

VINCOM MEGA MALL ROYAL CITY

INTRODUCTION

Vingroup

Vingroup was founded in 1993 in Ukraine by two Vietnamese students. Since then, Vingroup has become the largest private enterprise in Vietnam, creating an ecosystem which comprises of 3 main sectors, which are technology, industry, and services.

Vietnam Economy and Retail picture

The country has stabilized its economic growing track, with the emerging middle-class's population and GDP per capita, private consumption has accelerated significantly. In term of retail industry, Vietnam is forecasted to bounce back even stronger than the pre-COVID-19 situation, the momentum of its rapid retail sector could expand faster in the future as customer sentiment maintains optimistic.

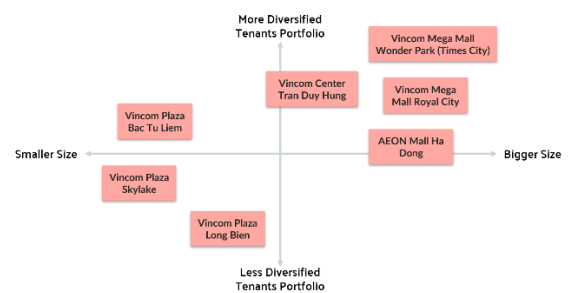
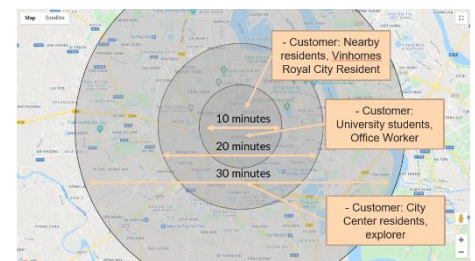
Vincom Mega Mall Royal City (VMMRC)

In 2013, VMMRC was launched as the first and largest complex of commercial center in Vietnam. With the aim to offer everything at once visit, VMMRC is an all-in-one destination combining sightseeing, shopping, dining, entertaining choices that suits every customer's need.

MEGA MALL ANALYSIS

SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> • All-in-one retail complex. • High brand awareness. • Dominant portfolio of well-known tenants. • Prime location in integrated complex with natural catchment. • Strong and well-structured corporate governance. 	<ul style="list-style-type: none"> • High dependency on the customer service of tenants.
Opportunities	Threats
<ul style="list-style-type: none"> • Vietnamese economic outlook remains positive. 	<ul style="list-style-type: none"> • Acceleration of e-commerce platforms. • The uncertainty of COVID-19.

Positioning map**Catchment area****Customer Insight**

- No additional purchasing demand influenced by Vincom
- Undiversified product portfolio and High Price
- Vincom is perceived as a commodity-exchange place
- Need a Place for immediate self-retreat.

BIG ACTIONABLE PLAN

“Re-Innovate VMMRC as a community complex”

“Bring immediate treatment for self-recovery”

“Involving VinID technology and participation from other tenants”

ACTION PLAN

Phase 1: Reconstruction the Mall with Well-being complex.

Phase 2: Introduction and Marketing involved VinID technology.

Phase 3: Enhance engagement

Budget Plan: Initial Investment is estimated as 2,145,000 USD

