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Vietnam

Retail Food Sector

2000

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U.S. Embassy

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Report Highlights: This report describes the retail food sector in Vietnam. Included is a discussion of possible market entry strategies and lists of retail outlets in Hanoi and Ho Chi Minh City.

Includes PSD changes: No
Includes Trade Matrix: No
Annual Report
Hanoi [VM1], VM

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I. MARKET SUMMARY

The retail food sector in Vietnam has until recently been characterized almost exclusively by the numerous wet markets, corner grocery and sundry shops (“mom and pop stores”) and temporary stalls that are ubiquitous in Vietnamese cities and towns. Estimates are that Ho Chi Minh City alone has 6,000 small private shops selling groceries and sundries and as many as 2,000 wet markets. While a similar situation prevails in Hanoi, in both cities the primacy of these more traditional retail options is currently being challenged by the growth of mini-markets, and to a greater extent in Ho Chi Minh City than Hanoi, by the emergence of supermarkets and the country’s first hypermarkets.

The retail environment in Hanoi is still developing and the market size is significantly smaller than in Ho Chi Minh City. In terms of development, Hanoi is as much as 5 years behind Ho Chi Minh City. The growth of mini-markets in Hanoi and Ho Chi Minh City represents the middle stage in an ongoing transition from open air to food stalls to supermarkets. The foundation for the development of the retail food sector in Vietnam has been the improving economic environment, rising consumer awareness and the attendant increase in demand for imported food products.

Over the past seven years, the western style mini-market has become increasingly popular in Ho Chi Minh City and Hanoi[1]. These new mini-markets - generally somewhat larger than the typical convenience store found in the U.S. - tend to be air conditioned and to stock a wide range of foreign goods. Although the numbers of such shops are subject to frequent fluctuations, there are currently around 40 such mini-markets in Ho Chi Minh City and 20 in Hanoi. Despite the advantages of cleanliness, comfort and fixed prices which these stores provide, estimates provided by a local market research company are that less than 10% of total food sales in Ho Chi Minh City and Hanoi take place in mini-markets or supermarkets, compared to overall figures of 52% and 49% respectively for the Philippines and Malaysia.

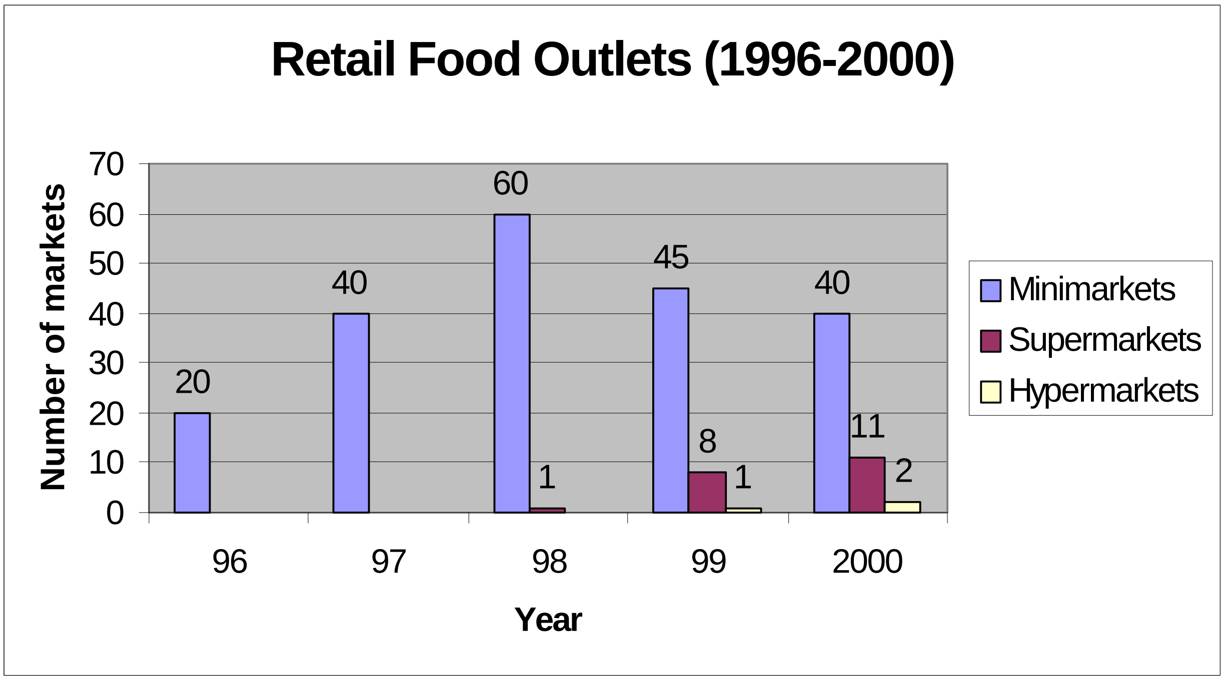
Foreign investment in the retail sector, with some limited exceptions such as a joint venture hypermarket located 30 minutes outside of Ho Chi Minh City, is not authorized in Vietnam. This restriction has significantly hampered the development of a modern retail food sector in Vietnam. Local companies, denied foreign know-how and experience in the retail sector, have been slow to adapt to more modern retail methods. This contrasts with the recent opening of a number of impressive western style supermarkets by local Vietnamese who have received training in retail food operation at Cornell University and have participated in the FMI and PMA annual shows via the USDA’s Cochran Fellowship program. Additional training at IGA’s regional training center in Singapore has been provided by USDA/EMO funding. As a result, merchandising and stocking have improved markedly. More emphasis on fresh and chilled product will improve turnover and reduce shrinkage.

Over the past two years a number of new larger and more diverse grocery stores which approximate the U.S. notion of a supermarket have entered the markets in Ho Chi Minh City and Hanoi. These new supermarkets are larger than the mini-markets mentioned above and have significant cold storage

[1]This report will focus primarily on the cities of Hanoi and Ho Chi Minh City which represent the overwhelming majority of sales of imported, western style food items in Vietnam. The recent growth in the number of mini-markets and supermarkets in the country has also been almost exclusively limited to these two towns. Importers of foreign food items will in most cases base any efforts to distribute to provincial areas from Hanoi and Ho Chi Minh City.

facilities. They are thus able to offer a greater selection of food items such as fresh seafood and meats, fresh vegetables and bread, imported beer and wine, and a large range of imported canned goods and dry grocery items.

More numerous in Ho Chi Minh City, these supermarkets are often set in a larger retail context and surrounded by other shops selling everything from clothing to eyewear. Examples include the expanding Coop-Mart chain, which includes several large, modern supermarkets in the city; and the Citimart and Maximark chains which are owned by private families.



The opening of a 6,000 sq. meter “hypermarket” on the outskirts of Ho Chi Minh City is perhaps a sign of the future of Vietnam’s retail food market. Estimates are that the Cora Hypermarket, partly owned by the Bourbon industrial group out of France, attracts an estimated 10,000 customers (mostly curious window shoppers) over a typical weekend. Initially, Core suffered high pilferage rates until security at checkout was improved. The success of the Cora market has led to plans to construct additional stores in Hanoi and Ho Chi Minh City. (The Ho Chi Minh project is an 80/20 foreign/Vietnamese joint venture and is currently in the ground clearance phase). Despite its size, the sales of the Cora market still represent only a minuscule portion of total food sales in Ho Chi Minh City.

Value of Retail Food Sales*

	1996	1997	1998	1999	2000
Super/Hypermarkets	0	0	2m	5.5m	8m
Mini-markets	5m	8m	10.5m	12m	15m
Wet-markets/ Mom and Pop	3.95b	3.99b	4.188b	4.483b	4.977b
Total	3.60b	4.0b	4.26b	4.56b	5.0b

* The abbreviations (m) and (b) in the table denote USD million and billion respectively. The figures for the year 2000 are projected.

The increasing sophistication of the Vietnamese retail environment has seen local stores beginning to emulate western retail practices. One manifestation is the relatively new practice of charging for shelf space in mini-markets and supermarkets in Ho Chi Minh City and Hanoi. Shelf space has until recently been provided free of charge. The price of an end of counter stand in Ho Chi Minh City's supermarkets and mini-marts now runs as high as $100-$200 per month.

Vietnamese law reserves the trading and distribution of food, and most other products, within the country to Vietnamese entities. An exception is made for companies that manufacture products in Vietnam, often under the joint venture format, to sell and distribute their products in the country. A recent trend has seen consumer goods companies such as Coca-Cola and Proctor & Gamble being allowed by the Vietnamese authorities to purchase all or most of their Vietnamese partner's share in their joint ventures.

The above restrictions are problematic for U.S. exporters of food products because of the shortage of competent Vietnamese distribution companies which have the experience and expertise to effectively market U.S. products and the financial wherewithal to ensure prompt overseas payment of invoices. This shortage of competent distributors makes it essential that would-be U.S. exporters to Vietnam conduct serious due diligence on potential local agents and distributors to ensure that they possess the necessary licenses, adequate facilities (warehouses and cold storage, if needed), sufficient capital, creditworthiness, manpower and transportation to fulfill their contractual obligations.

A number of foreign trading companies with representative offices in Vietnam have sought to circumvent the restrictions on their operations in Vietnam by working in cooperation with a Vietnamese companies. Under this arrangement, the foreign company will assist the domestic company that actually carries out the distribution with merchandising and marketing activities. Although such arrangements are often insisted upon by foreign suppliers/producers who wish to have some control over the following issues:

(i) how the product reaches the consumer;
(ii) the final condition of the product when it reaches the consumer;
(iii) the retail price of the product; and

(iv) how the product is displayed and promoted by the retailer.

The Vietnamese authorities are evidencing less tolerance for such arrangements and in some cases have brought criminal actions against foreign companies which illegally engage in trading and distribution activities. This trend underscores the need for U.S. exporters to carefully choose local agents and distributors for their products. This will only increase when Vietnam's labeling law is finally implemented at the end of 2000. One provision of the labeling law is a fully Vietnamese language ingredients panel, which will in most cases be produced and applied locally.

Value of Imported Food v. Domestic Products*

	1996	**1997**	**1998**	**1999**	**2000**
Imported	**32.4m**	**40m**	**50.4m**	**58.5m**	**75.0m**
Domestic	**3.568b**	**3.690b**	**4.15b**	**4.14b**	**4.13b**
TOTAL	**3.6b**	**4.0b**	**4.2b**	**4.5b**	**5.0b**

* The abbreviations (m) and (b) in the table denote USD million and billion respectively. The figures for the year 2000 are projected.

Vietnam's retail food outlets are beginning to offer ready-to-eat/ready-to-cook foods (frozen spring rolls, frozen seafood, and cafeteria style meals) which appeal to Vietnam's growing middle class. Urban Vietnamese women are increasingly leaving the home to join the work force and hence have less time and inclination than in the past to prepare meals from scratch. A recent survey indicated that 85 percent of female respondents thought that women should be economically independent.

Advantages	**Challenges**
The current trend towards upgrading Vietnam's retail environment which has been characterized by the rapid construction of supermarkets and shopping malls, particularly in Ho Chi Minh City, many of which feature supermarket/mini-mart retail food outlets.	Lack of familiarity of Vietnamese consumer with modern retail atmosphere and long familiarity with traditional wet market shopping.
Vietnamese consumers' associate U.S. food products with high quality and are to some extent willing to pay higher prices for imported items.	Perception of Vietnamese consumer that more luxurious shopping venues translate into higher prices.
Growing appreciation among Vietnamese consumers of the advantages of retail outlets: cleaner, more convenient, and time saving.	Lack of brand familiarity of Vietnamese consumers and reticence to try new products.
Vietnam's "consuming class" of 1.6 million households or 8.7 million people is largely concentrated in urban areas and primarily in Ho Chi Minh City and Hanoi.	The recent economic downturn in Southeast Asia has translated into slower growth in Vietnam and flat consumer spending. (This trend appears to be abating and sales are beginning to rebound).

Interviews with Vietnamese distributors/importers indicates a strong interest in importing U.S. food products into Vietnam.	The recent opening of Vietnam to U.S. companies has placed them at a disadvantage relative to European and Australian companies which have been in Vietnam longer and receive significant support from their commercial offices and embassies.
Vietnamese consumers are particularly receptive to advertising, with television penetration being as high as 90% in Ho Chi Minh City and Hanoi.	Of Vietnam's total population of 77 million, less than 10% are currently potential customers for U.S. food products.

II ROAD MAP FOR MARKET ENTRY

A. Entry Strategy

Any successful strategy to introduce goods onto the Vietnamese market is likely to include a recognition of the fact that the market for U.S. food products is currently limited to a small fraction of the Vietnamese population of 79 million. A strategy that is based on a wider market than Vietnam's "consuming class" of approximately 8-9 million people, the majority of whom reside in urban areas, particularly Ho Chi Minh City and Hanoi, is likely to be inappropriate.

Although cliched, it is none the less true that Vietnam is a country with a unique history and culture which make it distinctly different from its regional neighbors. Attempts to generalize on the characteristics of the Vietnamese market based on experiences in other developing or regional countries are fraught with hazard. Thorough research on the local culture, inclusive of business culture, and on the preferences of the local consumer is particularly important in Vietnam.

In determining whether a product will be successful in Vietnam, U.S. exporters should also take into consideration other factors related to the low level of development of the country. Relevant issues in this regard will include the limited amount of proper warehouse space, lack of modern cold storage facilities, and the country's primitive infrastructure which makes even intra-city distribution difficult, among other factors.

As noted above, trading and distribution activities in Vietnam are reserved almost exclusively for Vietnamese companies. Thus, introducing products onto the Vietnamese market will almost inevitably require cooperating with local Vietnamese companies which will be responsible for the import, distribution and retail sale of the products. Through due diligence and the establishment of of close relationships with partners, distributors and importers is an essential component of success in Vietnam.

It is also important to take note of the relative inexperience of Vietnamese distributors and retailers. These entities will need to be supported if they are to successfully build and sustain a market for U.S. products in Vietnam. A patient approach aimed at building marketing and retail skills as well as in nurturing personal relationships and brand loyalty are important.

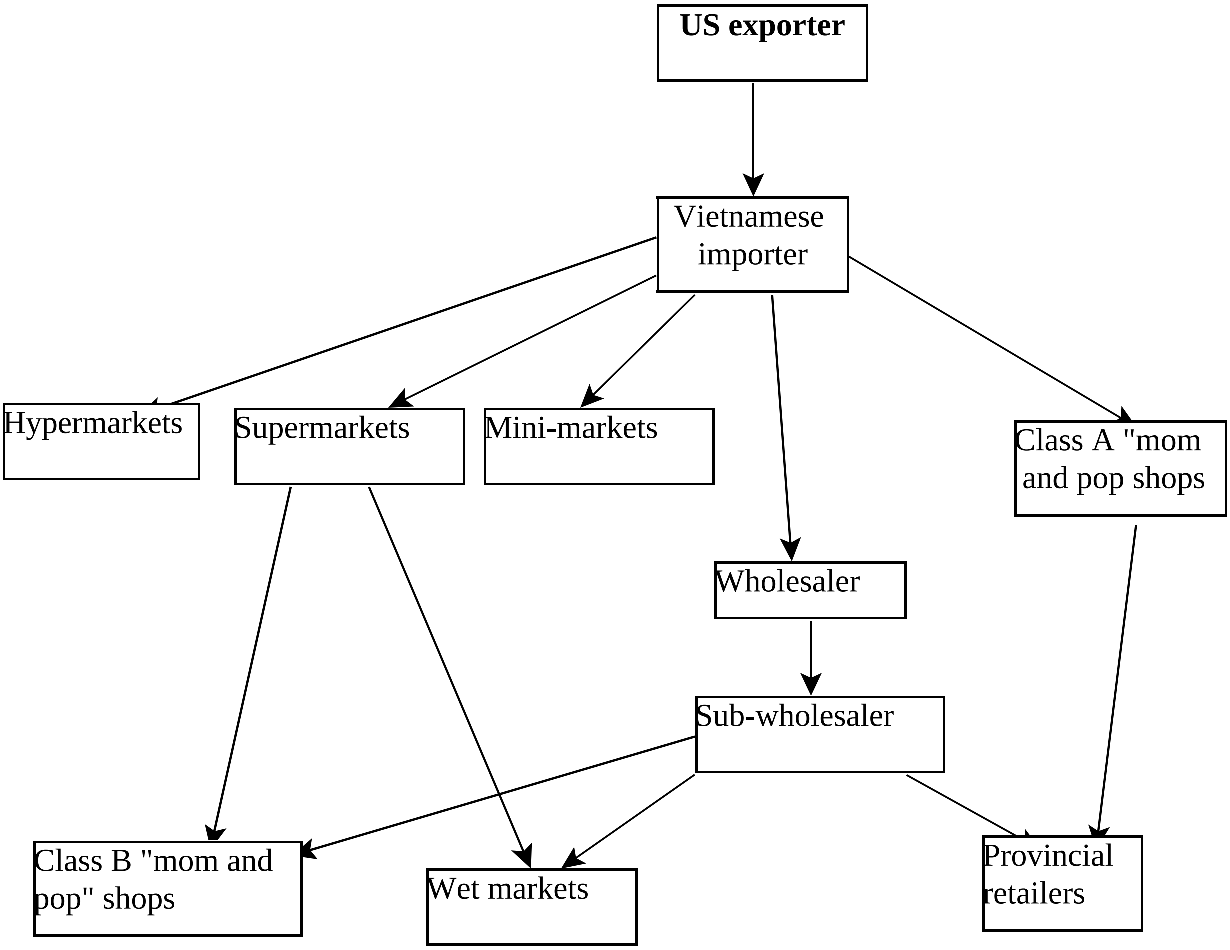
In sum, a successful market entry strategy for U.S. food products into Vietnam will likely combine the following factors:

(i) Intensive market research focusing on the potential market and on Vietnamese preferences;
(ii) Consideration of Vietnam's level of development including issues such as cold storage and infrastructure;
(iii) Identification of and due diligence on local importers, distributors and retailers for the products;
(iv) Training of local staff, distributors and retailers on promotional and marketing techniques; and
(v) Complete understanding of the Vietnamese distribution system and its individual components.

B. Market Structure

As noted above, the retail food market in Vietnam is still in the development stage from a market dominated by traditional open air markets and small "mom and pop" outlets to a more modern retail food environment with western style supermarkets. Of the increasing number of mini-markets and supermarkets that now exist in Vietnam, there are as yet none which have a national reach. The fragmented nature of the retail food market complicates the process of product distribution in Vietnam.

Distribution Flowchart



The above chart depicts the typical distribution channel flow of food products from a U.S. exporter to the final point of sale to consumers in Vietnam. It should be noted, however, that the chart, by definition, cannot indicate the many issues related to infrastructure and the low level of development of the Vietnamese retail environment that complicate any distribution effort in Vietnam.

As the diagram indicates, the first step is for the U.S. exporter to export its goods to a Vietnamese importer. This reflects the fact that import and trading in Vietnam are limited almost exclusively to Vietnamese entities. The importer may or may not be the distributor. Some private Vietnamese distribution companies use state-owned enterprises (SOEs) as importers in order to take advantage of the relationships that the SOEs have with customs authorities.

One level of complexity in the distribution chain has been removed, however, with a recent move by the Vietnamese Government to dispense with the requirement that a Vietnamese importer possess a government allocated quota in order to import goods into the country. Under the current regulatory regime, any company with a trading license - almost exclusively local Vietnamese companies, private and state-owned - can import products into the country.

As the diagram indicates, the flow of goods in Vietnam, at least in terms of outlets of a size of mini-market and upwards, is relatively straightforward with a minimum of middlemen. In most cases, the importer of imported food products - often a trading company - will distribute the goods it imports directly to the retailer. This direct distribution will also often include upper-end (or Class A) “mom and pop” shops which sell a high percentage of imported goods and have a clientele that includes foreigners and the Vietnamese consuming class. This will generally involve the importer/trading company negotiating directly with the management of the relevant retail outlet concerning issues such as shelving space, debt terms, etc.

Unlike other more developed countries, franchising is virtually unknown in the retail food industry in Vietnam. Although, a number of groups are beginning to form chains of retail outlets, this is still in its infancy and the largest "chains" still involve at most three or four stores. As a result, distribution is complicated by the need to make separate arrangements with each retail outlet.

When the focus of distribution is more widespread and includes less upscale shops, wet markets and even inter-provincial distribution, the importer will often rely on the services of a wholesaler to help maximize coverage and volume. This wholesaler may, in turn, pass on a certain amount of the product to a sub-wholesaler to maximize the product's reach.

C. Sub-Sector Profiles

1. Supermarkets and Hyper Markets

Retailer name and outlet type	Ownership	Sales (US$)	No. of outlets	Locations	Purchasing Agent Type
Cora Hyper-market	Joint-venture (France)	**$5 million (1999)**	1, with two additional outlets planned for HCMC and Hanoi	HCMC	Direct
Co-op mart	Local	**$2 million (1999)**	5, with 2 planned for Can Tho	HCMC	Direct
Hanoi Seiyu	Joint-venture (Japan)	**$30,000 (avg/mo. 1999)**	1	Hanoi	Direct
Maxi-mark	Local	**$1 million (1999)**	3	HCMC Nha Trang Vinh	Direct
Citimart	Local		5	HCMC Hanoi	Direct
Fivimart	Local		2	Hanoi	Direct

As noted above in Section I, the supermarket/hypermarket retail food sub-sector in Vietnam is still in its infancy and is almost exclusively concentrated in Ho Chi Minh City. Total sales of this sub-sector, while increasing, still represent only a minuscule portion of retail food sales even when limited to Ho Chi Minh City.

The Cora Hypermarket, with 37 checkout lines and over 6,000 sq. meters of retail space is by far the largest modern retail outlet ever attempted in Vietnam. Two additional projects to build hypermarkets in Ho Chi Minh City and Hanoi are being pursued, an encouraging sign for the retail food sector. Also

encouraging has been the recent appearance of a number of relatively modern supermarkets in the Ho Chi Minh City area. Owned and operated by local Vietnamese, in some cases trained in the U.S., urban Vietnamese consumers are attracted to these supermarkets for reasons of price and the more sanitary and pleasant environment they provide.
Saigon Co-op mart is the most aggressive supermarket chain in Ho Chi Minh City. With three main stores in 1999, the company opened two large modern supermarkets in the first half of 2000, and plans to open a third new store by the end of the year.

2. Mini-markets

Retailer name and outlet type	Ownership	Sales (US$)	No. of outlets	Locations	Purchasing Agent Type
Western Canned Food	Local	$300,000 (1999)	2	Hanoi	
Citi-Mart	Local	$800,000	3	HCMC, Hanoi	
Kim Thanh	Local	$150,000	1	HCMC	
Food Stuff Shop	Local	$100,000	1	Hanoi	
Hanoi Star	Local		2	Hanoi	

With over 40 outlets in Ho Chi Minh City and 20 in Hanoi, the mini-market has been the most driving force in the modernization of Vietnam's retail food market over the last 5-7 years. These mini-markets tend to sell primarily imported goods and their clientele is typically 70% local and 30% foreigners.

3. Traditional markets - "Mom and Pop" and Wet Markets

As noted above, the Vietnamese retail food market is dominated by mom and pop stores (e.g., Ham Nghi Street, HCMC), wet markets and temporary stalls. Any attempt to reach the wider Vietnamese market must by necessity involve sales through these traditional retail outlets where the majority of Vietnamese shoppers, even in Ho Chi Minh City, do most of their grocery shopping.

Under current conditions, distributing through traditional markets in Vietnam is problematic at best.These markets are almost universally lacking in cold storage or proper warehousing facilities. The shopkeepers in these markets will generally have a very low level of understanding of marketing and promotion techniques and are unlikely to have the skills to successfully build a brand. Product positioning is primarily based on price, not image.

Distributing products to these traditional markets is also difficult because of their fragmented and diffuse nature. One method for distributing to shops in large wet markets in Vietnam is to identify a particularly successful small retailer in the market and make this person an agent for distributing the products.

III COMPETITION

For purposes of analyzing the competitive situation in the retail food industry in Vietnam, it is useful first to divide products into three categories: (i) products produced locally by domestic companies; (ii) products produced locally by foreign invested entities; and (iii) imported products.

Of total food sales for the whole country, imported products make up less than 5%. When the market is limited to the Ho Chi Minh City and Hanoi urban areas, imported food products still make up less than 10% of total retail food sales. Of the remaining 90%, approximately 15% are products produced in Vietnam by foreign invested companies (Joint-ventures and 100% foreign owned companies, with the remaining 75% of sales going to food products of wholly domestic companies.

Despite their market domination, food products produced locally by domestic companies are for the most part inferior in terms of quality. With a few notable exceptions, these products are above all attractive to Vietnamese consumers for reasons of price. The next step up in terms of quality are products produced locally by foreign invested companies which are generally considered superior to local products by Vietnamese consumers. Imported products are generally far superior in terms of quality to the other two categories mentioned above; a fact which is duly recognized by the Vietnamese consumer.

Currently Australian and French food products are the most serious competitors for U.S. food products on the Vietnamese market. French and Australian products have gained market share as a result of their earlier entry into the market and the strong support they have received from these countries commercial services in Vietnam. In addition, a number of foreign manufacturers of food products are now attempting to sell products produced in other ASEAN countries on to the Vietnamese market. These products benefit from relatively low duties and are gaining increasing credibility in the eyes of Vietnamese consumers in terms of quality.

IV. BEST PRODUCT PROSPECTS

A. Products Present in the Market Which Have Good Sales Potential

1. Fruit products

U.S. fruit such as apples, citrus fruits and table grapes have shown good sales potential on the Vietnamese market. These fruits are generally of a quality not produced locally in Vietnam, but are appreciated by the Vietnamese who in general eat large amounts of fruit. Such products also benefit from the fact that Australia lies in the southern hemisphere which means its growing season is different from that of the U.S. thereby reducing competition. However, increasing arrivals from New Zealand, Chile and South Africa, combined with limited improvements in cold storage, have put competitive pressure on U.S. fruit in this market.

Fruit juices and canned fruit are also products with god potential in Vietnam. Fruit products are subject to a duty of 45% in Vietnam. They must, however, contend with fruit smuggled in duty free from China.

2. Snack foods

The market for snack foods in Vietnam is good and growing. A number of U.S. products such as P&G's Pringles potato chips and Oreo cookies have carved significant niches in the market. U.S. snack foods are premium in terms of price and quality, however, and must compete with growing domestic snack food production which includes a number of foreign owned producers. Pistachios are much appreciated in this market but their competitive high cost means that small pack size is imperative.

The foreign snack food product sector has a very high potential for development. Bagged potato chips are relatively new (imported and manufactured in-country), pretzels are not yet available and imported nuts are very poplar.

3. Beef

Vietnamese beef is of inferior quality and there is considerable demand for imported beef in Vietnam. Australian beef is currently in the market in significant quantities and New Zealand beef is earning a niche; both benefit from their closer proximity to the market. Vietnamese restaurants and retail outlets express a strong interest in U.S. beef; however, price, quantity and cold storage remain an issues.

B. Products Not Present in Significant Quantities But Which Have Good Sales Potential

1. Ready-to-eat/ready-to cook foods

Vietnamese consumers exhibit an increasing demand for these products which offer the benefits of convenience and time saving. The products currently on offer, however, are very limited. Although cold storage space (and perhaps the lack of microwave ovens) remains an issue, there is good potential for frozen dinners and other products that require minimal preparation.

2. Dairy products

The demand for dairy products is increasingly steadily in Vietnam. Most dairy products in Vietnam are imported as Vietnam does not yet have a significant amount of domestic dairy cattle. Much of the dairy products sold in Vietnam are imported in powdered form and then reconstituted. Australian and New Zealand dairy products currently supply most of the powdered milk consumed by Vietnamese consumers. The New Zealand Dairy Board has been particularly active in promoting its country's cheese, milk and other dairy products.

Yogurt, which arrived in the market three years ago, has become very popular. Vinamilk and Foremost are the largest producers of yogurt in Vietnam.

C. Products Not Present Because They Face Significant Barriers

1. Beer

Although beer consumption levels are growing quickly in Vietnam, the import of beer to Vietnam is greatly limited by the high duties (150%) placed on such products. There are currently a number of foreign invested breweries carrying on a deadly competition for the Vietnamese beer market. Heineken, Fosters, Tiger, Carlsberg and San Miguel are all produced locally. Corona brand beer is the most popular imported beer.

2. Breakfast cereals

Breakfast cereals are typical of the types of U.S. products that are difficult to sell on the Vietnamese market for cultural reasons. The Vietnamese, from Hanoi to Ho Chi Minh City, traditionally eat *pho*, a type of chicken soup, for breakfast. Creating a market for a product like breakfast cereals requires significant education of the Vietnamese consumer and a long-term perspective. Breakfast cereals are popular with the local foreigners and the overseas Vietnamese that reside in Vietnam.

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LIST OF SUPERMARKETS IN HO CHI MINH CITY

No	Name	Address	Phone (begin w/ 84-8 as country and city code)	Fax (begin w/ 84-8 as country and city code)	Freezer /Chiller	Fruit
1	Coop-mart Dam Sen	3 Hoa Binh Str, Dist 11	836-0143/832-5239/839-4973	832-5659 837-0560	Yes	Yes
2	Coop-mart	189C, Cong Quynh Str, Dist 1	836-0143/832-5239/839-4973	832-5659 837-0560	Yes	Yes
3	Coop-mart	118 Hau Giang Str, Dist 6	960-0255	960-0254	Yes	Yes
4	Coop-mart	727 Tran Hung Dao Str, Dist 5	835-9493	835-9496	Yes	Yes
5	Shop 160	160 Hai Ba Trung Str, Dist 1	829-9258		Yes	Yes
6	H&B Unimart	228A, Pasteur Str, Dist 3	820-1166	842-0421	Yes	No
7	Tax Mart	135 Nguyen Hue Str, Dist 1	822-4737		No	No
8	Citimart Minh Chau	369 Le Van Sy Str, Dist 3	931-1268	931-1288	Yes	Yes
9	Citimart Regency	21-23 Nguyen Thi Minh Khai Str, Dist 1	824-4818		Yes	Yes
10	Citimart Sky Garden	20 Le Thanh Ton Str, Dist 1	822-8868		Yes	Yes
11	The Mart Parkland	628A An Binh, An Phu, Thu Duc District	898-9000	898-9018	Yes	Yes

12	Vinamart	157 Phan Dang Luu Str, Phu Nhuan District	844-1962	842-2267	Yes	No
13	Ten Mart	277A Cach Mang Thang Tam Str, Dist 10	864-2301	865-4584	Yes	Yes
14	Maximark	3C Ba Thang Hai Str, Dist 10	835-6617	839-1285	Yes	Yes
15	Cora Hypermarket	11C4, Khu Pho 1, Long Binh, Dong Nai Province	(84-61)-833180	84-61-833181	Yes	Yes
16	Tu Do Mart	147 Xo Viet Nghe Tinh Str, Binh Thanh District	840-1396	840-1380	Yes	Yes
17	CHS-SHC Minimart	A 43 Truong Son Str, Tan Binh District	845-8119	824-1406	Yes	Yes
18	Riverside Supermarket	670 Vo Truong Toan, An Phu, Thu Duc District	899-7402	899-6826	Yes	Yes
19	Mien Dong Supermarket	202 B Hoang Van Thu Str, Phu Nhuan District	844-0897 847-7498	844-0895 847-7494	Yes	Yes
20	Foodcomart	1, Ba Thang Hai Str, Dist 10	833-0638	839-3676	Yes	Yes
21	Pacific Mart	8B, Ba Thang Hai Str, Dist 10	863-7937	864-4229	Yes	Yes
22	Hanoi Mart	189 Cong Quynh Str, Dist 1	835-9348	925-0144	Yes	No
23	Ngoc Thang Mart	233A Phan Van Tri, Binh Thanh Dist	841-3615	516-1039		
24	Vmart	82 Nguyen Thai Hoc, D1	821-7076 821-7077			
25	Saigon Mart	196 Hai Ba Trung Str, Dist 1	822-8913		No	No
26	CSH-SHC Minimart	1 Nam Ky Khoi Nghia Str, Dist 1	829-2035		Yes	Yes
27	Maximark Saigon Center	1st floor, Saigon Center, 65 Le Loi, District 1, HCMC	835-6617	834-2001		
28	Coopmart Nguyen Dinh Chieu	168 Nguyen Dinh Chieu St, District 1, HCMC	836-0143/832-5239/839-4973	832-5659 837-0560		
29	Coopmart Nguyen Trai	Nhat Nam Bldg, Nguyen Trai St, D1				

LIST OF SUPERMARKETS IN HANOI

No	Name	Address	Phone	Fax	Freezer/ Chiller	Fruit	Contact
1	FIVIMART	210 Tran Quang Khai Str.,Hoan Kiem Dist.	8264 746 8260 167	9341 039	Yes	Yes	Nguyen Manh Ha

2	Thai Ha Mart	210 Thai Ha Str., Dong Da Dist.	8572 513	8571 197	Yes	Yes	Nguyen Truc Chi Hoa
3	Sinhanco Mart	72 Tran Xuan Soan St Hai Ba Trung Dist.	8229 714	8229 719	Yes	Yes	Mr.Vu Minh Tri
4	Asean Mart	10 Pham Ngoc Thach Dong Da Dist.	5741 038	5741 223	Yes	Yes	Mr. Phan Anh Te
5	Hanoi Star Mart	1.60 Ngo Thi Nham St.,Hai Ba Trung Dist 36 Cat Linh,Badinh	8225 999	8241 900	Yes	Yes	Ms.Le Hoai Giang Ms. Mai
6	Lang Ha Mart	23 Lang Ha Str., Ba Dinh Dist.	8562 205	5141 386	Yes	Yes	Ms. Le Thi Nguyet
7	Hanoi CITIMART	Hanoi Tower,49 Hai Ba Trung, Hoan Kiem *Rose Garden* *No.6 Ngoc Khanh, HN*	9342 888/ 9342 999	9342 888	Yes	Yes	Mr. Le Hong Son
8	Kim Lien Mart	9 Dao Duy Tu Str., Dong Da Dist.	8527 240	8527 240	Yes	Yes	Mr. Pham Van Hien
9	5 Nam Bo Supermarke	5 Le Duan Str., Hoan Kiem Dist.	8452 413	8455 814	Yes	Yes	Ms. Le Hong Nhung/Mr.DoHa m
10	Hanoi MARKO	V-Tower,649 Kim Ma Str., Ba Dinh	7750 491 5740 072	7750 490	Yes	Yes	Mr. Tu Duc Ninh
11	MINIMAR T- Hanoi	2nd Floor, Hom-DVien Market, Hoan Kiem	8229 714 8229 715	8229 719	Yes	Yes	Minh Tri Mr. Vu
12	Sao Hanoi Mart	60 Ngo Thi Nham Hai Ba Trung District-HN 36 Cat Linh Street, HN	8225999 7330092	8241900 7330092	Yes Yes	Yes Yes	Mr Le Hoai Giang
13	Seiyu mart	2 Pham Ngoc Thach street. Hanoi	5742451	5742450	Yes	Yes	Mr Kena Kawoa
14	Millenium mart	94 Tran Hung Dao Str. Hanoi	8224780	8224781	Yes	Yes	Mr Nguyen Trong Minh