

## Products & prices

Benefiting from a solid foundation that combines superior craftsmanship and distinctive design processes, bamboo and rattanware products from Vietnam come in a variety of styles that cater to a diverse range of buyer preferences.

Models are mostly handmade and available in traditional and modern styles rooted in local and foreign influences. Although many suppliers have ODM capability, most can also create models according to buyers' specifications.

Emphasis is on low-end and midrange items. Makers typically create one general design and make variations on this model, depending on a customer's budget. For instance, an inexpensive bamboo basket can be reconfigured in the same profile and style as a rattan model for the upscale market.

The current design trend revolves around combining different materials. Furniture and handicrafts generally have a body or main section made of bamboo or rattan, and a frame or edging in hardwood or iron. The main components may be replaced or embellished with water hyacinth, seagrass, fern or palm leaf.

It is common for some products to feature design elements that reflect cultural aspects of the craft village that created them. For example, native markings and weaves are used by ethnic groups such as the La Hu, Nung and Thai in their rattan mats, bamboo chairs, and rattan trays and chairs, respectively.

A growing number of suppliers are turning out new products featuring modern and decorative elements. These include models in more colors and motifs, as well as complex weaving and construction.

### Materials & manufacturing

Bamboo is widely available throughout Vietnam. The most important sourcing centers are the northern provinces of Tuyen Quang, Bac Kan, Yen Bai, Son

La, Hoa Binh, Nghe An and Thanh Hoa. In the south, the material is primarily procured from plantations located in Tay Ninh, Dong Nai and Binh Thuan provinces.

Suppliers of rattan are mainly found in the city of Da Nang and the province of Quang Nam, both of which are in Vietnam's central region. Other major supply zones are the provinces of Bac Ninh, Cao Bang and Lam Dong, and the Mekong Delta region.

Different types of wood are also used. The most common are rubberwood and acacia. The former is sourced from Thanh Hoa, Ninh Binh and Ha Tay. Acacia comes from Dong Thap and Nha Trang provinces.

Auxiliary natural materials such as water hyacinth, seagrass, fern, and palm and banana leaves are purchased from domestic vendors.

Dyes, paint and glue are obtained from Hanoi and Ho Chi Minh City. Some companies import these components from Taiwan and mainland China.

Products are typically made via subcontracting. An estimated 60 percent of suppliers send some manufacturing stages to several craftsmen residing in up to two craft villages. Weaving is commonly farmed out, although other steps such as assembly may be included.

Some processes that require close inspections are performed in-house to ensure quality. These include shaping, gluing, painting and drying.

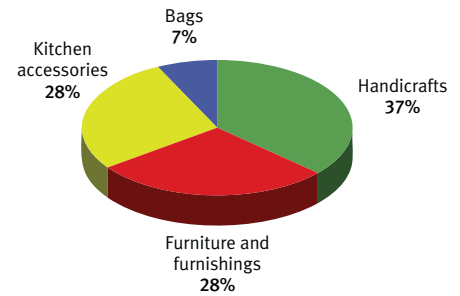
Most products are checked in terms of the consistency of the shape across different items of the same model, type and tightness of weaving, durability of construction, color quality and lead content. Company owners are usually involved in these assessments. They are normally assisted by two to 10 inspectors.

### Pricing

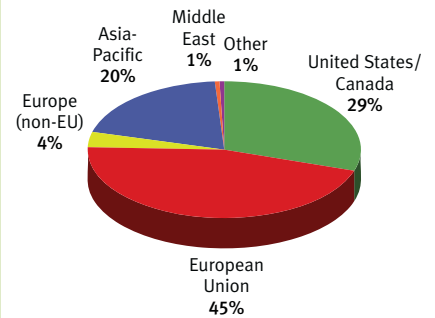
The main aspects that determine prices are the materials used, production processes involved and design complexity.

## Production & exports

### Exports by product

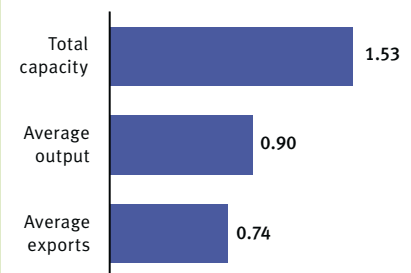


### Export markets

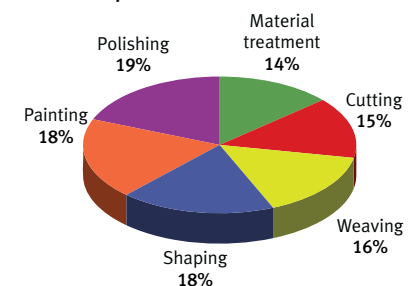


### Production

mn pieces/mth



### Processes performed



Data: All surveyed suppliers

Items made of rattan are generally priced 30 to 40 percent higher than similar items in bamboo.

**Handicrafts:** Baskets, hampers, photo frames and albums, and woven vases are examples of products under this segment.

The low end is composed of small items made of bamboo. They feature plain or intricate weaving, and come in simple styles. Most do not have finishes. Prices are from \$0.10 to \$4.

The midrange consists of bamboo or rattan hampers and laundry baskets with cotton lining. Office supplies such as file holders and organizers are also included under this category. Models are available individually or in sets. They are quoted at \$5 to \$9.

Large basket sets with intricate designs are high-end. They are typically made of rattan and feature water hyacinth or corn fiber trimming. Prices start at \$10.

**Furniture & furnishings:** This segment includes chairs, tables, beds, cabinets, magazine racks, stools, chests, room dividers, storage boxes and solid vases.

Small items such as storage boxes and baskets with plain weave are low-end. They are made of bamboo and priced \$6 or below.

The midrange is composed of larger products, including woven rattan cabinets, chairs and storage box sets, and lacquered vases made of coiled bamboo. Quotes range from \$7 to \$20.

The high end consists generally of furniture sets and large pieces. They are made of woven rattan, have a wooden or iron frame, and come with cushions or upholstery. Prices start at \$21 and may reach \$450.

**Kitchen accessories:** Food and fruit baskets, serving trays and dishes, and bowls are some of the items under this segment.

Quoted at up to \$3, the low end

consists of bamboo chopsticks, chopstick holders and baskets, as well as trays made of pressed bamboo.

The midrange includes serving tray sets with a smoked finish, and food baskets with a bamboo or rattan body, metal frame, and cotton lining. Prices are from \$4 to \$6.

The high end is composed of coiled bamboo serving trays and dishes that are safe for handling food. Woven rattan baskets with cane handles are also under

this classification. Prices are at least \$7.

**Bags:** The industry only makes low-end and midrange tote, shoulder and handbags. Most have a palm leaf body and bamboo frames and handles.

Models with plain weave and in natural finish are low-end. They are available from \$0.50 to \$3.

Upscale bags have more durable weaving and can be used for shopping. They range from \$4 to \$7.

### Price guide

#### Handicrafts

Price range (per piece)	Basic features
\$0.10 to \$4	Bamboo; small; plain or crazy weave; simple styles; mostly without finish
\$5 to \$9	Bamboo or rattan; crazy weave; hampers, laundry baskets, and file holders and organizers; available individually or in sets
More than \$9	Rattan; large basket sets; intricate designs; trimmed with water hyacinth or corn fiber

#### Furniture & furnishings

Price range (per piece)	Basic features
Up to \$6	Bamboo; small; plain weave; storage boxes and baskets
\$7 to \$20	Rattan; plain or crazy weave; cabinets, chairs and storage box sets Coiled bamboo; lacquered; vases
\$21 to \$450	Rattan; wooden or iron frame; with cushions or upholstery; furniture sets and large pieces

#### Kitchen accessories

Price range (per piece)	Basic features
Up to \$3	Regular and pressed bamboo; chopsticks, chopstick holders, baskets and trays
\$4 to \$6	Bamboo or rattan; metal frame; fabric lining; smoked finish
More than \$6	Coiled bamboo; serving trays and dishes; safe for food Rattan; baskets; with cane handles

#### Bags

Price range (per piece)	Basic features
\$0.50 to \$3	Plain weave; natural finish
\$4 to \$7	Durable weave; suitable for shopping