

Footwear

Essential sourcing intelligence

April 2012

US\$100

Vietnam supplier profiles

Detailed profiles of 32 suppliers with verified manufacturing and export credentials

Product gallery

Specifications and full-color images of 123 top-selling export products ranging from women's boots to children's shoes

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

FOOTWEAR

Exports of footwear made in Vietnam have been steadily increasing in recent years as a result of sustained investment from well-known labels. Working with local subcontractors, these large shoe companies consider Vietnam a cost-effective sourcing center because of low labor expenditure and strong OEM capability.

Short-term forecasts indicate continued growth in overseas revenue. The recovery of the US market from the global economic crisis and expansion in new destinations in the Asia-Pacific region are the key factors expected to drive further development.

The industry produces casual, formal, sports, and baby and children's footwear. The bulk of turnout is taken up by sports shoes since this segment is the focus of large, foreign-invested makers. SMEs emphasize formal and casual models.

Key findings

1. To ensure competitiveness and attract more customers, the majority of suppliers interviewed for this report expect to keep export prices unchanged over the next six months. A considerable number will raise quotes, however, to maintain viability in light of the high cost of raw materials, specifically leather.
2. The low cost of manpower is the industry's main competitive advantage. Although the government has mandated annual minimum wage adjustments in recent years, Vietnam continues to be one of the most economical sourcing centers for footwear in Asia-Pacific.
3. Compliance with the EU's REACH directive is the most crucial difficulty facing enterprises. Because companies are generally small and midsize, many lack the financial capability to carry out testing, which is typically carried out abroad. Surging domestic inflation is another major difficulty affecting makers.
4. Manufacturers are strengthening their design departments by hiring more stylists and upgrading or purchasing new production equipment. Over the coming months, releases will mainly feature new colors, finishes and adornments.
5. The bulk of the supplier base is found in southern Vietnam's key economic zone, which includes Ho Chi Minh City and Binh Duong and Dong Nai provinces. Footwear makers are also located in the northern section of the country, largely in Hanoi and Hai Phong municipality.

Objective, methodology & 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 merchandise crafted by hand.

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 designed to provide insight into the industry.

This report covers the main types of footwear available in Vietnam, including casual, formal, sports, and baby and children's shoes made primarily of leather and fabric. Each product category has its own price guide that describes features of models for the low end, midrange and high end.

In this report

- 12 in-depth company profiles
- 20 short company profiles
- 123 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 garments. It also examines the design and manufacturing processes, main materials used, and sourcing centers where components are procured.

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Casum Shoes Joint Stock Co.

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Casum was established in 1990. It manufactures low-end and midrange footwear. The company has ISO 9001:2000 and Forest Stewardship Council certification. Total annual revenue reaches \$5 million.

The entire output is sent abroad. The main market is the EU, accounting for 75 percent of shipments. France, Germany and Sweden are the largest destinations there. Japan absorbs nearly one-fifth of exports. The rest goes to Mexico, the US and South America.

All orders are made under OEM basis.

Casum manufactures slippers, boots, pumps, sports shoes, wooden clogs, moccasins and dress sandals. Models in basic designs with EVA soles and cotton uppers are considered low-end. Women's boots with imported cowhide uppers, metal button trimming and buckles can reach \$30.

Cowhide, nylon, cotton and zippers are sourced from mainland China. Canvas, EVA, TPR, PU and wood are

procured from local suppliers.

Casum has two factories with a combined area of 53,000sqm. They are located in the districts of Bien Hoa and Vinh Cuu in Dong Nai province. All production processes, except for sewing of uppers, are done in-house. The workshops are equipped with machines from Taiwan.

There are 800 full-time employees. During the peak season of March to September, an additional 100 workers are hired. The QC department consists of 40 inspectors who check each manufacturing stage, from raw material sourcing to packing.

Cartons are normally used as packaging. Clients' preferences are accepted. The minimum order requirement is 3,000 pairs per model. Delivery time is between 45 and 60 days.

Casum is a member of the Vietnam Footwear and Leather Association and has participated in Ho Chi Minh City's Expo trade shows.

Capability

Materials used

Leather (genuine/synthetic)	Yes
Fabric	Yes
Rubber	Yes
Plastic	Yes
Wood & cork	Yes
Other natural materials	No

Exports by product

Casual shoes	45%
Formal shoes	20%
Sports shoes	10%
Children's shoes	25%

Exports by market

North America	5%
EU	75%
Europe (non-EU)	—
Asia-Pacific	15%
Middle East	—
Other	5%

Contact details

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Company facts

Year established	1990
Head office location	Bien Hoa (Dong Nai)
Ownership	Locally owned
Factory location(s)	Bien Hoa, Vinh Cuu (Dong Nai)
Full-time employees	800
Part-time employees	100
ISO certified	Yes
Total annual sales (all products)	\$5,000,000

Sales & output: Footwear

Annual sales	\$5,000,000
Share of total sales	100%
Annual export sales	\$5,000,000
Total monthly capacity	210,000 pairs
Average monthly output	165,000 pairs
Capacity utilized	79%
Average monthly exports	165,000 pairs
Export ratio	100%
Major export customers	Nilson Group (Sweden), Eram (France), Tom Tailor (Germany), Aldo (Canada)

PRODUCT GALLERY

Casual shoes

**Casum**

(profile page 24)

Model: CS01**MOQ:** 3,000 pairs**Packaging:** Carton**Delivery:** 60 days**Price:** \$11.80**Description:** Women's boots; PU uppers, synthetic wool insoles and TPR outsoles; metal buckles; black; sizes 36-41**Casum**

(profile page 24)

Model: CS02**MOQ:** 3,000 pairs**Packaging:** Carton**Delivery:** 60 days**Price:** \$3.20**Description:** Women's sandals; EVA uppers and outsoles, and cork insoles; metal buckles; black; sizes 36-41**Casum**

(profile page 24)

Model: CS03**MOQ:** 3,000 pairs**Packaging:** Carton**Delivery:** 60 days**Price:** \$3.05**Description:** Women's sandals; EVA uppers and outsoles, and cork insoles; metal buckles; leopard motif; sizes 36-41**Casum**

(profile page 24)

Model: CS04**MOQ:** 3,000 pairs**Packaging:** Carton**Delivery:** 60 days**Price:** \$16**Description:** Women's knee-high boots; PU uppers, synthetic wool insoles and TPR outsoles; black; sizes 36-41**Casum**

(profile page 24)

Model: CS05**MOQ:** 3,000 pairs**Packaging:** Carton**Delivery:** 60 days**Price:** \$11.30**Description:** Women's boots; PU uppers, synthetic wool insoles and TPR outsoles; brown; sizes 36-41**Casum**

(profile page 24)

Model: CS06**MOQ:** 3,000 pairs**Packaging:** Carton**Delivery:** 60 days**Price:** \$10**Description:** Women's sandals; PU uppers, pigskin insoles and TPR outsoles; beige; sizes 36-41

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