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Promotion Policy Comparison for FamilyMart and Circle K in Vietnam

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Abstract

Vietnam is a successful development story. That proves that the current economy also leaves important imprints. Thereby, forming many market business models, especially retail models at convenience stores to attract young people to spend money. FamilyMart is considered a familiar name when it comes to convenience store chains, besides Circle K

is also a chain of stores that has proven its influence with other competitors in the Vietnamese market. Comparative analysis of the promotion policies of these two businesses is also the success that the businesses that have been and are trying to start a business following this business model have achieved.

Keywords: Promotion Policy, Convenience Store, FamilyMart, Circle K, Vietnam

1. Introduction

1.1 Reasons for choosing the topic

It can be seen that convenience stores are a potential market in our country. Convenience stores meet people's shopping needs at grocery stores, overcome the disadvantages of traditional grocery stores as well as be superior to other modern distribution channels, meet People's increasing demand for food safety and shopping convenience. Especially, in the context that the Vietnamese market is still fragmented and there are many vacancies, convenience stores have exploded in Vietnam since 2006 and developed strongly since 2007. Family Mart and CircleK are two brands have significant achievements in the Vietnamese market. Recognizing the importance of the problem, we chose the topic "Promotion policy comparison for Familymart and CircleK in Viet Nam" to be the topic of the essay.

1.2 Research purposes

- Learn about the retail market in Vietnam.
- Analyze marketing strategies of Family Mart and CircleK in Vietnam market.
- Understand the impact of Marketing-mix variables on the promotion strategy of Family Mart and CircleK.
- Some measures to improve the marketing strategy of Family Mart and CircleK.
- Compare marketing strategies of Family Mart and CircleK in Vietnam.

1.3 Research scope

Promotion strategy for Family Mart and CircleK in Vietnam retail market.

2. Promotion Policy

2.1 What is Promotion?

Promotion is the promotion of consumption, promotion, advertising, etc. Promotion in Marketing is understood as promotion, including advertising tools, PR, or a discount of a particular product or service with the aim to enhance the ability to sell at the best price so that customers have the opportunity to choose.

Promotion is often used by marketers in two main ways:

- Above the line: are activities to promote and build a brand image with sustainable and long-term purposes through mass media such as TV, Radio, Print & Outdoor Ads. These activities are usually undertaken by the Brand team.
- Below the line: activities aimed at developing the distribution market, promoting retail and consumption in the short term and creating direct effects. For example, distribution of samples, direct marketing, events, promotions for consumers, promotions for agents and retailers.

2.2 Role of Promotion in Marketing

Promotion is a very important component of Marketing as it can boost brand awareness and sales. It is the fourth P in the Marketing Mix 4P model because before implementing the Promotion strategy, the remaining Ps (Product, Price and Place) have to be ready.

Besides, Promotion strategies when combined with other P's will help businesses achieve effective marketing goals. As follows:

- Promotion combined with Price: Help promote sales and trade promotion through communication.
- Promotion combined with Place: Goods will be distributed by businesses to the market before starting Promotion campaigns.
- Promotion combined with Product: Provide suitable products for each different sales channel.

Currently, Promotion often uses integrated marketing communication (IMC) - that is, using different media to convey the brand's message from business to consumer. Promotion can be combined with other P's such as Price, Place, Product when promoting products. Your promotional strategies and how you go about promoting will depend on your segment, your target positioning, your budget, the message you want to convey, and the target market you're targeting.

2.3 Steps to develop a communication plan

Step 1: Collect and analyze information from the external environment

To start building a master communication plan. Market analysis is the first and fundamental step to help determine where your business is and what it is about to face. Without this step, you will have a hard time identifying your potential market and competitors. Identifying your brand's strengths, weaknesses, potential and challenges in the market will help you plan the right way.

And of course, to do this step, the SWOT model will be extremely useful. Accordingly, with Strengths (strengths) and Weaknesses (weaknesses) will give you an overview of the internal strength of the business. The Opportunities and Threats sections will give you a look at the external environment.

Step 2: Define specific communication goals

Each different campaign will have different goals. Specific indicators need to be defined so that they can be effectively measured and monitored. In addition, breaking down into phases with a defined time period is essential.

If you have located the overview in step 1. Step 2 will help identify communication goals to reach potential customers. At this time, the SMART model is considered a suitable option that can be applied. As follows:

- Specific – Specificity.
- Measurable – Can be measured.
- Achievable – Can be measured.
- Realistic – Realistic.
- Time - focused - Focusing on the time element.

The SMART model in this step will help you map out your communication goals with specific numbers. Appropriate monitoring and measurement plan in each stage of implementation to meet customer needs.

Step 3: Shaping the target customer portrait

This is the letter R in the SMCRFN model mentioned

earlier. It can be understood that the target customer is the direct audience that you want to reach and convey the message to.

This is the step for you to draw a portrait of your target customer. From there, it is possible to orient the message to whom and how to approach it accordingly. Remember that each group of objects always behaves differently. Therefore, for the same goal, the level of effectiveness will not be high and it will be difficult to implement the campaign well.

After you have classified the target, which group is wide and easy to influence, you will prioritize communication first. Through measuring and using factual information for analysis. From there, you can assess whether the exploited customer file is really potential. Or from there develop other related customer files.

Step 4: Give the campaign message to communicate

Content is always "King". Especially, the main message of each campaign is always important and really needs attention. A good message always gives customers a good impression among thousands of content to receive daily. In addition, it also makes customers have a better view of the products and services that the business is operating.

To be able to create a good message, to be remembered by customers, you should pay attention to the following:

- What does your message convey?
- Why convey those messages?
- Does the message convey enough information about the product or service that you want customers to receive?
- Is the message conveyed new and breakthrough compared to the market?
- Does it really align with your goals?

Step 5: Set up the communication unit

To be able to design a complete communication set, businesses need to understand 3 important factors including:

- Communication strategy (Message strategy)
- Creative strategy
- Source of message transmission

Step 6: Determine the right communication channel

Nowadays, there are many communication channels. Therefore, it is necessary to determine which communication channel the product or service is really suitable for. The properties of each channel will be different. You must determine where the focus of many target customers is.

Choosing the right communication channel is still in the campaign budget at that time. The effectiveness of each channel must come first when choosing. If wrong, the campaign performance will not be as you expected. In addition, spending the budget but not getting any results will also be useless.

Step 7: Make a communication strategy, detailed budget

In this step, it is extremely important to calculate the time to deploy or launch the product. At the same time, the budget allocation into each period should also be considered. In this step, divide the budget as small as possible. Because each communication channel also has its own form. It should be noted that the plan and cost must be reasonable, feasible and effective.

Especially with plans that have a multi-channel marketing communication process, which means a large budget. If you

want to come up and propose, try to make a detailed and specific plan. Because the more detailed the cost proposal, the easier it is to approve and follow up.

Step 8: Measure, compare, and report media planning

The final step is to measure, compare with the plan, and evaluate against the goals set out in the beginning. Summarize the advantages that need to be exploited and promoted in the next campaign. Identify mistakes to avoid in the next plan. Make fair comparisons with the set targets for effective and feasible implementation. This helps you have a better view of your upcoming goals.

2.4 Promotion means

2.4.1 Sales Promotion

Promotions are stimulating activities that encourage customers to buy in a short period of time by providing them with additional benefits to increase sales (Pull Strategy). Promotion is also aimed at intermediaries in the distribution channel to stimulate them to sell more goods to the business (Push Strategy).

In business activities of enterprises, sometimes we need to create "pushes" to stimulate the market. The activity that generates these "pushes" is directly related to the buying and selling activity. The effect of the promotion only lasts for a short time, if it is too abused, it will lead to counterproductive.

2.4.2 Public relations

Public relations are defined as an ongoing, planned activity that attempts to establish and maintain credibility, affection, and mutual understanding between an organization and the public. PR may be relatively cheap, but it's certainly not free. Successful PR strategies tend to be long-term and require detailed planning for all the specifics.

2.4.3 Personal Selling

An effective way to manage relationships with individual customers. Salespeople will act on behalf of the business and must be well trained in personal selling techniques and approaches. However, using a salesperson is quite expensive and should only be used when there is a real return on investment. Use salespeople to sell cars or repair houses – areas where profits are high.

2.4.4 Direct Marketing

Direct marketing is marketing activities done without going through distributors or intermediaries. To make it easier to understand, businesses communicate directly with customers. Direct marketing usually includes:

- Direct mail
- Direct call
- Email directly to customers
- Direct customer surveys
- Advertising at the point of sale
- Organize outdoor events for customers

2.4.5 Advertising

Advertising is a paid form of propaganda to introduce information about products, services, businesses or ideas to customers. Advertising is an attempt to influence the behavior and buying habits of consumers by providing sales messages to convince customers of the seller's products/services. There are many advertising mediums

such as newspapers, magazines, television, outdoor advertising, digital advertising, online and Internet, etc.

3. Overview of Family Mart and CircleK

3.1 Introduction overview of Family Mart

Family Mart Company was founded in 1981 in Japan and is now one of the largest convenience store chains in the country, with more than 24,000 stores worldwide. In Vietnam, Family Mart has been present since 2009 and currently has more than 1,000 stores nationwide. Family Mart products include snacks, packaged foods, confectionery, beverages, home gadgets, and financial information. The company has been working hard to launch many new products and services to meet the increasingly diverse needs of customers.

3.1.1 The process of formation and development

- Family Mart is a convenience store chain from Japan and is now present in many countries around the world, including Vietnam. The process of formation and development of Family Mart began in 1972, when Family Mart Corporation was established in Japan. Since then, Family Mart has grown tremendously and quickly became one of the big names in the retail industry in Japan.
- In the early 1990s, Family Mart began to expand its operations to other countries in the Asian region, including Taiwan and Thailand. In the following years, Family Mart continued to expand its operation scale and opened many new stores in other countries around the world.
- In Vietnam, Family Mart began operating in 2010 and quickly became one of the most popular convenience store chains here, with a system of more than 1,000 stores nationwide by 2021.

3.1.2 Main features of business activities

The main characteristics of Family Mart's business activities include:

1. Offer a variety of convenience products and services: provide a wide range of convenience products and services such as food, beverages, confectionery, grocery, parties, e-tickets and ATMs.
2. Customer service 24/7: provide 24/7 service to meet customers' needs whenever they need.
3. Use technology: use technology to manage inventory, track revenue, manage employees and serve customers.
4. Expansion strategy: constantly expanding and opening new stores.

3.1.3 Vision and mission

- Vision: To become the leading convenience store chain in Vietnam, bringing a convenient shopping experience and bringing joy to customers.
- Mission: To provide customers with high quality convenient products and services, at reasonable prices and excellent customer service, thereby helping customers have a better life.

3.2 Introduction overview of CircleK

Company name: VUNG TRUAN COMPANY LIMITED

English name: RED CIRCLE. CO, LTD Head office: 38/6 Le Loi St., Ben Nghe Ward, District 1. HCMC

Phone: (08) 3930 7943 Fax: (08) 3930 9781

Tax code: 0306182043

Representative office: 25 Ton Dan, Ward 13, District 4, HCMC

Phone: (08) 3940 8345

Fax: (08) 3940 4230

Legal representative: WU HEI MING AMY – Managing Director

Bank: HSBC BANK (VIETNAM)

Form of capital ownership: Co., Ltd. Business field: Trading

Line of business: Trading in retail stores of goods such as: foods, foods, telecommunications equipment, household electrical appliances, garments, cosmetics. Food production, ready-made food

3.2.1 The process of formation and development

Circle K is an international chain of convenience stores, founded in 1951 in El Paso, Texas, USA. The company filed for bankruptcy protection in 1990 and has gone through several owners; it is currently owned and operated by Canada-based Alimentation Couche-Tard. To date, Circle K has covered the world and has more than 16,000 stores in many areas to serve the living needs of people.

1951: Fed Harvey was established in El Paso, Texas, USA and named "Circle K. Food Stores".

1979: Circle K entered the international market with the establishment of a series of Circle stores in Japan. The development of the Company continued to grow and by 1984, sales increased to 1 billion.

Over time of development: changed its name to "Circle K" and became a famous brand until now.

Before 2003: developed more than 2,100 stores in 25 states of the United States.

2003: Alimentation Couche-Tard (ACT) acquires Circle K.

After 2003: ACT operates more than 8,000 franchised stores (of which 6,500 are under the Circle K brand).

Today: Circle K can be seen in Atlantic Canada, USA, Mexico, Japan, China, Hong Kong, Indonesia.... and Vietnam.

Currently, Circle K has more than 6,000 stores across the US and more than 14,000 locations around the world including Japan, Hong Kong, China, Indonesia, Vietnam, United Arab Emirates, Mexico. We have also been in Guam, the territory of the United States. Circle K has become one of the most prestigious retail brands worldwide, known worldwide for its quality products and excellent customer service. Visit the nearest Circle K store to experience convenience and a pleasant shopping experience

Wherever you go to Circle K, you will feel the familiar convenience of Circle K in your country. And you know you can trust the Circle K brand, even if the language may be different.

Circle K is proud to be the first international convenience store chain in Vietnam. Grand Opening

The first store in Vietnam in December 2008 and up to now, Circle K has more than 100 stores in the city. Ho Chi Minh. Our goal is to become the most popular convenience store chain in Vietnam.

Circle K is open 24 hours a day and 7 days a week with the motto of providing the most convenience to customers.

Our mission is to constantly look for optimal solutions to bring customers enjoyable, safe and convenient shopping experiences with a wide selection of quality products and fast food, along with Fast and friendly service style to be able to bring the best value to customers by meeting the

diverse requirements of customers and serve them better every day. Our goal is to become the most popular convenience store chain in Vietnam.

Our mission is to constantly look for optimal solutions to bring customers enjoyable, safe and convenient shopping experiences with a wide selection of quality products and fast food, along with Fast and friendly service style to be able to bring the best value to customers by meeting the diverse requirements of customers and serve them better every day.

- 1951: Fed Harvey was established in El Paso, Texas, USA, and named KAY'S
- In 1975; There are 1000 stores in the US
- In 1979 Circle K entered the international market with the establishment of a series of Circle stores in Japan. The growth of the Company continued to grow and by 1984, sales had increased to 1 billion.
- Over time, it was renamed Circle K and became a famous brand until now.
- Before 2003; Developed more than 2,100 stores in 25 US states.
- In 2003 Alimentation Couche-Tard (ACT), Canada's largest convenience store chain, acquired Circle K. • After the 2003 stand-off, ACT operated more than 8,000 franchised stores (of which 6,500 were under the Circle K brand).

* Today: Circle K can be seen in Atlantic Canada, USA, Mexico, Japan, Macau, Mainland China, Guam, Hong Kong, Indonesia and Vietnam. Red Circle Company, the franchisee of Circle K in Vietnam.

- In the last six months of 2008, Circle K continues to open 5 other stores in Ho Chi Minh City and will enter the retail market of Hanoi, Da Nang, Nha Trang, Can Tho, Vung Tau....with plans. By 2018 there will be 550 stores in 20 provinces and cities nationwide. Circle K Vietnam joined the mayor even though it was only for a short time rly 400 stores nationwide in big cities such as Hanoi, Ha Long, Ho Chi Minh, Vung Tau, Can Tho. but it is already a familiar address for consumers. Not only is it a convenience when buying, in addition to diversifying goods, the store also focuses on well implementing the staff's service style to customers.
- In 2011, Circle K Vietnam has grown to 20 stores focusing on each area. And now, Circle K system has 22 stores, just 2 new brands opened in January 2012 at Le Thi Rieng and Bui Vien.

o Store 1 - 36 Hai Ba Trung, Ben Nghe Ward, District 1, HCMC

o Store 2 - 44 Le Lai, Ben Nghe Ward, District 1, HCMC

o Store 3 - 95 Le Thanh Ton, Ben Nghe Ward, District 1, HCMC

o Store 4 - 49 Dong Du, District 1, HCMC o Store 5 - 139 Bui Vien, District 1, HCMC

o Store 6 - 75 Thanh Thai, District 1, HCMC

o Shop 7 - 6 Thao Dien, District 2, HCMC

o Store 8 - 15B1 Le Thanh Ton, District 1, HCMC

o Store 9 - 25B1 To Carpet, District 1, HCMC

o Store 10 - 9 Lam Son Square, Ben Thanh Ward, District 1, HCMC

o Store 11 - 69 Ho Tung Mau, District 1, HCMC

o Store 12 - Nguyen Thong, District 3, HCMC

o Store 13 - RC2 12 Phu My Hung, District 7, HCMC

o Store 14 - 24B Ho Huan Nghiep, District 1, HCMC

- o Shop 15 - 54B April 30, Vung Tau
- o Store 16 – 240 Le Loi, Vung Tau
- o Store 17 – 197 Nguyen Huu Canh, Binh Thanh, HCMC
- o Store 18 – 53 Nguyen Du, District 1, HCMC.
- o Stores 19– 238 Ly Tu Trong, District 1, HCMC
- o Store 20 - 139 Nguyen Trai, District 1, HCMC
- o Store 21 – 148 Le Thi Rieng, District 1, HCMC
- o Store 22 – 28/8 Bui Vien, District 1, HCMC.

On December 20, 2008, the first Circle K Vietnam store was opened. And so far, there are more than 400 stores in Vietnam. Along with Family Mart and B's Mart, Circle K is one of the three mentioned brand name the most in the first quarter of 2016.

Circle K's store is a modern store with retail, general and specialized functions, with a rich and diverse structure of goods, quality assurance, meeting the standards of the area. business analysis, technical equipment and modern and civilized facilities, business organization in the form of over-the-top stores, with convenient and civilized service facilities to serve the shopping needs of customers. client. This is a fairly new business form managed by traders and licensed by the State

3.2.2 Main features of business activities

Business items of the company

Convenience store chain Circle K is a place to daily supply essential items, ensuring quality and food safety for consumers. There are more than 1000 products in Circle K stores including domestic and imported goods.

(*) Grocery:

Cereal meal, whole coffee, pay, condensed milk, powdered milk, baby food, jam, butter, sausage, spices, rice, instant noodles

(*) Drinking water does not contain gates:

Mineral water, fruit juice, soft drink

(*) Alcoholic drinks:

Imported or locally produced beers and wines

(*) Services at the counter: Phone card, SIM card, IDD card.

(*) Other products

3.2.3 Vision and mission

Our Vision is to become the most popular convenience store chain in Vietnam. Our Mission is to bring an enjoyable, friendly and reliable shopping space to customers with rich and diverse items, services and dishes served quickly and enthusiastically.

4. Promotion Policy Comparison for Family Mart and Circlek in Vietnam

4.1 Similarity

The business form of these convenience models is to buy from merchants and then resell them to retail customers to make a profit. Although the profit is not too high, it creates a new shopping habit that is more convenient for consumers. Convenient in terms of geographical distance, in terms of meeting the essential needs of consumers.

According to the report of a consumer survey, in 2017 the proportion of consumers going to convenience stores was 17%, higher than the figure of 4% in 2015. Vietnamese consumers today according to the report. Nielsen's latest on global business trends has reduced the percentage of purchases in traditional markets. Instead, they often go to mini supermarkets, stores selling personal care products, and boutiques. more convenient.

According to the Ho Chi Minh City Department of Industry and Trade, if there were 326 convenience stores in 2014, this number has increased to 1,144 by the end of March 2018. It creates a race and competition between brands such as: Family Mart, Circle K. Convenience stores thrive thanks to additional services such as supporting customers to pay electricity and water bills, internet, book flight tickets, buy food, beverage.

The salient features of a convenience store can be mentioned as: Selling fast food items at affordable prices. This is very suitable for young consumers. Additional services at convenience stores such as: buying food, beverages, assisting customers in paying living expenses such as paying for electricity, water, internet, etc. great convenience.

The business model of Family Mart and Circle K often stands out with features such as:

- Suitable upgrade: Convenience store business does not need to have a large capital source, or an area must be as large as Big C supermarket, Metro, etc., as long as the store owner has a small capital along with a reasonable spending plan, it is possible to run a convenience store business. develop a convenience store. A convenience store with an area like this still ensures to provide a full range of products for the majority of people, best serving their customers. In terms of area, with a space of 50m2 or more, it is easy to rent in many places and increase the identity of the store. Signboards, advertising logos, uniforms for employees, layout or main colors are all factors that increase the visibility of convenience stores. Both are costly, but this type of business will bring a distinct impression or can help store owners open more chains.
- Selling point is constantly expanding: Priority of area and geographical location is considered the most important factor. maybe in the same street 500m away you can find a convenience store. The wide coverage of these convenience stores will easily win the trust of customers by. Locations opened close to crowded places such as schools, near markets, etc. are often easy to replicate.
- 24 hours operation: A big advantage that convenience stores have is serving customers 24 hours a day. This is considered a plus point that can meet the needs of consumers at all times.
- Infrastructure: At convenience stores, customers can easily find the products they need and meet their needs directly at that moment. Like eating instant noodles. Instead of having to buy a package of noodles from the supermarket to cook at home, then wash the dishes, just go to a convenience store, consumers just need to pour boiling water into a cup of noodles and enjoy, after eating, put the leftovers in the bin. garbage is done.
- Sales management software: Another plus for this business model is the agility of the employees. Neat way of working plus quick sales management software plays an important role. The process of scanning product barcodes, receiving payments or printing invoices is easy.

4.2 Difference

4.2.1 Promotion strategy

Object

- With the goal of bringing a convenient and fast

shopping experience to customers. Family Mart's audience strategy is to focus on young customers, especially single people, students and office workers with busy lifestyles. Family Mart also focuses on providing convenient, diverse and suitable products to customers' needs. Promotions and advertising campaigns are also designed to attract young customers and create positive interactions with customers.

- The unit is ready to serve customers of all ages. However, because of its convenience, serving busy people, the target customers that the unit is targeting are still young people between the ages of 16 and 22. Accordingly, Circle K hits hard on the buying behavior of these objects.

Target

Family Mart's targeted marketing strategy includes:

1. Brand enhancement: want to be known by customers and remember their name when they need to shop for convenient products. They use television, newspaper and social media advertising to strengthen their brand.
2. Provide the best products and services: provide the best products and services to its customers. They invest in technology to improve the customer experience, such as payment systems and reduce wait times.
3. Expanding store network: looking for opportunities to expand its store network to reach more customers. They want to be present in many convenient locations for customers.
4. Promote loyalty programs frequently introduce loyalty programs to enhance customer satisfaction. This program often comes with attractive incentives and gifts for participating customers.

4.2.2 Promotional means

Sales

- Family Mart often offer promotions and deals to their customers to help them save money. Currently, Family Mart is running a promotion called "Enjoy Instant Rebate of RM5", where customers can get a RM5 instant rebate when they spend a minimum of RM20 in a single transaction at any Family Mart outlet. This promotion is valid from 1st to 30th June 2021. In addition, Family Mart also offers various deals on selected products and limited-time offers, such as buy one get one free, discounts on beverages and snacks, and more. These promotions are usually posted on their social media pages or displayed in-store. Customers can also join the Family Mart membership program to enjoy exclusive rewards and discounts, such as free drinks and redeemable points for future purchases.
- Circle K creates many promotional activities on holidays, anniversaries, end of the month and many other days of the month to attract and encourage customers to buy in a short time.

Personal selling

In terms of public relations, FamilyMart is known for its marketing efforts to promote its products and services, as well as its efforts to engage customers through social media and other channels. FamilyMart has also actively promoted environmental and sustainability initiatives, such as reducing plastic use and promoting eco-friendly products. Additionally, the company has been involved in outreach

efforts, such as donating to disaster relief efforts and supporting local charities.

Direct marketing

For direct marketing strategies, FamilyMart may use tools such as email marketing, direct mail, and SMS marketing to promote their products, services and promotions to customers. They can also use loyalty programs, like loyalty cards or apps, to encourage repeat business and reward loyal customers. Additionally, they can leverage targeted online advertising and social media platforms to reach potential customers and increase brand awareness.

Advertisement

Family Mart's advertising often focuses on introducing convenient, diversified and quality products, such as fresh food, beverages, confectionery, vegetarian food, convenience goods, and other products. Family Mart's advertising campaigns often use creative images, concise messages and visual communication to attract customers' attention.

4.2.3 Solution

Some extremely useful solutions to optimize business are as follows:

1. Applying smart technology: FamilyMart is implementing a multi-channel POS system to help manage sales more effectively and offer appropriate discount and discount policies to increase sales.
2. Focus on product diversification: FamilyMart has upgraded its store by adding new products such as fresh food, new beverage lines and other convenient household items.
3. Invest in customer relationship: FamilyMart has invested in a membership card system to make it more convenient for customers to order and pay. They also offer various services such as free coffee, bonus points and customer account management.
4. Deploying a good marketing strategy: FamilyMart is applying many new and creative marketing strategies such as discount programs on weekends or holidays, gift giving events for loyal customers to attract more customers new.
5. Set up a swot model and focused on improving and developing strengths such as: brand strength, nationwide distribution, diversified products with reasonable prices, many attractive incentives.

Limitations and adjustments to repair but weaknesses in all aspects are limited: space, staff, goods.

Recognize opportunities and challenges to promptly adjust to catch up with market demand and development trends.

5. Conclusion

Circle K is proud to be the first known international convenience store chain and opened in Vietnam on December 25, 2008. Circle K is a chain of stores that originated in 1951 in the US. Developed and spread all over the world with more than 11,000 convenience stores present everywhere, everywhere, you can find Circle K. Up to now, with nearly 400 convenience stores nationwide, you can go anywhere. Found Circle K convenience stores on all streets, big and small in cities and towns. The unique business model is a prominent feature that convenience stores in Vietnam have not been able to do. Circle K combines the

sale of common consumer goods sold with the same model of home-cooked meals with a variety of convenient snacks for users to choose from. Circle K – a franchised store system that covers the world in 15 countries. The products sold at Circle K originate in many countries around the world, with a variety of unique products to meet the tastes of Vietnamese consumers - especially young Vietnamese. Design a large and spacious space for customers to have a quick meal and rest. Circle K serves continuously every day of the week, serving 24/7. The largest sub-circle K in the whole territory of Vietnam is Hanoi and Ho Chi Minh City. Ho Chi Minh City, Ba Ria-Vung Tau and Binh Duong. Open 24 hours a day to serve customers at all times even though it is open all year round at the latest with many other service utilities such as electricity bill payment, water bill payment, phone card payment. Circle K quality of goods sold at the store is always guaranteed, good control of goods, genuine imports at reasonable prices to serve customers. Therefore, Circle K is trusted and in the hearts of many customers who have used the service at convenience stores. FamilyMart was born in 1973 in Japan and appeared on the Vietnamese market in 2009 with more than 100 convenience stores. FamilyMart's main slogan: "FamilyMart's mission is to bring the store closer to every home". With many fresh products, consumer goods, dry goods of high quality and ensuring food safety and hygiene. Promising to consumers Family Mart is an indispensable and indispensable shopping place for Vietnamese consumers. The fast-food processing system, used on site, is a plus of Family Mart for busy people. Family Mart serves friendly and enthusiastic customers Family Mart convenience store is open 24/7 with no days off, so customers can shop at any time.

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