

# **FRANCHISING TO VIETNAM – OPPORTUNITIES AND CHALLENGES**

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# SO WHO AM I?

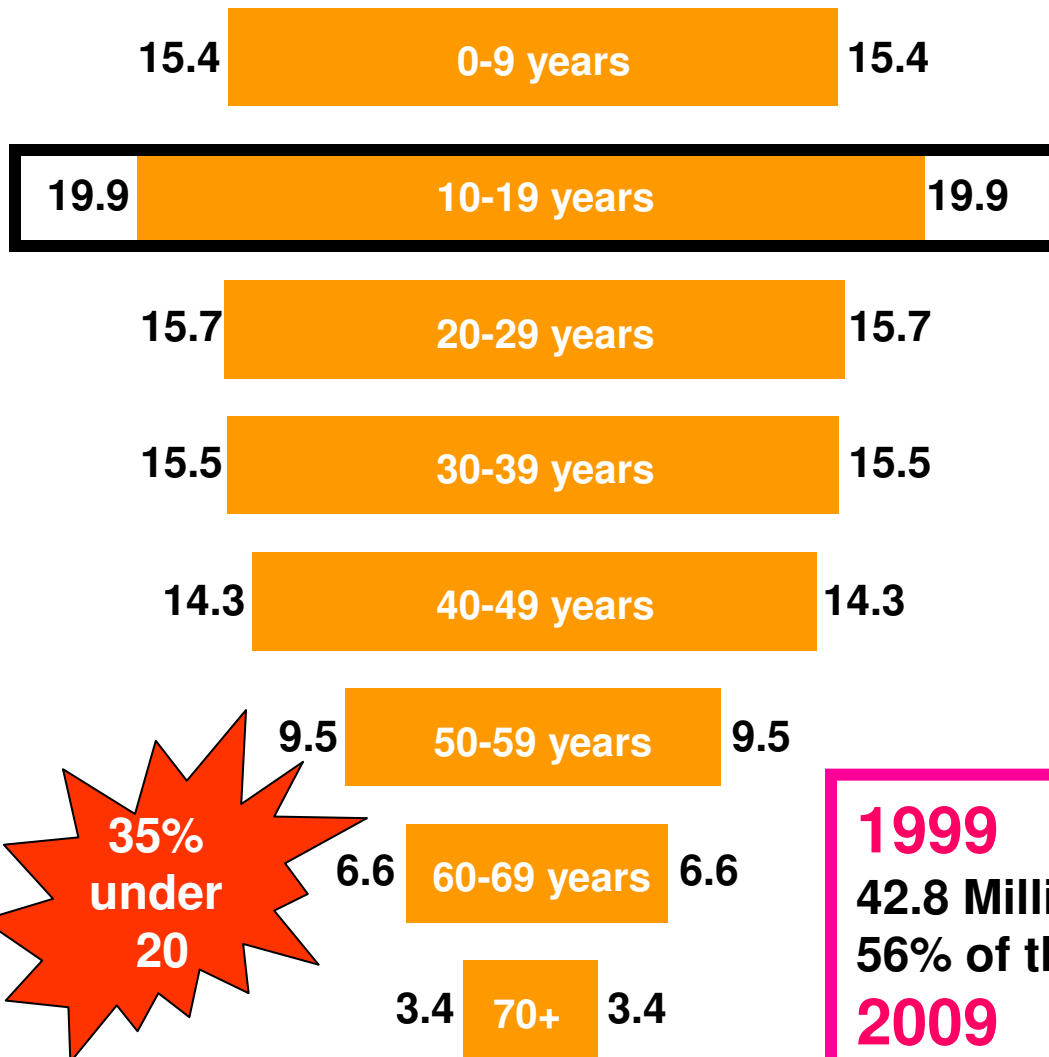
- Current shareholder of Viet Lifestyles JSC, master franchisee of Gloria Jean's Coffees in Vietnam.
- Set up and managed the franchise operations 2007-2009.
- Current post: Regional Marketing Consultant for GJCI in Asia, IMEA (India, Middle East & Africa), and CEE (Eastern & Central Europe)



tns

A LAND OF OPPORTUNITY

# Extremely young nation



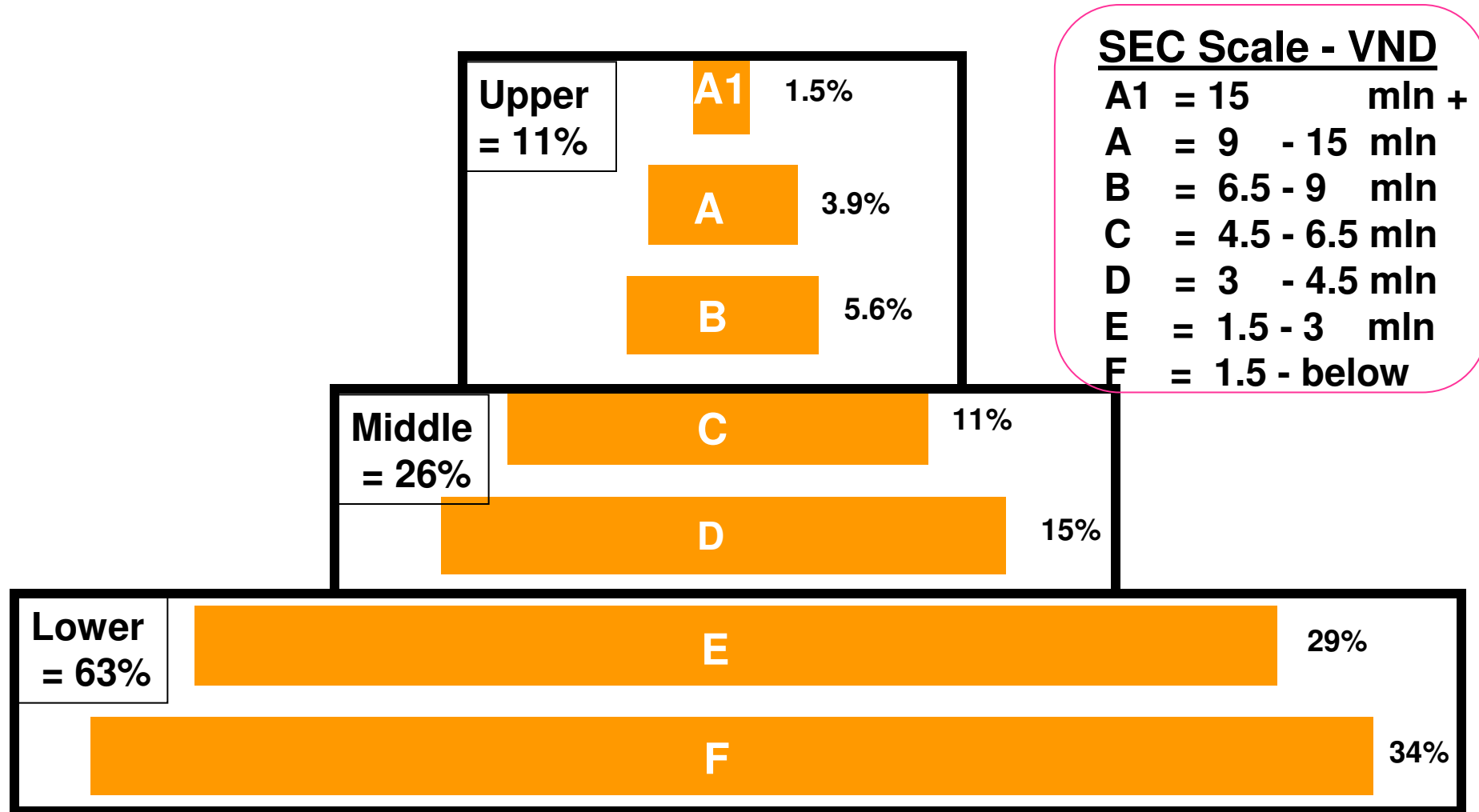
The next ten years will see 17 million new and young consumers enter the market



**1999**  
42.8 Million aged 20 +  
56% of the population  
**2009**  
55.6 Million aged 20 +  
65% of the population

Source: VN GSO 2009, TNS analysis

# With an emerging middle class...

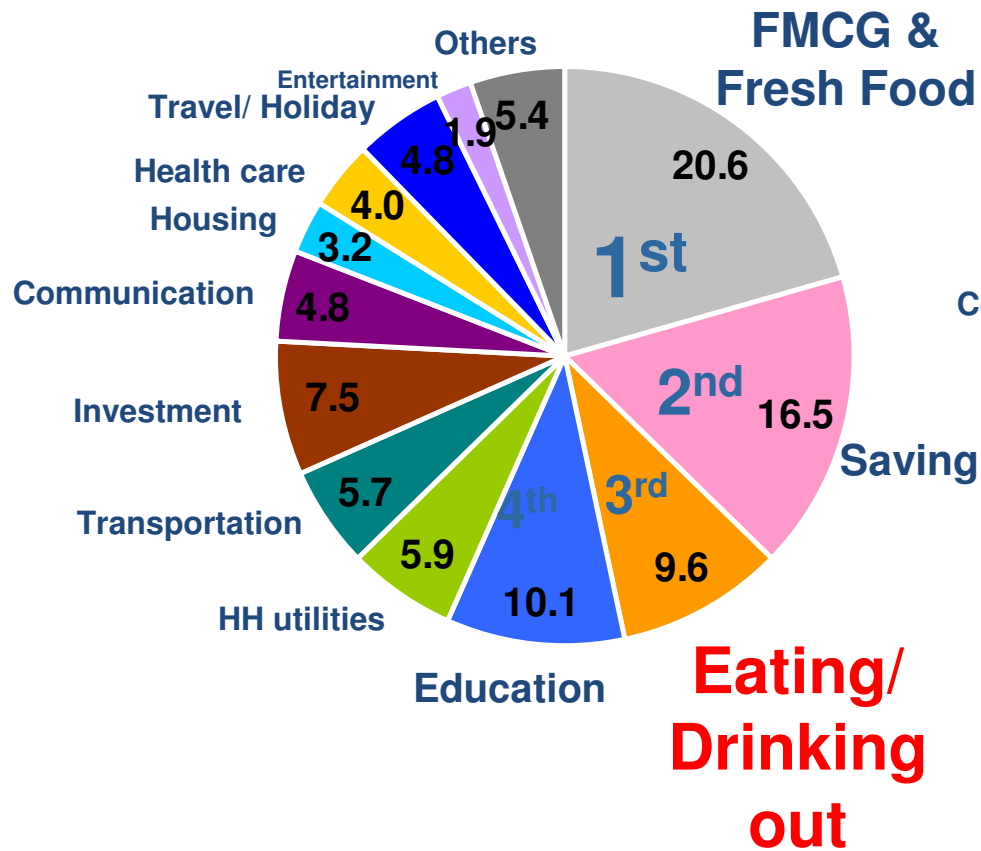


**BOP is also a huge market for mass brands**

# Who love eating and drinking out...

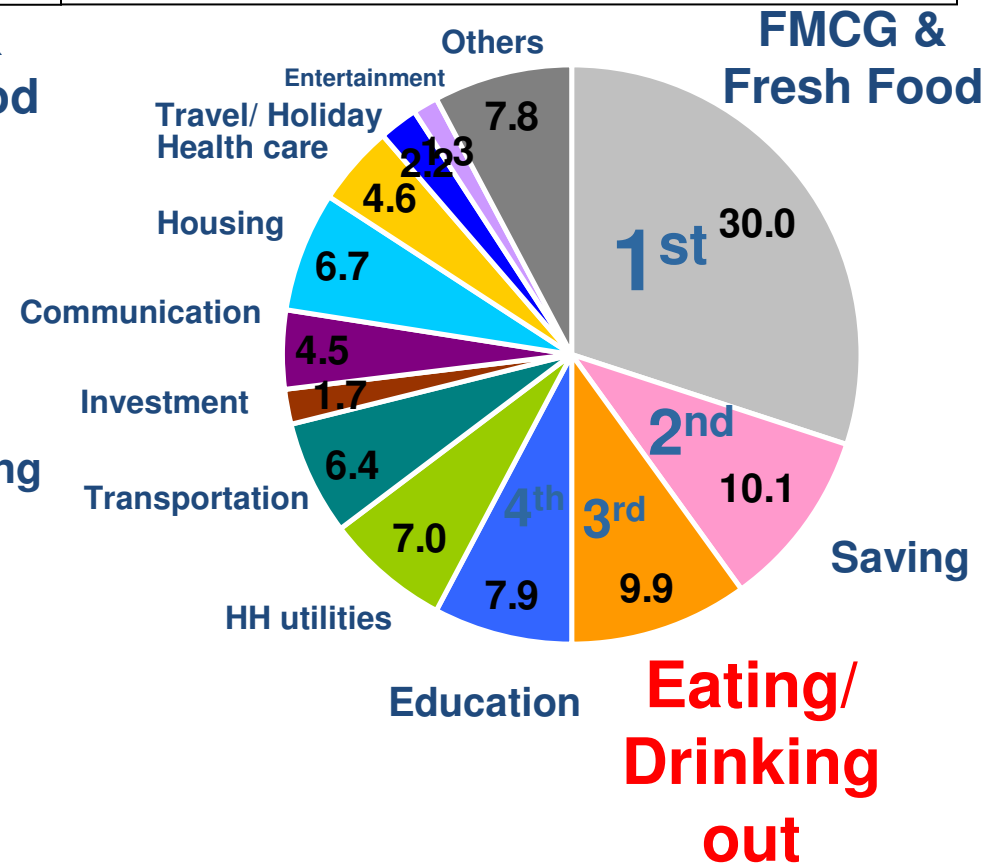
## A- B SEC

>6.5 mil VND monthly income)



## E-F SEC

<3 mil VND monthly income



# And of course very aspirational...

## indulgence



89% said "I buy brands that are of good quality, even more expensive"

## Self expression / differentiation



29% I blog to express myself

## convenience



75% are prepared to pay more for products that make their life simpler

## status



56%, I like to use brands which show my success

## health



88% said 'I am ready to pay a higher price for healthier foods'

## technology



79%, I will most likely buy a new phone in the next six months!

# *So are you in?*



# FROM OPPORTUNITY TO REALITY

- Availability of retail sites
- Legal framework / transparency
- Import tax
- Currency fluctuation
- Custom procedure
- Workmanship
- Supply partners & services



**Embark on the  
journey...**

**...Remember to  
Have faith  
Take action  
Learn as you go  
Persevere with hope**

**Thank you!**  
**Cám ơn!**

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