



DUC PHONG CO.,LTD

About the Company

- Founded 15 March 1993 .
- Was changed in to Duc Phong LTD company in 08/2001
- Sector: Handicraft production and business for exporting
- Annual turnover: 1 million \$.





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General information about bamboo in Viet Nam and materials for company production

- Total area is: 1.4 million ha (accounts for 10% forest area)
- Demanding of 1 billion culms/ year
- Challenge of becoming exhausted due to poor management.



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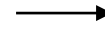
Material inputs: Mainly LUNG bamboo species.

- Scientific name is bambusa sp
- Longest thin-walled bamboos (1m80)
- 400 community workers (Thai ethnic minority)
- Plantation and caring, sustainable management
- Materials supply chain is done through partnership with local communities (PAP)



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- Production chain





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Vocational training

- Dong Tam vocational training
- 31 handicraft villages
- 2.000 labourers
- Of which: Full time: 50 persons
Part time: 2000 persons





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BAMBOO LAMP

Specifications

- Special lighting effects
- Warm feeling
- High technique





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BASKET

- Inheritance of handicraft culture tradition of Viet Nam
- Safety to environment and life
- Simple weaving technique and justifiable



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Market trend:

- Increasing demand outweigh production capacity of Viet Nam market.**
- Prospective market including: France, Germany, United Kingdom, Denmark, Belgium and the Netherlands**



- **Bottlenecks**

- Shortage of labour work: Strong competitions in the local market for manual labour force.
- Limited communication and products branding
- High cost of logistics, transportation of materials, products
- Weak products design capacity
- Production of materials input is not synchronized.



- **and Opportunities**

- High market demand
- Consumers are changing their interest to environmental friendly products
- Replacing scarce woods and plastic products
- Government's concern, however, gaps still are there.
- Unsustainable material supply area