

MEKONG CONNECT 2023

Kênh thương mại điện tử đang ở đâu trong bản đồ phân phối của doanh nghiệp Việt.
Vận dụng những ứng dụng công nghệ mới như thế nào để tạo lợi thế cho doanh nghiệp trong dòng chảy thương mại trực tuyến

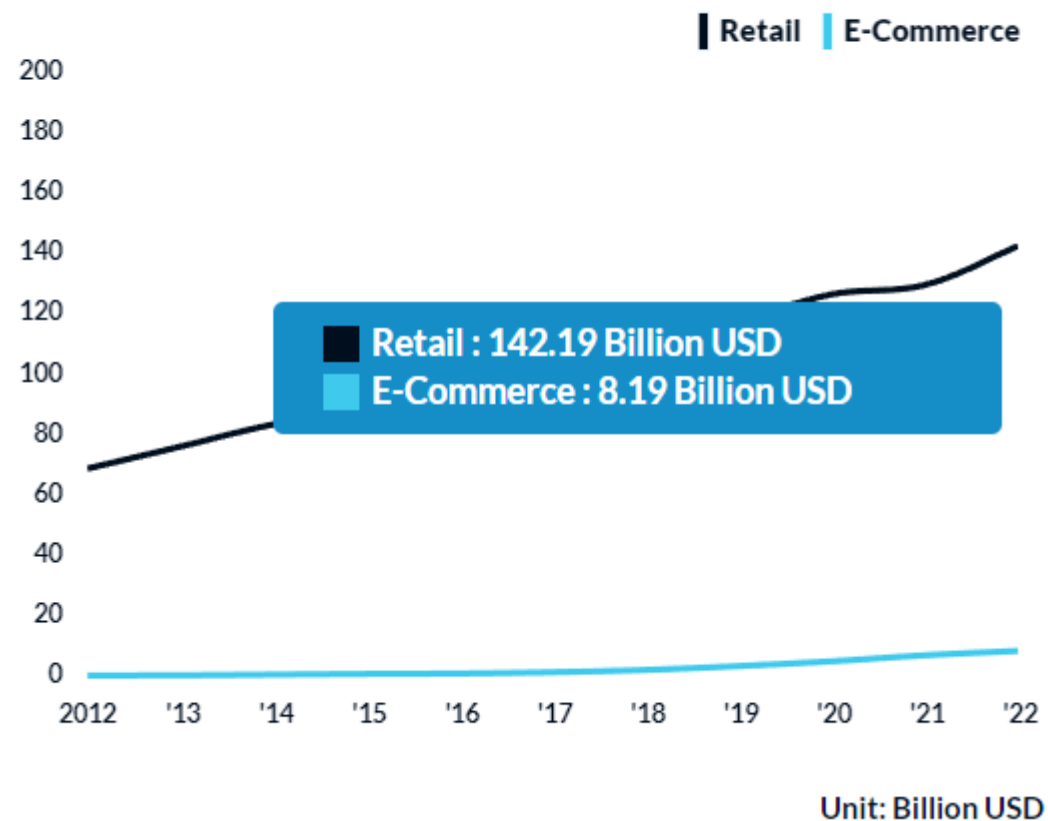
By: **Đỗ Hòa – Tinh Hoa Quản Trị**

Thời lượng: 15 phút

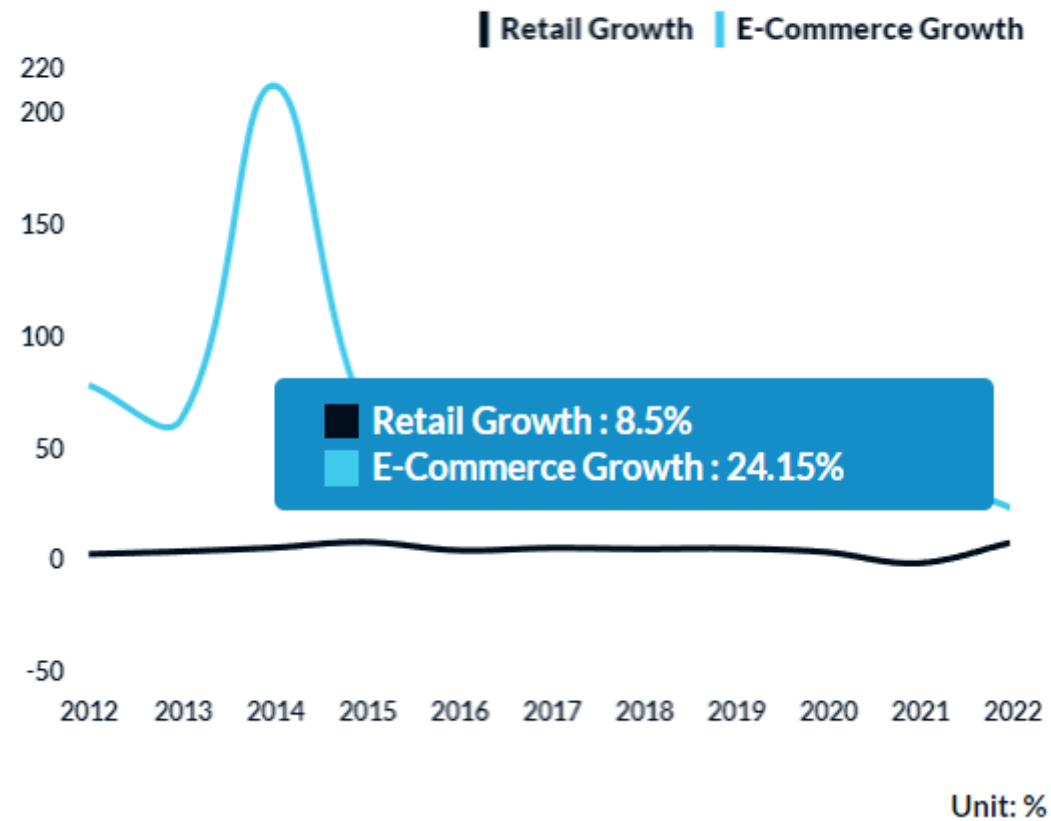
Ecommerce - Vietnam

- Revenue in the eCommerce Market is projected to reach **US\$9.41bn in 2023**.
- Revenue is expected to show an rate (CAGR 2023-2028) of 11.14%, resulting in a projected market volume **annual growth** of US\$15.96bn by 2028.
- With a projected market volume of US\$915.40bn in 2023, most revenue is **generated in the United States**.
- In the eCommerce Market, the number of **users** is expected to amount to **3.5m users by 2028**.
- User penetration will be 10.1% in 2023 and is expected to hit 3.5% by 2028.
- The average revenue per user (ARPU) is expected to amount to US\$1.15k.

Online & Offline Retail in Vietnam

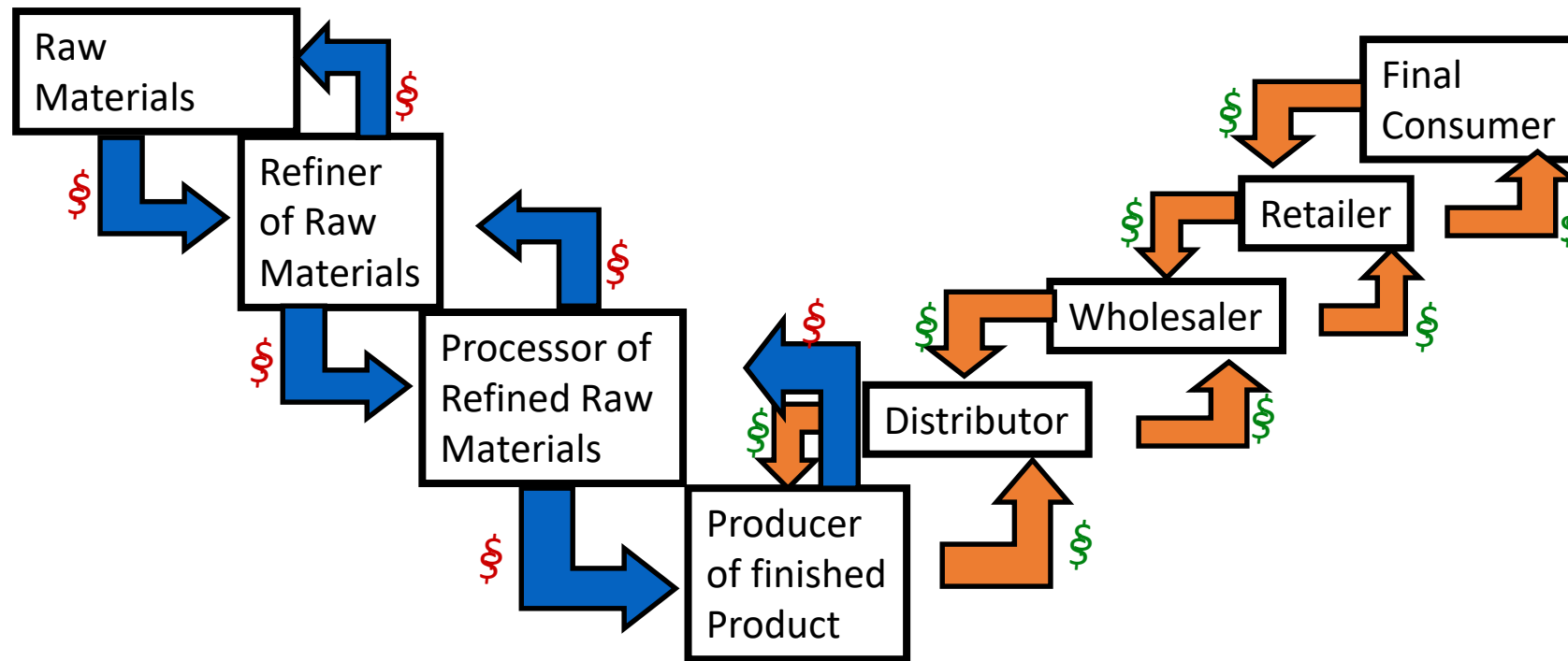


Online & Offline Retail Growth in Vietnam



Source: oosga.com - Oct 2023

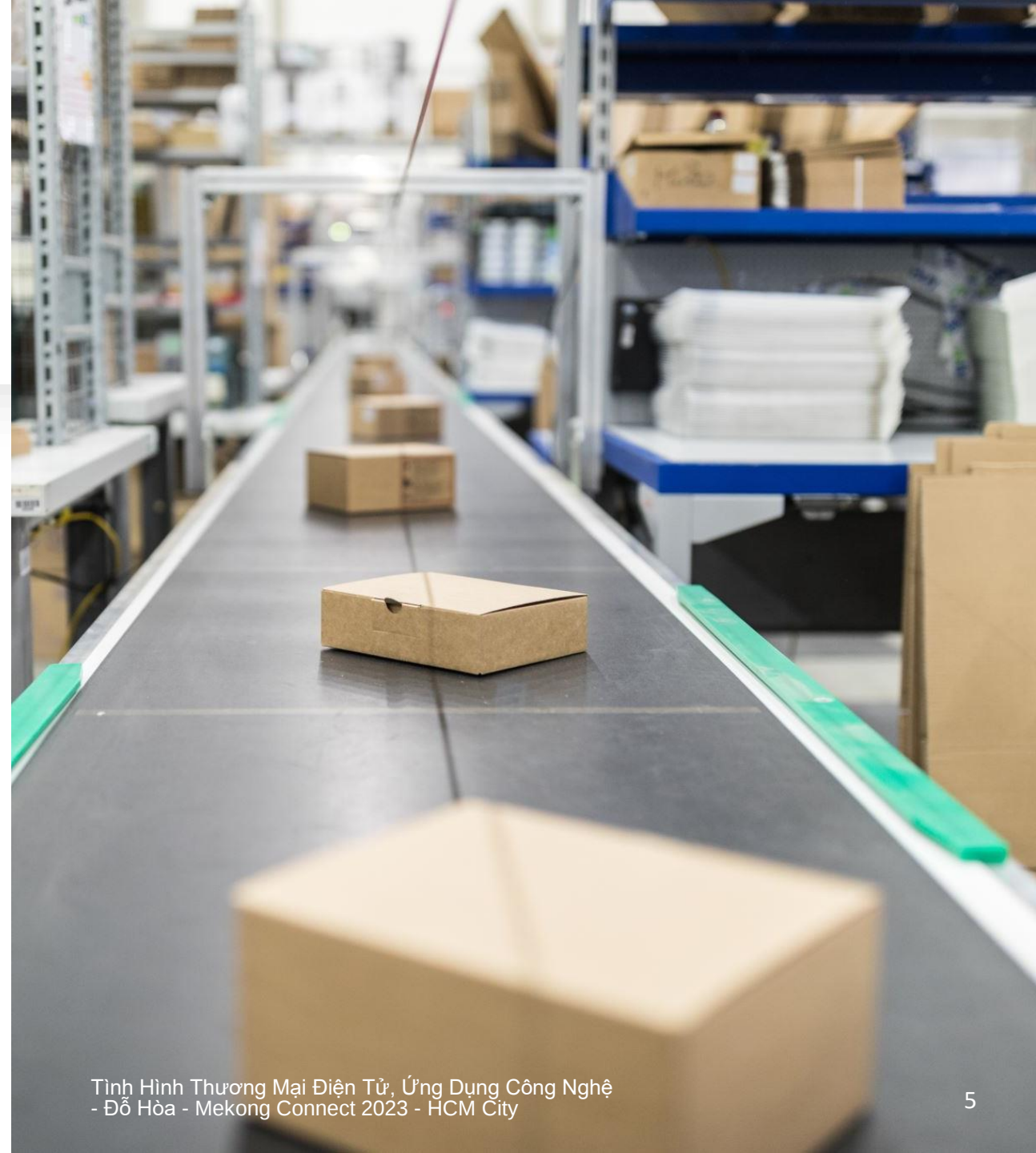
The Value Chain



Why Do Marketing Channels Exist?

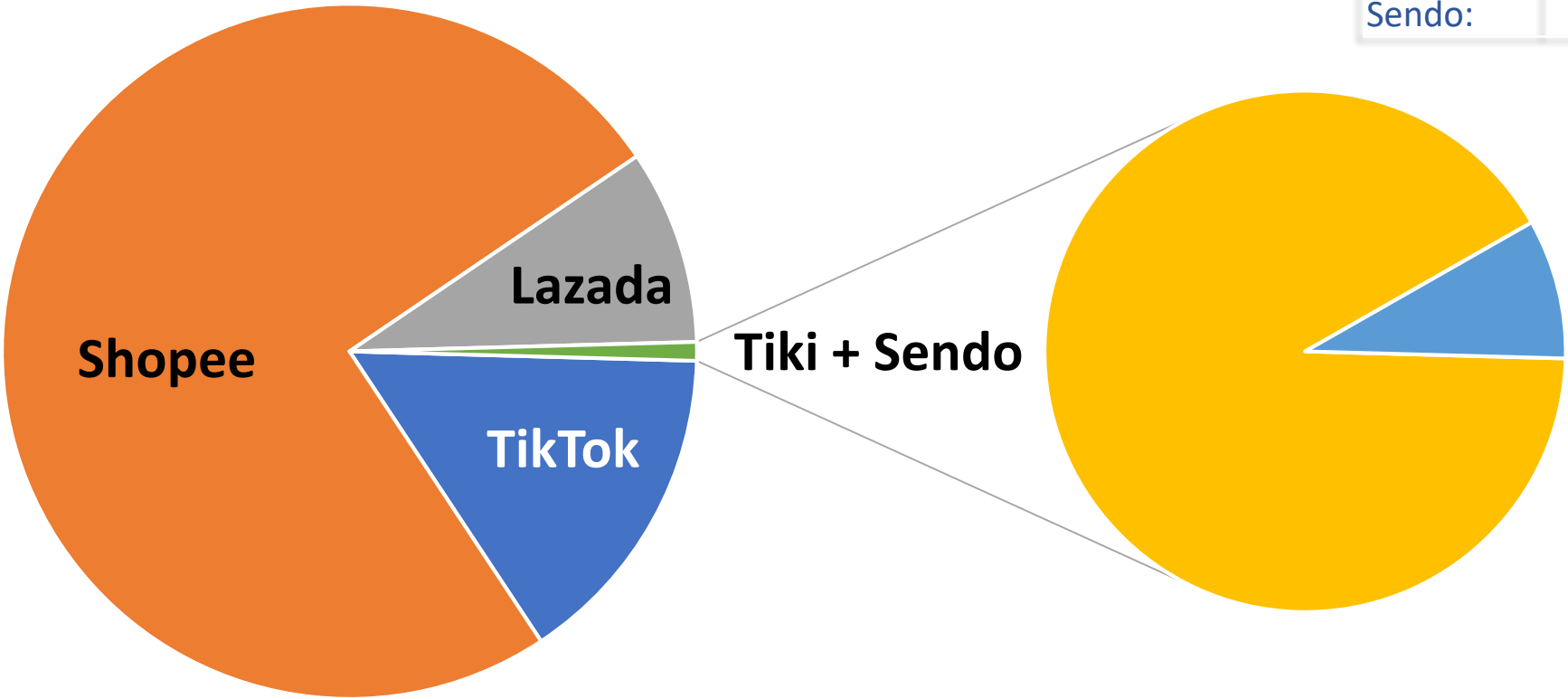
- To facilitate **supply of products** from manufacturer to end consumer
- To improve the **efficiency** of the supply process
- To improve the **range of products/services** available to the customer (e.g. complementary products, brand choice)
- To balance the need for **large-scale** production and **small scale** usage
- To fulfil the **different needs** of different groups of customers (segments)
- To **add values** so as to provide new and **better solutions** for customers (fulfil unmet needs)

11/15/2023



Doanh Thu Từ 12/10 - 12/11/2023

TikTok:	3,382,583,204,539đ
Shopee:	16,574,302,471,206đ
Lazada:	2,006,965,582,151đ
Tiki:	175,698,946,452đ
Sendo:	16,686,687,557đ







What the future holds?

- Platform
- Service
- Maintenance
- Licence
- Business risks



What should we do?

- Build our own channels
- Make use of freebies
- Develop competencies to narrow the gaps
- Or think “out of the box”



Thank You!