**A screenshot of a computer

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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 |

|  |
| --- |
| 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):……………………………....... |  |  |

|  |
| --- |
| 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 |  |  |  |  |  |  |  |  |

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 industry in 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**

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

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

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

………, ……………., 2024

**REPRESENTATIVE**

***(Signed and Sealed)***

*Thank you for your cooperation!*