

VIETNAM'S FIRST WHOLESALE AUTO DEALER, SERVICE AND ENTERTAINMENT CITY

* For the purpose of this project, we use "auto" as all kinds of motor vehicles such as cars, vans, trucks, motorbikes, etc.

THE CONCEPT

1. THE AUTO PARK: THE CENTER OF THE CITY



- ✓ To cater the need of auto buyers to look at a lot of cars, compare and test drive some before decide to buy one
- ✓ To cater the need of auto sellers to display the car where there is a lot of traffic of interested potential buyers

2. AUTO SERVICES

- ✓ Autos deposited to be inspected, certified, maintained, pimped, washed, fueled, marketed and sold
- ✓ Visitors to the park can have their cars maintained, pimped, washed, fueled ... while they are looking at the cars

3. PERIPHERAL SERVICES

- ✓ Banks, Insurance, Valuation, Advertising, Training, Hospitality ...

4. RECREATIONS

- ✓ For the auto lovers that are already at the park looking at cars: car museum, car exhibitions, car and motorbike performance, car racing, monster truck shows ...
- ✓ For the family of auto lovers: dining, shopping, camping, playing ...

5. RESIDENTIAL AREA

- ✓ For all the sellers and service providers what work in Auto City

IMPORTANT PARAMETERS



THE LAND

The Location

- ✓ 3 km away from future metro station
- ✓ 45 minute drive from city center
- ✓ At the cross road of the 3 economic hubs: Ho Chi Minh City, Dong Nai province and Binh Duong province

The Area

- ✓ 130 ha land

THE INCOME STREAMS

1. From the THE AUTO PARK

- ✓ Car rental fee



2. From AUTO SERVICES

- ✓ Car selling commission
- ✓ Auto part selling

3. PERIPHERAL SERVICES

- ✓ Shop leasing



4. RECREATIONS

- ✓ Space hiring



5. RESIDENTIAL AREA

- ✓ House selling



6. OTHERS

- ✓ Advertisement
- Fuel Selling

