



Q&Me is online market research provided by Asia Plus Inc.

Vietnam retail store (Modern Trade) trend 2024

Asia Plus Inc.





# Overview

Vietnam is currently perceived as undergoing a vigorous phase of consumption expansion, characterized by an optimal population structure and an ascending middle-class segment, which, together with swift urbanization, is propelling the growth of contemporary trade practices.

The primary objective of this report is to shed light on the prevailing trend of modern trade by conducting a detailed analysis based on the categorical enumeration of prominent retail outlets across Vietnam.

The enumeration of the stores has been conducted as of March 2024.

- The store numbers in the report are based on the desktop research.
- Some new stores are added in 2020/2021/2022/2023/2024. In those cases, we did not include those stores in 2019/2020/2021/2022/2023 comparison.
- 2019 data is as of April, 2020 data is as of March, 2021 data is as of April, 2022 & 2023 data are as of March.
- The numbers of 2020, 2021, 2022 can be affected by the COVID-19 pandemic.



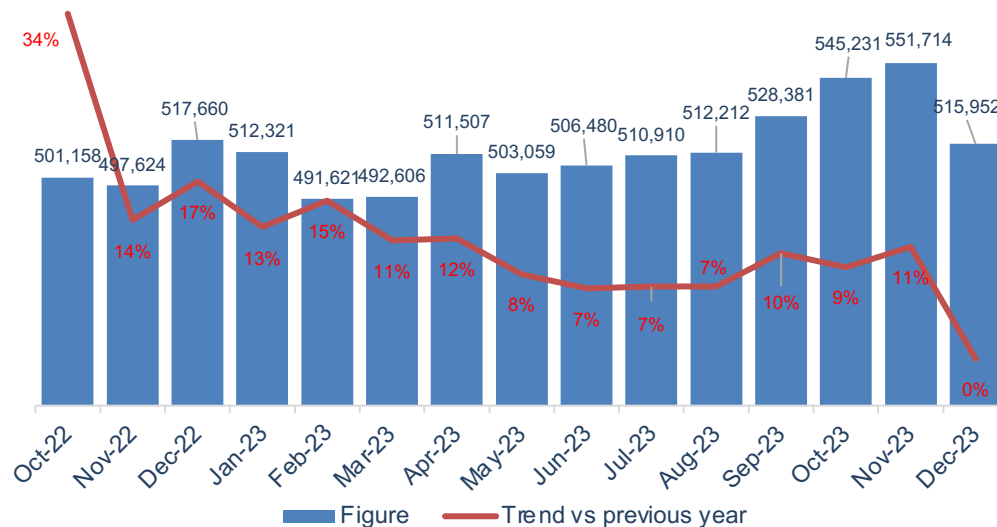


Vietnam retail news from 2023 - 2024

# Retail sales trend (2023)

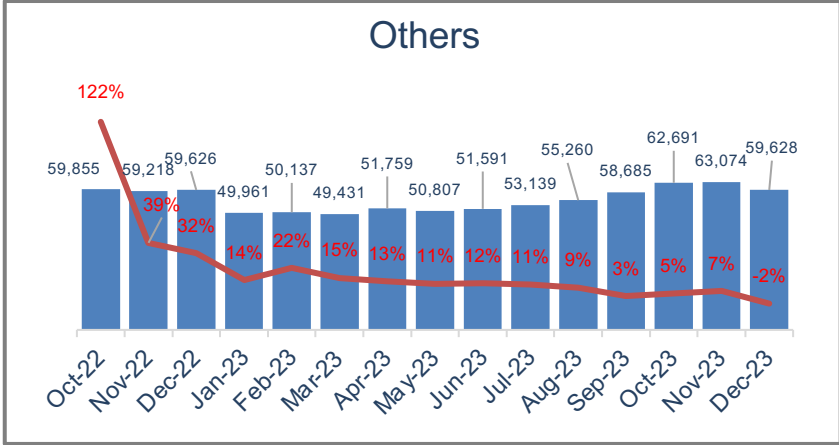
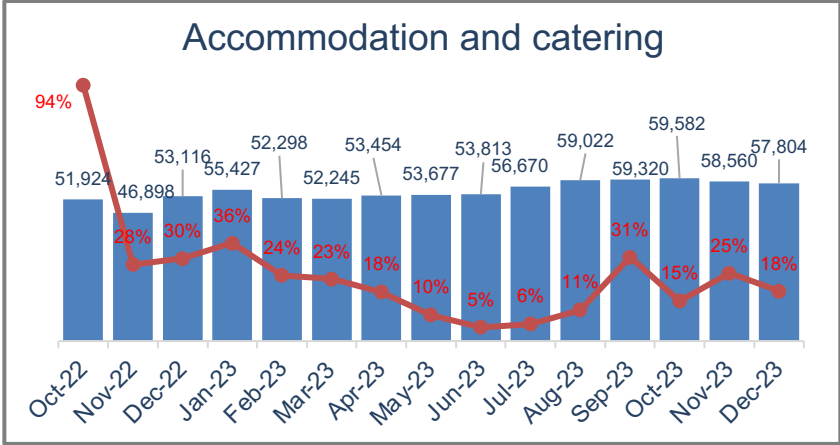
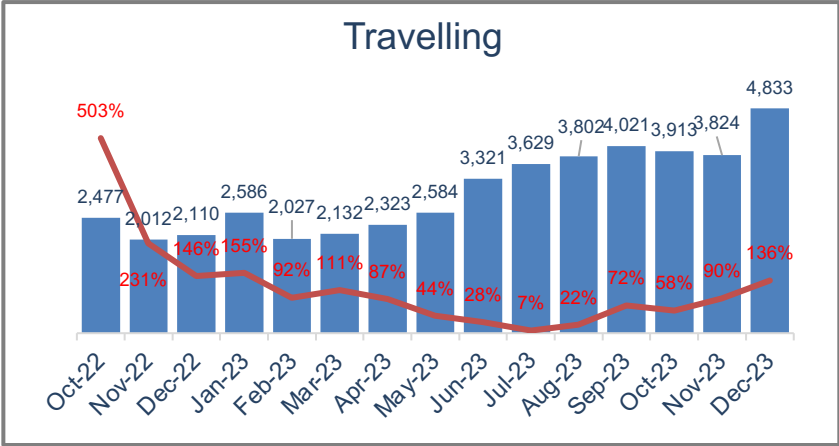
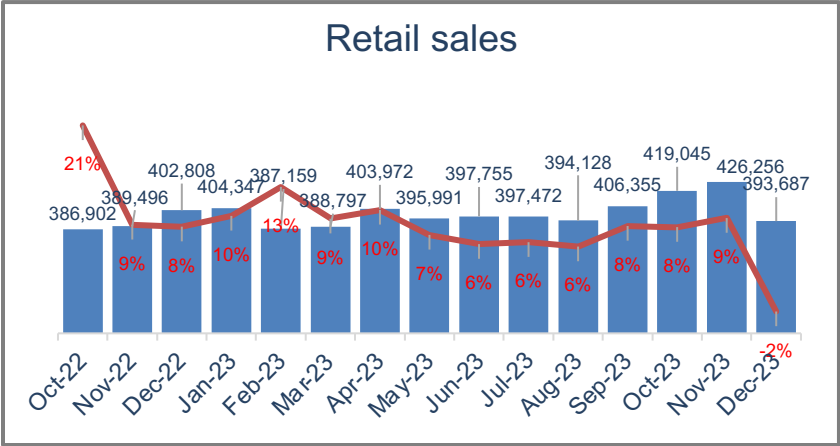
Monthly trend

Category	2022 YTY	2023 YTY	Trend vs P.Y
<b>Total</b>	<b>5,671,109</b>	<b>6,231,800</b>	<b>10%</b>
<b>Retail</b>	<b>4,475,856</b>	<b>4,858,600</b>	<b>9%</b>
<b>Travelling</b>	<b>24,108</b>	<b>37,800</b>	<b>53%</b>
<b>Accommodation and catering</b>	<b>570,317</b>	<b>673,500</b>	<b>15%</b>
<b>Others</b>	<b>600,828</b>	<b>661,900</b>	<b>10%</b>



Vietnam's retail sales and consumer service revenues in 2023 showed a positive recovery from the previous year. Despite a bounce-back from the COVID-19 impacts, growth hasn't yet reached pre-pandemic levels, with the end of the year seeing a notable decline compared to its beginning.

# Retail sales trend (2023)

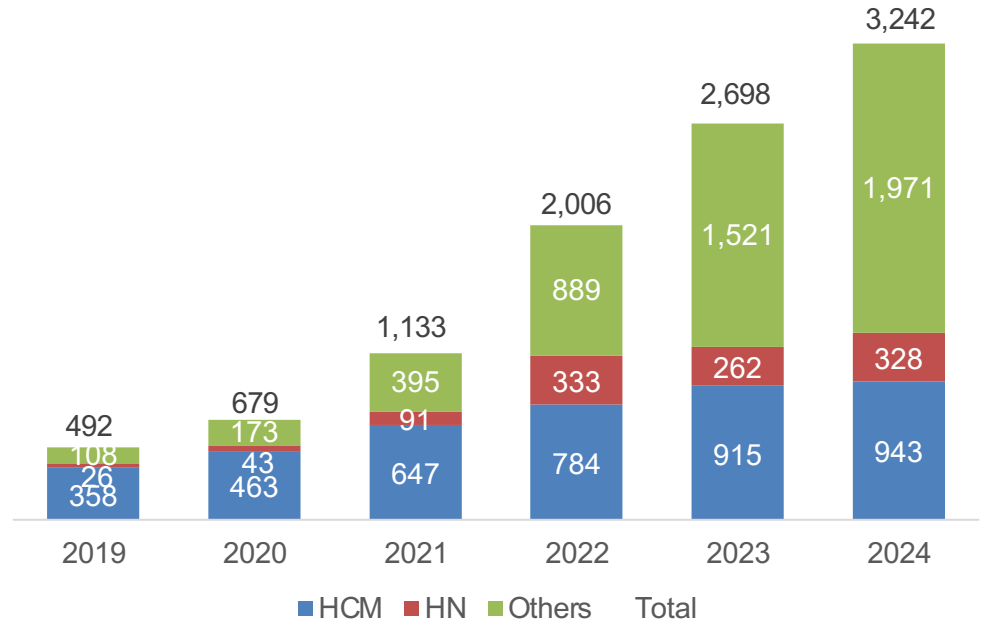






# Trend: Drug store expansion

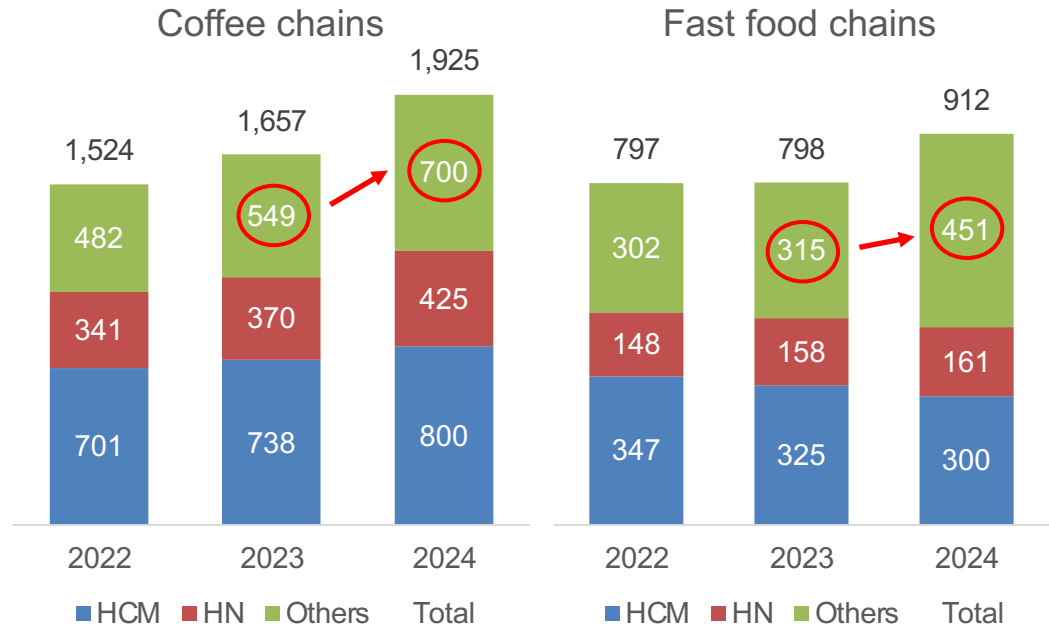
The number of drug chain increase drastically, driven by Long Chau, while Pharmacity has decreased their store numbers in last one year





# F&B expansion on sub-cities

Particularly in the areas of coffee chains and fast foods, the store expansions are outstanding at the sub-cities.





# Re-investment in CVS / mini-super

CVS / mini supermarket brands has re-invested in Vietnam to increase their number of stores



2023 → 2024  
395 → 579



2023 → 2024  
201 → 245



2023 → 2024  
80 → 99



2023 → 2024  
143 → 187

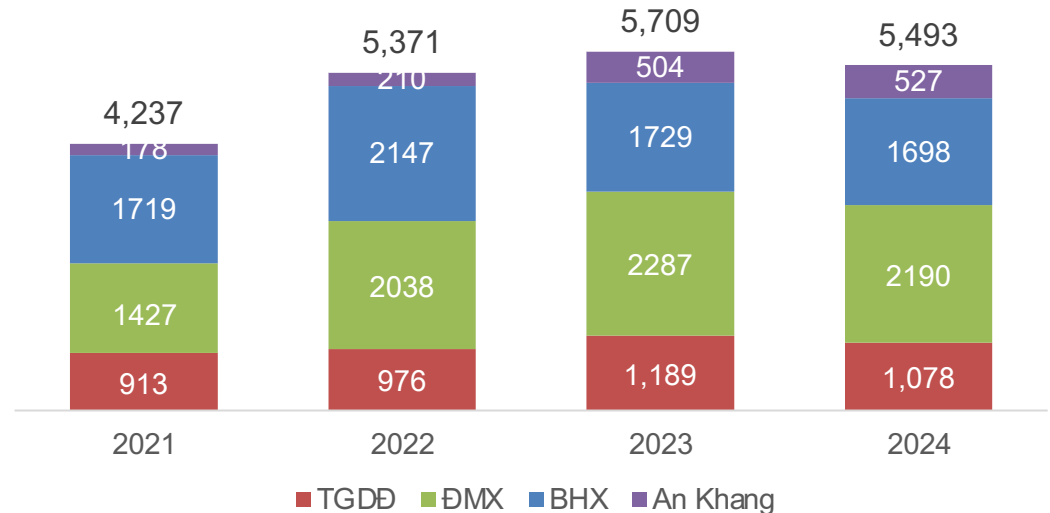




# MWG restructuring

While the number of their Electronic / IT store and fresh food chain goes down, the number of drug store went up

Mobile world group key store trends



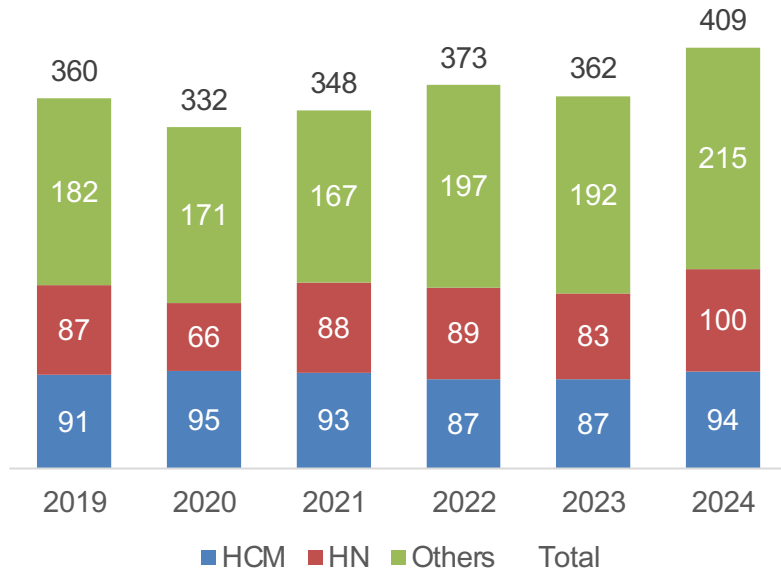


Vietnam modern trade landscape 2024



# Supermarket

The number of supermarkets increased slightly mainly due to the expansion of Big C/ Go! and Winmart across all regions.

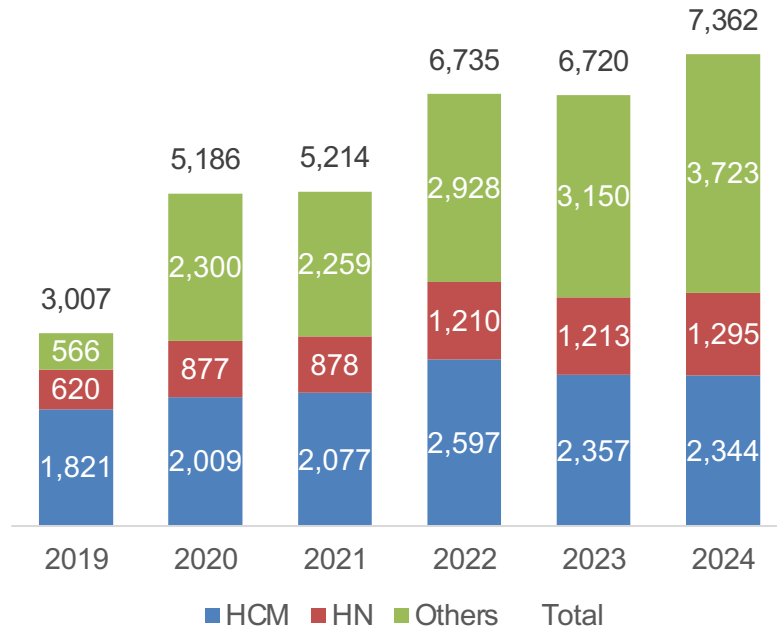


Name	HCM	HN	Others	Total
Aeon Citimart	14	0	0	14
Aeon Maxvalu	0	15	1	16
Big C/ Go!	7	3	28	38
BRG Mart	0	10	5	15
Coopmart	43	6	79	128
Emart	3	0	0	3
Fujimart	0	6	0	6
Lanchimart	0	10	14	24
MegaMarket	4	4	13	21
Sakuko	0	26	15	41
Satramart	3	0	0	3
Tops Market	4	5	0	9
Winmart	20	45	66	131
<b>Total</b>	<b>98</b>	<b>130</b>	<b>221</b>	<b>449</b>

\*The above graph figure does not include: Satra Mart (added in 2020), Fujimart (2021), Tops Market, Aeon Maxvalu & BRG Mart (added in 2024).

# Convenient store / Mini super

Bach Hoa Xanh's store count dipped post-renovation, but overall convenience store growth was strong, driven by Co.op Food and Winmart+ expansions. Winmart+ extended nationwide, while Co.op Food concentrated on the South.



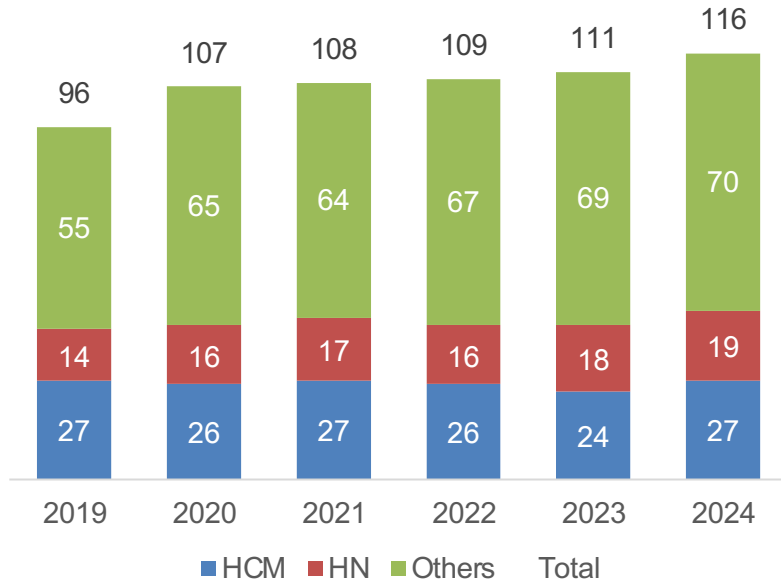
Name	HCM	HN	Others	Total
7 Eleven	97	0	2	99
Bac Tom	0	20	0	20
Bach Hoa Xanh	499	0	1,199	1,698
B's Mart	78	0	0	78
Cheers	37	0	2	39
Circle K	205	172	70	447
Co.op food	185	4	390	579
Family Mart	125	0	35	160
GS25	159	0	86	245
Hapro foods	2	24	1	27
K-market	17	18	11	46
Mini Stop	160	0	27	187
Satrafoods	180	0	0	180
Soi Bien	0	44	0	44
T-Mart	0	13	0	13
WinMart+	600	1,000	1,900	3,500
<b>Total</b>	<b>2,344</b>	<b>1,295</b>	<b>3,723</b>	<b>7,362</b>

\*The above graph figure does not include: Cheers (added 2020)



# Department store

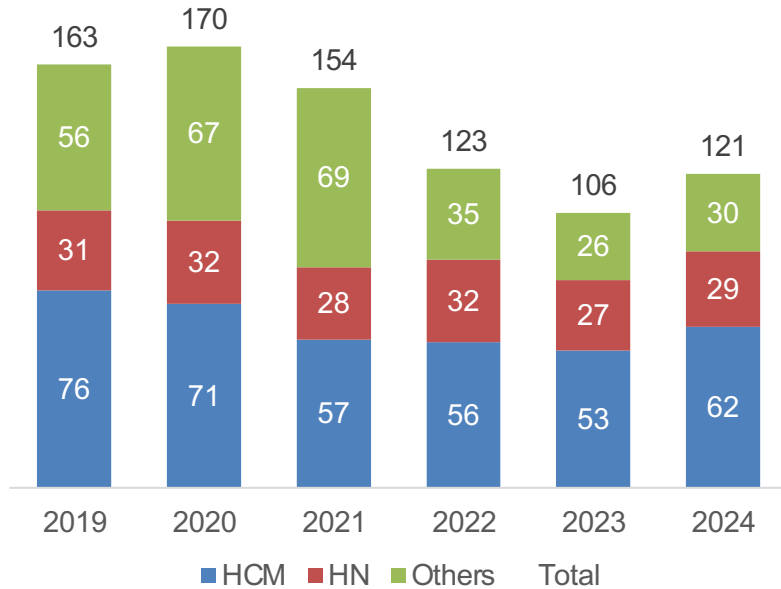
New openings of AEON, Lotte, and Vincom department stores have led to a modest rise in the total count of department stores.



Name	HCM	HN	Others	Total
AEON Mall	3	3	3	9
Crescent Mall	1	0	0	1
Diamond	1	0	0	1
Lotte Mall	5	3	9	17
Robins	1	1	0	2
Takashimaya	1	0	0	1
Vincom	14	12	58	84
VivoCity	1	0	0	1
Total	27	19	70	116

# Mini store

The number of mini stores increased slightly mainly thanks to Miniso's outlet expansion. Other chains remained or decreased their number of stores.

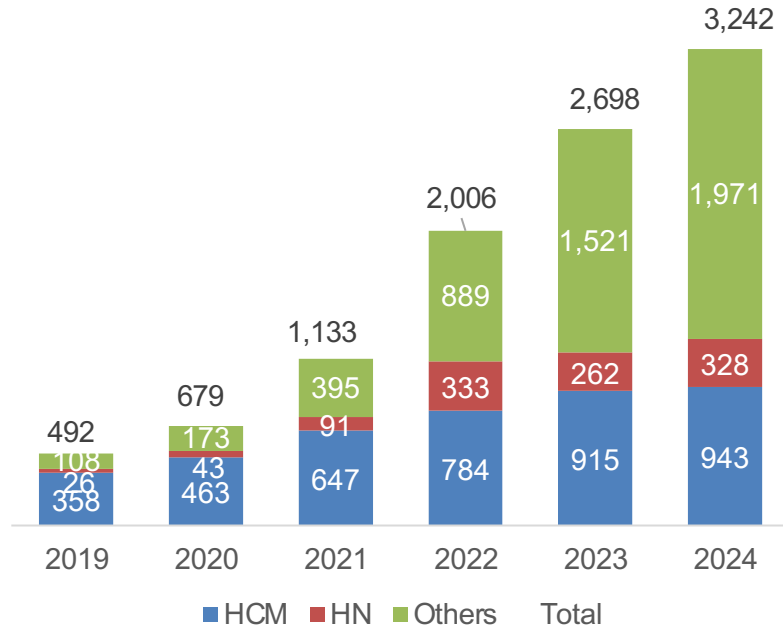


Name	HCM	HN	Others	Total
Daiso	5	3	1	9
Hachi Hachi	6	0	0	6
Komonoya	1	3	2	6
Minigood	11	3	0	14
Miniso	28	15	27	70
Moji	5	5	0	10
Mumuso	5	0	0	5
Usupso	1	0	0	1
Total	62	29	30	121



# Drug store

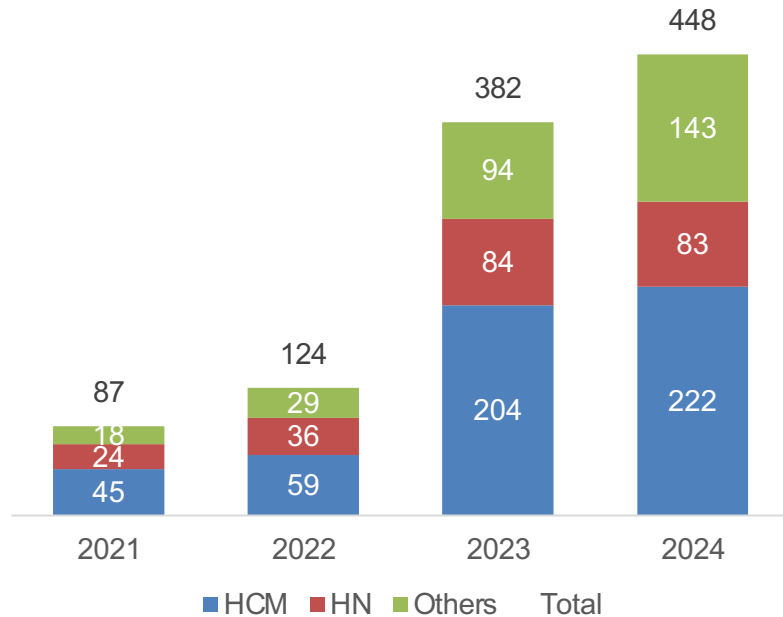
The number of drug stores in 2024 increased by 17% compared to 2023 mainly due to the expansion of nearly 600 stores of Long Chau nationally.



Name	HCM	HN	Others	Total
An Khang Pharmacy	149	27	350	526
ECO pharma	7	0	0	7
Guardian	83	13	8	104
Long Chau	280	180	1,154	1,614
Matsumoto Kiyoshi	6	2	0	8
Medicare	10	0	59	69
Phano Pharmacy	12	0	3	15
Pharmacy	396	106	397	899
Total	943	328	1,971	3,242

# Cosmetic store

Cosmetic store numbers grew nearly 20% from last year, primarily propelled by Hasaki's significant expansion, now leading the market in store count.

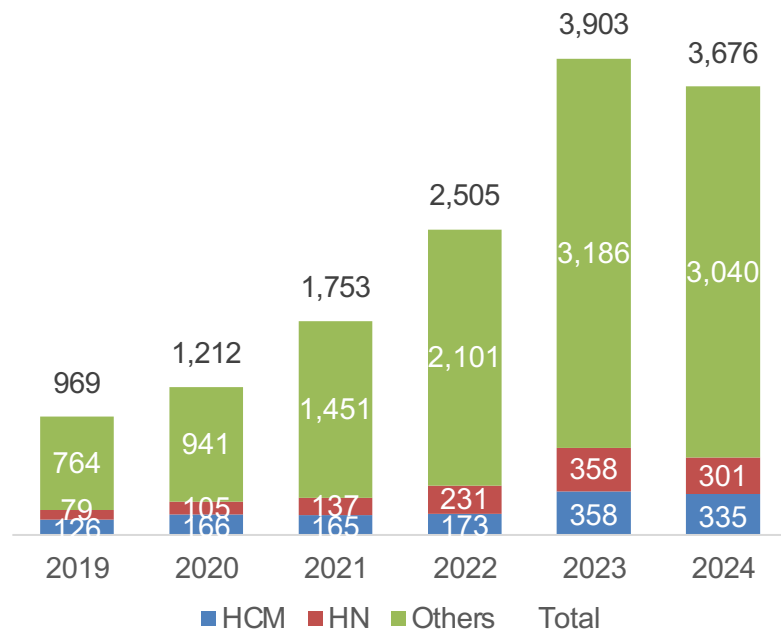


Name	HCM	HN	Others	Total
Beautybox	11	8	1	20
Beautygarden	1	2	6	9
Bicocosmetics	1	0	0	1
Cocoshop	1	0	0	1
DN Cosmetics	0	0	2	2
Guardian	83	13	8	104
Hasaki	75	4	93	172
Mat Hoa Da Phan	4	0	5	9
Mint Cosmetics	0	14	0	14
Nutycosmetic	3	0	0	3
Sammi Shop	0	19	4	23
The Body Shop	20	14	7	41
THE FACE SHOP	11	8	13	32
The Gioi SkinFood	6	1	3	10
Watsons Vietnam	6	0	1	7
Total	222	83	143	448

\* The above graph figure does not include: Guardian, THE FACE SHOP, The Body Shop, Watsons Vietnam (added 2023)

# Electric chain

The market saw a downturn mainly due to the 200 of Dien May Xanh's closed stores.



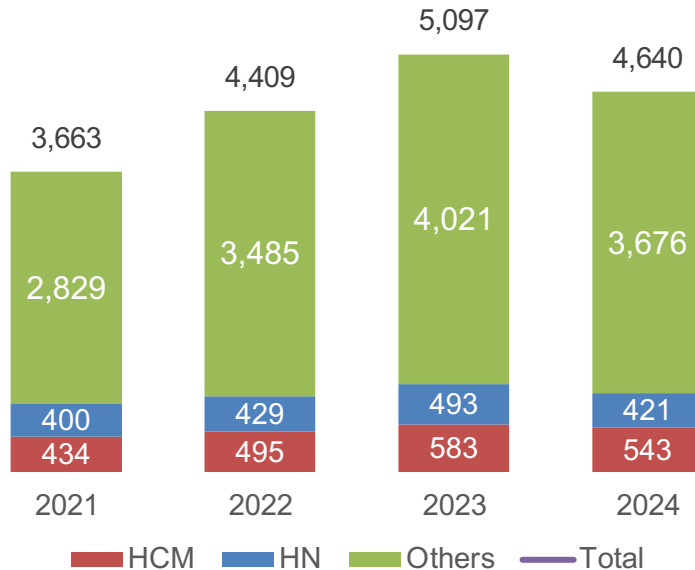
Name	HCM	HN	Others	Total
Cho Lon	23	0	75	98
Dien May Xanh	295	221	2,644	3,160
Mediamart	0	67	282	349
Nguyen Kim	15	5	32	52
Pico	0	8	7	15
Thien Hoa	2	0	1	3
<b>Total</b>	<b>335</b>	<b>301</b>	<b>3,040</b>	<b>3,676</b>

\* The above graph figure excludes Mediamart (added in 2021)



# IT devices chain

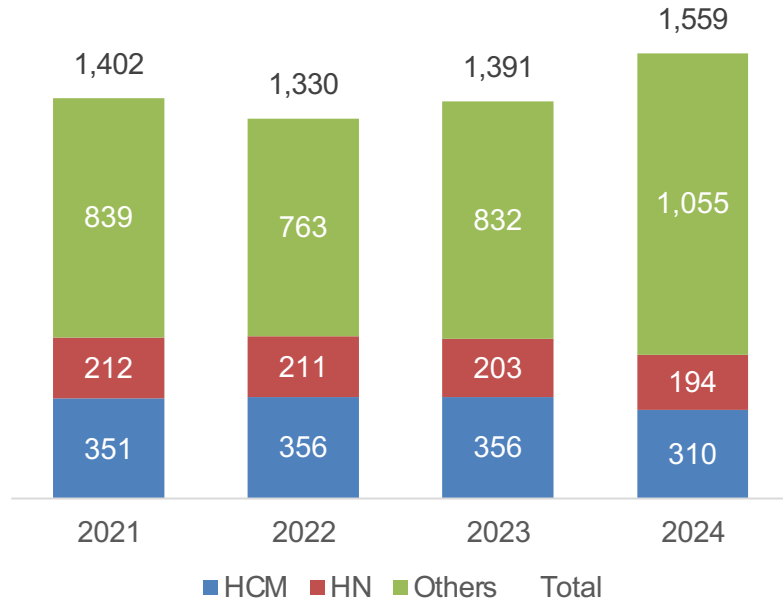
The IT devices chain witnessed a 10% decrease, influenced by about 200 store closures each from FPT and The Gioi Di Dong.



Name	HCM	HN	Others	Total
CellphoneS	47	21	44	112
Di Dong Viet	29	4	17	50
FPT Shop	97	93	545	735
Hoang Ha	19	30	80	129
Phong Vu	11	3	21	35
The Gioi Di Dong	295	221	2,644	3,160
Viettel Store	45	49	327	421
Total	543	421	3,676	4,640

# Fashion apparel chain (1/2)

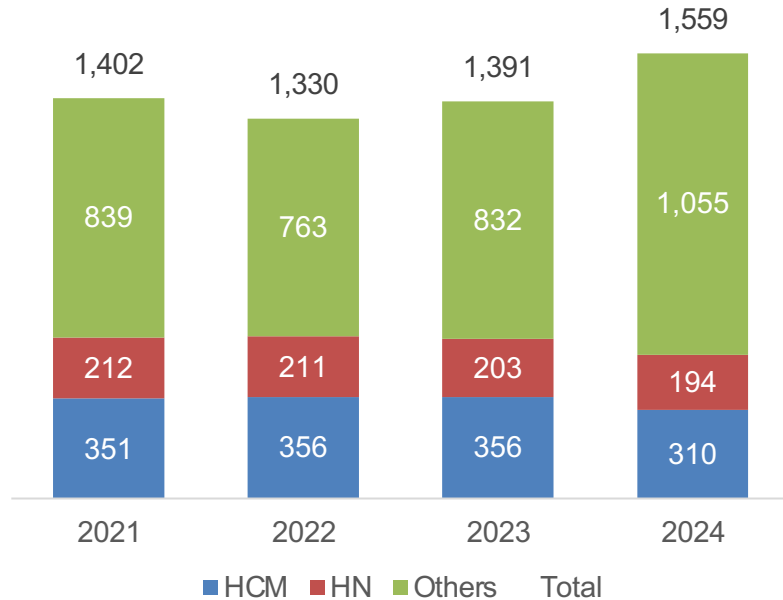
In 2024, the fashion retail sector saw a modest increase, primarily driven by the expansion of the Blue Exchange chain, while other chains scaled back amid economic downturns.



Name	HCM	HN	Others	Total
An Phuoc	54	26	70	150
Biti's	45	20	143	208
Blue exchange	37	8	541	586
Canifa	5	33	72	110
Converse	3	2	2	7
Couple TX	17	0	24	41
Elise	20	19	87	126
G2000	4	4	0	8
H&M	4	6	2	12
HNOSS	17	0	8	25

# Fashion apparel chain (2/2)

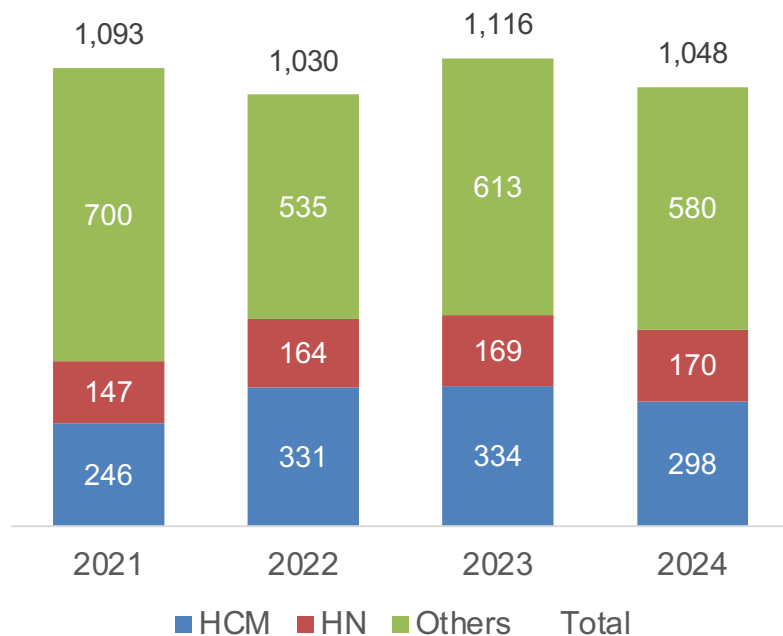
In 2024, the fashion retail sector saw a modest increase, primarily driven by the expansion of the Blue Exchange chain, while other chains scaled back amid economic downturns.



Name	HCM	HN	Others	Total
Hoang Phuc	10	10	17	37
IVY Moda	9	18	44	71
Juno	34	7	24	65
K&K Fashion	11	0	2	13
Kelly Bui	3	6	2	11
Lacoste	6	5	1	12
Levi's	17	19	14	50
Uniqlo	11	11	1	23
Crazyteen	3	0	1	4
Total	310	194	1,055	1,559

# Kids / baby stores

Store counts dipped marginally due to closures from Bibomart and Concung.

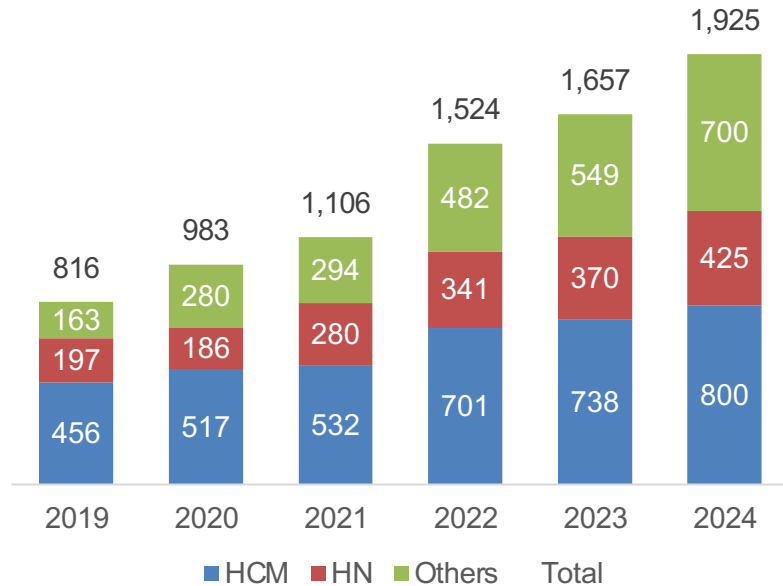


Name	HCM	HN	Others	Total
Bibomart	31	52	41	124
Concung	206	10	478	694
Hallo shop	1	0	0	1
Kids Plaza	45	75	33	153
MevaBe 1080	0	1	0	1
Shop tre tho	2	1	2	5
Soc&Brothers	1	1	0	2
TutiCare	12	18	25	55
Vuon cua be	0	12	0	12
Total	298	170	580	1,048



# Coffee chain store (1/2)

The coffee chain sector has seen consistent growth over the last five years. Highland Coffee has led this expansion, opening 161 new stores in a single year, followed by Trung Nguyen, and Starbucks.

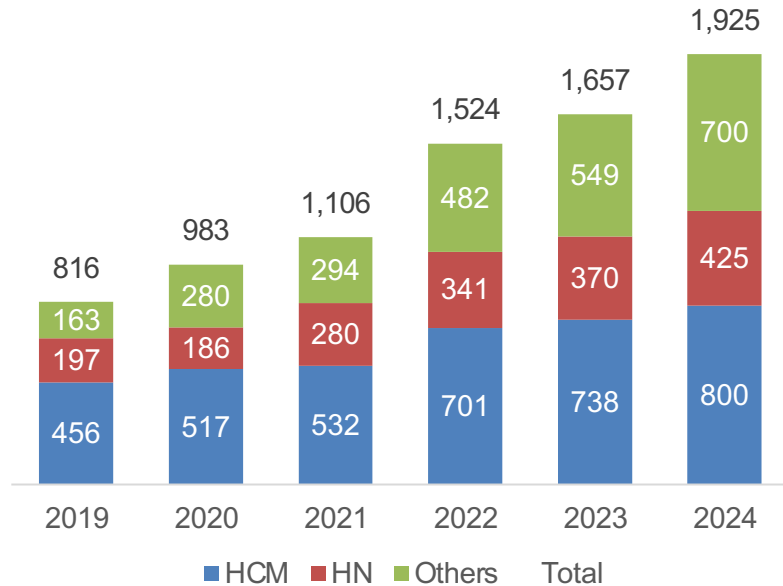


Name	HCM	HN	Others	Total
Aha coffee	2	74	8	84
Café Ông Bầu	138	12	60	210
Cheese Coffee	18	1	0	19
Cong Caphe	19	27	18	64
E-Coffee	0	3	37	40
Effoc	1	0	0	1
Gemini	0	19	2	21
Guta Café	90	0	0	90
Highland	254	175	341	770
Kafa Café	1	2	21	24
Katinat	54	5	10	69
King Coffee	6	3	6	15
Milano	401	27	1137	1565

\*The above graph figure do not include: Katinat, Gemini, Milano, Viva Star Coffee, Guta Café, Kafa Café, Phindeli, King Coffee, Café Ông Bầu, E-Coffee (added in 2024)

# Coffee chain store (2/2)

The coffee chain sector has seen consistent growth over the last five years. Highland Coffee has led this expansion, opening 161 new stores in a single year, followed by Trung Nguyen, and Starbucks.

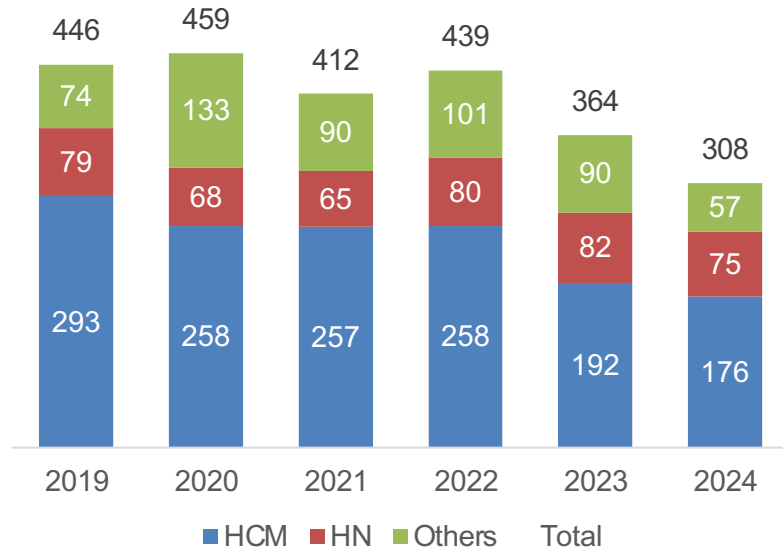


Name	HCM	HN	Others	Total
Passio	71	0	7	78
Phindeli	9	0	0	9
Phuc Long	97	23	38	158
Starbucks	56	31	17	104
The Coffee Bean and Tea Leaf	5	0	0	5
The Coffee Factory	6	0	0	6
The Coffee House	66	38	37	141
Thuc Coffee	7	0	0	7
Trung Nguyen	190	54	234	478
Viva Star Coffee	271	3	55	329
Wayne's Coffee	8	2	0	10
Total	1770	499	2028	4297

\*The above graph figure do not include: Katinat, Gemini, Milano, Viva Star Coffee, Guta Café, Kafa Café, Phindeli, King Coffee, Café Ông Bầu, E-Coffee (added in 2024)

# Milk tea chain store

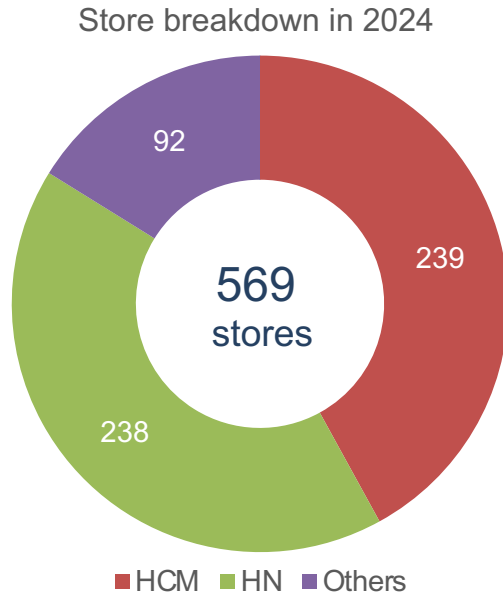
The milk tea chains continued to witness a downward trend, especially Bobapop with more than 30 stores closure in one year.



Name	HCM	HN	Others	Total
Bobapop	41	9	10	60
Cha Go	1	10	8	19
Coco fresh tea & juice	2	0	0	2
Comebuy	5	0	0	5
Gong Cha	22	4	15	41
Hoa Huong Duong	4	0	0	4
Hot & Cold	17	0	0	17
Koi Thé	31	11	5	47
Lavida	9	0	1	10
R&B Tea	3	0	0	3
Sharetea	0	6	0	6
Tiger Sugar	22	22	9	53
The Alley	15	13	9	37
Toocha	4	0	0	4
Total	176	75	57	308

# Sweets/ bakery chain store (1/2)

This sector in Vietnam features both local and global players. Global players expand in both HN and HCMC, while local chains typically focus on one key city. Mixue is a global franchise with a strong presence in Vietnam, notably surged in 2023 but faced closures due to market saturation and pricing changes.



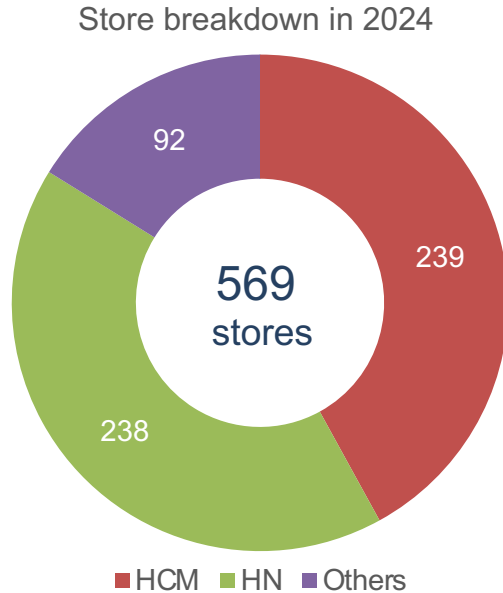
Name	HCM	HN	Others	Total
ABC Bakery	23	0	7	30
Anh Hoa Bakery	0	15	0	15
Baskin-Robbins	24	4	8	36
Beard Papa's	9	10	0	19
Bread Talk	18	5	3	26
Bud's	5	0	0	5
Chewy Chewy	12	6	6	24
Dairy Queen	7	8	6	21
Duc Phat Bakery	12	0	2	14
Fresh Garden	0	71	0	71
Givral	36	5	0	41
Goofoo	1	15	46	62
Häagen-Dazs	1	1	0	2
Hokkaido Baked Cheese Tart	7	1	0	8

\*This category is newly added in 2024, the above graph and table figures (Total of HCM, HN, Others) do not include the number of Mixue stores.



# Sweets/ bakery chain store (2/2)

This sector in Vietnam features both local and global players. Global players expand in both HN and HCMC, while local chains typically focus on one key city. Mixue is a global franchise with a strong presence in Vietnam, notably surged in 2023 but faced closures due to market saturation and pricing changes.

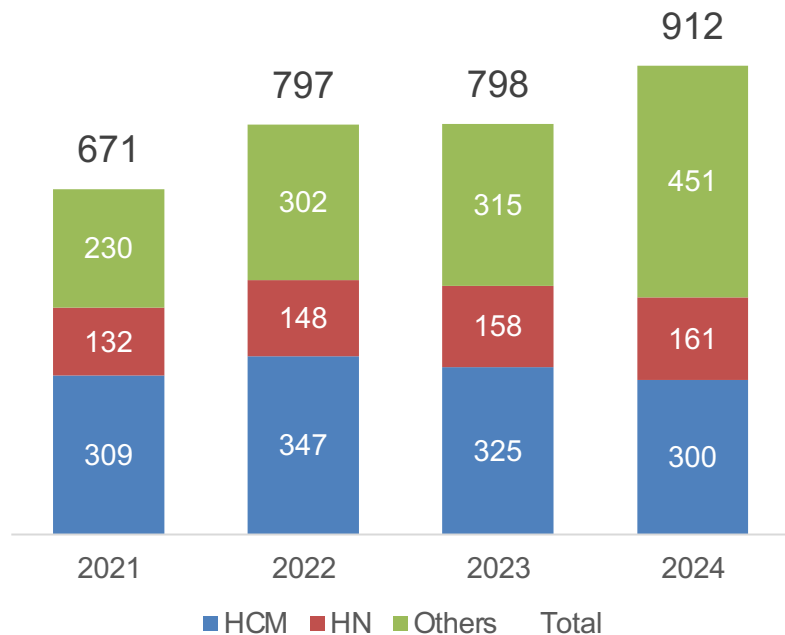


Name	HCM	HN	Others	Total
Hy Lam Mon Bakery	10	0	0	10
IT Cream & Bakery	0	11	0	11
Maison Marou	8	4	3	15
Mixue	N/A			1300
Mochi Sweets	7	4	3	14
Morico - Contemporary Japanese Lifestyle	7	0	0	7
Nguyen Son Bakery	0	13	4	17
Origato Cake	0	46	1	47
Paris Baguette	7	3	0	10
Savoure Bakery	13	0	0	13
Snowee	4	0	0	4
Swensen's	3	4	0	7
Tous Les Jours	25	12	3	40
Total	239	238	92	1869

\*This category is newly added in 2024, the above graph and table figures (Total of HCM, HN, Others) do not include the number of Mixue stores. Mixue information is taken by brandsvietnam.

# Food chain store – Fast food

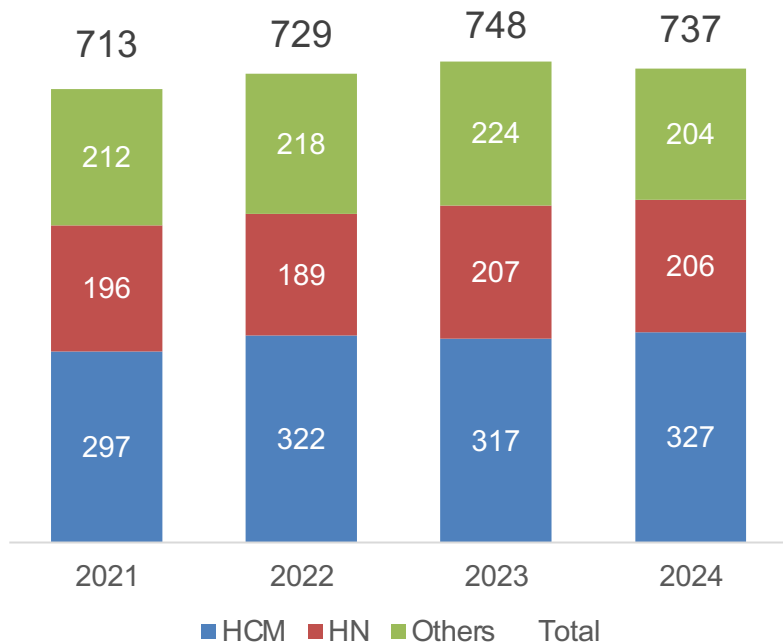
In 2024, fast food chains observed a notable upward mainly due to the newly opened stores from Jollibee, KFC, and Pizza Hut.



Name	HCM	HN	Others	Total
Burger King	6	5	0	11
Domino's Pizza	28	14	8	50
Jolibee	28	8	121	157
KFC	15	23	162	200
Lotteria	62	38	51	151
Mcdonald	18	10	5	33
Papaxốt	9	0	0	9
Pizza Inn	6	0	0	6
Pizza Hut	41	31	60	132
Popeyes	32	13	8	53
Texas chicken	22	5	7	34
The Pizza Company	33	14	29	76
Total	300	161	451	912

# Food chain store – BBQ/ Hotpot/ Others (1/3)

The number of BBQ, hotpot, and other food chains witnessed a slight decrease due to the downsizing of some chains.

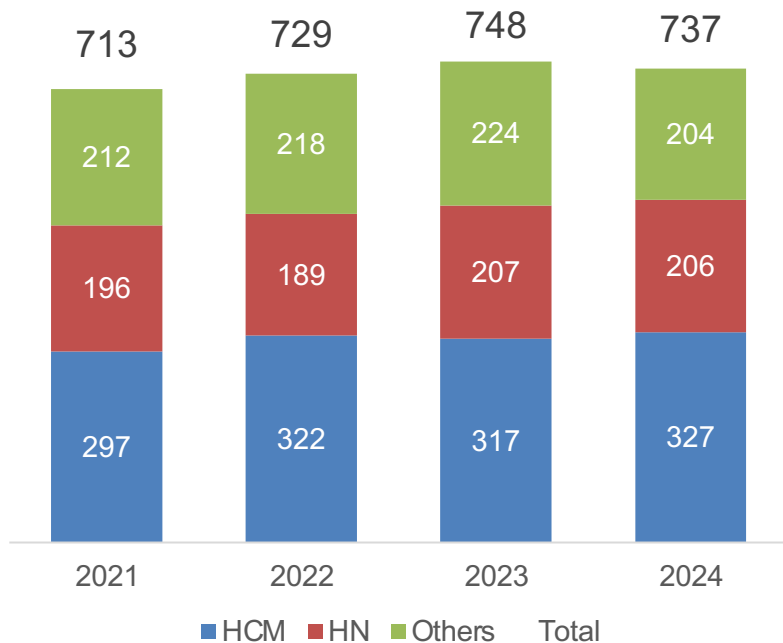


Name	HCM	HN	Others	Total
BBQ				
BukBuk	1	2	3	6
Dolpansam	1	1	1	3
GogiHouse	50	33	65	148
King BBQ	32	17	21	70
Kpub	14	5	7	26
Seoul Garden	3	0	0	3
Shogun	3	5	2	10
Sumo BBQ	6	8	3	17
Sumo Yakiniku	0	7	0	7
Tasaki BBQ	4	2	0	6
Yaki - Chang dung nuong	1	0	0	1
Hotpot				
Ashima	5	5	0	10
Ba Con Cuu	1	0	0	1
Daruma	1	2	0	3

\*The above graph figure does not include: Chang - Modern Thai Cuisine, Chang Kang Kung, Haidilao, Crystal Jade, Lau Bo Sai Gon, Meiwei, RuNam, Sumo Yakiniku, Sushi Tei, Wrap & Roll, Wulao, Yutang (added in 2024).

# Food chain store – BBQ/ Hotpot/ Others (2/3)

The number of BBQ, hotpot, and other food chains witnessed a slight decrease due to the downsizing of some chains.

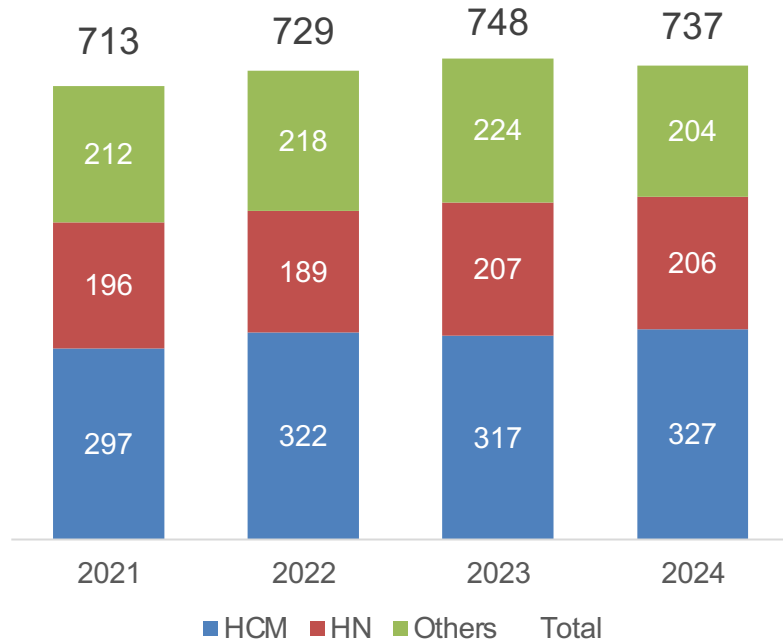


Name	HCM	HN	Others	Total
Hotpot				
Haidilao	10	6	1	17
Hotpot Story	20	7	12	39
Hutong	7	0	1	8
Kichi-Kichi	47	22	43	112
Lau Bo Sai Gon	5	0	4	9
Manwah	23	18	24	65
Wulao	3	4	0	7
Others				
37 street	3	3	0	6
Al Fresco's	10	16	6	32
Capricciosa	1	3	0	4
Chang Kang Kung	17	0	1	18
Chang - Thai Cuisine	11	2	0	13
Cowboy Jack's	0	1	0	1
Crystal Jade	6	2	3	11
Isushi	13	12	2	27

\*The above graph figure does not include: Chang - Modern Thai Cuisine, Chang Kang Kung, Haidilao, Crystal Jade, Lau Bo Sai Gon, Meiwei, RuNam, Sumo Yakiniku, Sushi Tei, Wrap & Roll, Wulao, Yutang (added in 2024).

# Food chain store – BBQ/ Hotpot/ Others (3/3)

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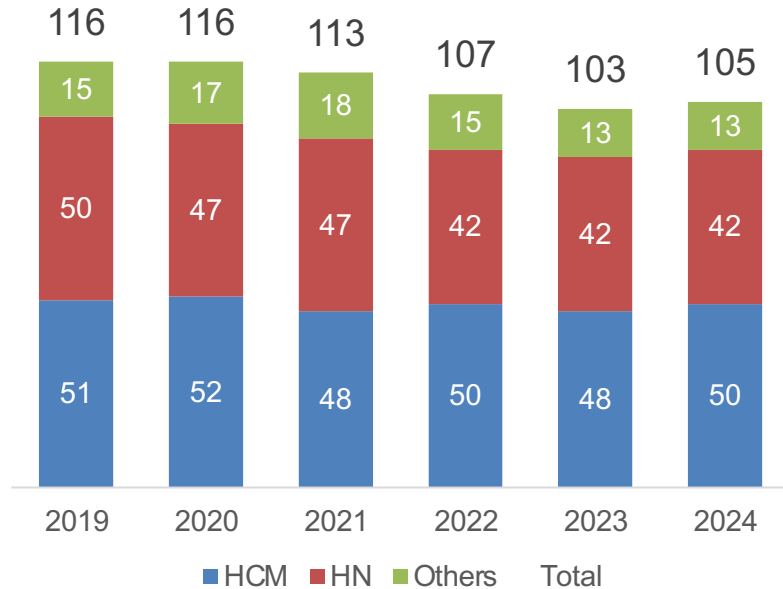
Name	HCM	HN	Others	Total
Others				
Khao Lao	7	5	1	13
Marukame Udon	7	4	2	13
Meiwei	2	5	0	7
Pizza4P's	14	12	5	31
Pho 24	11	0	1	12
RuNam	8	2	3	13
Sushi bar	1	0	1	2
Sushi Hokkaido Sachi	10	3	0	13
Sushi Kei	8	4	1	13
Sushi Tei	7	0	0	7
Thai Express	9	9	3	21
Tokyo Deli	13	2	0	15
Vuvuzela	1	5	0	6
Yutang	1	11	2	14
Wrap & Roll	10	2	0	12
Total	407	247	218	872

\*The above graph figure does not include: Chang - Modern Thai Cuisine, Chang Kang Kung, Haidilao, Crystal Jade, Lau Bo Sai Gon, Meiwei, RuNam, Sumo Yakiniku, Sushi Tei, Wrap & Roll, Wulao, Yutang (added in 2024).



# Fitness gym

The number of fitness gym increased slightly in 2024.

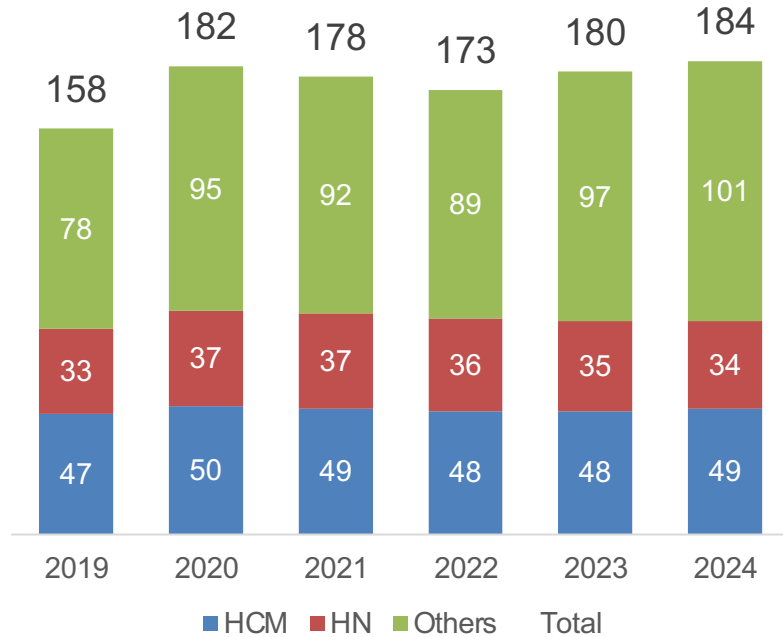


Name	HCM	HN	Others	Total
Body fit	4	0	0	4
California fitness	20	11	6	37
City Gym	10	0	0	10
Curves	7	17	4	28
Diamond Fitness Center	8	0	5	13
Elite fitness	2	9	3	14
EMS Fitness & Yoga	0	10	1	11
Fit24 (Fit for life)	5	0	0	5
Gym Newlife	1	0	0	1
KICKFIT SPORTS	0	12	0	12
MMA - Gym	1	0	0	1
MVP Fitness	0	7	0	7
Olympia Hadong	0	5	0	5
S'Life GYM	16	0	0	16
Total	50	60	13	123

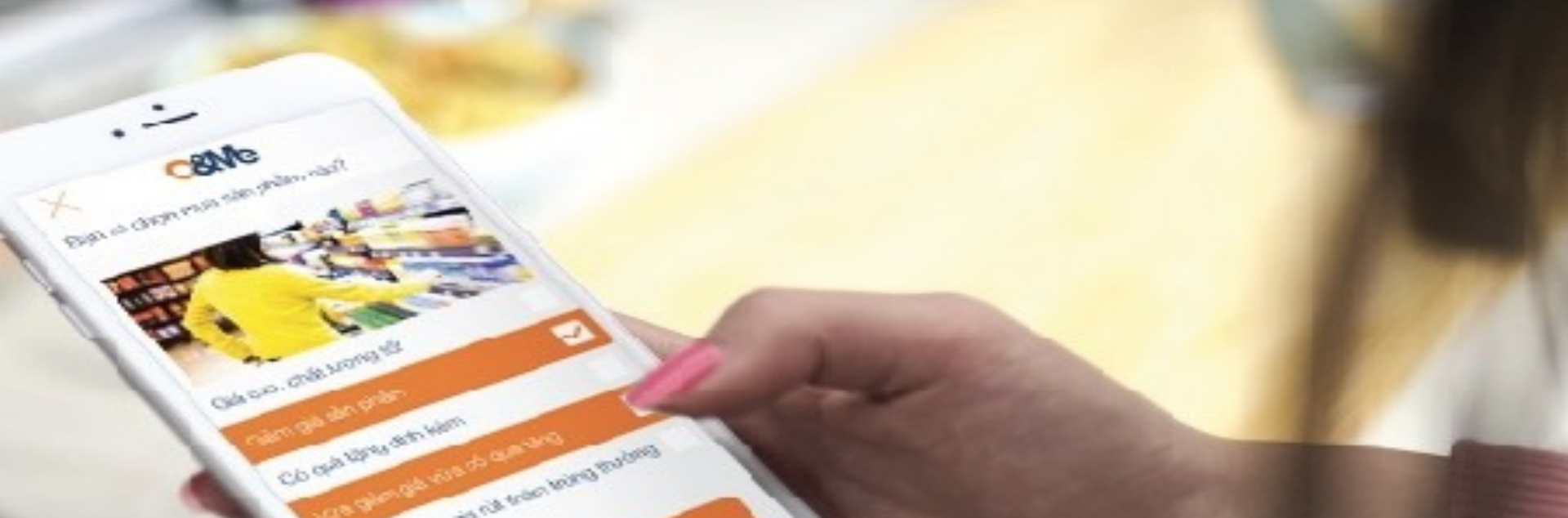
\*The above graph figure does not include: S'Life GYM, Diamond Fitness Center, MVP Fitness, EMS Fitness & Yoga, Kickfit Sport (add in 2024)

# Movie theatre

There is a minor increase in the number of movie theatres coming from the expansion of Beta Cineplex, Cinestar, and Galaxy Cinema.



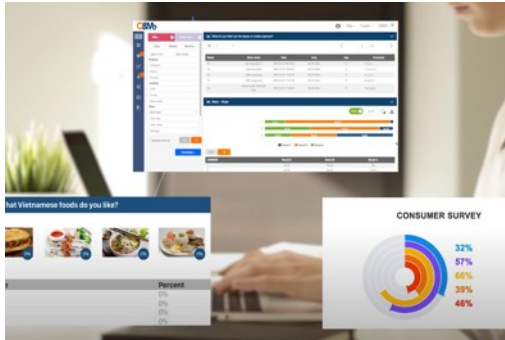
Name	HCM	HN	Others	Total
Beta Cineplex	2	4	12	18
BHD Star Cineplex	5	3	2	10
CGV Cinemas	20	22	40	82
Cinestar	3	0	6	9
Galaxy Cinema	10	1	9	20
Lotte Cinema	9	4	32	45
Total	49	34	101	184



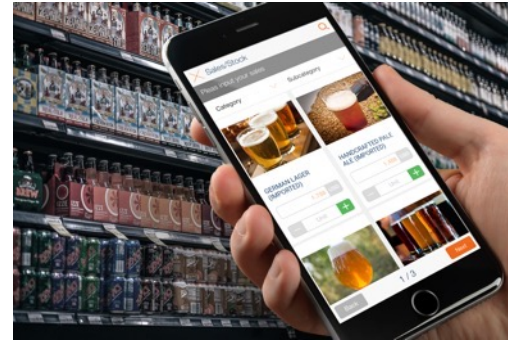
## Q&Me – About Online Market Research Services

# About Asia Plus Inc.

Asia Plus Inc. provides the **marketing technology solutions** with the aim to help you **understand the market better** for the business growth. We are the specialist in data collection management and its analysis.



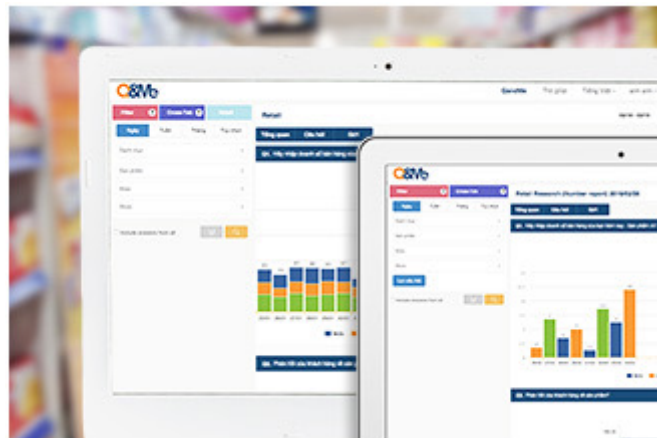
Technology-oriented market research services to better the market finding with speed and high quality



Field staff management SaaS to digitalize your field operation for better market understanding and the performance



Understand market better and easier





# Key highlight - Who we are

Q&Me is the tech-oriented market research company

We manage all the projects of both online and offline **through one dedicated platform** to provide the valuable hints to your business promptly with high quality



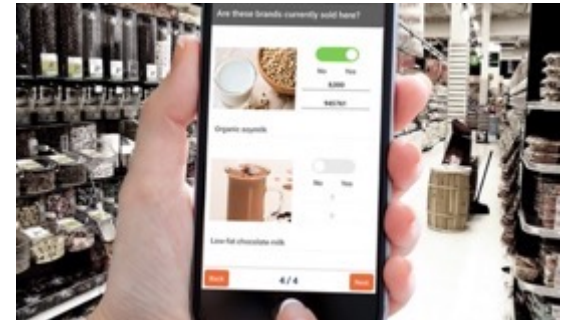
Q&Me is biggest online research service provider

We own **over 600,000 Vietnamese panelist with the variety of the profiles**. With the proprietary reward and quality scheme, we deliver the research results soonest



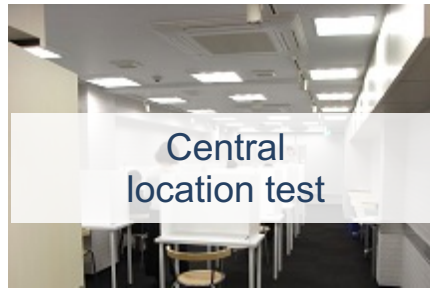
Proprietary research platform for superb quality

We have **300 well-trained fieldworkers nation-wide**, who are connected real-time through **our dedicated app**. All the tasks they conduct are monitored real-time with automation



# About our market research

We provide a variety of market research to provide actionable hints to maximize your business in Asia



# Online market research - Overview

We provide **quickest research service with quality** through our research platform, with proprietary data filtering techniques

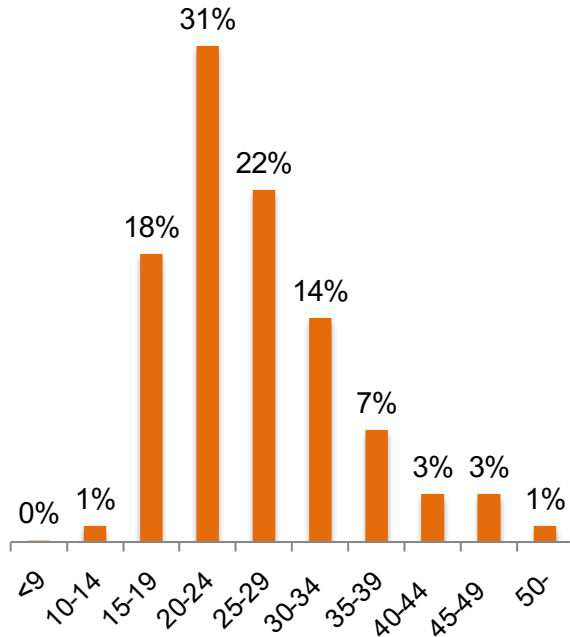


Our members receive points by answering survey

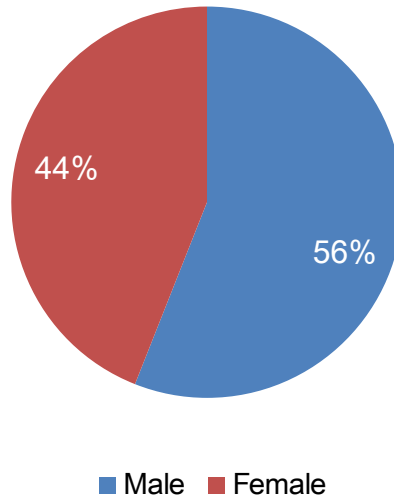
# Online market research - Audience

We have **over 600,000 members** nation-wide who are eager to share their opinions. Our data provisions are quickest due to this **vast direct panel system**.

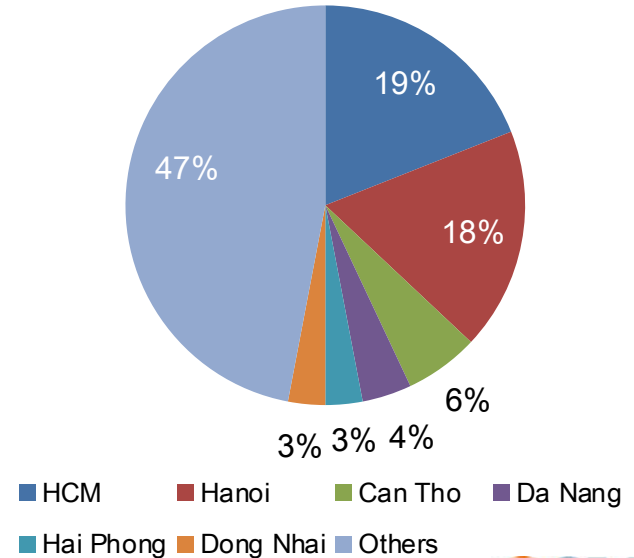
Age



Gender



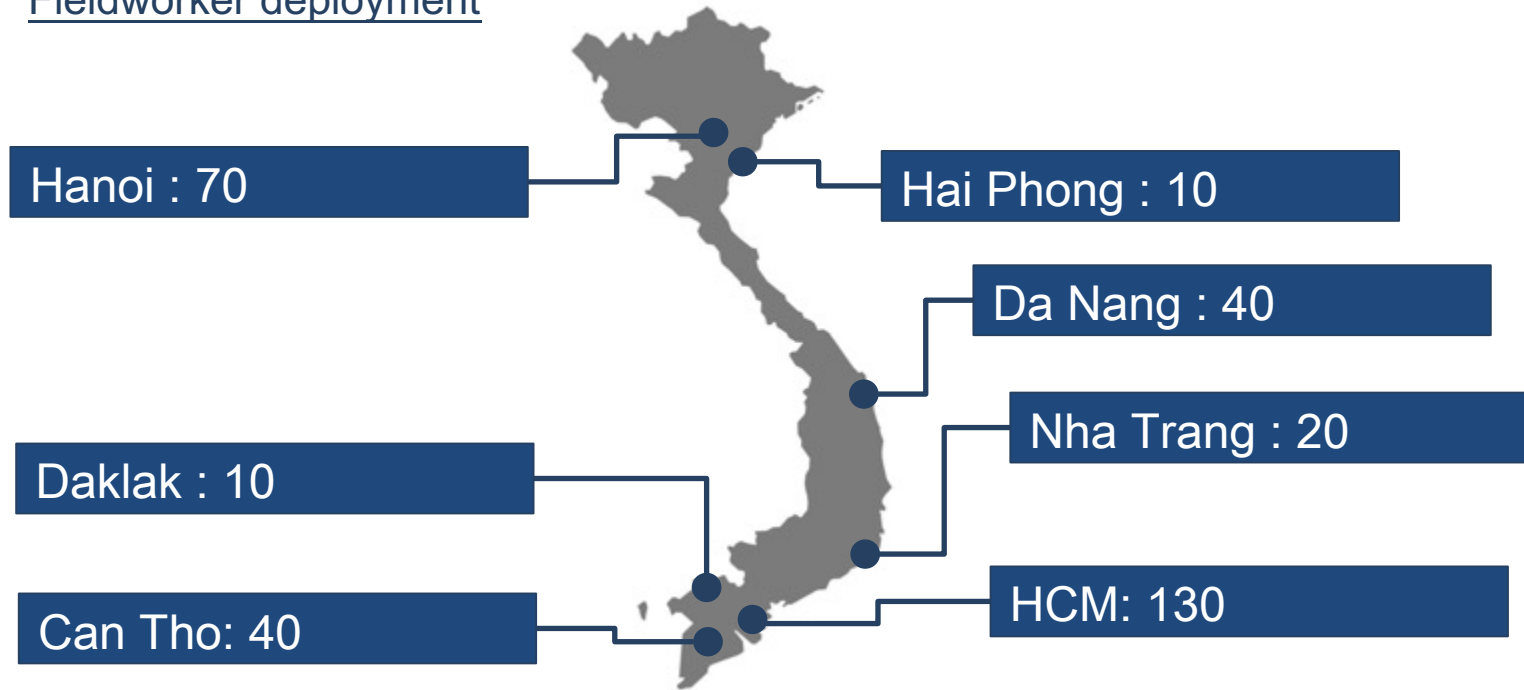
City



# Offline market research - Coverage

More than **300 well-educated fieldworkers nation-wide** with the real-time connections via our dedicated mobile app for higher quality data collections

## Fieldworker deployment



# Offline market research - Technology

We manage our fieldworkers with **our own app**, for the **better and more efficient data collections**.



## GPS control



Monitor the location and duration for the interview to watch whereabouts of the fieldworkers

## Silence audio + Speech-to-text



Record the interview voice silently and reflect the conversation into text automatically

## Real-time monitoring



Monitor the progress real-time per interviewers, quotas etc. to take the necessary action immediately



# Qualitative research - In-depth interview / FGIs

Get the insight and the industry information from consumers and the industry expert. We **recruit whomever you would like to hear from** our proprietary database and fieldwork connections



**Recruit the best candidate from 500K respondents**, with a clear profile background and behaviors, supporting both of **B2B and B2C demands**

**Experienced moderators and interviewers** who are familiar with your industry to get the insight and comprehensive market understandings

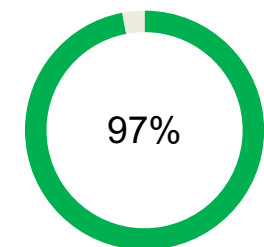


**High quality facilities** nationwide to conduct the interviews with comfort. Full facilities even for the attendance **from remote via online**

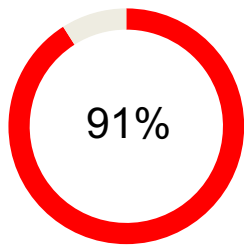
# Our advantage – Quick with quality

With combining the technology with the well-trained humane operations, Q&Me provides several methods providing data with quality

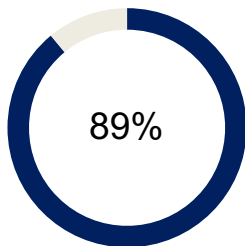
## Our quality score by SSI



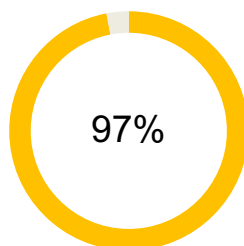
FACT CONSISTENCY SCORE



THOUGHT  
CONSISTENCY SCORE



STRAIGHT-LINER/ FLAT-  
LINER SCORE



SPEEDERS SCORE

### QUALITY CHECK SURVEY SPECIFICATION

N (Sample size)	300
IR (Incident rate)	100%
LOI (Lenght of Interview)	10 minutes
Success Criteria	Overral score of 80% or higher

### THE RESULTS

**Overall score** **93.5%**

Average score  
in the industry 73%

(\*) QC scores are generated by *Survey Sampling International (SSI)*, the Worldwide Leader in Survey Sampling and Data Collection Solutions. Asia Plus (Q&Me) is the preferred partner of SSI in Vietnam.

# Our representative customers

We support a variety of customers in the representative industries

- Quality: 100% data is validated via our dedicated QA team + Tech-based quality control
- Speed: Speedy data collection & analysis with no middlemen in the operation
- Cost: Competitive cost due to the lean operation

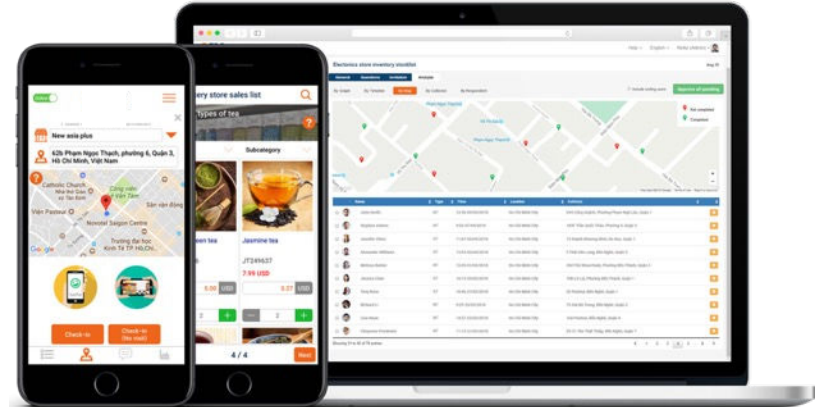
## Our representative customers





# The world we create

Our solution was made for **all the fieldworkers** to renovate their operation for better performance. Innovate the field operation **from paper to paperless** to empower the fieldworkers



# Our solution - A variety of templates

A **versatile template** to support your fieldwork with easy-to-configure admin tool. No code solution for your speedy and flexible business management.

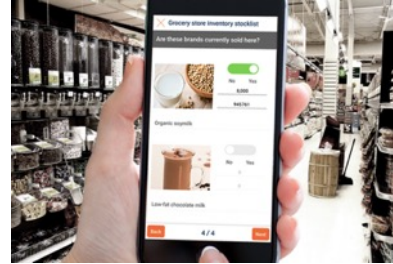
Sales / PO management



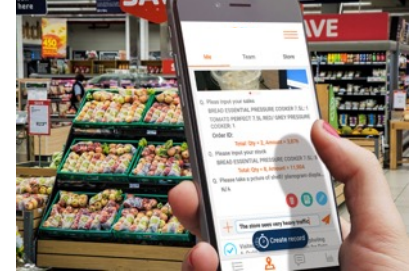
Location management



Retail audit



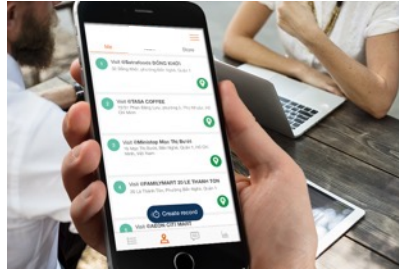
Merchandising management



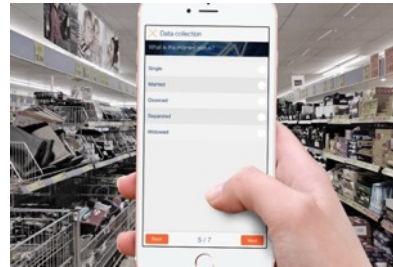
Field report / incident report



Route management



Survey management



News / E-learning





# Use case - SaaS service

Proven track record. Ready for the regional launch for the bigger pies.



- Order management from meat agents
- Order, inventory management via one app
- To manage 1,000 agents



- Regional promoter management tool to manage 3,000 promoters in all of SEA countries
- Promoter to share sales, incentive and other store display information



- As a promoter tool to collect the consumer data (via phone verification) in product purchase
- Collected data is used for their CRM activities



- As the tool for supervisor to manage the store quality
- Visit the store to deal with the store quality checklist for the quality evaluation as common KPI



- As the promoter tool to update the display status and the sales reporting of the respective stores



- For the visual merchandiser to check the status of their asset placement (store banner etc.)
- Staff visit the shop to report the status as well as new partner acquisition reporting



Q&Me is provided by Asia Plus Inc.

<https://qandme.net>

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