



Received: 12-07-2022

Accepted: 22-08-2022

# International Journal of Advanced Multidisciplinary Research and Studies

ISSN: 2583-049X

## FPT's Vietnamese way to approach issues of employer branding

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### Abstract

Strategic analysis of employer branding refers to proactive actions taken by businesses to improve brand recognition and differentiation. However, this is only one aspect of brand management, a management system that combines the many elements that work together to make up a brand experience. Qualitative methods, historical methods, secondary data collection methods, analysis - synthesis

methods, enumeration - comparison methods were used in this study. Research results show that employees' evaluations according to the welfare criteria for the business. Based on that, make suggestions and recommendations for the company to always promote people and the working environment to become more open so that people can interact and support each other more easily.

**Keywords:** FPT, Recruitment, Brand Strategy, Employees

### 1. Introduction

#### The reason for choosing the topic

Information technology (IT) is an umbrella term that covers all groups of technologies (using computer systems, software, and the internet) used for the processing and distribution of data. data, store, exchange, and use information in all its forms (business data, chat messages, images, movies, multimedia presentations, and others). Currently, in our country, this industry has a constant development and rapid growth. The IT industry affects almost every other industry, not only helping to deal with huge amounts of information quickly, creating many new types of jobs, but also creating a new turning point for the development of society, leading to the development of human civilization.

Grasping the important position of the industry and the trend of the times, a series of companies have been established, and are increasingly developing and expanding their operations, providing more and more information technology products and services. information, with increasingly modern quality, and richer and more practical, more and more fully meeting the needs in life, constantly improving the quality of life. Among such companies, FPT has always been one of the leading companies in this field in Vietnam. With a remarkable performance record, always affirming and maintaining its brand in the national arena as well as in the international arena, the development prospect of this company is getting more and more positive, the scale of operation is increasingly being recognized. expanded, and increasingly won the trust of consumers.

With the important position of the company, it is very necessary to understand FPT's brand strategy. It is for this reason that my group chose the topic: "FTP employer brand strategy" as the topic for the group's essay.

### 2. Overview of brand management in FPT

FPT believes that a brand is a collection of tangible and intangible characteristics emblazoned with flowers on the mark in order to identify and distinguish it from competitors, and at the same time create value and influence related objects. In which, relevant subjects include shareholders, customers, employees, community, press and suppliers. Currently, FPT has initially developed a brand of goods represented by Elead computers. Vietnamese branding. However, right from the very first days of establishment. FPT has determined its brand strategy is not based on commodity brands. The main reason why this company chose the corporate branding strategy is because of its specific business field. That's also small. FPT has become one of the typical examples in Vietnam in building a corporate brand. Creating and promoting the FPT brand is a problem that was raised in the early days of the company's establishment. in the business vision is to build FPT in the early stages and follow an overall strategy.

## 2.1 Brand basics

### 2.1.1 Trademarks

Brand: is a name, a word, a sign, a symbol, a drawing or a combination of the above factors to identify a seller's product or service and distinguish the products or services. that service to competitors.

Brand (hardware) is a sign to identify a business in the marketplace. So let's try to learn a little about FPT's brand.

Name: FPT with such a name FPT has shown its intense passion for technology with its dedication to every detail, digging deep into issues to find out in detail what customers and the community want, thereby inspiring each member of the organization to do their best, to meet and exceed what customers expect.

FPT Corporation is a brand that is no longer strange to the majority of Vietnamese people. However, few people know where this brand name comes from and what is the meaning of that name?

FPT stands for the English phrase "Financing and Promoting Technology".

The birth of this brand name comes from the original business field of the company. FPT's predecessor was a food technology company belonging to the National Institute of Technology, where Mr. Binh and his associates used to work. But then, the company decided to move into the field of information technology and telecommunications like the way FPT operates today.

However, despite moving to a new business area, no longer following the food technology industry, the company's leaders still agreed to keep the original name. That is the reason for the birth of the brand name FPT.

Logo: Logo is one of the most important symbolic images for a business. The FPT logo is the inspiration and energy for employees to work, and at the same time makes an impression when customers want to use FPT's services.

### 2.1.2 Brand function

#### ▪ Functions of recognition and discrimination

This is a very characteristic and important function of the brand (original function). Through the brand, customers recognize and distinguish the goods of this enterprise and other enterprises. Brand signs are the basis for identification and differentiation. Branding also helps businesses segment the market.

Commodities with different brands will target different customer groups: Spacy cars are aimed at the rich; wave a car is aimed at people with low and middle incomes (cheap, low fuel consumption, compact); @ car is aimed at high-income, luxury, new customers...

#### ▪ Function to create perception and trust

Brands need to create an impression, a certain feeling of customers about the product or service. For example, the perception of luxury, difference, peace of mind, comfort and trust in goods and services.

For example, FPT gives customers the feeling that it is the technology of football sports. To do so, advertisements for all kinds of technology associated with football aim to create associations and feelings of customers about the brand. FPT again approved the promotion programs associated with golf and tennis sports. This creates the perception and association of customers with luxurious and aristocratic machinery technology. When a brand creates good perception and

customer trust, that brand gives the company a loyal set of customers.

#### ▪ Information and instruction function

This function of the brand is reflected in the fact that, through the signs of the brand, customers can recognize basic information about goods and services such as use value, utility, and quality. This helps consumers understand and buy products. The tagline (slogan) in the brand also contains a message about the benefits for customers, and at the same time positioning the product to target certain customer groups. Listening to the following positioning message we can know which target market the products are aimed at.

#### ▪ Economic function

The brand carries in it a current and potential value, which is expressed when transferring the brand. Brand is a very valuable intangible asset of a business. With a well-known brand name, goods and services will sell better, the price will be higher, and it will be easier to penetrate the market. However, to have a reputable brand, the company must invest a lot of time and effort. But the brand gives a much bigger effect than the investment cost!

### 2.1.3 Vision, mission and core values of the brand

Vision and mission: "FPT aspire to become a new, rich and powerful organization with creative efforts in science, engineering and technology, satisfying customers, contributing to national prosperity, bringing give each of its members the best conditions for developing their talents and a life full of material and spiritual abundance"

During its operation, FPT always strives with the highest goal of bringing satisfaction to customers through the most optimal services, products and technology solutions. At the same time, FPT is constantly researching and pioneering new technology trends, contributing to affirming Vietnam's position on the world technology map.

Core values: "Respect, Doi, Dong-Chi, Mirror, Bright" is considered an indispensable part of creating FPT's GEN set, is FPT's Spirit, is the driving force for leaders and employees of the Group. The union constantly strives and creates for the common benefit of the community, customers, shareholders and other stakeholders.

### 2.1.4 Brand strategy

▪ Some of FPT's main areas of activity include:

- Providing telecommunications network infrastructure for broadband Internet services.
- Agents providing telecommunications and Internet products and services
- Value-added services on the Internet, mobile phones
- Messaging, data and entertainment services on mobile phone networks
- Agents providing online games on the Internet, mobile phones
- Agents providing television, movie, music services on the Internet, mobile phones

▪ Analysis of FPT's SWOT model:

- The SWOT model is a well-known tool that many businesses know and apply because of its usefulness in helping managers analyze important factors inside and

outside the business to establish strategies. strategy as well as the right business plan.

- SWOT stands for 4 words: Strengths, Weaknesses, Opportunities and Threats - is a famous model that helps businesses analyze and build. your business strategy effectively.
- Among the four factors of the SWOT model, strengths and weaknesses are two factors for internal assessment of the business. For these two factors, enterprises can control and change. Often these factors are related to company operations, corporate assets, product development, etc.
- Besides, the other two factors are opportunities and threats, which are external factors that are often related to the market and are of a macro nature. Enterprises may not be able to control these two external factors. Enterprises can fully seize opportunities, but must also pay attention and watch out for external challenges that may occur at any time.

+ Opportunities:

To take advantage of strengths and overcome weaknesses, FPT can seize a number of beneficial opportunities to develop its brand and increase sales as follows:

+ Information technology development:

FPT's spearhead business - the field of information technology and telecommunications is a field with great potential for development and currently has relatively few domestic competitors.

Besides, Vietnam is currently in the list of Top 20 most attractive countries for software outsourcing and services in the world.

+ Opportunities to penetrate international markets:

Vietnam's accession to WTO opens up new opportunities for FPT Corporation to penetrate the international market. Tariff barriers are being removed; information infrastructure is being strongly developed.

+ Challenges (Threats):

Besides opportunities, FPT also needs to face some challenges. The main challenges in FPT's SWOT analysis can be listed as follows:

+ High level of competition:

Vietnam's accession to WTO will make FPT's competition not only limited to domestic companies. The rapid growth towards liberalization and globalization of services, combined with the slowness of postal reform, has created intense competition in the single sector of the postal market for both the nation and the world. international

Operational risks in the banking and financial sector:

Operational risks in the banking and finance sector due to the impact of the financial crisis have had negative impacts on the development of the global information technology market. Specifically, software and service markets around the world - where IT products and solutions are consumed - will be affected in the direction of shrinking in size and consumption.

## 2.2 Brand building process

### 2.2.1 Research and analyze environmental information

Focus on doing a survey of your direct competitors in the market. Find out how they build strength in their brand.

The key to standing out is differentiation. Knowing your competitors' strategies is how you deal with them, get creative, and differentiate yourself. Because competitor survey is an important step to build and develop FPT brand

in the market, you can completely use additional tools to set up the survey. Through Google Docs, Excel, you have a detailed list of everything you need.

### 2.2.2 Build vision, mission, purpose, brand goals

Before you want customers to trust you, businesses need to understand the value they want to bring to them. Each feature: from logo, slogan, personality, to daily activities, all must be consistent with the mission that the business has established before. When customers ask you, what is the business doing, answer them with the mission that you have established since the time of exploiting the "wasteland". And FPT's Vision: "FPT aspires to become a new, rich and powerful organization with creative labor efforts in science, engineering and technology, satisfying customers, contributing to national prosperity, bringing give each of its members the best conditions for developing their talents and a life full of material and spiritual abundance."

**2.2.3 Brand strategy planning** – based on resources and company development orientation, based on market, customer and competitive information.

- Product brand quality
- Top quality product line
- Brand quality product range
- Quality brand umbrella
- Top quality source
- Quality brand patronage

### 2.2.4 Brand positioning

Compared to the competition and perceived by consumers. Apply brand positioning process to get brand positioning table. Brand positioning is the activities and efforts to create a prominent and meaningful competitive position for products, services and the image of the business in the minds of target customers. Brand positioning is the determination of a business's position with its competitors from the consumer's point of view. A well-positioned brand will create a strong foothold in the public mind and form brand value. Brand positioning strategy is an important step affecting the success or failure of a business when entering the market.

There are the following types of brand positioning: broad positioning, specific positioning, value positioning, and total value positioning.

### 2.2.5 Building a system (set) of brand identity

- Brand of the product (trademark)
- Organization's brand
- Brand of the leader's personality
- Brand of a style
- Trademark of an icon

The purpose of FPT's visual identity is to create a unified brand image system for customers, regardless of the customer's location, connection channel or service they use, all are clearly shown. through brand identity.

### 2.2.6 Brand design

**Brand Name:** Brand name is the most basic element of a brand, helping customers grasp the central theme or the relationships between products, services and customers. When naming a brand, businesses tend to express as many ideas in the brand as possible. A brand is easily recognized, impressed and remembered by many people when it ensures

the criteria such as simplicity, readability, friendliness, meaning, closeness, relatability. product or product benefit, easy to convert, etc.

**Logo:** Brand logo is also an indispensable sign. If the brand is the center, the logo is the element that highlights the brand, complements, illustrates and creates a distinct mark for the brand.

Brand logo design needs to achieve the following criteria: Simple, recognizable and highly distinguishable from other brands; Express the idea of the business; easy to understand; easy to show on media with different materials; appropriate in terms of culture, customs and traditions, ensuring balance and harmony and unity.

**Slogan:** A slogan is a short piece of text used to convey descriptive or persuasive information about a brand in some way. Slogans also increase customer awareness of the brand.

**Packaging:** This is one of the important elements constituting the brand, helping users easily identify the brand. Packaging needs to be technical and artistic.

**Slogans:** Slogans are usually short pieces of background music or songs, often subtly repeating the brand name. The music is usually short, has a cheerful rhythm, rhymes, conveys the benefits that the product brings.

**Color:** Color helps the brand become more recognizable, has a fixed position in the customer's mind.

## 2.2.7 Brand development

After completing the initial work of branding, FPT needs to carry out further tasks to develop the brand, including:

*The 7P model in Marketing includes the following elements:*

- **Product:** The first element in the marketing mix model. Measuring product and service quality includes customer expectations and the quality received by FPT.
- **Price:** this is the factor that brings profit and revenue for FPT. Product pricing depends on factors: market at each time, service quality, brand value, target audience, etc.
- **Trade promotion** is a form and channel to approach customers with the goal of introducing and promoting business services to the market.
- **Distribution channel (Place):** This is a factor related to the location and distribution channel that FPT builds. The principle is that the closer the geographical location, the higher the customer's ability to use the service.
- **Service provision (Process):** Supply activities must be uniform, services are carried out according to standard and synchronous procedures across all locations in the distribution network of FPT brand.
- **Physical evidence:** It is the space to create services, the environment in which the contact and exchange takes place between FPT and customers. The spatial factor is the first impression because it affects customers' evaluation of the FPT brand.
- **People:** People create services, this is a decisive and key factor in the model, FPT needs to be careful in recruiting and training personnel.

## 2.3 Brand promotion tool of FPT

### 2.3.1 Media

Media refers to specific methods for businesses to use for the purpose of conveying messages, content of a marketing strategy, media aimed at target customers to promote. Increase sales, increase sales, increase conversion rates.

Currently, there are many media that apply all available

skills and promote their ability to effectively convey accurate information to consumers, FPT has used very successfully in taking media to promote its brand because it is the fastest way to convey information and data to the recipient for an individual or a group of information recipients, using the message from the communicator to send to customers. row. In addition, the media also has great power, is a means of strong pervasiveness, it affects all aspects of life. Communication is also a means of bringing people together, helping FPT promote its brand, attract consumers and promote its products more widely in the financial market.

### 2.3.2 Humans

FPT has held a rave Marketing Event with unique product launch campaigns, many bold ideas that have never appeared before have been successfully applied by FPT Shop. Typically, the sale event of Galaxy S7 was carried out by FPT simultaneously in 4 provinces and cities in March 2016, the impressive point lies in the detail that the models transformed into hot mermaids in the lake and peeled off the skin. Product stamps at the same time prove the product's water resistance. In addition, there are Roadshows with mermaids marching with the slogan "Follow me into the water to peel stamps", attracting a large number of people around and creating curiosity for people. In addition to the special Secret Night event in Ho Chi Minh City, the Format design based on the Victoria's Secret Fashion Show show brought expected results when the company collected 4217 orders. This contributes significantly to promoting the brand widely to customers.

Besides, FPT Shop also cooperates with KOLs to promote its brand. One of the most prominent KOLs cooperation of FPT Shop can be mentioned Hau Hoang - a famous Youtuber with nearly 7.5 million subscribers. With humorous content, catching up with trends, and integrating reasonable advertising details, so far, it has attracted more than 32 million views on youtube. Shows that this brand has been successful in attracting customers and raising brand awareness.

### 2.3.3 Items at the point of sales

FPT like many other businesses, in order to attract customers as well as make it easier for customers and consumers to see their brand in the market among other brands in the same industry, FPT also uses materials such as handing out flyers, posters, banners, and signs at their points of sale.

### 2.3.4 PR

Building a good image and identity of a brand is difficult, maintaining and developing it is even more difficult. For the marketing aspect, a strong brand must be accompanied by a good public relations department for the brand to pursue long-term strategies. Public relations is considered an important means, creating the leading efficiency in positioning and branding for businesses and companies today. Helping individuals and organizations build prestige, strengthen their status, promote their brands and beautiful images to the social community.

### 2.3.5 Promotion

Promotion is a communication activity with the aim of attracting customers to buy and use FPT's products and



services in order to increase sales, increase competitiveness, increase sales and quickly complete the plan. FPT regularly offers many forms of promotion to stimulate customer demand, deployed according to different campaigns and different audiences. FPT Shop implements a promotion strategy with FPT shop promotions such as buying goods with gifts, providing scholarships for students, saving 50% off savings, etc. computers and other technological devices, moreover, besides selling phones, laptops are the main products that generate significant profits for its products.

### 2.3.6 Direct marketing

This is a form of communication to specifically affect each individual customer, but there is no face-to-face communication like in the case of direct sales. At FPT, direct marketing activities are mainly via phone, direct mail, email, direct interaction via website and social networks.

## 2.4 Brand management

### 2.4.1 Perspectives and functions of brand management

#### *Functions of recognition and discrimination*

This is a very characteristic and important function of the brand (original function). Through the brand, customers recognize and distinguish the product lines of FPT and other businesses. Brand signs are the basis for identification and differentiation. Branding also helps FPT segment the market.

#### *Function to create perception and trust*

FPT brand needs to create an impression, a certain feeling of customers about products and services. For example, the perception of luxury, difference, peace of mind, comfort and trust in goods and services.

When the brand creates a good perception and trust of customers, the brand brings FPT a set of loyal customers.

#### *Information and instruction function*

This function of the brand is reflected in the fact that, through the signs of the FPT brand, customers can recognize basic information about goods and services such as use value, utility, and quality. This helps consumers understand and buy products. FPT's slogan also contains the message of benefits for customers, and at the same time, product positioning is aimed at certain customer groups. Listening to the following positioning message, we can know which target market FPT's products are aimed at.

#### *Economic function*

The brand carries in it a current and potential value, which is expressed when transferring the brand. Brand is a valuable intangible asset of businesses and FPT is no exception. With a well-known brand name, goods and services will sell better, the price will be higher, and it will be easier to penetrate the market. However, in order to have a prestigious brand name, FPT has to invest a lot of time and effort. But the brand brings a much greater effect than the investment cost.

### 2.4.2 Brand director

FPT Brand Director is the person responsible for building the brand image for the product or service of the enterprise, through analyzing customer insights and building brand strategy. At the same time, the brand director always analyzes the market to position the brand and determine the insight of the target customer. Planning market positioning and penetration strategies. Ensure the harmony between the

brand personality and the vision, mission, goals and strategies of FPT.

### 2.4.3 The role of brand management

#### *For customers*

Brand helps customers to clearly identify the origin and origin of the product. Each product will carry a different name or sign to distinguish it from each other. The use of a registered trademark is necessary to distinguish a good or service of each enterprise.

Brands help customers save money searching for products. Thanks to the available experience with a product that consumers know the brand. From there, they choose which brands best suit their needs. Therefore, brands can be considered as a quick tool or a simplification for consumers' decision to use a product. This is also the most important thing that a brand as well as a business associated with that brand needs to reach.

Branding reduces risk when deciding to buy and consume a product. Consumers rely on the brand or image of a business as a guarantee of the quality of the goods or services they consume. Therefore, a familiar or well-known brand will reduce potential customers' worries about buying risks.

#### *For company*

Branding helps FPT meet the purpose of identification to simplify product handling or product traceability. In terms of operations, it helps businesses take inventory, calculate and make other records. Trademarks allow a company to legally protect a product's unique features or forms, a brand can commit to a standard or level of quality for a product and fulfill the expectations of customers. Loyalty to the customer's understanding allows FPT to forecast and control the market. Moreover, it creates barriers for client companies to enter the market. Even in cases where manufacturing processes and product designs are copied, the impression in the customer's mind over time is not easily copied.

#### *For the community*

Each brand is not only typical for the features and use values of goods and services, but also carries on it a symbolic foundation for a product line provided to local people. Social taste. Brand contributes to creating a personal value for consumers, a sense of luxury and honor.

## 3. Planning Brand Building

### 3.1 Branding plan

#### ▪ Building brand development goals

With the philosophy of FPT's business strategy, FPT has three business philosophies throughout: Harmony - Consistency - People are the core values. With the above 3 business philosophies, FPT Corporation aims to become a leading global corporation in information technology services. This group aspires to become a new type of organization, rich and strong, with efforts and creativity in science, engineering and technology, satisfying customers, contributing to national prosperity, bringing each member to the world. Its members are fully developed in terms of talent and material, and rich in spirit. Besides, FPT also has the goal of integrating all services on a single connection, helping customers enjoy all broadband connection services in their daily lives.

### ▪ **Brand development orientation**

FPT currently focuses on 3 areas, including software outsourcing services and system integration for the domestic market; telecommunications services, including broadband services, B2B telecommunications services and digital content services; education, including all levels of education from primary to graduate and vocational education. Some of FPT's main areas of activity include:

- Providing telecommunications network infrastructure for broadband Internet services
- Agent providing telecommunications products and services, Internet
- Value-added services on the Internet, mobile phones
- Messaging, data and entertainment services on mobile phone networks
- Agents providing online games on the Internet, mobile phones
- Agents providing television, movie, music services on the Internet, mobile phones

### ▪ **Brand Positioning**

As one of the leading brands in the field of information technology in Vietnam. FPT Telecom is considered as the Internet service provider with the best service policy in Vietnam. Currently, FPT holds 30% of the Internet market share in Vietnam. FPT strives to master technology in all fields of activity and has obtained thousands of important international technology certificates from the world's leading technology corporations. This is a solid foundation that helps FPT continuously create effective added values for customers and consumers. To be competitive, the scope of FPT's business strategy is the market segments that this brand targets. In which, FPT focuses on customers and the areas and geography that will provide products. From defining the strategic scope, the company will carry out research and development of products that suit the tastes and needs of customers. Regarding the scope of FPT's business strategy, the group defines the following market segments:

- Segmentation by item: Focus on business and choose mobile phone as the main industry.
- Market segmentation by demographics: FPT is based on age to divide into different market segments such as children, adults and the elderly.
- Market segmentation by customer buying behavior: Based on customer needs, FPT has provided various products and services.

FPT's spearhead business - the field of information technology and telecommunications is a field with great potential for development and currently has relatively few domestic competitors. FPT's brand value is to encourage continuous innovation to create better values in each technology solution. Respecting the individuality of each individual and willing to cooperate in common work, we grow and succeed together. FPT's brand personality demonstrates its intense passion for technology with its dedication to every detail, digging deep into issues to thoroughly understand what customers and the community want, thereby inspiring new customers. Each member of the organization so that they do their best, meeting and exceeding customer expectations. Considering customers as relatives - the common spirit of FPT Telecom. Customer care is not only in the customer service department, but also in the duty of each salesperson, technician and employee.

FPT share the same spirit of treating customers as relatives, ready to serve and bring the best of FPT Telecom to customers now and in the future”

### ▪ **Brand identity and design**

#### - **Brand name**

FPT Corporation was established on September 13, 1988 with the first name of Food Processing Joint Stock Company (The original word FPT originally meant The Food Processing Technology Company – Food Processing Joint Stock Company). Initially the company operated in the field of drying technology, information technology, automation technology. After a few name changes, it has so far changed its name to FPT Telecom Joint Stock Company (for short, FPT Telecom).

#### - **Logo**

The FPT logo is designed with circular curves converging the quintessence of FPT company. The lines shown are the images that spread the power of technology that the company has sought to create in the process of formation and development. When you look closer, you will see the smooth curves in succession, slowly rising, like the overflowing vitality of the enthusiastic and dynamic FPT staff.

When designing this official FPT logo, the leadership directed to create a familiar 3-color shape forming an angle of 13 degrees compared to the vertical, and the number 13 is a number of great significance to the image of the company. The establishment and development of FPT company, creating the feeling that the corporation is increasing day by day, expanding its scope of service to domestic and international people. With 3 outstanding featured colors. Orange represents the warmth of the sun and the color of young vitality, enthusiasm and creativity for a bright future. Besides, orange is also a color that symbolizes openness, willingness to share, and unites the world's ethnic communities together. The green color in the logo symbolizes the youth's strong health and vitality and the integration and development of the community. Finally, blue creates a strong feeling, associated with human intelligence, and a close attachment to the company.

#### - **Slogan**

“Energizing life – FPT”

"Invigorating" means that FPT will promote FPT's products and users, create success, and lay the foundation for a better future together. The personal image in FPT's new brand identity system is very similar to the new slogan of the FPT brand, so the communication in many activities is very good, creating the FPT brand in the hearts of customers and the community.

#### - **Staff**

One of FPT's strengths is that it owns an excellent and highly qualified staff. Up to now, FPT Telecom has a staff of more than 1100 people in Hanoi and Ho Chi Minh City. They are all young, dynamic, highly qualified, enthusiastic and creative employees. It is the most valuable asset and the foundation for all of FPT's success. Many employees of FPT Telecom have won international certificates such as CCNA, CCNP, CCIE on CISCO's network, international certificates of MINI RS/6000, AS/400, SUN, HP server generations.

## - Vision, mission

- FPT Vision: "FPT aspires to become a new, rich and powerful organization with creative efforts in science, engineering and technology, making customers satisfied, contributing to national prosperity, and bringing great value to customers. Each of its members has the best conditions for developing their talents and living a full material and spiritually rich life."

## 4. Implementation of brand building

### 4.1 Personnel organization

The growth of the corporation's personnel in recent years. By the end of December 31, 2013, the total number of employees was 17,419 people, including 6500 engineers, programmers, technology experts according to international standards. FPT is proud to be the company with the largest concentration of information technology staff in Vietnam.

#### Building leadership resources

Accordingly, high-level candidates will be evaluated on 13 qualities with more than 40 criteria. In addition to the basic leadership competencies such as: aspiration and passion for success; vision and strategic thinking; gather forces of talent; effective management ability, candidates will be further evaluated in many new capacities such as: globalization ability; understanding FPT's diverse business activities; understanding and grasping world technology trends; In addition, FPT has implemented many training programs for key staff and managers of the Corporation through FLI such as: Leadership Training program - providing soft skills, MiniMba program, Coaching Skills for Executive training courses, FLI Club, Leader talk, project business club (PbC), master-disciple program, field trips at foreign corporations.

Ho Chi Minh City attracted more than 5,000 students to participate in FPT Tour, a program where students come to FPT to visit and learn about the real working environment; Open day, career recruitment festival; Talented intern students, in 2013, the program attracted more than 1,200 students registered to compete, 35 best students were selected for the positions. Important roles such as Assistant to FPT's Board of Directors, Quality Management Project Development (Fqa), Assistant to the President of FPT Online; Free training on necessary skills for students before going to work. Compensation Policy in 2013, FPT issued a new remuneration policy to ensure that 100% of employees know their annual income plan from the beginning of the year to create motivation. Direct incentives and incentives to each individual. FPT's remuneration system is classified into 4 categories including: Salary: Production and business salary (12 months); 13th month salary is rewarded on the occasion of the Group's establishment and the Lunar New Year; Allowances: travel, mobile phone charges, part-time work. Bonus based on business performance and achievements in project/work; Social welfare: social insurance/medical/loss FPT Care, health check-up/insurance, vacation regime. Training policy FPT continuously organizes outsourced and self-training programs. Promotion policy

FPT always has policies to facilitate opportunities, environment and benefits for potential employees. A series of policies for the promotion of potential employees were issued such as: policy on planning resources (core staff); the policy of reducing and gradually eliminating the concurrently many positions of leading cadres, creating

opportunities for lower-class cadres; policy on rotation of leading cadres; fair and transparent appointment and dismissal policy. Besides, FPT always has a policy to detect, attract, foster, appreciate and treat talented people.

### 4.1.1 Recruitment process

The recruitment process at FPT Corporation is divided into two processes: Staff recruitment process and senior staff recruitment process. Basically, both of these processes are similar, but due to the characteristics of each type, each process will have its own points.

#### Staff recruitment process:

Before recruiting employees, the heads of functional departments of FPT Corporation proposed the recruitment needs of their departments. After that, the staff in charge of recruitment will summarize the recruitment needs and submit them to the director of human resources. The HR director will make a recruitment plan and submit it to the general manager for approval. If approved by the General Director, the staff in charge of recruitment will notify the personnel plan and targets to the functional units and departments. After the approval process of the implementation plans, the staff in charge of recruitment, the directors of the departments, the director of human resources will begin the recruitment process.

### 4.1.2 Attractive salary and benefits policy

FPT was honored in the Top 5 companies' employees want to work most in Vietnam market. In addition, with the salary, bonus, benefits and remuneration system rated as one of the best in Vietnam, you can fully put your trust to "engage" in FPT.

FPT pays great attention to the remuneration policy and cares about life to help employees have a "full material and spiritually rich" life. In addition, FPT also has a timely reward system, expanded promotion opportunities, and periodically evaluates employee salary increases twice a year. In addition to salary, units or individuals also receive weekly and monthly bonuses, soft salary at the end of the year, monthly awards for excellent employees, or rewards for traveling abroad for excellent individuals.

With a fairly competitive salary compared to other companies in the same industry, engineers at FPT can receive an income of up to 110 million VND/month, for final year students or fresh graduates with specialized skills in a foreign language. programming language, the starting salary is more than 12 million VND/month.

In particular, the company always creates favorable conditions for foreign employees to have the most comfortable living and working environment, along with a much higher income than the domestic average. For example, for bridge engineers working in the Japanese market, the income is 800 million VND/year, more than 7 times higher than the average salary of this field in Vietnam. This is one of the tactics to help FPT "recruit and retain talents".

Working at FPT, employees will enjoy allowances, insurance in accordance with the provisions of the Labor Law and the Law on Social Insurance, insurance for overseas business trips and health care by FPT Care for individuals. person, family. In addition, FPT has invested VND38.4 billion in training activities and internal training programs to develop and foster employees, which is enough to see many professional development opportunities while

working here.

#### 4.2 Brand building implementation

Prepare information to cooperate with a service creation company

Competitors

In the domestic market, FPT is facing strong competition from leading domestic corporations such as Viettel, VNPT, and CMC technology group. Accordingly, in order to increase competitiveness, FPT needs to increase spending on upgrading infrastructure, invest in many new solutions and software to expand its coverage and this will lead to increased investment costs.

Coordination of function rooms

FPT leads functional departments to work together

Right from the branding planning stages by consulting the functional departments.

Implement processes in brand management.

The core of FPT's customer care process helps FPT achieve:

Sales improved

Loyal customers increase

FPT's market positioning

Market segmentation by demographics: FPT is based on age to divide into different market segments such as children, adults and the elderly. Market segmentation by customer buying behavior: Based on customer needs, FPT has provided various products and services.

Communication goals

The communication goal of an FPT can be to build an image and value for a brand; increase customer awareness of a product, etc. The identification of specific communication objectives will have the basis for building and measuring the effectiveness of a communication program.

#### 4.3 Execution control

Research purposes:

- Determine strategic goals and develop business strategy of FPT Information System Co., Ltd in the period of 2016 - 2020 with a vision to 2025.

Research content:

- Define short-, medium- and long-term strategic goals
- Analyzing the business environment, analyzing FPT's strengths, weaknesses, opportunities and threats

Proposing business strategy for FPT

- Provide functional strategic solutions to achieve business goals.

Research Methods

- Using descriptive research method with direct interview technique with company leaders and related officials.
- Desk research method based on research of secondary data.
- General analysis method with data from departments: Accounting, sales department, administrative and human resources department of FPT.

Research scope

- The whole territory of Vietnam FPT's strategic planning process

Brand Positioning

- The new brand strategy will better plan the development direction of FPT in pursuit of the strategy "For e-citizen". Based on the foundation of IT and telecommunications, FPT will join forces from all member units to offer products and services towards the mass consumer market with guaranteed quality and

reasonable prices, meet a broader range of needs in the life of e-citizens.

The brand identity

- The new brand identity reflects FPT Digital's commitment to constantly developing and innovating, becoming a customer-centric organization. The identity reflects our goal to play an important role in accompanying our customer partners to transform and grow in the digital economy.

Objectives of FPT's work to be completed

- Regarding FPT's goal, this corporation aspires to become a new, rich and powerful organization that, with its efforts and creativity in science, engineering and technology, makes customers satisfied, and contributes to national prosperity, giving each of its members the conditions to develop fully in terms of talent and material, and to be rich in spirit.

#### 4.4 Evaluate and improve the brand building implementation process

##### 4.4.1 Review

In the period 1999-2006, FPT made great strides in brand communication with the strong development of the corporation. In the period 2007-2015, FPT was well aware of brand communication but needed to find a new direction to develop. From 2015 until now and in the future, FPT is facing the challenge of building a mature brand so that FPT's brand will be stronger and more sustainable.

##### 4.4.2 Improvement

Professional capacity: This is the challenge of the global development of digital technology era that FPT must strive to overcome in order to develop and survive in the digital era. The company needs to research and design training programs to help the organization catch up with market trends as well as improve qualifications and update new skills for employees.

Training programs and seminars at FPT

Business efficiency: This is a factor that plays an important role in building a reputation for a business. In 2022, FPT Group Joint Stock Company has just announced business results for the first 2 months of the year with pre-tax profit of VND 1,102 billion, up 30% over the same period.

FPT's business results in the first 2 months of 2022

Good business performance is a premise for a strong financial situation and the basis for well implementation of FPT's development strategies and branding.

Friendly image to build customer relationship: FPT needs to understand the psychology, habits and behavior of customers. In order to cultivate loyalty and good relationship with customers, we can carry out the following specific actions:

- Build and maintain a database of customer information
- Timely analysis of all feedbacks from customers
- Investigate customer satisfaction
- Well designed and managed customer communication programs
- Organize special customer programs and conferences
- Identify and regain lost customers

#### 5. Conclusions

The study of FPT's brand strategy is very necessary. It helps the company better understand its brand position in the



market as well as understand where its competitors are. The results of this essay serve as a basis for helping companies make current and future decisions. Thus, the corporate brand of FPT is the common standard values that everyone follows, directing everyone to the common goal for the development of the business. Thanks to the corporate brand FPT has created the trust of all customers from product quality, service quality, creating a position in the market that makes competitors respect.

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