

Fiber, Fabric and Apparel

Vietnam produces natural fibers and those fibers are plant and animal based fibers. Plant fibers are a type of substance that is threadlike. Animal fibers come from mammals and insects. Sustainable fibers are plant fibers which include bamboo, cotton, flax, hemp, jute, piñatex, ramie, and silk (Pham, n.d.). Other sustainable fibers are animal fibers such as wool from shearing sheep, silk made by silkworms, and a luxurious material cashmere by shearing goats (List of sustainable fabrics for sale in Vietnam, n.d.). Another animal fiber would be fur while fur is collected from foxes, rabbits, and minks (Nguyen, 2023). Given that certain customers are environmentally conscious and conscious of their carbon impact, this provides Vietnam an advantage.

In Vietnam, there are manufacturers that produce fibers that are synthetic and regenerated. However, Vietnam is not well known for its synthetic textile production but known for garment production. Acetate, polyester, nylon and spandex are examples of synthetic fibers. Modal viscose and tencel are regenerated fibers (List of sustainable fabrics for sale in Vietnam, n.d.). These synthetically produced fibers are all created from polymers, which are large chains of molecules that repeat themselves again. Vietnam relies on imported synthetic fibers from other mass producers of synthetic fibers such as China, Taiwan, India, Japan, and South Korea (Arora & Advisors, 2021). Vietnam is known for being a mass producer of garments trailing China and Bangladesh. Vietnam produces a variety of garments such as casual, formal, sports, innerwear, trousers, youth, furniture, uniform, labels, yarns, bags, hats, and footwear (Garment, 2020). Vietnam has an advantage against their competitors due to lower labor cost and manufacturing a variety of apparels.

Marilyn Chiu

Distribution & Consumption

Distribution of retail goods lies at the heart of Vietnam's recent economic success. In 2019, Vietnam recorded an increase of 36% in US import revenue resulting in "a total value of 67 billion US dollars", the highest recorded increase by the US Census Bureau since 2003 (VOA, 2020). The increase in American desire for Vietnamese products shows a solid consumer base for Vietnamese goods within the United States. Vietnam's main method of distribution in the United States is through its booming *export* business. Vietnam had not always been home to promising international trade. Until the Doi Moi Renovation in 1986, all of Vietnam's distribution had been solely managed by the government given Vietnam's communist status. (Stern, 1986) After Doi Moi had been put into effect, Vietnam began to use a strategy similar to that of China to conduct business in an open market style, allowing for entry into the international marketplace. (Bureau of Economic Affairs, 2023) So far the changes to Vietnam's economy have led to great success making way for Vietnamese distribution companies like Huong Thuy Corporation (Huong Thuy Corporation, 2023) to distribute products locally and globally allowing Vietnam's indigenous products to make their way outside of the country.

The demand for Vietnamese products is also clearly present. Vietnam's changes in economy opened the door for evolution within its *domestic market* as well as the international market. Vietnam is currently the fastest-growing Southeast Asian economy (Hoang, 2008) with prospects of an increasing growth rate (Martin, 2021). This growth can be attributed to the influence of young, wealthy consumers in Vietnam's burgeoning economy pushing Vietnam to excel during its *take-off stage*. (Sternquist, 2018) Vietnam's *take-off stage* can be indicated by the development of supermarkets and superettes as their main retailers. (Sternquist, 2018)

“According to Vietnam’s trade ministry, the country’s retail market would hit US\$179 billion by 2020, a jump of 52% from 2016”(Standard Bank, 2023) With this trend in mind, one can easily see that more modern retail practices have claimed their stake in the Vietnamese economical landscape.

Karlique Caesar

Imports & Export Policies

Fortunately, when exporting the Nón Lá (Vietnamese conical hat) into the United States there are no permits or licensing required, which assists with the financial budgeting within our company; Chòm. To ensure a successful transaction, our foreign U.S. investors must register with the Department of Planning and Investment (Shira, 2019). In addition to this registration, the international counterparty must obtain an Investment Certificate to participate in trade with our home country; Vietnam. All imports and exports must adhere to governmental standards and will be thoroughly assessed before clearing customs. Majority of goods being exported from Vietnam are exempt from extreme tax costs due to Vietnam's accession to the World Organization in 2007 (Vettoretti, n.d.). This contract was significantly influenced by the U.S.-Vietnam Bilateral Trade Agreement of 2000, which was originally created to eliminate high tariffs, import/export quotas and strict regulations. The main objective in implementing the U.S - Vietnam Bilateral Trade Agreement was to promote trade and commerce between nations. This contractual agreement benefited both investors by allowing access to foreign markets. Eventually, establishing various healthy international relationships will stimulate economic growth for all parties involved.

Vietnam's unique topographical location along the Pacific Ocean makes shipping our Nón Lá's into the United States very efficient. To minimize shipping costs, Chòm will be utilizing the LCL method (less than container load), meaning our Nón Lá's will be shipped with a mix of other cargo weighing a maximum of 4,000 lbs for \$1,000 (Kennemer, 2023). This shipping option takes about 5-14 days to arrive in the United States and will be available to

consumers who select the standard shipping option. Chòm also offers express shipping via DHL, weighing 100 lbs maximum for \$600 arriving within 1-4 days (Kennemer, 2023). We are eager to diversify our trade investments and export high quality Nón Lá's into the United States. Our dedication to honoring Vietnamese culture has been enhanced with a contemporary twist. Chòm's Nón Lá's combine traditional Vietnamese attire and modern day aesthetics. Celebrate your culture in style, get yours today!



STANDARD: 5-14 days = \$10

EXPRESS: 1-4 days = \$25

RETURN POLICY- Customers have 30 days to return the product, effective from the date that the item was delivered. The Nón Lá must be in good condition and in its original form to ensure full refund. To begin the returning process access the pre-paid return shipping label, located at the bottom of the website. Please package the product correctly and drop off at your nearest DHL courier.

Shelby Simon

Product

CHOM NON LA



Figure 1

The word Chom in the Vietnamese language stands for the status of top, pinnacle or apex. The goal of our product is to bring the non la, one of the centerpieces to Vietnamese fashion to the US in a way that is unique and fashionable to provide an air of style to the traditional vietnamese headpiece. The general demand for Vietnamese goods in the American market makes Chom feel like the perfect fit for those looking for an authentic piece of Southeast Asian culture. Chom Non Las are crafted with pressed palm leaves sewn into each other at an angle with the intention of creating the iconic cone shape non las have been known for. We have decided on the price point of 25.99 USD as we have had to account for shipping costs into the United States being barred up front, while also respecting the work necessary to make such a quality piece. We are excited for the world to experience the Chom Non La.

Karlique Caesar

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Figure 1. *Beautiful Vietnamese Women with Ao Dai and Non la.*

<https://pixels.com/featured/beautiful-vietnamese-women-with-ao-dai-and-non-la-huynh-thu.html>

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