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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):…………………………………. |  |  |

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| 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 industryin 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):…………………………………………………………………...................

|  |
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| 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!*