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**QUESTIONNAIRE**

 *(On the Ranking of Top 10 Most Reputable Retailers in 2024)*

|  |  |
| --- | --- |
| All information collected will be treated with utmost discretion and confidentiality for study purposes. Please fill out this questionnaire then send it to us ***by 5:00 pm on******August 22, 2024****.*Your valuable cooperation is highly appreciated! | Please scan QR-code to download the questionnaire (if necessary): Qr code  Description automatically generated |

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| --- |
| A ˗ COMPANY’S INFORMATION |

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

[ ]  FMCG (accounting for ……..% revenue)

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

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

* Housewares
* Apparel, footwear, 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

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

* 1. ***By Model/Scale***

[ ]  Supermarket

[ ]  Hypermarket

[ ]  Convenience store

[ ]  Shopping mall/ Department store

[ ]  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**

|  | **In 2023** | **In H1.2024** |
| --- | --- | --- |
| Total assets (VND million) |  |  |
| Equity (VND million) |  |  |
| Revenue from goods sales and service provision (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. **From which sales channels does your company's main revenue come?**

|  |  |  |
| --- | --- | --- |
| **Sales channel**  | **Share in 2023 (%)** | **Share in H1.2024(%)** |
| [ ]  In our supermarkets/official stores |  |  |
| [ ]  Through our website |  |  |
| [ ]  Telephone order |  |  |
| [ ]  E-commerce platforms |  |  |
| [ ]  Social media channels |  |  |
| [ ]  Others (Please specify):……………………………....... |  |  |

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| B ˗ BUSINESS PERFORMANCE |

1. **How do you estimate your current business performance compared to the same period last year?**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Under 40% | 40% to under 60% | 60% to under 80% | 80% to under 100% | 100% to under 120% | 120% to under 150% | 150% to under 200% | Over 200% |
| Revenue | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| Profit | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| Operating capacity | [ ]  | [ ]  | [ ]  | [ ]  | [x]  | [ ]  | [ ]  | [ ]  |

1. **What are your top 5 difficulties in 2024? *(Please select up to 5 options)***

[ ]  Global economic and political instability

[ ]  Intense competition among businesses in the industry

[ ]  Risk of increasing inflation

[ ]  Exchange rate volatility

[ ]  Changes in consumer behavior

[ ]  Issues related to logistics and distribution supply chains

[ ]  Cybersecurity and privacy risks

[ ]  Difficulties in accessing capital

[ ]  Shortage of high-quality personnel

[ ]  High inventory level

[ ]  High operating costs

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

1. **What are your top 4 growth drivers in the last 6 months of 2024? *(Please select up to 4 options)***

[ ]  The Government's policy of reducing value-added tax by 2%

[ ]  Low lending interest rates offered by commercial banks

[ ]  Relatively stable and recovering macroeconomy

[ ]  Strong development of e-commerce

[ ]  Policy on increasing the regional minimum wages according to Decree No. 74/2024/ND-CP

[ ]  Tourism recovery and development

[ ]  Technological advancement

[ ]  Others (Please specify): ……………………………………………………………………………………

|  |
| --- |
| C – PROSPECTS AND FORECASTS |

1. **How do you access Vietnam’s economic growth in 2024?**

[ ]  Below 4.5%

[ ]  From 4.5% to 5%

[ ]  From above 5% to 5.5%

[ ]  From above 5.5% to 6%

[ ]  From above 6% to 6.5%

[ ]  Above 6.5%

# How do you access the outlook for the retail industry in the last 6 months of 2024 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 assess your business prospects for the second half of 2024 compared to the first half of the year?

[ ]  Much worse

[ ]  Somewhat worse

[ ]  About the same

[ ]  Somewhat better

[ ]  Much better

1. **How do you expect consumer demand for the following product categories to change in the next 6 months?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Increase | No change | Decrease | Unknown |
| Food - Beverage | [ ]  | [ ]  | [ ]  | [ ]  |
| Pharmaceutical, medical, healthcare | [ ]  | [ ]  | [ ]  | [ ]  |
| Cosmetics | [ ]  | [ ]  | [ ]  | [ ]  |
| Personal care | [ ]  | [ ]  | [ ]  | [ ]  |
| Home care | [ ]  | [ ]  | [ ]  | [ ]  |
| Cleaning home | [ ]  | [ ]  | [ ]  | [ ]  |
| Housewares | [ ]  | [ ]  | [ ]  | [ ]  |
| Apparel, footwear, 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: ………………………………………….........) | [ ]  | [ ]  | [ ]  | [ ]  |

1. **What are the top 4 solutions that the Government should focus on to best support the retail market in the coming time? *(Please select up to 4 options)***

[ ]  Enhance investment programs for developing and expanding trade infrastructure

[ ]  Continue simplifying administrative procedures to create a favorable business environment

[ ]  Improve the legal framework, increase transparency, and create a fair competitive environment among businesses

[ ]  Support through credit packages, investment incentives, and tax incentives

[ ]  Strengthen market control and combat counterfeit and imitation goods

[ ]  Supplement policies to boost the development of online sales channels, telephone sales, etc.

[ ]  Support connections with suppliers

[ ]  Support and advise retail businesses in the digital transformation process

[ ]  Support stimulating consumer demand

|  |
| --- |
| D – BUSINESS STRATEGY |

# What are your top 5 key strategies in 2024? *(Please select up to 5 options)*

[ ]  Streamline the organization and close underperforming stores

[ ]  Enhance human resource quality

[ ]  Strengthen risk management

[ ]  Promote omni-channel sales

[ ]  Reduce operating costs of stores and supermarkets

[ ]  Expand the number of supermarkets and stores

[ ]  Strengthen market research and analysis

[ ]  Find M&A opportunities

[ ]  Optimize the supply chain

[ ]  Enhance the digitalization of business operations and improve customer experience through technology

[ ]  Develop new retail models

[ ]  Intensify consumer stimulation programs

[ ]  Enhance brand image and strengthen marketing

[ ]  Diversify products and suppliers, and control product input quality

[ ]  Use diverse and flexible payment methods to suit a variety of target customers

[ ]  Develop a private label portfolio based on cooperation with suppliers

[ ]  Improve shopping spaces and enhance service quality

[ ]  Implement a sustainable development strategy and environmental protection

[ ]  Other (Please specify): ………………………………………………………………………………………

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

|  | Do not have any plan to implement | Planning to implement | Have already started implementing | Implementing on a large scale |
| --- | --- | --- | --- | --- |
| **RETAIL MODEL** |  |  |  |  |
| Shop in shop | [ ]  | [ ]  | [ ]  | [ ]  |
| Multi-brand store | [ ]  | [ ]  | [ ]  | [ ]  |
| Omni-channel | [ ]  | [ ]  | [ ]  | [ ]  |
| Mobile retail model | [ ]  | [ ]  | [ ]  | [ ]  |
| **Technology Application** |  |  |  |  |
| ***Customer experience*** | [ ]  | [ ]  | [ ]  | [ ]  |
| Augmented Reality (AR) / Virtual Reality (VR) for visual shopping experience | [ ]  | [ ]  | [ ]  | [ ]  |
| Chatbots / Virtual Assistants | [ ]  | [ ]  | [ ]  | [ ]  |
| Personalized promotion systems based on individual shopping behavior | [ ]  | [ ]  | [ ]  | [ ]  |
| ***Supply chain management*** | [ ]  | [ ]  | [ ]  | [ ]  |
| Automated warehouse management systems using robots and AI to optimize processes | [ ]  | [ ]  | [ ]  | [ ]  |
| Integrated supply chain management software tracking goods from supplier to customer | [ ]  | [ ]  | [ ]  | [ ]  |
| Accurate demand forecasting based on big data and AI | [ ]  | [ ]  | [ ]  | [ ]  |
| ***Payment*** | [ ]  | [ ]  | [ ]  | [ ]  |
| Mobile payment (e-wallet, QR code) | [ ]  | [ ]  | [ ]  | [ ]  |
| Contactless payment (NFC) | [ ]  | [ ]  | [ ]  | [ ]  |
| Biometric payment | [ ]  | [ ]  | [ ]  | [ ]  |
| ***Marketing*** | [ ]  | [ ]  | [ ]  | [ ]  |
| Marketing automation (email marketing, SMS marketing...) | [ ]  | [ ]  | [ ]  | [ ]  |
| Online advertising (Google Ads, Facebook Ads...) | [ ]  | [ ]  | [ ]  | [ ]  |
| Data-driven marketing | [ ]  | [ ]  | [ ]  | [ ]  |
| ***Other technology***  | [ ]  | [ ]  | [ ]  | [ ]  |
| Internet of Things (IoT) to connect devices in the store and collect data | [ ]  | [ ]  | [ ]  | [ ]  |
| Big data and make effective business decisions | [ ]  | [ ]  | [ ]  | [ ]  |
| Cloud computing to store and process data | [ ]  | [ ]  | [ ]  | [ ]  |

1. **Evaluate the level of impact of technology application on your company:**

**Minor**

**Major**

|  |
| --- |
|  |
| 1 | 2 | 3 | 4 | 5 |
| [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |

1. **How do you expect your budget for digital transformation in 2024 to change compared to 2023?**

[ ]  Increase significantly

[ ]  Increase slightly

[ ]  No change

[ ]  Decrease slightly

[ ]  Decrease significantly

1. **What are the top 3 biggest challenges in adopting new technologies? *(Please select up to 3 options)***

[ ]  Lack of specialized human resources

[ ]  High investment costs

[ ]  Difficulty in integrating with existing systems and ensuring compatibility between old and new systems

[ ]  Data security issues

[ ]  Difficulty in data collection and preparation

[ ]  Other (please specify): ………………………………………………………………………………….......

1. **What are the top 3 main benefits of technology adoption for your company? *(Please select up to 3 options)***

[ ]  Improved customer experience

[ ]  More effective marketing and brand promotion

[ ]  Optimized supply chain management

[ ]  Enhanced data security and safety

[ ]  Support in data collection and customer behavior analysis

[ ]  Reduced operational costs

[ ]  Other (please specify): ………………………………………………………………………………….......

1. **Does the implementation and adherence to environmental, social, and governance (ESG) standards impact your company's business results?**

[ ]  Yes

[ ]  No

[ ]  Not sure

**If yes, please rate the level of impact:**

**Minor**

**Major**

|  |
| --- |
|  |
| 1 | 2 | 3 | 4 | 5 |
| [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |

1. **What is the current status of your company's ESG commitment?**

[ ]  No ESG commitments / no specific plans

[ ]  In the planning stage

[ ]  Have planned and partially implemented ESG commitment

[ ]  Have planned and fully implemented ESG commitment

1. **What is the status of your company’s ESG programme?**

[ ]  No ESG programme

[ ]  Limited plan with only some selected aspects of E, S and G

[ ]  Solid ESG programme across some elements

[ ]  Comprehensive ESG programme covering all areas of E, S and G

1. **If your company is currently implementing ESG commitments, what is the priority in your sustainable development strategy? *(Please rank 1-3, with 1 being the highest priority)***

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Environmental** | **Social** | **Governance** |
| **Priority level** |  |  |  |

|  |
| --- |
| E – ACCESSMENT OF REPUTATBLE RETAILERS |

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

**1. GENERAL SUPERMARKET**

| **RANK** | **RETAILER/CHAIN** |
| --- | --- |
| 1 |  |
| 2 |  |
| 3 |  |
| 4 |  |
| 5 |  |
| 6 |  |
| 7 |  |
| 8 |  |
| 9 |  |
| 10 |  |

* 1. **SUPERMARKET**

| **RANK** | **RETAILER/CHAIN** |
| --- | --- |
| 1 |  |
| 2 |  |
| 3 |  |
| 4 |  |
| 5 |  |
| 6 |  |
| 7 |  |
| 8 |  |
| 9 |  |
| 10 |  |

* 1. **HYPERMARKET**

| **RANK** | **RETAILER/CHAIN** |
| --- | --- |
| 1 |  |
| 2 |  |
| 3 |  |
| 4 |  |
| 5 |  |
| 6 |  |
| 7 |  |
| 8 |  |
| 9 |  |
| 10 |  |

* 1. **CONVENIENCE STORE**

| **RANK** | **RETAILER/CHAIN** |
| --- | --- |
| 1 |  |
| 2 |  |
| 3 |  |
| 4 |  |
| 5 |  |
| 6 |  |
| 7 |  |
| 8 |  |
| 9 |  |
| 10 |  |

* 1. **SHOPPING MALL / DEPARTMENT STORE**

| **RANK** | **RETAILER/CHAIN** |
| --- | --- |
| 1 |  |
| 2 |  |
| 3 |  |
| 4 |  |
| 5 |  |
| 6 |  |
| 7 |  |
| 8 |  |
| 9 |  |
| 10 |  |

1. **ELECTRICAL APPLIANCES, ELECTRICAL REFRIGERATION AND DIGITAL DEVICES**

| **RANK** | **RETAILER** |
| --- | --- |
| 1 |  |
| 2 |  |
| 3 |  |
| 4 |  |
| 5 |  |
| 6 |  |
| 7 |  |
| 8 |  |
| 9 |  |
| 10 |  |

1. **JEWELRY**

| **RANK** | **RETAILER** |
| --- | --- |
| 1 |  |
| 2 |  |
| 3 |  |
| 4 |  |
| 5 |  |
| 6 |  |
| 7 |  |
| 8 |  |
| 9 |  |
| 10 |  |

**PERSONAL INFORMATION**

**Please provide your address to receive Vietnam Earnings Insight Annual Report 2024 by Vietnam Report:**

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Position: …………………………………………..……………………………………………………………….

Phone number: ……..……………………………………………………………………………………………..

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

………, ……………., 2024

**REPRESENTATIVE**

***(Signed and Sealed)***

*Thank you for your cooperation!*