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Analysis of brand building and development process of HanoiTourist in Vietnam

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Abstract

This article will show how the brand of an enterprise dealing in a service industry such as tourism compared with

traditional products and services in other industries is also impacted by Covid-19.

Keywords: Brand Management, HanoiTourist, Vietnam

1. Brand basics

1.1 Trademarks and trademarks

What is the brand ?

A brand (brands) as defined by the World Intellectual Property Organization (WIPO) is a special sign (tangible and intangible) to identify a product, good or service produced. or provided by an individual or an organization.

What is a trademark?

Trademarks (marks) as defined in Clause 16, Article 4 of the Intellectual Property Law are signs used to distinguish goods and services of different organizations and individuals.

Brand Hanoitourist

Hanoitourist is a travel service business unit under Hanoi Tourism Corporation . Hanoitourist is a strong brand of Vietnam's tourism industry and has been present for a long time in the market, the forerunner of Hanoitourist travel company was established on 25/03/1963. After a period of doing business in the market, the People's Committee of the city decided to establish the Hanoi Tourism Corporation with the pilot model in the form of: parent company, subsidiary company with the goal of building a brand name. strong in tourism, multi-industry activities, in line with the development requirements of the tourism market in general as well as the macro-economy of Hanoi capital in particular.

1.2 Brand function

Brand recognition and differentiation

This is a very characteristic and important function of the brand, the brand awareness is an important factor not only for consumers but also for businesses in managing and operating their activities. Through branding, consumers and manufacturers can easily distinguish the goods of one business from another. Branding also plays an important role in segmenting a business's market. Different branded goods will deliver different messages based on certain signs in order to meet consumer needs and attract the attention of different sets of customers. When goods are richer and more diverse, the distinguishing function becomes more important. Any signs that make it difficult to distinguish will reduce prestige and hinder the development of the brand. In fact, taking advantage of the confusion of the signs that make up the brand, many businesses with bad intentions have creating signs that closely resemble well-known brands to try to create confusion among consumers.

Information and instructions:

The informational and instructive function of the brand is reflected in the fact that through images, language or other signs, consumers can partially recognize the use value and utility of the goods. The information about the place of production, the class of the goods as well as the conditions of consumption ... are also partly expressed through the brand. In general, the information that the brand brings is always very rich and diverse. Therefore, brands need to be clear, specific and recognizable to create success for a brand.

Create perception and trust:

This function is the consumer's perception of difference, superiority or peace of mind, comfort, confidence when consuming goods and services when choosing that brand brings (Example: Japanese machine, Sony sound system, Heineken beer...) Speaking of perception, people talk about certain impressions of goods and services in the mind of consumers. Consumer perception is not natural, it is formed synthetically from brand elements such as colors, names, logos, sounds, slogans, and consumer experiences. The same goods or services, but the consumer's perception may be different, depending on the message or the situation of receiving information, or depending on the user's experience. An accepted, classy brand will create a trust in customers and customers will be loyal to that brand and service. The quality of goods and services is a decisive factor in customer loyalty, but a brand is an extremely important driving force to keep customers staying with those goods and services and is a destination for consumers to choose from. Use trust. This function is only shown when the brand has been accepted in the market.

Economic function

The brand carries with it a present and potential value. That value is most evident when transferring the brand. Brand is considered an intangible and very valuable asset of a business. The value of the brand is difficult to determine, but thanks to the advantages that the brand brings, goods and services will be sold more, even at higher prices, easier to penetrate the market. Brand does not come naturally, it is created with many different investments and expenses, which make up the value of the brand. The profits and potential that the business has from the popularity of the brand will determine the financial value of the brand. Every year, Business week magazine gives a ranking of about 100 top brands in the world with their estimated value. Example 2002: Coca-Cola: \$69.6 billion; Microsoft: 64 billion; IBM: 51 billion; GE: 41 billion; Intel: 30.8 billion; Nokia: 29.9 billion; Disney: 29.2 billion; MC. Donald: 26.3 billion; Mercedes: 21 billion... In Vietnam, the P/S brand was acquired by Elida Company for 5 million USD (while the value of tangible assets is just over 1 million USD).

1.3 Brand Equity

Brand equity, commonly known as Brand Equity, is a marketing term used to describe the value of a brand. Brand equity is a very broad concept. Brand equity includes the values that the brand brings to customers and stakeholders such as employees, shareholders, community... Factors that contribute to creating brand equity include the logo, slogan and logo of the brand, company or product. These factors are also assets of the company, creating the success of each business. Because those are also factors that directly reach customers.

The brand is the representative of the business, the place that most clearly shows all the achievements of the company. Because when building a brand, it means that the business has created a position for itself in the hearts of customers. Knowing the brand is also knowing the business and company. It can be said that the brand is also the property of the company.

1.4 Vision and mission of Hanoitourist brand**1.4.1 About the vision**

To develop Hanoitourist comprehensively and sustainably, becoming one of the leading corporations in the capital and the whole country, playing a leading role in the field of tourism business according to the development strategy of the Capital's tourism industry. Hanoitourist is a strong and prestigious brand in the country and in the region.

1.4.2 About the mission

Promoting the leading and pioneering role in providing the society with high-quality tourism products; building brand reputation by the trust and satisfaction of customers, constantly improving business efficiency and competitiveness of Hanoitourist.

1.5 Brand identity and positioning**1.5.1 The brand identity****▪ Brand of the product**

Hanoi Tourism Corporation is a state-owned enterprise with a leading position in the fields of: international travel business, hotel, restaurant, transportation, labor export... with more than 50 years of construction and mature

▪ Organization's brand

Hanoitourist is a strong brand of Vietnam Tourism Industry. Right after its establishment, Hanoitourist has focused on investing in building the infrastructure system, upgrading and adding many new projects to serve the tourism industry. In 2012 and the coming years, the Corporation will constantly innovate, improve work quality and efficiency, train a team of tourism professionals with solid professional qualifications, civilized service style. – elegant, meeting the requirements of international economic integration; focus on starting construction of a number of large projects such as: complexes of hotels - offices - apartments to invest in building hotel chains - tourist resorts in Da Nang, Nha Trang, Phan Thiet, Vung Tau, Phu contributing to the policy of developing tourism to become an important and sustainable economic sector of the capital and the country. Hanoitourist brand is not only strong in the country but also becomes a prestigious brand name, national brand stature in the world market.

▪ Brand of the leader's personality

Regarding political ideology: in view of Mr. Nguyen Minh Chung, who is currently the Chairman of the Board of Directors of Hanoitourist, regardless of whether he lives and works in any region and works in any company in any field, the team of leaders and managers must contain in their moral and psychological life passionate patriotism. Operating in the field of tourism business must always put the law first because tourism is not only working within the country but also abroad. Regarding the ethics of the leader of a travel company, first of all, he must put himself in the shoes of others to understand them. For employees, if they want them to be loyal and work according to their wishes, they must have skillful manners and respect them. In addition, ethics is also reflected in the company's social activities such as supporting the people in the Central region during the flood season, and organizing charity programs.

▪ Brand of a style

To be a good leader, style is an indispensable thing. Each

leader in the company will choose for themselves a leadership style. 12 proprietary or democratic leadership styles will have its dual nature. Depending on their personality and social situation, they will choose their own leadership style.

▪ **Trademark of an icon**

Meaning of Logo: Hanoitourist takes the representative image of Khue Van Cac, the symbol of Hanoi. Khue Van Cac is also the convergence of the quintessence of heaven and earth, so this symbol also represents the harmony of yin and yang, hoping to bring sustainable development and prosperity to Hanoitourist. Moreover, the image of Hanoitourist's Logo is like the image of a house, the leadership and staff of Hanoitourist also want to convey in it the wish that all Hanoitourist employees are always attached, united and loved, share, help each other like brothers and sisters in the family.

1.5.2 Brand positioning table

1.5.2.1 Understanding customers

- Tourism products are diverse and satisfy all requirements of customers.
- Professional, experienced and enthusiastic staff.
- Organize a package tour with the most convenient payment method for you.
- Bring convenience and meet all the needs of customers.
- Reasonable prices and guaranteed service.
- We guarantee to bring compensation to customers if they do not do what they promised.
- Attentive customer service, after-sales service.
- Towards sustainable cooperation.

1.5.2.2 Brand benefits – functional and perceived benefits

▪ **Customer perception**

Consumers today are exposed to a plethora of options and alternatives due to the heavy use of social media plus various advertising and marketing activities such as digital marketing, every brand in the market is trying to attract its presence in the minds of consumers and make them aware of their services.

▪ **Customer loyalty**

When consumers buy branded products or services and experience good customer service, they will definitely buy again. And when the same consumer sees the brand and its promotions on billboards, television commercials, or on social media, recalls his association with the brand and feels feel happier and more confident about their purchasing decisions, making customers more loyal to the brand.

▪ **Product difference**

There are many brands in the market that offer a similar line of products and services to the same customer group and target market, but there are unique elements that distinguish one product from another.

▪ **Competitive advantage**

As discussed earlier, brands face stiff competition from existing competitors as well as from new entrants to the market offering products and services in the same industry plus to other competitors. The target audience and the market are similar. One of the benefits of branding is that it helps the brand create a distinct identity in the market and in the minds of consumers through advertising and promotional campaigns that highlight unique selling propositions. and differentiating factors, thus giving the brand a competitive advantage.

▪ **Introducing new products and services**

Once a brand has fulfilled its customer loyalty, sales and profit goals with a particular product line by taking the correct branding measures, the brand can introduce the new products and services as it has a resonance of quality service and the best level of customer service. In addition, consumers have great trust, confidence in the brand and will definitely love to buy the newly introduced product or service line. At the same time, brands can also tap into new target audiences and untapped market locations.

▪ **Attract investors**

Among the Benefits of Branding is the power to attract investors when and when the company requires capital because the brand has created a unique identity in the market offering products and services that meet the needs of the company. consumer demand and has a huge loyal bank. Customers are factors of trust and confidence in the mind of investors.

▪ **Quality pictures**

Branding helps the company to present unique selling propositions and differentiating factors such as quality sets the company apart from its competitors, building the image of a quality brand in the industry.

▪ **Attract the best talent from the industry**

Every brand needs a talented and professional workforce to help achieve business goals and objectives. And human psychology is that we all aspire to combine and work with the best brand and once the company has achieved its Branding goals, it will attract the best talent. the best in the industry.

▪ **Become a market leader**

not only helps the company to attract loyal customers, premium orders, and introduce new product lines or products and services but also helps the brand become a market leader by establishing new examples in the business aspects of manufacturing, marketing, promotion, and providing the best levels of customer service and overall experience working as an inspiration to peers and contemporary

1.5.2.3 Targeted customer

Identify market segments, position of the brand in the market, differentiation strategy, concentration strategy, competitive advantage.... Hanoitourist identifies middle and high-end customer market segments.

1.5.2.4 Competitors – main and expanding competitors

Competitors are always the companions of the business and also the people who bring the business to difficulties at any time. Just in Hanoi, there are now hundreds of different large and small travel companies springing up such as: HanoiTourist, Saigon Tourist, Vietravel, Mytour, Vietours... these are all serious competitors of the company. Tourism activities are fiercely competitive by many domestic and foreign competitors. Regarding Hanoi Tourism's competitors, there are a few companies such as:

Saigon Tourism, the company is recognized by Vietnam National Administration of Tourism as one of the leading enterprises in the field of tourism due to its positive contributions to the development of the national tourism industry with many travel service models. Professional training in tourism & hotel.

Viet travel is also a company specializing in providing domestic and foreign travel services. Vietravel company

under the Ministry of Transport was established on the basis of the Center for Marketing and Tourism (Tracodi Tours). The company attracts customers by reasonable prices, regular and regular sightseeing schedules, ensuring maximum benefits for visitors...

Hanoitourist Travel Company (<http://hanoitourist.vn/>) specializes in international and domestic travel business, air ticket agency, tourist transport. Hanoitourist provides tour packages for groups and individuals including: Business tour provides customers with the best services with the most competitive prices. Staffs are fluent in foreign languages: English, French, Chinese, Russian with enthusiastic, attentive service attitude...

1.5.2.5 Brand value

Hanoi Tourism Corporation is a state-owned enterprise with a leading position in the fields of: international travel business, hotel, restaurant, transportation, labor export... with more than 50 years of construction and As an adult, Hanoitourist Travel Company has been awarded the title of "Top ten International Travel" by the Vietnam National Administration of Tourism for many years and ranked A1 "Top five" among the few tour operators with a large number of Vietnamese tourists going abroad. The largest outside of Vietnam Airlines (Vietnamairlines)...

1.5.2.6 Brand personality

Cooperation - Sharing - Sincerity - Positive

Hanoitourist is a travel agency with many branches and departments working together to form a perfect service and requires a high degree of systematicity. Hanoitourist values cooperation and harmony, honors these values with the hope that Hanoitourist employees will always cooperate in the spirit of honesty, fairness, willingness to share sincerely, closely adhere to the spirit. actively to solve all problems of the system, develop together, act together for the success, continuous development of Hanoitourist,

1.5.2.7 Differentiate highlight in the mind of customers

Constantly innovating and developing: Travel business is also a key activity of the Corporation with 2 reputable travel companies, including Hanoitourist Travel Company and Hanoi Entertainment Services Joint Stock Company. In particular, Hanoitourist Travel Company is one of the most prestigious and leading brands in Vietnam, for many consecutive years won the title of "Top ten international travel" of the National Administration of Tourism and A1 "Top 10 international travel agency". five" among the few tour operators with the largest number of Vietnamese tourists going abroad of Vietnam Airlines.

In the current 4.0 era, technology application has also been specially invested by the Corporation to help hotels increase utilities, control activities as well as save management costs, helping to increase interaction. between customers and businesses.

Hanoitourist will also promote the training and development of human resources to meet the requirements, especially the application of information technology for operation, management and business. At the same time, effectively implement the brand development strategy; strengthen marketing, expand markets, improve service quality and tourism products and services.

1.6 Brand positioning process

▪ Define the competitive environment

Tourism is inherently competitive with many domestic and foreign competitors. However, Hanoi Tourism Corporation still achieved high growth even though not the majority of revenue comes from the tourism and hotel sectors. The goal of Hanoi Tourism Corporation in the process of healthy competition with rivals is reflected in two points: first, to win at home; Second, the brand. Hanoi Tourism Corporation appeared and was confirmed in countries in the region and the world on the basis of Vietnamese technology.

Tourism as well as other business activities have extremely fierce competition. Only in Hanoi, there are now hundreds of different large and small travel companies springing up such as: SaigonTourist, Vietravel, Mytour, Vietours... these are all serious competitors of the company.

Always the people who accompany the business and also the people who bring the business to difficulties. Tourism activities inherently face fierce competition from many domestic and foreign competitors. About HaNoiTourist's competitors, there are a few companies such as:

Saigon Tourist is a company that is evaluated by Vietnam National Administration of Tourism as one of the leading enterprises in the field of tourism due to its positive contributions to the development of the national tourism industry with many service models. travel, professional training in tourism & hotel... however the price of tourism services is relatively higher than that of other travel businesses.

Viet travel is also a company specializing in providing domestic and foreign travel services. Vietravel Company belongs to the Ministry of Transport. Established on the basis of the Center for Marketing and Tourism (Tracodi Tours). The company attracts customers by reasonable prices, regular and regular sightseeing schedule, ensuring maximum benefits for visitors...

Due to the same focus on one main market segment, tourists are officials and employees of agencies ... so the level of competition has become more and more fierce, so that Hanoi tourism companies cannot. compete with products in this market but can only compete with each other in terms of price and quality of tourism product programs. The company that offers a suitable price while still ensuring the price is suitable for the quality of the tour program, ensuring profits, that company will win and capture that market. In addition to competing on price, companies also compete with each other on their reputation and reputation in the market to be able to increase the number of visitors to their company. HaNoiTourist travel company has all those factors to be able to compete with other companies in the same area of Hanoi. In addition, the company also has a long history and has been awarded as the leading flag in the tourism industry by the Party and State, which is the best condition for HaNoiTourist Travel Company to operate effectively and stand tall. stable in the market.

▪ Identify target customers

The company's main customer market: Retail customers coming to the company, foreign tourists: This object is usually backpackers, or foreigners working in the territory of Vietnam, tourists. are officers and employees of agencies, organizations, businesses, schools, etc. tourists are students. In which the company still focuses mainly on the number of

guests who are civil servants because they have stable incomes and bring the most profits to the company.

The company's customers are mainly domestic tourists and among them have different service needs. Therefore, the company needs to conduct research on each specific customer group to capture the most accurate needs, thereby making marketing policies as well as building product policies to meet the needs of each customer group. All plans and actions of HaNoiTourist company must meet the diverse needs of customers with the best service to retain existing customers and attract potential customers.

Therefore, to ensure regular output, businesses need to pay attention to the selection of products, sales methods, service methods, and payment methods to best meet the needs of customers. that I am serving.

All plans and actions of HaNoiTourist are to focus on attentive customer service, meeting the diverse needs of customers with the best, reliable service and performed honestly in order to retain customers. existing customers while developing potential customers.

HaNoiTourist will send a car to pick up customers at places such as train stations, airports, bus stations... The company takes care of safe and comfortable accommodation for customers. There are guides cheerful, enthusiastic with guests. Reasonable prices, discounts for Tours of...

▪ **Understanding customers**

Along with the development of the economy in recent years, the goal of travel companies has focused on expanding and developing the domestic tourist market. When the social life is increasingly improved, the demand for travel of Vietnamese people is increasing, they travel to relieve stress at work. Therefore, the number of Vietnamese tourists is increasing rapidly. On the part of travel agency HaNoiTourist has timely grasped the information and focused on this potential market source in many different ways such as: Promoting propaganda and advertising activities for its tourism products. Create unique and attractive travel programs in accordance with the ability to pay and preferences of guests. Currently, with the prestige that the company brings to customers, the number of domestic tourists coming to the company increases rapidly. To get that is because domestic tourists coming to the company are enthusiastically welcomed by the company's staffs. And provide information about new travel programs quickly and accurately. The tourist market is the most important factor that determines the business strategy development process of HaNoiTourist travel agency. Currently, the company's domestic tourism department has divided customers into 3 main categories: the tourist market with high affordability, the market of tourists traveling with low affordability. If the market is quite good and the tourist market has an average payment level for this tourist market, they often do not pay much attention to the quality of service but simply participate in the trip.

For each type of market, the domestic department in particular and the company in general will offer programs at an appropriate price so that each guest can feel satisfied with the quality of the program, the form of tourism that the company offers. they have chosen so that the next time they travel; they will come to the company again. Most of the customers who come to the company usually have a high ability to pay, usually office guests, prestigious families in Hanoi and neighboring provinces. For those who are customers with low paying ability, the company will have a

really suitable price to be able to take full advantage of the number of customers coming to the company.

▪ **Affirming the interests of customers**

After each tour, the company often organizes to send letters to customers to ask for feedback from customers with the tours they have used. Visitors can state their comments about the trip, about the services that guests have enjoyed. From these survey votes, the company will draw many limitations to serve the future tours better. After that, the company also sent staff to come to the house or make phone calls to ask tourists directly about the tour. This makes visitors feel that they are well cared for and they feel very satisfied. In addition, at the end of the tourist season, the company also organizes customer conferences, this is an after-sales program that brings great results.

▪ **Create brand value and personality**

On the basis of gathering a number of tourism businesses in the city, with the goal of becoming a large tourism corporation, with a strong brand, multi-industry, multi-ownership, competitiveness. High efficiency and effective international economic integration, in line with the development requirements of the tourism industry and the capital's economy, Hanoi Tourist has promoted the promotion, marketing, and introduction of products and services of Hanoi Tourist. units in many forms: Advertising on the mass media: Electronic newspapers: Paper newspapers; Setting up a website; Participate in specialized fairs in Europe, America, Australia, China, Thailand..., welcome delegations of reporters, press, company owners to survey (fam trip), annual festivals, regular fairs. Additionally, Hanoi Tourist also focuses on international travel business with key markets such as: Western Europe, Japan, Korea, China, North America, ASEAN, Eastern Europe.

Sharing about the future development orientation of Hanoi Tourist in particular and the Capital's tourism industry in general, Mr. Nguyen Minh Chung, Deputy General Director of Hanoi Tourist suggested: First of all, Hanoi needs to quickly build a regulation master plan for tourism development in the capital. There are preferential mechanisms and policies on investment attraction, human resource training as well as separate tourism development policies. There should be overall studies on mechanisms and policies from which to propose comprehensive and feasible solutions to exploit humanistic tourism resources. The organization of cultural events, arts, sports, folk festivals ... should take into account the factors that promote and coordinate in tourism, especially the services provided to visitors. Develop specific tourism promotion programs for domestic and foreign markets, maintain traditional tourist markets such as China, Japan, Korea, USA, ASEAN, Europe to expand from there. Find new customer markets. As for the technology of exploiting tourism resources, it is necessary to build a continuous system of places and tours, coordinate services for tourism as well as advertising strategies and plans. Planning to promote the image of the capital's tourism. Ensure sustainable and environmentally friendly tourism development.

▪ **Reasons to trust the brand**

HaNoi Tourist always attaches importance to the sense of corporate responsibility to the community and the environment, develops products and business activities on the basis of the criteria of harmonizing business interests with the social community, being friendly with the natural

environment. course.

Quality - Trust - Absolute Satisfaction: HaNoiTourist honors this value with the goal of building trust and credibility by product and service quality, honesty and responsibility. HaNoiTourist is committed to all partners, customers and to ourselves: we will always ensure that quality is the top goal, meeting the increasing expectations of customers.

Dedication - Passion - Enthusiasm - Intelligence: HaNoiTourist wishes to build a typical style of HaNoiTourist staff, which is dedicated, with a high sense of responsibility, always working with passion and enthusiasm. The members of HaNoiTourist always bring all their energy and wisdom to solve the problem effectively, wholeheartedly serve to bring satisfaction to customers and always stand above the interests of customers.

Cooperation - Sharing - Sincerity - Positive: HaNoiTourist values cooperation and harmony, honoring these values with the hope that HaNoiTourist will always cooperate in the spirit of honesty, fairness, ready to share a sincerely, closely with a positive spirit to solve all problems of the system, develop together, act together for the success and continuous development of HaNoiTourist and each member of the company. system and partners of HaNoiTourist.

Creativity - Efficiency: Creativity is HaNoiTourist's development lever. HaNoiTourist wishes to create a favorable environment for everyone to promote their creativity, innovate technology, products, management processes and work organization processes, to bring the highest efficiency, bringing HaNoiTourist to the leading position in the field of travel services and air tickets in the country and in the region.

▪ **Show the difference**

Bringing good value and interesting experiences to visitors in each travel journey - is the goal and the difference Hanoitourist. Towards and strives to bring customers in each Tour journey. Coming to Hanoitourist's products and services, visitors can not only experience interesting experiences in each journey, but also be dedicated to serving the smallest needs, more especially visitors can exchange and share emotions.

▪ **Define brand positioning sentence**

Hanoi Tourism Corporation is a state-owned enterprise with a leading position in the fields of: international travel business, hotel, restaurant, transportation, labor export... with more than 50 years of construction and As an adult, Hanoitourist Travel Company has been awarded the title of "Top ten international travel" by the General Department of Tourism for many years and ranked A1 "Top five" among the few tour operators with a large number of Vietnamese tourists traveling abroad. The largest outside of Vietnam Airlines (Vietnamairlines).

In the trend of integration, in order to constantly meet the increasing needs of customers to visit, study, survey, attend fairs, exhibitions, seminars, exchanges and cooperation, with the motto "All For the sake of customer satisfaction", we would like to introduce to you the programs "Around the World" and "Colorful Country".

Come to us to "satisfy your travel dream - explore five continents and four seas".

Hanoitourist's business is always towards: Customers, employees and community. Hanoitourist understands the close, sustainable and mutually supportive relationship between the above factors, business efficiency will be

achieved sustainably when the main factors are focused and developed.

Customers are the center of all business activities: All activities come from the needs of customers, customers are the ones who decide the development of the business. Therefore, service quality and customer convenience. Customers are always placed first in the main activities of the business.

1.7 Brand strategy

Brand strategy is a group of solutions, guidelines and plans with the goal of affirming the unique position of the brand in the minds of customers, but still not far from the available resources of the business.

▪ **Product brand strategy**

Branding for products is one of the popular types of business branding. A business cannot do without its products. However, not all products are core and main products of the business. The products that bring the best revenue for the business can be considered as a factor to choose. The features or characteristics of the product are chosen to create a brand for it.

To build a successful brand for the product, the choice of strategy is also very important. Each business or corporation will choose different strategies, in accordance with the orientation of the business.

In product branding, there are three common types of strategies:

- Source brand strategy.
- Brand sponsorship strategy.
- Independent strategy.
- Product line brand strategy

A product line is a marketing strategy that companies adopt by offering related products for individual sale. This group of related products will be defined by their functions and customer markets, forming a "string" or product group.

In Marketing, the number of product lines is called the width of the product portfolio. Product category, also known as product category, is the total number of products that a company sells to its customers. It shows the total number of product lines. Some companies focus and sell only a specific type of product, some will offer a wide range of products to diverse markets, depending on the size and goals of the units. Each result of an approach will be different with many factors such as location, market, trend... so in business should carefully consider the product category. The width of a product portfolio is one of four measures, alongside the length, depth, and consistency of the product portfolio.

▪ **Product range brand strategy**

The product range is the answer to a request for products with complementary properties under the same name. Thus, a range can be built on the success of the original product with close-to-natural variations, such as perfumery products. That product range can be a complete entity with several complementary products based on the same inspiration. The Line system has helped young people create their own hairstyles and build a specific look. Extending the range will cost nothing more than the marginal price for discounts and packaging, with no costs for advertising.

▪ **Umbrella brand strategy**

An umbrella brand strategy: In which a common brand is used for a variety of products in different markets, each product has its own promotion and engagement policies (and sometimes even its own advertising department).

However, each product still has its own attribute name. An umbrella brand strategy allows for the development of a core brand by associating with its products what was previously unattainable. The freedom that brand strategy offers can sometimes have a patchy effect on the brand itself. On the one hand, it allows the operator of each region to arrange the promotion of their own products, on the other hand, it also accepts too many distortions from one original form of the brand into other types of products. Managers are free to make specific commitments relevant to their current market. However, while each product has its own inherent identity, in all cases, the way they convey their message must be the same. Consumers not only encounter one part of the brand, but they are placed in front of all the products, each with a message of its own. Therefore, branding should be considered as a coherent whole, even when it is organized in commercial and industrial areas.

▪ **Source brand strategy**

The source brand strategy is to build a parent brand, usually the corporate brand. Name the products of the business with the parent brand name attached. One of the conditions to apply this brand is that the parent brand must have a foothold in the market. Has a great influence on consumer psychology? The parent brand is usually the trademark of the business. The images and feelings in the customer's mind cover. But the problem with a lot of brands these days is that they have transformed the original brand into the standard brand. Although within the concept of the source brand the adjacent products must have their own name, they are still subject to the constraint that they are governed by the reputation of the source brand. Whereas by the standard brand, the products still go their own way under the general guarantee. The benefit of an original brand strategy lies in its ability to create a distinct and profound feeling for consumers. Original brands can accentuate their own meaning and character by improving or enriching their successors to appeal to a particular set of customers. However, the danger for a source brand is to go beyond the essential features of the original brand. That means we have to be careful when extending the brand. Only trusted brands that are covered by the source brand should be used.

▪ **Sponsor brand strategy**

When the parent brand has hidden strength, it will sponsor the development of the sub-brand, using the influence of the parent brand to create thrust for the sub-brand. The purpose of this sponsorship is to quickly build customer trust for the new brand. This brand model has many similarities with the family brand, attaching the parent brand to the child brand to create new vitality, allowing thanks to the strength of the parent brand to promote the development of products. new. This naming strategy also allows businesses to access many different market segments, participate in many different business fields. The success of the parent brand is a solid guarantee for reaching new market segments. The model of sub-brand and sponsor-brand architecture has many advantages, but the management is extremely complicated and complicated. If the general architect of that project does not design for each product a separate brand identity system, distribution and sales system, the risk of these products canceling and harming each other is very great. Vietnamese enterprises that are in the process of expanding their business activities and participating in many different fields need to be very alert in choosing a brand structure model for their business. And if you do not have the ability to manage

in the above ways, it is best to choose the way to build an independent brand.

2. Brand building process

2.1 Environmental Studies

Hanoitourist is a travel service business unit under Hanoi Tourism Corporation. After a period of doing business in the market, the People's Committee of the city decided to establish the Hanoi Tourism Corporation with the pilot model in the form of: parent company, subsidiary company with the goal of building a brand name. strong in tourism, multi-industry activities, in line with the development requirements of the tourism market in general as well as the macro-economy of Hanoi capital in particular.

2.1.1 Quantitative and qualitative methods

Hanoitourist has always been one of the strongest enterprises in the tourism industry in the capital and the whole country in the integration period. With the initial charter capital of nearly 600 billion VND in 2004, up to now, Hanoitourist has chartered capital up to 2,850 billion VND, an increase of 4.8 times, contributing to creating jobs for about 3,000 employees.

After a long time of development, Hanoitourist travel company has more than 4000 employees who have been engaged in business activities in many different industries. And with its efforts in business, Hanoitourist has achieved remarkable achievements such as: First-class Labor Medal, full examination flags of ministries, agencies and People's Committees of Hanoi city.

And in order to continue to improve its position in the travel and tourism market, Hanoitourist is implementing many different investment projects such as: a 5-star hotel system in Quang Binh, Hanoi, project of the service area. entertainment, food.

2.1.2 Observation method

Hanoi Tourism Corporation does business and operates in five main fields: Travel; Hotel; Office for rent; Entertainment and commercial...

In which, Hanoitourist Travel Company is one of the reputable and leading brands.

With the consensus, enthusiasm and proactive spirit, the Corporation and all employees have built a comprehensive, sustainable Hanoitourist and become a strong and prestigious tourism brand in the country and area.

2.1.3 Statistical methods

Travel: 3 reputable travel agencies and leading brands in the capital are under Hanoi Tourism Corporation, including Hanoitourist Travel Company, HanoiToserco Company, and Thang Long GTC Company.

Hotels: Out of a total of more than 10 5-star hotels in Hanoi, Hanoitourist holds controlling stakes in 5 of the most famous 5-star hotels in the capital such as: Sofitel Legend Metropole Hanoi, InterContinental Hanoi Westlake, Pullman Hanoi, Hilton Hanoi Opera and Hotel De L'Opera. In addition, Hanoitourist also owns and holds major shares of 4-star hotels such as Hanoi Hotel, Hilton Garden Inn Hotel.

Office for lease: Hanoitourist office building is located at the golden position - 18 Ly Thuong Kiet, 300m from Hoan Kiem Lake, located in the busy commercial area chain of the City Center, with modern architectural style, Grade A

standard office.

Entertainment (West Lake Park): Water Park includes 14 modern water game zones; All equipment of West Lake Water Park is imported directly from Spain, all of which fully meet the standards set by the World Water Park Association. With excellent achievements achieved in 50 years of construction and development, Hanoi Tourism Company - the parent company of the Corporation has been awarded many noble medals and titles:

- Labor Medal (1980).
- Second-class Labor Medal (1985).
- Labor Medal (2002).
- Third Class Independence Medal (2010).
- The Government's Preferential Flag.
- 1 Emulation flag of the Ministry of Culture, Information, Sports and Tourism (1990)
- 6 Excellent emulation flag of Hanoi People's Committee.
- 4 Emulation flags of Vietnam National Administration of Tourism.

2.2 Analyze environmental information - set up MIS or outsourcing

2.2.1 Company and product analysis

The products of Hanoitourist travel company currently include the following services:

- Domestic tours, such as Bac Giang: Bac Giang is a province in the Northeast region, which not only attracts tourists by its unique architectural works, but also attracts tourists by many natural landscapes. beautiful nature here.
- Khe Ro Forest - A tourist attraction not to be missed in Bac Giang: As a nature reserve forest in Tay Yen Tu, located in the middle of 3 intersecting provinces of Bac Giang - Quang Ninh - Lang Son, this place attracts a lot of people. tourists come to visit and is considered an attractive tourist destination in Bac Giang. Khe Ro forest is still quite primitive, so when coming here, visitors will have the opportunity to see the wonderful natural scenery and explore the rich and impressive flora and fauna.
- Suoi Mo - A tourist destination not to be missed in Bac Giang.
- Thematic tours, such as: Tet holiday, spring tour, summer tour, April 30 tour...and regional festivals.
- The foreign tour in the region, the world.
- Travel combo: hotel, homestay, resort.
- Transportation services: Car rental, airline tickets, yachts.

Preparing for the plan to recover Hanoi's tourism after the impact of the fourth Covid-19 epidemic, with the motto "safe adaptation, flexibility, effective control of the Covid-19 epidemic", many points of interest Upon arrival, Hanoi's travel agency quickly built many new tourism products. This not only builds confidence for tourists about safe tourism in the "new normal" state, but also brings an atmosphere of optimism about the early recovery of tourism in the Capital. In the coming time, Hanoitourist will actively build a development strategy, concretize tasks in each immediate, medium and long-term period. In which, focusing on the key fields of tourism business, diversifying product types, especially promoting strengths and experiences in tourism business (hotels, travel agencies, offices, etc.) rental, commercial). Focus on building Hanoitourist brand through

high quality tourism products.

An important goal that Hanoitourist needs to aim for is that quality must be associated with the brand so that each product and service is attractive, convenient and shows its identity.

2.2.2 Customer analysis

Customers here are those who have the need to travel, have the desire to experience domestic and foreign tours.

Tourism demand is the desire of people to go to a place other than their usual place to enjoy and experience new sensations. Understanding and capturing those needs of customers Hanoitourist has launched many tours at many locations including domestic and foreign with different prices and attractive incentives.

During the past 15 years, Hanoitourist has not only attracted the majority of domestic tourists but also foreign tourists in key markets of Western Europe, Japan, Korea, etc., but Hanoitourist still focuses on domestic tourist market, promoting the stimulus program "Vietnamese people give priority to tourism in Vietnam".

2.2.3 Competitor and product analysis

Competitors include: direct competitors and indirect competitors.

Direct competitors: are travel companies that have similar products or provide travel services.

Indirect competitors: are travel companies that can provide other tourism products and services but all solve the same problem, the needs of customers with travel needs.

Competitors of Hanoitourist: Viettravel, Saigontourist, Ben Thanh Tourist, Best Price Travel...

2.3 Build vision, mission, purpose, brand goals

- **Vision:** Hanoi Tourism Corporation is a state-owned enterprise with a leading position in the fields of: international travel business, hotel, restaurant, transportation, labor export... with more than 50 years of construction and As an adult, Hanoitourist Travel Company has been awarded the title of "Top ten international travel" by the General Department of Tourism for many years and ranked A1 "Top five" among the few tour operators with a large number of Vietnamese tourists traveling abroad. In the trend of integration, in order to constantly meet the needs of visiting, studying, surveying, attending fairs, exhibitions, seminars and exchanges. and the increasing cooperation of customers, with the motto "All for customer satisfaction", Hanoitourist offers customers the programs "Around the World" and "Colorful Country".
- **Mission:** bring to customers tourism products, in accordance with the development requirements of the tourism market in general as well as the macro-economy of Hanoi capital in particular.
- **Brand goals and objectives:** On the basis of gathering a number of tourism businesses in the city, with the goal of becoming a large tourism corporation, with a strong brand, multi-industry, multi-ownership, competitiveness. With high efficiency and effective international economic integration, in line with the development requirements of the tourism industry and the capital's economy, Hanoitourist has promoted the promotion, marketing, and introduction of the

company's products and services. Positioning in many forms: Advertising on the mass media: Electronic newspapers: Paper newspapers; Setting up a website; Participate in specialized fairs in Europe, America, Australia, China, Thailand..., welcome delegations of reporters, press, company owners to survey (fam trip), annual festivals, regular fairs years in Vietnam and abroad... quickly develop a master plan for the capital's tourism development. There are preferential mechanisms and policies on investment attraction, human resource training as well as separate tourism development policies.

2.4 Brand strategy planning

▪ Product brand strategy

Brand strategy: is a group of solutions, guidelines and plans with the goal of affirming the unique position of the brand in the minds of customers, but still not far from the available resources of the business.

Hanoitourist's product brand strategy: diversifying product types, especially promoting strengths and experiences in the tourism business to bring many choices to customers. Improve and constantly improve existing products and tourism programs.

▪ Product line brand strategy

Offering more choices of themed tourism products such as: Tet tours, spring tours, summer tours, April 30 tours...and regional festivals.

▪ Product range brand strategy

A range of tourism products that respond to the requirement that tourism products can complement each other under the same name. Hanoitourist has the following range of products: domestic and international tours, accommodation services, car rental,...

▪ Umbrella brand strategy

In which a Hanoitourist brand will be used for many types of tourism products including: accommodation services, tours... in different tourist markets, each tourism product will have a policy its own promotion and engagement (and sometimes its own advertising department).

▪ Source brand strategy

The benefit of the original brand strategy lies in its ability to create a different and profound feeling for consumers in general and users of tourism products in particular. unique character by improving or enriching their successors to appeal to a particular set of customers. Groups of tourist products with their own names allow a brand (Hanoitourist) to benefit from customer groups in areas that Hanoitourist has not been able to penetrate so far.

▪ Sponsor brand strategy

When the parent brand has hidden strength, it will sponsor the development of the sub-brand, using the influence of the parent brand to create thrust for the sub-brand. The purpose of this sponsorship is to quickly build trust with customers for the new brand. The success of the parent brand is a solid guarantee for reaching new market segments. The second way to do support is to make the presence of the parent brand right on top of the new product even though the name of this product is completely different from the parent brand, the design is also completely new. Sponsored brands have many advantages, but the management is extremely complicated and troublesome. If the general architect of that project does not design for each product a separate brand identity system, distribution and sales system, the risk of

these products canceling and harming each other is very great.

2.5 Brand Positioning

Over 50 years of construction and development, Hanoi Tourism Corporation (Hanoitourist) has gradually affirmed its position as a strong brand of Vietnam's tourism industry, thereby contributing to the strong development of the industry in the process. international economic integration. Hanoi Tourism Corporation is always evaluated as one of the leading enterprises in the field of tourism and hotel business, a member of many domestic and international tourism associations and organizations: PATA, VITA, ASTA, JATA, USTOA with a network of hundreds of domestic and foreign partners. In recent years, Vietnam's tourism market in general and travel in particular have experienced steady growth. Besides some long-standing and prestigious travel agencies such as Hanoitourist, many new tour operators now also have stiff competition. However, with a wealth of experience in the field of travel services and customer care, Hanoitourist always stands firmly in the domestic and foreign tourism market.

2.6 Brand positioning process

▪ Defining the competitive environment

Main competitors in the same industry as current Hanoitourist

- Saigontourist travel agency

Saigontourist Travel Service Company (belonging to Saigon Tourism Corporation) specializes in trading services such as hotels, restaurants, travel services, import and export transportation, construction... and increasingly diversified. goods and services, currently managing 8 travel service companies, 54 hotels, 13 tourist resorts and 28 restaurants with full amenities. In addition, the company also has 50 other domestic joint venture companies, joint venture companies and joint stock companies along with 9 foreign joint venture companies. Saigon Tourism Corporation is also an official member of world tourism organizations such as PASTA, ASTA and USTOA.

- Fiditours travel agency

Fiditour travel company specializes in domestic and international travel business, hotels, restaurants, services, air tickets, MICE event center, transportation center... Fiditour Travel develops close relationships closely with more than 1,500 domestic and foreign partners, is an official member of VTA, HTA, IATA organizations. With the motto "Quality pioneering" along with the policy of diversifying products and ensuring the correct implementation of quality commitments, Fiditour Travel has positioned itself in the public's hearts as Vietnam's leading travel brand. in general and HCMC market in particular in terms of service quality.

▪ Identify target customers

Understanding target customers is a vital factor to help businesses earn high profits. For the target customers of the tourism industry, they are often identified through the following information:

- Age: 16 - 50 years' old
- Gender: Male, Female
- Living Area: Major Cities and Neighborhoods

- Income level: average and above

▪ **Understanding customers**

Most Asians in general live with gratitude, like comfort in a clean, discreet space. Besides, they also tend to travel with relatives and groups, want to save costs but enjoy many benefits.

In addition, considering the Vietnamese market separately, each customer by region, gender, age... will have different psychological characteristics, preferences, needs and tastes. Eg.

- According to each region
- **Northern guests:**
 - Paying a lot of attention to the form and space of the hotel, everything needs to be adjusted, so when choosing a service, they also consider high aesthetics.
 - Often travel in the summer and major holidays, long breaks such as New Year's Day, April 30, May 1...
 - There is a tendency to go with relatives more than other regions with 60% going with family, 30% with friends.
 - Have a habit of organizing your own tour instead of going through a travel agency.
 - Prefer to choose the type of resort tourism instead of sightseeing.
- **Southern guests:**
 - Quite easygoing, tolerant, active and comfortable.
 - Love the modern, new, enjoy entertainment and enjoy the service.
 - Want to organize your own trip, especially when traveling with friends.
 - Price is the most important factor when choosing a service, followed by location, advice from acquaintances, information on the internet.
- **Central guests:**
 - Generous personality, good at calculating and detailing, so he travels less, when he goes, choose a meaningful but economical trip, prioritizing cheap prices and many incentives.
 - Usually travel mainly in the summer and other kinds of special occasions.
- According to each age
- **Adult guests**
 - Love the new, unique, catch up with the trend.
 - Psychological excitement, curiosity, love of outdoor activities, stimulation, dynamic.
 - Love the model of homestay, village with many styles.
 - Love checkin, love to experience, love to explore.
- **Middle-aged guests**
 - Usually have a stable to high income.
 - They can travel anytime they want.
 - Towards convenience, novelty, catching up with the prevailing trend.
- **Elderly guests**
 - Like a quiet space, comfortable but simple.
 - Prefer resort tourism model rather than active entertainment tour.
 - In favor of practical value, upholding convenience, service attitude rather than form.

- Affirming the interests of customers
- **Functional benefits (rational benefits)**
 - The health benefits that customers gain after each trip are huge: reducing stress, reducing the risk of heart disease, enhancing the flexibility of bones and joints.
 - Helping customers temporarily put off work, so that their mind and spirit can rest, be comfortable, reduce pressure in life.
 - Travel makes customers smarter, helping to increase customers' understanding of different cultures.
 - Experience many interesting activities, discover many culinary cultures through travel.
 - Exploration tourism, actual exploration will bring customers unforgettable emotions and experiences.
 - Expand relationships, meet and make friends with people at home and abroad
- **Mental benefits (emotional benefits)**
 - Feeling satisfied, satisfied, excited when traveling to visit scenic spots.
 - Feeling relaxed and comfortable.
 - Optimistic, positive, inspirational.
 - Connect with yourself: healing, love, empathy.
 - There is freedom: discovery, self-expression, excitement, stimulation.
 - Build confidence: be calm, confident, face your fears.
 - Get noticed: famous, stylish, trendy.

- Create brand value and personality
- Reasons to trust the brand

Hanoitourist Travel Company is a unit under Hanoi Tourism Corporation - a state-owned enterprise with a leading position in the fields of: international travel business, hotel, restaurant, transportation, export. After more than 50 years of construction and development, from a travel company, up to now, it has become a large corporation consisting of 38 member companies, joint venture companies associated with foreign and domestic, Joint Stock Company, Dependent Unit... with more than 4000 employees participating in multi-industry production and business activities.

Hanoitourist Travel Company is one of the most prestigious and leading brands in Vietnam, for many consecutive years winning the title of "Top ten international travel" by the General Department of Tourism and A1 "Top five" in There are a few tour operators with the largest number of Vietnamese tourists going abroad of Vietnam Airlines (Vietnam Airlines).

▪ **Show the difference**

Hanoitourist boldly entered into joint ventures with foreign countries to renovate and invest in building a 4-5-star hotel system. Up to now, after 15 years of operation, the enterprise has a high-class hotel system with leading 5-star hotels in Hanoi such as Sofitel Metropole Hanoi, Hilton, Pullman, Inter Continental, Hotel de l'Opera Hanoi; a number of 4-star hotels such as Hilton Garden Inn Hanoi, Hanoi Hotel, Thang Long Opera, and a series of other hotels in Hanoi and other provinces and cities in the country.

Not only investing and exploiting the hotel system, Hanoitourist now also expands the investment scale into various types of entertainment and entertainment services. In particular, the enterprise has completed the investment document to build the project of a multi-purpose

entertainment complex - Horse racing track with an area of over 100 hectares in Soc Son. Besides, Hanoitourist has also completed the dossier, investment license, planning on investment and construction of the project of mixed-use hotel, office and service building at No. 1 Ba Trieu.

In order to attract tourists in key markets of Western Europe, Japan, Korea, China, North America, ASEAN, Eastern Europe. The company has built and organized special tours such as: Tour The Red River is associated with the legend that King Ly Cong Uan moved the capital to Thang Long; building and completing new tours, in which focus on tours combined with cultural festivals; craft village tourism, focusing on the domestic tourist market, promoting the stimulus program "Vietnamese people give priority to tourism in Vietnam".

▪ **Define brand positioning sentence**

With the motto "All for customer satisfaction", come to us to "satisfy your travel dream - explore five continents and four seas".

2.7 Building a brand identity system (set)

• **Brand of the product (trademark)**

2.8 Brand design

2.8.1 Defining the role of the new brand – for the main brand and related brands

Long-term vision (05 to 10 years) Hanoitourist is a reliable, quality and modern-sized travel agency and air ticket agency, present in the top of the country and for certain markets. Expand international scale: have representative offices in several countries around the world.

2.8.2 Choose the last name, register for protection

The purpose of Hanoi Tours to change the brand identity system in this period is:

- Through each development period, Hanoitourist always offers a strategy to build, develop and protect the brand. With the vision of becoming one of the leading tourism brands in the region, enhancing the image position of Vietnam; develop according to the trend of integration, sustainability and business efficiency associated with indigenous cultural values and community benefits; The need for self-renewal, establishing a different corporate image, is the sum total of the reasons why Hanoi tourist changes the brand identity system. It can be said that this is a period of increasingly fierce market competition, requiring Hanoi tourist to have a new look and internal force. Therefore, changing the brand identity system of Hanoitourist is not outside the purpose of creating a new, modern, worthy and more professional image.
- The process of building and developing the Hanoi tourist brand is always associated with the potential, natural strengths, traditional identity of culture - history of Vietnam. One of the business philosophies, the success of Hanoi tourist brand is always closely linked with local tourism brands, regional and national tourism brands.

2.9 Brand developing

2.9.1 Brand development organization

▪ **Media**

With the complicated development of the Covid-19

epidemic, Hanoi Tourism Corporation has increased the application of technology in promoting and building new products. Developing the project "Application of communication, promotion, image, Hanoitourist brand by connecting social networks". Understanding the needs of using social networks of a large number of customers, businesses have increased communication channels for the Hanoitourist brand on Facebook, Zalo, Tiktok... Thanks to following on Facebook at the address "Hanoitourist", experienced the tour "Sacred night - shining Vietnamese spirit" of Hanoitourist.

▪ **Human**

The projects of technology application and digital transformation of the staff involved in the implementation, have helped Hanoitourist's tourism brand maintain its operation, contributing to the diversity of tourism products in Hanoi. According to the report of the 9 months of 2021 of the Hanoi Tourism Corporation, there have been many good ways, training programs to improve the quality of human resources or build new products through the application of technology.

As in the travel industry, Hanoitourist Travel Company has applied digital transformation projects to organize many online training sessions, notably a YouTuber creative contest, in order to increase the effectiveness of promoting the brand. Hanoitourist brand. The success of applying technology to tourism activities is even more evident in the new products under the Hanoitourist brand, creating a new freshness for the Hanoi tourism market after the epidemic.

Assessing the effectiveness of employees' initiatives on applying technology in building tourism products, Director of Hanoitourist Travel Company (a member of Hanoitourist) Phung Quang Thang said that this has helped the company. conditions to promote digital transformation in tourism product development, the successes in technology application initiatives at Hanoitourist, contributed to helping the Hanoi Travel Association come up with the idea of opening many online training sessions. for members, better promote tourism products of the unit, increase competitiveness for tourism in the capital.

▪ **PR promotes brand promotion**

Hanoitourist promotes tourism promotion brand. Because, this is an important work to bring the image and products of tourism in Vietnam, Hanoi in general and the Corporation in particular to the world and tourists; focus on promotion activities in a number of stable markets with potential for visitor growth such as Japan, Korea, Western Europe, North America, ASEAN, India, and the Middle East.

Not only that, the reality of Hanoitourist's 15 years of operation shows that, in order to attract tourists in key markets of Western Europe, Japan, Korea, China, North America, ASEAN, Eastern Europe. DN built and organized special tours such as: Red River tour associated with the legend of King Ly Cong Uan moving the capital to Thang Long; building and completing new tours, in which focus on tours combined with cultural festivals; craft village tourism... Focusing on the domestic tourist market, promoting the stimulus program "Vietnamese people give priority to tourism in Vietnam".

Hanoitourist's travel agencies such as Hanoitourist Travel Company, Hanoi Toserco, Thang Long GTC (strong travel brands are always present in the "Top ten travel agents"

voted by the Vietnam National Administration of Tourism and the Association of Tourism. years) has regularly promoted the opening of new tours, routes and attractions for domestic and foreign tourists. New tourism products of these companies, such as travel programs in Japan and Korea, are always welcomed by the market.

Assessing the initial successes of Hanoitourist, Chairman of the Vietnam Travel Association (VISTA) Vu The Binh said: Hanoitourist has made a significant contribution to increasing the number of tourists coming to Hanoi through its promotional strategy. in terms of facilities, building attractive inner-city tours, entertainment services and the most modern accommodation in Vietnam. "Hanoitourist has always been evaluated as one of the leading enterprises in the field of tourism and hotel business, a member of many domestic and international tourism associations and organizations: PATA, VITA, ASTA, JATA, USTOA ... and a network of hundreds of domestic and foreign partners "- Mr. Vu The Binh stated.

▪ **Promotion**

Event "Tourism Promotion Festival 2019" with the theme "Smart Tourism" at Octagon House, Ly Thai To Flower Garden. Hanoitourist brings to this year's fair tours, hotel services with preferential prices at the end of the year. Coming to the Hanoi Promotion Month series, consumers will get great discounts from hundreds of businesses. Travel incentives with domestic and foreign tours, and many attractive gifts; In addition, there are promotions for using services at hotels under the Corporation. In addition, due to the high demand for overseas travel at the end of the year, especially during the Lunar New Year, Hanoitourist has launched many attractive and preferential foreign tours and received a lot of attention from visitors. such as Melbourne - Canberra - Sydney (7N6D), Taiwan (5D4D), France - Switzerland - Italy (11N10D) or domestic tours such as: Hanoi - Da Lat - Buon Ma Thuot - Pleiku (5D4D), Hanoi - Mai Chau - Moc Chau (2 days 1 day).

2.9.2 Follow brand reviews

Customer satisfaction is the response of consumers when using a product or service to whether the product or service meets their expectations or not. Customer satisfaction depends on the effectiveness or benefits of the product or service compared to what they are expecting. Customers can have different levels of satisfaction. Satisfied customers will be loyal longer, will buy more, are less price sensitive, and will promote the company well.

▪ **Some customer reviews about Hanoitourist**

On November 20, I was very satisfied with the quality of the hotel and restaurant during the trip. In addition, customers also think that hotels and restaurants are also one of the factors that make their trip more comfortable. The food on the tour is very diverse and suits the taste of most of the guests in the group. In addition, he was also impressed by the enthusiasm of the guides at the tour with the act of sharing cold clothes for the group guests.

Constantly innovating and developing, always having a high-class quality system with leading hotels in Hanoi such as Hilton, Pullman, Inter Continental.

The construction of new products to meet the needs of the market is also very interested by the Corporation. The travel companies of the Hanoi Tourism Corporation such as Hanoi

Toserco, Thang Long GTC are strong travel brands that are always present in the "Topten travel" voted by the General Department of Tourism, the Tourism Association every year. has regularly promoted the opening of new tours, routes and tourist attractions for domestic and foreign tourists. New tourism products of Hanoitourist travel companies are always welcomed by the market such as travel programs in Japan, Korea, "Feeling Hanoi" program...

2.9.3 Proposing improved solutions

Focus on innovating, developing and gradually applying a modern governance framework according to world's best practices; at the same time, strive to transform Hanoitourist into a joint stock company model under the multi-ownership model, attract social resources to participate in investment, constantly improve competitiveness, and actively promote the role of the owner. Leadership in main business lines: Travel, hotel, entertainment - entertainment, office for rent, commerce; and build Hanoitourist brand by the trust and satisfaction of customers.

In the coming time, Hanoitourist will actively build a development strategy, concretize tasks in each immediate, medium and long-term period. In which, focusing on spearhead fields of tourism business, diversifying product types, especially promoting strengths and experiences in tourism business (hotels, travel tours, office for lease, commercial). Focus on building Hanoitourist brand through high quality tourism products.

An important goal that Hanoitourist needs to aim for is that the quality must be associated with the brand so that each product or service is attractive, convenient and shows the identity and prestige of Hanoitourist. Thereby making Hanoitourist the leading enterprise of the capital and the whole country in tourism business."

Immediately deploy the digital transformation to help the unit operate more professionally and meet the new needs of the market. Implement many ideas about technology applications. In particular, the initiative on "Applying information technology to each activity, integrating the digital economy in the Fourth Industrial Revolution" builds the H-office electronic office system, allowing users to can operate, manage work remotely, and at the same time digitize data documents, papers, saving working time and costs.

3. Brand promotion tool

In order to bring Hanoitourist brand to domestic and foreign tourists, thereby having high competitiveness and effective international economic integration, besides investing in facilities, Hanoitourist also promotes brand promotion. travel progress. Because, this is an important work to bring the image and products of tourism in Vietnam, Hanoi in general and the Corporation in particular to the world and tourists; focus on promotion activities in a number of stable markets with potential for visitor growth such as Japan, Korea, Western Europe, North America, ASEAN, India, and the Middle East.

With the specificity of the tourism business, facing difficulties caused by the impact of the world and domestic economies, the Corporation has developed development programs focusing on the main business lines (hotels, travel, office leasing, commerce); directing units in the Corporation to make the most of business at existing technical facilities, promote marketing, improve service quality, practice thrift

against waste, reduce prices products, promotions to attract customers, and at the same time temporarily suspending investment in new projects. Mr. Hung said: The Corporation has increased promotional activities, promoting commercial tourism, introducing products on the mass media, on websites and at tourism and trade fairs. trade in Vietnam and abroad. Step by step applying science and information technology in the management and operation of the electronic newspaper www.hanoitourist.com.vn has been put into use and exploited.” On the basis of gathering a number of tourism businesses in the city, with the goal of becoming a large tourism corporation, with a strong brand, multi-industry, multi-ownership, competitiveness. With high efficiency and effective international economic integration, in line with the development requirements of the tourism industry and the capital's economy, Hanoitourist has promoted the promotion, marketing, and introduction of the company's products and services. Positioning in many forms: Advertising on the mass media: Electronic newspapers: Paper newspapers; Setting up a website; Participating in specialized fairs in Europe, America, Australia, China, Thailand..., welcoming delegations of reporters, press, company owners to survey (fam trip), annual festivals, associations annual market in Vietnam and abroad...

In addition, Hanoitourist also focuses on international travel business with key markets such as: Western Europe, Japan, Korea, China, North America, ASEAN, Eastern Europe with 5 trading companies International and domestic travel and along with the familiar Open tour, the Corporation has built and organized special tours such as: Red River tour associated with the legend of King Ly Cong Uan leaving the capital to return home. Thang Long; New investment and put into business Sailing Hanoi Opera with nearly 30 modern rooms, high quality services to serve domestic and international tourists on Ha Long Bay; at the same time, build and complete new tours when Hanoi is expanded with tourism products combined with conferences and seminars; tourism combined with cultural festivals; careers Village Travel.

4. Brand Management

4.1 Brand management perspective

Brand management the process of analyzing the environment, planning goals, strategies and plans to build brands, organize implementation, control and improve to achieve brand development goals effectively.

In fact, a brand can be famous, having a position at one stage but falling, failing to win the trust of customers at another stage. Therefore, in order to build a reputable brand, businesses need to maintain and maintain the brand regularly with campaigns.

If businesses cannot manage their brands well, they will collapse when the society is more and more developed, the products are more diversified, and the competition is increasing. Brand management helps brands develop more stably and increase value.

4.2 Functions of brand management

- Define the ideal target market, understand what motivates the target customers and/or the public to choose one product over another, and position the brand in the same niche.
- Develop an ideal brand message that aligns with both

the needs of the target market and with the product's value proposition.

- Communicate brand promise to customers and the public by leveraging almost every possible touchpoint.
- Work on building brand equity and measuring it over time.
- Manage the brand structure and ensure the structure and communication of the sub-brands is consistent with the main brand structure and communication policies.
- Build a brand identity and make sure it matches the brand image in the market.
- Handling brand communication in the market
- Anticipate and respond to new brand identity needs

4.3 Brand Director

- Job Description: Brand Manager is the person responsible for building the brand image for the product or service of the business, through analyzing customer insights and building brand strategy.
- Main jobs
 - Track market trends, survey consumers, and learn about competitors' campaigns.
 - Analyze the market to position the brand and determine the insights of the target customers.
 - Planning market positioning and penetration strategies.
 - Ensure the harmony between the brand personality and the company's vision, mission, goals and strategy.
 - Brainstorm ideas for media campaigns for the brand.
 - Monitor marketing and advertising activities to ensure consistency with product strategy.
 - Anticipate risks for timely handling.
 - Monitor and report campaign effectiveness.

4.4 The role of brand management

4.4.1 For Businesses

- Brands create images of businesses and products in the minds of consumers: When a brand first appears in the market, it has absolutely no image in the minds of consumers. Attributes of goods such as texture, shape, size, color or after-sales services will be the premise for consumers to choose them.
- Brand as a commitment between businesses and customers: Once consumers have chosen a product bearing a certain brand, they have accepted to trust that brand.
- Branding to segment the market: In business, companies always offer an ideal combination of attributes about the strengths, benefits and outstanding features of the product to suit the needs and markets. Respect each target customer group
- Brands make a difference in the product development process: A product is distinguished from others by its functional features as well as the accompanying services that create an increase in use value. However, a brand is an external sign to identify that difference.
- Brands bring benefits to businesses:
 - Brand is an intangible asset that contributes to future profits by the added value of goods
 - The brand maintains the existing customer base while attracting new and potential customers
 - Brands bring competitive advantages to businesses and help businesses defend against other competitors.
 - Famous brands can attract investment

4.4.2 For customers

- Brand helps customers to identify the origin and origin of products: In reality, consumers are always interested in the true use or benefits that the product brings to them, but when it is necessary to choose the product, then most consumers always pay attention to the brand, consider which supplier's product, which manufacturer, what reputation or message they bring, other consumers are interested and pay attention to goods and services bearing that brand.
- Merchandise sought: The benefits of a commodity can be visually assessed (rigidity, size, color, etc.)
- Experiential Goods: The benefits of the goods cannot be easily assessed by eye, but real product testing and experience is necessary (durability, ease of use, increased service quality) warranty, maintenance, etc.)
- Trust goods: the properties of such goods are difficult to know.

⇒ It is very difficult to evaluate and interpret the attributes and benefits of experience goods and trust goods, so the brand becomes a particularly important indicator of quality and other characteristics for consumers to easily understand. more aware.

- Brands that help customers save money on product search: Through experiences with a product and its marketing program, consumers know the brand. They find out which brands satisfy their needs and which do not.
- Brands reduce risk when deciding to buy and consume a product: Consumers rely on a business' brand or image as a guarantee that the goods or services they purchase will meet certain requirements. Familiar or well-known brands reduce the risk of buying for potential customers.
- Brands help customers express their social position: Each brand is not only typical for the features and use values of goods and services, but also carries on it a foundation representing a line. products offered to people of social status.

5. Proposed brand planning process

5.1 Business environment analysis

5.1.1 Microenvironment

- Company division: Including the following departments: Board of Directors, office department, operating room, market department. The marketing department is responsible for market research, customer sources, and the department responsible for marketing activities is the office.
- Marketing is one of a series of other jobs that the office department has to do, the domestic market is the source of long-standing familiar customers in state-owned companies, international customers.
- Competitors: The company's competitors are small and medium sized companies exploiting the domestic market of tourists traveling by land. There are many such travel companies in the area, so the level of competition is extremely fierce.
- Market intermediaries: The company has the support of many other peer-to-peer affiliates
- Tourists: The company focuses on exploiting domestic tourists from state-owned companies, which is a fairly stable source of tourists. Currently, the company is

promoting the foreign tourist market. Also focus on international travel business to expand business environment

5.1.2 Macro environment

- Demographic environment: When living standards are constantly improving, especially in big cities, travel becomes a necessity. Tourism demand is found in all age groups, not just in any age group. Vietnam's population is young, while the consumption level of young people is constantly increasing in all aspects, especially entertainment and tourism.
- Economic environment: The economy is constantly growing strongly, making the face of the country's life completely changed. The economy develops in the direction of the market, especially after joining the WTO, creating favorable conditions for the wave of investment and opportunities to expand to the world, which has led to an increase in the number of international tourists. strong. The elements of the economy and technical infrastructure are built in a modern way to better support the development of the tourism industry.
- Natural environment: Vietnam is a country with abundant natural resources that can be exploited for tourism activities. The relatively unspoiled natural environment is also an attraction. However, the problem of environmental pollution is an alarming problem that greatly affects the development of tourism.
- Cultural environment: Vietnamese people are open, friendly and flexible people who are easily receptive to new things. Vietnamese culture itself has its own unique features imbued with national identity that attract tourists all over the world.
- Political environment: The State attaches importance to tourism activities, considering tourism as a spearhead economic sector, creating many favorable policies for the state and private tourism companies to develop together. Vietnam is a politically stable country that is considered a top safe destination.
- Science and technology environment: Vietnam is trying to catch up with the development of science and technology in the world. Thanks to modern media, the world knows more about Vietnam and vice versa. Information technology also makes the operation of tourism businesses much easier and more convenient. Through the above analysis, the following conclusions can be drawn: Vietnam's tourism is integrating, so there are many development opportunities for tourism companies.

5.2 Branding plan

5.2.1 Build your own branding system

- Brands create company products

Those are tourism products – a young but fastest growing industry today. The world is developing day by day and the need for self-satisfaction is increasing, traveling to discover is an indispensable hobby in every human being. Most people think “90% of tourists don't come back to Vietnam” - This sentence is completely correct, but with only 10% of comebacks and the number of new customers, it is also a headache for administrators. Because it's always overloaded during vacations, winter vacations, foreign guests and holidays for domestic guests.

What makes a style brand different?

- Create a team of staff who know how to do tourism both professional and dedicated
- Not only selling tours, the company is also a place to provide information to customers about nearly all services (bars, restaurants, hotels, shopping, fishing, parks, spas... most specific features)
- Customer care via email,
- Always learning how to do tourism in other countries in the region.
- Quality has always been an important aspect of branding: This issue cannot be compared with other countries. In each country, there are different "ways" of working, sometimes one should not look too deeply into the negative side of an issue and forget the romantic and beautiful things inside. We cannot change an entire tourism system that has existed for a long time, nor do we magnanimously represent the country or the people of Vietnam. But we only do our best in the name of each person. and responsible at work, making guests most satisfied, and helping to promote the company's image widely. That heart is the first quality that a tourism employee must have.
- Should be proactive: The company should be the best consulting place for customers to proactively suggest the best places. Welcome the tour and find new sources of customers continuously, not passively waiting for guests to come like now.
- Anticipate every situation: The problem is to have a mind in front of you, see a lot of words but still can't trade reputation. Tourists must understand the possible situations to advise guests. For example, the tropical storm makes the train unable to run to Phu Quoc, or "burns out" somewhere, it rains a lot in tourist places.
- The main activities of the company: Professional organization of travel programs, conferences, seminars, for tourist groups or individual tourists both domestically and internationally.

5.2.2 Branding of tourist destinations and brands of tourism businesses.

Branding is a process of selecting and combining tangible as well as intangible attributes with the aim of differentiating products, services, businesses and tourist attractions with attractiveness and attractiveness, create strong emotions and deep memories in the minds of customers.

Branding in general can be done in five basic steps:

- Step 1. Identify the foundation structure of the brand
This is the most important step of building a brand, because if the foundation is built wrong, it will be difficult to repair or adjust in the later stage. The basic elements to build the foundation of the brand include:
 - Brand Attributes: It is the logo, color, and identifying characteristics that help distinguish one brand from another.
 - Brand Benefits: These are the emotional and emotional benefits of a brand to consumers.
 - Brand Beliefs: Brands must demonstrate a belief that will bring real benefits to consumers.
 - Brand personization: When building a brand, we imagine the brand as a person with distinct personalities. Strong or gentle, true or false, boastful or

simple...etc. This creates the feelings of consumers when they see the brand.

- Brand Essence: The brand must summarize its differentiating and distinctive elements and is usually through the use of the brand's slogans.

- Step 2. Brand Positioning

Brand positioning is a core message that will be conveyed in every media. A clear statement of the company's desire to be achieved in the mind of the customer. To achieve this goal, brand positioning must answer the following 7 basic questions:

- Who are you?
- What is your business?
- For whom? (Who are you meet)
- What is needed in the market that you serve?
- How do you compete with your competitors?
- Where is your difference?
- What is the unique benefit of your product or service?

Brand positioning for tourism is very important not only at the national and local level (tourist destination) but also at the level of tourism service businesses. For example: For a hotel, what audience needs to be positioned in the guest market? What are the needs, preferences, ability to pay, and consumption habits to position the hotel's brand? This is absolutely true for travel businesses and other service businesses serving tourists.

- Step 3. Build a brand strategy

- After positioning the brand, it is necessary to build a brand strategy for a long time (about 3 years) including:
 - Brand goals for each year
 - Budget for propaganda, advertising and brand promotion every year
 - New product launch plan for each year

- Step 4. Build propaganda, advertising and promotion campaigns

After the strategy is approved, it is necessary to develop a budget plan for propaganda, advertising and promotion for each year. The annual budget plan needs to be detailed for each month, including how much is the budget for each month? Propaganda, advertising and promotion with what messages and on the media as well as advertising and promotion means?

- Step 5. Measure and calibrate the communication, advertising and promotion plan.

After each stage of propaganda, advertising and promotion, it is necessary to measure the effectiveness of each stage in order to make timely adjustments to be more effective. Documented information that needs to be collected includes:

- How many people know the brand?
- What elements of that brand do they remember?
- What reviews and comments do they have about that brand?
- What % of users try that brand?
- What % of people continue to use after the trial?
- How many % of people recommend this brand to others?

To obtain this basic information, it is necessary to conduct a sociological survey through face-to-face interviews or questionnaires.

5.2.3 Promote brand promotion

✓On the basis of gathering a number of tourism businesses in the city, with the goal of becoming a large tourism corporation, with a strong brand, multi-industry, multi-ownership, competitiveness. With high efficiency and effective international economic integration, in line with the development requirements of the tourism industry and the capital's economy, Hanoitourist has promoted the promotion, marketing, and introduction of the company's products and services. Positioning in many forms: Advertising on the mass media: Electronic newspapers: Paper newspapers; Setting up a website; Participate in specialized fairs in Europe, America, Australia, China, Thailand, welcome delegations of reporters, press, company owners to survey (fam trip), annual festivals, regular fairs years in Vietnam and abroad.

✓In addition, Hanoitourist also focuses on international travel business with key markets such as: Western Europe, Japan, Korea, China, North America, ASEAN, Eastern Europe... at the same time, building and complete new tours when Hanoi is expanded with tourism products combined with conferences and seminars; tourism combined with cultural festivals; village tourism, travel to visit relatives.

✓There should be overall studies on mechanisms and policies from which to propose comprehensive and feasible solutions to exploit humanistic tourism resources. The organization of cultural events, arts, sports, folk festivals should take into account the factors that promote and coordinate in tourism, especially the services provided to visitors. Develop specific tourism promotion programs for domestic and foreign markets, maintain traditional tourist markets such as China, Japan, Korea, USA, ASEAN, Europe to expand from there. Find new customer markets.

✓It is necessary to build a continuous system of places and tours, coordinate services for tourism as well as advertising strategies and plans to promote the image of the capital's tourism. Ensure sustainable and environmentally friendly tourism development.

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