

**MINISTRY OF EDUCATION AND TRAINING**  
**EASTERN INTERNATIONAL UNIVERSITY**



**GROUP ASSIGNMENT 02**

**Course name:** SCLM 429 - Transportation and Logistics Management

**Semester:** Quarter 3, 2024-2025

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## 1. Company profile

### 1.1. Company overview and history

Founded in 2012 in Ho Chi Minh City, Giao Hàng Nhanh (GHN) is one of Vietnam's leading logistics and last-mile delivery companies, serving major e-commerce platforms such as Shopee, Lazada, Tiki, and over 100,000 online retailers nationwide (ghn.vn, n.d.). GHN has rapidly expanded its services across 63 provinces, pioneering innovations such as same-day delivery (*HỆ THỐNG BƯU CỤC GHN TOÀN QUỐC*, n.d.), on-demand urban delivery through AhaMove, and smart logistics solutions using AI and Big Data. The company has also invested in automated parcel sorting systems, cross-border shipping, and sustainable practices like electric delivery vehicles (Giaiphapvanphong.vn, 2025). Today, GHN operates over 1,000 delivery points and continues to enhance operational efficiency through technology and automation.

- **Founded:** 2012, Ho Chi Minh City
- **Industry:** Logistics & Last-mile Delivery
- **Coverage:** 63 provinces, 1,000+ delivery points
- **Clients:** Shopee, Lazada, Tiki & 100,000+ online retailers

### 1.2. Vision, mission, management team, and company structure

GHN's mission is to provide fast, safe, and efficient delivery experiences, enabling sellers to increase sales and ensure customer satisfaction (*CÔNG TY CP DỊCH VỤ GIAO HÀNG NHANH*, 2020). Its vision is to enhance trade connectivity through fast, efficient, tech-powered delivery services (Ha, 2019). GHN handles up to 20 million successful deliveries monthly, serving over 100,000 online shops nationwide (*CÔNG TY CP DỊCH VỤ GIAO HÀNG NHANH*, 2020). The company is led by CEO Lương Duy Hoài and operates under E-commerce Holdings (*Bao Dau Tu*, 2025). GHN's structure integrates technology-driven logistics, with automated sorting systems and a nationwide network covering all 63 provinces (*GHN - Giao Hàng Nhanh Toàn Quốc*, n.d.).

## 2. Customers and markets

### 2.1. The customers

Giao Hàng Nhanh (GHN) is a leading logistics company in Vietnam, handling over 300,000 orders daily with automated systems capable of sorting 30,000 parcels per hour (Vietnam Investment Review, 2019). GHN primarily serves major e-commerce platforms like Shopee, Lazada, Tiki, and Sendo, offering fast delivery, API integration, and COD services (GHN, 2024). It also supports SMEs and large brands with scalable logistics and fulfillment solutions (Anchanto, 2022). Additionally, GHN provides affordable

delivery options for individuals. This broad service portfolio helps GHN maintain a strong position in Vietnam's rapidly growing e-commerce and logistics market (LinkedIn, 2024).

## *2.2. The markets the company serves*

Giao Hàng Nhanh (GHN) has developed a comprehensive delivery network covering all 63 provinces and cities in Vietnam, including remote island districts, reaching over 11,000 administrative units nationwide (GHN, n.d.). This extensive reach is supported by more than 2,000 drop-off and pick-up points, ensuring convenient access for both senders and recipients (Vietnam Investment Review, 2019). GHN's operational efficiency is further strengthened by its deployment of automated sortation systems capable of processing up to 30,000 parcels per hour (GHN, n.d.). The company is particularly dominant in major urban centers such as Ho Chi Minh City, Hanoi, and Da Nang, where it offers same-day delivery services with average completion times of 12 to 14 hours. For interprovincial shipments, delivery typically occurs within 24 to 36 hours (Vietnam Investment Review, 2019). These capabilities highlight GHN's strategic importance in Vietnam's growing e-commerce landscape, providing both speed and reliability for business-to-consumer and business-to-business transactions.

## **3. Services**

### *3.1. Delivery-related services*

GHN (Giao Hàng Nhanh) offers a variety of delivery services tailored to Vietnam's growing e-commerce sector and the rising demand for fast, reliable shipping. Its standard delivery service supports interprovincial shipments within 24 to 48 hours, targeting small and medium-sized businesses and online sellers seeking cost-effective options (GHN, n.d.; Vietnam Investment Review, 2019). In major cities such as Ho Chi Minh City, Hanoi, and Da Nang, GHN provides express delivery with an average time of 12–14 hours, enhancing customer satisfaction through same-day shipping (Vietnam Investment Review, 2019). For time-sensitive goods, GHN offers super express delivery within 1–2 hours, particularly benefiting sectors like food, pharmaceuticals, and fashion (GHN, n.d.). The company also supports cash-on-delivery (COD), a popular payment method in Vietnam, helping sellers manage transactions securely while increasing buyer trust (Anchanto, 2024). Additionally, GHN provides API integration for businesses, enabling real-time order synchronization and shipment tracking, which is especially useful for large e-commerce platforms (Shopify – HulkApps, 2025). Through its flexible, tech-driven services, GHN plays a key role in powering Vietnam's digital economy and e-commerce logistics network.

### 3.2. *Fulfillment, warehousing, tracking*

GHN offers comprehensive warehousing solutions, enabling businesses to store inventory in strategically located hubs across Vietnam. Their fulfillment services ensure fast, accurate order processing and packaging tailored to client need (*Dịch Vụ Kho Bãi Và Xử Lý Đơn Hàng - Giao Hàng Nhanh*, n.d.). GHN's advanced tracking system provides real-time updates, allowing customers and sellers to monitor deliveries from dispatch to arrival (Tech in Asia, n.d.-b). With automated systems and nationwide coverage, GHN enhances logistics efficiency, supports high-volume orders, and guarantees timely last-mile delivery for e-commerce and retail clients.

## 4. **Core competencies**

GHN's core competencies lie in its extensive nationwide delivery network with over 2,000 drop-off points covering urban and rural areas, enabling fast and reliable order fulfillment across Vietnam (GHN, n.d.; Vietnam Investment Review, 2019). The company's advanced technology investment, including automated sorting systems and seamless API integration with major e-commerce platforms like Shopee and Lazada, streamlines order processing and enhances customer experience (GHN, n.d; Shopify - HulkApps, 2025). Strategic partnerships with key e-commerce players and top brands strengthen GHN's market reach and operational efficiency (Van, 2019). Additionally, substantial financial backing from Temasek, injecting over \$100 million, empowers GHN to continuously innovate, expand services, and maintain a competitive edge in the fast-evolving logistics sector (Van, 2019; Baodautu, 2025). This powerful combination of a robust network, cutting-edge technology, strategic alliances, and strong capital support underpins GHN's leadership in Vietnam's delivery market.

## 5. **Networks and Alliances**

GHN has forged strategic partnerships with major e-commerce platforms like Shopee, Lazada, Tiki, and Sendo, as well as brands such as Juno, CellphoneS, LG, and Sunhouse (GHN, n.d.). These alliances enable GHN to leverage shared technological infrastructure and vast customer bases, enhancing its delivery efficiency and market reach. By integrating with these platforms' APIs, GHN streamlines order management and tracking, reducing operational costs. Additionally, GHN's investment from Temasek (\$100 million) strengthens its financial and logistical capabilities (Van, 2019). These partnerships are vital for resource sharing, scalability, and maintaining a competitive edge in Vietnam's e-logistics sector.

## 6. **Future Development Strategies**

GHN's future development strategies focus on expanding service coverage, enhancing workforce capabilities, and advancing digital infrastructure. The company aims to extend its delivery network to

suburban and rural areas to capture a larger market share. Investing in workforce training programs is prioritized to improve operational efficiency and service quality. Additionally, GHN plans to upgrade its digital systems by integrating advanced tracking technologies, big data analytics, and personalized customer services (*Exploring Last-Mile Delivery Opportunities and Challenges in the E-Commerce Market Vietnam*, n.d.). These initiatives are designed to meet the growing demands of Vietnam's e-commerce sector and maintain GHN's competitive edge in the logistics industry.

## **7. Conclusion**

In conclusion, Giao Hàng Nhanh (GHN) stands as a cornerstone of Vietnam's e-commerce logistics sector, leveraging its extensive nationwide network, advanced technology, and strategic partnerships to deliver fast, reliable, and customer-centric services. With a robust infrastructure processing 20 million deliveries monthly, serving over 100,000 online shops, and covering all 63 provinces, GHN effectively meets the diverse needs of major e-commerce platforms, SMEs, and individual customers (*CÔNG TY CP DỊCH VỤ GIAO HÀNG NHANH*, 2020). Its comprehensive offerings, including same-day express and super express delivery, cash-on-delivery, and integrated warehousing and tracking solutions, underscore its operational excellence. Bolstered by significant investments and alliances with industry leaders like Shopee, Lazada, and Temasek, GHN is well-positioned for future growth. By expanding into rural areas, enhancing workforce capabilities, and adopting advanced digital tools like big data analytics, GHN is poised to maintain its leadership and drive innovation in Vietnam's rapidly evolving logistics landscape, ensuring continued support for the nation's booming digital economy.

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