

**POTENTIAL FOR DEVELOPING INDIVIDUAL START-UP BUSINESS
MODELS FROM INDIGENOUS PRODUCTS: CASE STUDY OF
KUMQUAT PRODUCTS IN CAM HA - HOI AN**

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ABSTRACT

Cam Ha, Hoi An considered the “capital” of kumquats in the Central region with unique artistic shapes of kumquat trees by leading artisans of Cam Ha ornamental kumquats. Cam Ha kumquat trees have brought a significant source of income to local people and contributed to making the scent of Vietnamese spring days even more brilliant. The article examines the potential for developing individual startup business models on the basis of some typical examples of implementing the Kumquat startup model in Cam Ha - Hoi An. Besides, the article also mentions the difficulties for the startup model of trading products from Cam Ha Kumquat and proposes solutions to develop the startup business model from Kumquat in Cam Ha - Hoi An.

Keywords: Development potential, Business model, Individual Start up, local products, products from Kumquat, Cam Ha – Hoi An

1. Raising the issues

Currently, many localities, including Cam Ha - Hoi An and Quang Nam, are promoting the development of creative startup ecosystems associated with indigenous resources. However, the majority of start-up businesses and cooperatives still have difficulty attracting and connecting resources for development.

Cam Ha has an agricultural land area of 222.43 hectares, most of which is devoted to growing ornamental kumquats. From the land of Cam Ha, beautiful kumquat trees spread throughout the provinces and cities across the country, bringing a significant source of income to local people

and contributing to making the scent of spring in Vietnam even more brilliant. (Duc Hoang, 2023)

The Kumquat tree, also known as the Tac tree, is a medicinal herb, very useful for human health. Besides being an ornamental plant, in Cam Ha and Hoi An, many people know how to process kumquats into dried kumquats, kumquat tea...by starting a business from local agricultural products and turning the products into consumers' favorite products, changing habits, tastes, and ways of enjoying new and healthy tea, recognized for having successful personal business start-up models.

Starting a business is always a topic that many young people are interested in and planning to prepare for the future. However, starting a business is never an easy problem to solve. In this article, we will learn about some successful individual startup business models from indigenous products, products from Kumquat of Cam Ha - Hoi An. Thereby evaluating the potentials and difficulties for developing startup business models for indigenous products with young people. From there, the article proposes some solutions to develop an individual startup business model for Kumquat products from Cam Ha, Hoi An.

2. Overview of local products, OCOP and individual startup models

Local products

According to the working group of the Quebec Rural Commission (Solidarité rural du Québec), local products (produit de terroir) are “products (or main components of products) produced in a certain geographical area and products with significantly different characteristics from other products on the market based on the specific characteristics of the production area. These characteristics depend on factors related to the territory such as geographical conditions, climate, or traditional production practices and indigenous knowledge. Producers control the stages of production, processing and bringing products to market. Thus, to determine what a specialty is, it is necessary to pay attention to 3 points: difference, attachment to the territory (appartenance au terroir) and traditional knowledge (nécessité du savoir-faire). In addition, specialties require producers to organize appropriate channels to trade products to the market. (LeDuc Thanh, 2019)

OCOP Products

OCOP (One Commune, One Product) is a program called “One product for each commune and ward”. OCOP standards play an important role in “purely Vietnamese” products. Not only that, the successful implementation of the program also contributes to socio-economic development, creating jobs for people. The goal of OCOP can be seen very clearly. That is to develop a form of production and business of traditional products with development potential in rural areas.

From there, we can well implement the criteria set out in the set of criteria of the new rural program. (hoangnhalong.com.vn, n.d)

The OCOP program is an economic development program for rural areas in the direction of developing internal resources and adding value; is a solution and task in the implementation of the national target program to build new rural areas. The focus of the OCOP program is to develop advantageous agricultural and non-agricultural products and services in each locality along the value chain, by private economic sectors (businesses, households) and collective businesses practice. The State plays a constructive role, promulgating legal frameworks and policies for implementation; planning orientation for goods and service production areas; manage and monitor product quality standards; support some stages: Training, coaching, technical guidance, application of science and technology, branding, trade promotion, product promotion, credit. (ocop.gov.vn, n.d)

Entrepreneurship and personal entrepreneurship

Entrepreneurship can be understood as an individual or a group of people starting to build their own business model. This is the process of creating and developing a new business or creating a new product/service. Entrepreneurship is a challenging process, because it requires confidence, creativity, and good management on the part of the entrepreneur to create a successful company. (VNVC By Finhay, 2023)

Decree 94, 2020, Article 3, Clause 1, 2 affirms that: “A creative startup individual is a person who researches, develops ideas and sells new products, services and business models”. A creative startup is an enterprise established in accordance with the law, based on the use of intellectual property, technology and new business models, and capable of rapid growth”. (Chinh phu, 2020)

Startup business model

A startup business model is an overall development-oriented plan, clearly organized to increase the revenue of newly launched businesses. Before entering the market, new businesses need to have their own startup business model to achieve efficiency and create competitive advantage. Thanks to this, new businesses can achieve a solid position in the market and not have their business model copied by competitors. (hocvienagile.com, n.d)

According to hocvienagile (n.d) Business models for startups need the following elements:

- Market and customer segments

Correctly assessing the market and clearly identifying target customers helps businesses offer good products that meet customer needs, which is the first step in building a correct, highly effective development strategy.

- Potential of the product

The value of the product needs to meet the needs and tastes of customers in terms of design, quality as well as competitive price, in order to attract customers to choose your business's products instead of those of your competitors.

- Marketing Channels

Businesses must have an effective product promotion strategy, using distribution channels to reach many target customers. Businesses can use modern Marketing, promote products on Digital Marketing channels (social media, website, email...), promote on e-commerce platforms and traditional Marketing such as organizing product introduction products events, distributing flyers and posting banners at fixed locations to attract customers' attention.

- Customer relationship

Businesses need to have good customer care policies and promotional programs to retain old customers and attract new customers.

- Revenue

Businesses must clearly understand how to achieve the highest efficiency in revenue and from what source to maximize profits.

3. Research methodology

Data collection methods:

The authors used the document research method to systematize the theoretical basis of indigenous products, startups and startup business models; Consider the potential for starting a business with agricultural products in Quang Nam in general and kumquat products in Cam Ha - Hoi An in particular. In addition, the research team collected data to point out the difficulties for the startup model of trading products from Cam Ha Kumquats.

The data in the article is collected from books, domestic and foreign scientific journals, and from aggregated data of articles in the media. From the collected data, the author team synthesized and selected information relevant to the research content to clarify the research questions and objectives.

Methods of analyzing and processing data:

The synthetic analysis method is used to analyze, compare, and compare the advantages and disadvantages to clarify the potential for developing an individual startup business model from Kumquat in Cam Ha - Hoi An.

To evaluate and analyze the collected data, the article also uses the method of synthesizing, comparing, analyzing and extracting some typical examples of implementing a successful startup model from Kumquat in Cam Ha - Hoi An. From the information collected and analyzed, the research team proposed solutions to develop a startup business model from Kumquat in Cam Ha - Hoi An.

4. Potential for developing an individual startup business model from Kumquat in Cam Ha - Hoi An

4.1. Potential for starting a business with agricultural products of Quang Nam

Currently, the startup movement in Quang Nam in general and startups from indigenous resources in particular are growing quite strongly. Besides the efforts of the subjects, it is impossible not to acknowledge the role and support of governments at all levels. The state's guidelines and policies on entrepreneurship have been on the right track and have shown practical effectiveness; empowering young people to be bold and confident in starting a business. (baoquangnam.vn, 2022)

Quang Nam has created a startup ecosystem (HSTKN) that mobilizes many participants including state management agencies, training organizations, experts, professionals, localities..., and especially, the business start-up community boldly raises the bar and invests in the way of thinking and doing. (baoquangnam.vn, 2022)

Over the past 5 years, there have been 104 creative startup projects recognized by the People's Committee of Quang Nam province, of which many startup projects from indigenous resources have entered the top 10 national startup projects and won high awards at central level entrepreneurship competition. There are 8 people in the top 100 excellent young entrepreneurs. Many startup products have appeared in the markets of Thailand, Korea, China, Singapore...Quang Nam is the only locality that has established a district-level creative start-up association - a professional organization according to Decree 45 of the Government; is the first and only locality to have a project to train lecturers to teach innovative entrepreneurship...Therefore, many areas in the province have boldly invested in their way of thinking and doing, including Cam Ha and Hoi An with products made from kumquat. (baoquangnam.vn, 2022)

4.2. Start-up potential from Cam Ha Kumquat, Hoi An, Quang Nam

The land of Cam Ha commune, located north of Hoi An city, is a place with sandy soil that easily drains water, suitable for the strong growth of Kumquat trees, which love water but cannot tolerate humidity. Thanks to this, Kumquat farming in general and Kumquat products in particular here have been famous near and far for a long time, passed down through many generations. Grasping the general startup trend, the startup movement in agriculture in Vietnam in general and in Quang Nam is taking place strongly in all fields...The agricultural sector in Quang Nam in particular and Vietnam in general still affirms the position, quality, orientation and strength of Vietnamese agricultural products in international markets. This is also an opportunity for agricultural products such as Cam Ha Kumquat, Hoi An, Quang Nam to have changes in finding outlets for their products.

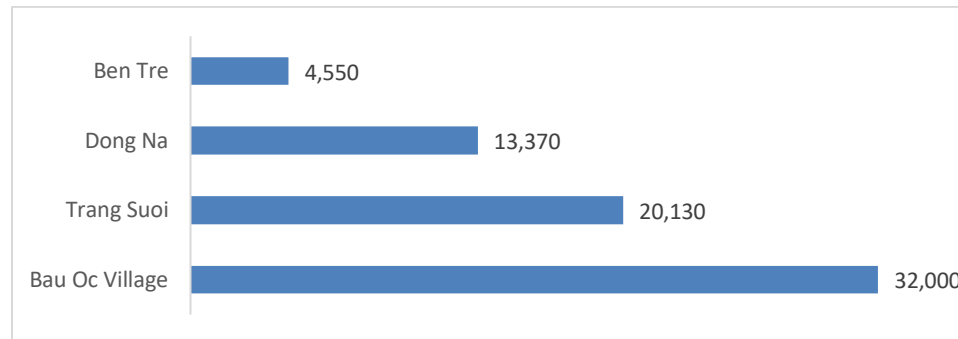
Take advantage of local products, build a creative startup model in agriculture:

With passion and determination to dare to think, dare to do, with new ways and trends of entrepreneurship with agricultural products such as those from Quat Cam Ha, young startups can build startup creativity models in agriculture, promoting advantages, mobilizing natural resources and science and technology, innovating, integrating to add value to products, responsible, effective, efficient and sustainable agricultural production, contributing to building a modern and civilized countryside.

In Cam Ha, concentrated kumquat production areas have been shaped and a number of production models have been replicated. Along with potted kumquats, there have been many more households making kumquats, bonsai kumquats and products made from kumquats. From a plant that initially only provided pure food products, kumquat has now become a professional cultural product. The annual Cam Ha kumquat tree festival is also an event that adds color to the picture of handicrafts and folk arts of Hoi An on the journey to build a global creative city. (Pham Quoc, 2023)

Statistics from the People's Committee of Cam Ha commune, in the 2023 Lunar New Year kumquat crop, ornamental kumquat growing households in the villages of Bau Oc, Dong Na, Trang Suoi, and Ben Tre have planted more than 70 thousand pots and ornamental kumquat trees. Of which, Bau Oc village planted nearly 32 thousand pots and kumquat trees, Trang Suoi planted 20,130 pots and trees, Dong Na planted 13,370 pots and trees, Ben Tre planted 4,550 pots and trees. (Trinh Bang Nhiem, 2023)

Figure 1. Number of ornamental kumquat pots in Cam Ha, Hoi An for Lunar New Year 2023



Source: Statistics of Cam Ha Commune People’s Committee

According to calculations, with the current market price, on average, potted kumquats are sold for from 800,000 VND to several tens of million VND/pot, and kumquat trees are sold for 200 - 500 thousand VND/tree. Thus, the commune’s kumquat growers will achieve sales of about 40 billion VND.

Create a source of income from the traditional product “kumquat”: In the early days of December, walking around the garden houses in Cam Ha and Thanh Ha wards, Hoi An City, everywhere is filled with the yellow color of ornamental kumquats. On the occasion of the Lunar New Year, traders from all over will flock to the largest ornamental kumquat “capital” in the Central region to gather goods to supply for the Lunar New Year market. Miniature kumquat gardens in Hoi An generate hundreds of millions of dong in income during Tet. (vov.gov.vn, 2020)

About 10 years ago, the consumer market for Cam Ha ornamental kumquat was mainly from Quang Binh to Khanh Hoa. In recent years, the market has continued to expand to both ends of the country, with average annual revenue reaching about 40 billion VND. During Tet Quy Mao 2023, Cam Ha farmers planted 45,000 kumquat pots and 350,000 ground kumquat trees. (Pham Quoc, 2023)

Like the recent Lunar New Year Quy Mao 2023, due to favorable weather, kumquat trees grew well and achieved high quality. Mrs Bui Dinh (50 years old, Bau Oc village) Take care of 300 pots of kumquats, with 200 large pots of kumquats and 100 small pots of kumquats. Her garden’s revenue reached about 300 million VND. (Tuan Vy, 2023)

Mr. Nguyen Hao’s family planted 500 pots of kumquats. Even though it rains a lot, with many years of experience, his garden still yields very well, traders have deposited the entire garden.

There are kumquat pots over 30 years old, beautiful, selling for 40 million VND. Small, average trees cost about 500,000 VND/tree. During the Lunar New Year of Quy Mao 2023, the garden generated an income of 600 million VND. (baochinhphu.vn, 2023)

Tet Quy Mao 2023, all 300 kumquat pots of all kinds from small to large in Mrs. Mai's family's garden of more than 1,000 m² were deposited by traders a month before Tet. The price of a small pot of kumquat ranges from 600,000-700,000 VND, while a large one ranges from 5-6 million VND/pot. Minus expenses, from the Quy Mao 2023 Tet kumquat crop, Ms. Mai's family earned over 250 million VND. (baochinhphu.vn, 2023)

It is possible to diversify products from Kumquat, create nutritional products, and meet customer needs : For a long time, people have passed down the remedy of kumquats soaked in rock sugar, which not only has a delicious and mild flavor but also helps reduce coughs, sore throats, sore throats, and cools down. The main ingredients to make the above remedy are easy to find, but not everywhere and the quality and origin of the ingredients are always guaranteed.

Products from Quat Cam Ha can have positive changes, not only as ornamental plants in the traditional way of growing, and purely produced, but also towards more diverse goals, meeting diverse human demand. Not only does it meet the nutritional needs of users, but it also brings great inspiration with each Kumquat product.

Phuc Nguyen dried kumquat product was born with the mission of enhancing the value of Cam Ha kumquat trees, providing consumers with a quality choice, with many health benefits but no less convenient. The product, through the process of selecting and processing ingredients meticulously and meticulously, and produced using modern freeze-drying technology at a temperature of 40°C for 48 hours, has helped the product retain most of the nutritional content in kumquats. The flavor of Phuc Nguyen fiber-dried kumquats becomes outstanding, characterized by the delicate, harmonious combination of kumquats and rock sugar. The entire production process ensures food hygiene and safety standards, so customers can be completely assured when using. (phucnguyenrose.com, 2023)

Some successful business start-up models from Cam Ha kumquat products, Hoi An : In the article, we will mention some successful business start-up models from Cam Ha kumquat products - Hoi An.

Directing a startup model to diversify products from Cam Ha kumquats such as the product "Tac Cam Tea" of "Phuc Nguyen Rose"; Product "Quat Jam" (common name in Hoi An for kumquat) of "Phuc Nguyen Rose"

Box 1. Kumquat products of “Phuc Nguyen Rose”

“Phuc Nguyen Rose” grew up in the countryside of Cam Ha - a place on the outskirts of the ancient town of Hoi An, where kumquat trees are grown and supplied for the national market. Nguyen Thi Phuc always thought of doing something to bring hometown kumquat brand further, bringing more benefits to society.

- Producing traditional products using modern methods: If in Hoi An up to now, kumquats have been made into jam but only with the traditional manual method of rimming with sugar, now Ms. Phuc is the first person to boldly use the fiber drying and cooling method using modern technology.

Ms. Phuc always pays a lot of attention to investment, especially machinery systems and production technology. The cold fiber drying system must be custom designed according to Ms. Phuc’s request. With a modern machinery system, manual production steps are no longer available and instead all production steps are performed by modern machinery and equipment, ensuring safety and quality.

- Apply for certification for products: After the process of producing the product, Ms. Phuc contacted the authorities to have the product thoroughly inspected and evaluated. In 2022, the People’s Committee of Quang Nam province issued a certificate as a 3-star OCOP product for her fiber kumquat drying product. Particularly her “Tac Cam Tea”, Organic Rose Tea, boxed Rose Powder, and bottled Rose Toner are products certified as “Typical Rural” products at the City level.

- Strict production process and safety criteria, clean and organic products: In the process of producing kumquat products, the initial criteria set and followed by Ms. Phuc are food safety and ensuring the health of consumers. Thanks to the good reputation spreading far and wide, Ms. Phuc’s fruit products have been loved by many people, buying them for use and as gifts for relatives after traveling or working in Hoi An.

- Find outlets for products. To continue to create stable output, Ms. Phuc also had many meetings and participated in many promotional activities, introducing and displaying products to potential audiences and areas to expand the consumer market. In particular, restaurants, hotels, clean shops, markets, supermarkets in Hoi An, Da Nang City, Tam Ky City and some other places now trust and use her products.

Consuming products through online channels. On social networking platforms such as Facebook, Zalo, commercial websites... She also regularly introduces and promotes products. Thanks to that, the current consumer market is expanding nationwide and many

tourists and international organizations have initially learned about and cooperated.

- Find clean kumquat suppliers, and sign an offtake contract: Ms. Phuc signed a cooperation contract with gardeners with a total area of more than 2,000 square meters (about more than 3,000 fruit-bearing trees) to purchase clean and organic products as raw materials for her production. Ms. Phuc boldly followed the direction of using clean raw materials, selectively grown with organic fertilizer, absolutely no pesticide sprayed and carefully separated and processed, ensuring food safety. The ingredients for processing also do not use regular sugar, but only rock sugar - a type of sugar that is less sweet, suitable for many people's usage criteria.

Source: Referenced from Dinh Tang (2023)

Directing a start-up model from the traditional craft "Ornamental kumquat" Cam Ha such as taking advantage of the family garden with the product "Ornamental Kumquat" of "Trung bap" but in a new direction, creating unique products, taking advantage of family resources and finding solutions to reduce costs for growing kumquats.

Box 2. Product "Ornamental" of "Trung bap"

After many years of struggling with sources of seedlings and gardens, Mr. Trung's family now has nearly 7,000 square meters of land to specialize in growing more than 1,000 ornamental kumquat trees.

Mr "Trung bap" aims to cultivate high-quality, unique, and exotic ornamental kumquats in large pots to sell at competitive prices during Tet. Initially, the family accepted to invest a large amount of capital to buy kumquats from people to expand the garden.

Next time, wait for the kumquat tree to grow to create its own position and start caring for the ornamental kumquat in own way to create beautiful products to market. Currently, Mr. Trung's family's 3 gardens have around 1,000 pots.

According to Mr. Trung, for kumquat growers in Cam Ha village, funding to buy seedlings, fertilizer, and medicine to invest in kumquat gardens is a problem. To solve this problem, Mr. Trung boldly imported a large amount of drugs and fertilizers from large suppliers to be self-reliant, and at the same time sold them to poor households at original prices to reduce costs.

Source: Referenced from Vinh Quyen (2023)

3.3. Difficulties for the startup model of trading products from Cam Ha Kumquat

Difficulties in the personal business start-up model from Cam Ha Quat products, Hoi An in particular are also difficulties in general in building a personal business start-up model from indigenous products with agricultural products of Quang Nam and Vietnam.

Difficulty in attracting and connecting resources for development: Some businesses and cooperatives have been able to develop their own production and business models and access local support resources. However, the majority of start-up businesses and cooperatives still face many difficulties in attracting and connecting resources for development, from market issues, technology, to approaching investors to call for capital or meet with consultants on sustainable development strategies...(Hoang Giang, 2022). This is a general difficulty for the business start-up model of agricultural products, including Cam Ha Kumquat products.

Lack of pioneers: To build an innovative startup ecosystem, connecting resources (startups, advisors, experts, coaches...) together(Hoang Giang, 2022). However, when producing agricultural products, people face a situation of little capital, working mainly from family and personal experience. Investing in science and technology is difficult, so attracting investment capital is very difficult, and finding pioneers with new business models is not much because starting a business requires high determination and huge risks.

Haven't reached potential customers yet: Many OCOP products are available in different regions, but they still cannot reach consumers because they cannot reach potential customers and are not really meticulous in terms of packaging. This is also a common difficulty for Cam Ha's Kumquat products. (Tue An, 2022)

Difficulty in raw material sources: Most kumquats in Cam Ha are landscape kumquats, few people grow ground kumquats. One barrier is that Cam Ha commune advocates developing it into a kumquat craft village, so kumquat trees are rarely planted by farmers. Therefore, Nguyen Thi Phuc convinced her parents to grow kumquats in the garden in an organic way to provide raw materials. And when she found a stable market, she signed a contract to purchase kumquats for 3 other households, invested in a cold drying system, a kumquat peeling machine...(vietnam.vn, 2023)

The land area is shrinking due to the implementation of projects: The increasingly shrinking land area due to project investment makes the future of kumquat growing in Cam Ha and Thanh Ha degraded and will decrease significantly. Many households in Cam Ha are facing difficulties in finding land to grow kumquats, a scarce source of seedlings, and an unreliable source of pesticides, causing the kumquat growing movement to be affected. (Vinh Quyen, 2023)

The yield and quality of kumquat trees depends largely on weather factors: If you are unlucky enough to face bad weather, storms and pests, many kumquat pots of farmers in Cam Ha will die.

As in 2020, continuous rain and storms in the past year caused great damage to kumquat growers here. Many gardeners have up to 90% of their kumquat pots dying due to waterlogging and fungal diseases. As the family of Ms. Nguyen Thi Xuan, a permanent resident in Cam Ha commune, Hoi An, said, this year, her family planted 1,500 ornamental kumquat pots. However, storms and pests caused many of the family's kumquat pots to die, now only about 200 pots remain. (Le Khanh, 2020)

In 2020, kumquat growers in Cam Ha, Hoi An suffered very heavy damage due to storms and floods, especially the ninth and tenth storms. Tens of thousands of ornamental kumquat pots belonging to people in Cam Ha commune, Thanh Ha ward, Tan An, Cam Chau, Cam Pho were flooded, collapsed and damaged. According to statistics, in 2020, the entire Hoi An City planted more than 100,000 kumquat pots, but after the floods, only about 70,000 pots remained. (Le Khanh, 2020)

4. Some solutions to develop startup business models from Kumquat in Cam Ha - Hoi An

- Exploiting the potential of products from Kumquat in Cam Ha

It is necessary to see the future potential of Cam Ha "kumquat granary" and aim to produce and develop a variety of products from kumquat trees to serve trade - tourism - services, not simply supplying ornamental kumquat trees at Tet holiday.

Localities need to support the development of specialized farming models combined with service and tourism development such as in Tra Que vegetable village, and encourage linkages to establish cooperative groups to provide services in production and consumption of products as well as expand all types of commercial, service and tourism businesses.

- Communication and marketing channel for Cam Ha ornamental kumquat craft village products

It is necessary to continue to maintain the kumquat festival in Cam Ha, Hoi An every year, to continue to introduce and honor the traditional flower and ornamental plant growing village of Hoi An to residents and tourists. At the same time, encourage Cam Ha artisans and farmers to develop ornamental kumquat growing into a unique brand.

Every year, the Cam Ha kumquat festival is held to introduce and honor the traditional flower and ornamental plant growing village of Hoi An, and at the same time, encourage Cam Ha artisans and farmers to develop their kumquat growing into a unique local brand. The festival is

organized to enhance the value of kumquat trees as well as promote the brand to domestic friends and international tourists. The kumquat festival is a testament to the growing development of ornamental kumquat growing in Cam Ha and Hoi An. Kumquat growing needs to be given high attention because this is a profession that brings high economic efficiency to people. The kumquat festival will attract the attention of domestic and international friends, attracting tourists to the locality, thereby combining the development of craft village tourism and agricultural tourism...

It is necessary to have a connection and take advantage of new business models to distribute and promote products from Cam Ha Kumquat through communication channels and multimedia integration so that more people know about the product.

- ***Develop Cam Ha kumquat raw material area:*** To create a chain of production links towards sustainable green agriculture. And further, upgrade the development of Cam Ha earth quarry into a large-scale tourist craft village like the model of Tra Que vegetable village.

Local authorities also need to implement a number of solutions to mobilize farmers to gradually change farming methods to maintain their profession and protect the environment, including using growing media to replace sandy soil and minimizing the use of pesticides.

- ***Building a startup ecosystem for Cam Ha and Hoi An***

It is necessary to be aware of one of the 3 important types of “capital” that best supports startups, which is social “capital”, which requires support for people to know about the ecosystem, participate in programs, Startup-related events. In order to have a successful personal business start-up model associated with kumquat trees, people who want to start a business need to consider what incubators are there in the area, what support organizations are there, and even what experts to approach.

It is necessary to have access to good technology solutions and models in localities and around the world, and to acquire knowledge and experience to be able to apply and develop a startup model from the profitable local products. Endemic products, typical of Cam Ha Kumquat products, Hoi An, need to be brought globally through the “open” innovation startup network.

Indigenous products that meet OCOP standards such as products from Cam Ha Kumquat need to have priority directions to improve the competitiveness of Vietnam’s agriculture, forestry, fisheries, and craft village products by building, register and protect intellectual property rights for these types of products.

5. Conclusion

Kumquat farming brings high economic efficiency to the people of Cam Ha and Hoi An and attracts the attention of domestic and international friends, attracting tourists to the locality to combine tourism development. Also from the Kumquat fruit, many start-up business models have also been successful on Cam Ha land, especially the start-up model of Ms. “Phuc Rose” with the products “Tac Cam Tra”, Rose Tea. Ms. Phuc’s organic rose powder, rose toner in a bottle... are certified as “Typical Rural” products and products that meet 3-star OCOP standards. “Dare to think, dare to do” comes from the village’s own products and brings modern, progressive production technology to create quality products that have brought Cam Ha’s kumquat products in particular and Cam Ha’s kumquat products in particular Vietnamese agricultural products in general go far.

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