**Market’s Problem**

**Market:**

**Market Problem:**

Infrastructure

Logistics

How fast the item can be delivered?

Is it worth it to deliver small value item?

Payment

There is no trusted 3rd party payment

MarketPlace

A lot of online marketplaces but

Consumer Behavior

Mobile usage

Lack of trust in online

Prefer to negotiate and bargain for price more than pay upfront

forums/listings to sell used things

**Challenges**

1. Internet Penetration
2. credit penetration
3. Smartphone Penetration
4. Culture - Trust - touch/feel
5. Pay after receiving
6. 80% COD
7. returns
8. Delievery time
9. appearing to have technical difficulties

**Specific Challenges**

1. many street options
2. most things are too cheap and not worth delivering

**Solutions**

**Work with Banks**

**Carrier Billing**

**Cross border**

**Change in custom/import/regulations rules**

**Provides FDI -** foreign direct investment

**Localization/Regionalization**

**E-Commerce Timeline:**

**4 Stages**

Vietnamese consumers: find it difficulty to find a store nearby, view the price and the quality of those stores.

SMEs in Vietnam does not utilize online marketplace and technology to sell their products yet while they mostly sell their product to customer in nearby area.

**Target Market:**

**Tier 1:**

Electronics products, tools, gadget & devices

Digital Goods

Clothings & Accessories

Handcraft Products

Beauty Industry

Gifts & Florals

Automobile, Motorbike and Parts

**Tier 2:**

Tickets & Reservation

Food and Beverage (Online Groceries)

**Tier 3:**

Agricultural Services & Products

Services

Booking & Tickets

Builders/General Contractors

Housing

**Subscription:**

Home goods

Gas, dry food

Beauty & Makeup Products

Books, Magazines & Newspapers

**Customer:**

Customer

Small & Medium Enterprises and individual sellers (who sell clothes).

User:

People who want to shop and can access to internet

**Current Solution:**

**SMEs:**

Level 1: Open a store

Decorate the store

Do some basic marketing ( name card, word of mouth)

Level 2: Open a facebook page to keep connection with customer

Level 3: Open a website for user to shop online

\*Note

* There are many Pretty girl are selling online: clothes, cosmetics, perfume

**User:**

Level 1: Go around nearby area and drop by one by one store

select, compare the price, negotiate

Level 2: Do some research: ask friends

come to famous brand: yumi, vkool, vteen, …

come to famous place where has many stores located together

Level 3: Do some research online, check website, facebook page

either buy online or go to nearest shop (of the brand that search online)

**Future Solution (When internet is involved):**