

--- MAKING AEC WORK FOR SMEs ---

PANEL DISCUSSION 4:

Successful SMEs in ASEAN- Overcoming Constraints & Challenges



TRAN THI HAI YEN

CEO

Slimmer Style, Jsc

on behalf of

HNEW

(Hanoi Association for
Entrepreneur Women)



--- MAKING AEC WORK FOR SMEs ---

PANEL DISCUSSION 4:
Successful SMEs in ASEAN- Overcoming Constraints & Challenges

SUCCESS FACTORS



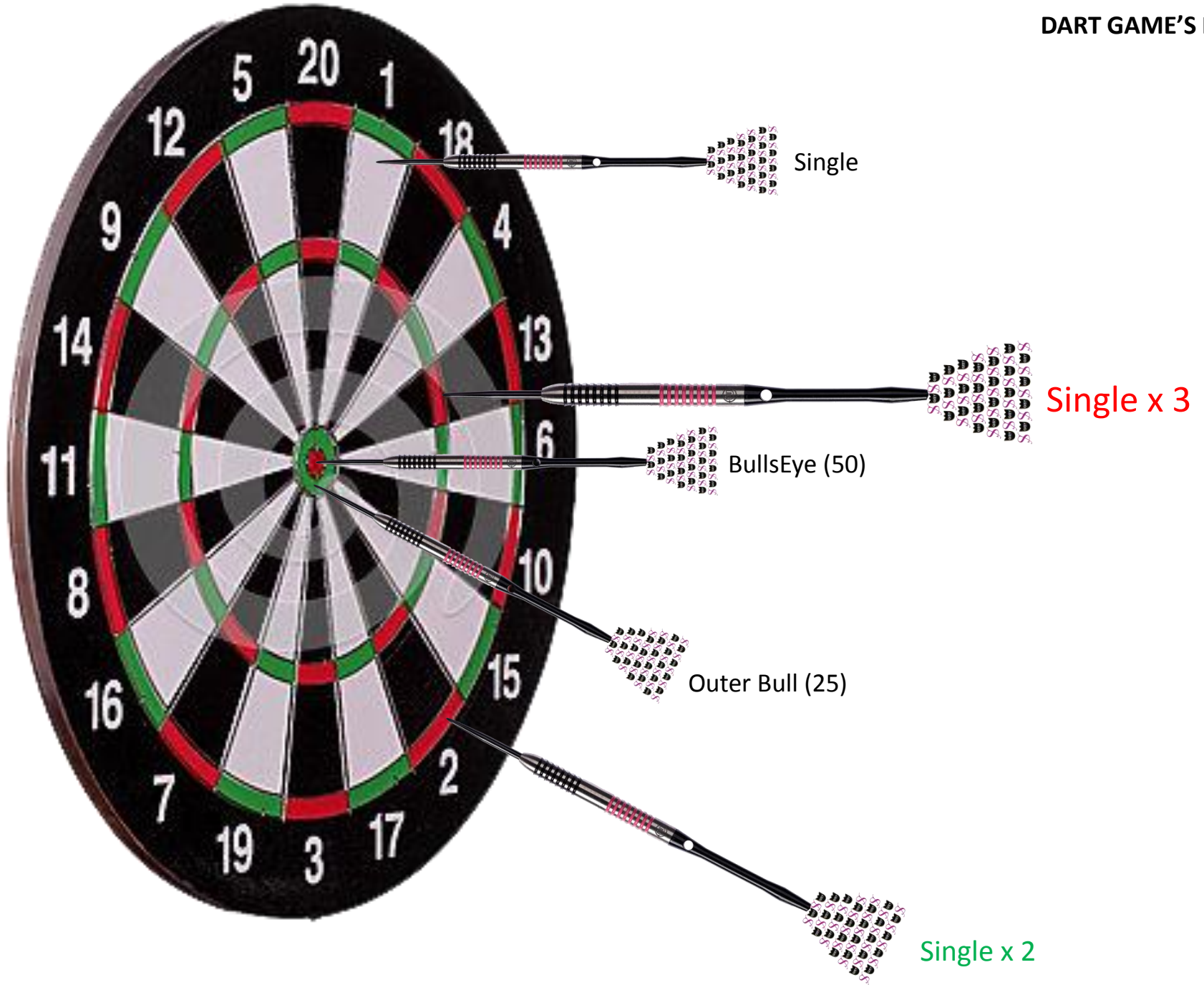
GAME

TRAN THI HAI YEN

CEO

Slimmer Style,. jsc

DART GAME'S RULE



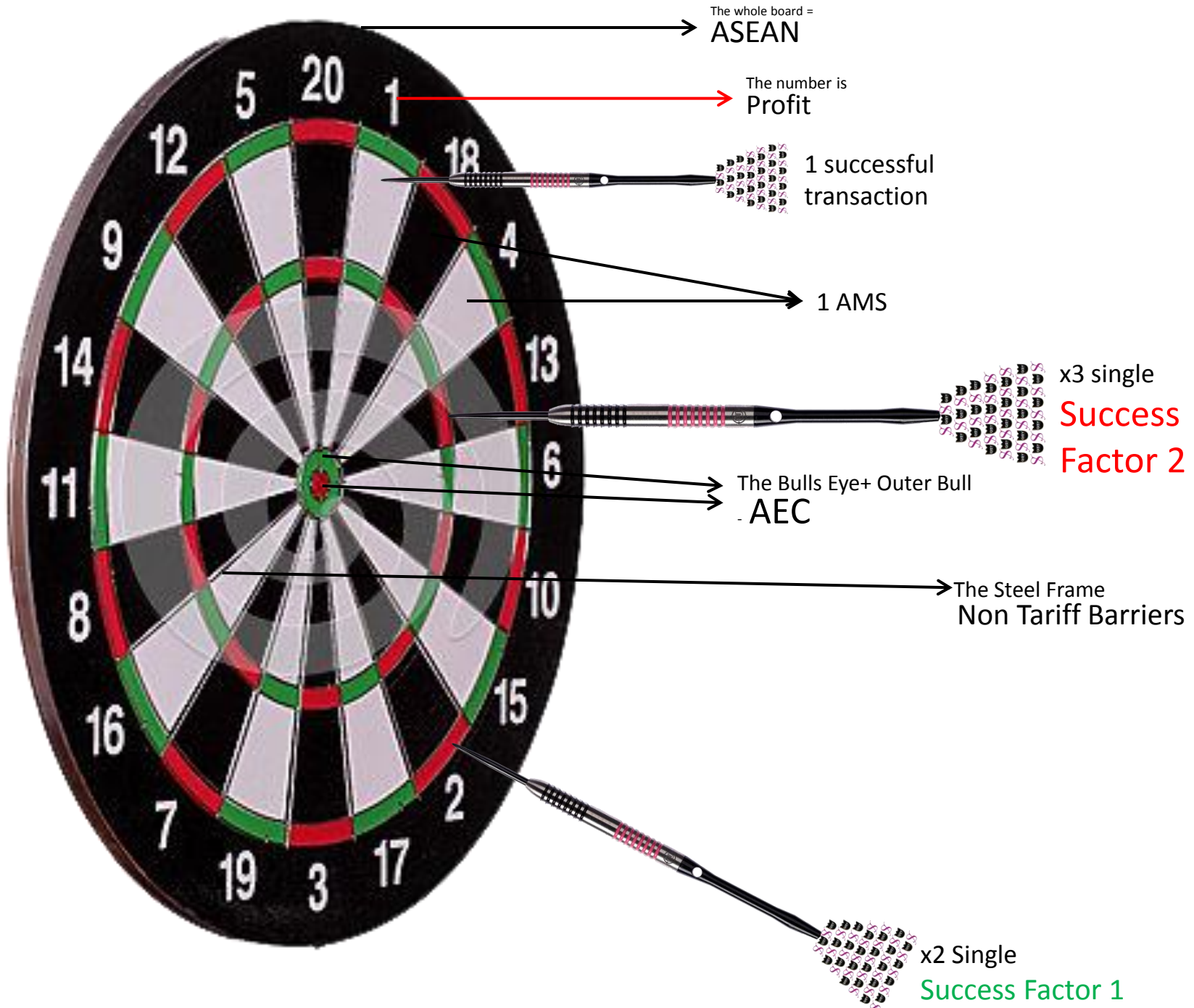
« In the end of the day,

doing bussiness is all about

hitting the

target? »







Success Factor 1 **x 2**

Knowledge & Innovation



Success Factor 2 **x 3**

Business Networking



* SLIMMER STYLE,. jsc

Since 2006

design, produce, wholesale and retail

fashion

- clothing

- unique accessories

- handmade cosmetics

- **SANSAN** Officeswear for ladies
- **GISY Amsterdam** Freewear for ladies

* De Kleedkamer van SANSAN & GISY Amsterdam



- 89% sale comes from clothing
- **sell-through** rate: **92%** average
 - mark- down rate: 8 % average only

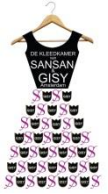
• **no** season sale off

In Our Company's Case



Success Factor 1 X 2

Knowledge & Innovation



4 classic styles theory

My Cash Fastening Bible

➤ Mod Classy Fem Boho

- ✓ building 2 product collections every year
- ✓ retail sale- staff training, fast & effective consultants
- ✓ clients training, pay \$50> save \$ 1000s on shopping/ year

In Our Company's Case



Success Factor 2 **x 3**

Business Networking



HNEW

(Hanoi Associations of Entrepreneur Women, since 2011)

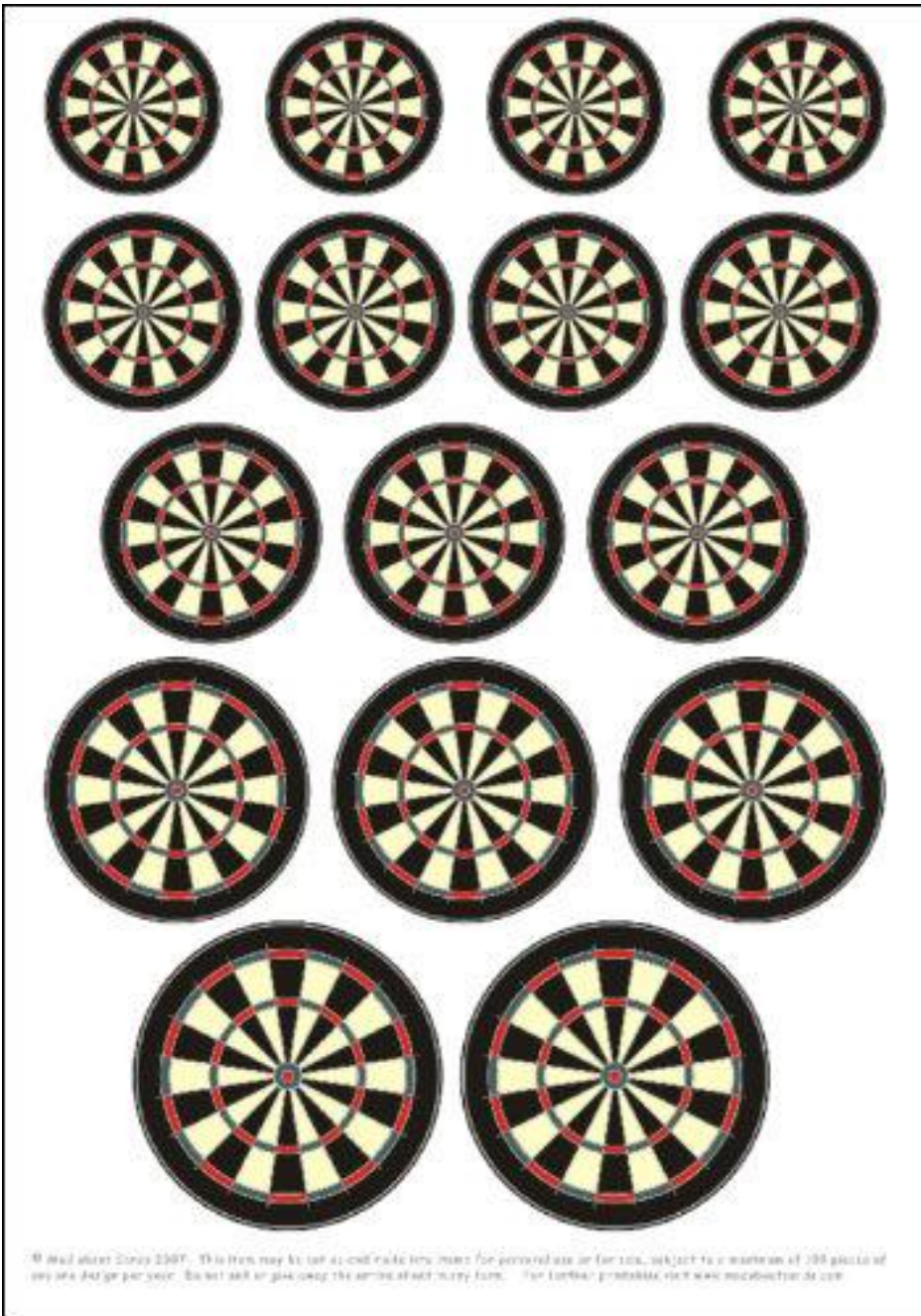
BNI

(Business Networking International, Chapter Synergy Hanoi, since 2010)

- ✓ exchanging **contacts, resources**
- ✓ **learning** from other businesses



AEC



**Moving
forward!**

**Thanks for
listening!**