

# Table & Dinnerware

Essential sourcing intelligence

December 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 127 top-selling export products ranging from plates to chopstick rests

## 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.

## Supplier capability in Vietnam

## TABLE &amp; DINNERWARE

The table and dinnerware industry in Vietnam faces a crucial challenge as a shortage of important raw materials affects suppliers' competitiveness.

Escalating demand for components such as bamboo and wood is one of the main reasons for the low supply.

As a result, enterprises are shouldering higher outlay on these inputs. While unprocessed materials used to be entirely obtained domestically, a considerable amount is now being imported from other countries in Asia.

The sector consists of several product categories, which are dinnerware, drinkware, flatware, serveware and tabletop accessories. Dinnerware consists of bowls and plates, and is the largest line in terms of export revenue. Serveware is mainly composed of trays, and the second-biggest classification.

## Key findings

1. The majority of suppliers plan to keep prices unchanged over the next six months to attract new buyers and maintain current ones. A significant number of companies are preparing to raise quotes, however, but this will be done cautiously at rates not exceeding 10 percent.
2. The sector is capable of catering to all price segments, although it emphasizes the low end and midrange. The type of product, materials used and design complexity are the main factors that determine prices.
3. Product design focuses on aesthetics, highlighting models that feature painted, engraved or etched motifs done by hand. In the coming year, items will have improved multifunctionality.
4. The industry generally turns out models made of bamboo and rattan, and ceramic and porcelain. Japan and the US are the leading export markets for both product types. Following them are the EU for rattan and bamboo products, and the Asia Pacific-region for ceramic and porcelain goods.
5. Manufacturers are based in several areas throughout Vietnam. Ho Chi Minh City and Hanoi are the most important supply zones. The Red River Delta region is a key sourcing center for plant-based products. The provinces of Dong Nai and Binh Duong are primary hubs for items crafted from clay.
6. Besides raw material shortage, companies are facing other challenges such as price competition.

## Objective, methodology &amp; 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 providing insight into the industry.

This report covers the main types of table and dinnerware in Vietnam, including dinnerware, drinkware, flatware, serveware and tabletop accessories. Each product category has its own price guide that describes features of low-end, midrange and high-end models.

## In this report

- 15 in-depth company profiles
- 20 short company profiles
- 127 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 table and dinnerware. It also examines the design and manufacturing processes, main materials used, and sourcing centers where components are procured.

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## Bao Tam Co. Ltd

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Bao Tam has been involved in the table and dinnerware industry since 2000. Total revenue last year reached \$5 million.

The entire output in the line is sent to the Asia-Pacific region. South Korea and Japan are the main markets there.

Ninety percent of shipments are OEM models.

Four-fifths of exports consist of serveware. Trays made of natural materials are the best-sellers. Aside from the main line, the company makes baskets and produces fresh tea.

Trays are priced between \$2 and \$3, depending on the size and the type of materials used. Tea sets made of ceramic are offered for at least \$10.

Bamboo and pine are sourced from Thanh Hoa and Ninh Binh provinces. Rattan is procured from Quang Nam province. Clay is obtained from the northeastern province of Phu Tho.

A designer releases up to eight models monthly. Samples are usually provided within seven days.

Bao Tam has a 400sqm factory in Hanoi's Bat Trang village. It is equipped with gas-fired kilns, and pressing and molding machines. All manufacturing steps are done in-house.

There are 100 full-time employees. Fifty additional workers are hired when large orders are placed. The peak season is from July to October.

The total monthly capacity is 30,000 pieces. On average, 10,000 pieces are created every 30 days.

Five personnel make up the QC team. All finished products are checked before packing and shipping.

Cartons are normally used as packaging. The minimum order requirement is one TEU. Delivery is completed within 30 days.

The supplier is a member of the Bat Trang Ceramic Association and the Hanoi Small and Medium Business Association.

Bao Tam plans to reach new markets in the Asia-Pacific over the next 12 months.

### Capability

#### Materials used

Bamboo	No
Rattan	No
Ceramic & porcelain	Yes
Glass	No
Metal	No
Other natural materials	No

#### Exports by product

Dinnerware	–
Drinkware	10%
Flatware	–
Serveware	80%
Tabletop accessories	10%

#### Exports by market

North America	–
EU	–
Europe (non-EU)	–
Asia-Pacific	100%
Middle East	–
Other	–

### Contact details

#### Business contact

NGUYEN Lam Bao

#### Phone

(84-4) 3574-6738

#### Fax

(84-4) 3574-6736

#### E-mail

bao\_nguyenlam@baotamco.com

#### URL

www.globalsources.com/baotam.co

www.baotamco.com

#### Address

2F Hoa Sen 3 Building, 7 Dao Duy Anh Street, Hanoi, Vietnam

### Company facts

Year established	2000
Head office location	Dong Da (Hanoi)
Ownership	Locally owned
Factory location(s)	Bat Trang (Hanoi)
Full-time employees	100
Part-time employees	50
Total annual sales (all products)	\$5,000,000

### Sales & output: Table & dinnerware

Annual sales	\$500,000
Share of total sales	10%
Annual export sales	\$500,000
Total monthly capacity	30,000 pieces
Average monthly output	10,000 pieces
Capacity utilized	33%
Average monthly exports	10,000 pieces
Export ratio	100%

# PRODUCT GALLERY

## Dinnerware



**Cuong Phat**  
 (profile page 26)  
**Model:** CP001  
**MOQ:** 3,000 pieces  
**Packaging:** Carton  
**Delivery:** 75 days  
**Price:** \$0.72  
**Description:** Bowl; ceramic; 12x16x3.5cm;  
 in various colors



**Cuong Phat**  
 (profile page 26)  
**Model:** CP002  
**MOQ:** 3,000 pieces  
**Packaging:** Carton  
**Delivery:** 75 days  
**Price:** \$0.72  
**Description:** Bowl; ceramic; 20x20x12cm;  
 in various colors



**Cuong Phat**  
 (profile page 26)  
**Model:** CP003  
**MOQ:** 3,000 pieces  
**Packaging:** Carton  
**Delivery:** 75 days  
**Price:** \$0.91  
**Description:** Bowl; ceramic; 21x23x6cm;  
 in various colors



**Cuong Phat**  
 (profile page 26)  
**Model:** CP004  
**MOQ:** 3,000 pieces  
**Packaging:** Carton  
**Delivery:** 75 days  
**Price:** \$2.40  
**Description:** Plate; ceramic; 27x41x1cm;  
 in various colors



**Cuong Phat**  
 (profile page 26)  
**Model:** CP007  
**MOQ:** 3,000 pieces  
**Packaging:** Carton  
**Delivery:** 75 days  
**Price:** \$0.81  
**Description:** Bowl; ceramic; 16x16x7cm;  
 in various colors



**Cuong Phat**  
 (profile page 26)  
**Model:** CP008  
**MOQ:** 3,000 pieces  
**Packaging:** Carton  
**Delivery:** 75 days  
**Price:** \$0.96  
**Description:** Bowl; ceramic; 19x19x6;  
 in various colors

Sample page only

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