

From January 1996, Vietnamese consumers will have more chances to choose soft drinks in the market, the Advance & Best Vietnam expects to market over 10 new kinds of beverage with different tastes labelled as Dyna-E, A&B, Yoyo.

The Advance & Best Vietnam is a food jointventure between Vietnamese Triệu Ích Trading Co.,Ltd and Taiwanese Advance & Best Enterprise with total investment capital of US\$10 million, of which 30% is pooled by Vietnamese party and the rest from A&B Enterprise.

The company's scope of activities is as follows:

1. Producing soft drinks and fruit juices, and processing high grade food.

2. In addition to Vietnamese market, the company's products will be exported to other countries such as Taiwan, Japan, Hong Kong...

3. Importing essential raw materials which Vietnam cannot provide for the company's production yet.

Since November 1992, the A&B Enterprise began to investigate and study Vietnamese market, habit, taste, and psychology of Vietnamese consumers. After three years of preparation and establishment of the company's beverage factory, in 1996 A&B's products will make their appearance in Vietnamese market with three soft drinks having different tastes. A&B is a kind of fruit juice including orange, grape, apple, pineapple, guava, mango, lemon, plum...Yoyo is also fruit beverage processed from lactic acid and fruits such as: papaya, coconut, mixed fruit juice, and Dyna-E is a high grade tonic beverage.

Advance and best is the leading

target which the company pursues, in the production process, the A&B is always conforming with four great standards: nourishment, healthiness, hygiene, and tastiness. The company's products will be of high quality, nutritious, hygienic and safe, good for health, appropriate to consumers.

The company has a staff who is dynamic and devotes all their efforts to serving customers with three goodness: excellent product, attentive service, high prestige. The company's products will create many opportunities for consumers to choose.

The company has recently put into operation its beverage factory, located in Sông Bé on 25,000 m² area with major equipment as follows:

- A line of equipment producing pure and sterile water: The water used for beverage must be refined by the chemical method and pass through the process of killing bacterium to become pure and sterile water.

- 6 lines of wholly automatic equipment producing PP bottles with a capacity of 280,000 plastic bottles per day.

- A line of wholly automatic equipment pouring soft drinks into the bottles from mixing raw material, refining, and sterilizing to bottling. 280,000 bottles of soft drink can be

turned out per day.

- A line of automatic equipment making glass bottle with a capacity of 170,000 bottles for high grade tonic beverage.

- A line of equipment handling with waste water: waste water caused in the course of production must be managed up to standard of science and environmental protection, then it will be discarded out of the factory and do not pollute surrounding environment.

- A laboratory to test and measure the quality of products: the R&D activities are carried out at this place.

These equipment were imported from advanced countries such as the US, Italy, Japan and Taiwan. Thus, with the modern technique the consumers may believe the quality and usefulness of the A&B Enterprise's product in the market.

The beverage market in Vietnam currently has numerous home and foreign products. Coca Cola and Pepsi Cola which had been familiar to consumer's taste before 1975 have gained firm footholds in the market. Do A&B Enterprise's products make a share in the fierce competition? Mr Hsiao Wen-Chien, Manager of Market Planning II said the company's experience in Taiwan and Japan showed the consuming trend was shifting into

A NEW COMPETITOR IN VIETNAMESE BEVERAGE MARKET

by KIỀU ANH

using non-gaseous beverage containing many nutritious substances and good for health. Thus, although products of American giants and other countries are widely used in Vietnamese market and other Asian ones as well, his company's soft drinks can still make a special market share and meet increasing demand and taste of consumers.

The A&B Enterprise have studied Vietnamese beverage market carefully and definitely hope that its product quality will win the consumers' trust. The company pays full attention to advertising, marketing and distributing its products so that they come to the consumers conveniently and effectively. The price of each product is also made appropriate to most of consumers and competitive with other soft drinks.

