

# Opportunity for Extra Income During 2023 Tet Holiday

*Made by CI RESEARCH Ltd Company*

# INTRODUCTION

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After a long year of hard working, the Lunar New Year is an opportunity for people to return home and enjoy the feeling of being with family. Right now, people are rushing to cross out unfinished tasks in their checklists. The countdown clock for home return has begun to tick on the thoughts of everyone.



Life after COVID is tough, and a strong blow of economic recession has left some people with a great need to earn extra income during Tet holiday. Understanding this, CI Research wishes to contribute a part to their efforts by helping employees navigate better opportunities to earn more income and enter a strong 2023.



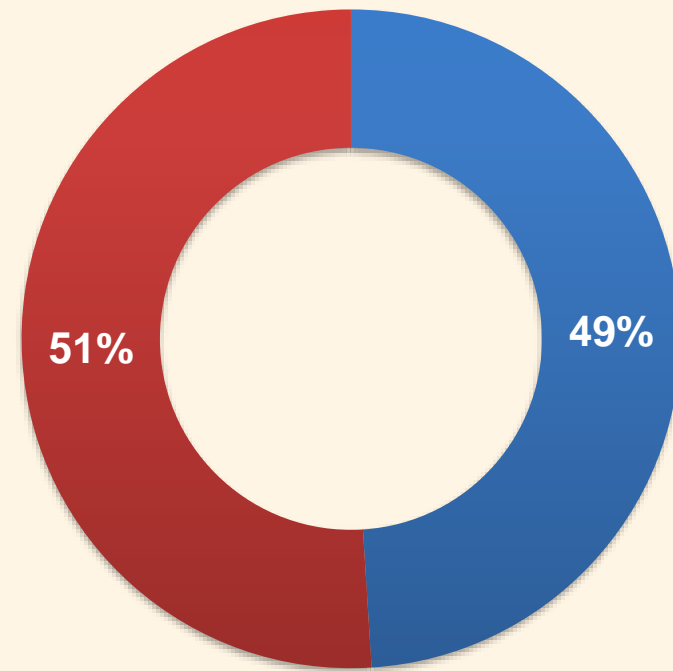
# Research Methodology

- Online survey with N=527 in 18 – 55 age group, living and working in Ho Chi Minh and other provinces.
- Through this survey, CI Research would like to:
  - ✓ Discover employment trends in the upcoming Lunar New Year 2023
  - ✓ Recommend high-demand jobs and services in potential industry for employees who are intended to stay in Ho Chi Minh City for extra income during Tet.

# Respondent Profiles

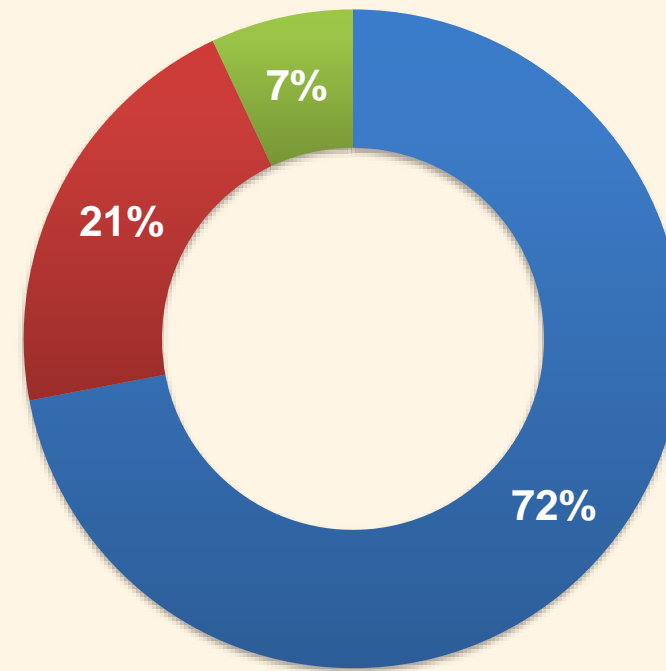


**GENDER**



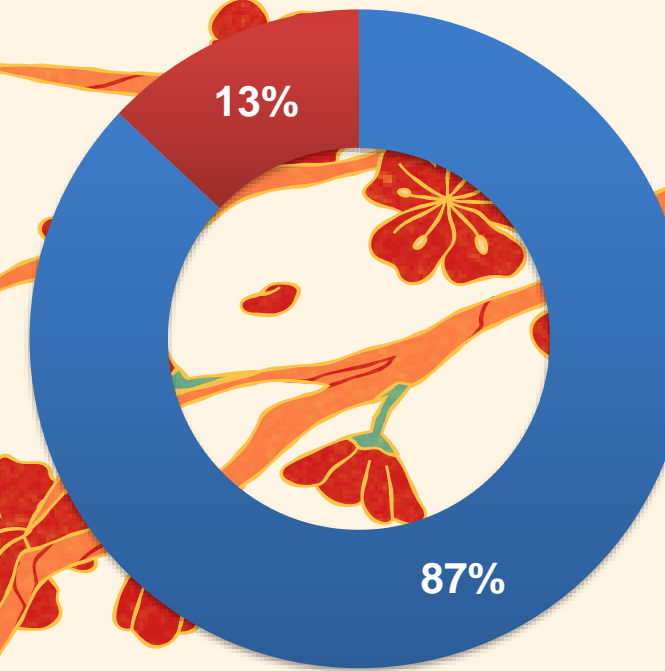
■ Male ■ Female

**AGE GROUP**



■ 18-25 ■ 26-35 ■ 36-55

**PLACE OF WORK**



■ HCMC ■ Other Provinces



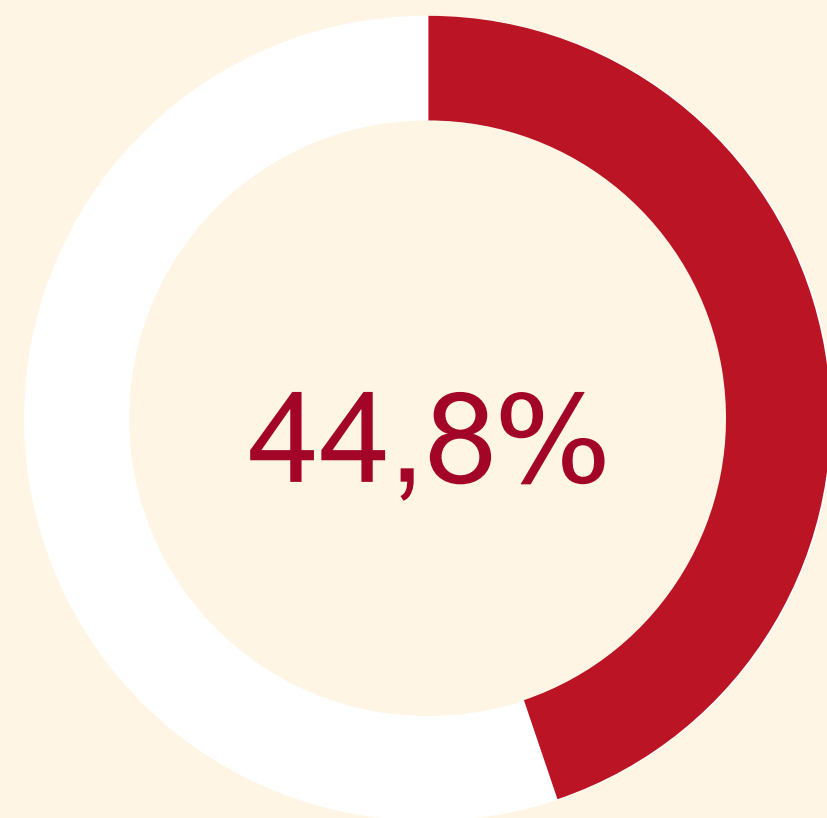


# OPPORTUNITY FOR EXTRA INCOME DURING 2023 TET HOLIDAY

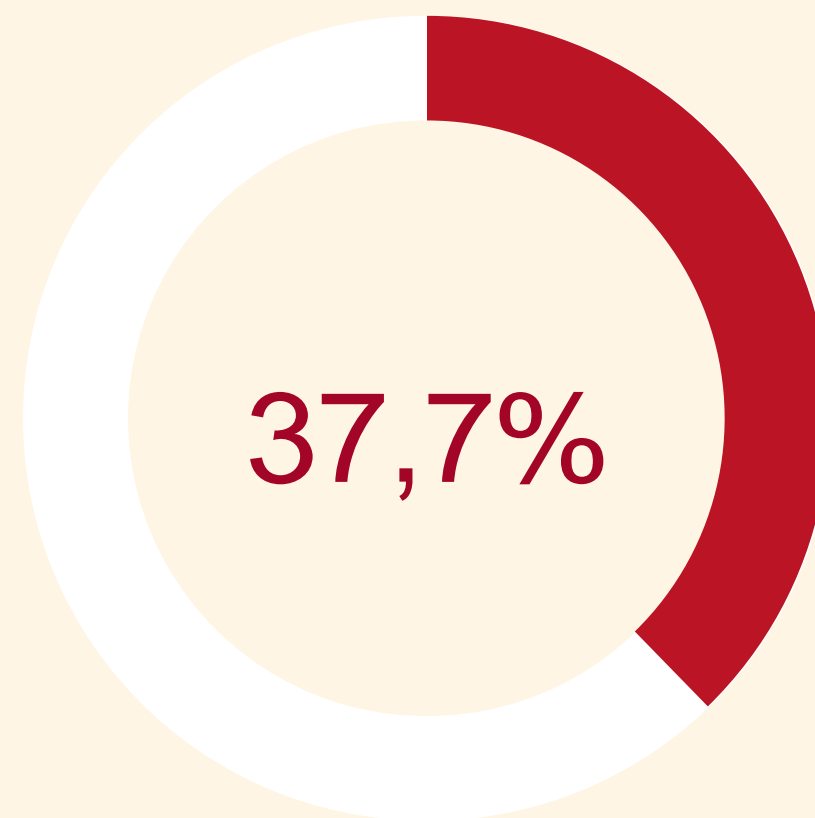
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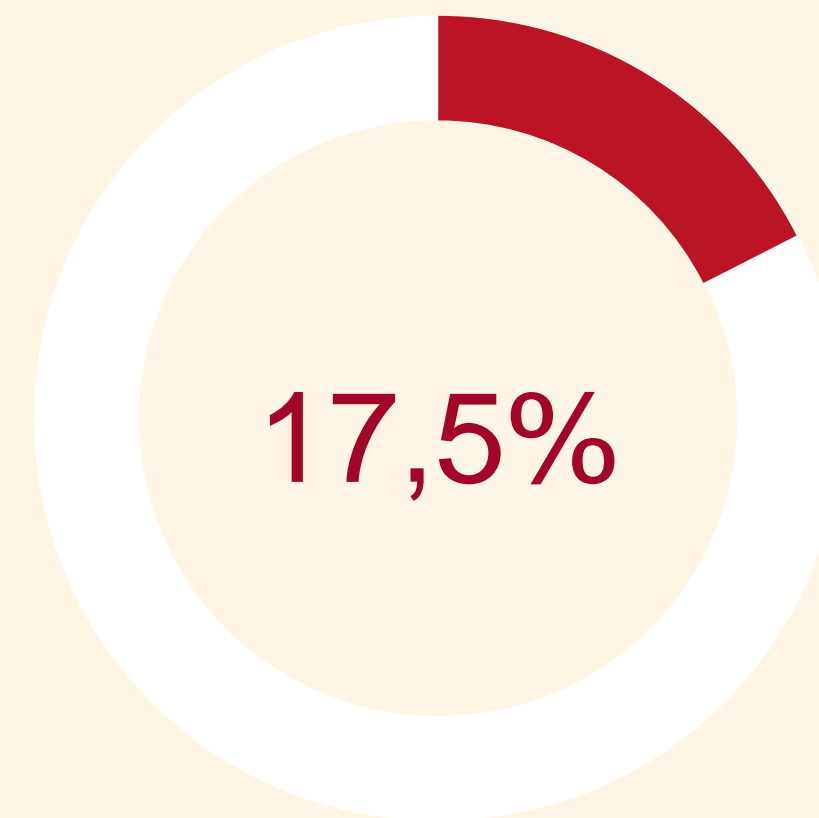
Trade and Part-time work are the two most chosen types for 2023 Tet



**Trade**

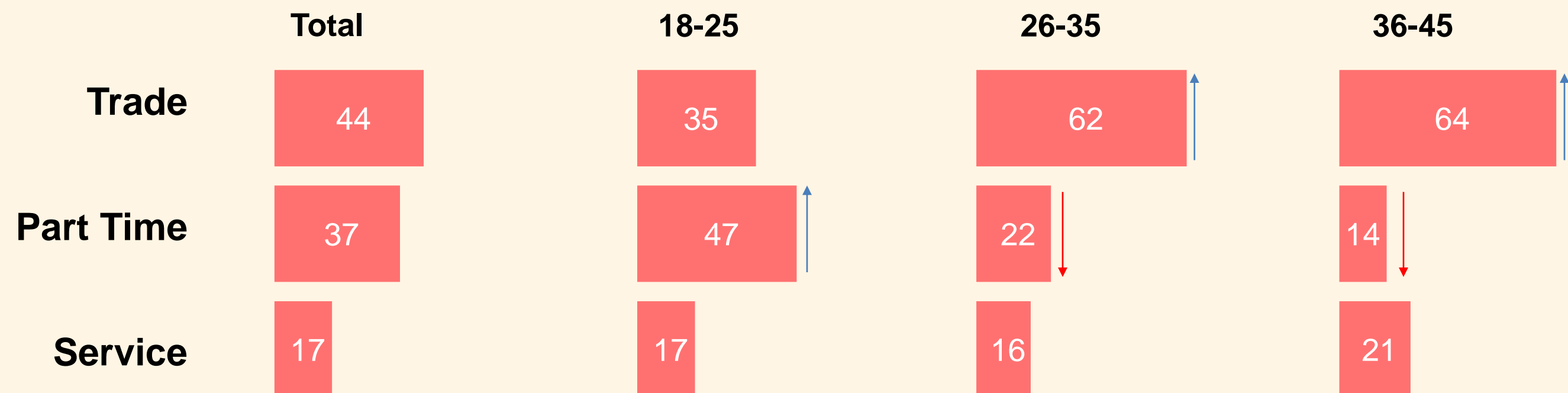


**Part-time**



**Service**

Finding a part-time job is chosen by the majority of the 18-25 group, while the 26-35 and 36-45 tend to choose trading Tet goods.





## Trade in 2023 Quy Mao Tet

62%

Nuts are the top priority choice during Tet



61%

Fashion products are something that young people care a lot about



54%

Ornamental plants



46%

Regional specialties



45%

Holiday decorations



44%

Air tickets, train tickets,...



33%

Ready-made Tet gifts



28%

Worship goods



With particularly high market demand and low cost of doing business, nuts and fashion products are top attractive trading items.

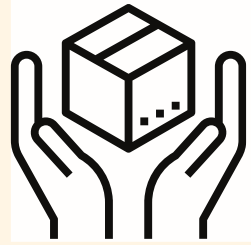
In addition, ornamental plants / decorative items, regional specialties also promise to bring good income.



# Reasons for choosing a field of business

48%

## Popularity



- High usage
- Easy to source
- Close to everyone
- Everyone updates the trend fast

14%

## Usage



- To worship
- To bring fortune
- For Gifting

38%

## Demand



- Indispensable in life
- The need for beauty
- New shopping needs



## Part-time in 2023 Quy Mao Tet

86%

Restaurant  
staff



81%

Caterer or Banh  
Chung wrapper



67%



Tet gift wrapping staff

63%



Promotion Girl

56%



Cinema staff

42%



Convenience store  
employee

39%



Technology driver



The majority of respondents said that restaurant/diner service staff will be the job that helps many people earn income during Tet. Besides, the work of caterer or Banh Chung wrapper also accounts for a high percentage.



# The reason why Part-time jobs attract many GenZ

32%

## Income

- High income



32%

## Demand

- High demand during Tet
- Need to travel
- Need to watch movies with family
- Need to clean the house for Tet



24%

## Job characteristics

- Easy to find
- high demand for recruitment
- Suitable job
- Popular



12%

## Nature of work

- Simple and easy job
- Familiar work
- Flexible working hours





## Services chosen by many people during Tet

74%

Home beauty services



51%

House cleaning service for Tet



56%

Money exchange service



58%

Banh Chung wrapping service



40%

Travel service



39%

Music stage rental service



35%

Mini party service



32%

Housekeeping and pet care service



Due to the increasing demand for beauty in limited freetime, many people tend to choose home beauty treatments such as eyelash extensions, manicure, ...



# The reason why new Services are so attractive

45%

## Demand

- House cleaning
- Change, decorate new vibes
- Money exchange
- Beauty care



16%

## Trend

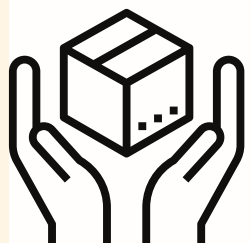
- Beauty trends
- Travel on New Year's Day
- Suitable for busy people
- Partying on Tet holiday



12%

## Income

- High income on Tet holiday
- Many people want to use the service





# CONCLUSION

# Conclusion

- Trading items with great demand during Tet (44%) such as nuts, and fashion products is the most potential job. Followed by seasonal jobs (37%) such as restaurant staff, caterer, or Banh Chung wrapper.
- In which, **trade is preferred by the age group of 26-45** because this age group has accumulated capital for its business. Groups **18-25 give priority to finding seasonal jobs** because of the simple nature of the work and also do not require capital.
- Service is selected least (17%) due to the nature of the job that requires high investment, high skills, it is necessary to build a channel to reach out to customer. For example: home beauty services, manicure, house cleaning services, mini party services, etc...



**Thank you and look forward to  
working with you.**

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