



Big C HANOÏ (VIETNAM)



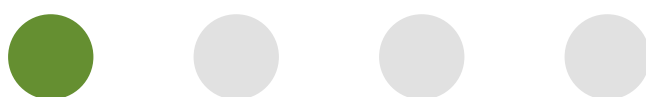
Hanoi

VIETNAM

Where is it?

A country with over 90 million inhabitants, Vietnam extends over a huge area. It covers a 1650 km strip of land along the edge of the China Sea. Vietnam is split commercially and economically between the North, dominated by Hanoi and its 7 million inhabitants, and Ho Chi Minh City in the south (previously Saigon, 8 million inhabitants).

By Olivier Dauvers



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What is it?



At the centre of the market area (on the hypermarket's sales floor), the eating area always has around a hundred customers. It is surrounded by stands where you can buy hot and re-heatable products which are ready to eat. This is the beating heart of the hypermarket!

French supermarkets have had a presence in Vietnam for many years. The first hypermarket under the Cora name was opened in 1999 by the Bourbon Group, which already had a presence around the Indian Ocean. Bought out by Casino in 2005, which already owned Big C in Thailand, the chain was therefore developed under the Big C brand. At the start of 2016 the chain had 43 points of sale and a turnover of 586 million Euros. ThangLong is the flagship of the chain in Hanoi.

Opened in 2005 but completely renovated this year, it has achieved the best performance figures (by a long way). It is also the largest at almost 10,000m². Set up in the "French style", Big C offers a combination of food and other types of products on a single sales floor. Originality for visitors: parking There are only 300 spaces for cars but... 4,000 for motorcycles! It is to be noted that Casino sold its Asian concerns this year. Big C Vietnam (which kept the brand) is now owned by Thailandais Central.

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Key figures

Big C Vietnam chain



Points
of sale
43



Turnover
€586 M

Big C Thang Long



Sales floor
9,500 m²
on average

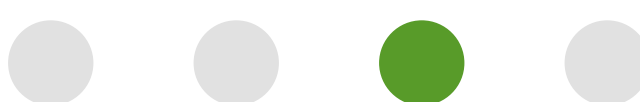


Turnover
€80 M
(est.)



The products available in the hypermarket's restaurant zone are highly original. As well as hot ready-to-eat dishes, Big C offers an entire display unit of home-made complete meals. The meals include several dishes and customers can take them away or eat them there.

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What is interesting about it?

Big C Thang Long has come a long way from the “Distri-Ration” concept which brings together shopping and restaurants. A reconciliation of markets which was long overdue... As proof of this, a modest snacking point in a hypermarket is, de facto, a restaurant; in the same way that a restaurant offering "take-away" or home delivery is performing “traditional” distribution. **Here in Hanoi, Big C has pushed restaurant integration a long way.** Both in regards to setting up eateries in the centre of the market area and in regards to its product policy. The hypermarket includes many stands selling ready-made products and, more originally, also offers “complete” meals which are ready to eat immediately.



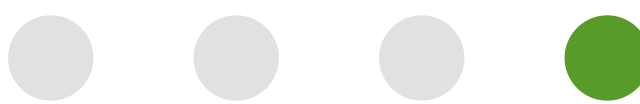
Unlike in more commercially and industrially developed countries, the offering here is relatively small.

The hypermarket only offers between 30 and 40,000 products on almost 10,000 m² of sales floor. This is almost half the figure in France for example. Consequences: the shelf facings are generous and promotions are everywhere.



Even though the chain was owned by a French group for a very long time, the products have always been locally treated. Both in regards to the products presented e.g. frozen chicken feet or the way in which they are sold (loose rice).

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