

Indoor & Outdoor Furniture

Essential sourcing intelligence

June 2011

US\$100

Vietnam supplier profiles

Detailed profiles of 35 suppliers with verified manufacturing and export credentials

Product gallery

Specifications and full-color images of 102 top-selling export products ranging from beds to chaise lounges

Industry trends

Coverage of current issues, plus insights into supply centers, products and pricing



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Global Sources is offering this series of *Developing Country Sourcing Reports* as part of its corporate social responsibility undertakings in partnership with The Kearny Alliance, a nongovernmental development organization whose mission is Aid through Trade.

The aim is to give international buyers new sourcing opportunities from experienced exporters, generating orders and creating lasting jobs in developing economies.

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Supplier capability in Vietnam

INDOOR & OUTDOOR FURNITURE

Revitalized demand from traditional export markets and growing popularity in new foreign destinations are helping propel Vietnam's indoor and outdoor furniture industry.

Weakened the year before by the global economic crisis, the sector fared positively in 2010 and continues to do so. Its short-term performance is also expected to remain strong as overseas shipments are seen to surge about 20 percent by end-2011.

The industry has a number of competitive advantages, chief of which is robust OEM capability. This is demonstrated by Global Sources findings that nearly 90 percent of turnout is produced according to customers' specifications.

The sector also enjoys easy access to various types of raw materials obtained from forests and plantations throughout the country.

Key findings

1. Many makers consider the rising cost of labor as the most critical concern facing the industry. Government regulations seeking to balance salary discrepancies between workers of locally owned and foreign-invested companies are pushing up outlay on manpower. In addition, adjustments to the minimum wage are frequently implemented, hindering competitiveness.
2. Suppliers will continue to emphasize the sector's traditional export markets, which are North America, the EU and the Asia-Pacific region. Several, however, are also putting special attention on emerging destinations abroad that have escalating demand for furniture. India and the Middle East are some of these locations.
3. The sector is generally split regarding price movements in coming months. One-half of featured enterprises expect quotes to increase as a result of higher production expenditure. The rest anticipates rates to remain unchanged in order to attract new buyers and sustain viability.
4. Upcoming releases over the next 12 months will mostly come in modern designs that feature decorative elements. These include pieces that have sections or embellishments made of natural materials such as seagrass and water hyacinth.
5. The industry targets the low-end and midrange segments, which are composed of models in rattan, bamboo and inexpensive types of wood. Items for the upscale market are also produced.

Objective, methodology & scope

The Developing Country Sourcing Report series is part of Global Sources' corporate social responsibility initiatives. It is offered in conjunction with The Kearny Alliance, whose mission is Aid through Trade. The objective is to help create jobs in developing Asia through export promotion.

This Vietnam Sourcing Report is part of a series designed to provide buyers with information on new products from export manufacturers in supply markets that specialize in handmade merchandise.

To produce this report, large, midsize and emerging manufacturers, all with substantial export experience, were surveyed. The selection of suppliers is designed to reflect the composition of the industry in Vietnam in terms of geographic location, materials used and range of products offered.

For in-depth profiles, our researchers

visited the facilities of each company and interviewed senior executives who discussed their recent performance and provided forecasts for the next 12 months. All other makers in this report were either visited or contacted by phone.

In each case, companies were required to answer specific questions designed to verify their manufacturing and export credentials, including a breakdown of exports by product type and market. Suppliers also participated in a survey designed to provide insight into the industry.

This report covers the main types of indoor and outdoor furniture available in Vietnam, including living room, bedroom, dining and kitchen, and garden and outdoor models. Each product category has its own price guide that describes features of low-end, midrange and high-end models.

In this report

- 14 in-depth company profiles
- 21 short company profiles
- 102 top-selling export products
- Supplier demographics
- Supplier survey
- Industry statistics and charts

The Industry Overview section discusses key issues affecting export manufacturers. It provides insight on the composition of the industry and elaborates on the important supply centers within Vietnam.

The Products & prices section details the features and price ranges of indoor and outdoor furniture. It also examines the design and manufacturing processes, main materials used, and sourcing centers where components are procured.

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Alpha Co. Ltd

INQUIRE NOW

For the past seven years, Alpha has been producing and exporting wooden furniture. Offering midrange and high-end items, the company posted sales of \$8 million in 2010.

The entire output is sent abroad, with the Asia-Pacific region accounting for four-fifths of shipments. South Korea and Japan are the biggest markets. Germany takes up 15 percent. The rest goes to the US.

Eighty percent of orders are made under OEM basis.

Living room furniture represents two-fifths of exports. The segment includes sofas, armchairs and sectionals. The supplier also manufactures bedroom and kitchen furniture.

Quotes range from \$40 to \$300, depending on the size, materials used and design complexity. Dressing stools and nightstands start at \$30 and \$50, respectively. Drawers are priced between \$170 and \$290.

Oak is imported from the EU. Rubberwood, MDF and veneer are

sourced from local vendors.

Alpha employs 15 designers. As many as 10 models are created every month. Sampling time is between seven and 15 days.

All manufacturing processes are performed in a 50,000sqm factory in Binh Duong province's Tan Uyen district.

There are 650 full-time employees. Fifty additional workers are taken in when large orders are placed. The peak season is from August to November.

The QC team is composed of 20 inspectors. All finished products are examined before packing and shipping.

The company makes 7,500 pieces a month when operating at full capacity.

Cartons are normally used as packaging. The minimum order requirement is one FEU. Delivery is within 45 days.

Alpha has participated in the Vietnam International Furniture and Home Accessories Fair in Ho Chi Minh City.

Capability

Materials used

Wood	Yes
Bamboo	No
Rattan	No
Plastic	No
Metal	Yes
Other	Yes

Exports by product

Living room furniture	40%
Bedroom furniture	30%
Dining & kitchen furniture	30%
Garden & outdoor furniture	–

Exports by market

North America	5%
EU	15%
Europe (non-EU)	–
Asia-Pacific	80%
Middle East	–
Other	–

Contact details

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Company facts

Year established	2004
Head office location	Tan Uyen (Binh Duong)
Ownership	Locally owned
Factory location(s)	Tan Uyen (Binh Duong)
Full-time employees	650
Part-time employees	50
ISO certified	Pending
Total annual sales (all products)	\$8,000,000

Sales & output: Indoor & outdoor furniture

Annual sales	\$8,000,000
Share of total sales	100%
Annual export sales	\$8,000,000
Total monthly capacity	7,500 pieces
Average monthly output	7,000 pieces
Capacity utilized	93%
Average monthly exports	7,000 pieces
Export ratio	100%

Popular export models



Model: AP001
MOQ: FEU
Packaging: Carton
Delivery: 45 days
Price: \$360
Description: Wardrobe; oak; natural finish; 112x58x211cm



Model: AP002
MOQ: FEU
Packaging: Carton
Delivery: 45 days
Price: \$245
Description: Drawer; oak; natural finish; 93x51x122cm



Model: AP003
MOQ: FEU
Packaging: Carton
Delivery: 45 days
Price: \$150
Description: Drawer; oak; natural finish; 55x49x99cm



Model: AP004
MOQ: FEU
Packaging: Carton
Delivery: 45 days
Price: \$170
Description: Drawer; oak; natural finish; 81x49x99cm



Model: AP005
MOQ: FEU
Packaging: Carton
Delivery: 45 days
Price: \$275
Description: Cabinet; oak; natural finish; 169x51x79cm



Model: AP006
MOQ: FEU
Packaging: Carton
Delivery: 45 days
Price: \$150
Description: Bedroom dresser; oak; four drawers; 101x60x1423cm

Sample page only

PRODUCT GALLERY

Living room furniture



Barotex
 (profile page 30)
Model: B323432
MOQ: TEU
Packaging: Carton
Delivery: 30 days
Price: \$24
Description: Shelf; bamboo; natural finish; foldable; 48x26x136cm



Barotex
 (profile page 30)
Model: B219632
MOQ: TEU
Packaging: Carton
Delivery: 30 days
Price: \$4
Description: Side table; bamboo; varnished; 33x32x76cm



Barotex
 (profile page 30)
Model: B323372
MOQ: TEU
Packaging: Carton
Delivery: 30 days
Price: \$4
Description: Magazine rack; bamboo; varnished; 45x30x48cm



Barotex
 (profile page 30)
Model: B323386
MOQ: TEU
Packaging: Carton
Delivery: 30 days
Price: \$5
Description: Shelf; rattan; varnished; 36x29x62cm



Barotex
 (profile page 30)
Model: B323385-1
MOQ: TEU
Packaging: Carton
Delivery: 30 days
Price: \$6
Description: Shelf; rattan; varnished; 36x28x87cm



Barotex
 (profile page 30)
Model: F407170
MOQ: TEU
Packaging: Carton
Delivery: 30 days
Price: \$24
Description: Shelf; rattan body and iron frame; natural finish; three drawers; 42x27x64cm

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