

TARGET

Firstly, SBOOKS is altruistic,
Secondly, cultivates talents through reading habits,
Thirdly, leads to achievement.
The nation's culture and knowledge is renowned forever.

• Short-term target:

To build and spread a reading culture, actively participate in Vietnam's publishing environment, become a prominent member of the Publishing Association, and a notable brand for Vietnamese readers.

• Long-term target:

To elevate SBOOKS into a cultural icon across Vietnam, relentlessly spreading and igniting the flame of intellect within every individual.

CORE VALUES

- **Customers are the inspiration behind every endeavor** in a business and the ultimate outcome of its efforts.
- **Businesses belong to their customers, are built by their customers, and exist for their customers.** Products serve as the most effective means of expressing this commitment.
- What customers care about is what products and goods offer them in terms of solutions.
- Businesses start from the needs and changes of customers, and then continuously improve to meet their new demands and desires.

COMPANY'S 4 PILLARS

1. PRODUCTS FLOW CHANNELS: The Four-Link Network Model: physical stores (offline sales), digital marketplaces (e-commerce), word-of-mouth (customer referrals), and affiliate marketing (partner promotions).

2. OPERATION SYSTEMS: A streamlined organizational structure: Core Team, where leaders are responsible for specific areas under the direction of the CEO, coordinating to refine each process, including Financial Accounting – Human Resource Management – Content Strategy – Sales Operations.

3. HUMAN RESOURCES: Human resources are the foundation of the business. Therefore, employees need to be:
Connected with each other's – Compliance with work processes – Unified in data management & storage – Live with the company's spirit.

4. RESPONSIBILITY: SBOOKS is engaged in a specialized business tied to cultural thought—publishing and books. Therefore, spirit and responsibility are the guiding principles for SBOOKS to operate at its best. Accordingly, it emphasizes the spirit of serving society with the responsibility to **"Spread intellect"**.



Additional information

Mission: ambassador of wisdom dissemination

Message: Awaken your life's purpose

Core Values: Live wisely – Live stylishly – Live authentically and sufficiently

Vision: Strive to become the first-place mass-market book company in Vietnam



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GENERAL INFORMATION

SBOOKS Joint Stock Company (abbreviated as SBOOKS) is a publishing and book distribution business with various formats (including paper books and audiobooks), headquartered in Ho Chi Minh City, Vietnam.

SBOOKS was founded in 2018, originated from the idea and aspiration to "Build a reading culture" of the young entrepreneur Nguyen Anh Dung.

FOUNDER – CHAIRMAN ANH DUNG NGUYEN

- Member of the Southern Startup Advisory Council
- Member of the Vietnam Publishers Association
- President and Founder of SBOOKS Joint Stock Company, BOOKAS Publishing Company, and TRUM MEDIA Digital Media Solutions Company
- Book Publishing Consultant Expert
- Personal Development Advisor
- Author with over 500,000 books published in the market over the past year
- Business Strategy Advisor
- Personal motto: "For me, business is not just about buying and selling, but about serving society."



Anh Dung Nguyen

Founder – Chairman of Sbooks