

VINA Department Store Company Limited



BÁCH HÓA VINA

Nơi mua sắm của gia đình Việt

Development Strategy:

- 680 B2B franchise locations
- 1,000 owned/partner locations
- +200,000 converted sales points (B2C)

(A member of The Green Way Manufacturing & Distribution System)



2026

Bách Hóa VINA is an integrated omnichannel retail chain where technology, operations, and community are connected to help traditional stores achieve sustainable growth and elevate the shopping experience for Vietnamese consumers.

MANUFACTURING & DISTRIBUTION SYSTEM

THE GREEN WAY

The Green Way Manufacturing & Distribution System consists of 11 member companies operating across multiple industries with the shared mission of delivering practical value to life, businesses, and communities.

All members of The Green Way System support Bách Hóa VINA in business operations, branding, legal matters, taxation, and other services..



PRACTICAL VALUE

Delivering quality products and services that improve everyday life.



PARTNERSHIP

Building sustainable cooperation for mutual growth and success.



RESPONSIBILITY

Putting community and social benefits at the center of all activities.



INNOVATION

Continuously innovating through technology and modern thinking.



SUSTAINABILITY

Balancing business efficiency with environmental protection.

BÁCH HÓA VINA

- Connection - Synergy - Sustainable Development -



Connection
Connecting industries to create collective strength.



Synergy
Leveraging strengths to maximize efficiency.



Quality
Continuously improving to deliver the best value.



Development
Growing together with Bách Hóa VINA and the community.



Sustainability
For a green, sustainable, and prosperous ecosystem.

OPEN LETTER

STRATEGIC PARTNERSHIP INVITATION WITH BÁCH HÓA VINA

Dear Valued Partners and Customers,

First of all, **VINA Department Store Company Limited** (“**Bách Hóa VINA**”) – a **member of The Green Way Manufacturing & Distribution System** – would like to extend our sincere greetings and best wishes for health and success.

At **Bách Hóa VINA**, we believe that partners are not simply buyers and sellers, but strategic companions on a long-term development journey.

With the philosophy of sharing opportunities, profits, and creating sustainable values together, we understand that the success of every store is also the success of VINA.

Therefore, we are committed to supporting our partners through three strong pillars:

1. Transparent Legal Foundation & Governance

With deep market understanding and practical operational experience, **Bách Hóa VINA** is capable of supporting stores with legal procedures, taxation, invoices, and transparent documentation. This helps partners minimize risks, save time, and focus entirely on business development.

2. Branding & Competitive Strategy

We develop professional and systematic branding strategies to enhance market recognition. This investment not only creates competitive advantages but also strengthens the sustainable value partners gain when joining our system.

3. Operational Optimization & Sustainable Supply Sources

Bách Hóa VINA directly supports training, operations, and the application of modern management technologies to optimize efficiency. In addition, we ensure stable product supply at competitive prices combined with revenue-boosting activities to maximize benefits for our partners.

We believe that the combination of your dedication and **Bách Hóa VINA's** professional resources will create breakthrough achievements in the future.

Bách Hóa VINA looks forward to meeting and discussing potential cooperation opportunities with you in greater detail.

Sincerely,

VINA DEPARTMENT STORE COMPANY LIMITED



VINA DEPARTMENT STORE COMPANY LIMITED

(A member of The Green Way Manufacturing & Distribution System)



BÁCH HÓA VINA

Nơi mua sắm của gia đình Việt

📍 SN 66, Ấp Thái Hòa, xã Thống Nhất, tỉnh Đồng Nai

☎ 0908.727.078



WWW.BACHHOAVINA.COM



ABOUT US

Bách Hóa VINA is an integrated omnichannel retail chain that serves as a strategic bridge connecting suppliers, business partners, and consumers.

More than just a grocery retail chain, **Bách Hóa VINA** positions itself as a long-term development partner focused on transparency, technology, and sustainable value.



VINA DEPARTMENT STORE COMPANY LIMITED

(A member of The Green Way Manufacturing & Distribution System)

BÁCH HÓA VINA
Nơi mua sắm của gia đình Việt

VISION

Bách Hóa VINA aims to become the most trusted integrated omnichannel retail chain in Vietnam, where each store is not only a shopping destination but also a community hub, leveraging modern technology to optimize customer experience and enhance operational efficiency.



MISSION

01

1. For Customers: Elevating Family Quality of Life

Providing a diverse, high-quality, and practical product ecosystem carefully selected to fully meet the needs of Vietnamese families and bring peace of mind.

02

2. For Partners: Creating Shared Prosperity

Supporting and accompanying partners and suppliers on a foundation of transparency and trust; sharing opportunities and profits to build long-term strategic partnerships.

03

3. For Operations: Pioneering Technology Application

Continuously applying digital technology and modern management methods to optimize operations, improve business efficiency, and provide the most convenient shopping experience.

04

4. For the Market: Affirming Vietnamese Brand Value

Building professional branding strategies while ensuring legal compliance and governance support to create sustainable competitive advantages and contribute to the development of a professional retail industry.



VINA DEPARTMENT STORE COMPANY LIMITED

(A member of The Green Way Manufacturing & Distribution System)



CORE VALUES

"Bách Hóa VINA – Connecting trust, elevating technology, and creating sustainable value together with partners and Vietnamese families."

01

Customer-Centric

Every thought and action at VINA begins with understanding customers and aims to deliver satisfaction, convenience, and absolute trust to Vietnamese families.

02

Quality & Transparency

Committed to accurate product origins and transparency in all legal procedures, invoices, and documentation to protect the interests of customers and partners.

03

Sustainable Cooperation

Viewing partners as strategic companions and building relationships based on respect, shared opportunities, and long-term mutual value.

04

Innovation & Technology

Continuously improving and pioneering the application of modern technology in management and operations through data-driven and smart solutions.

05

Support & Partnership

Always standing alongside stores within the system, from branding strategy and staff training to operational execution.

06

Community Development

Aligning business growth with social benefits by creating jobs, supporting local economies, and building a humane and ethical business environment.

OPERATING MODEL

• BÁCH HÓA VINA •



SYNCHRONIZATION

ThAligning strategies, processes, and standards across the entire system.



COMPREHENSIVE SUPPORT

Providing support in operations consulting, training, marketing, and technology.



SUSTAINABLE GROWTH

Developing the ecosystem together to create long-term value for partners and customers.



FOR A GREEN ENVIRONMENT

Promoting a green lifestyle, sustainable consumption, and long-term development.



BÁCH HÓA VINA

Nơi mua sắm của gia đình Việt



BÁCH HÓA VINA
Nơi mua sắm của gia đình Việt



B2B STORE MODEL

Partnering with Agents - Sustainable Development

CRITERIA	DETAILS
 Store Type	B2B
 Area	From 100 m ² and above
 Estimated Revenue	From 500 million VND
 Number of Managed Sales Points	800
 Store Sales Staff	Arranged by the store owner
 Delivery & Support Staff (drivers, accountants, delivery staff, etc.)	Arranged by the store owner
 Space for EV Charging Station	Preferred for synchronized deployment
 Delivery Vehicles	Minimum: 1 truck, 2 motorbikes
 Bách Hóa VINA Support	<ul style="list-style-type: none"> • Additional support: 1 van (650kg) • Sales staff: 4 people • Supervisor: 1 person 
 Financial Support Through Banks	Up to 500 million VND

 Vehicle sponsorship policy upon achieving sales targets	<input checked="" type="checkbox"/>
 Advertising and communication support	<input checked="" type="checkbox"/>
 Tax declaration and sales policy support	<input checked="" type="checkbox"/>
 Technology support for management and sales operations	<input checked="" type="checkbox"/>
 Goods circulation and logistics policy support	<input checked="" type="checkbox"/>
 Signboard, fascia, and banner support	<input checked="" type="checkbox"/>
 Shelving systems and equipment support	<input checked="" type="checkbox"/>
 Food & beverage equipment support to expand services	<input checked="" type="checkbox"/>



PARTNERING FOR SUSTAINABLE DEVELOPMENT



DIVERSE & HIGH-QUALITY PRODUCTS



COMPREHENSIVE ECOSYSTEM



END-TO-END SUPPORT



STABLE PROFITS - LONG-TERM PARTNERSHIP



BÁCH HÓA VINA
Nơi mua sắm của gia đình Việt



BÁCH HÓA VINA
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B2C STORE MODEL

Partnering with Agents - Sustainable Development



	Store Type	B2C
	Area	From 60 m² and above
	Estimated Revenue	From 50 million VND
	Number of Managed Sales Points	Recommended: 100 sales points
	Store Sales Staff	Arranged by the store owner
	Delivery & Support Staff (drivers, accountants, delivery staff, etc.)	Arranged by the store owner
	Space for EV Charging Station	Preferred for synchronized deployment
	Delivery Vehicles	Arranged by the store owner
	Delivery Vehicle Support	1 electric motorbike for delivery
	Financial Support Through Banks	Up to 50 million VND



	Vehicle sponsorship policy upon achieving sales targets	<input checked="" type="checkbox"/>
	Advertising and communication support	<input checked="" type="checkbox"/>
	Tax declaration and sales policy support	<input checked="" type="checkbox"/>
	Technology support for management and sales operations	<input checked="" type="checkbox"/>
	Goods circulation and logistics policy support	<input checked="" type="checkbox"/>
	Signboard, fascia, and banner support	<input checked="" type="checkbox"/>
	Shelving systems and equipment support	<input checked="" type="checkbox"/>
	Food & beverage equipment support to expand services	<input checked="" type="checkbox"/>



PARTNERING FOR SUSTAINABLE DEVELOPMENT



DIVERSE & HIGH-QUALITY PRODUCTS



COMPREHENSIVE ECOSYSTEM



END-TO-END SUPPORT



STABLE PROFITS - LONG-TERM PARTNERSHIP



BÁCH HÓA VINA
Nơi mua sắm của gia đình Việt



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Nơi mua sắm của gia đình Việt

WHY PARTNER WITH VINA



**Sustainable Partnership - Comprehensive Support
Growing Together - Succeeding Together**



STRATEGIC PARTNERSHIP - SHARING OPPORTUNITIES, PROFITS & SUSTAINABLE VALUE

VINA always considers partners as strategic companions on the journey toward long-term development, sharing opportunities, profits, and sustainable value.

The success of each store is also the success of VINA. Therefore, we are committed to standing side by side with our partners and providing continuous support.



MARKET EXPERTISE - LEGAL, TAX & TRANSPARENT DOCUMENTATION SUPPORT

VINA understands the market, has practical operational experience, and possesses the capability to support stores with legal procedures, tax matters, invoices, and transparent documentation, helping reduce risks and save time.

At the same time, we build professional branding strategies to enhance brand recognition and create sustainable competitive advantages.



OPERATIONAL SUPPORT - STRONG SUPPLY - OPTIMIZED EFFICIENCY - INCREASED REVENUE

VINA supports operations, training, and the application of management technology to maximize efficiency.

We provide a stable and diverse product supply at competitive prices, ensuring benefits for stores while implementing revenue-enhancing activities for sustainable growth.

VINA IS COMMITTED TO DELIVERING PRACTICAL VALUE TO PARTNERS



Comprehensive support from A-Z



Competitive policy programs



Diverse product supply at good prices



Professional training programs



Modern management technology applications



Revenue growth and sustainable development

BENEFITS OF JOINING THE BÁCH HÓA VINA SYSTEM





BÁCH HOÁ VINA

Nơi mua sắm của gia đình Việt

STRATEGIC PARTNERS



Accompanying - Collaborating - Sustainable Development

1



TRUONG SINH GROUP

**CÔNG TY PHÁT TRIỂN
KHOA HỌC QUỐC TẾ
TRƯỜNG SINH**

2



AVATAR[®]

JAPAN QUALITY
日本質

**CÔNG TY TNHH
MỸ PHẨM AVATAR
VIỆT NAM**

3

**CÔNG TY TNHH
THƯƠNG MẠI ĐẦU TƯ VÀ
PHÁT TRIỂN GIA NGUYỄN**

4



healthcare for vitality and longevity

**GLOWEL
HEALTHCARE**

“Solid Quality - Complete Trust - Reaching Toward the Future”



BÁCH HÓA VINA

The Shopping Destination for Vietnamese Families

7 KEY PRODUCT CATEGORIES



- ✓ Wide variety of products
- ✓ Guaranteed quality
- ✓ Great prices every day

01



DRY FOOD & INSTANT FOOD



- Instant noodles, pho, vermicelli
- Rice, cereal, seasoning
- Cooking oil, sauces, spices
- Canned foods, condiments

02



BEVERAGES



- Bottled water
- Carbonated soft drinks
- Tea & energy drinks
- Coffee & milk
- UHT milk, fresh milk

03



CONDIMENTS & SEASONINGS



- Salt, sugar
- Pepper, spices
- Cooking oil, sauces
- Seasonings, bouillon
- Vinegar, fish sauce
- Other condiments

04

PERSONAL CARE & HOUSEHOLD CLEANING



- Shampoo, shower gel
- Toothpaste, mouthwash
- Laundry detergent
- Dishwashing liquid
- Floor cleaner, toilet cleaner

05

PAPER PRODUCTS & DISPOSABLES



- Tissue paper, toilet paper
- Toothbrushes
- Pens, pencils
- Batteries
- Lighters, convenient items

06

SNACKS & CONFECTIONERY



- Cookies, biscuits
- Chips, seaweed snacks
- Candy, chewing gum
- Instant noodles
- Soft drinks
- Ice cream
- Fruits, dried fruits

07

BABY & FAMILY ESSENTIALS



- Baby diapers
- Powdered milk
- Baby wipes
- Baby bath
- Toiletries for moms & babies
- Health supplements for the whole family



AUTHENTIC PRODUCTS



GUARANTEED QUALITY



REASONABLE PRICES

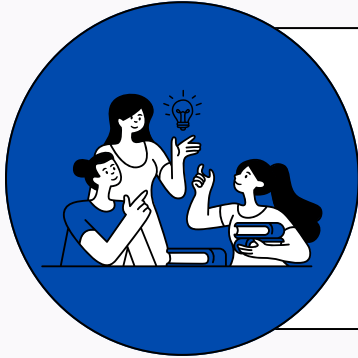


FAST DELIVERY



DEDICATED CUSTOMER SERVICE

COOPERATION PROCESS

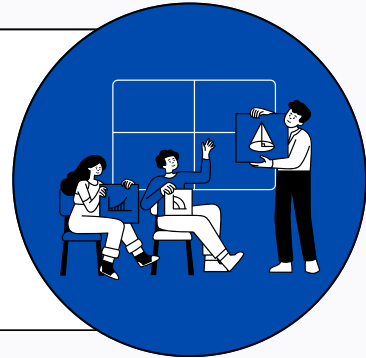


01. RECEIVING & EVALUATING COOPERATION NEEDS

Both parties discuss expectations and provide the necessary information for cooperation.

02. SITE SURVEY & AGREEMENT NEGOTIATION

Evaluating store location, premises, and revenue potential while discussing contract terms and partnership benefits.



03. CONTRACT SIGNING & STORE SETUP PREPARATION

Signing contracts and implementing store setup, signage, shelving, products, promotional programs, etc.

04. SETUP – GRAND OPENING – POST-OPENING SUPPORT

Setup team handles design, installation, training, and inspection.

Marketing department launches communication and grand opening campaigns.

Operations department monitors and evaluates performance during the first three months.





LAYOUT OF BÁCH HÓA VINA



MAIN PRODUCT GROUPS

<p>1 DRY FOOD & INSTANT FOOD</p> <ul style="list-style-type: none"> • Instant noodles, pho, vermicelli • Rice, cereal, seasoning • Cooking oil, sauces, spices, canned foods... 	<p>2 BEVERAGES</p> <ul style="list-style-type: none"> • Bottled water, soft drinks • Tea, carbonated drinks, energy drinks • Coffee, milk... 	<p>3 CONDIMENTS & SEASONINGS</p> <ul style="list-style-type: none"> • Salt, sugar, pepper, seasoning • Cooking oil, sauces, bouillon • Vinegar, fish sauce... 	<p>4 PERSONAL CARE & HOUSEHOLD CLEANING</p> <ul style="list-style-type: none"> • Shampoos, toothpaste, shower gel • Laundry detergent, dishwashing liquid • Floor cleaner, toilet cleaner, fabric softener... 	<p>5 PAPER PRODUCTS & DISPOSABLES</p> <ul style="list-style-type: none"> • Tissue paper, napkins • Trash bags, pens, pencils • Batteries, lighters • Other convenient items... 	<p>6 SNACKS & CONFECTIONERY</p> <ul style="list-style-type: none"> • Cookies, biscuits, • Chips, seaweed snacks • Candy, chewing gum • Instant noodles, soft drinks • Ice cream, dried fruits... 	<p>7 BABY & FAMILY ESSENTIALS</p> <ul style="list-style-type: none"> • Baby formula, diapers • Baby wipes, baby bath • Powdered milk • Toiletries for moms & babies • Health supplements for the whole family...
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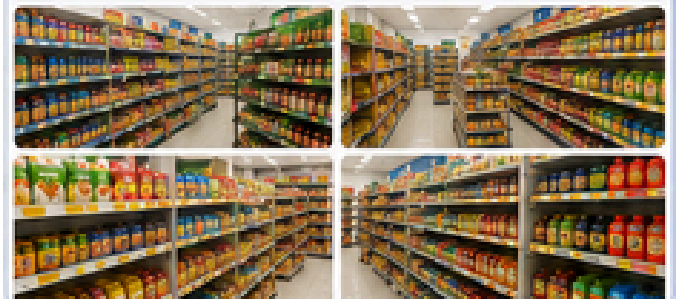
MERCHANDISING PRINCIPLES

- Arrange by product groups for easy searching and convenient shopping
- Place best-selling products at eye level
- Keep aisles wide for easy movement
- Clean - tidy - safe
- Sufficient lighting - clear and eye-catching displays

OPERATION NOTES

- Check expiry dates regularly
- Restock goods every day
- Keep shelves fully stocked, products well displayed
- Take care of customers thoughtfully

REFERENCE IMAGES





CÔNG TY TNHH BÁCH HÓA VINA

(Một thành viên thuộc hệ thống sản xuất & phân phối The Green Way)

STORE IMPLEMENTATION ITEMS:

OVERALL STORE APPEARANCE:



MAIN SIGNBOARD:





CÔNG TY TNHH BÁCH HÓA VINA

(Một thành viên thuộc hệ thống sản xuất & phân phối The Green Way)

HANGING SIGNBOARD:

**BÁCH HÓA
VINA**

Nơi mua sắm của gia đình Việt

SN 66, Ấp Thái Hòa,
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CÔ TÁM

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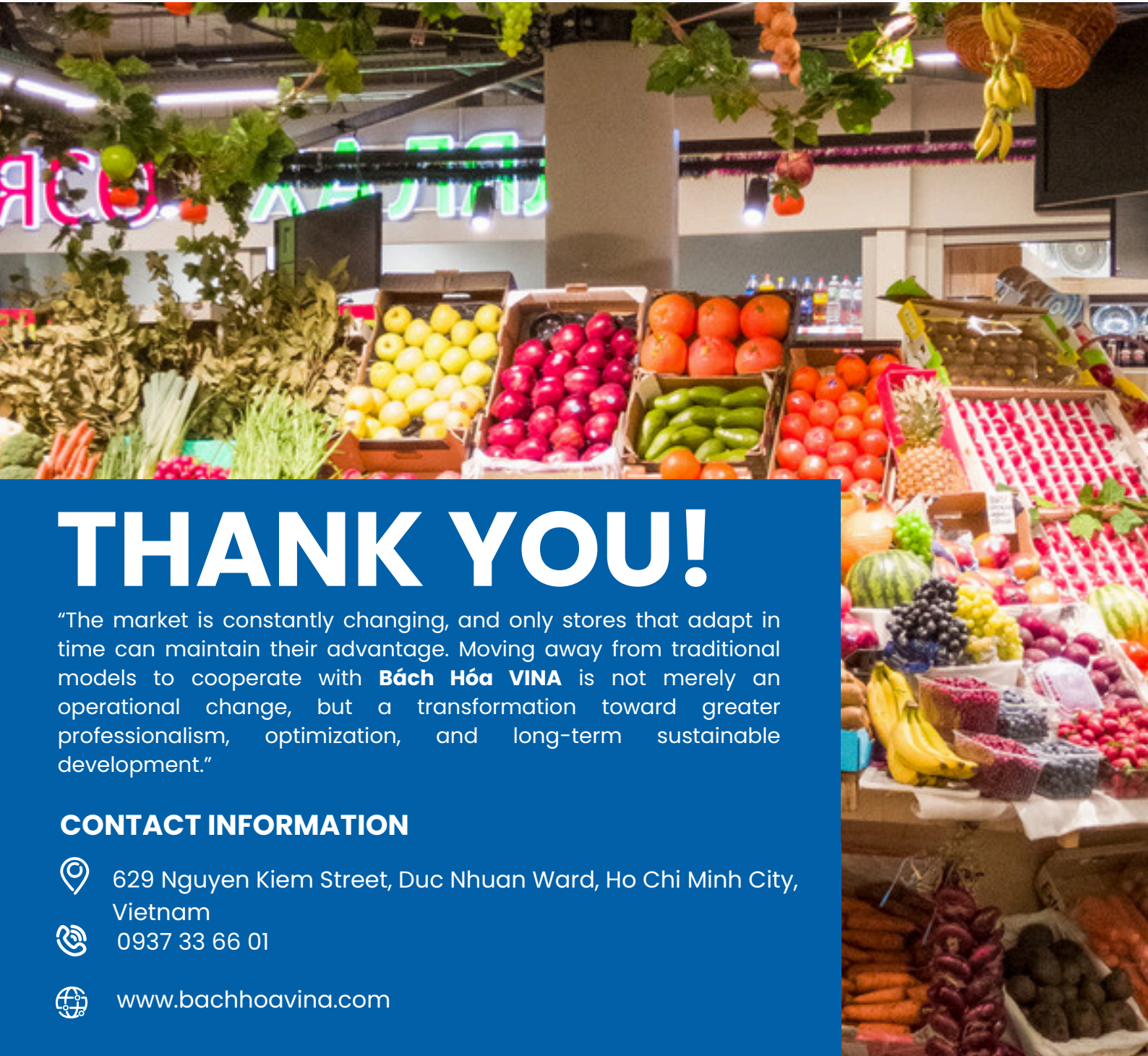
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VINA DEPARTMENT STORE COMPANY LIMITED
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THANK YOU!

“The market is constantly changing, and only stores that adapt in time can maintain their advantage. Moving away from traditional models to cooperate with **Bách Hóa VINA** is not merely an operational change, but a transformation toward greater professionalism, optimization, and long-term sustainable development.”

CONTACT INFORMATION

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 www.bachhoavina.com

MORE INFORMATION

Explore the service ecosystem on our website



Get updated promotions and 24/7 consultation

