

VINCOM CENTER
BA TRIEU, HA NOI

Hanoi Central

**SHOPPING ICON
& ELEGANT STYLE**



CONTENT



1. OVERVIEW OF HANOI
RETAIL MARKET

2. VINCOM CENTER BA TRIEU
5 REASONS TO CHOOSE BUSINESS

3. DETAILED LAYOUT

1. OVERVIEW OF HANOI RETAIL MARKET



1.1. MARKET RETAIL HANOI 2024

TOTAL RETAIL SALES OF GOODS
AND CONSUMER SERVICES REVENUE

853,3

trillion dong

10,8%

compared to 2023

RETAIL SALES OF GOODS

539.5 thousand **711%**

accounting for 63.2% of
the total compared to last year

TOTAL NUMBER OF TOURISTS

27.86 million

number of visitors in
2024

12,7%

compared to 2023

21.51 million

domestic visitors

7.5%

compared to
2023

6.35 million

international visitors

34,4%

compared to
2023

**HANOI AFFIRMS TO BE AN ATTRACTIVE DESTINATION,
ATTRACTING THE LEADING TOURISM & RETAIL IN THE REGION**

1.2. RETAIL MARKET FORECAST 2025

CONSUMER TRENDS

Number of private shoppers

- On the first day of 2025, the number of shoppers at supermarkets and shopping malls in Hanoi reached approximately 30–40% higher than on regular days, indicating strong consumer demand.

HANOI'S RETAIL MARKET IN 2025 HAS POSITIVE DEVELOPMENT POTENTIAL, WITH THE INCREASE IN CONSUMER INCOME AND EXPANDING COMMERCIAL INFRASTRUCTURE



ECONOMIC GROWTH AND INCOME

The growth rate is expected to reach 6.5% in 2025.

GDP is projected to reach 172.4 million VND per person per year.



RETAIL GROWTH GOAL

Total retail sales of goods and service revenue Hanoi Department of Industry and Trade sets a target to increase by 9% or more per year in 2025.

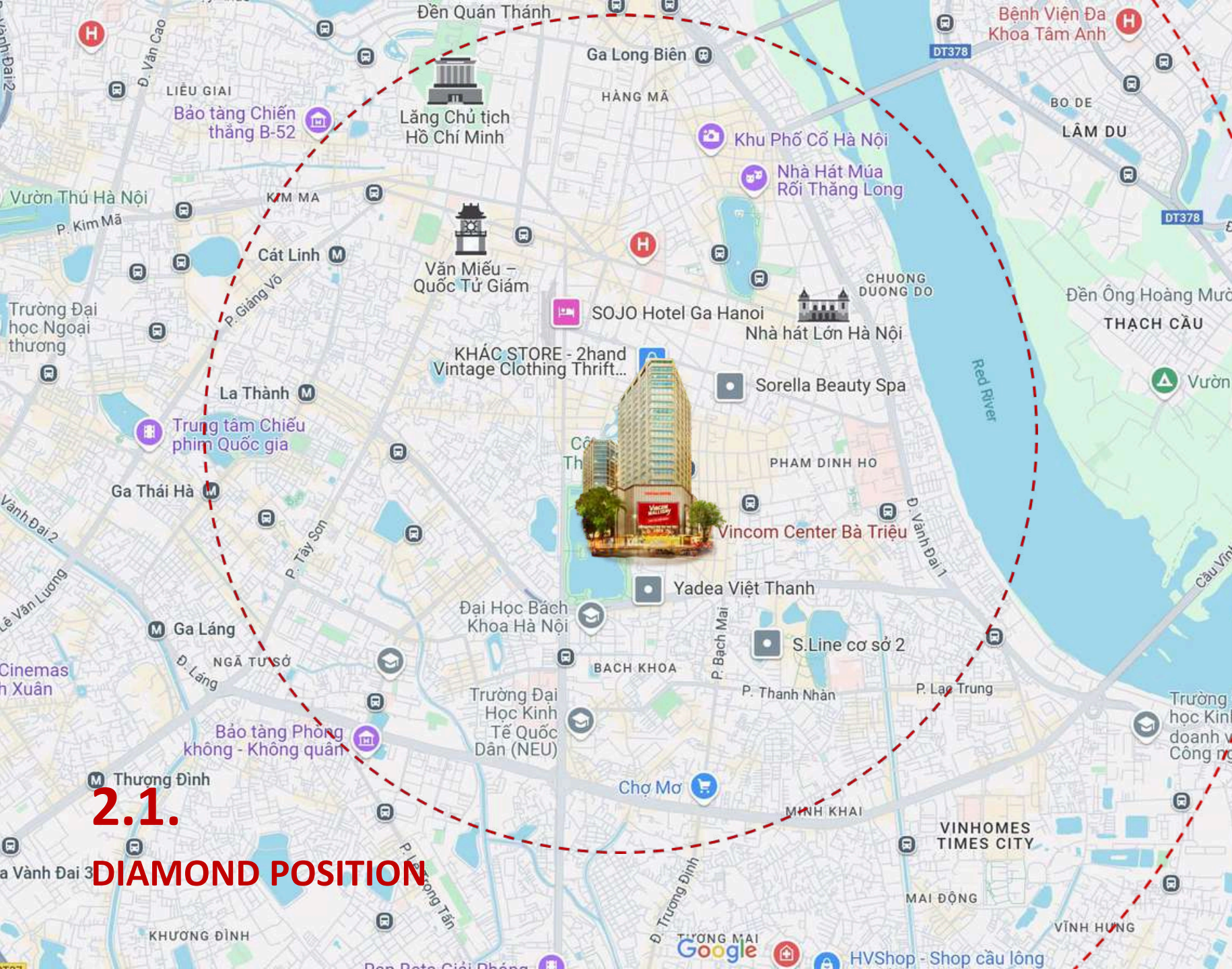
1.2. VINCOM CENTER BA TRIEU MARKET INFORMATION

5 REASONS TO CHOOSE BUSINESS

2.1. Project location 2.2. Iconic architecture, waiting for a new look 2.3. Attractive industry planning, enhancing experience

2.4. Customer experience journey. 2.5. Retail operations & Marketing experience from VCR.





2.1.
DIAMOND POSITION

Distance from Hanoi Center **5** minute drive minutes

Distance from Hanoi Railway Station **10** drive minutes

From Noi Bai Airport **30** drive

Large corner 3 facades in city center. Intersection at the intersection of major streets: Ba Trieu - Thai Phien - Bui Thi Xuan - Doan Tran Nghiep.

REACH A HUGE AUDIENCE
IN **1 HOUR** DRIVE

8.5 million 27 million number of visitors

Hanoi residents Travel to Hanoi every year

300.000
Foreign residents living in Hanoi

REACHING MILLIONS OF VISITORS PER YEAR

Than
1.500

At 210 Vinhomes and Hoang Thanh Tower apartments

Residents within 5km radius
1.6 million

Q. Hai Ba Trung, Hoan Kiem, Ba Dinh, Dong Da, Thanh Xuan, Hoang Mai

Office guests
40.000

Class A, B, C buildings within 1km radius

Students, young people
80.000

Major universities around the project



◆ Weekday traffic

16.094

◆ Weekend traffic

20.200





CUSTOMER PORTRAIT

CLEAR

LOCATION

Elite residents of
Hanoi city center

AGE

Main focus: **21 – 40 years old**
Family 48% - Youth **30%**

CONSUMER BEHAVIOR

1. Office workers & businessmen:
*Shop smart, engage with brands, enjoy
VIP privileges*
2. Youth - Gen Z & stylish 9x Millennials:
*Shop according to trends, influenced by KOLs,
like to check-in & hunting flashsale*
3. Households with good income:
*Shop with a plan, prioritize convenience, love
family deals.*



2.2. ICONIC ARCHITECTURE, WELCOME TO NEW SPACES

WELCOME TO NEW SPACE, UPGRADE TO
LUXURY AND CLASSY EXPERIENCE



**PROJECT
FACTSHEET**

**Total leasable area:
28.507m²**



17,560 m²

**GRE
AT**

10.947 m²

**6 floors
& Office Tower**

**COMMERCIAL FLOOR
TRADE**

**7 floors & 208 luxury
apartments**

3

ENTRANCE

2

2

BASEMENT

3

90

**NUMBER OF
STORE**

50

INDUSTRY PLANNING WITH LUXURY BRANDS






VINCOM CENTER BA TRIEU 1

Floor 1	ZARA	High-end Cosmetics Zone: Hermes, Maison Margiela, MFK, Dior, Creed		
Floor 2		Highend Fashion: Hugo Boss, Max&Co, Tommy, TedBaker, Furla, CK, Mango, Adidas		
Floor 3		International casual fashion: ECCO, Geox, United Color of Benetton, GAP, FCUK, Aldo,...		
Floor 4	Winmart	Oh!Some	Sports fashion: Le Coq Sportif, Kappa Premium, Anta, 361	Lining Flaship Store
Floor 5	F&B: Wulao, Tian Long, Longwang, Meiwei, MakMak, Thai Express, KingBBQ, Dookki, Mikadosushi, Highland			
Floor 6	CGV CINEMA			
Floor 7	BIDV Office			

VINCOM CENTER BA TRIEU 2

Floor 1	UNIQLO	Nike Flagship Store	High-end cosmetics and fashion accessories: Bath & Body Works, Pedro	
Floor 2		International fashion: Clarks, Melissa, Lyn, Ninewest, Beverly Hills PoloClub, G2000		
Floor 3		Luxury Fashion & Accessories		
Floor 4	BOOKSTORE FAHASA	Mom shopping	Home furniture international	PLAYGROUND CHILDREN
Floor 5	ILA English center		Elite fitness	
Floor 6	Elite fitness			
Floor 7	Hidden Castle Golf 3D			

UNIQUE GLASS BRIDGE
CONNECTING 2 COMMERCIAL TOWERS

	Fashion/Cosmetics/Fashion Accessories		Food Other
	Shopping Entertainment		Services
			



B1 & B2. HẦM GỬI XE



L1. MỸ PHẨM CAO CẤP



L2. THỜI TRANG QUỐC TẾ HIGHEND



L1 & L4. THỂ THAO & PHONG CÁCH



L6. TRUNG TÂM THỂ THAO HIỆN ĐẠI



2.4, HÀNH TRÌNH TRẢI NGHIỆM CỦA KHÁCH HÀNG

VỚI NHỮNG ĐIỂM CHẠM ĐỘC ĐÁO, ẤN TƯỢNG



L4. SIÊU THỊ CHẤT LƯỢNG CAO



L6. RẠP CHIẾU PHIM CHUẨN QUỐC TẾ



L5. ẨM THỰC HẤP DẪN



L4. KHU VUI CHƠI GIẢI TRÍ SẮC MÀU

EXPLORE BRANDS

MODERN - CLASSY



NIKE FLAGSHIP STORE

NIKE'S FIRST "LOCALIZED" SPACE IN VIETNAM



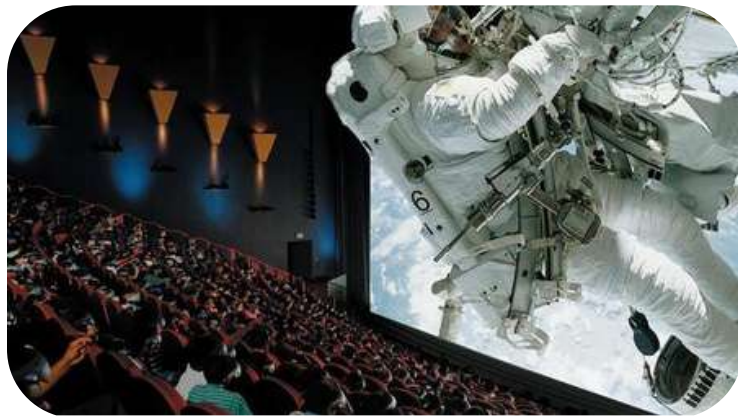
ZARA

ZARA'S FIRST STORE IN HANOI, THE LARGEST 3-STOREY SPACE IN VIETNAM



UNIQLO

SPACE OF MORE THAN 2,000M2, 3 FLOORS
OUTSTANDING WITH UNIQUE COLLECTIONS



CGV

THE ONLY CINEMA IN HANOI WITH
UNIQUE 4DX TECHNOLOGY



WORLD OF PERFUME & COSMETICS HIGH CLASS – LUXURY



HERMES

1 OF THE FIRST 2 SPACES IN SOUTHEAST ASIA
BUILT ACCORDING TO THE "PARFUMS AND BEAUTÉ BOUTIQUE" MODEL



GUCCI BEAUTY

6TH FULL-CONCEPT BOUTIQUE STORE IN THE WORLD, 2ND IN
SOUTHEAST ASIA & FIRST IN VIETNAM



SHISEIDO GROUP MEGA STORE

THE FIRST MEGA-STORE COMBINING 3 TOP SKIN CARE BRANDS OF SHISEIDO
GROUP (CLÉ DE PÊU BEAUTÉ – SHISEIDO – ELIXIR)



CREED

THE FIRST & ONLY LUXURY MONO-BRAND BOUTIQUE STORE OF THE
BRAND IN VIETNAM



MARGIELA HOUSE

THE FIRST BOUTIQUE STORE IN VIETNAM WITH AN IMPRESSIVE 360
DEGREE INTERACTIVE DIGITAL SCREEN



MFC

THE FIRST AND ONLY BOUTIQUE STORE IN VIETNAM

2.5 RETAIL OPERATIONS EXPERIENCE & MARKETING FROM VINCOM RETAIL

Vincom Retail with experience in developing and operating 88 shopping malls and 5 shopping malls nationwide provides comprehensive support from operational management, business strategy consulting to accompanying marketing campaigns.

Large-scale events and promotional programs are continuously held to attract potential customers, ensure business efficiency optimal business for partners.

2024

SHOPPING MALL

8,707 Trade MKT activities
180 million visitors
Up 4% from 2023

COMMERCIAL AREA

OCEAN CITY: 55 events, 12.5 million visitors
VU YEN: 26 events, 2.5 million visitors

CONSECUTIVE
RECORD
BREAKING
VISITORS

7 TIMES
ONTOP
TRENDING





3.

DETAILED LAYOUT



OPPORTUNITY TO EXPAND CHAIN STORE SYSTEM AT VINCOM SHOPPING MALLS NATIONWIDE

LARGE SCALE

System of 88 Vincom shopping centers nationwide, ensuring access to diverse customers

STABLE CUSTOMERS

Attracting hundreds of millions of visitors every year in prime locations

OPTIMAL SUPPORT

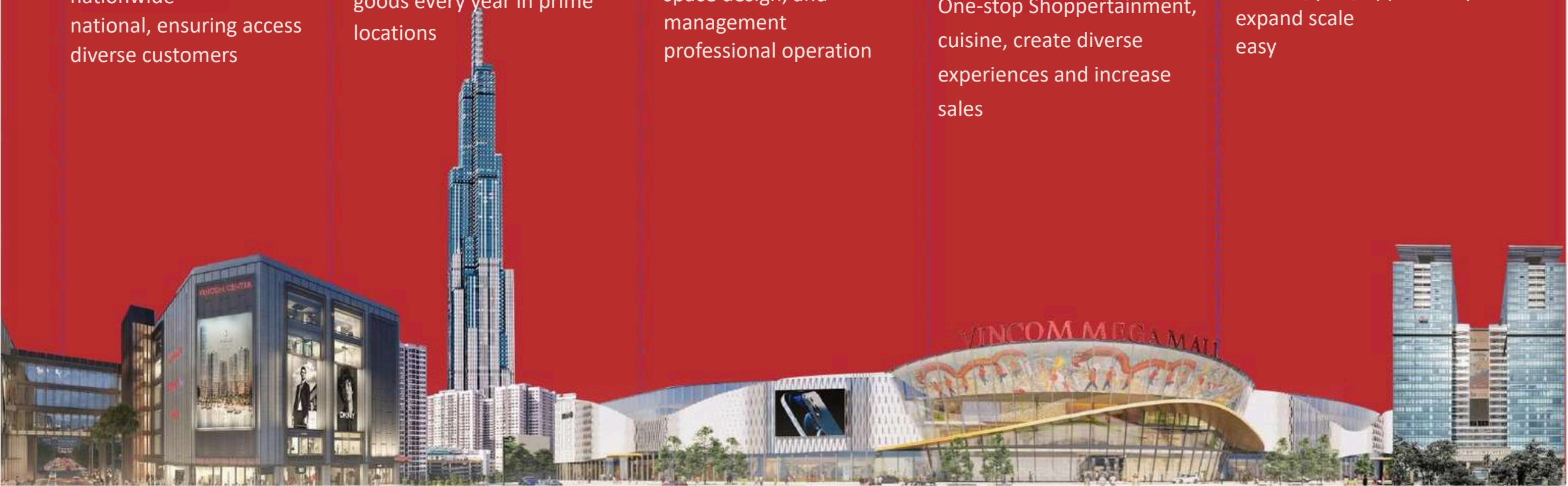
Providing marketing solutions, space design, and professional operation

MODERN TRENDS

Retail and entertainment model
One-stop Shoppertainment, cuisine, create diverse experiences and increase sales

SUSTAINABLE GROWTH

Anticipate the growing retail market
12-15%/year, opportunity to expand scale easy



VINCOM CENTER

BA TRIEU, HA NOI

THANK YOU VERY MUCH!

HOTLINE
LEASING **094.755.6886**

