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HEINEKEN Next Gen 2022

Supply Chain Business case

Le Tuan VU

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2. PROJECT OBJECTIVE

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To create business analysis for supply chain production to strengthen Bia Viet as a brand through its e-commerce channels



To create SWOT analysis for Bia Viet Production

To create action plan based on your previous analysis of issues related to the Supply Chain and Procurement of HEINEKEN Vietnam.

1. SWOT ANALYSIS

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- Bia Viet is represented for VNese heritage and history (name, label, logo) -> Attracted VNese people (VNese people believe in make in Vietnam products).
- The taste is suitable for VNese people (made from Vn brewmasters).
- Use biomass instead of LPG -> Available and huge source, cheaper price.

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- Alcoholic market volume still grow and sustain until 2025 (expect 6.78% annually).
- People get used to buying product online -> Heineken mobile app.
- Create premium recipe for Bia Viet product (40% revenue from premium).

- Main materials (hop, barley) still depend on external source (import).
- + Too difficult to control price.
- + Long time distribution -> affect quality and storage and distribution cost.

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- Higher price of materials and distribution (pandemic, the war, embargo, ..)

3. ACTION PLAN

DESCRIPTION/ ANALYSIS THE ISSUE	ACTION PLAN	PRIORITY LEVEL
<ul style="list-style-type: none">- The materials are depending on external resource	<ul style="list-style-type: none">- Develop ingredient areas for barley or hop in VietNam	<ul style="list-style-type: none">- High
	<ul style="list-style-type: none">- Develop new recipe to reduce the amount of hop, barley	<ul style="list-style-type: none">- Medium