

MOBILE WORLD GROUP MARKET ANALYSIS

HUY VO
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OUTLINE

1. Introduction
2. Methodology
3. Result
4. Discussion



1. Introduction

1. Market Overview of Mobile World Group in Vietnam
(market share, net revenue, gross profit, stock market...)
2. How Covid-19 has changed E-Commerce in Vietnam and the opportunities of Mobile World Group
3. The difficulties and solutions

2. Methodology

- Data Collection
 - + Collecting data from Vietstock, Investing.com and other websites.
- Data Wrangling
 - + Checking for data types.
 - + Replacing data.
- Exploratory Data Analysis
 - + Calculate Total trade, Daily Return, Cumulative Return, Moving Average.
 - + Visualize data using Matplotlib and Plotly.

3. Result

	Close	Open	High	Low	Vol	Change %	Total Traded	MA50	returns	Cumulative Return
Date										
2022-08-26	72200.0	68700.0	73100.0	68700.0	10850000.0	5.56%	7.453950e+11	NaN	NaN	NaN
2022-08-25	68400.0	67700.0	68700.0	67300.0	5150000.0	2.40%	3.486550e+11	NaN	-0.052632	0.947368
2022-08-24	66800.0	66900.0	67200.0	66300.0	2220000.0	-0.15%	1.485180e+11	NaN	-0.023392	0.925208
2022-08-23	66900.0	65900.0	67800.0	65900.0	4010000.0	0.60%	2.642590e+11	NaN	0.001497	0.926593
2022-08-22	66500.0	64600.0	66900.0	64500.0	5860000.0	3.74%	3.785560e+11	NaN	-0.005979	0.921053
...
2018-08-31	28837.0	29726.0	29726.0	28837.0	2890000.0	-2.44%	8.590814e+10	29055.56	0.013532	0.399404
2018-08-30	29558.0	29390.0	29654.0	29318.0	1840000.0	0.57%	5.407760e+10	29114.68	0.025003	0.409391
2018-08-29	29390.0	29558.0	29678.0	29342.0	964120.0	-0.57%	2.849746e+10	29172.36	-0.005684	0.407064
2018-08-28	29558.0	29798.0	29798.0	29390.0	2520000.0	-0.32%	7.509096e+10	29227.62	0.005716	0.409391
2018-08-27	29654.0	29149.0	29822.0	29029.0	2840000.0	1.98%	8.278316e+10	29269.90	0.003248	0.410720

Revenue

Date

Σ Gross Profit

Σ Net Revenue

Σ Quarter

Σ Year

LY Gross Profit

LY Net Revenue

Profit Growth Pct

Rev Growth Pct

[Collapse ^](#)

Stores

Brand

Date

Σ Stores

Σ Year

[Collapse ^](#)

Date

Date

Σ Quarter

Σ Year

[Collapse ^](#)

Traffic

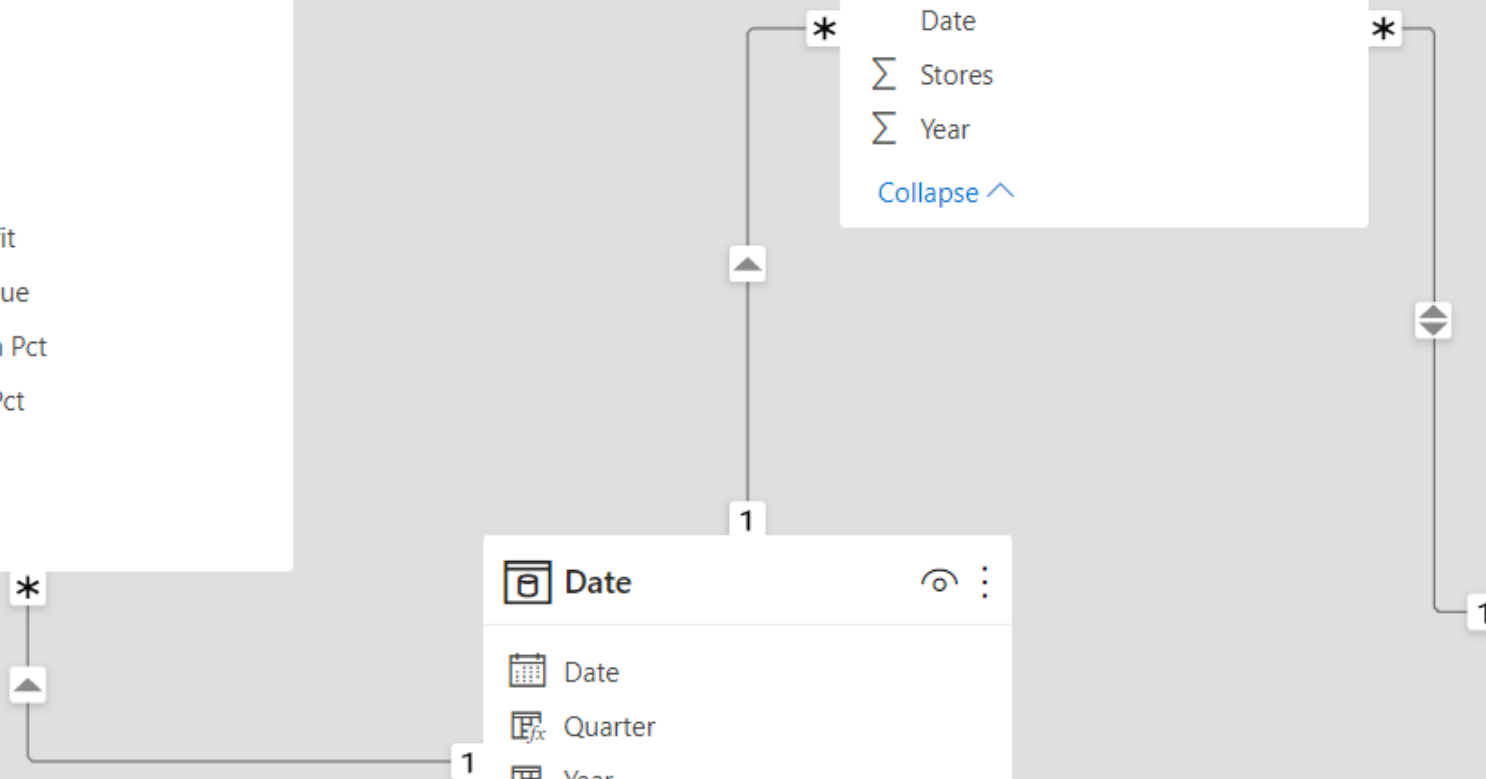
Brand

Jul

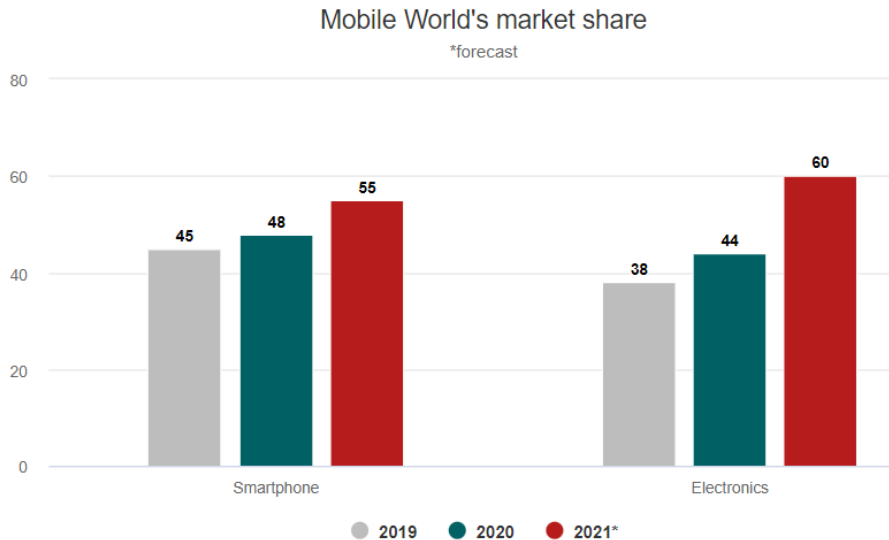
Jun

May

[Collapse ^](#)



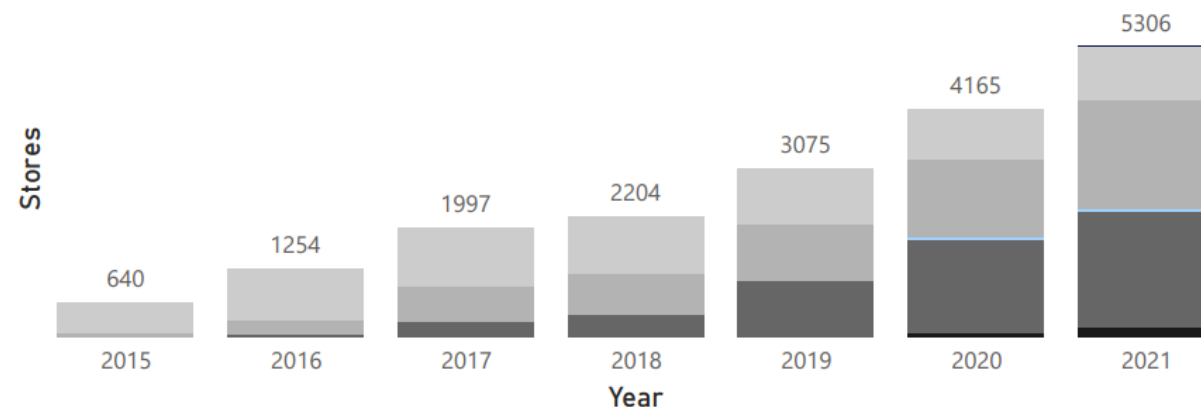
4.1. Market Overview



- According to SSI Securities Corporation, Mobile World led smartphone retailer (**45% - 55%**) and electronics retailer (**38% - 60%**) from 2019 – 2021.

Stores by Year and Brands

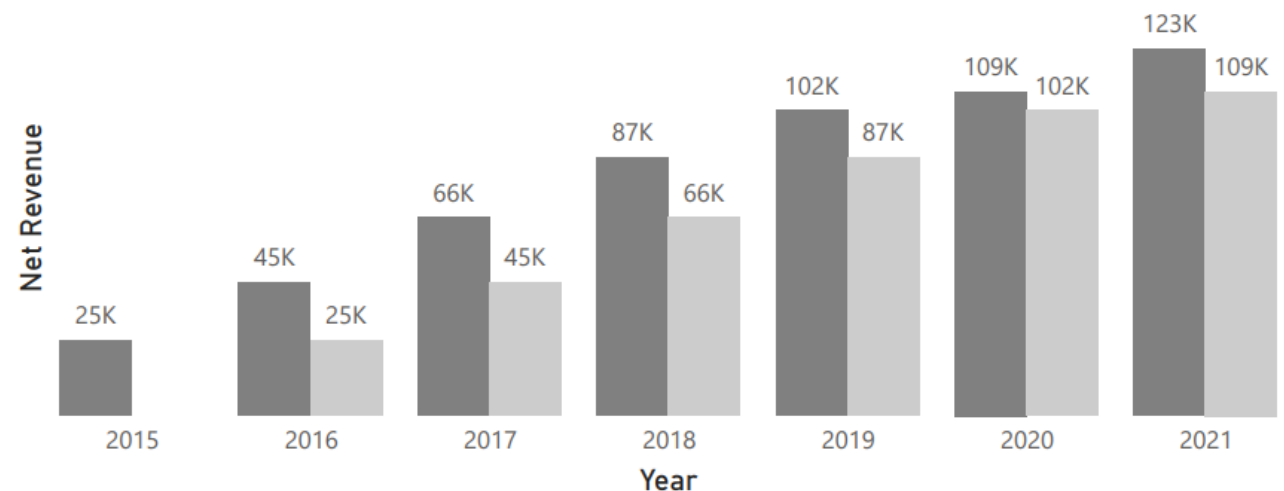
Brand ● An Khang ● Bach Hoa Xanh ● Bluetronics ● Dien May Xanh ● The Gioi Di Dong ● Topzone



- To dominate the market in Vietnam, Mobile World opened many chain stores. From **2015 – 2021**, the number of stores increased from **640 to 5306**.

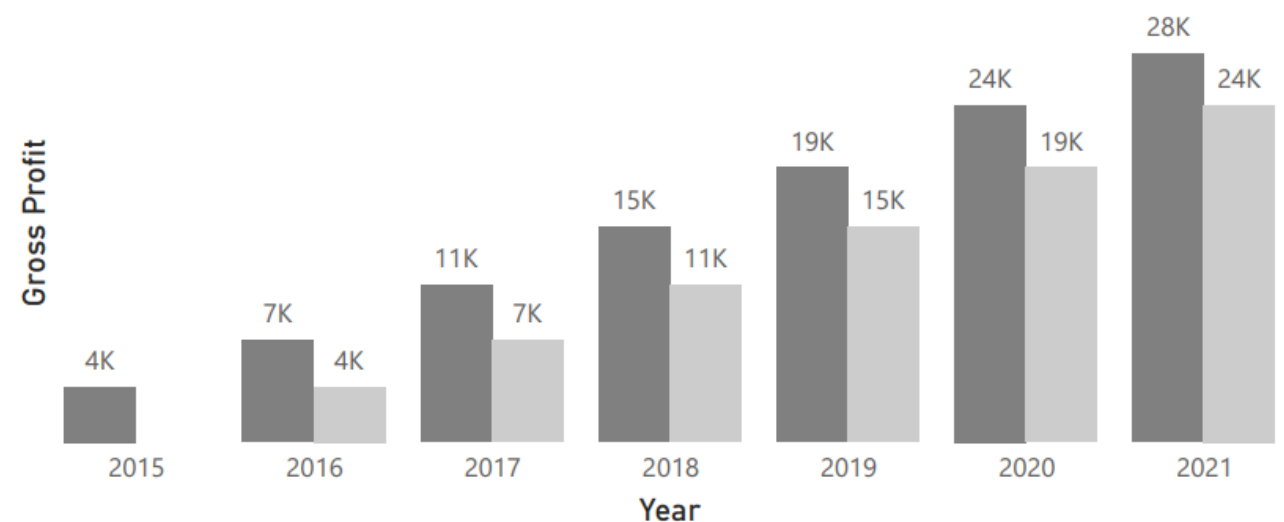
Net Revenue and LY Net Revenue by Year(Billion)

● Net Revenue ● LY Net Revenue



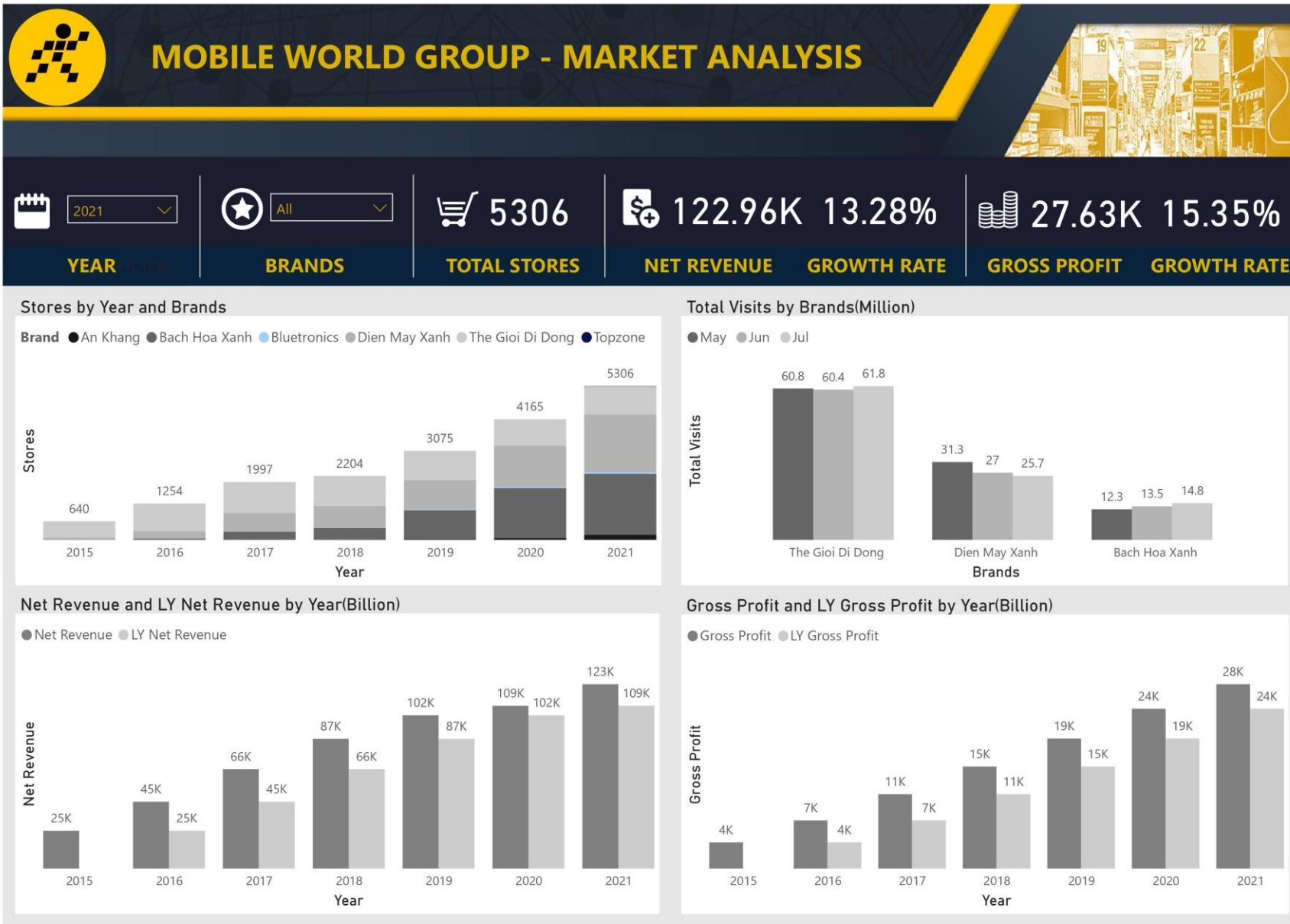
Gross Profit and LY Gross Profit by Year(Billion)

● Gross Profit ● LY Gross Profit

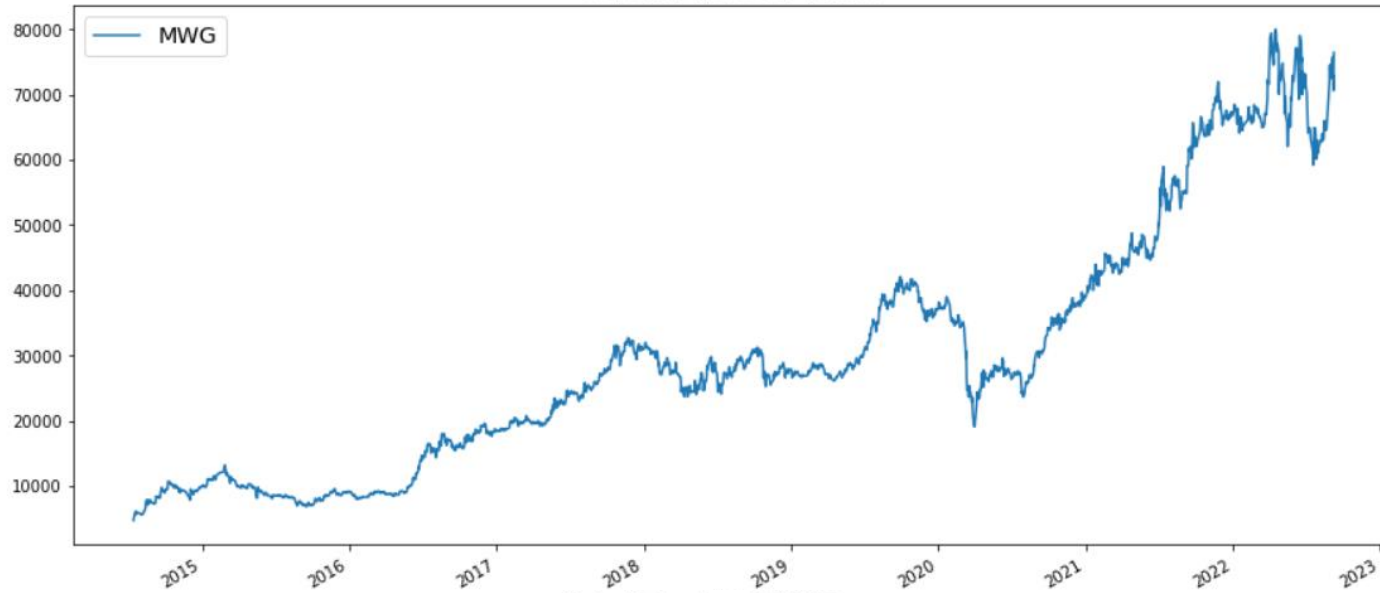


Although the market is affected by Covid-19 Net Revenue and Gross Profit of Mobile World increased year by year. In 2021 Net Revenue Growth Rate and Gross Profit Growth Rate were **13.28%** and **15.35%** respectively.

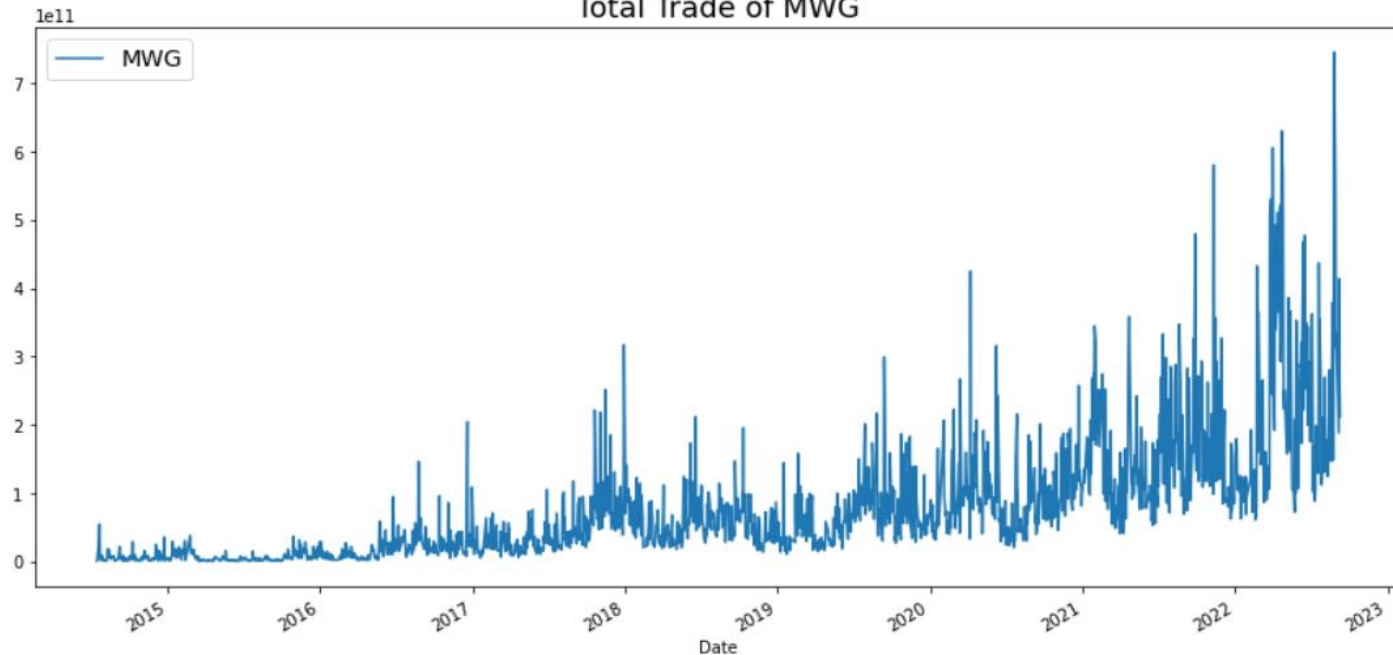
Mobile World Group – Market Analysis Dashboard



Stock Prices of MWG

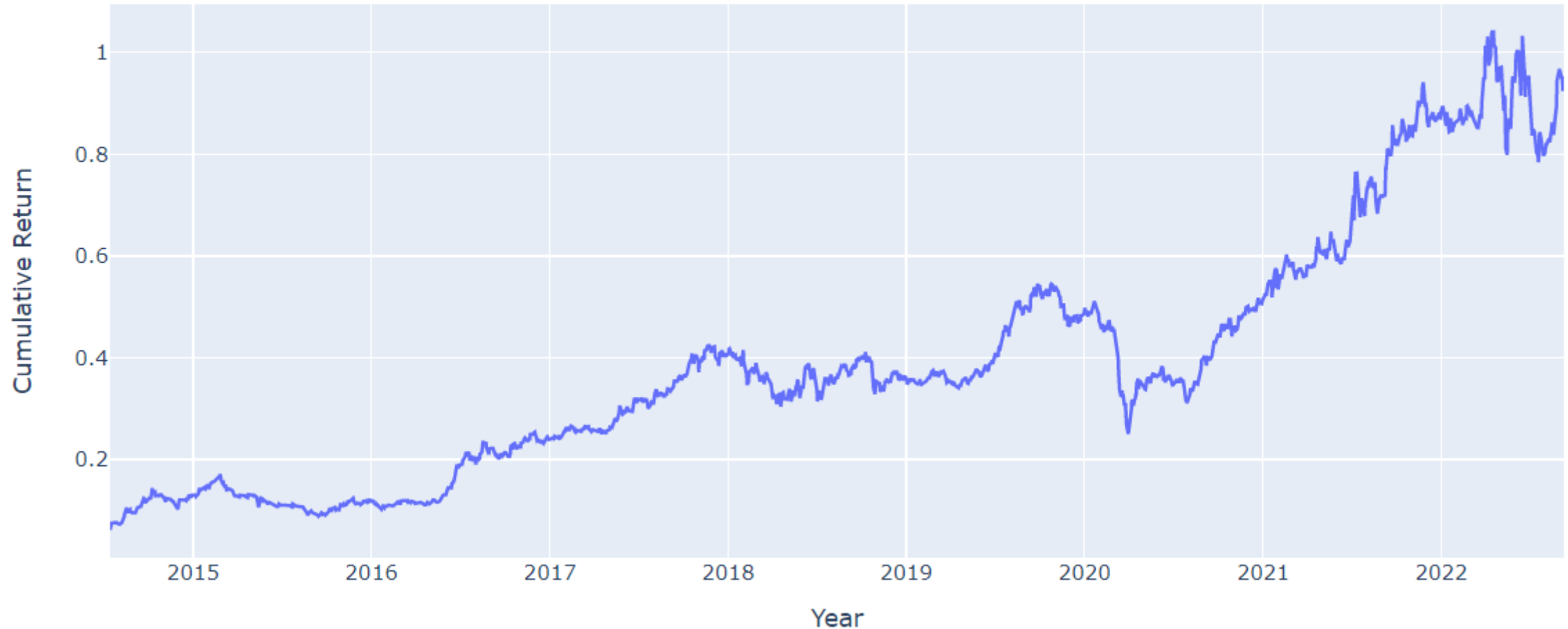


Total Trade of MWG



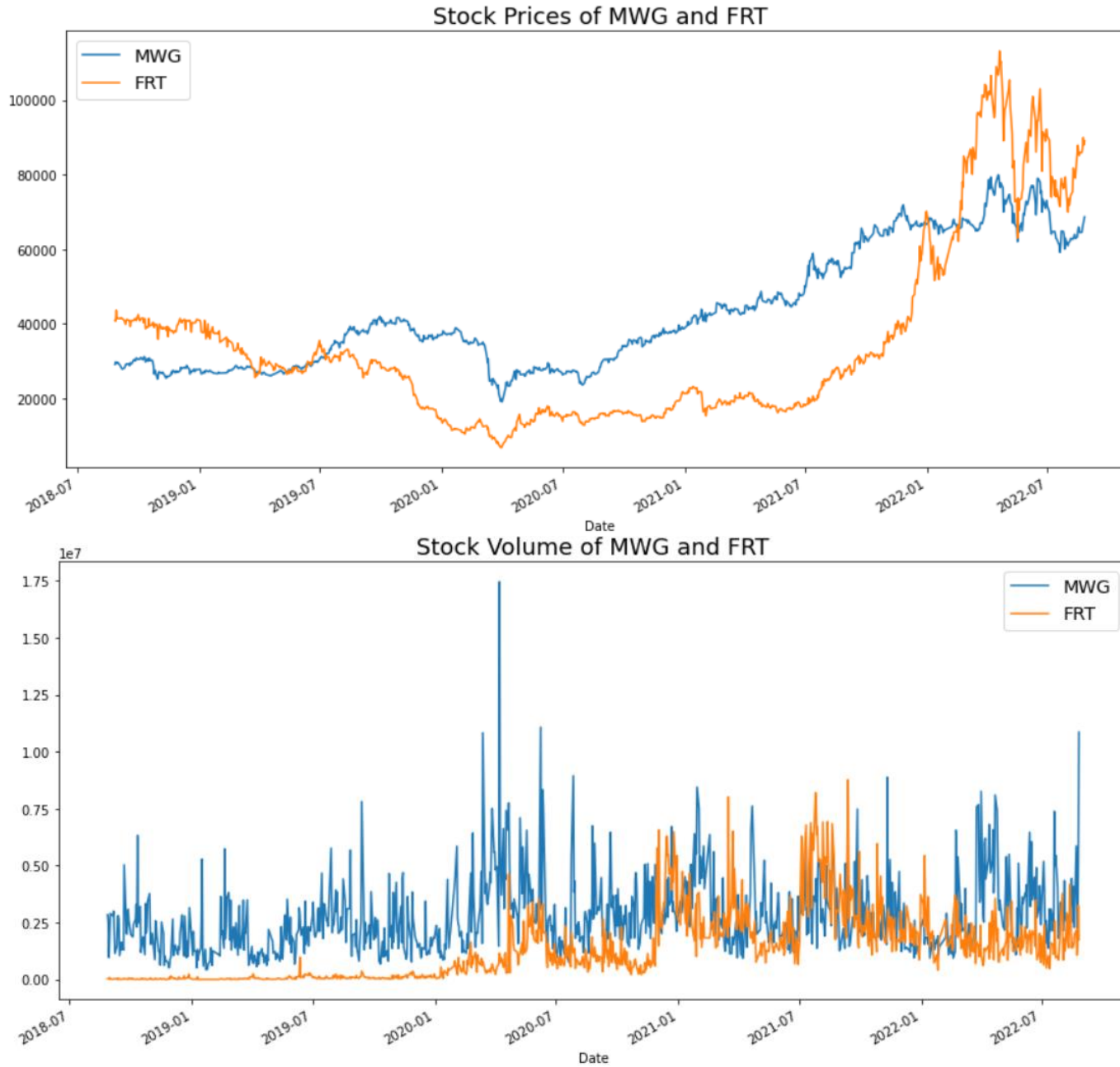
The price and total trade of Mobile World increased from its IPO in 07/2014 until now.

Cumulative Return of MWG

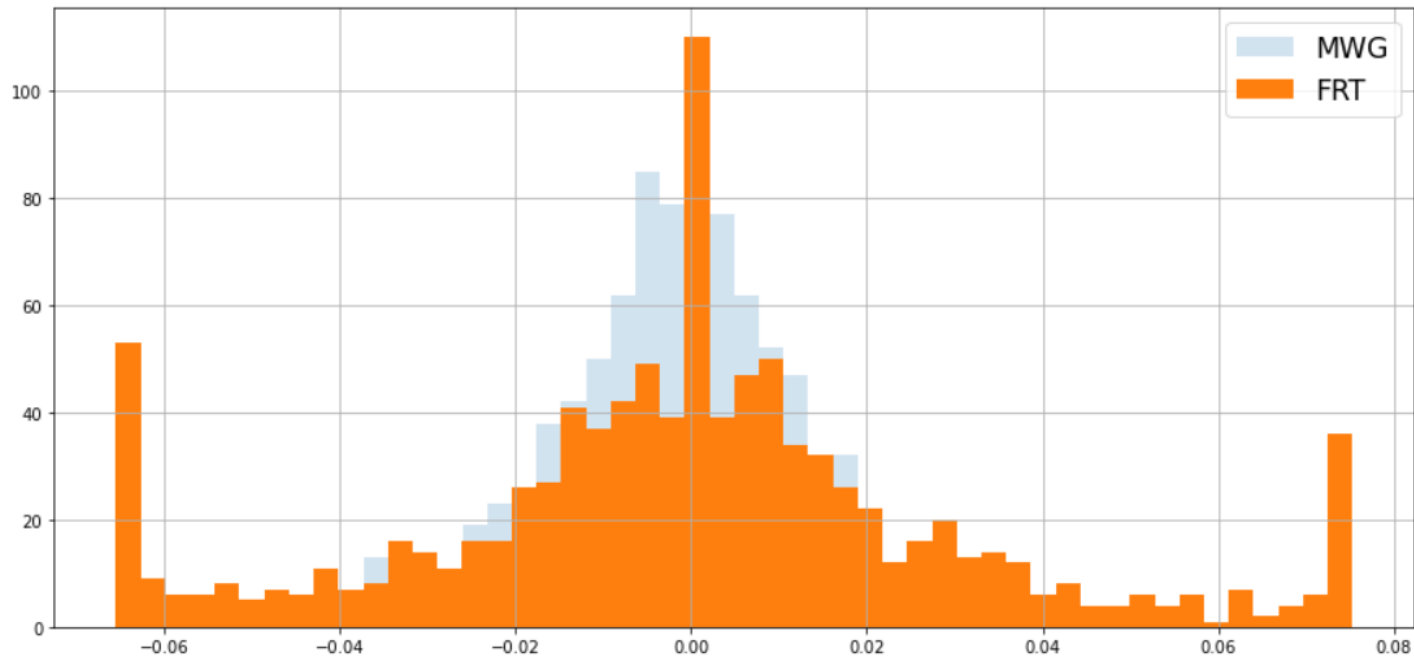


If you invest 1\$ for MWG in 07/2014. You definitely made profit.
Especially you could make profit more than **13 times** in 04/2022.

Compare MWG's Stock vs FRT's Stock



FRT stock's price was higher than MWG stock's price since IPO and in 02/2022 until now. But the MWG's stock volume was higher than FRT stock's volume in the whole time from 07/2018 until now in generally.

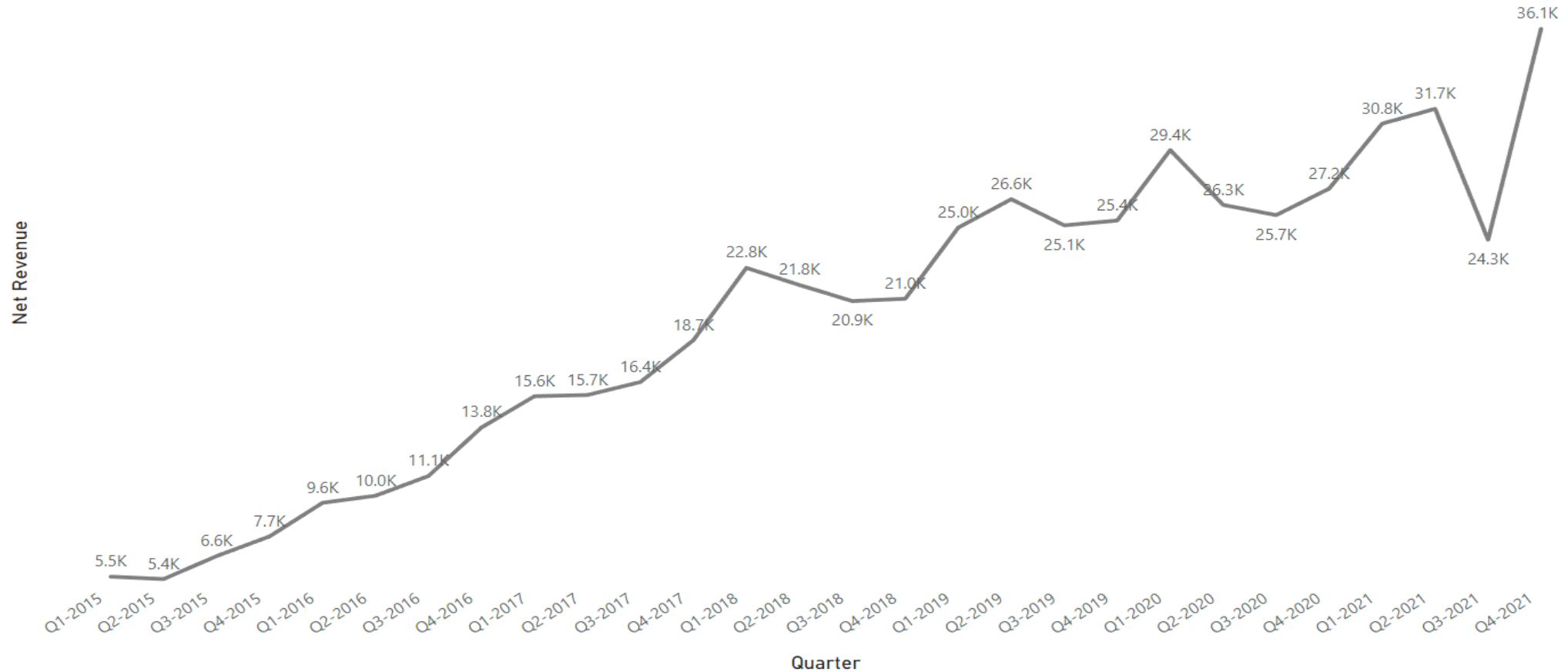


Cumulative Return of MWG and FRT



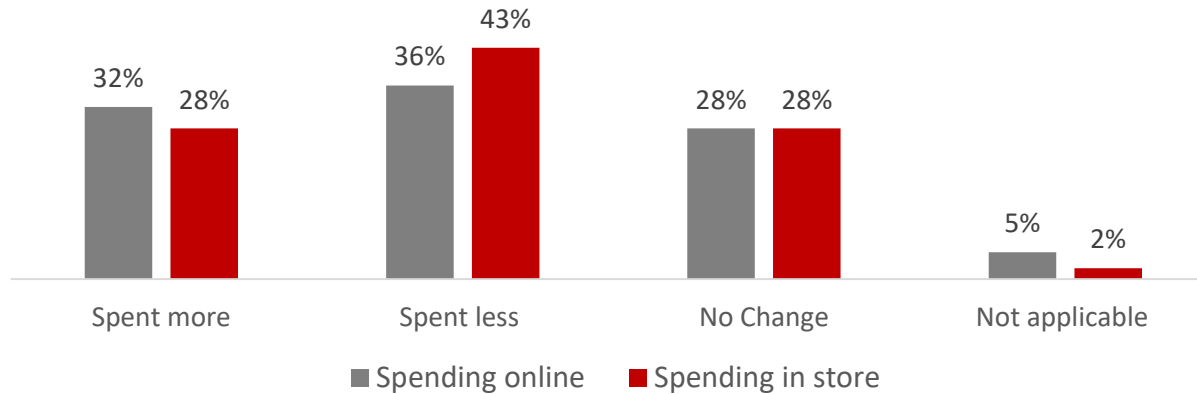
- According to these charts, we see that the volatility of FRT was higher than MWG (especially from the beginning of 2022 until now).
- If you invest MWG or FRT's stock in 01/2019, you will make the same profit in this time (07/2022)

4.2. How Covid-19 has changed E-Commerce in Vietnam and the opportunities of Moblie World Group

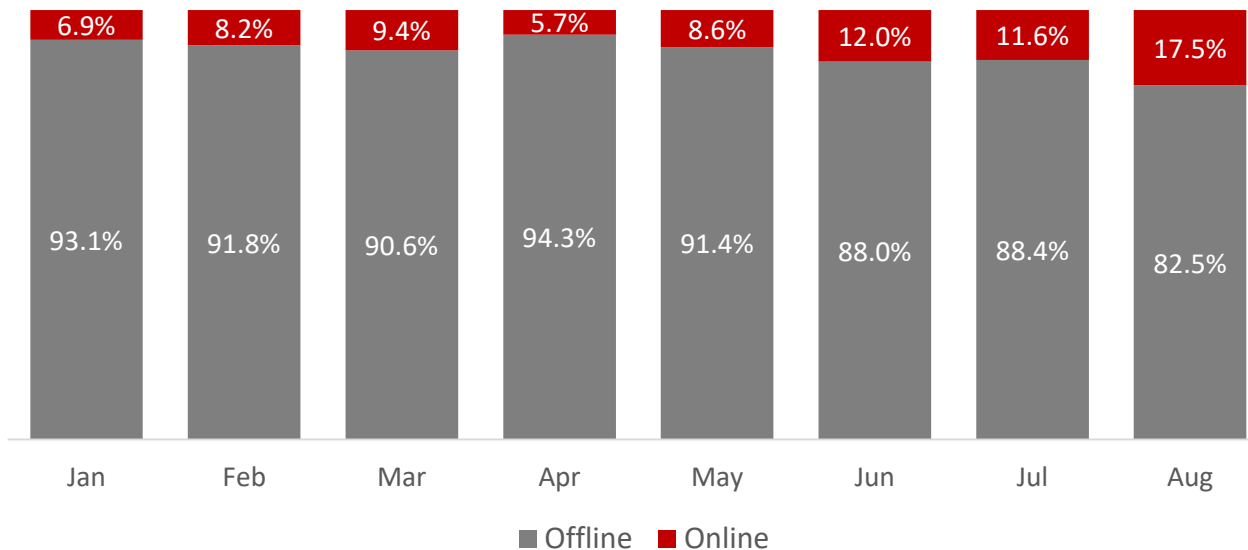


Although MWG was affected by Covid-19 in Q3-2020 and especially Q3-2021 the Net Revenue increased from 2015 – 2021 in generally and peaked in Q4-2021. The reasons are the country reopened in the last 3 months of 2021, online shopping needs increase and specifically electronic equipments for working from home, relaxing like laptop, smartphone...

Spending online and Spending in store during Covid-19 in 2021



Mobile World Group Revenue Share by Channel in 2021



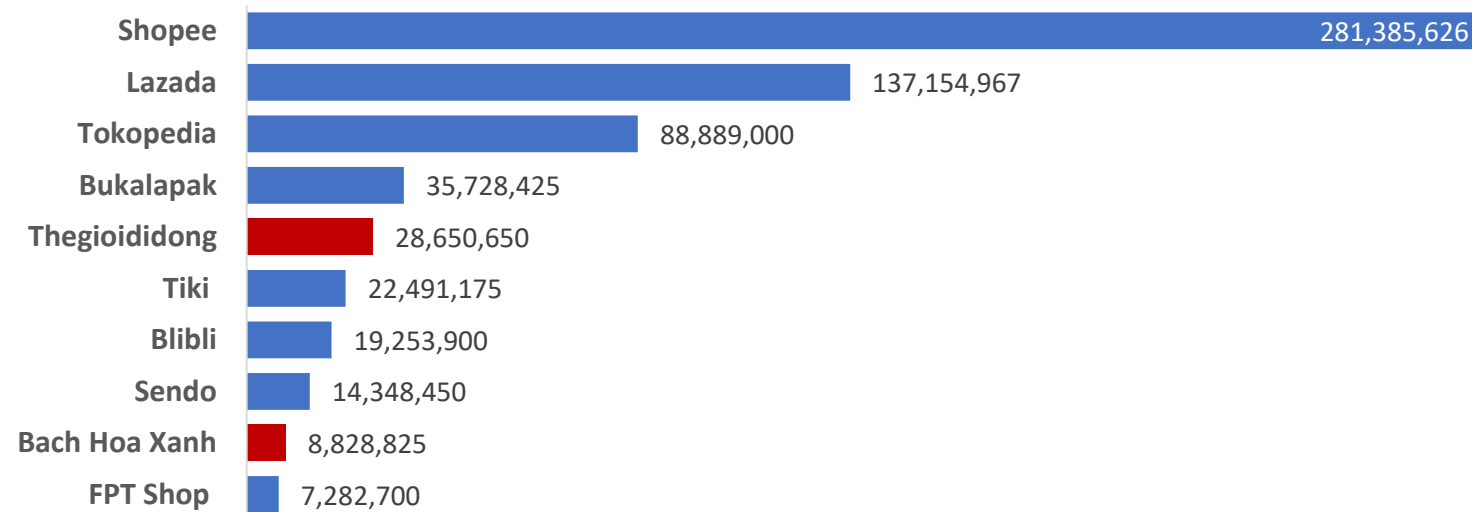
- Besides E-Commerce Covid-19 has changed customer behavior. According to YouGov – market research company - almost half of consumers (**43%**) spent less in stores during previous waves of the outbreak compared to around a third (**36%**) who spent less online.
- In the meantime, people spent more time in home and shopping online more (**32%**)
- Brands who want to connect with consumers need to optimize their shopping online channels. In the first 8 months of 2021, MWG increased the revenue share **from 6.9% to 17.5%**.

Rank	Platform	Monthly Web Visits	Youtube	Instagram	Facebook
1	Shopee	84,520,000	856,000	302,070	24,946,140
2	Thegioididong	54,033,300	839,000	2,660	3,826,590
3	Dien May Xanh	20,816,700	595,000	n/a	1,979,130
4	Lazada	16,970,000	356,000	328,310	31,833,900
5	Tiki	15,073,300	384,000	161,270	3,211,170
6	FPT Shop	7,306,700	254,000	23,560	2,632,330
7	CellphoneS	7,146,700	3,210,000	62,570	820,260
8	Bach Hoa Xanh	7,043,300	38,000	n/a	500,630
9	Hoang Ha Mobile	4,783,300	126,000	14,630	912,840
10	Dien May Cho Lon	4,133,300	6,100	3,660	815,800

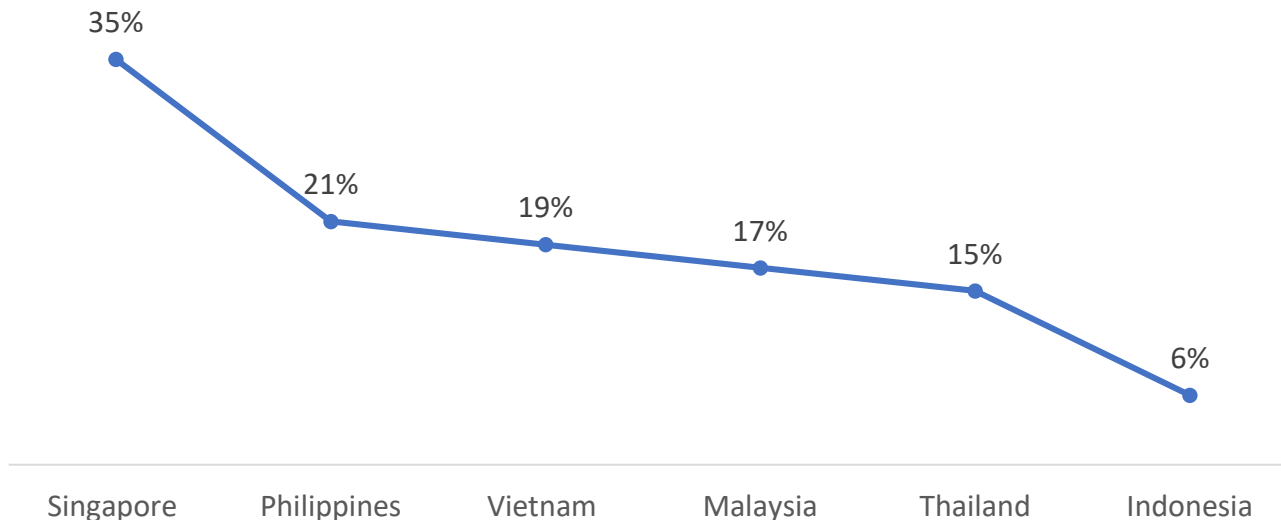
According to iPrice Group – an online shopping aggregator in Malaysia. In top 10 E-Commerce Platforms in Vietnam (Q1-2022), Mobile World has three names in the Monthly Web Visits list including Thegioididong, Dien May Xanh and Bach Hoa Xanh. Besides Mobile World also focuses on Youtube and Facebook channels.

Top 10 Most Visited E-Commerce Websites in Southeast Asia

Total average visits obtained by each platform in 2020



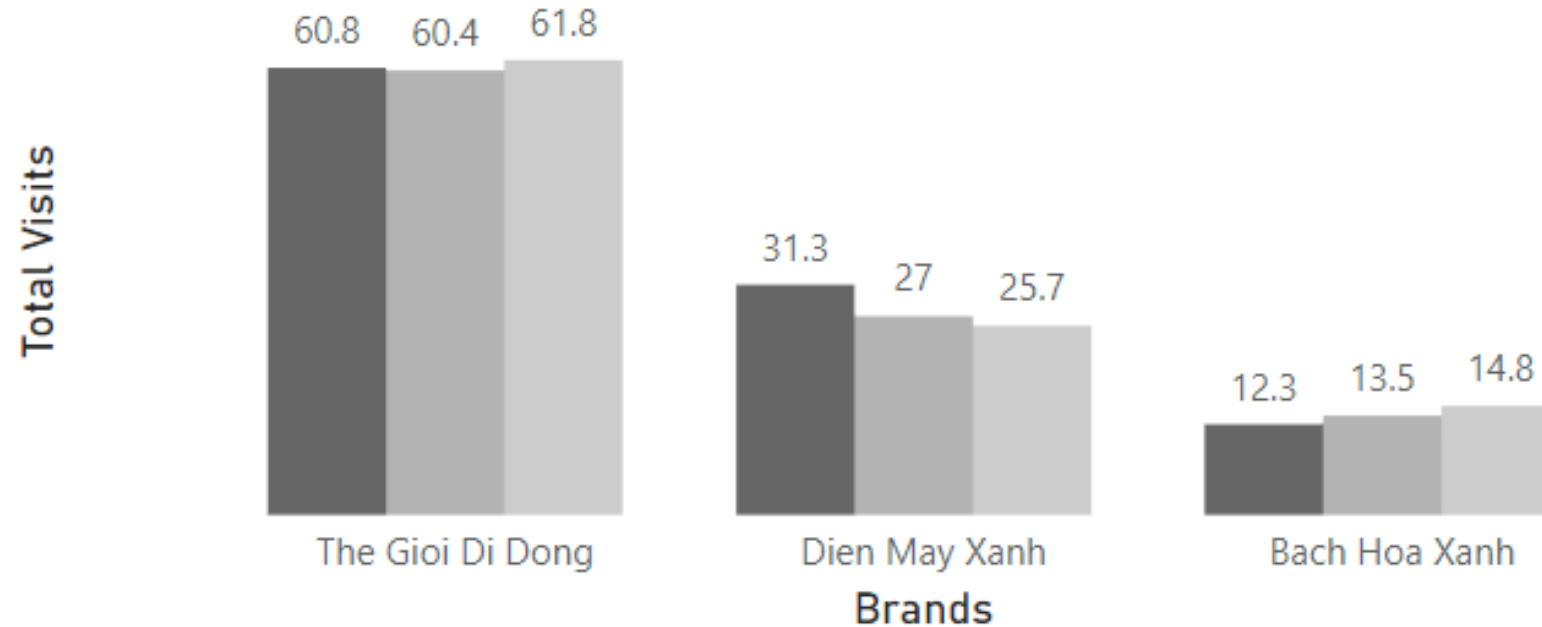
E-Commerce Web Traffic Growth in 2020



- According to Statista report, in Southeast Asia, Vietnam contributes 4 names including Thegioididong, Bach Hoa Xanh, Tiki and FPT Shop. In which Mobile World has 2 names in the top 10 most visited e-commerce websites which have the number average visits most in 2020.
- The report also said that the overall website traffic of online shopping platforms increased positively across all countries year-over-year.
- Vietnam ranked third (19%) after Singapore(35%) and Philippines(21%)

Total Visits by Brands(Million)

● May ● Jun ● Jul



In the last 3 months, the total visits of Thegioididong and Bach Hoa Xanh have increased but Dien May Xanh's total visits have decreased.

The background of the slide is a photograph of a warehouse. It shows multiple levels of metal shelving units filled with cardboard boxes. In the foreground, there are more boxes stacked on the floor. Some boxes have labels with icons like a glass (fragile) and the text 'fragile keep dry'.

4. Difficulties and Solutions

4.1. Inventory increased strongly

According to the consolidated financial statement in quarter 4 of 2021 and in the first 6 months of 2022, inventory expense increased **50.24%** from 19.42 Trillion VND to 29.18 Trillion VND before decreasing 3.17% in 06/2022.

Solutions

- Make inventory regularly.
- Make promotion schedule.

4.2. The penetration is close to saturation

In the phone retail market, the penetration is close to saturation. **84%** in the big cities and **71%** in the small cities according to the research of Nielsen.

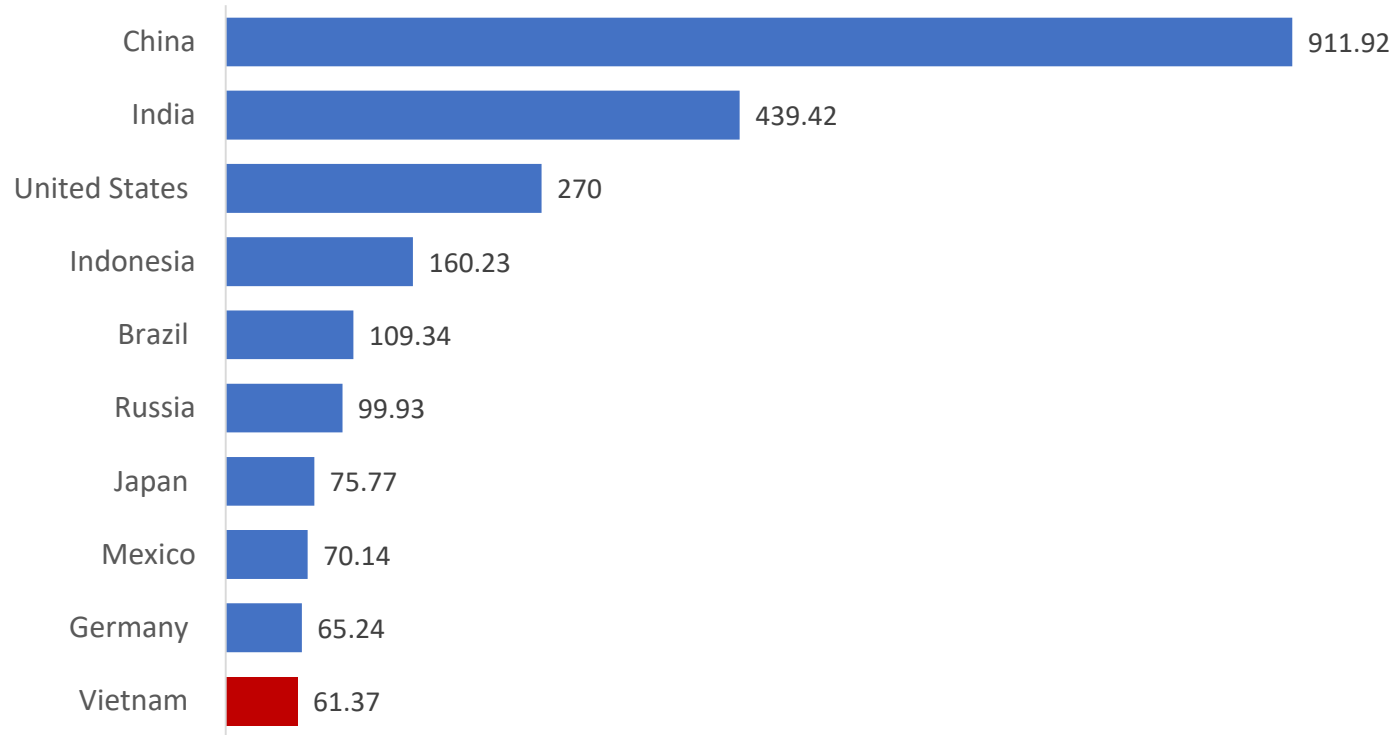




Solutions

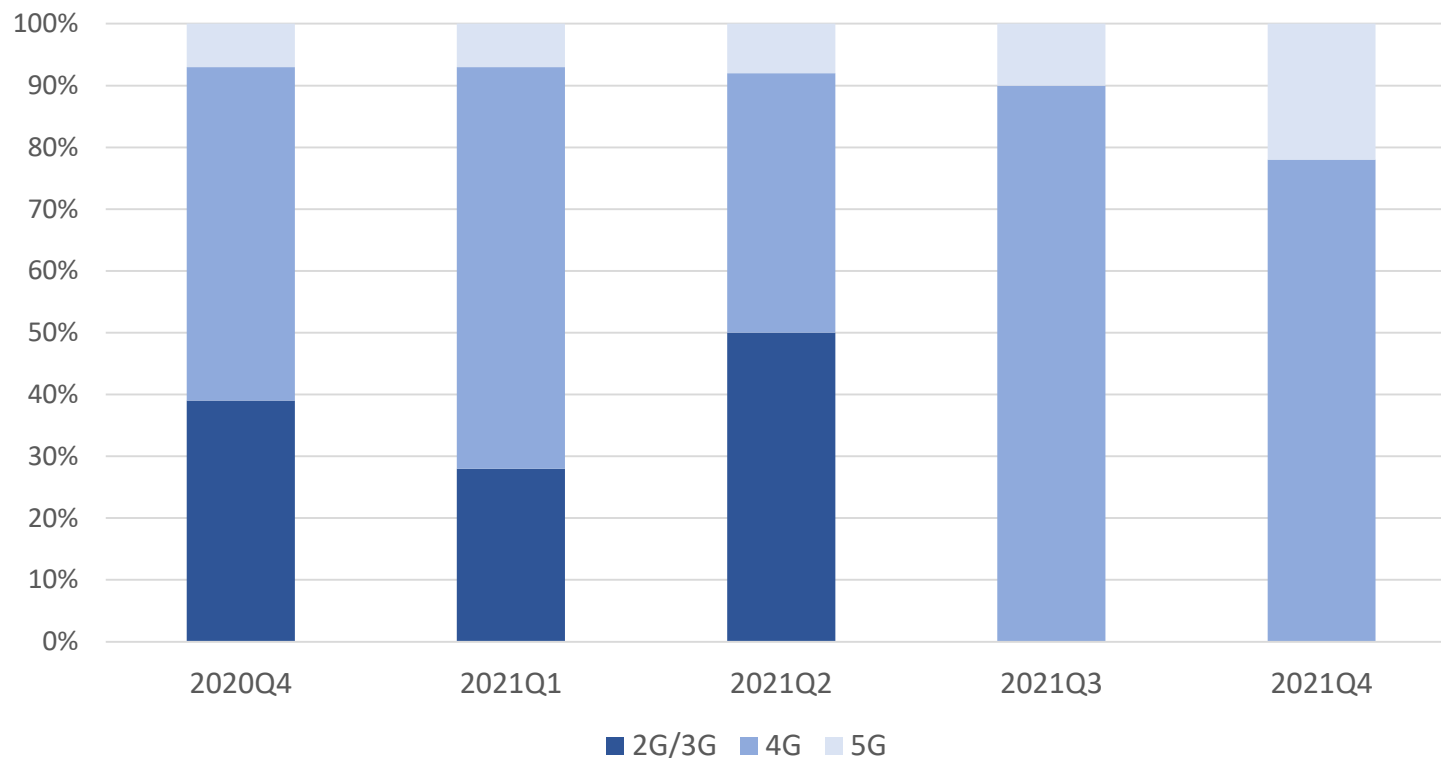
- Scaling up Topzone stores to take advantage of increased high-end customer demand.
- Diversify the products by launching its own fashion brand – AvaSport, AvaKids, AvaJi, household goods, watches, glasses...

Top 10 Country has used the smartphone most



According to a survey by Statista, about **61.3** million smartphones are used in Vietnam in 2021. The country is among the top 10 countries with the highest number of smartphones. It means the need of using smartphones is high and tends to increase in the future.

Vietnam Mobile Phone Shipment by Generation



- According to IDC Media Center, Vietnam has continued migration from 2G/3G to 4G/5G mobile phones, resulting in the country having the highest growth in the smartphone market among the countries in Southeast Asia.
- Especially the market continued migration to 5G smartphones, with 5G smartphone shipments expected to more than double YoY, making up more than a quarter of smartphone shipments in 2022, as more affordable 5G smartphones enter the market.
- Although the market penetration is close to saturation, these figures show that this is also an opportunity that Mobile World **continues to dominate the phone retail market in Vietnam and transfer into the higher customer segmentation.**

Vietnam Smartphone Market	SHARE (%)		GROWTH (%)
	2020	2021	YoY
Samsung	35%	34%	6%
Oppo	21%	19%	-6%
Xiaomi	12%	13%	19%
Vivo	10%	11%	24%
Apple	4%	9%	119%
Realme	8%	6%	-22%
Others	10%	8%	-19%
Total	100%	100%	7%

- According to Counterpoint Research iPhone sales in Vietnam exploded in 2021, although Apple ranked 5th in terms of market share.
- Apple was the fastest-growing smartphone brand in Vietnam in 2021, with a growth rate of **119%** compared to 2020.
- The demand for smartphones in 2021 was high even though the market faced supply chain difficulties and concerns about new strains of covid, especially Apple products.
- **MWG can continue scaling up Topzone stores to take advantage of increased customer demand, especially high-end customers.**

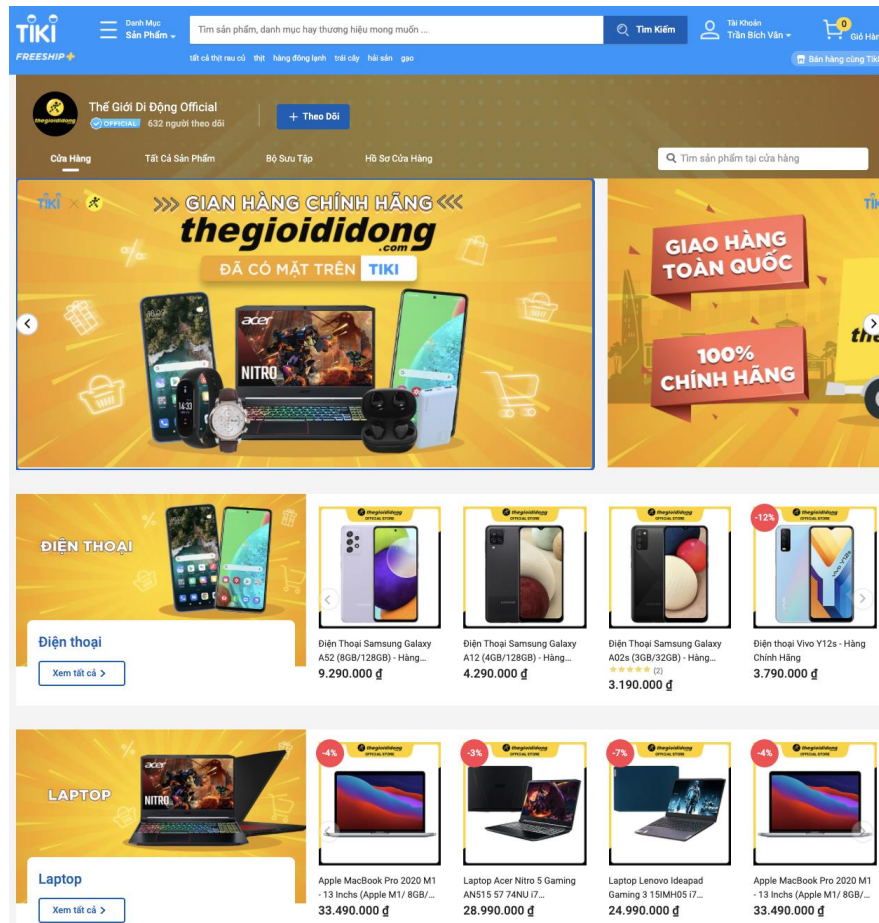


4.3. The Competitive E-Commerce Market

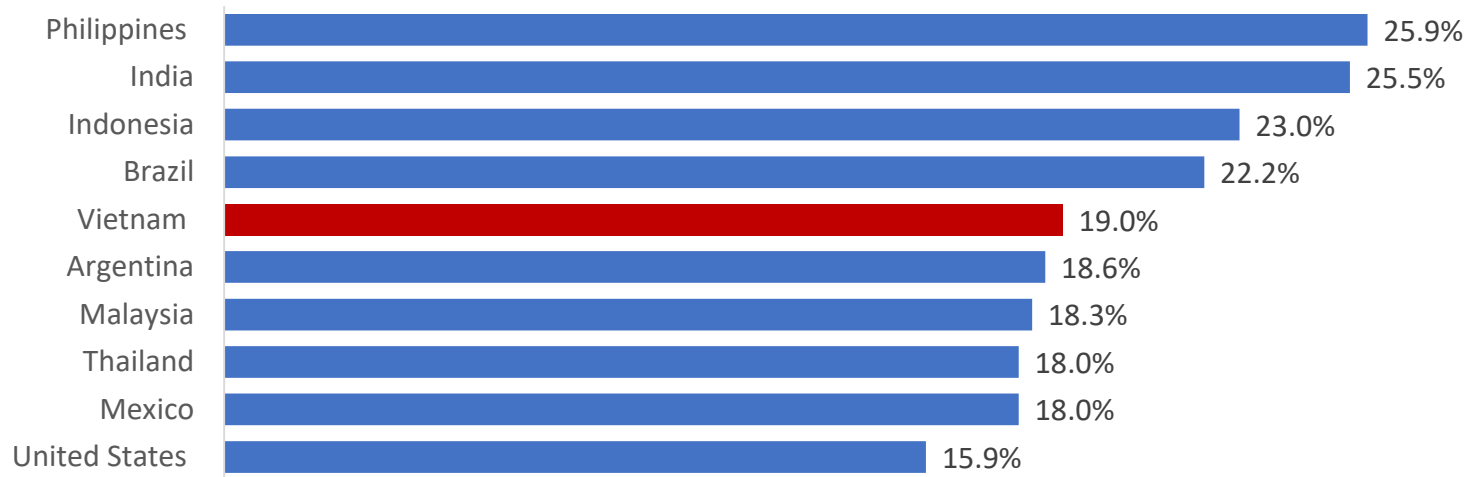
Competitive E-Commerce Market with Shopee(SEA Group), Lazada(Alibaba), Tiki(JD.com) and the reputable companies from developed markets like Rakuten(Japan), Lotte(Korea)...

Solutions

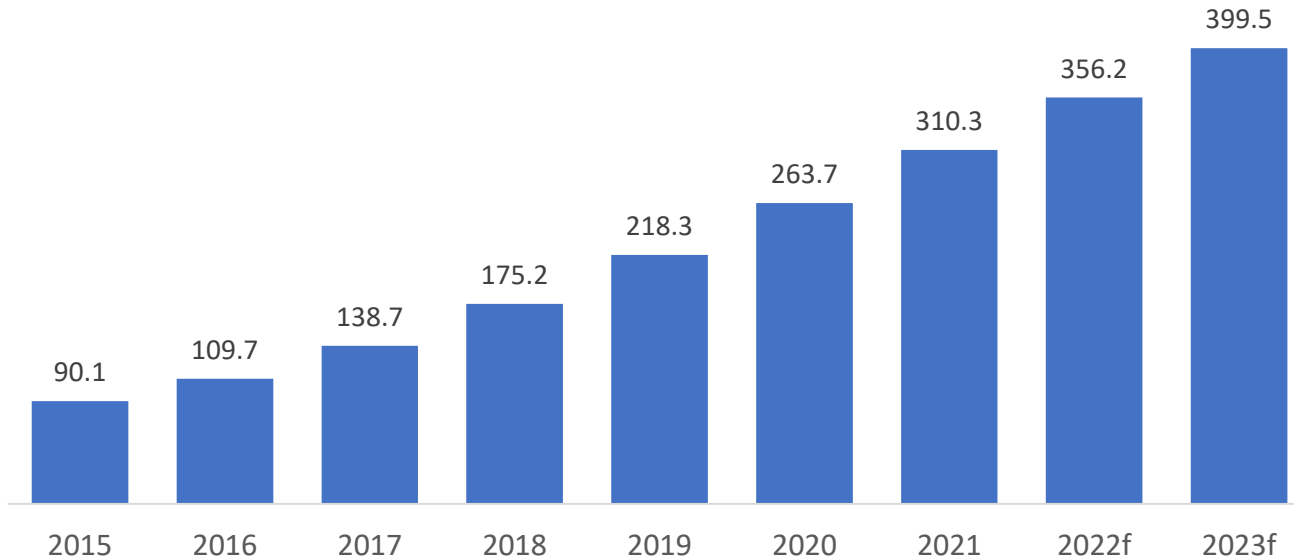
Co-Operate with other E-Commerce platforms and make a plan to launch its own E-Commerce Platform.



Top 10 Countries which ranked by Retail E-Commerce Sales Growth in 2022



E-Commerce Market Value in Vietnam (2015-2023f)



- According to Statista report, Vietnam ranked fifth in the world and ranked fourth in the Asia in the top countries which ranked by Retail E-Commerce Sales Growth in 2022
- Besides GlobalData report also forecast that E-Commerce Market Value in Vietnam continues to grow up in the future.
- These figures show that E-Commerce is a sector to invest to make profit and it's also a competitive market with these names like Shopee or Lazada which received investment from foreign investors.

TUYỂN DỤNG

**VuiVui.com**

Một dự án **Thương mại điện tử** thuộc
Tập đoàn Thế giới Di động sẽ ra mắt trong năm 2022
Nơi kết nối người mua và người bán uy tín



LIÊN HỆ HỢP TÁC:

Ngành hàng

Loại hình kinh doanh

Tên Brand/Doanh nghiệp/Shop của bạn

Tên của bạn

SĐT của bạn

Email của bạn

Nội dung bạn muốn gửi

Vui Vui cam kết phản hồi trong 24h

GỬI

Besides co-operate with Shopee, Lazada, Tiki to sell online, The VuiVui.com E-Commerce project is being restarted by Mobile World when the scale and growth of the industry is increasing strongly after the pandemic.

APPENDIEX

- Stock Data: <https://bit.ly/3d9lOc0>
- MWG's Net Revenue and Gross Profit <https://bit.ly/3eNmPY1>
- MWG's Market Share: <https://bit.ly/3RxHPjP>
- Total number of stores of MWG from 2015 – 2021: <https://bit.ly/3daoari>
- Percentage of Spending online and Spending in stores: <https://bit.ly/3RYC925>
- Vietnam's E-Commerce Platform Data: <https://bit.ly/2NaeSde>
- Top 10 E-Commerce Platforms by monthly visits: <https://bit.ly/3DkR8zs>
- E-Commerce Web Traffic Growth in 2020: <https://bit.ly/3eHziw7>
- Monthly Visits by Brands: <https://bit.ly/3qARoTj>
- Top 10 Countries has used the smartphone most in 2021: <https://bit.ly/3qxJfyX>

APPENDIEX

- Vietnam Mobile Phone Shipment by Generation in 2021:
<https://bit.ly/3xjnUgu>
- Market Share and Growth Rate of Vietnam Smartphone Market in 2021
<https://bit.ly/3qxTJOJ>
- Top 10 Countries which ranked by Retail E-Commerce Sales Growth in 2022
<https://bit.ly/3DkmyFR>
- E-Commerce Market Value in Vietnam (2015-2023f)
<https://bit.ly/3xipS0y>