

# COMPANY PROFILE



*Richy*  
Tự hào  
Bánh gạo Việt





# ABOUT US



# | COMPANY INFORMATION



## RICHY GROUP



15<sup>th</sup> Floor, Richy Tower, 35 Mac Thai To Street, Yen Hoa Ward, Cau Giay District, Hanoi, Vietnam.



024 3928 4706



024 3928 4709



Fb.com/banhkeorichy



www.richy.com.vn



Info@richy.com.vn



Food – Confectionery





# | RICHY GROUP



**RICHY FOOD NORTHERN  
JOINT STOCK COMPANY**



*Richy*

**RICHY FOOD SOUTHERN  
JOINT STOCK COMPANY**



*Richy*

**HOANG MAI PRODUCE &  
TRADING CO., LTD**



**SANTA CO.,JSC**



**RICHY LAND**



*Richy*

# | BOARD OF DIRECTORS



**Mr. Tran Sy Truc**

-----  
President

**Mrs. Nguyen Thi Tuyet Mai**

-----  
Managing Director

**Mr. Nguyen Xuan Phu**

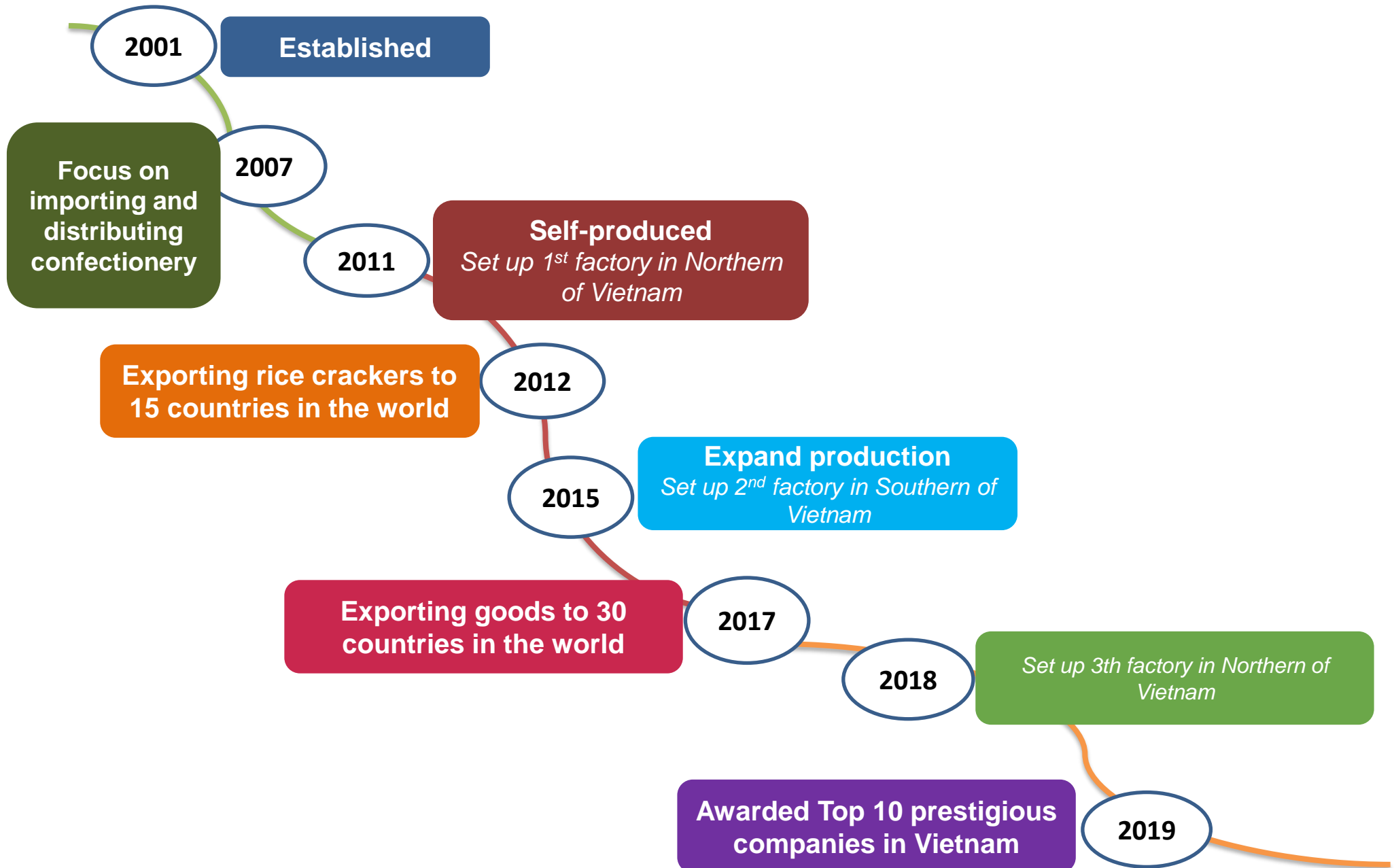
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Member of  
Board of Directors

**Mr. Phan Van Minh**

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Deputy  
Managing Director



# | HISTORY





# | VISION, MISSION AND CORE VALUES



## VISION

*Becoming the 1<sup>st</sup> confectionery brand in Vietnam*



## MISSION

*Bring all people the delicious goods with the best quality, turn material dishes into spiritual dishes, bring happiness to society.*



## CORE VALUES



*Responsibility*



*Innovation*



*Quality*



*Community*



# | ACHIEVEMENTS AND AWARDS



- *Top Brand 2014*
- *High quality Vietnamese goods voted by consumers Award*
- *Vietnam Good Food Award 2016*
- *Vietnam Competitive Brand 2016*
- *Top 100 Believed & Used Products 2019*
- *Vietnam Top 10 Food Reputation Award 2019*





# | ACHIEVEMENTS AND AWARDS





# | SOCIAL RESPONSIBILITY



Contribute to fight against Covid-19



Volunteer activities for public health

Support for the poor and the disadvantaged



Giving gifts to students and elderly people





# | DIVERSITY PRODUCT SYSTEM



**Santa**

**Richy**

**Import Brands**

Cookies (Merry)

Creamed Stick Wafers

Chocolate Milk Cookies

Gourmet Biscuits

Coconut milk cookies

Richy Egg Butter Wafflers

Coated chocolate cake (Pie, cake)

Dried meat Floss Soft Waffles

Moon Cake

Richy Rice Crackers

Richy oatmeal

Biscuit Sticks (wismo)

Cookies (Richy, Majestic, Deli)

Apollo

Garuda

Tresor Dore

GPR - British

Akbar

Witor's

Coppenrath

Fonfood

Cocoaland (LOT100)

Lambertz

Rinda

Elvan

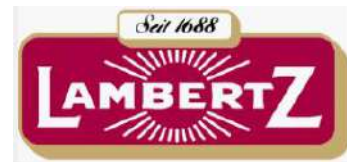
Francestle

CROWN

Loc Maria



# | IMPORT BRANDS



**CROWN**



*Tresor Dore*

cocoaland



**KINDA**



**APOLLO**





## | IMPORT PARTNERS IN THE WORLD



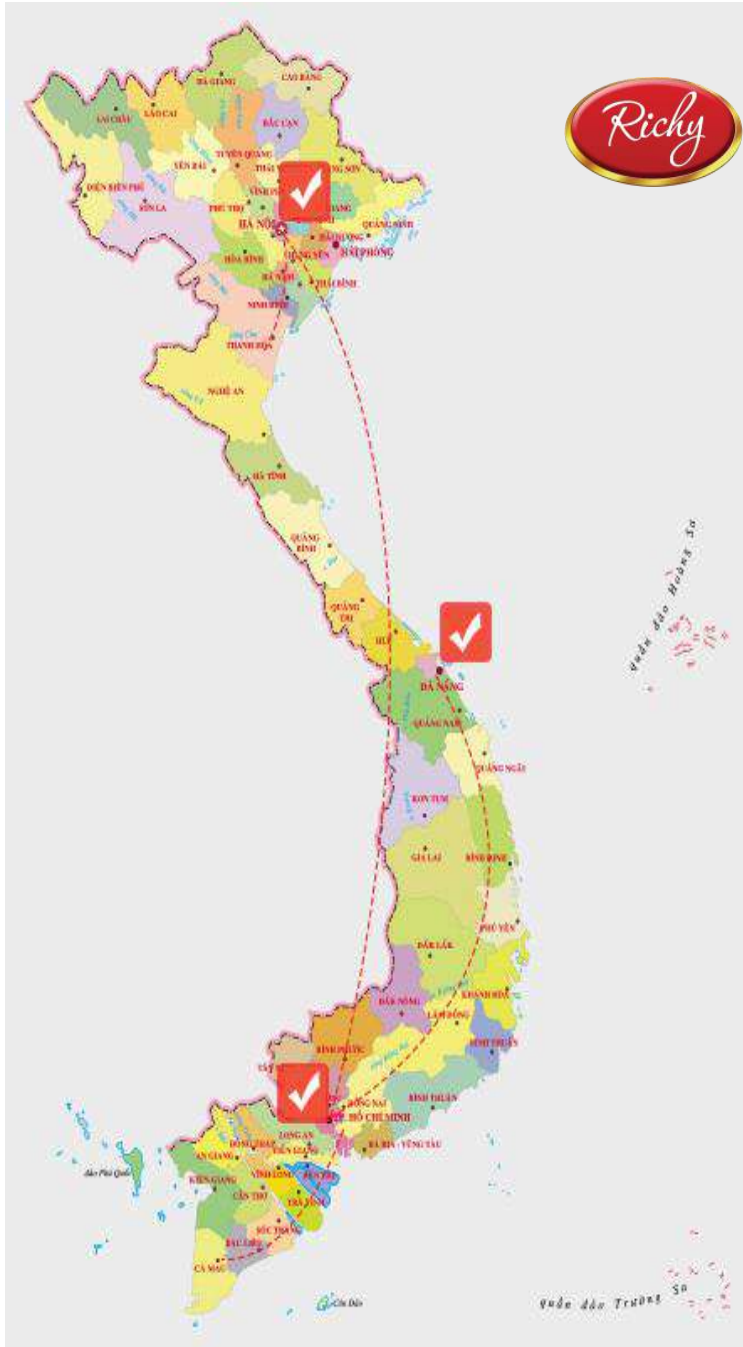


# DISTRIBUTION SYSTEM





# | DISTRIBUTION CHANNELS SYSTEM



4800	Supermarkets
50.000	Shops/stores (GT channel)
6	E-Commerce Floors
300	Souvenir shops in airports



# | DOMESTIC SUPERMARKETS CHANNEL



**AEON**



**FUJIMART**  
FRESH EVERYDAY



**Hapro mart**



**Citimart**



**co.op mart**  
bạn của mọi nhà



**Intimex**



**LOTTE Mart**



**Q mart**



**Big C**  
SUPERCENTER



**Bách hóa XANH**



**DABACO GROUP**



**Mega Market**



**K-MARKET**



**Seika Mart**  
Tươi ngon – Chất Lượng – Thân thiện



**VinMart**  
Siêu thị  
VinMart  
Thị trường hàng đầu Việt Nam



**T MART**



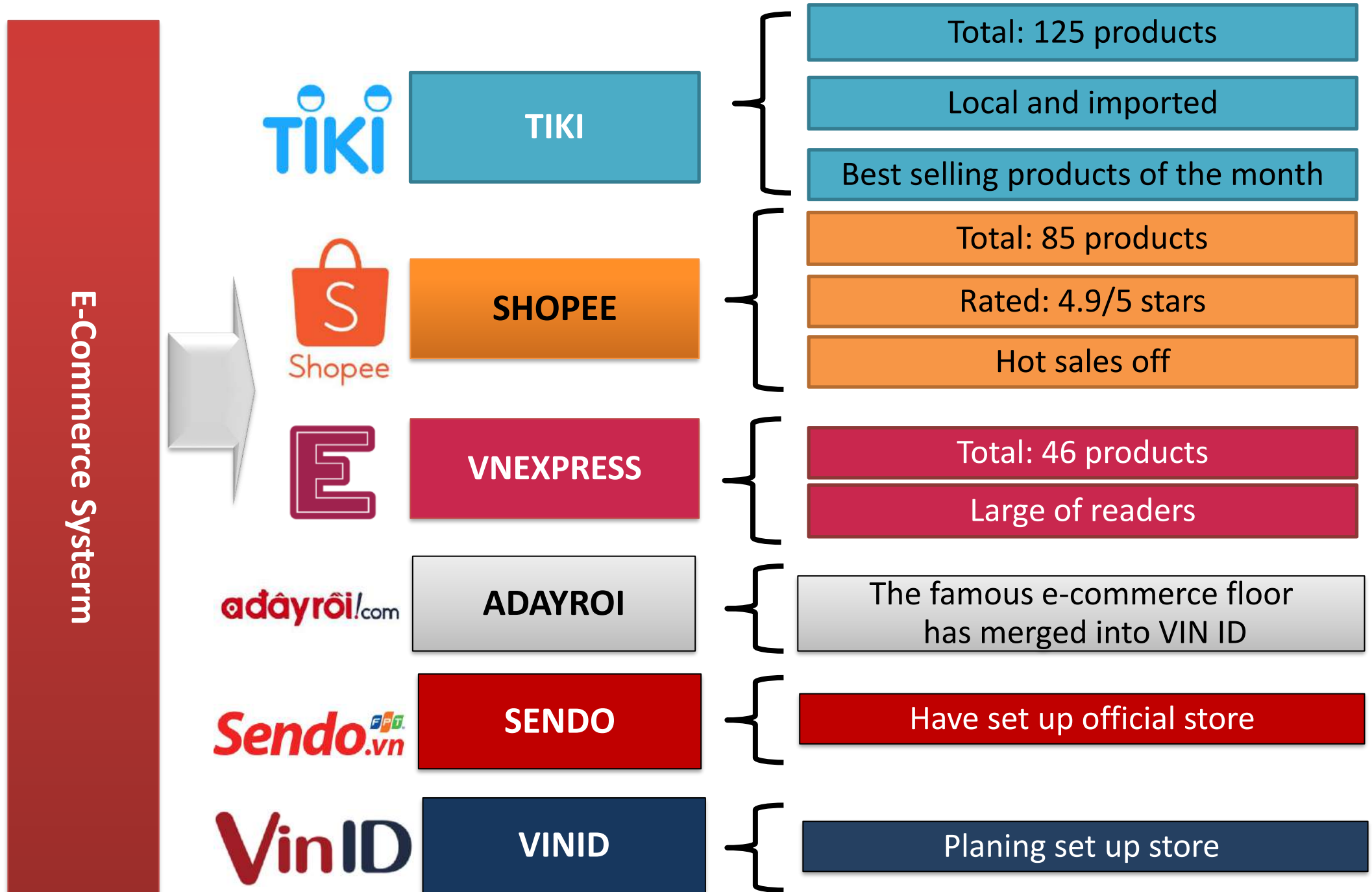
Siêu thị  
**ĐỨC THÀNH**  
Không ngừng nỗ lực phục vụ tốt hơn



**G 'Mart**



## | E-COMMERCE CHANNEL







# MARKETING





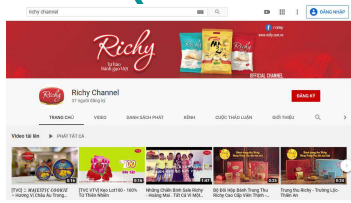
# | MARKETING CHANNELS

TRADE



DIGITAL MEDIA

Google YouTube



TV MEDIA



SOCIAL





## | TRADE MARKETING

- Sampling: customers will try products at the places of sales
- POSM: Put the Point of Sales Materials at the supermarkets, stores.
- Display goods, increase image recognition
- There are many promotion programs.







## | DIGITAL MARKETING

- GDN, Banner
- Google Adwords
- Videos on Youtube

richy channel

richy

Tự hào Bánh gạo Việt

www.richy.com.vn

OFFICIAL CHANNEL

Richy Channel

37 người đăng ký

ĐĂNG KÝ

TRANG CHỦ VIDEO DANH SÁCH PHÁT KÊNH CUỘC THẢO LUẬN GIỚI THIỆU

Video tải lên PHÁT TẤT CẢ

SẮP XẾP THEO

Video thumbnail	Video title	Views	Time
	[TVC] MAJESTIC COOKIE - Hương Vị Châu Âu Trong...	14 lượt xem • 1 tháng trước	0:16
	[TVC VTV] Kẹo Lot100 - 100% Từ Thiên Nhiên	105 lượt xem • 2 tháng trước	0:16
	Những Chiến Binh Sale Richy - Hoàng Mai . Tất Cả Vì Một...	16 lượt xem • 3 tháng trước	1:47
	Bộ Đôi Hộp Bánh Trung Thu Richy Cao Cấp Viên Thỉnh - ...	28 N lượt xem • 4 tháng trước	0:25
	Trưng thu Richy - Trường Lộc - Thiên An	53 N lượt xem • 5 tháng trước	0:24
	BÁNH TRUNG THU RICHY - HỒI TÚ TINH HOA ĐẤT TRỜI		0:22
	NHỮNG KHOẢNH KHẮC ĐẸP NHẤT - TEAMBUILDING...		5:09
	Trailer Richy Teambuilding 2019 - "WE ARE 1" Thanh...		0:42
	Giới thiệu Doanh Nghiệp: Công Ty TNHH Thương Mai...		7:19
	[Richy] Cùng RUMO nạp năng lượng - vui hè bất tận tại 2 b...		3:18







## | SOCIAL

- Brand communication activities:
- News, company events
- Company products
- Promotion Programs
- Mini games to attractive interactions



~39.000  
followers on  
Facebook





VTV3

Today  
TV

VTVcab  
for kids

MTV

HTV7

VTV1



- TVC quảng cáo sản phẩm của doanh nghiệp







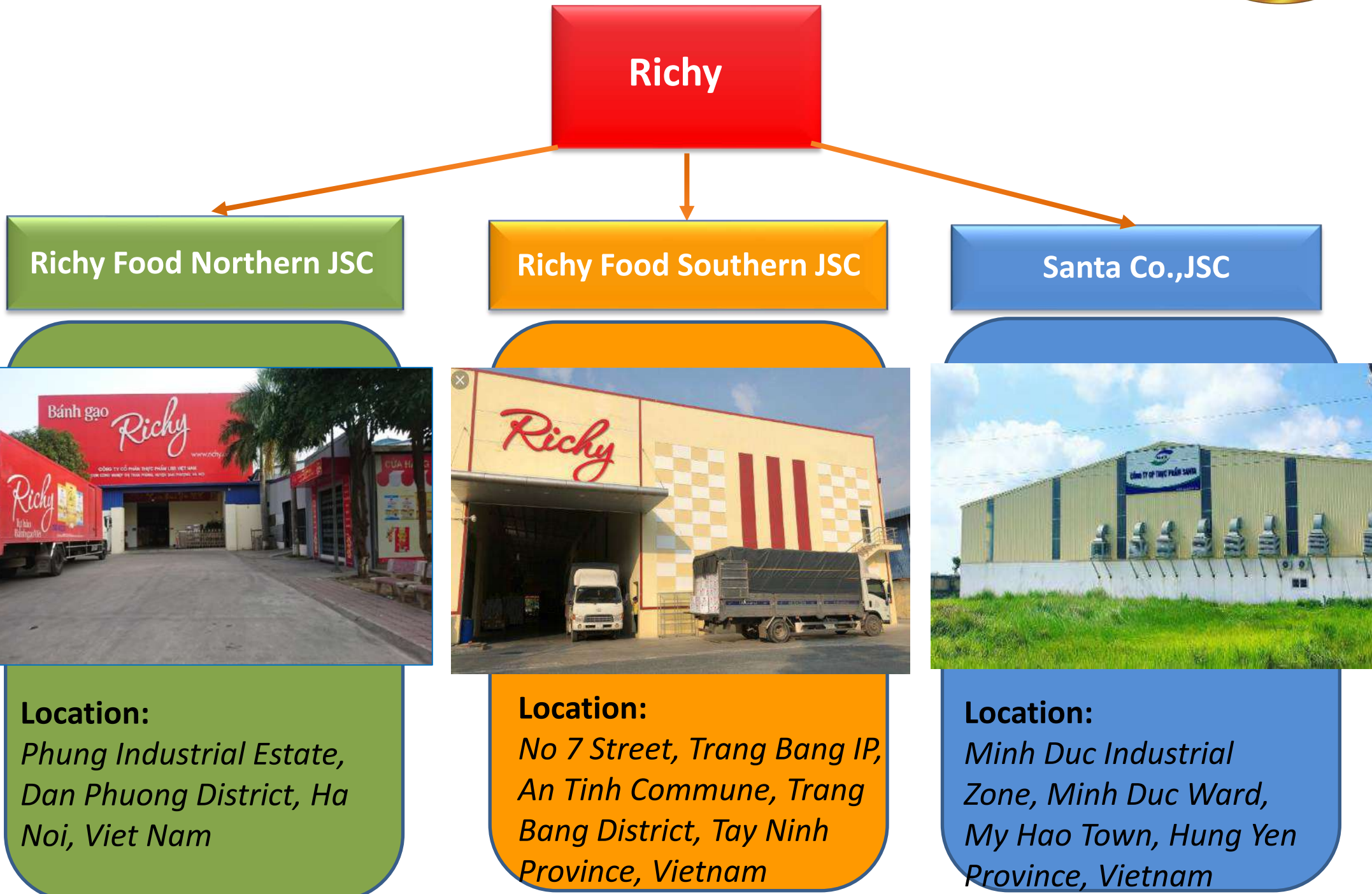
# FACTORIES— WAREHOUSES



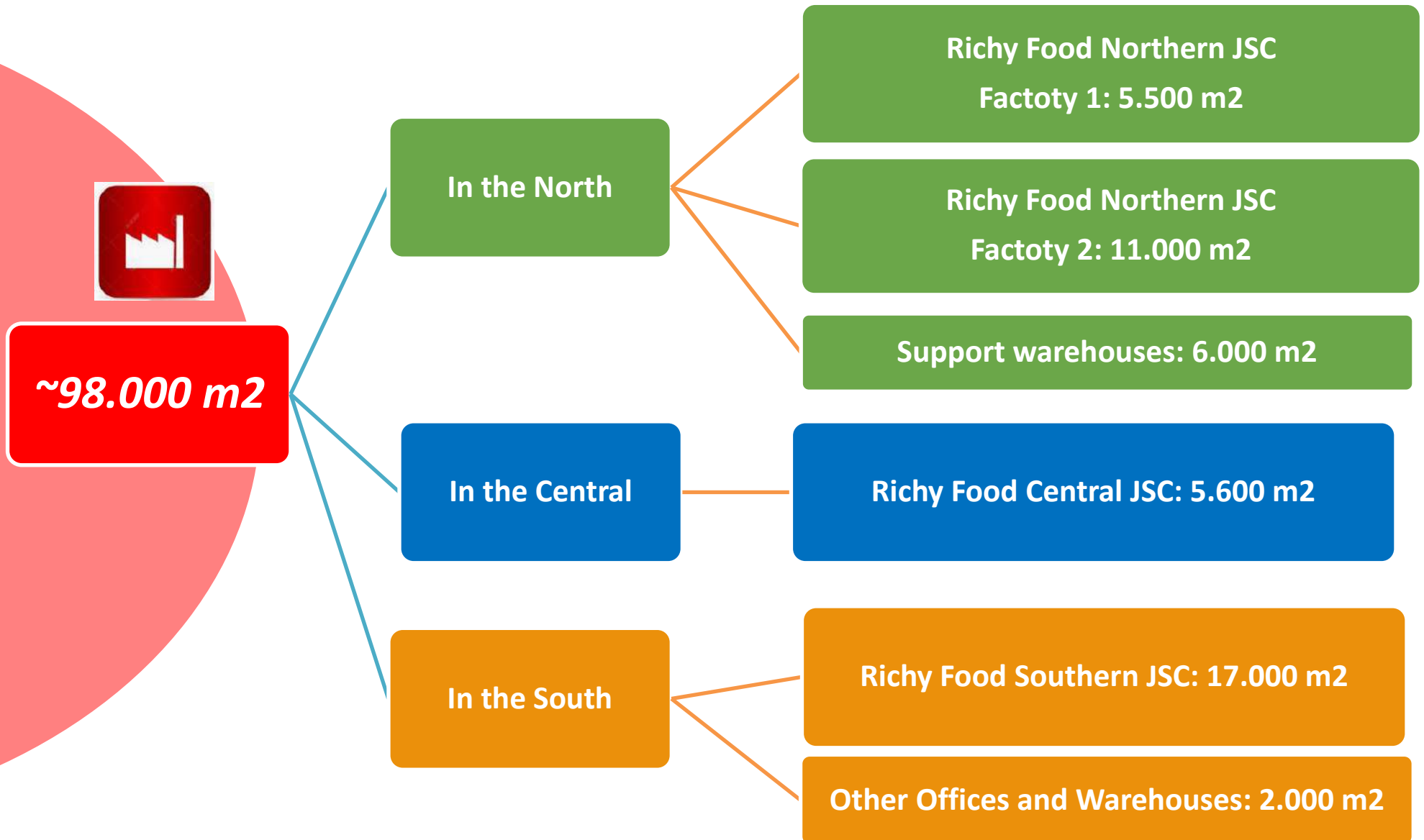




## | FACTORIES – WAREHOUSES SYSTEM



## | TOTAL WAREHOUSES AREA





## | OTHER IMAGES





## | OTHER IMAGES





## | RICHY TOWER



- ❖ **Opened: 2018**
- ❖ **Scale: 15 floors and 2 basements**
- ❖ **Địa chỉ: 35 Mac Thai To Street, Yen Hoa Ward, Cau Giay District, Hanoi, Vietnam.**
- ❖ **This is Headquarter of Richy Group**







## | LOGISTICS ABILITY



25 units in total

- Pickup trucks
- 1,25 tons vans
- 3,5 tons vans
- 6 tons vans
- 8 tons vans
- 7 seats cars
- 16 seats cars





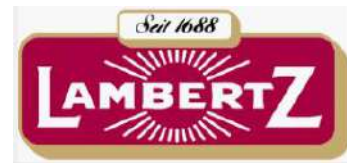


# Overseas suppliers





## | Suppliers



**CROWN**



*Tresor Dore*

cocoaland



**KINDA**



**APOLLO**





Fanpage: [fb.com/banhkeorichy](https://fb.com/banhkeorichy)

Website: [www.richy.com.vn](http://www.richy.com.vn)

**HOANGMAI P&T CO.,LTD (Headquater)**

Add: 15<sup>th</sup> Floor, Richy Tower, 35 Mac Thai To, Yen Hoa, Cau Giay, Hanoi.

Email: [info@richy.com.vn](mailto:info@richy.com.vn) | Tel: 24 3928 4706 | Fax: (+84) 24 3928 4709

**RICHY FOOD NORTHERN JSC**

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Tel: (+84)0236 3770171 – Fax: (+84) 236 3726 927

**RICHY FOOD SOUTHERN JSC**

Add: No 7 Street, Trang Bang IP, An Tinh Commune, Trang Bang District, Tay Ninh Province, Vietnam.

Tel: (+84) 0276 3899381 – Fax: (+84) 0276 3899382

**SANTA CO.,JSC**

Add: Minh Duc Industrial Zone, Minh Duc Ward, My Hao Town, Hung Yen Province, Vietnam

Tel: +84 2 466 666 076 | Fax: +84 2 432 008 008