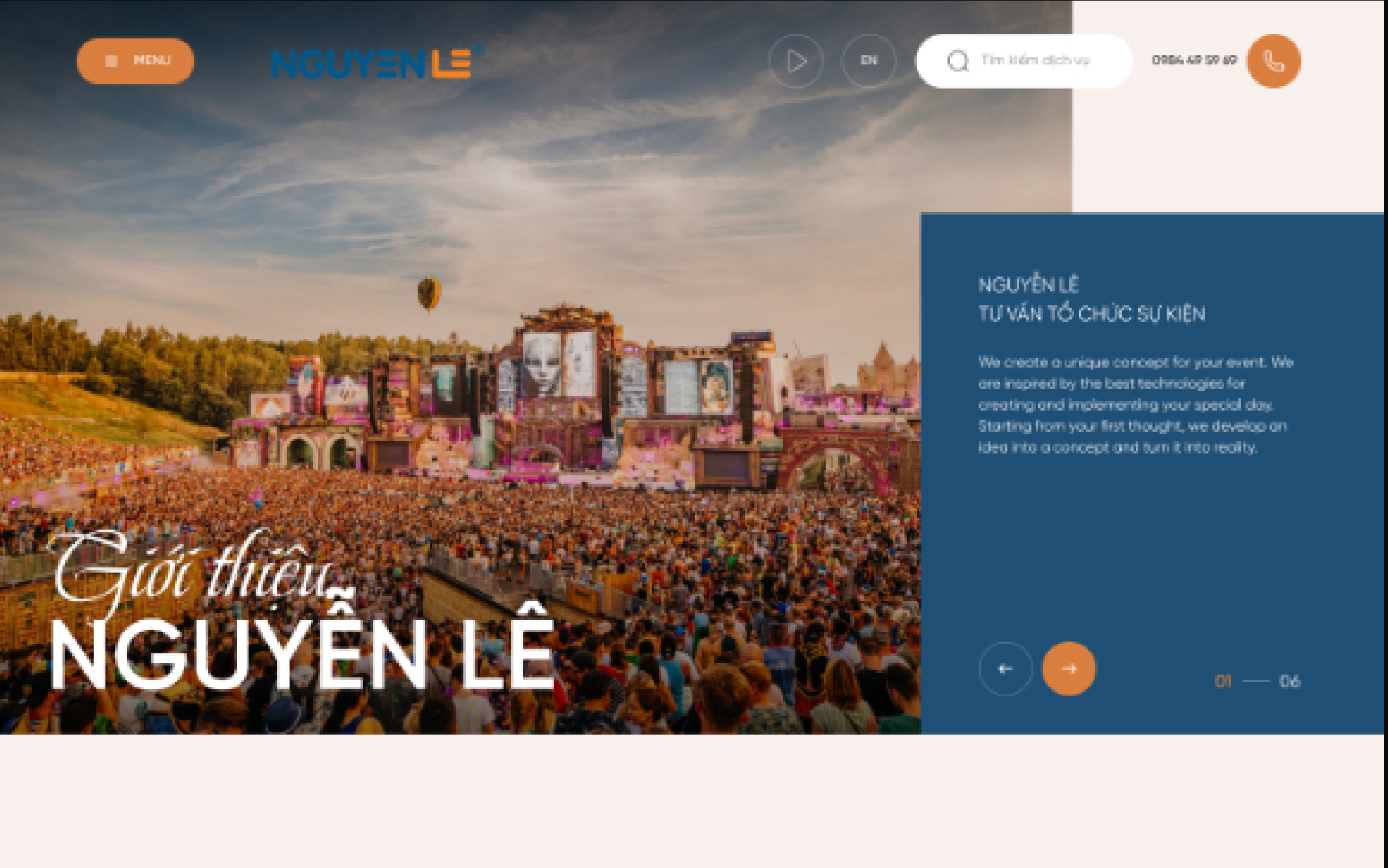
Client

SunWorld



# NguyenLe Website

Duration	1,5 months
Size	4 members
Role	Web development, consultant
Technology	Worldpress
Client	Nguyễn Lê





# MobiFone e-Office

The 4.0 Platform for efficient business management & operation.

Duration

5 months

Size

7 members

Role

Web / App UI/ UX design, App Development.

Technology

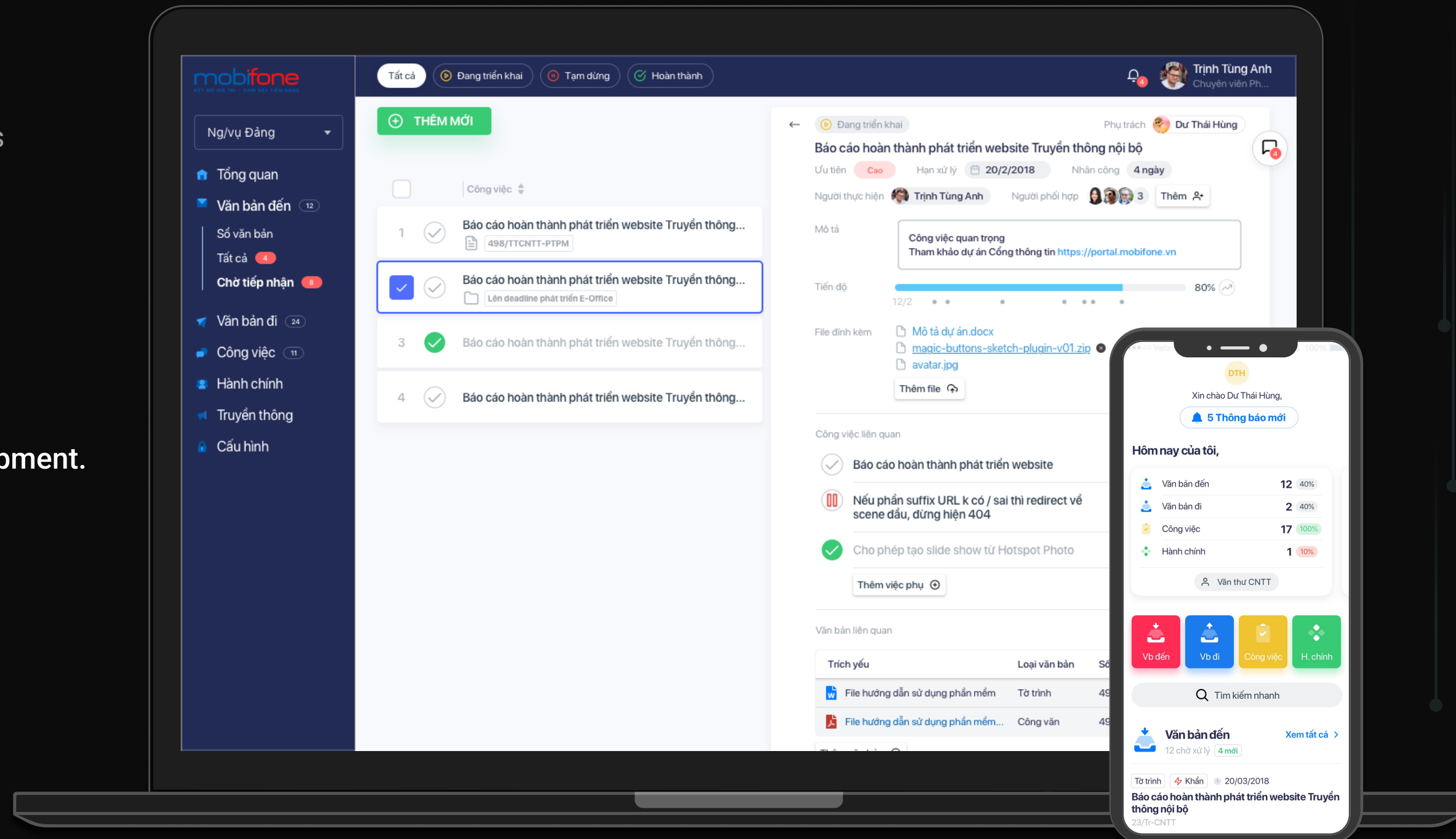
VueJS, React Native.

Client

MobiFone

IOS

Android



# Sun Air website

Duration

1month

Size

7 members

Roles

UI/ UX design, Web Development.

Technology

PimCore

Customer

Sun Air

[Website](#)



## ENJOY A LUXURY EXPERIENCE

Sun Air is the very first luxury business aviation service company in Vietnam to offer aircraft management and private jet charter.

Providing the utmost in comfort, convenience, and privacy, Sun Air is elevating luxury air travel in Vietnam to new heights. Whether clients travel for business or pleasure, Sun Air delivers a bespoke travel service tailored to their specific requirements.

Being known as the latest member of Sun Group, Sun Air will be the perfect strategic addition to the multi-industry business of the parent company, not only connecting all the exceptional products and services within Sun Group's ecosystem, but also contributes to open the development of luxury general aviation in Vietnam.

[LEARN MORE](#) 





# Ceohomes Platform

The Ecommerce Platform For selling and buying Real Estate of CEO Group.

Duration

4 months

Size

6 members

Role

Consulting, UI/UX Design, Web Development  
App Development, Architecture system.

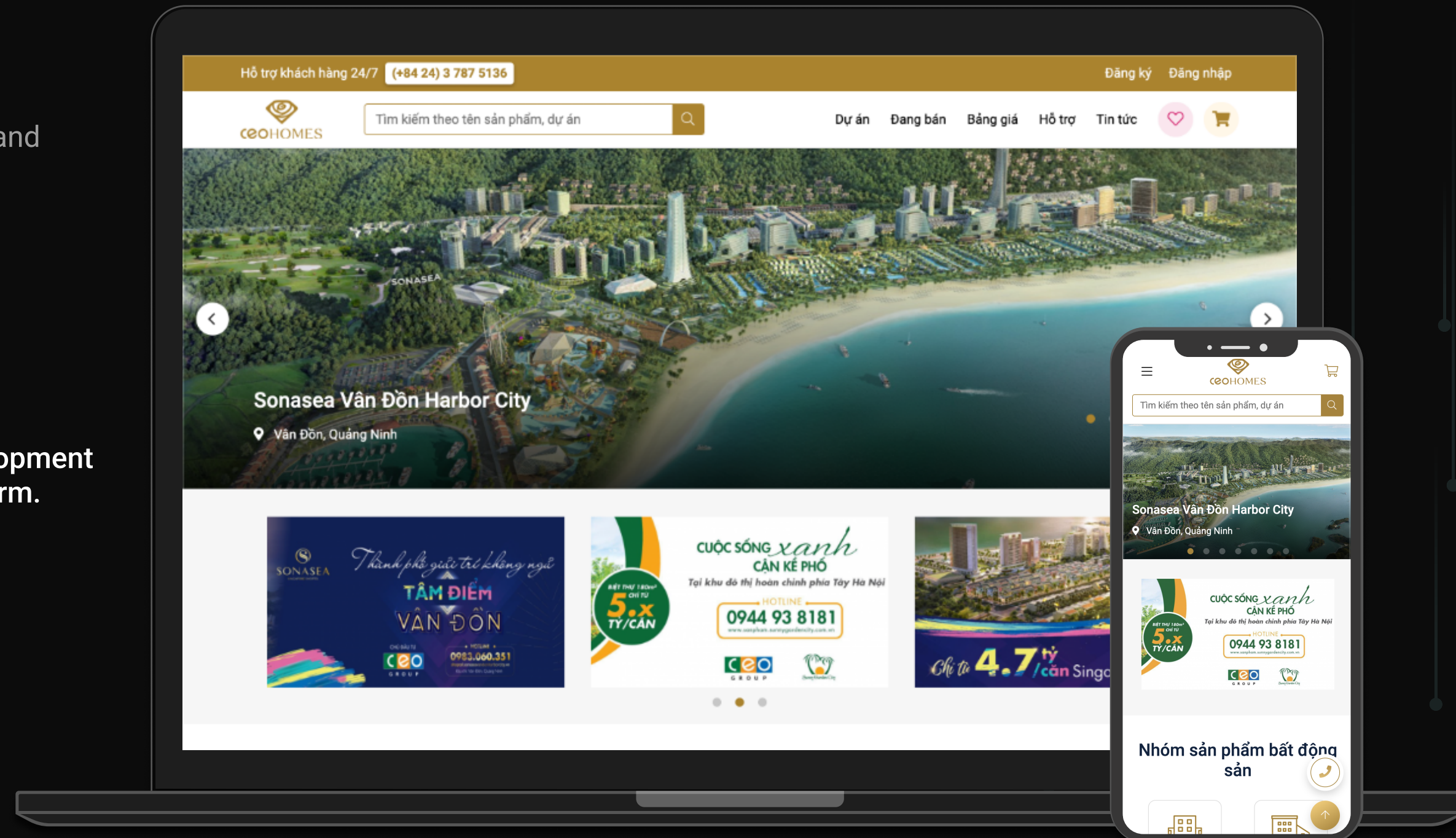
Technology

React Native, PimCore

Client

CEO Group

[Website](#)





# Tour VR360 MobiFone 30 Years

Duration	1 month
Size	6 members
Role	UI/ UX design, Web Development
Technology	VR360
Customer	MobiFone

[Website](#)





# MobiFone ITC Website

Landing page for MobiFone IT Center, showcase services, products & recruitment.

Duration

2 months

Size

3 members

Role

UI/ UX design, Website Development.

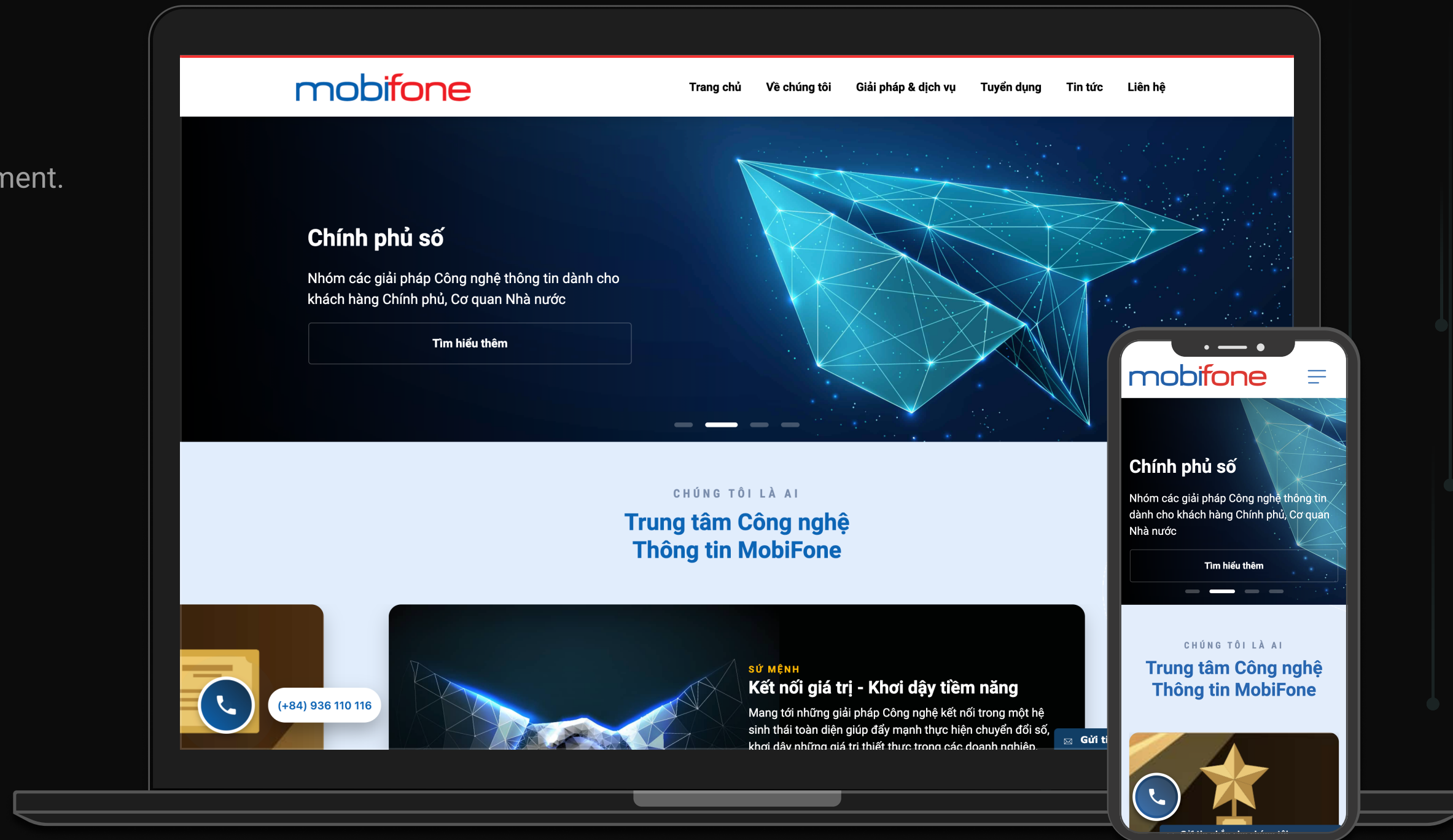
Technology

Wordpress.

Client

MobiFone

[Website](#)



# Viettel DG Website

Website for Publishing policies and knowledges about Data Government.

Duration

2 month

Size

4 members

Role

UI/UX Design, Web Development, Architecture solution.

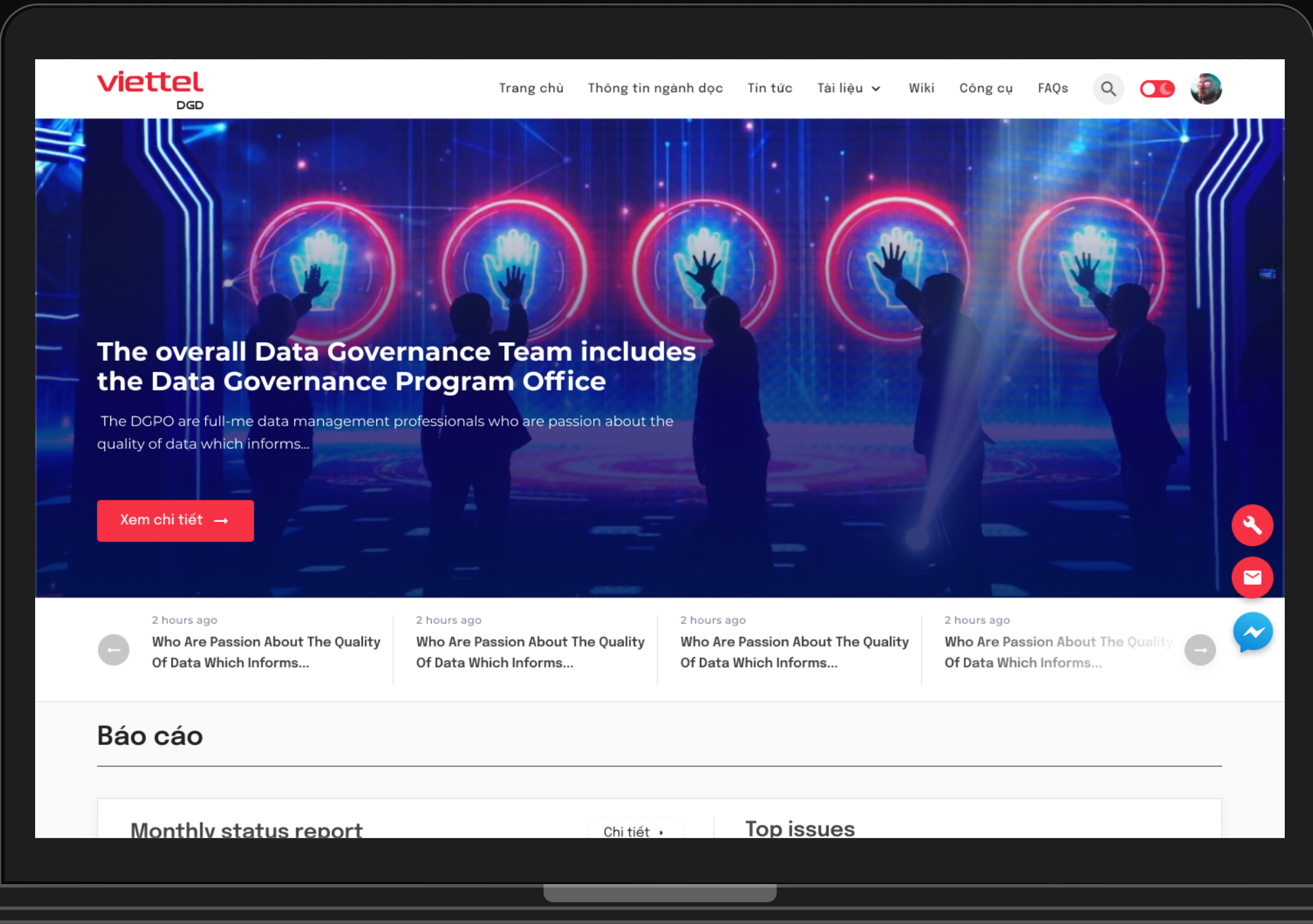
Technology

NodeJS, Strapi, ReactJS, MinIO

Client

Viettel

Website





# MobiFone Shop

The omnichannel eCommerce platform for MobiFone Branch 1, to expand sale channels to Agent & Affiliate.

Duration

5 months

Size

7 members

Role

UI/ UX design, WebApp Developement, App Development, Solution Architecture.

Technology

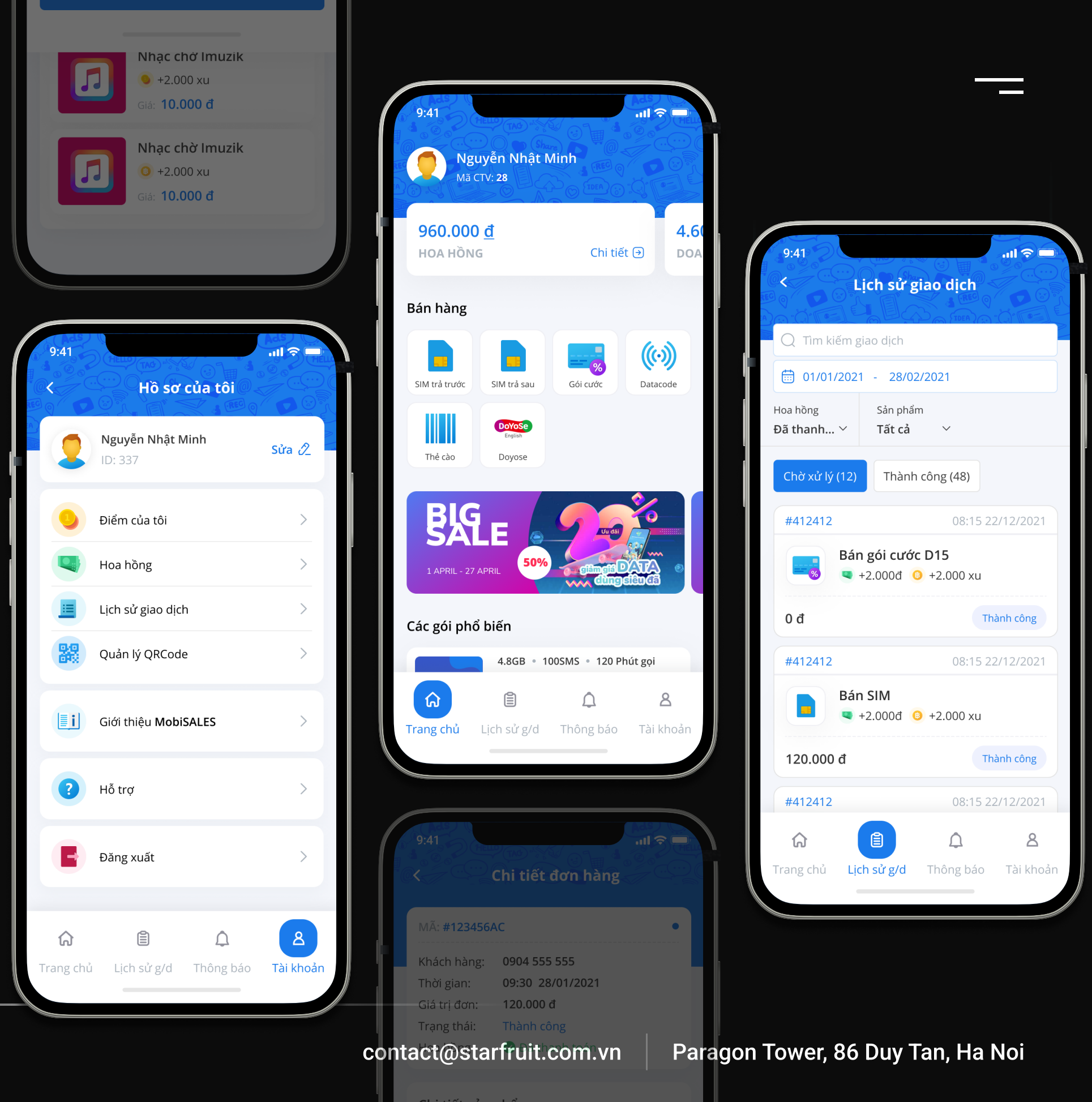
Pimcore, ReactJS, React Native

Client

MobiFone

IOS

Android



contact@starfruit.com.vn

Paragon Tower, 86 Duy Tan, Ha Noi

# Thingo eCommerce

The Ecommerce Platform for buying and selling goods.

Duration

5 months

Size

8 members

Role

Consulting, UI/UX Design. Web App Development, Architecture Solution

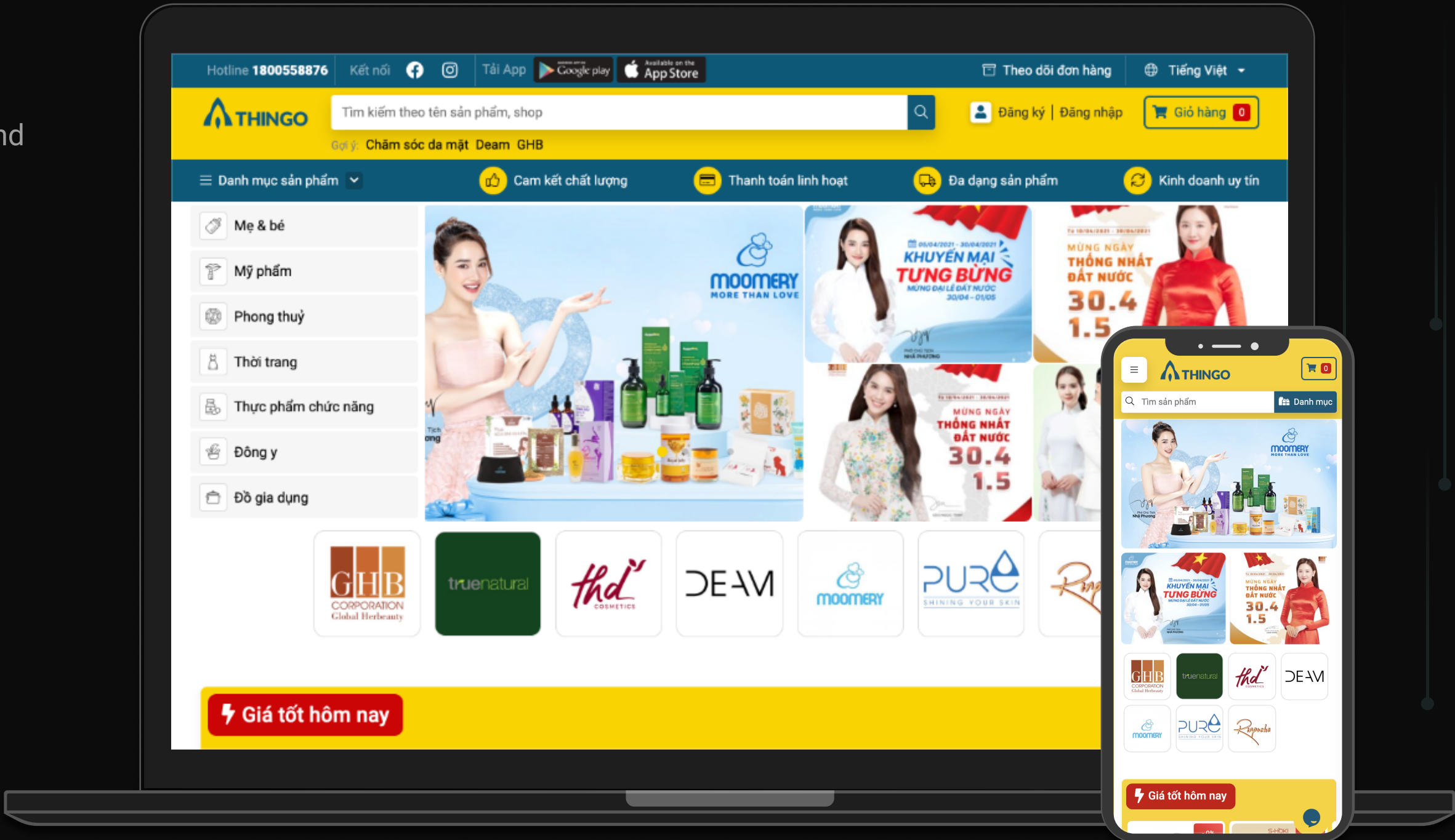
Technology

React Native, PimCore

Client

Thingo Group JSC

[Website](#)





# VinFast Klara

Website to introducing Klara of VinFast

Duration

1.5 month

Size

4 members

Role

UI/UX Design, Web Development,  
Architecture solution.

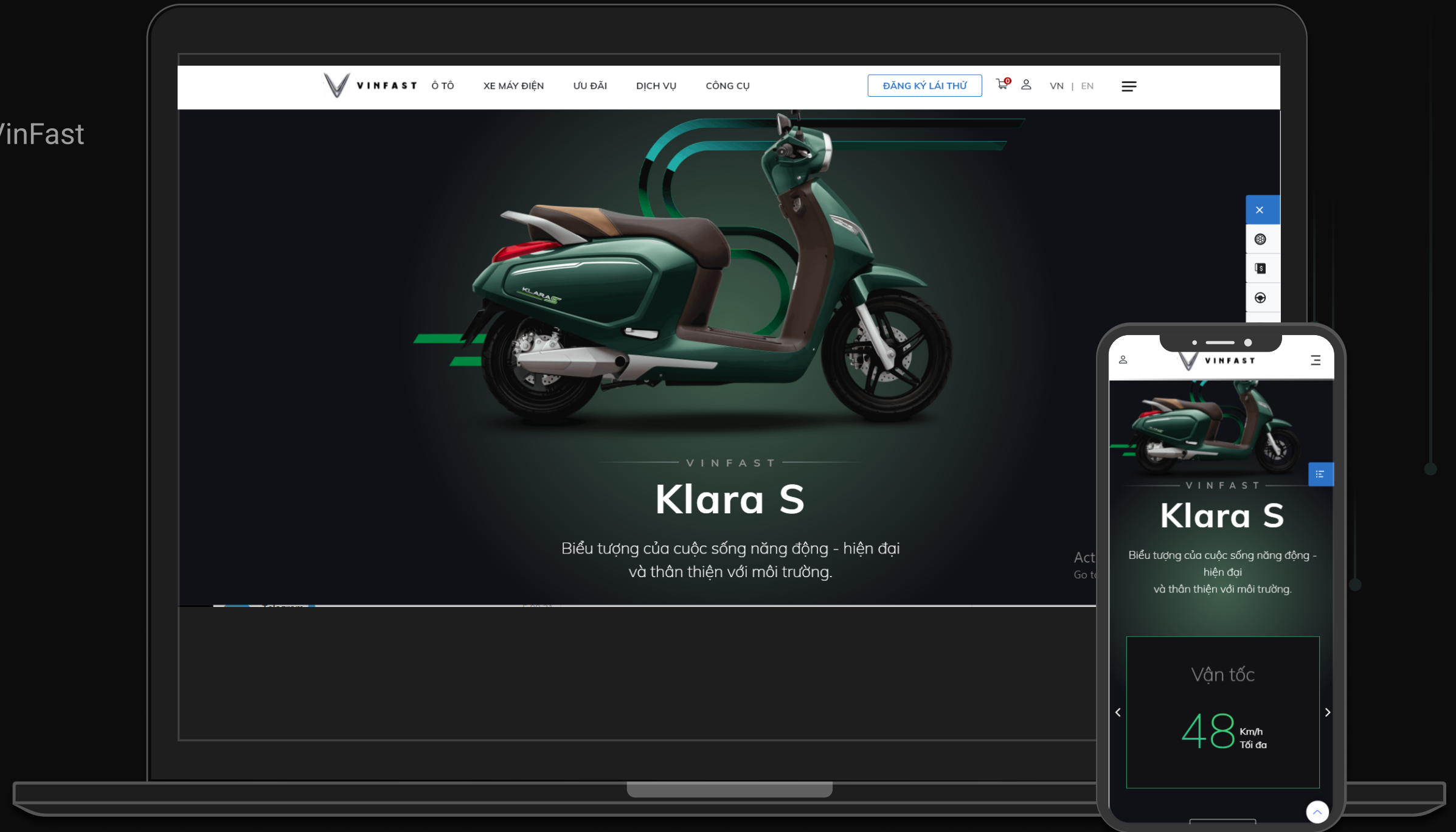
Technology

Wordpress

Client

VinFast

[Website](#)





# Sun Property Website

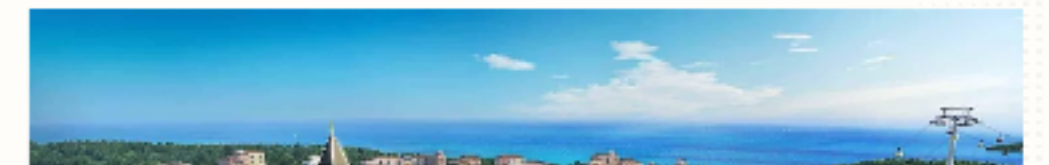
Duration	2 months
Size	7 members
Role	UI/ UX design, Web Development.
Technology	PimCore
Customer	Sun Property

[Design link](#)
[Website](#)


## SUN PROPERTY

Phát Triển Bất Động Sản Thuộc Tập Đoàn Sun Group

Sun Property là thành viên tập đoàn Sun Group, đảm nhận vai trò phụ trách, phát triển bất động sản cao cấp và bất động sản nghỉ dưỡng của tập đoàn. Tuy chỉ mới thành lập năm 2020 nhưng với kinh nghiệm từ tập đoàn, Sun Property dễ dàng





# CEO Loyalty

The Loyalty Platform for CEO Group to bring more value to their existing Customers - including Voucher, Ranking, Point Exchange,...

Duration

3 months

Size

4 members

Role

UI/ UX design, WebApp Development, App Development.

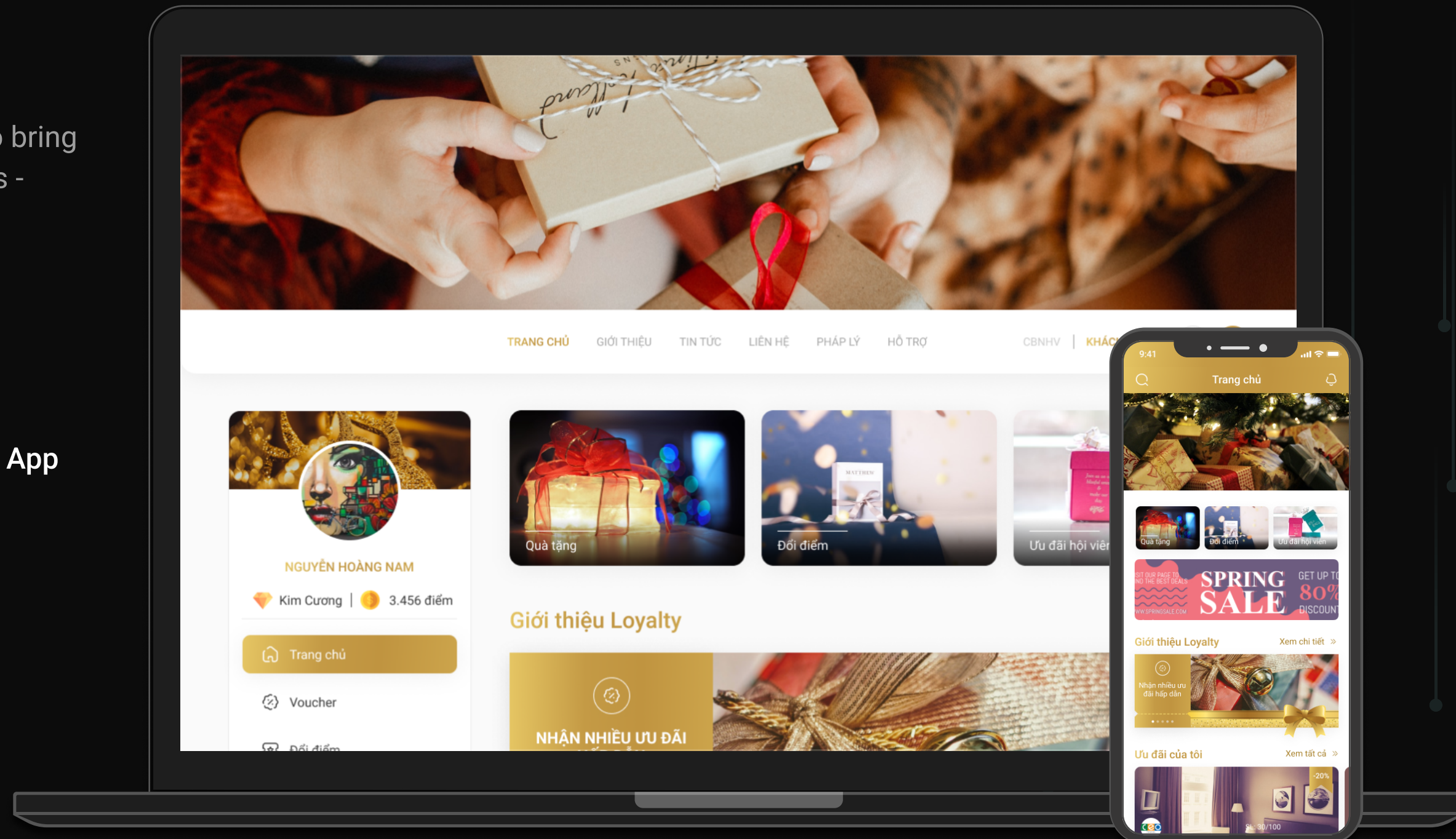
Technology

PimCore, ReactJS, React Native

Client

CEO Group

[Website](#)





# Tour VR360 - MobiFone

Duration	3 Months
Size	5 members
Roles	UI/ UX design, Web Development.
Technology	VR360
Customer	MobiFone

[Website](#)





# eCabinet

The 4.0 Platform for meeting scheduling, monitoring & operating. Suitable for big corporation.

Duration

4 months

Size

4 members

Role

UI/ UX design, App Development.

Technology

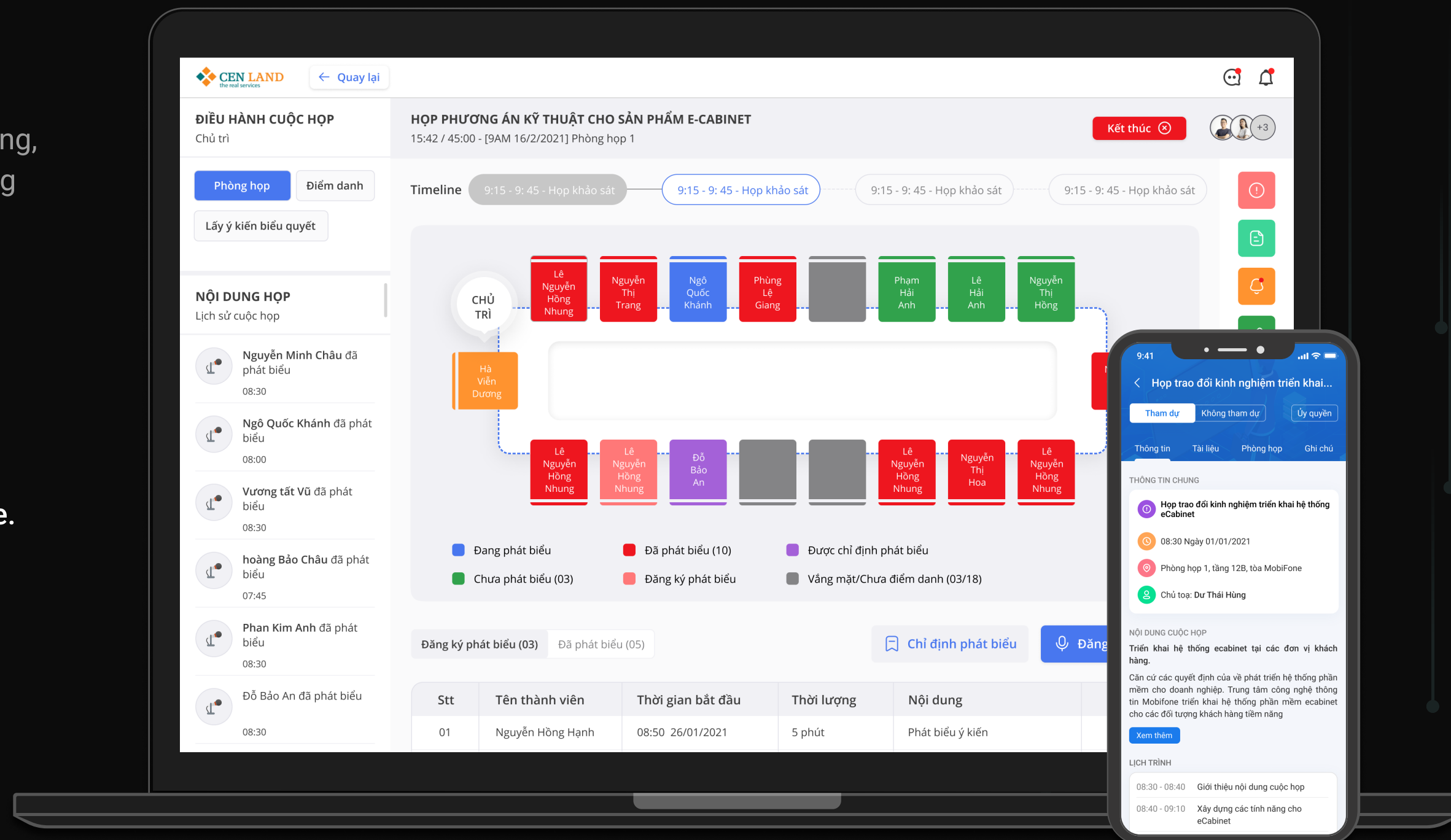
NodeJS, Strapi, ReactJS, React Native.

Client

MobiFone

[IOS](#)

[Android](#)





# Tour VR360 - Lang Son Province

Duration	1 month
Size	5 Member
Role	UI/ UX design, Web Development.
Technology	VR360
Customers	MobiFone

[Website](#)





# UI/UX Medon.vn

Re-design the interface for Medlatec eCommerce site.

Duration

1.5 months

Size

2 members

Role

UI/ UX design

Tool

Figma

Client

Medon (Medlatec)

[Website](#)



# Our Client



STARFRUIT

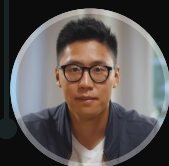




# Client Testimonials

Starfruit model and positive corporate culture are our attempt to create an open environment in which equality, fairness and respect are prioritized.

Please make sure that you thank everyone at Starfruit for all of the work they have done, we are very happy with everything and will be recommending your services to anyone that will listen.



**Trong Vu Duc**

Sale Director - Mobifone

Our website was going to be just to validate us as a company. But what it did actually was save a bunch of time by implementing different tools that we didn't even know we could use a website for.



**Hai Do Hoang**

Solution Director - Medon



**Vu Truong Manh**

Director - Digicore Group

Your product is so professionally done and eye appealing, not to mention how great it looks and works with mobile devices. We tried it on an iPhone and a Droid and it was great on both

