Market Analysis OneValue Key import suppliers Import value from suppliers of in 2024 Name of Suppliers Total amount (USD) Type of goods Origin 143,000 Cheese Thailand Electronic device 6,795 Germany Machine 143,000 China 292,795 Total import value (USD) in 2024 Import value from key suppliers of 49% Co.Ltd Source: General Department of Vietnam Customs database

Strategic Positioning & Growth Potential

OneValue

is in the mid-to-high revenue range but has lower net profit than some major players.



*Top 10 highest-revenue players whose main sector is the same as the researched company ONE-VALUE provides reports listing the top 10 largest companies in the target industry, as well as detailed reports on these companies.

Source: General Department Of Taxation database

Strategic Positioning & Growth Potential

OneValue

is well-positioned to grow as a leading Vietnamese food brand globally.

STP Analysis of

JOINT STOCK COMPANY

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SEGMENTATION



- segments its market based on:

 Demographics: B2B (businesses in the food industry) and B2C (individual consumers).
- Geography: Domestic market (Vietnam) and export markets (Japan, Korea, other international regions).
- Behavioral: Customers prioritizing highquality, certified food products (HACCP, ISO 22000).
- Psychographic: Health-conscious consumers, premium food buyers, and companies focusing on safe and reliable food sourcing.

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TARGETING



primarily targets:

BZB Warket

Large food distributors, supermarkets, and restaurant chains in Vietnam.

Export-oriented businesses looking for high-quality Vietnamese food products. Food processing industries requiring reliable supply chains.

- B2C Market (Less emphasized) Individual consumers through retail and supermarkets.
- Health-conscious buyers looking for certified food products.

POSITIONING



differentiates itself through:

- High-Quality & Certified Products: ISO 22000, HACCP Codex certification ensures food safety and quality.
- Strong Market Presence: Over 15 years in the industry, producing 400+ food products.
- Trust & Recognition: Recognized as "Vietnam High-Quality Goods 2023", enhancing brand credibility.
- Reliable Supply Chain: 2,200+ employees, ensuring large-scale production and stability.
- Export-Focused: Targeting Japan, Korea, and international markets with premium food standards.

Source: ONE-VALUE research