



FAR EASTERN
HANDICRAFT

FAR EASTERN HANDICRAFT JSC

COMPANY PROFILE 2025

<https://fehandicraft.com/>

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1 Our Company

Largest Exporter and Manufacturer of Handicraft in Northern Vietnam since 2003

"FEH wishes to bring high-quality traditional handicrafts worldwide. We pride ourselves on empowering artisans, protecting the environment and preserving Vietnamese time-honored craftsmanship"

CEO- Mr Mike

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1.1. Our Vision and Mission

Vision

To be 1 **Top & Stop** trusted and sustainable handicrafts manufacturer partner

Mission

1. Save Time, Cost, Risk for our partner

By designing and producing efficient trendy products from stable environmental materials for any home decoration demand.

2. Empower artisans

By providing suitable jobs to the craftspeople to earn stable income for their better lives.

3. Protect the environment

By using and utilizing the natural, leftover, recycle materials

1 Our Company

1.2. About Us

- Founded: 2003, as a manufacturer for handicraft products in Vietnam
- Head office Location: in Hanoi Capital + Branch in Hochiminh City
- Employee: 90 experienced staffs + 4 Board Manager

1.3. Meet Our Team



FOUNDER-4



QC TEAM-20+4



SALE+MKT TEAM-17+17+3



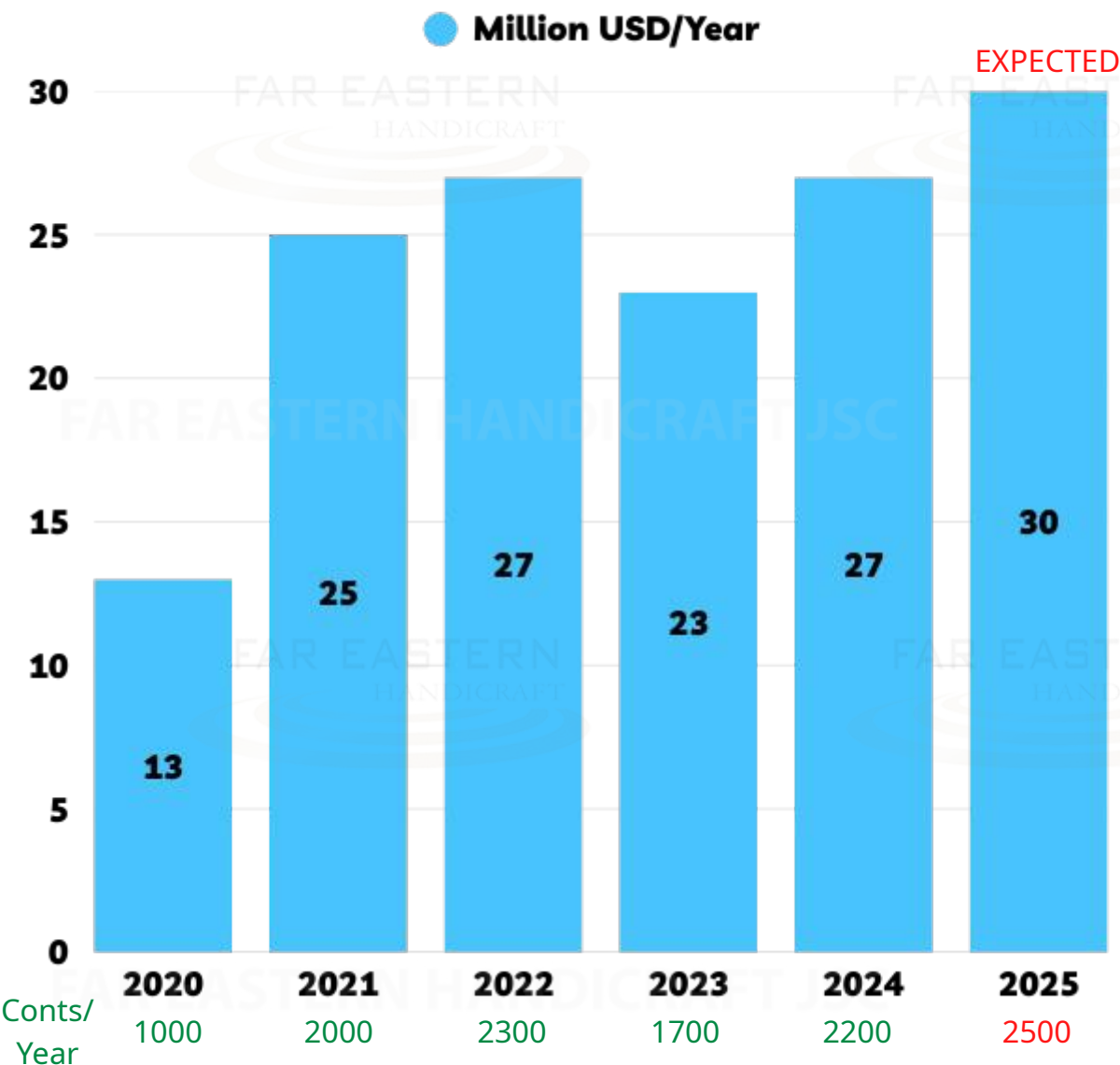
ACCOUNTING-10



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1 Our Company

1.4. Our Turnover + Containers

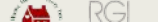
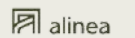
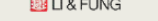
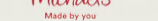
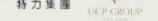
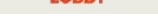
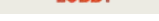
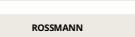
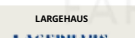
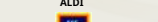
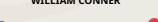
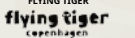
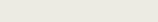
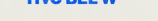
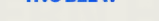


1.5. Our Main Markets



1 Our Company

1.6. Our main Customers

RETAILERS	DIRECT	IMPORT/ AGENT	MARKET OF RETAILERS	RETAILERS	DIRECT	IMPORT/ AGENT	MARKET OF RETAILERS	RETAILERS	DIRECT	IMPORT/ AGENT	MARKET OF RETAILERS
TIJX, HOMEGOODS 	OFFICE HCM 	HOME DECOR FACTOR, RGL,... 	USA, CANADA, UK	MAISON DU MONDE 	DIRECT OFFICE 	ROCKHILL ASIA 	FRANCE	HOME CENTRE 	DIRECT OFFICE 		AUSTRALIA
WALMART 	OFFICE HCM 	TEST RITE 	USA, MEXICO	JYSK 		TRADEPOINT 	EU	FRESH SOURCE 		AUSTRALIA AGENT SELL TO ALDI 	US
WORLD MARKET 		WILLIAM CONNER 	USA	ACTION 		LIFUNG, DYMAK, EUROCENTRA,... 	EU	KMART 	DIRECT OFFICE 		AUSTRALIA
ROSS 		SIAM KARAT 	USA	ALINEA 	DIRECT OFFICE 		EU	KOWA 	DIRECT OFFICE 		JAPAN
COSTCO 		LIFUNG, HK 	USA	EUROSPIN 	DIRECT OFFICE 		EU	BUNNINGS 		LIFUNG, GIANG HUONG 	AUSTRALIA
MICHAELS 		TESTRITE, UCP 	USA	DEICHMANN 	DIRECT OFFICE 		EU	ONE VALUE 	OFFICE IN HCM 		JAPAN
HOBBY LOBBY 	OFFICE IN HK 		USA	MONOPRIZE 		GENERY, CHINA 	EU	BLUE STAR GROUP 	DIRECT OFFICE, CHINA 		US
AT HOME 	AT HOME OFFICE, TESTRITE 	GLORY INTERNATIONAL 	USA	MADAMSTOLTZ 	OFFICE INDIA 		EU	LAVIDA 	DIRECT OFFICE 		AUSTRALIA
BURLINGTON 		WILLIAM CONNER, MARVAD,... 	USA	ROSSMANN 		BOLTZE 	EU	UNCLE BILL'S 		GIANG HUONG 	AUSTRALIA
KIRKLAND HOME 		WILLIAM CONNER 	USA	LARGEHAUS 	OFFICE HCM 		EU	CAMICADO 	DIRECT OFFICE 		BRAZIL
ALDI 		WILLIAM CONNER 	USA	FLYING TIGER 	DIRECT OFFICE 		EU				
KOHL'S 		LIBRA 	USA	DUNNES STORES 		LIFUNG 	EU				
KIM SETBERT 	DIRECT OFFICE 		USA	SOA 		SOURCING AGENT SELL TO EQUIPSTORE, JJA 	EU				
FIVE BELOW 	OFFICE INDIA 		USA	EUROPRIZ 	DIRECT OFFICE 		EU				
				JJA 	DIRECT OFFICE 	VIA MR. JIM FRANCE 	EU				

1 Our Company

1.7. Our Factory 1

Green Handicraft Factory

- Location: in PhuXuyen - 80 kms away from Hai Phong Port
- Labour: **160 skilled workers,**
- Area: **10.000m²**



Sample Team



Products areas



Drying areas



Warehouse

1 Our Company

1.8. Factory Certificates & Audit

- **Social compliance:** BSCI, SMETA, ICS
- **Quality Management:** ISO 9001:2015; FCCA QIMA technical audit; Technical quality audit for Kohl's
- **Security Control Audit:** CTPAT, SCAN, GSV
- **Environment Control:** FSC; ISO 14001:2015, Higg FEM, GRS



1 Our Company

1.9. Our Showrooms

Hanoi Showroom

Hanoi: 2000m2 with over 100.000 Samples



**Add: Phu Xuyen, Hanoi
1,5 Hours from Noibai Airport**

Hochiminh Showroom

Hochiminh: over 1000m2 with over 50.000 samples



**Add: No 55, Quach Giai Street, Thanh My Loi Ward, Thu Duc
1 Hours from Tansonnhat Airport**

2 WHY CHOOSE US



WHY CHOOSE US

1. WIN-WIN Partnership
2. Professionalism
3. Market Intelligence
4. Talent R&D
5. Quality assurance
6. Our Logistic and Operations
7. Ready for Cooperation
8. Sustainability

2 WHY CHOOSE US

2.1. WIN-WIN Partnership

We endeavor to grow the business by aligning the philosophy to build up a long term and Win-Win relationship with all partners.



2.2. Professionalism

21 years, 90 experienced staff, hundreds of customers

We are confident to bring you the best international business practices with:

- ✓ High quality
- ✓ Trendy
- ✓ Competitive prices
- ✓ Great customer service



2.3. Market Intelligence

We joined and visit many fairs around the world each year which enriched our production development and helped us uptodate **new trends of design, color, pattern, material, function...**

➤ Trade Fairs

Vietnam: VIFA, Lifestyle, HawaExpo, Global Sourcing

China: Canton, Jinhan, Hongkong Mega

EU: Ambiente, Nordstil, Maison

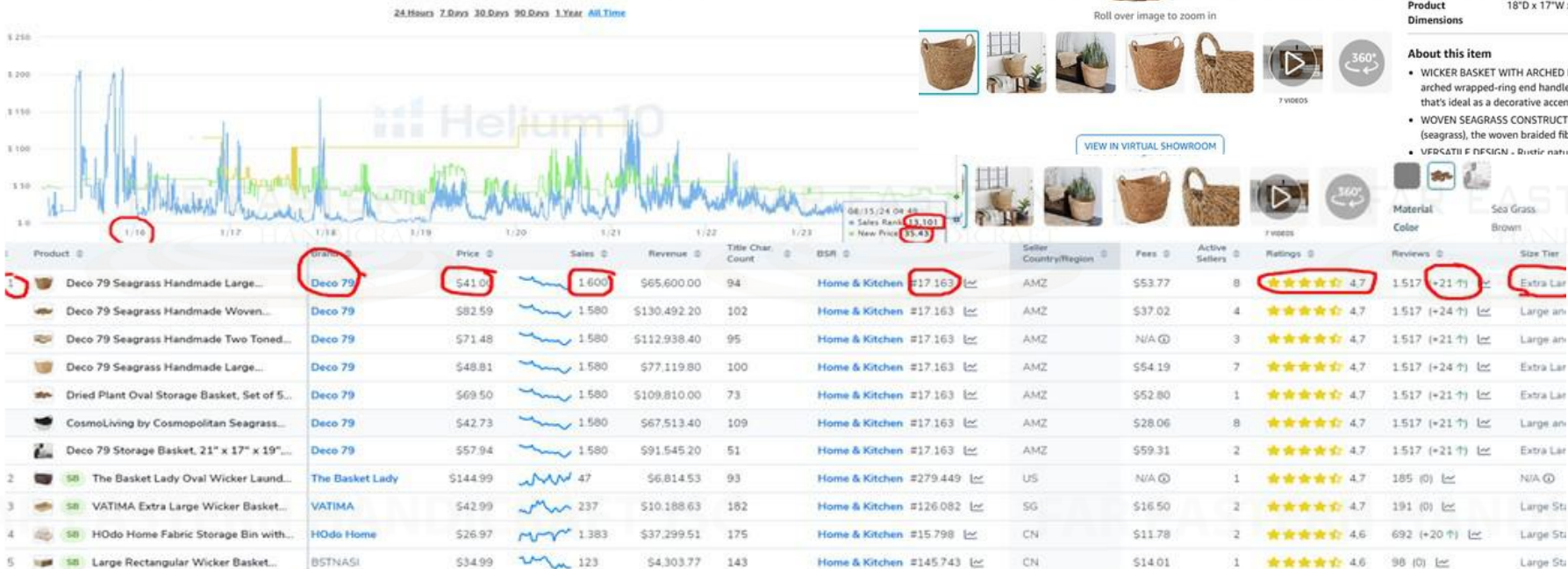
US: Highpoint, Las Vegas, Dallas, Atlanta

➤ AMZ online

5 years - Online Business on AMZ (<https://www.amazon.com/stores/PEMAR>)

Our Ecommerce Market Research Database (<https://members.helium10.com>) FOR:

Market Size, Price, Trending, Costing Structure, Strong/Weakness of the products.



Deco 79 Seagrass Handmade Decorative and Functional Storage Basket Large Woven Basket Organizer with Ring Handles, Basket for Storage 20" x 18" x 19", Brown

Visit the Deco 79 Store
4.7 ★★★★★ 1,353 ratings

Amazon's Choice

1K+ bought in past month

\$46¹⁴

FREE Returns

Get a \$80 Amazon Gift Card instantly upon approval for the Amazon Store Card. No annual fee.

Available at a lower price from other sellers that may not offer free Prime shipping.

Material: Sea Grass
Color: Brown
Brand: Deco 79
Shape: Rectangular, Round
Product Dimensions: 18"D x 17"W x 17"H

About this item

- WICKER BASKET WITH ARCHED HANDLES - Large woven wicker basket with arched wrapped-ring end handles features a wide and deep hollow body that's ideal as a decorative accent or storage for towels, pillows, toys or more
- WOVEN SEAGRASS CONSTRUCTION - Made with natural water hyacinth (seagrass), the woven braided fiber provides for strength and durability
- VERSATILE DESIGN - Rustic natural brown finish blends classic design with



Material: Sea Grass
Color: Brown

2.4. Talent R&D

We have a very talented team of **15 designers** visiting all the fairs to update us **trend/idea/design/materials/customers...**

We have our own: **20 samples workers +metal/Wood/Weaving team** in the factory to make our designs/ samples which help us to protect new designs, control the quality/cost for mass production and fasten the sample timeline.



Design Products



Metal Facility



Wood Facility



Weaving



Finish Sample

2 WHY CHOOSE US

2.5. Quality assurance



All our products are shipped out under a very **strict quality control process.**



We have our own **QC staff** to conduct frequent inline inspections and 100% orders are inspected before shipping out. (AQL 2.5)



Our production **materials** will be sourced and selected carefully from reliable and long term cooperation suppliers.



Our **suppliers'** quality control system is qualified before starting the business with us.



All products to be produced follow the **Signed/countered samples** from our customers.



Third parties (BV, SGS...) welcome to inspect, test our products for quality/ transit if our customer requires it.

2.6. Our Logistic and Operations

In **2024** we **shipped 2200 containers or 185 conts/month or 7 containers/day**. We have experience controlling and shipping large orders for Walmart, Costco, Aldi...

We have very big warehouses and moisture control rooms to protect materials, raw shapes and finished products from mold problems which are most important for natural handicraft products.



2 WHY CHOOSE US

2.7. Ready for Cooperation

1. Invested to get **Factory Audit Certifications:**

- **Social Compliance:** BSCI, SMETA, SEDEX, ICS
- **Quality Control and Production Capability:** ISO 9001:2015, FCCA, GMP
- **Security Control:** SCS, SCAN, CTPAT
- **Environment Protection and Sustainability:** ISO 14001:2015, FSC
- **Lighting:** UL, CE



2. We joined many fairs around the world each year which enriched our production development and helped us uptodate **new trends** of design, color, pattern, material, function...

China: Canton, Jinhan, Hongkong Mega
EU: Ambiente, Nordstil, Maison

US: Highpoint, Las Vegas, Dallas, Atlanta
Vietnam: VIFA, Lifestyle, HawaExpo, Global Sourcing



3. Open **2 large showrooms:** in The North and South VN



in Hanoi (+ 100.000 samples)



in Hochiminh (+ 100.000 samples)

4. **Come to visit you** to find a chance/ deal a project/ push up opportunity for our business development.

2.8 Sustainability

Following the philosophy of Handicrafts for Sustainable lifestyle, we take consideration of each aspect of the business to generate positive impacts to the society and environment by using Natural, recycle, Leftover materials.



RECYCLE CARTON/ PAPPER



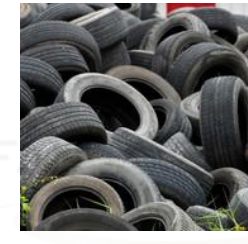
RECYCLE SHELL



RECYCLE GLASS



RECYCLE TIRE



Our Products

We offer trendy & high-quality handicraft homewares.

1. Furniture
2. Home Decor
3. Lighting
4. Wall Arts
5. Tableware
6. Pet Accessory
7. Woman & Accessory
8. Outdoor & Garden
9. Seasonal Products
10. Faux Plants



3 Our Products

3.1 Furniture

- Cabinet
- Chair
- Shelf
- Side Table
- Stool
- Table



3 Our Products

3.2 Homedecor

- Basket/Storage
- Door Mat
- PhotoFrame
- Sculpture
- Vase
- Capiz



3.3 Lighting

- Floor Lamp
- LampShade
- Lantern
- Pendant
- Solar Lamp
- Table Lamp
- Torch
- Uplight
- Wall Lamp



3

3.4 Wall Arts

- Mirror
- Panels
- Wall Décor



3.5. Tableware

- Baker's Tools
- Ball/Sphere
- Bowl
- Box/Urn
- Candle Holder
- Charger/Plate
- Coaster
- Food cover
- Placemat
- Tissue Box
- Tray



3 Our Products

3.6. Pet Accessory

- Insects house
- Pet Feeder
- Pet house
- Pet Mat
- Pet Toys



3

3.7. Woman's Accessory

- Bag
- Hat
- Jewelry Box
- Bracelet



3.8. Outdoor & Garden

- Outdoor Furniture
- Planter
- Planter stand
- Decor Garden



3 Our Products

3.9. Seasonal Products

- Halloween
- Easter
- Christmas
- Nautical Day
- Mother's Day
- Valentine's Day



3 Our Products

3.10. Faux Plants

- Faux Flowers
- Faux Leaf
- Faux Tree



4.1 Sustainably variety natural materials

4.2 New Materials

4.3 How The Production



4 Behind the Products

4.1 Sustainably variety natural materials

We are leading in combining various natural materials to create stunning and outstanding designs for any home decor demand



RATTAN - FSC



SEAGRASS

4 Behind the Products

4.1 Sustainably variety natural materials



WATERHYACINTH



JUTE

4

4.1 Sustainably variety natural materials



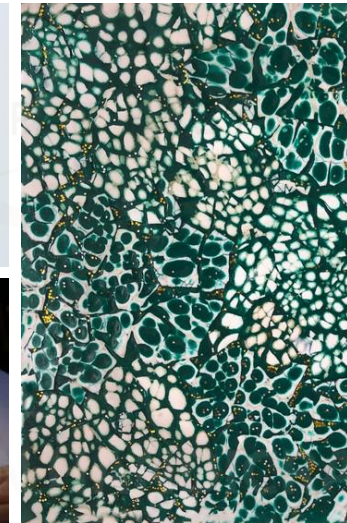
BAMBOO - FSC



PAPER - FSC + GRS

4 Behind the Products

4.1 Sustainably variety natural materials



MOTHER OF PEARL



EGGSHELL

4 Behind the Products

4.1 Sustainably variety natural materials



LACQUER



PE/PP RATTAN - GRS

4 Behind the Products

4.1 Sustainably variety natural materials



COCONUT



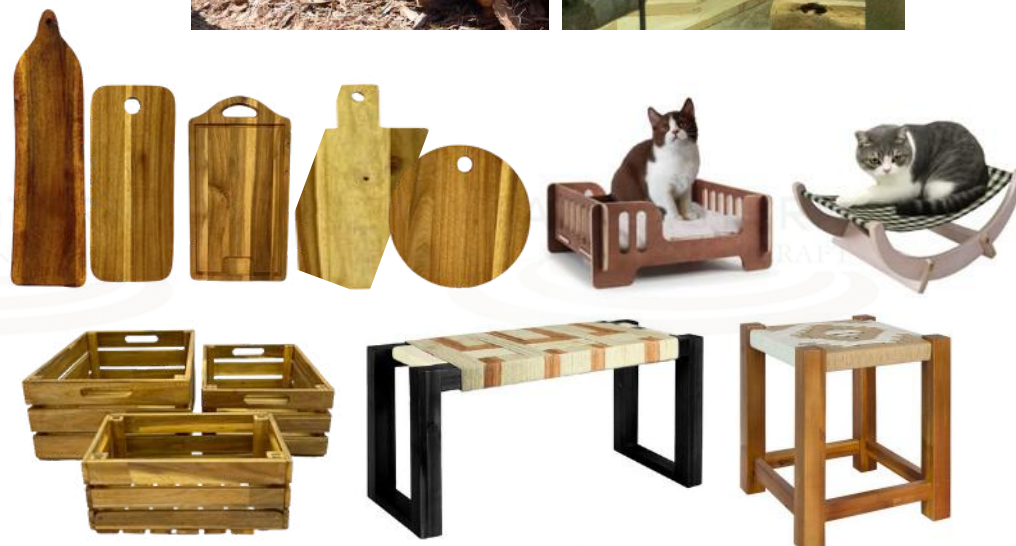
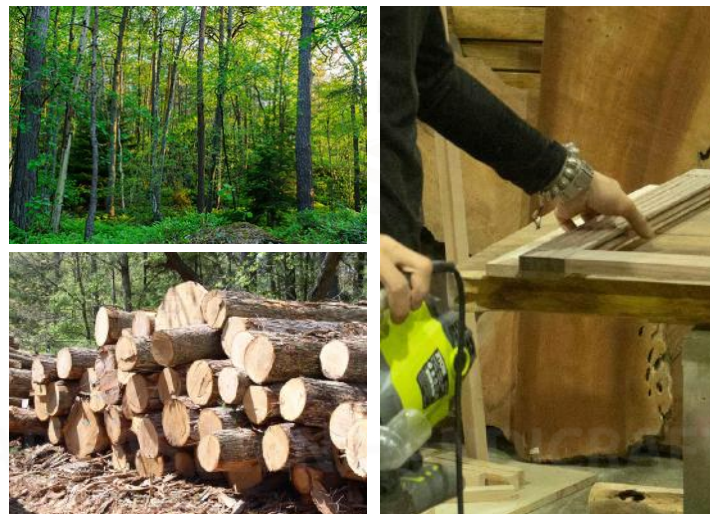
PALM

4 Behind the Products

4.1 Sustainably variety natural materials



CERAMIC



WOOD - FSC

4 Behind the Products

4.1 Sustainably variety natural materials



RAZIN



SEASHELL

4 Behind the Products

4.2 New materials



TYPHIA



BULRUSH

4 Behind the Products

4.2 New materials



ABACA



CORN HUSK

4 Behind the Products

4.2 New materials



COTTON



RAFIA

4 Behind the Products

4.3 How The Production

1. MATERIAL HARVEST



3. PRODUCTION PROCESS

Weaving

Weaving around the mold or metal frame



Washing

Washing & cleaning after weaving



Gluing

Deep into glue to keep & strengthen the forms



2. RAW MATERIAL TREATMENT

Dry material by Natural



Store & protect in dry-rooms



Dying, Coloring



4. MOISTURE CONTROL

Dry product in the sun or use drying room if the weather is rainy or high humidity



4 Behind the Products

4.3 How The Production

5. INLINE INSPECTION

Cutting , Trimming, Fixing



6. FINAL INSPECTION

QC: Size, Shape, Color, Weight, Moisture, Structure



7. LABEL & PACKING

Packing & Labling



8. SHIPMENT

Loading Container





Thank you for

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PLEASE SCAN ME!

WHATSAPP



WECHAT



WEBSITE



Website: <https://fehandicraft.com/>

COMPANY

PROFESIONAL HANDICRAFT JSC
PROFILE



<https://fehandicraft.com/>