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**QUESTIONNAIRE**

*(On the Rankings of Top 10 Most Reputable Retailers in 2022)*

|  |  |
| --- | --- |
| All information collected will be treated with utmost discretion and confidentiality for study purpose.  Please fill out this questionnaire then send to us **by 5:00 pm on August 29, 2022.**  Your valuable cooperation is highly appreciated! | Please scan QR-code to download the questionair (if necessary).Qr code  Description automatically generated |

**RESPONDENT INFORMATION**

Full name: ………………………………………………………………………………………….…………

Position: ……………………………………………………………………………………………

Mobile: ……………………………………………………………………………………….

Email:………………………………………………………………………………….…………………….

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| A ˗ COMPANY'S INFORMATION |

1. **Company Name:**………………………………………………………………………………………….
2. **Tax code:**…………………………………………………………………………………………..............
3. **Business lines**

FMCG (accounting for ……..% revenue)

* Food - Beverage
* Pharmaceutical, medical, healthcare
* Cosmetics
* Personal care
* Home care
* House cleaning

Household goods (accounting for ……..% revenue)

* Housewares
* Clothing - shoes - accessories (towels, hats, bags, wallets, glasses, etc.)
* Mother and baby products

Durable goods (accounting for ……..% revenue)

* Electrical appliances/Electrical refrigeration (TV, fridge, washing machine, etc.)
* Digital devices (phones, tablets, laptops, etc.)
* Jewelry
* Books, magazines, stationery

Others (Please specify) ………………………………………………………………………………….

1. **Labor size:** The company has …………………………………………………………….…….employees.
2. **Market size:** The company has ………………………………………….. supermarkets/stores in Vietnam.
3. **Total area of business premises:** ……………………………………………………………………….m2.
4. **Financial information**

| 1. **Indicator** | **In 2021** | **In H1 2022** |
| --- | --- | --- |
| Total assets (VND million) |  |  |
| Equity (VND million) |  |  |
| Sales revenue (VND million) |  |  |
| Total revenue (VND million) |  |  |
| Profit before tax (VND million) |  |  |
| Profit after tax (VND million) |  |  |

*(\*)Total revenue: Total income of the Company (excluding deductions)*

1. **Which sales channel does your sales revenue mainly come?**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Sales channel** | **Share in 2021 (%)** | **Share in H1 2022 (%)** |
|  | In our supermarkets/official stores |  |  |
|  | Through our website |  |  |
|  | Telephone order/catalogue |  |  |
|  | App |  |  |
|  | Others (Please specify):…………………………………. |  |  |

|  |
| --- |
| B ˗ BUSINESS PERFORMANCE |

1. **How is the percentage of your current business capacity estimated in comparation to the pre-COVID-19 period?**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Less than 40% | 40% to less than 60% | 60% to less than 80% | 80% to less than 100% | 100% to less than 120% | 120% to less than 150% | 150% to less than 200% | More than 200% |
| Revenue |  |  |  |  |  |  |  |  |
| Profit |  |  |  |  |  |  |  |  |
| Operating capacity |  |  |  |  |  |  |  |  |
| Overall business performance |  |  |  |  |  |  |  |  |

1. **What are your top 5 difficulties?**
2. **External difficulties *(Select at most 5 of 12 options)***

New waves/resurgence of the COVID-19 pandemic and other similar diseases

Global economic recession

Rising inflation

Change in consumer behavior

Customers prefer multi-channel shopping experience

Customer expectations for a seamless experience

Need for a retail experience to attract customer loyalty

Lower purchasing power

Disrupted raw material supply

Issues related to logistics, distribution

Cybersecurity and privacy risks

Digital transformation speed

Others (Please specify):………………….........……………………......................................................

1. **Internal difficulties *(Select at most 5 of 7 options)***

Increased ability to meet demand/sales opportunity

Ability to quickly revise cost structure to meet demand

A lack of liquidity or credit to ensure business continuity

Manpower shortage to ensure business

Unattractive marketing strategy

A lack of connection between effective sales technology and marketing

Ability to effectively manage hybrid/remote/direct working models

Others (Please specify):………………….........……………………......................................................

1. **Are you under pressure to increase prices of inputs (raw materials, petrol, storage, transportation, etc.)?**

Yes. We are under very great pressure.

Yes. We are under quite great pressure.

No. We are not under any pressure.

1. **If yes, how long do you think the price upward pressure will last?**

Do not last long.

Until late 2022.

Until mid-2023.

Last until late 2023.

Last until the time after 2023.

1. **What are the factors raising current product prices from your viewpoint?**

Disrupted supply chain

Labor shortage

Supplier/vendors shortage

Soaring raw material prices

Increasing requirements for product and service quality

Others (Please specify):..............................................................................................................................

|  |
| --- |
| C – BUSINESS STRATEGY IN THE NEXT NORMAL |

1. **How do you believe in the rapid recovery and development of Vietnam economy in the next normal ?**

Strongly believe

Quite clearly believe

Insignificantly believe

No expectations

# How do you think about the prospect of the Retail industry in the H2 2022 compared to the same period last year?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | FMCG | Household goods | Durable goods | The retail industry in general |
| Much worse |  |  |  |  |
| Somewhat worse |  |  |  |  |
| About the same |  |  |  |  |
| Somewhat better |  |  |  |  |
| Much better |  |  |  |  |

# How do you think about your business prospect in the H2 2022 compared to the same period last year?

Much worse

Somewhat worse

About the same

Somewhat better

Much better

1. **How is the percentage of your marketing cost out of the revenue?**

Less than 6%

6-8%

8-10%

10-12%

12-14%

More than 14%

1. **How do you plan to allocate your marketing budget at least in the next 6 months?**

|  | Increase | Unchanged | Decrease | Don’t know |
| --- | --- | --- | --- | --- |
| Overall marketing spending |  |  |  |  |
| Traditional advertiseing spending |  |  |  |  |
| Digital marketing spending |  |  |  |  |
| Branding building |  |  |  |  |
| Customer relationship management |  |  |  |  |
| Customer experience spending |  |  |  |  |
| New product introductions |  |  |  |  |
| New service introductions |  |  |  |  |

1. **What investments did your company make to improve the performance of your digital marketing activities?**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Pre-COVID-19 | At present | In the coming time |
| Data analysis |  |  |  |
| Optimizing of company website |  |  |  |
| Digital media and search |  |  |  |
| Marketing technology system or platform |  |  |  |
| Direct digital marketing (e.g. email) |  |  |  |
| Online experimentation or A/B testing |  |  |  |
| Manage privacy issues |  |  |  |
| Machine learning and automation |  |  |  |
| Improveing our app (if any) |  |  |  |
| Others (Please specify) …………………………………………… |  |  |  |

# How do you expect on changes in customer demand for the following product categories in the next 6 months?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Increase | No change | Decrease | Don’t know |
| Food - Beverage |  |  |  |  |
| Pharmaceutical, medical, healthcare |  |  |  |  |
| Cosmetics |  |  |  |  |
| Personal care |  |  |  |  |
| Home care |  |  |  |  |
| Cleaning home |  |  |  |  |
| Housewares |  |  |  |  |
| Clothing – shoes – accessories (towels, hats, bags, wallets, glasses, etc.) |  |  |  |  |
| Mother & baby products |  |  |  |  |
| Electrical appliances/Electrical refrigeration (TV, fridge, washing machine, etc.) |  |  |  |  |
| Digital devices (phones, tablets, laptops, etc.) |  |  |  |  |
| Jewelry |  |  |  |  |
| Books, magazines, stationery |  |  |  |  |
| Customer demand for other products  (Please specify: …………………………………………) |  |  |  |  |

# How do you think about the impact of the following factors on a 5-point scale on setting future strategic orientations in the next normal? *(1 – Minor impact, 5 – Major impact)*

|  | | 1 | 2 | | 3 | 4 | 5 |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **EXTERNAL FACTORS** |  | | |  | | | |
| Growth and macroeconomic stability | |  |  | |  |  |  |
| Inflation | |  |  | |  |  |  |
| Exchange rate fluctuations | |  |  | |  |  |  |
| Pandemic | |  |  | |  |  |  |
| Competition for market share among domestic enterprises | |  |  | |  |  |  |
| M&A activities/Penetration of foreign companies | |  |  | |  |  |  |
| Changing consumer behavior and consumer approaches | |  |  | |  |  |  |
| Consumer income and spending | |  |  | |  |  |  |
| Development of e-commerce and online shopping trends | |  |  | |  |  |  |
| Increasing awareness of environmental protection | |  |  | |  |  |  |
| **INTERNAL FACTORS** |  | | |  | | | |
| Customer data collection and analysis | |  |  | |  |  |  |
| Diversity and stability of commodity supply | |  |  | |  |  |  |
| Financial strength of the company | |  |  | |  |  |  |
| Sustainable deployment of new business models | |  |  | |  |  |  |
| Quality of human resources and corporate governance | |  |  | |  |  |  |
| Ability to manage risks of the company | |  |  | |  |  |  |
| Increased investment in technology innovation and operational process improvement | |  |  | |  |  |  |
| Marketing strategy of the company | |  |  | |  |  |  |

# What are your top 5 strategies in the next normal?

Cut operating costs of stores and supermarkets

Search for opportunities from M&A

Enhance the digitization of business operations and enhance the actual customer experience by using technology, automating tasks at stores and supermarkets

Develop new retail models

Implement consumer stimulus program

Diversify products, suppliers and control input quality to ensure continuous supply of goods

Add or expand online and hybrid sales services for delivery of goods from stores and supermarkets

Expand more supermarkets and stores

Develop diverse and flexible payment methods suitable for many target customers

Close and narrow inefficient stores

Continually re-evaluate business plans with the involvement of business partners

Set up headquarters operations to ensure continuous business operations despite an emergency

Developing a portfolio of private labels based on the cooperation with suppliers

Improve shopping space and promote service quality

Implement the strategy of sustainable development and environmental protection

Others (Please specify):…………………………………………………………………………………….

# How do you evaluate your application of the following retail models and technology?

|  | Do not have plans to implement | Planning to implement | Have already started implementing | Have been implementing |
| --- | --- | --- | --- | --- |
| **RETAIL MODEL** |  |  |  |  |
| Shop in shop |  |  |  |  |
| Multi-brand store |  |  |  |  |
| Omni-channel |  |  |  |  |
| Mobile retail model |  |  |  |  |
| High-end supermarket system applying E-label technology with counters for customers to pay themselves |  |  |  |  |
| Developing supermarkets and stores into a point providing financial services including traditional banking services and digital payment gateways. |  |  |  |  |
| Applying environmental sustainability initiatives in the retail industry (increasing the supply of products made with recycled materials, changing the way of packaging when choosing more environmentally friendly packaging, etc.) |  |  |  |  |
| **DIGIAL APPLICATION** |  |  |  |  |
| Internet of Things (IoT) |  |  |  |  |
| Augmented Reality (AR) |  |  |  |  |
| Big Data |  |  |  |  |
| Artificial Intelligence (AI) |  |  |  |  |
| Machine Learning |  |  |  |  |
| Blockchain |  |  |  |  |
| Robotic process automation (RPA) |  |  |  |  |

# What are the top 4 solutions that the Government should focus on to best support the retail market in the coming time?

Promote the program of investment in construction and development of commercial infrastructure

Supplement policies to support promoting the development of online sales channels, the channel of going to the market for other people, sales by phone, etc.

Complete the legal corridor system, making information transparent, creating a fair competition environment among enterprises

Have additional support through credit support packages, investment incentives and tax incentives

Support to connect with suppliers

Support and consult retail enterprises in the process of digital transformation

Support to stimulate consumer demand

Others (Please specify):…………………………………………………………………...................

|  |
| --- |
| D- ACCESSMENT OF REPUTATBLE RETAILERS |

**Which are the most reputable retailers in Vietnam in your assessment?** *(Please rank 1-10 for companies listed below with rank 1 as the most reputable retailers)*

1. **FMCG** (Food – Beverage; Pharmaceutical, medical, healthcare, Cosmetics; Personal care; Home care; House cleaning)

|  |  |  |
| --- | --- | --- |
| **Ranking** | **Company** | **Retail chain** |
|  | HANOI TRADE JOINT STOCK CORPORATION | Hapro Mart, Hapro Food |
|  | WINCOMMERCE GENERAL COMMERCIAL SERVICES JSC | WinMart, WinMart+ |
|  | EB SERVICES COMPANY LIMITED (CENTRAL RETAIL VIETNAM) | Go!, BigC |
|  | [SAIGON TRADING & SERVICE CO.,](https://www.yellowpages.com.vn/listings/1064718/saigon-trading-service-company-limited.html) LTD | SatraMart, Satra Food |
|  | SOUTHERN AIRPORT TRANSPORTATION JSC | Sasco |
|  | SAIGON UNION OF TRADING COOPERATIVE | Co.Op Smile, Co.Op Food, Co.Op Mart, Co.OpXtra, Co.OpXtra Plus |
|  | MM MEGA MARKET (VIETNAM) CO., LTD | MM Mega Market |
|  | LOTTE VIETNAM SHOPPING JSC | LOTTE Mart |
|  | RED CIRCLE COMPANY LIMITED | Circle K |
|  | AEON VIETNAM CO., LTD | AEON Mall, Mini Stop, AEON Citimart |
|  | TASECO AVIATION SERVICES JSC | Taseco |
|  | IMEX PAN PACIFIC GROUP | IPPG |
|  | PHARMACITY JSC | Pharmacity |
|  | FPT LONG CHAU PHARMA JSC | Long Chau Pharma |
|  | AN KHANG PHARMA JSC | An Khang Pharma |
|  | PHANO PHARMA JSC | Phano Pharma |
|  | ECO PHARMA JSC | EcoPharma |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

1. **HOUSEHOLD GOODS** (Housewares; Clothing - shoes - accessories (towels, hats, bags, wallets, glasses, etc.); Mother and baby products)

| **Ranking** | **Company** | **Retail chain/website** |
| --- | --- | --- |
|  | CON CUNG JSC | https://concung.com/ |
|  | BIBOMART JSC | https://bibomart.com.vn/ |
|  | KIDS PLAZA JSC | https://www.kidsplaza.vn/ |
|  | VEETEX JSC | https://www.tuticare.com/ |
|  | SNB KIDDEN WORLD JSC | https://snb.com.vn/ |
|  | ACFC (IPPG) | https://www.acfc.com.vn/ |
|  | MAISON RETAIL MANAGEMENT INTERNATIONAL | https://maisonrmi.com/ |
|  | KG VIETNAM | https://kgvietnam.com/ |
|  | GARCO 10 CORPORATION | http://garco10.vn/ |
|  | VIETTIEN GARMENT CORPORATION | https://www.viettien.com.vn/ |
|  | AN PHUOC GROUP | https://anphuocgroup.com/ |
|  | M2 VIETNAM JSC | https://m2.com.vn/ |
|  | CANIFA JSC | https://canifa.com/ |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

1. **DURABLE GOODS** (Electrical appliances/Electrical refrigeration (TV, fridge, washing machine, etc.); Digital devices (phones, tablets, laptops, etc.); Jewelry; Books, magazines, stationery)

|  |  |  |
| --- | --- | --- |
| **Ranking** | **Company** | **Retail chain/website** |
|  | DOJI GOLD & GEMS GROUP JOINT STOCK COMPANY | Doji |
|  | PHU NHUAN JEWELRY JOINT STOCK COMPANY | PNJ |
|  | SJC GOLD & GEM IDENTIFICATION COMPANY LIMITED | SJC |
|  | BAO TIN MINH CHAU CO., LTD | BTMC |
|  | PICO JOINT STOCK COMPANY | Pico |
|  | MEDIAMART VIETNAM JOINT STOCK COMPANY | MediaMart |
|  | VHC TRADING CO., LTD | HC Homecenter |
|  | SAMNEC INTERNATIONAL JOINT STOCK COMPANY | Samnec |
|  | CAO PHONG CO., LTD | Dienmaycholon |
|  | MOBILE WORLD INVESTMENT JOINT STOCK COMPANY | MWG, Thegioididong.com, Dien May Xanh |
|  | FPT DIGITAL RETAIL JOINT STOCK COMPANY | FPT Shop, Studio by FPT Chain |
|  | CA MAU TRADING JOINT STOCK COMPANY | https://www.tncm.com.vn/ |
|  | PHONG VU TRADING SERVICE CORPORATION | https://phongvu.vn/ |
|  | HO CHI MINH CITY BOOK PUBLISHING JOINT STOCK COMPANY - FAHASA | https://fahasasg.com.vn/ |
|  | TRANG AN EDUCATION EQUIPMENT & BOOK JSC | http://trangan.edu.vn/ |
|  | PHUONG NAM CORP | http://www.pnc.com.vn/ |
|  | NHA NAM JSC | http://nhanam.com.vn/ |
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*Thank you for your cooperation!*