

April 26, 2024
Sojitz Corporation

Sojitz Invests in a Vietnamese SaaS Company Introducing Cashless Payment Apps and Online Ordering Platform for Physical Retail Businesses in Vietnam
- Improving Convenience of Distribution and Consumption through a Seamless System that Connects Manufacturers through Consumers-

Sojitz Corporation (“Sojitz”) has invested in Finviet Technology Corporation (“Finviet”), a SaaS company introducing cashless payment smartphone apps and an online ordering platform for small-scale retail stores in Vietnam, where small family businesses account for the majority of the retail channels in the country. Finviet’s app aims to improve convenience for distributors and consumers with an online ordering platform that seamlessly connects the entire supply chain—from manufacturers to wholesalers/retailers and consumers—combined with functions such as cashless payment and loans.



[A retail store staff member places orders using the ECO Merchant app]

In 2023, Vietnam’s population surpassed 100 million people, and the growth rate of the retail market is expected to exceed 10% by 2027.*¹ While some of Vietnam’s supermarkets and convenience stores operate multiple stores, family-owned businesses account for approximately 900,000 stores or 80% of the total retail market.*² Many of these small-scale retail stores place product orders manually, and there is room to improve business efficiency. At present, distribution to retailers from food and commodity manufacturers often entails going through multiple wholesalers, and issues therefore remain surrounding transport times, efficiency, and the use of data.

Finviet is building a Manufacturer-to-Consumer (M2C) model to develop the supply chain through the introduction of an online ordering platform that leverages data and digitalizes the current distribution network for transporting products from manufacturers to wholesalers/retailers and then consumers. Finviet's app increases efficiency in distribution networks and allows transaction data to be utilized to improve convenience throughout the entire supply chain for retail stores, manufacturers, wholesalers, and distribution-related parties that install the app. Additionally, Finviet's app enables small retail stores to offer lending and multiple payment services, which will increase convenience for consumers in their daily lives.

In 2022, Finviet launched its leading ECO Merchant app, which makes it possible for previous brick-and-mortar retailers to place orders on the app for a wide range of product offerings and to easily confirm order information and shipping status online. The ECO Merchant app has been installed by over 30,000 stores primarily across major cities such as Hanoi and Ho Chi Minh, which is a testament to the app's convenience. A large portion of the population in Vietnam is unbanked, and Finviet is the only licensed non-bank payment service provider in the country that offers retailers the option to receive funding through bank loans and use online payment in lieu of past cash payments when ordering products from manufacturers and wholesalers.

Sojitz will continue to focus on enhancing the purchasing power of Vietnam's consumers and developing value chains for manufacturing, distribution, and retail. In 2023, Sojitz acquired DaiTanViet Joint Stock Company, Vietnam's largest wholesaler of commercial food, and Sojitz is also working alongside its consolidated subsidiary and major consumer goods wholesaler, Huong Thuy Manufacture Service Trading Corporation, to expand sales channels to create a broadline wholesale food distribution business that supplies independently owned retail stores, mass merchandisers, and mid- to high-end hotels and restaurants. Moving forward, Sojitz is considering joint projects with Finviet, which possesses strong online tech platform networks, in order further expand Sojitz Group's value chain in Vietnam.

*1: "Retail Market in Vietnam by Distribution Channel and Type - Forecast 2023-2027." *Technavio* (Infiniti Research Limited)

*2: In-house research

[Related Information]

[Company Overview – Finviet Technology Corporation]

Established	June 2016
Location	34 Hoang Viet Street, Ward 4, Tan Binh, Ho Chi Minh City
CEO	Nguyen Thanh Hien
Main Business	Development and provision of apps for smartphones and PCs including ECO Merchant and ECO Pay