



"Serve to succeed, a truly democratic vision of success, a vision that can help people of every kind better serve the colleagues, their clients and their community"

Kevin Pham, Minh Tri's Founder

Serve to Succeed



OUR STORY

Kevin and his bride bought their first piece of wood from a store in a carpentry village in 2000. It was a solid Ironwood bed for their newlywed bedroom, which remains one of their favorite furniture for years. He started to learn about the wooding process and began appreciate the passion, patience, skills and attention to details from the crafters. He had a brave dream of bringing Vietnamese crafters' brilliant products to Western home. Minh Tri was founded in Saigon in a summer day of 2010.

Serve to Succeed



10
YEARS
of experience



ABOUT US

Minh Tri is a company owned and run by Kevin Pham, a Vietnamese entrepreneur with a global outlook and a truly international attitude, designing and manufacturing indoor furniture outside Saigon for export markets.

Minh Tri production facility is situated on a 100,000 square-foot plot in Dong Nai province, 1-hour north of Saigon.

Administratively, a Minh Tri maintains its own product design team, back by an administration comprised of 20 people.

On the production floor, a total of 200 people work to exacting standards, including section management, tiered supervision, sample makers and quality control personnel.

Given the combination of the machinery park, skilled and efficient management staff and a dedicated quality-control team, Minh Tri's products claim consistent quality and finish.

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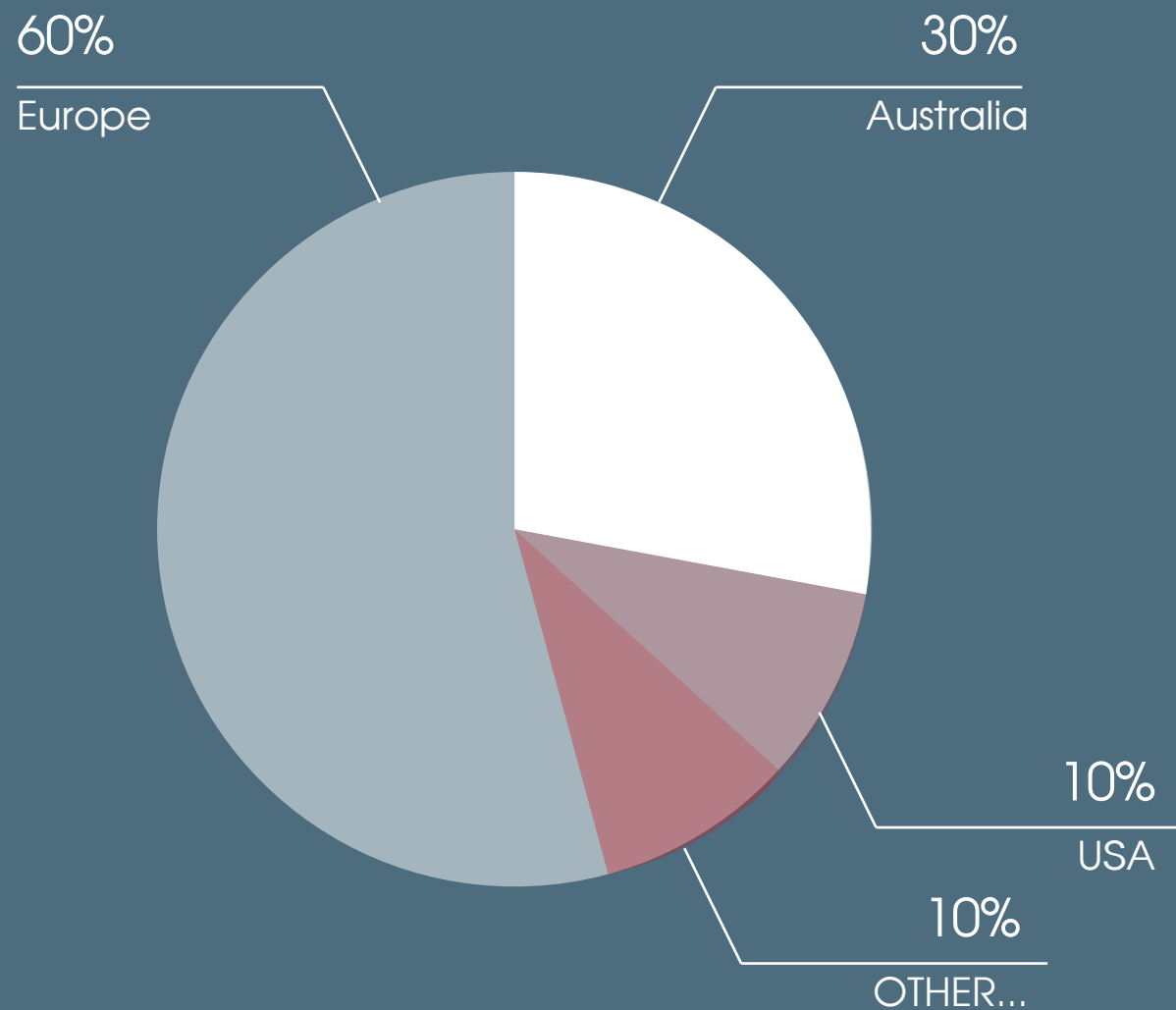
Global reach



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Minh Tri's products are now available and displayed
for sales in many markets around the world.

GLOBAL SALES – KEY MARKETS



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Vision

Standing together with other Vietnamese wood and furniture firms, Minh Tri will keep improving our designs, distribution and brands to lead Vietnam to become a global furniture hub.



Mission

› **SERVE EMPLOYEE'S SUCCESS:**

Become a Servant Leader Serve employees first, and success with clients will follow.

› **SERVE CUSTOMERS' SUCCESS:**

Keep creating unique and sustainable products for customers with high quality services and competitive prices.

› **SERVE COMMUNITY'S SUCCESS:**

Contribute to the maintainance of a green and clean living environment, join charitable works to help the elderly and abandoned children.



Core Values

- **RESPECT:**
Every person is a unique individual, with strengths, abilities and value.
- **CREATIVITY:**
Creativity is the premise for development.
- **UNDERSTANDING:**
Every person need to understand other people to sastify what they need.
- **PROACTIVENESS:**
Being proactive means taking responsibility for your life and actions rather than just watching how things happen.



Quality

- › Minh Tri Quality Management provides a high and consistent quality level. Delivery is always on time with customers' requests. QC team conducts frequent check of the production in the process. Minh Tri prides itself on Innovative design and constantly developing new ranges and its designer team.

- › We easily meet international standards by adopting the latest quality control systems that involve 100% checks at three key stages during the manufacturing process. Many manufacturing companies choose to test a sample of their goods before shipment while we scrutinize every single piece of furniture.
- › Ensuring a high level of quality is essential, especially when manufacturing furniture in a developing country, which is why we implement three key stages during our checks, allowing us to surpass international standards with ease.




Where we Manufacture

Lo Duc Hamlet,
Ho Nai 3 Village,
Trang Bom District,
Dong Nai Province,
Vietnam



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The background image shows a two-story light blue house with a dark roof and a balcony. A large green tree stands to the right of the house. In the foreground, there is a paved area, a dark building on the right, and a motorcycle rack on the left. A semi-transparent blue circle is overlaid on the left side of the image, containing the text.

We
manufacture
using modern
technology.

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100,000

square-feet of
production plot

Experience: 10 years

Capacity: Up to 420 containers per year

Workforce: Up to 220 people

Turnover: Up to 5 million US dollar per year

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WOOD STOCK

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WOOD PROCESSING



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WOOD PROCESSING

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COMPONENT ASSEMBLING



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FINISHING



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PACKAGING

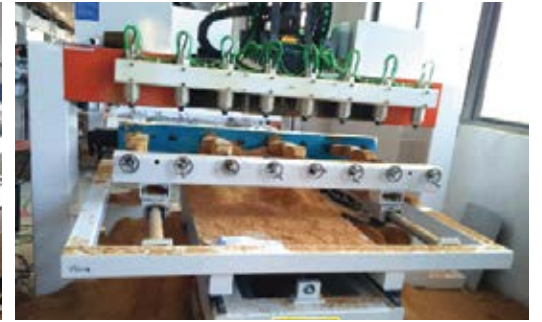
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MACHINE & EQUIPMENT



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MACHINE & EQUIPMENT



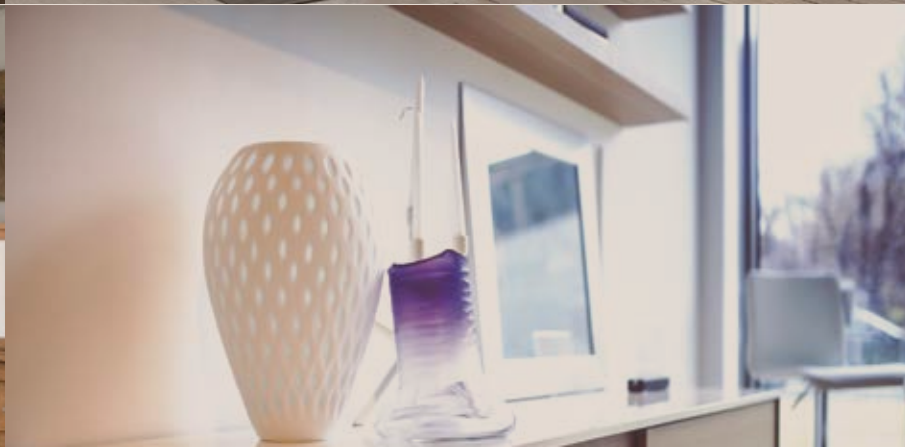
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LOGISTICS

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OUR PRODUCTS



LIVING ROOM COLLECTION



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LIVING ROOM COLLECTION



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BEDROOM COLLECTION



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BEDROOM COLLECTION



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BEDROOM COLLECTION



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BEDROOM COLLECTION



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KITCHEN COLLECTION



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