

Let's **invest** in developing location types “Siêu thị”
to **improve** sales after Covid-19 impact.

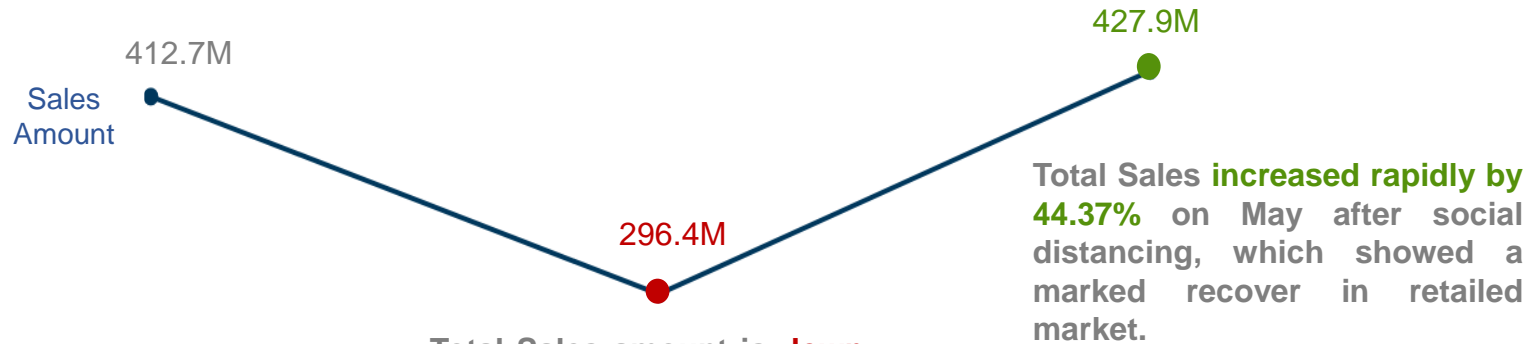
By Uyen Do

Covid-19 suddenly happened in April 2020, causing **bad impact** on Retail Market particularly, included **retail sales by vending machine**

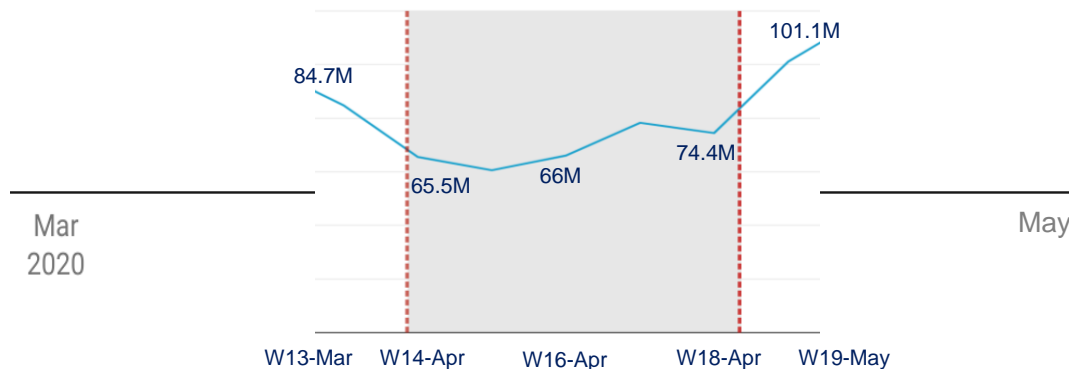
We focus on **strategy to recover business** after social-distancing.

SALES INCREASED BY ALMOST HALF TIMES AFTER SOCIAL DISTANCING PERIOD

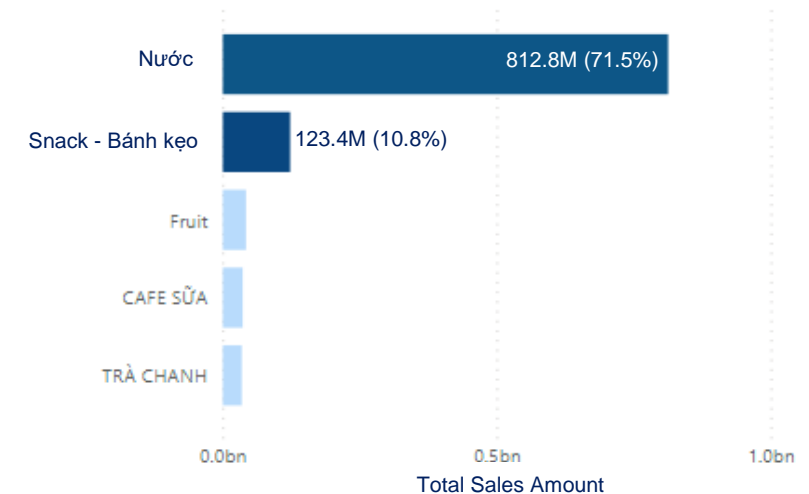
Total Sales Amount



Total Sales amount is **down 28.18%** on April due to the **impact of COVID-19 lockdown** throughout HCMC and HN where business's on



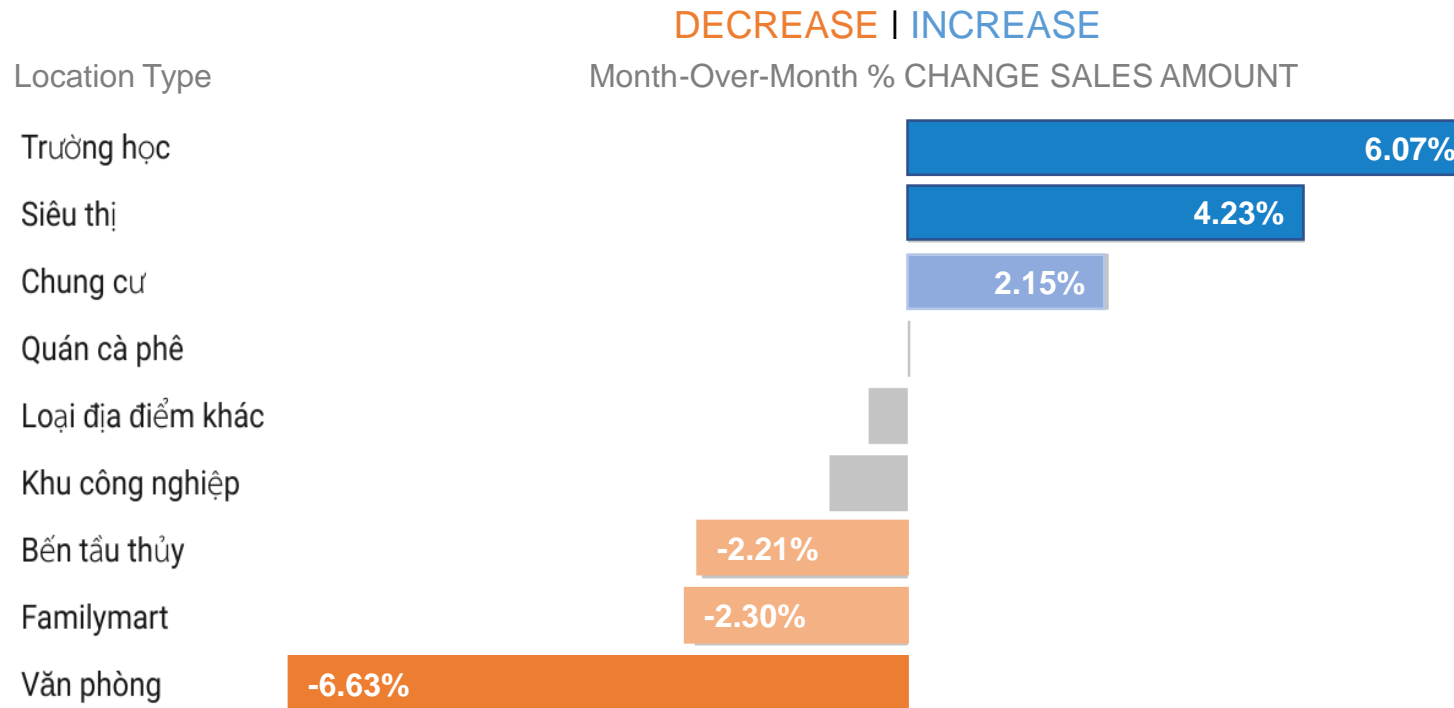
While “Nước” and “Snack-Bánh kẹo” are **always** the **major product category** of the business. Both categories accounted for **80%** of total sales



SALES IN LOCATION TYPES SHIFT OVER TIME

Sales Amount: by Location Type

“**Trường học**” & “**Siêu thị**” showed significant increases after lockdown, while “**Văn phòng**” was in contrast

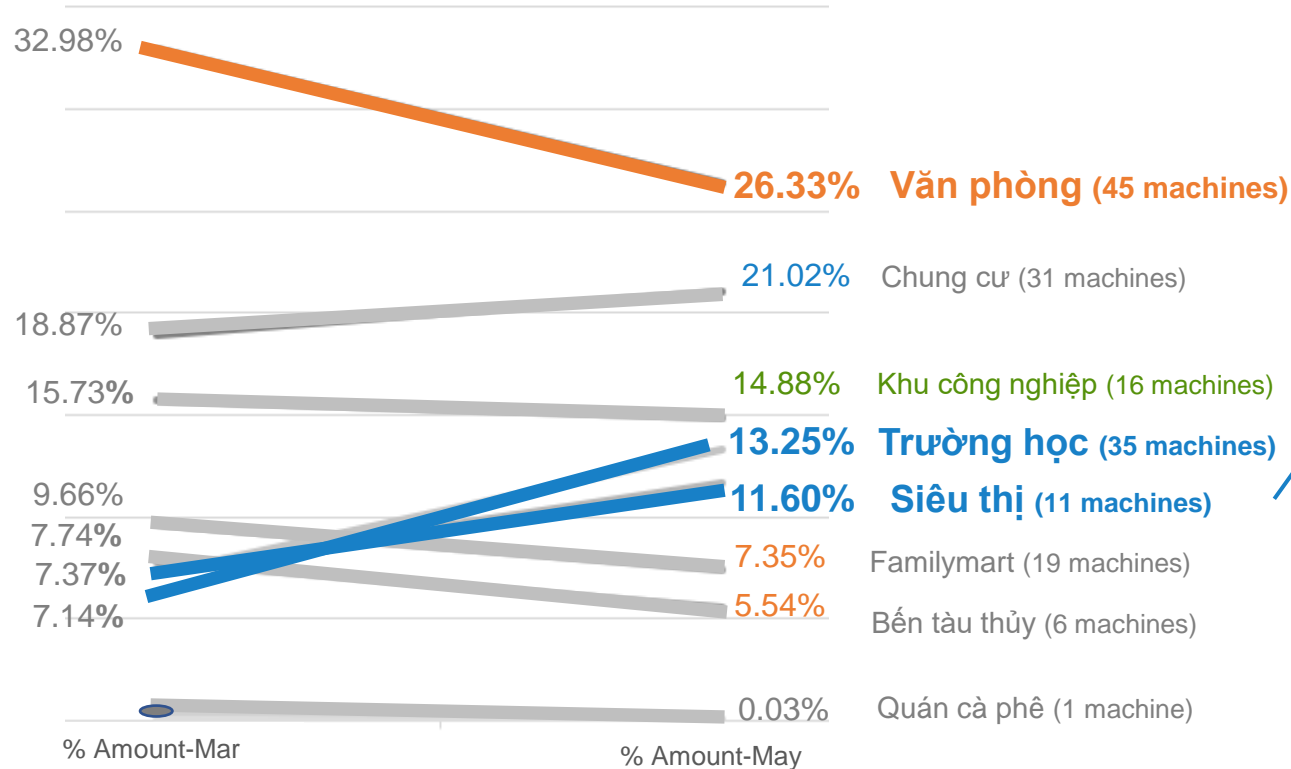


Sales of nine location types increased 3.68% from Mar'20 to May'20 to 429.7M, although COVID-19 effected badly.

While three types of location were up sales by 2%+ month-over-month, “**Trường học**” and “**Siêu thị**” markedly 6%+ and 4%+ increased respectively.

In the opposite, sales of other location types decreased, with three types decreasing 2%+. “**Văn phòng**” surprisingly declined by more than 6%.

SALES IN LOCATION TYPES SHIFT OVER TIME

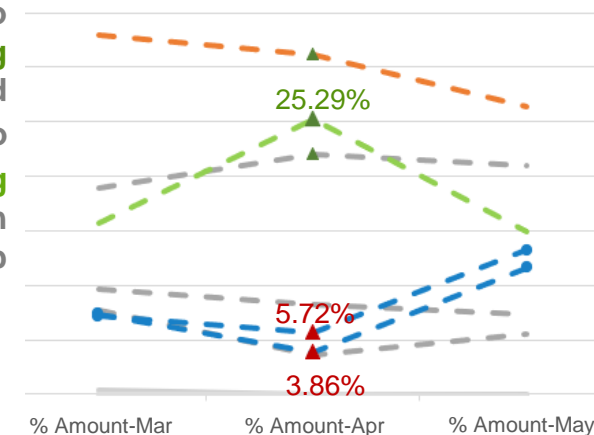


Though “Văn phòng” made up the **biggest segment** of sales overall, it **contributes less** than before social-distancing. While it equipped with the highest number of vending machine.

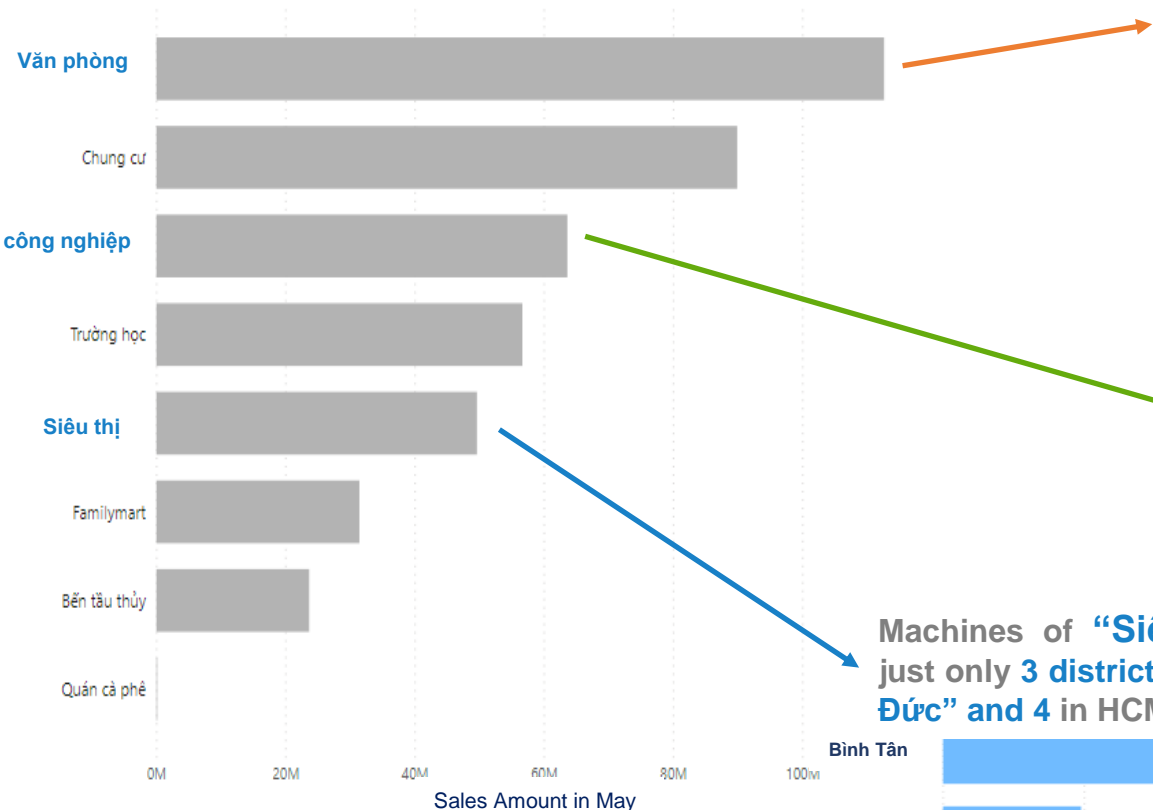
“Trường học” and “Siêu thị” brought in higher proportions of sales in latest recorded month. Both types saw a **high decline** in Covid-19 period, but **recovered well**, ranked **4th and 5th respectively** in total amount.

Especially, “Siêu thị” still **increased incredibly** although it’s equipped with just **11 vending machine (6.7% of over all current numbers of machine)**. “Siêu thị” is very potential location type.

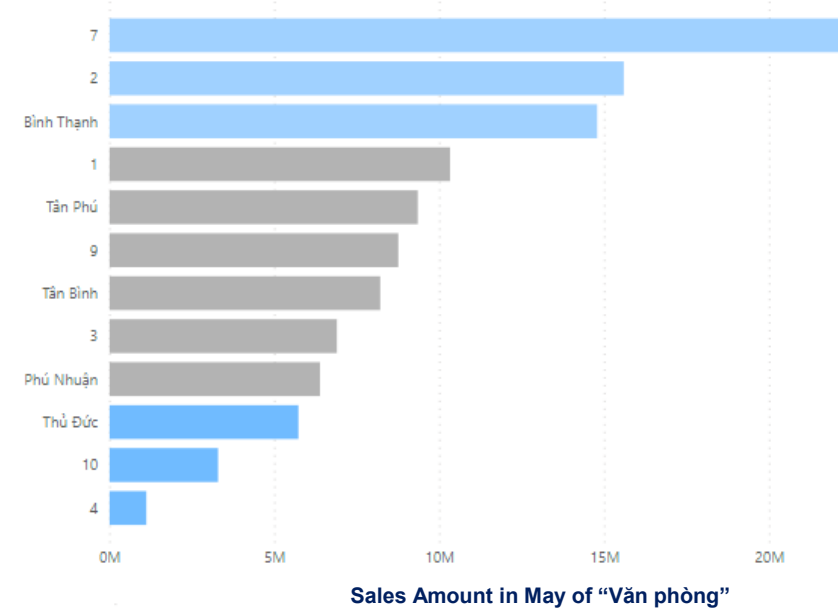
Despite down sales to 14.88% in May, “Khu công nghiệp” showed **significantly increase to 25.29%** of overall **during lockdown**. This location type is suitable to develop during social-distancing.



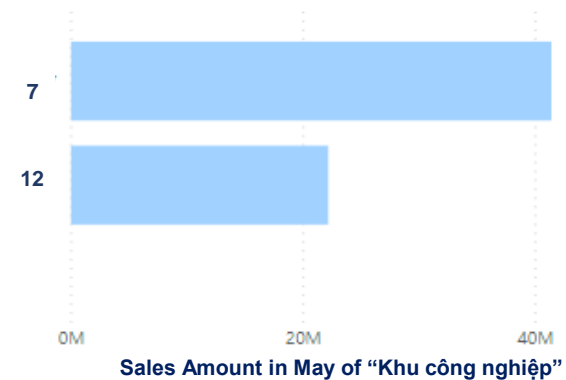
MACHINES LOCATED UNEQUALLY BETWEEN LOCATION TYPES



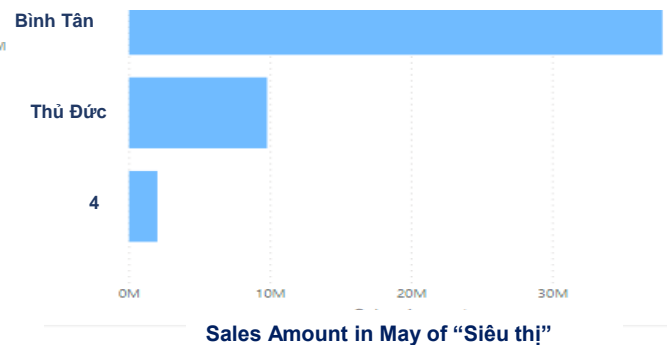
Machines of “Văn phòng” located in most districts in HCMC. District 7 made up the highest sales amount in May of “Văn phòng”. While District “Thủ Đức”, 10 & 4 are the lowest sales.



Machines of “Khu công nghiệp” located in just 2 districts: District 7 & 12, which is related to industrial parks in HCM



Machines of “Siêu thị” located in just only 3 districts: “Bình Tân”, “Thủ Đức” and 4 in HCMC



RECOMMENDATION:

Equip more vending machines and enlarge the area of potential location type “Siêu thị”

To be considered:

- “Văn phòng” should be equipped more vending machines in District 4, 10 & “Thủ Đức”
- Should enlarge business in some new industrial parks in District 9, “Bình Tân”, “Tân Bình”,.. with location type “Khu công nghiệp”

THANK YOU!