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**SECONDARY MATERIALS MARKETPLACE IN VIETNAM**

*The primary goal of this report is to develop and design a marketplace for secondary material as a part of Component 4, the Business Forum, of the CE Hub.*

Lương Minh Công

December 15, 2022

Introduction

The **UNDP** is supporting Vietnam's transition to a circular economy, which aims to maximize resource efficiency and address issues such as pollution and biodiversity loss. The organization is working with the Ministry of Natural Resources and Environment and the Ministry of Planning and Investment on a national action plan and master plan for the circular economy, respectively.

The **Vietnam Circular Economy Hub**, launched in October 2021, aims to increase awareness and build capacity among stakeholders to adopt circular economy principles and support Vietnam's transition to a low-carbon and circular economy. The CE Hub includes an electronic portal, training activities, seminars, and events to enhance dialogue and mobilize action towards the transition.

This report will analyze Vietnam's current business landscape, including business models and operational practices, and identify key players and stakeholders in the market. It will propose initiatives for creating an optimal market environment for circular economy movements and outline a plan for the market's design and long-term operation. The report will also address public relations and partnership strategies and desired functionalities for the **Marketplace** under Component 4 of the Vietnam CE Hub at <https://www.vietnamcirculareconomy.vn>, including proposed layouts.

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# Analysis

It should be noted that the limited number of platforms and marketplaces within the scope of the project may limit the generalizability of our findings. However, by using the CATWOE and MOST business analysis models, we can still gain valuable insights into the characteristics and performance of these platforms and marketplaces. Our analysis will provide a detailed evaluation of these platforms and marketplaces, which can be used to inform decision-making and strategy development for businesses operating in this space.

## Veca - Ve chai công nghệBusiness analysis of some SRM marketplaces

### Mobile phone application VECA

VECA is the first made-in-Vietnam application that connects informal recyclers with residents of Saigon. To date, it has facilitated the exchange of 52 tons of scrap materials through listings of 31,200 installers.

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| **Mission** | The first application for scrap collecting, made in Vietnam. VECA aims to connect the informal recyclers and scraps owners within 12 Saigon districts |
| **Objective** | VECA aims to provide the *convenience* and *transparency* for the scraps owners, also, improve the *performance* for the informal recyclers in collections process |
| **Strategy** | VECA is providing the application cost-free for the sellers and the buyers. Related as the more environmental-friendly option for scrap owner to deal with the wastes |
| **Tactic** | Scraps owners schedule for scraps collection with the preferred time-table. Scraps can be exchanged for cash and reward points. The application is divided into two separated: client and collector. |
| **Who benefited from the product** | The beneficiaries of VECA are the informal recyclers (may include the collectors, aggregators) and Saigoneers |
| **Players in the process** | The team which runs the app, making it and keeping it up to date |
| **Transformation** | VECA changes the way the collector used to looking for the sellers of scraps from: strolling along the alleyway to: receive notification about a new Saigoneers having enough scraps (on the app: more than 5 kilograms, the seller pay the extra fee for selling under 5 kilograms) |
| **The bigger picture of the business** | Raise awareness and formulate habits for end-users of products from wasting the scraps to keeping the scraps for recycling. By limiting what certain types of scraps can be exchanged, VECA was formulating a standard for materials from input. And, VECA was helping the buyer side digitalizing the collecting process without severe cost |
| **The owners of the system** | VECA team. Hiddenly, the city waste processing service. |
| **Environmental constraints** | Externally, the user habits of using smartphones directly impact this business model. Limitations of qualified recyclers also restricted VECA within 12 districts of HCM city. Critically, VECA is not charging the app user any fee, so in the longer term this business model may not have enough mandatory resources to fully develop but remain an individual application |

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| **Strengths:**   * The app is offered free of charge to sellers as a strategy to raise awareness in the community. * The app is designed with a user-friendly interface to make it easy for first-time users to use. * The app has an established network of informal collectors and recyclers. | **Opportunities**   * The community's awareness of the importance of sorting and not wasting scrap materials has increased due to media coverage. * As VECA is a technology product, it is well-suited for Vietnam's young and tech-savvy population. * The demand for scrap and waste materials (SRMs) has increased due to economic development. |
| **Weaknesses**   * The app's free-of-charge model makes it difficult to scale up and meet the standards of the CE hub. * The app's limited categories of scrap materials to collect and lack of connection with scrap processing services make it less appealing to join the CE value chain. * Individual owners often produce low-quality scrap materials that are difficult to track and identify the origin of. | **Threats**   * The scrap recycling sector has received less attention from the public and is new to transformation. * The low selling price of scrap materials mostly attracts the attention of environmentalists. * The app's free-of-charge model threatens the sustainability of the business. * The majority of end users of scrap materials currently dispose of them rather than recycling. |

### Logo, company name Description automatically generatedMobile phone application Ve Chai Công Nghệ

Another mobile application that offers a similar service is "Ve chai cong nghe." The main difference is that Ve chai cong nghe provides nationwide collection of scrap materials and may have a longer-term operational plan in place through partnerships with cost schemes. Both systems have similar pros and cons due to the underlying technology they use..

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| **Mission** | Become the pioneer of waste collecting sector, by making connection between the sellers and buyers of scraps |
| **Objective** | Promotion of scraps collecting using technology. Promotion of partners' green product sale via Ve chai công nghệ marketplace. |
| **Strategy** | Encourage end-user scraps saving and exchange for reward points. |
| **Tactic** | Ve chai cong nghe divides scrap materials into categories, allowing only plastic bottles, tin cans, and printing/non-printing paper to be exchanged for reward points. These reward points can then be redeemed for discounts on environmentally-friendly products within the app. |
| **Who benefited from the product** | The beneficiaries of Ve chai cong nghe are informal recyclers (which may include collectors and aggregators). Scrap material owners can exchange their materials for cash and reward points, while partners selling "green" products can accept reward points through the platform. |
| **Players in the process** | The team which runs the app, making it and keeping it up to date. |
| **Transformation** | Ve chai công nghệ has changed the way of dealing with scraps and collecting them. |
| **The bigger picture of the business** | Ve chai cong nghe aims to raise awareness and promote the habit of recycling rather than wasting scrap materials. While it offers a wide range of scrap materials that can be exchanged for cash, only a few can be redeemed for reward points. With increased awareness and partnerships, this model has the potential to develop into an e-commerce platform featuring environmentally-oriented products. |
| **The owners of the system** | The team behinds Ve chai công nghệ, the partners of this entity |
| **Environmental constraints** | The partners of Ve chai công nghệ, the e-commerce supervisors |

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| **Strengths:**   * The app is offered free of charge to sellers as a strategy to raise awareness in the community. * The reward points system encourages end users to save and exchange more scrap materials. * The reward points shop features appealing environmentally-friendly products. | **Opportunities**   * The business model combines environmental principles with an ecommerce platform, which may appeal to many partners due to its sustainability focus. * The community's awareness of the importance of sorting and not wasting scrap materials is increasing due to media coverage. * The demand for scrap and waste materials (SRMs) has increased due to economic development. |
| **Weaknesses**   * The app's website and interface are not well-designed, making it cumbersome for users to develop the habit of using it. * Individual owners often produce low-quality scrap materials that are difficult to track and identify the origin of. * The app has limited selection of collectors and reward points products. * The payment system could be improved for better transactions. | **Threats**   * The scrap recycling sector has received less attention from the public and is new to transformation. * The low selling price of scrap materials mostly attracts the attention of environmentalists. * The app's free-of-charge model threatens the sustainability of the business. * The majority of end users of scrap materials currently dispose of them rather than recycling. |

### Facebook private and public groups

Facebook groups, both private and public, have gained popularity as an exchange platform among a significant number of users. While Facebook groups may not offer all the features of a fully functional marketplace and may have certain limitations, their widespread use has made them a preferred choice for many. In the context of this project, the stakeholders under consideration are the owners and members of virtual social groups on Facebook.

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| **Mission** | N/A |
| **Objective** | N/A |
| **Strategy** | Found a Facebook group where everyone can post what they want to exchange with other people and the price for it. |
| **Tactic** | The owner may charge fees for posting, and may be transaction percentage fee. |
| **Who benefited from the product** | The beneficiaries are the individual (both personals or own business) using Facebook |
| **Players in the process** | The owner account of the Facebook group, who make rules and decisions and actually run the group. |
| **Transformation** | The changes are the way people look for and connect to partners via Facebook groups. |
| **The bigger picture of the business** | Lesser the time taken for buyers and sellers. |
| **The owners of the system** | Facebook team, and the admins of Facebook group |
| **Environmental constraints** | Facebook regulations, the admins of Facebook groups. |

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| **Strengths:**   * One of the main strengths of using Facebook as a platform for buying and selling scrap is that it is free to use. * Facebook is the most popular social networking site in Vietnam, which means that there is a large potential pool of buyers and sellers. * There is a wide variety of scraps available for purchase on Facebook, including different types and quantities, which allows for flexibility in terms of purchasing and bargaining. | **Opportunities**   * The convenience and targeted advertising capabilities of the Facebook platform make it easier for buyers and sellers to find each other. * There is increasing awareness among the community about the availability of scraps for purchase on Facebook. * The demand for scrap materials is rising due to shortages in imported channels, which presents an opportunity for sellers. |
| **Weaknesses**   * One potential weakness of using Facebook as a platform for buying and selling scrap is that it is subject to the regulations and policies of Facebook. * The platform is only accessible to Facebook users, which may exclude potential buyers or sellers who do not have access to or do not use the site. * It may be difficult to track and verify the quality and origin of scraps on Facebook. | **Threats**   * There is a risk that groups on Facebook for buying and selling scrap may not be properly administered. * Scams on Facebook are a concern for both buyers and sellers. * The vast majority of end users for scrap materials are currently throwing them away, which could present a threat to the market. |

### Website sangiaodichdetmay.vn

This website especially focuses on the sector of textile and garment dealers. This is where companies in the field can enlist and look for the appropriate tools, equipment and materials.

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| **Mission** | Connect the need and demand among entrepreneur, organization and individual in Vietnam |
| **Objective** | Develop and constantly innovate for better service, to become a website that is accessed first when customers need to sell / buy products / services in the textile & garment industry. |
| **Strategy** | Professional exchange, specialized in the field of textile & sewing, including all machines, equipment, raw materials, accessories, spare parts, chemicals, dyes, ... and processing services related to fibers, weaving, dyeing, complete, garment. |
| **Tactic** | Ecommerce as its core, this website aims to deliver the mutual platform for sellers and buyers to browse and make order with simplicity |
| **Who benefited from the product** | The beneficiaries are individuals and companies would like to make exchange of textile and garment goods and equipment |
| **Players in the process** | The company behind the platform, this cannot be done without the coordination and effort to connect the buyers and the sellers. |
| **Transformation** | This transformation is not entirely new but open a new marketplace for sector players to enter and bid for the needed products |
| **The bigger picture of the business** | In the long term, effective management of the platform could lead to an increase in the number of companies in the textile and garment industry joining the platform. The platform's ability to track and verify scraps and wastes can be beneficial for companies looking to use more environmentally friendly materials in their products. Additionally, the platform allows partners to place orders for specific grades of material online and request more environmentally friendly options from the early stages of the production process. |
| **The owners of the system** | The company behind the platform |
| **Environmental constraints** | Governor regulations. Other substitute marketplaces or channels |

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| **Strengths:**   * The platform offers free or low-cost membership, which can help to attract customers by lowering the barrier to entry. * The platform is highly specialized, focusing on a particular sector within the textile and garment industry. This can make it attractive to companies in that sector, as it is targeted specifically towards their needs. * The platform allows users to track the origin and quality of textile and garment materials, which can be beneficial for companies looking to ensure the materials they are using meet certain standards. | **Opportunities**   * The textile and garment industry may have established standards for scraps material, which can help to ensure that the quality of the scraps is acceptable or good. * The concentration of textile and garment enterprises within the industry can provide opportunities for companies to share knowledge and work directly with partners to specify the desired outcome for scraps. * There is potential to create a close value chain within the industry, potentially improving efficiency and streamlining the production process. |
| **Weaknesses**   * The platform may have a limited selection of companies in the sector that are interested in joining the marketplace, although user accounts are not restricted. * The platform may have a limited policy framework and a lean browsing experience, which could negatively impact the user experience. | **Threats**   * The platform faces strong competition from imported materials with a wide range of prices and quality. * The traditional market is still the preferred choice for many dealers, which could make it difficult for the platform to gain a significant market share. * Many companies may not be interested in investing in the scraps processing phase, which could limit the potential success of the platform. |

### Website Yellowpages.com.vn

Yellowpages.com.vn is a website that allows businesses to list their contact information and a brief description of their company. The brand "Yellow Pages" has long been popular among the business sector and is now transitioning to the digital realm, seeking to adapt to the modern age of digitalization.

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| **Mission** | Vietnam Yellow Pages is a leading platform for trading information and promotion in Vietnam, offering both domestic and international options. It is the largest and most effective channel for these purposes in the country. | |
| **Objective** | Serving the needs of businesses seeking to connect with enterprises in 64 provinces and cities in Vietnam. It offers information on over 250,000 businesses in a range of industries, including manufacturing, trading, and services, as well as over 3,000 business lines and more than 1,000,000 products and services. | |
| **Strategy** | Listing platform, where companies can buy advertisement option to promote the display position on top and highly visible location of the pages | |
| **Tactic** | Categorize companies into fields and sectors. Creation of advertisement format and location. | |
| **Who benefited from the product** | The beneficiaries are the individuals and companies that participate in the yellow pages. The company behind the platform. | |
| **Players in the process** | The company behind the platform must connect and collect companies data and categorize it into sectors and fields. | |
| **Transformation** | From traditional paper address books to online platform of yellow pages. Saving a lot of time taken for buyers to meet sellers | |
| **The bigger picture of the business** | As much as the textile and garment marketplace. The yellow pages might have a chance to transform into a marketplace acting as a link in the value chain, where the buyers can bid and put orders for sellers to produce the needed materials product. | |
| **The owners of the system** | The company behind the platform yellow pages | |
| **Environmental constraints** | The governor. The admins of the yellow pages. | |
| **Strengths:**   * Numerous selections from the list of companies on the yellow pages. * The platform charges little to no fee to join onto the pages. The process is yet simple and well-instructed * The yellow pages have a niche of target off-shore and international customer | | **Opportunities**   * Yellow pages may have a good reputation and good branding * The demand for scraps is raising as the economic is developing |
| **Weaknesses**   * There is no sign of the yellow pages verifying company information. So the client must do the verification and make contact directly * Very little information of scraps available under each companies’ description. * There is no “shopping” function available on the platform * There is limited to no control over the quality, quantity or origin of the material | | **Threats**   * Under heavily competition from ecommerce marketplaces or traditional forum (even Facebook) * Other channel may have better control or verification over the sellers or quality and quantity of the scraps material |

### Website chotot.vn

Chotot.com is a popular online marketplace in Vietnam with a user-friendly interface and a variety of products and services, including cars, real estate, electronics, and home goods. It also offers advanced search capabilities, secure transactions, and user reviews to help users make informed decisions. It is well-established and reputable, providing a convenient platform for users to buy and sell.

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| Mission | The mission of Chotot is to become the Number one online marketplace in Vietnam. [[1]](#footnote-1) |
| **Objective** | The sole objective o Chotot is to connect the sellers and the buyers for safe and simple transitions, in a convenient and transparency environment [[2]](#footnote-2) |
| **Strategy** | Mixing ecommerce platform features with the nature of social platforms for better convenience contact between users.[[3]](#footnote-3) |
| **Tactic** | Chotot aims to provide a safe environment for users so they promote the administration and case-by-case supervisors strictly (these supervisors will telephone call users to invite them onto the platform or directly solve the problem). The business model is to collect fees from users promoting the listings on top. |
| **Who benefited from the product** | The main beneficiaries of Chotot are the used goods sellers and buyers. Demographically, the users are in need of selling and buying used consumer goods, they are among 74%[[4]](#footnote-4) of internet users in Vietnam, age from 16 - 64[[5]](#footnote-5). Among them, 38% make purchases via computer/ laptop and 62% via mobile devices[[6]](#footnote-6) |
| **Players in the process** | In short, there are the buyers and the sellers - both individuals and “pro” sellers (since the platform is a typical C2C model). The team behind the application and website, customer services, and operational team. Besides that, there are vendors of Chotot regarding payment intermediaries, shipping and logistics companies |
| **Transformation** | The transformation for the buyers is having a better place to browse used products (better price, less product checking since Chotot now establishes enhanced return policies). For the sellers, Chotot changes the way they list the product and market to buyers, also the sellers need to enhance the transparency of product details for more appealing to buyers.  Chotot also has movements of converting users from other platforms onto Chotot, mainly from social platforms and “old” social forums (handheldvn, voz.vn…) |
| **The bigger picture of the business** | The capital consuming phenomenon is quickly spreading in Vietnam, which led to citizens now purchasing products by trends and reselling the out-of-trend. This is an opportunity for a C2C used product marketplace like Chotot.  Moreover, Chotot is operating based on the perks of social media (posting, sharing, chatting, AI suggestions …) which enhance the “connecting” promises of the companies’ objective. |
| **The owners of the system** | The true owner is the Carousel group is the mother company. The mother company promotes Chotot ideas and backing a lot of Chotot campaign and features. |
| **Environmental constraints** | The Ministry of Industry and Trade - the government office behind trading platform policies and regulations. Another element is the buyers, this group tends to convert online to offline translations due to the needs of hands-on examine the product and cash payment. |

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| **Strengths**:   * Free to user platform (business model based on users real needs of promote listings) * Specific regulations on each product are categorized to control over goods quality (still depends on sellers’ honesty). * Attempt to integrate multiple payment platform to enhance “intermediary” features of holding money until buyers receive products. Refund policy if product is not listed. | **Opportunities**   * Vietnamese citizens are used to internet usage(74% of population). * While more than half of the people living in Vietnam were under 35 years old that year, the population is aging fast [[7]](#footnote-7) * Vietnamese users buy products by trends, so the out of trend product will enter the circular market. |
| **Weaknesses**   * Regardless of product policies, the overwhelming number of users and products make micro monitoring less effective. * Weak logistics and fulfillment functioning like other ecommerce platform * Inconsistent performance between mobile application and website version. * Weak support for multilingual users. | **Threats**   * Government is currently not having many regulations to protect online buyers and sellers * No inhouse fulfillment and logistics operations may threaten the overall functioning. * No inhouse payment operations may threaten the overall functioning. * Other popular platform such as Tiki, Shopee, Lazada, Sendo also have C2C model * Other popular platform have official features (sold by Tiki, Shopee Mall, Lazada Mall ...) ensures end-to-end supply chain, enhance user experiences, better product quality, reduce overall costs and optimize other resources [[8]](#footnote-8) |

### Other observations

* For Chotot users in Vietnam, the main motivation for buying and selling secondhand goods is to rearrange furniture (54%), earn extra income (36%), make room to buy new items (26%) and some other minor reasons. In addition, up to 50% of Vietnamese choose to buy and sell second-hand goods to reduce environmental impacts and 23% due to problems caused by climate change, according to research by iAB and Carousell Media Group[[9]](#footnote-9)
* The process of money withdrawal may take time when transactions are done in cashless methods (intermediary involved). Which led to different revenue circular for sellers, the spontaneously sellers may want to opt for cash or bank transfer in order to collect revenue faster.
* Secondhand trade in Vietnam was valued at $1.1 billion in 2011 and is expected to reach $5.1 billion by 2026, according to the latest research by RedSheer Strategy Consultants[[10]](#footnote-10)
* In Vietnam, about 4.1% of people use credit cards, and 26.7% of people use debit cards. While there are 18.7% of people purchase on the internet, there is only 9.2% of people with online banking accounts[[11]](#footnote-11) - according to a report by world bank on OOSGA group
* According to the same report by OSGA group[[12]](#footnote-12), point out what users in Vietnam purchase on a weekly basis?
  + 58.2% Citizens Purchase Products & Services Through Online Channels Every Week
  + 27.3% Purchase Groceries Online Every Week
  + 16.5% Purchase Second-hand products Every Week
  + 23.9% Use Price Comparing Website Every Week
  + 15.7% Use BNLP Every Week
  + This means the online purchasing has become a customer habit in Vietnam, leading to less customer education needed. The further step taken in to account should be good media campaign for better customer awareness

## Potentials and key take-aways

* The SRMs marketplaces in Vietnam are currently in a phase of independent and spontaneous development.
* The SRMs marketplaces are facing intense competition, and are either directly or indirectly connected to the supply chain of traditional SRMs markets. This may be due to customer habits and the convenience of traditional markets.
* There is urge to guide the existing marketplaces to improve in terms of technology, media communication and partnership in the next phases:
  + Technology: the user experience of VECA is good. Users can easily look for the function they need when navigating during application usage time. Despite having limited category of scarps can be collected, but the existing ones are well-thought designed in allocation and the fulfilled information
  + The existing marketplaces, while striving for improvement and environmental sustainability, are not widely known to the public. It is therefore recommended to invest in media and advertising to increase visibility.
  + Partnering with manufacturers and producers of scraps can increase exchange volume and improve the performance of the existing marketplaces.
* Connecting to international customers has the potential to be successful due to the abundance of rural, agricultural material in Vietnam. If marketplaces can provide instructions for SRMs producers, international transactions may be possible.
* Implementing electronic payment options in lieu of cash payments can improve the customer experience, encourage more frequent use of the platform, and provide benefits such as improved cash flow management and access to discounts and promotions. Involving financial institutions and payment service providers in the process can also help to streamline platform operations.

# Key audience and sectors

In this section, the report aims to provide a comprehensive overview of the stakeholders who may be involved in the supply chain of a CE hub or ecommerce platform for SRMs. This includes information on the roles and responsibilities of these entities, as well as their potential impact on the success of the platform. Additionally, this section will delve into the analysis of the various sectors that may be impacted by the establishment of a CE hub or ecommerce platform for SRMs. This includes a review of the current state of these sectors and how they may be affected by the introduction of such a platform.

## Market sectors

As previously mentioned in Part 1 of the report, there is potential for growth within certain sectors of the Vietnamese business market. However, there is still room for further development of the marketplace. According to Bizfluent[[13]](#footnote-13), there are five main sectors in business:

* **The raw materials and primary sector** involves the extraction and collection of natural resources, such as minerals, timber, and agricultural products. These raw materials are often used as inputs for the manufacturing and industry sector, which involves the transformation of these raw materials into value-added products through processes such as refining, assembly, and fabrication.
* **The manufacturing and industry sector** is also known as the secondary sector as it takes raw materials from the primary sector and further processes them into finished goods. This sector plays a crucial role in the economy by adding value to raw materials and providing a range of products for consumers and other industries.
* **The service industry**, also known as the tertiary sector, involves the trade of information and services rather than physical goods. This can include sectors such as finance, healthcare, and education.
* **The intellectual sector**, or the fourth sector of the economy, is centered around intellectual activity, such as research and development, as well as the flow of information. This can include roles such as university professors and internet technicians.
* **The quinary sector,** or the fifth sector, focuses on infrastructure and consists of organizations such as hospitals, governments, and non-profit agencies. These organizations often provide essential services and support to communities.

The market sectors for the ecommerce marketplace being analyzed in this report are those of the primary and secondary industries. These sectors involve the production and processing of physical materials, and as such, there is a likelihood of waste generation. However, it is important to note that waste from commercial production in these industries can often be reused or recycled, leading to more sustainable and efficient use of resources. This is a key consideration for any business operating within the primary and secondary industries, as it can not only benefit the environment but also contribute to cost savings and improved operational efficiency. To be more specific Michael E Carpenter[[14]](#footnote-14) also had detailed definition as follow:

* *Primary sector extracts raw materials*: The primary sector of the economy can be classified as the "extractive" industry. These include the industries that *produce* or *extract raw materials*. Which involves specific professions such as farming (rice, fruit, milk, poultry products…), mining (coal, metal ore or oil…)
* *Secondary sector manufactures and assembles goods*: The secondary sector of the economy is comprised of the manufacturing industries which *take raw materials* and *produce products*. Semi-manufacturing companies produce parts to be used in other products that have several stages of production, such as automobiles.

According to data from Trading Economics[[15]](#footnote-15), Vietnam has maintained a trade surplus since 2012, indicating that foreign demand plays a significant role in driving the country's economy. This, along with the fact that Vietnam is the most frequently cited alternative location for U.S. firms considering shifting operations out of China, highlights the importance of the manufacturing and assembly sector in Vietnam. In fact, the International Trade Administration[[16]](#footnote-16) reports that 61.54% of U.S. firms are considering moving their operations to Vietnam from China. These factors make the manufacturing and assembly sector a key focus for economic development in Vietnam, as it is both a significant contributor to the economy and a major destination for international investment.

According the record by World top export (last update on 2021[[17]](#footnote-17)), the secondary sector businesses those are taking the highest volume of Vietnamese manufacturing are:

1. Electrical machinery, equipment: US$172.8 billion (42.5% of total exports)
2. Machinery including computers: $33.4 billion (8.2%)
3. Footwear: $25.2 billion (6.2%)
4. Furniture, bedding, lighting, signs, prefabricated buildings: $19.1 billion (4.7%)
5. Knit or crochet clothing, accessories: $17.8 billion (4.4%)
6. Clothing, accessories (not knit or crochet): $15.8 billion (3.9%)
7. Iron, steel: $10.1 billion (2.5%)
8. Plastics, plastic articles: $7.8 billion (1.9%)
9. Optical, technical, medical apparatus: $6.21 billion (1.5%)
10. Rubber, rubber articles: $6.16 billion (1.5%)

The above categories (belong to manufacturing and assembling industry) are likely the most to be exchanged when there will be a platform, due to the high demand.

There are also agricultural and mining businesses in Vietnam, the volume of export is high while remaining low in transaction value. Agriculture includes farming (rice, fruit, coffee…), fishery (farm and catch) and forestry (wooden material). According to Statia[[18]](#footnote-18), until the end of December 2021, the traditional economic businesses in Vietnam have accounted for a minor percentage of the overall economy, but still contribute roughly 15% of the total GDP. So, the primary sector should be the second most important sector to concentrate on the platform.

## Key audience

Individuals and entities might interest in the exchanges and outcomes of the platform

Refer to the approach to projects’ stakeholders by Imperial College London[[19]](#footnote-19), the objects will be benefited from an ecommerce platform exchange of SRMs will be address as below:

|  |  |  |
| --- | --- | --- |
| **High Influence** | 1. *High influence, less interested:*   Manufacturing companies, Assembly companies, General public | 1. *High influence, highly interested:*   Government, Media, Contractors |
| **Low Influence** | 1. *Low influence, less interested:*   Regular Ecommerce Platforms | 1. *Low influence, highly interested:*   Individual buyers |
|  | **Low Interest** | **High Interest** |

Due to limitations of the approaching concept, there are some missing certain groups of potential audiences to the platform. However, the concept can be explained shortly as below:

* High influence, high interest: These stakeholders should be the primary focus for engagement and resource allocation as they benefit from the platform and have the ability to directly impact it. Examples may include government agencies, media outlets, contractors, and other partners.
* High influence, low interest: These stakeholders should be provided with sufficient service to meet their expectations, but not to the point of overwhelming the company's resources. They may have a significant impact on the platform, but their primary motivation may be to benefit from it or improve their own brand image through collaboration.
* Low influence, high interest: These stakeholders should be treated with care and attention, despite their limited ability to impact the company or platform. They may not have a significant level of power or influence, but they are highly invested in the business and may be vocal in expressing their opinions and needs.
* Low influence, low interest: These stakeholders should be provided with minimal communication and engagement as they may not have a significant impact on the platform or the business, and their level of interest may be limited. However, it is important to ensure that any interactions with these stakeholders are professional and meet their basic expectations in order to maintain a positive reputation and avoid potential conflicts.

# Payment tools

While the general specifications of online ecommerce platforms may be similar, there are often subtle differences that can be observed between platforms. One aspect that may vary is the payment methods offered, which can have an impact on the user experience and overall convenience of the platform. In this section of the report, we will examine the mutual and different details of payment methods on various ecommerce platforms, providing a comprehensive overview of the options available to users. This information can be useful for businesses seeking to understand the competitive landscape and identify potential areas of differentiation. Overall, understanding the payment method offerings of different ecommerce platforms can help businesses make informed decisions about which platforms to use and how to optimize the user experience for their customers.

## Observations

Online websites that function as marketplaces, connecting individuals and entities with mutual interests in certain types of services and goods, often have similar characteristics. These platforms, which can range from traditional ecommerce websites to more social media-like marketplaces, may share certain features and functions. Some common observations of these types of online marketplaces include:

* As a "middle man," the online marketplace platform facilitates transactions between buyers and sellers, but does not directly provide the goods or services itself. The platform may or may not be involved in payment processing, which can be a separate business requiring specific registration in Vietnam. It is important for the platform to clearly communicate its role and responsibilities to both buyers and sellers in order to manage expectations and ensure smooth transactions.
* The platform may have the ability to promote certain sellers over others, either through algorithms or manual curation.
* The payment methods available on the platform may vary depending on the value of the transactions being made. In Vietnam, online payment services may have limits on the maximum payment value for each method, such as bank cards or telecommunication accounts.
* The time of settlement, or the point at which the seller receives payment for the goods or services, can differ depending on the payment method used. If the transaction is paid for using traditional methods such as cash on delivery or wire transfer, the platform may not be involved in the payment process. However, if the platform serves as a middle man, the settlement may be delayed until the delivery has been processed or according to the platform's specific policies.

## Existing platforms’ payment method

Resulting from the above analysis of existing platforms. The payment method of current SRMs marketplace are listed as below:

|  |  |  |
| --- | --- | --- |
| **Marketplace** | **Payment Method** | **Illustration** |
| App: VECA/ Ve chai công nghệ | Cash on delivery, Bank transfer | The online marketplace platform acts as a middle man, facilitating transactions between buyers and sellers but not directly providing the goods or services itself. |
| Facebook marketplace | Payment gateway, Cash on delivery, Bank transfer | Facebook's "marketplace" function may offer payment gateway services and hold funds until the transaction is complete, but this is not a common practice. More often, buyers and sellers will directly contact and arrange the payment agreement. |
| Website sangiaodichdetmay | Cash on delivery, Bank transfer | The platform serves as a facilitator for transactions between buyers and sellers, but does not directly provide the goods or services. The payment agreement is typically arranged directly between the parties involved. |
| Website yellowpages | Cash on delivery, Bank transfer | The role of the online marketplace platform is to act as a middle man, facilitating transactions between buyers and sellers but not directly providing the goods or services. The payment agreement is typically handled directly between the parties involved. |

Unlike traditional ecommerce marketplaces, these online platforms do not typically involve themselves in the payment processing for transactions between buyers and sellers. Instead, they serve as a virtual meeting place for buyers and sellers to connect and exchange goods and services. The platform acts as a facilitator, but does not directly participate in the payment process or the provision of the goods or services. This allows the platform to focus on its role as a connecting point for buyers and sellers, while leaving the payment and delivery details to be handled directly between the parties involved.

## Recommendations for SRMs marketplace payment

In order to streamline the payment process and make it as convenient as possible for users, it is important for the platform to carefully consider its payment scheme. If the platform chooses to handle payment processing itself, it will need to register specifically for this purpose in Vietnam. Alternatively, the platform can utilize a Payment Service Provider (PSP) to handle payment processing on its behalf. This can help to avoid the need for extra registration and minimize the workload for the platform. However, it is important to note that any PSP in Vietnam will charge the merchant (platform) additional fees for transactions made through their gateway. These fees can vary depending on the PSP and the specific terms of their service agreement:

*Order value + transaction processing fee (VND) + payment processing fee (% value) = final payment*

The fees described above typically do not apply to transactions made using e-wallet services. However, e-wallet users may still incur fees for topping up their balance. Some PSPs may also charge additional fees for initial integration and recurring maintenance for merchants.

The transactions are usually below 200 million VND in value, applying for a non-cash payment method. Take an example of Shopee[[20]](#footnote-20) ecommerce platform. This entity provides the payment scheme of three separate methods:

* Cash on delivery (COD)
* Payment using e-wallet Shopee Pay
* Payment using credit/ debit card/ bank account

The use of cash on delivery (COD) for payment does not typically involve additional fees beyond logistics charges. However, other payment methods, such as e-wallets or credit/debit cards, may incur additional fees as described above. When the translation value exceed 200 million VND (i.e.: manufacturer purchase SRMs for primary production materials) it should be COD or bank transfer due to:

* High fee for the high order value
* The cap of online payment via PSP or,
* The cap by the issuing banks.
* In most cases, the bearer of the fee usually is the merchant.

### Under-bank customers

There is a group of customers that does not meet qualifications from banks or does not There is a group of customers who may not meet the qualifications for bank accounts or prefer not to use traditional banking products. While this group may not be common in the overall economy, they may still play a role in the supply chain for consumer electronics. These customers may rely on cash or alternative payment methods, such as mobile money, for online transactions. Mobile money is a form of electronic currency in Vietnam that is linked to a telecommunication SIM account, allowing users to make payments without a bank account or card. This payment method is convenient for customers with older mobile devices who may not have access to traditional banking products, and it also allows them to receive and withdraw transaction funds in cash. Overall, mobile money can provide a useful alternative for customers who may not have access to traditional banking products or prefer to use cash for online transactions.

# Design of the Marketplace

Web-based and mobile-friendly design are crucial for the success of a marketplace for secondary materials in Vietnam. With a large and growing population of internet users, a well-designed website and mobile app are essential for reaching a broad audience and facilitating the buying and selling of materials.

The design of a marketplace is an important factor in its success, as it can impact the user experience, security, and trust of the platform. Here are some key considerations for the design of a marketplace:

**User experience**: A clear and intuitive layout, with well-defined categories and search functionality, can help users quickly find what they are looking for. The platform should also be visually appealing and easy to navigate.

**Security**: The platform should have strong measures in place to protect the personal and financial information of its users. This can include secure payment options and encrypted data storage.

**Trust**: A marketplace should have a system in place for verifying the authenticity and quality of the items being sold. This can help build confidence in the platform and encourage more users to participate.

**Tools and resources**: The platform should provide users with the tools and resources they need to facilitate the buying and selling process, such as messaging systems, payment options, and shipping information.

**Customer service**: A customer service system should be in place to address any issues or concerns that may arise.

## Categorizing Marketplace

There are several ways that an online marketplace could be categorized based on the materials and industries listed above. Here are a few options:

**By material**: This approach would involve grouping items into categories based on the material they are made from, such as electrical machinery, furniture, clothing, and plastic articles.

**By industry**: This approach would involve grouping items into categories based on the industry they are used in, such as electrical machinery and equipment, machinery including computers, and optical, technical, medical apparatus.

**By product type**: This approach would involve grouping items into categories based on the type of product they are, such as footwear, clothing and accessories, and furniture.

**Hybrid approach**: A combination of the above approaches could also be used, such as creating categories based on both material and product type, or industry and product type.

Ultimately, the choice of categorization will depend on the specific goals and target audience of the marketplace. It may be helpful to consider factors such as the types of products being sold, the needs and preferences of the users, and the overall user experience when determining the best approach.

Here is a more detailed and comprehensive list of secondary materials that might be extracted from the **industries listed** on **The manufacturing and industry sector**:

|  |  |
| --- | --- |
| All materials |  |
| Plastics | ABS, Acrylic, BOPP, EPDM, EPS, EVA, GPPS, HDPE, HIPS, LDPE, LLDPE, Mixed hard plastics, Nylon(PA), PBT, PET/PETE, PETG, PLA, PMMA, Polycarbonate, Polyester, Polyurethane, PP, PVA, PVC, SEBS, TPE, TPO, TPU, XPS, POM, PET-A, rubber, Polyamide, Other plastics, |
| Paper | Boxes, Cardboard, Newspaper, Paper tubes, Shredding, Composite packaging, White paper, Flyers, Magazines, Printed paper, Books |
| Wood | Pallets, Pinch, Wooden packaging, crates, Solid wood, Chipboard, Woodfibre, Sawdust, Plywood |
| Glass | Car Glass, Crystal glass (table glass), Lead crystal (jewelry, cut glass), Borosilicate (laboratory and domestic cooking glassware, Quartz (laboratory), Soda-lime (bottles), Clear glass, Colored glass, Mixed glass |
| Textiles | Polyester, Mixed textiles, Cotton, Natural fiber, Synthetic fiber, Hollow fiber, Remnants of textile fabric, Leather, Fabrics, Elastomer |
| Building material | Concrete recyclate, Recycled bricks, Mixed recyclate, Soil, Asphalt recyclate, Concrete, Bricks, Asphalt, Roof tiles, Ceramics, Mixed waste - rubble, Gypsum, Asbestos, Stoneware, Insulating materials |
| Metals | Copper, Bronze, Brass, Aluminum, Lead, Zinc, Iron and steel, Tin, Mixed metals, Nickel, Stainless steel, Mercury, Cast Iron, Precious metals |
| Organic waste | Manure, Wood from green maintenance, Grass and leaves from green maintenance, Waste from agriculture, Biodegradable waste from separate collection, Used oil, Compost, Digest, Gastro waste, Sewage sludge, Forestry waste |
| E-waste | Heat exchange equipment, Screens, monitors, Light sources, Large devices (min 50 cm), Small devices (max 50 cm), Small IT equipment (max size 50 cm) |
| Machinery and equipment | Recycling machines, Recycling auxiliaries, Single-purpose equipment and tools, Measuring systems, Service, maintenance, spare parts, Industrial automation, technological solutions, Packaging machines, packaging lines, packaging technology, Transport equipment |
| Chemical substances | Solvents, Colors, Refrigerants, Activated carbon, Lacquers, Toners, Adhesives, Sealants, Acids, Hydroxides, Mineral oils |
| Other |  |

## Proposed Design

The following proposal outlines the design and layout of the Secondary Material Marketplace, including details on the home page design, categories, location browsing, and the process for listing an item on the platform. In addition, some ideas for user functions and features when accessing the platform are also discussed.

### Home page

The home page of the marketplace will feature a user-friendly interface that enables easy navigation through various categories, locations, quantities, and material offerings. The importance of a clean and streamlined interface is understood, leading to the home page being designed to be simple and easy to use. Assistance in the form of filters will be provided to assist in finding specific material and locations. The filtering system will facilitate the finding of what is needed with ease. Providing users with the best possible experience when using the marketplace is a top priority and the clean and simple home page design is a vital part of this experience.

Graphical user interface, application, website

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### Browsing Categories

In the initial phase of publishing the Marketplace, the following main categories will be deployed: All Materials, Plastics, Paper, Wood, Glass, Textiles, Building Materials, Metals, Organic Waste, E-Waste, Machinery and Equipment, Chemical Substances, and Other.Graphical user interface, application

Description automatically generated

Graphical user interface, application

Description automatically generated

### Location Browsing and Filters

User will be able to browse and filter through suggested locations available in the Market. Based on list of 58 provinces and 5 municipalities of Vietnam for several reasons:

To find products or services that are available in their local area: Users might want to search for products or services that are available in their local area, rather than having to travel to a different city or region to obtain them.

* To save time and money: By searching for products or services that are available in their local area, users can save time and money on transportation costs.
* To support local businesses: Some users may prefer to support local businesses and may want to search for products or services that are available in their city or region.
* To find products or services that are specific to a particular region or city: Some products or services may be specific to a particular region or city, and users may want to search for these products or services by location.
* To compare prices and availability: Users may want to compare prices and availability of products or services in different cities or regions in order to make the best purchasing decision.

Graphical user interface, application

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### Listing A Material offer

The Material Offer function is designed to facilitate the listing of materials for sale by users/sellers. To ensure a smooth and efficient process, the following steps must be followed:

Step 1: The user/seller will be required to provide comprehensive information about the material, including a detailed description, categorization, form, and relevant photos. The location of the material should also be specified.

Step 2: In addition to the price and unit pricing of the material, the user/seller must also indicate the total amount available for sale and the minimum amount that can be purchased. Additional optional information, such as a seller agreement, may also be provided at this stage.

Graphical user interface, text, application, email

Description automatically generated

### Tracking Listed Items

users/sellers in an online marketplace may be interested in include:

Tracking listing items: Users/sellers should be able to view the status of their listed items, including how many views or inquiries they have received and whether any offers have been made.

**Chat with buyers**: Users/sellers should have the ability to communicate with potential buyers directly through the platform, either through messaging or live chat.

**Provide additional promotion**: Users/sellers may be interested in promoting their listed items to a wider audience. The platform could offer options for boosting the visibility of certain listings, such as through sponsored posts or featured listings.

**Manage orders and transactions**: Users/sellers should be able to view and manage any orders or transactions that have been made through the platform. This could include the ability to view payment details, update the status of an order, or issue refunds as necessary.

**Leave feedback**: Users/sellers should have the option to leave feedback or ratings for other users/sellers that they have interacted with through the platform. This can help to build trust and establish a sense of community within the marketplace.

Graphical user interface, website

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# Long - term view and strategy

The establishment of a new ecommerce platform focused on the sale of scrap and rubbish materials will require the development of a long-term strategic plan to ensure the success and sustainability of the business. This plan should consider the target market and customers for these materials, as well as appropriate marketing and sales strategies to reach these audiences. The platform will also need to implement effective payment and delivery systems to facilitate transactions and meet the needs of buyers and sellers.

## Goal, vision and mission

The goal of this ecommerce platform is to become the leading website for the exchange of wasted materials in Vietnam. While there are currently a number of platforms available in Vietnam for exchanging various goods and products, few offer the specialized functions and interface required for exchanging raw materials for production (SRMs). With a targeted approach to customer acquisition and a carefully planned strategic approach, it is likely that the platform will be able to establish itself as one of the top platforms for exchanging SRMs within the next 5 years. By focusing on this niche market and continually adapting to the needs of its users, the platform has the potential to become the go-to destination for companies and individuals looking to buy and sell SRMs in Vietnam.

The vision of this ecommerce platform is to become the leading website for exchanging wastes and secondary raw materials in Vietnam, earning the trust of its community and achieving the highest volume of SRM transactions. To achieve this vision, the platform has identified the following mission: to create a transparent and convenient platform for buyers and sellers of SRMs to connect and transact with ease and security. This mission will guide the development and operation of the platform, with a focus on creating a user-friendly and trustworthy environment for buyers and sellers to connect and conduct business. By prioritizing the needs of its users and prioritizing transparency and safety, the platform aims to become the top destination for SRM transactions in Vietnam.

According to report by VTV[[21]](#footnote-21), Vietnam community is wasting 3 billion USD annually for not recycling plastic wastes, and more than 30 billion USD annually for not recycling organic waste. The data shows the potential of gathering, sorting and reselling these waste to the right buyer. But none to very few entities are entering this market, this is a potential for a platform to the extent of this report.

The strategic priorities shall be reported as follow parts of the document.

## Targeting model

In order to identify the target customers for this ecommerce platform, it is important to consider the individuals and entities that will be using the platform's services. There are two main approaches to this problem: the business-to-consumer (B2C) model, in which suppliers of SRMs sell directly to customers (such as on Amazon or eBay), and the consumer-to-consumer (C2C) model, in which customers sell directly to other customers (such as on Etsy or Craigslist).

It may be necessary to conduct further research and analysis to determine the most appropriate business model for the platform. Currently, the habit of exchanging 3R materials (those that are reduce, reuse, and recycle) and SRMs is not yet common in the community, leading to a lower likelihood of customers buying and selling these materials online and a lower chance of the community searching for ways to exchange these materials online.

In the long term, a B2C business model may be more sensible due to the increased familiarity of 3R and SRM exchange. In the short term, a C2C marketplace may be more practical. By carefully considering the needs and habits of its target customers, the platform can effectively position itself to meet the demands of the market and achieve its goals.

## Strategy

According to the list from enlabsoftware, a B2C platform should have the following functions to effectively manage and facilitate transactions between suppliers and customers:

* Platform management: This includes the overall management and administration of the platform, including the management of user accounts, the handling of any issues or disputes that arise, and the implementation of policies and procedures to ensure the smooth operation of the platform.
* Product/service catalog and filters: The platform should have a comprehensive catalog of the products and services available for purchase, along with relevant filters to allow customers to easily find the products they are looking for.
* Inventory, logistics, and shipping: The platform should have a system in place to track inventory levels and manage the logistics of shipping products to customers.
* Payments, purchases, and monetization: The platform should have a range of payment options available to customers and should be able to process and track purchases and handle any issues related to payment. It should also have a system in place for monetizing the platform, such as through advertising or subscription fees.
* Invoice and report: The platform should be able to generate invoices for purchases and provide reports on the performance and activity of the platform.
* Account management: The platform should have a system in place for managing user accounts, including the ability to create, update, and delete accounts as needed.
* Content management: The platform should have a system in place for managing and organizing the content on the site, including product descriptions and images.
* Security and data management: The platform should have robust security measures in place to protect the data of both suppliers and customers and should have a system in place for managing and protecting this data.

In order to provide a high-quality user experience, it is important for an online production/service platform to focus on customer orientation. During the early phases of the platform, it is a good opportunity to prioritize user experience and gather feedback from users to continuously improve the platform.

For C2C platforms, which allow customers to sell directly to other customers, the payment process can sometimes be a challenge as buyers and sellers must communicate and agree on payment and shipping terms. To add further safety and convenience to the exchange process, the platform may consider implementing clear payment and fulfillment policies.

According to research by Codica, C2C marketplaces can be categorized into two types:

Vertical C2C marketplaces, which cover a specific category of products or services and have a narrow client base (such as Etsy, which focuses on handmade and vintage-style products), and

Horizontal C2C marketplaces, which offer a wide range of multiple products and are not specialized in a particular category (such as Amazon, which sells a variety of widely used and salable items).

By understanding the type of C2C marketplace it is operating, a platform can tailor its strategies and policies to effectively meet the needs of its target customers.

Also, according to this website[[22]](#footnote-22) the comparison between two types is based on which customer orientation by the platform:

Diagram, text

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Therefore, the features that a C2C marketplace platform must have include:

1. **Account management**: Both sellers and buyers should have access to account management tools that allow them to view and track their purchases, as well as receive notifications about new information or updates related to their account.
2. **Buyer-seller communication**: Effective communication between buyers and sellers is essential for a C2C marketplace platform, as it allows the two parties to negotiate and finalize agreements for purchases.
3. **Search and filters**: A search and filter tool is essential for an online ecommerce platform, as it allows users to easily find the products they are looking for by narrowing down their search results based on various features and pricing options.
4. **Payment gateways**: In order to ensure the security of transactions and protect user data and payment authorization, it is essential for a C2C marketplace platform to have reliable and secure payment gateways. This will help to build trust and confidence among buyers and sellers and encourage more transactions on the platform.

The above descriptions address the orientations for a new ecommerce platform. The core values of the project for longer term implementation are as the following parts of the report.

## Priorities

To achieve the goals of this plan, it is recommended to continue to build a strong foundation of human, financial, and physical resources. Next, the platform must connect all the resources externally and internally allocation decisions to the priorities.

#### Setup a platform prioritize the simplicity and easy to use:

In order to improve the user experience for clients from suburban and rural areas who may not be familiar with online exchange and ecommerce platforms, it is recommended to simplify the platform's integration and functionality to make it more user-friendly. This will make it easier for these individuals to use the platform.

A significant proportion of the population in Vietnam, or 66.9 million users, are using smartphones according to a news report. To meet the needs of this demographic, it would be advisable for the platform to adopt mobile-friendly technology.

In addition to serving users with smartphones, it is important to consider the needs of rural mobile users who may be using older devices with lower processing power. To ensure that the platform is accessible and functional for these users, it may be necessary to provide a "lighter" version of the platform. This can help to improve the user experience for these individuals.

#### In the earlier phases of the platform, prioritize on promoting the user registrations

The platform will be inactive without users, so in the initial phase of the project, it is essential to establish the platform with a stable design to attract users. The platform team can then implement marketing strategies to increase the number of registrations.

To enhance the customer experience and increase registration rates, the team should consider investing in a user-friendly interface and providing technical support options such as order management, seller site management, and item listing and management functions.

Additionally, it is important to implement strong technical features and policies to ensure the safety and positive user experience during transactions on the platform.

#### To consider promoting a forum/ virtual community for Questions and Answers about the platform and its team activities

As the platform business is community-oriented and environmentally conscious, a business model that is socially and community-focused would be appropriate. Establishing an online community in conjunction with the platform can not only provide a self-sustaining source of knowledge for customers, but also create a sense of community and potentially serve as a public relations channel in the future.

#### Promoting engagement with the locals, regional and international partners

* To effectively establish the platform's brand, it is crucial to focus on promoting the brand locally. However, it is also important to consider expansion into international markets. In order to successfully promote the brand in these future markets, it will be necessary to carefully consider the appropriate strategies and tactics to use..
* With sufficient network and connections in the field of SRMs market, the platform may want to establish its own content for promoting branding outside the border.
* Promoting engagement with local and regional ecommerce platforms to collect, resell, reuse … in order to take advantage of the supply chain sustainability concept[[23]](#footnote-23).

## Sustainability

To reach the final goal, the mission to maintain sustainable finance, human and physical resources is important.

#### Developing a sustainable financial foundation

To develop a sustainable financial foundation for the platform, it is important to cultivate a culture of entrepreneurship and implement projects that focus on both generating revenue and effectively managing expenses. This can be achieved through the implementation of flexible units that allow for better financial control. It is also crucial to maintain strong relationships with key stakeholders such as the governor, organizations involved in CE initiatives and environmental preservation, and startup hubs. These relationships can serve as valuable resources for future opportunities and support for the platform.

#### To develop a human resources base

* Prioritize on individuals with empathy with the platform final goal for earlier phases of the project
* Periodically review and revise personnel work role and work load for better micro-monitor and proper adjustment, in order to meet unit-flexibility and employee balance.

#### Maintaining and optimizing the system to serve short and medium term goals

* Create an implementation plan that outlines the steps needed to achieve each goal, describes the necessary operations, and specifies how progress will be measured.
* Follow a regular four-step work plan (plan, do, review, revise) to monitor the minor project and ensure that it stays on track to meet the goals of the master plan.
* Identify and define the phases of the project, and establish metrics for measuring the final outcome.
* Monitor site performance and user engagement by tracking key metrics such as page load times, user acquisition, and retention rates. This will help identify areas for improvement.
* Keep the platform up to date by running the latest version of software and applying all necessary security patches to prevent disruptions and vulnerabilities.
* Use search engine optimization (SEO) techniques to improve the visibility of the platform and its listings in search results. This could include optimizing titles and descriptions, using relevant keywords, and building high-quality backlinks.
* Regularly communicate with users and sellers to understand their needs and pain points, and use this feedback to make ongoing improvements to the platform.
* Conduct regular experiments and A/B testing to identify the most effective approaches to driving user engagement and improving the user experience.
* Consider collaborating with industry partners to co-promote the platform and expand the reach of its listings.
* As the platform grows, consider expanding into new geographic regions or vertical markets to continue driving growth.

# Public relations and partnership strategy

The external relationships of a business are closely tied to its goals and purposes, and as such, will often shift and evolve as different phases of a project are pursued. While the specific strategies employed may vary, the external affairs of a platform can generally be organized around the objects it markets to. As the business establishes new goals and missions, it will be necessary to develop external strategies that align with these objectives and support the overall success of the platform. By focusing on key external relationships and leveraging them effectively, the platform can maximize its impact and achieve its desired outcomes..

## Communications activities

Communications activities play an important role throughout the project for the platform. Utilize the omni - channel content is a favorable tool for modern marketer and should be used to reach the target customer and potential customer.

* Using omni-channel content to build a consistent brand image and introduce the platform's vision and mission
* Utilizing omni-channel content to reach a mass audience and deliver up-to-date news
* Using omni-channel content as a regular channel for updating the public on news and events
* Considering traditional media channels such as television, outdoor advertisements, and celebrity endorsements to build trust and brand recognition
* Negotiating a communication collaboration with the Governor's office as a community-oriented product
* Developing a clear and consistent brand message across all communication channels
* Utilizing social media and other digital platforms to engage with a younger, tech-savvy audience
* Identifying key community influencers and ambassadors
* Developing a comprehensive public relations strategy
* Leveraging customer data and analytics to tailor communication efforts
* Engaging with stakeholders and key partners to align communication efforts with platform goals and objectives

## Partnership and engagement

Effective partnerships can be implemented by identifying key objectives and targeting potential partners who can support these goals. Some potential primary partners for a platform might include:

* Ecommerce platforms that are competitors but also produce significant waste during their operations. Partnering with these competitors can help to create a more sustainable supply chain and contribute value to society.
* Clients who exchange SRMs products and services on the platform. Collaboration with these clients can deepen the partnership and improve SRMs supply and logistics.
* International entities for branding and future business purposes. Partnering with these organizations can help to enhance the platform's reputation and create opportunities for future growth.
* It is important to carefully consider the goals and objectives of the platform, as well as the potential benefits and challenges of partnering with different types of organizations. This can help to ensure that partnerships are mutually beneficial and support the platform's long-term success.

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