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### Analysis of process of resort real estate brand building in Ba Ria, Vung Tau

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#### Abstract

In recent years, Vietnam's real estate market has always been under strong fluctuations with obvious changes due to the planning and reclamation of land in many provinces and cities across the country. In particular, Ba Ria - Vung Tau is one of the provinces with the strongest tourism development nationwide with a long and beautiful seaside that attracts many tourists from all over the country. Therefore, in recent years, the province's resort real estate brand has always

attracted many investors across the country with investment capital up to multi billions dong. So, what is the reason that is behind the fact that resort real estates of Ba Ria - Vung Tau are attracting so many investors? And how strongly is the brand of resort real estate Ba Ria - Vung Tau built? This work will clarify the problem for the process of building and developing the resort real estate brand of Ba Ria - Vung Tau province.

**Keywords:** Real Estate Resort, Brand Building, Ba Ria Vung Tau

#### 1. Introduction

The real estate market is the sum total of real estate investment and business activities, including investment, transaction and other support services such as brokerage, valuation, real estate consulting, real estate management. real estate between related entities (real estate creators, real estate sales representatives and people wishing to use real estate, and intermediaries, brokers and appraisers). Real estate transactions are based on commodity and monetary relations that take place in a certain period of time and space.

Real estate is a great source of production for each country, each economy, each family and each individual, at least of social life, ensuring the existence and development of the reproduction process. Along with the development of commodity production, real estate is also bought and sold and becomes a commodity, from which the real estate market is formed and developed. In Vietnam, since the 1993 land law was born, the real estate market has officially become and started to have real estate business activities on the buying and selling market.

Previously, when compared to neighboring localities such as Ho Chi Minh City. Ho Chi Minh City, Binh Duong, Dong Nai, Ba Ria - Vung Tau real estate gets less attention. But before the rapid and synchronous development of infrastructure, the marine tourism industry and the presence of many big players such as BRG, Novaland, Tuan Chau with trillion-dollar projects have made the real estate market Vung Tau becomes a bright spot for investment in the South. Ba Ria - Vung Tau Real Estate Market promotes the advantages of natural landscapes, along with the development of the oil and gas industry and seaports, in addition, Ba Ria - Vung Tau province is increasingly deploying many solutions to develop. marine economy in the direction of multi-sectors, towards becoming the most dynamic and sustainable economic sector in the country.

In recent years, due to the complicated developments of the COVID-19 pandemic, the real estate business of Vung Tau in particular and Vietnam in general has been severely affected, causing many projects and works to have to be suspended. unconditional work and delay. The real estate market has had many great fluctuations and experienced a prolonged crisis due to the stressful situation of the epidemic, but around the end of 2021, the real estate market of Ba Ria - Vung Tau has changed. on a better trend than at the beginning of the year. In particular, the number of people flocking to Ba Ria - Vung Tau has a large number of people investing to learn about the market and "hunt land", making many notary offices always overloaded and become "points of interest". hottest" on the southern real estate market.

The heat of Ba Ria Vung Tau market does not seem to stop in any area but spread on a large scale. After the areas of Phu My, Xuyen Moc increased hotly, real estate prices were pushed up, recently Dat Do district has become a new hot spot when continuously recording the arrival of investors, especially for investors. with areas attached to the main infrastructure axes but with "soft" prices. This is an area that is being planned by the local to form new residential areas to meet the needs before the formation of quite a few industrial zones.

In the past few years, under the pressure of urbanization in Ho Chi Minh City. Ho Chi Minh City develops rapidly, the mechanical population is constantly increasing, land fund is becoming scarce, land prices are constantly escalating, making urban life become overloaded. This fact has formed a centrifugal trend in the real estate market, many people, not only those with low incomes but even those with high incomes, move to the outskirts of the city. Ho Chi Minh settled down to find a healthy life. And this trend will take place even stronger in the near future. Talking about Ba Ria Vung Tau, the opportunity is undeniable, because currently Ba Ria Vung Tau is experiencing a rapid urbanization rate, roads and stations from urban to rural areas in most areas are meticulous planning. Therefore, with well-planned and clear legal real estate, the opportunity to create added value is certain, but if investors run in the style of "catching the wind" planning, it is easy to get bogged down.

## 2. Theoretical basis

### 2.1 Concept

#### 2.1.1 Concept of resort real estate

Resort real estate is a place where tourism resources are invested and exploited to serve tourism. These are plots of land located in developed areas. Tourism real estate development attracts many investors, but it must have tourism resources, clear boundaries, infrastructure and tourism, and meet the requirements of security and order. social safety and environmental protection as required by law. Organizations and individuals have the right to invest in and exploit tourism as required by law, to collect fees in accordance with regulations, and to issue regulations to serve tourists. Create favorable conditions for guests to come to the resort.

#### 2.1.2 Brand concept

In the field of marketing, the term "brand" is one of the most mentioned terms. What is the brand? As defined by the American Marketing Association: "Brand is a name, term, sign, symbol, design, or combination of the above, intended to identify a product or service. of one (or group of) products or services of one (group) of sellers and to distribute those products (services) with competitors". Thus, it can be understood: Brand is one or a set of signs to identify and distinguish products and enterprises; is the image of the product or business in their mind. Signs can be letters, numbers, drawings, symbols, representations of colors, sounds, ... or combinations of prefixes. In fact, a brand is recognized through 2 group signs: Direct signs include the brand name, logo, symbol, slogan, music, style of goods and packaging, ... Packaging signs includes images of transcending value, difference, perception of the whole, individual value when using a product.

### 2.2 Brand building process

As mentioned above, the tourism and resort branding here creates a separate identity that leaves an image in investors and tourists. Building a brand like this needs to ensure many constitutive factors such as natural resources, environment, security and social safety to ensure investors and tourists when coming there. The branding creates many advantages for economic development and competition compared with other competitors in the industry.

Research on the issue of "Analyzing the process of building a resort real estate brand in Ba Ria - Vung Tau" is urgent.

The topic that the research team focused on researching and delving into the real estate brand in Ba Ria - Vung Tau, as well as providing solutions and recommendations to improve and invest more effectively. Based on the group's research and evaluation of business activities and real estate investment in Ba Ria - Vung Tau, then propose solutions to improve the efficiency of investment activities here. The group's research object is: analyzing the process of building a resort real estate brand in Ba Ria - Vung Tau.

*The research team on the branding process followed these steps:*

Research, analyze environmental information – set up MIS or outsourcing: quantitative, qualitative, observational, statistical. Analyze company and products, customers, competitors and products.

*Build vision, mission, purpose, brand goals.*

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

- Product brand strategy
- Product line brand strategy
- Product range brand strategy
- Umbrella brand strategy
- Source brand strategy
- Sponsor brand strategy

*Brand positioning* – relative to the competition and perceived by consumers. Apply brand positioning process to get brand positioning table.

*Building a system (set) of brand identity.*

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

*Brand design (name, logo, symbol, tagline, slogan)*

- Defining the role of the new brand – for the main brand and related brands
- Creation of many names – 360 °
- Filter and shorten the list of names – multi-meaning, difficult to read, difficult to protect, unrelated to the target. 3 to 5 remaining.
- Gather information regarding names – investigate their legality.
- Verify the feasibility of the name options - easy to remember, meaning, consumer attitudes. Test deployment.
- Choose the last name, register for protection

*Brand developing*

Organizing brand development – through branding tools such as:

- Media
- Human
- Items at the point of sale
- PR
- Promotion
- Direct marketing
- Brand tracking – awareness, perceived value, association, loyalty (via surveys), sales, market share, profit (actual)

- Proposing improved solutions

### 3. Research methods

#### 3.1 Qualitative research methods

Including in-depth interview method and then group discussion to collect information related to the topic of branding resort real estate in Ba Ria Vung Tau.

Qualitative research will be carried out by the team in order to adjust the questionnaire to suit the survey subjects who are people in Ba Ria Vung Tau. In the process of building the scale, the team performed the following steps: Build the initial questionnaire: based on the results of group discussion and in-depth interview; Finalize and finalize the questionnaire, give the complete questionnaire and official scale to prepare quantitative research.

First, our team will refer to and study the articles of previous research authors with topics related to the elements of real estate branding. These articles will be obtained from websites or in scientific journals. After studying the documents, the group will discuss with group members to come up with a revised model for the topic.

After the research model has not been adjusted, the group will work with the members to determine the filter for the qualitative table and build an outline for group discussion. The group will select a sample of qualitative information collected through people in the Ba Ria - Vung Tau area. At the beginning of the interview, the group will present the group's research title and objectives, then ask questions in the group discussion outline and invite people here to discuss and answer.

From the responses of the people, the group will gather the members and review the model if there is any need to remove and add variables. The group will rearrange the research objectives for the topic accordingly. To serve as a basis for drafting a complete questionnaire and official scale for the quantitative research program.

#### 3.2 Quantitative research methods

The group collected and analyzed the information based on the data collected in Vung Tau. The aim of the group's quantitative research is to draw market conclusions through the use of statistical methods to process data and figures.

Next, the group will study the attitudes, opinions and behaviors of the surveyed people who are people living in Vung Tau. Quantitative results from a sample group will be generalized to a larger sample population.

Methods for collecting quantitative data are often more structured than qualitative data collection and include various forms of surveys such as online surveys, paper surveys, mobile surveys, web surveys, and online surveys. mail or email...

Quantitative research is often associated with relying on theories and inferences to quantify, measure research factors, examine the correlation between variables in the form of measures and statistics.

### 4. Building the real estate brand in Ba Ria Vung Tau

#### 4.1 Research and analyze environmental information

##### 4.1.1 Advantages of Vung Tau resort real estate

- *Possessing a strategic location in the region*

Vung Tau city is located at a strategic location in Ba Ria - Vung Tau province. The location is assessed as the economic, financial, cultural, tourism and traffic center of the entire South East Sea.

- *Complete technical infrastructure*

According to statistics, Vung Tau city has a natural area of 141.1 square kilometers. This place is built with a synchronous technical infrastructure system for economic and social development and especially tourism real estate. With a total investment capital of up to 19,000 billion VND, Vung Tau currently owns the most complete technical works in the country.

- *Mild climate for tourism real estate development*

The climate is favorable for Vung Tau resort real estate. With a warm climate with a high number of hours of sunshine, Vung Tau is very suitable for developing the marine real estate tourism model. At the same time create favorable conditions to accelerate the construction progress.

- *Ideal terrain to build resort real estate*

Vung Tau city owns a typical island topography. This place is divided into two specific regions: Vung Tau peninsula, coastal islands always attracting investors who want to expand coastal real estate projects. Especially luxury projects with green space.

- *The tourism industry develops strongly, increasing the number of visitors*

Vung Tau has a very developed tourism industry. In Vung Tau, the tourist season usually starts from June to July. But the number of visitors in the remaining months is generally still quite high compared to many other tourist cities. In the first 6 months of 2019, Ba Ria Vung Tau province welcomed 8.46 million tourists. Vung Tau city alone accounts for 2/3 of the number of tourists in the province. Until the first 6 months of 2020, despite being affected by the covid pandemic, the city still welcomed more than 4 million visitors out of a total of 5 million visitors to Ba Ria - Vung Tau.

#### 4.1.2 Vung Tau resort real estate investment trend

##### 4.1.2.1 Advantages of resort real estate projects

- *Meet the living needs to the fullest*

Up to 99% of resort real estate projects built in Vung Tau have diverse product types including high-class apartments, land plots, condotels and single and duplex villas. These products easily reach many different customers and immediately satisfy the needs of the majority.

More importantly, a series of amenities surrounding the house such as hospitals, schools, restaurants, hotels, resorts and commercial centers also meet all living needs. Just move a few steps, residents can get to where they need to go, which is also a highlight to attract investors to buy.

- *Large consumer market does not worry about sluggishness*

The whole province of Ba Ria Vung Tau has nearly 1,100 accommodation establishments, providing more than 30,000 rooms. In which, Vung Tau city accounts for more than half of the accommodation establishments in the province with more than 15,000 rooms of 1-star to 5-star standards.

If compared with the number of tourists several million times a year, the number above is too small. That is why in the peak tourist season, a series of hotels in Vung Tau are "out of room".

In addition, another point to note is that the coastal city is attracting an abundant labor force in all the western

and eastern provinces. The percentage of people who migrated here has increased from 5% to 10% compared to 5 years ago. Accordingly, the demand for renting/buying resort apartments has also increased rapidly in recent years.

The introduction of tourism real estate projects will quench the thirst for local homes. At the same time, it helps high-end real estate investors avoid the prospect of "out of stock" thanks to the large consumption market.

#### ▪ **Real estate beats other competitors**

While gold investors lost hundreds of millions of dong after only a few days, bankrupt stock investors fell into heavy debt, Vung Tau real estate industry still made a fortune thanks to the rising rate. over 10% growth of real estate projects. This has made many people more and more confident in the real estate market instead of pouring savings deposits that only pay an interest rate of 4.47%/year.

#### **4.1.2.2 Difficulties of sea real estate**

*Impact of the covid pandemic:* The recent covid pandemic has severely affected the global economy. The epidemic made people tighten their spending, making the purchasing power of housing somewhat decrease. Statistics show that from the beginning of 2021 to now, the number of apartments sold has decreased by about 10% compared to the same period last year.

*The psychology of running after a fever is easy to fall into investment traps:* Before the risk of too many investment channels, many people have the mentality of running after the land fever. But if not careful, buyers easily choose the wrong plot of land, virtual project or buy the wrong house with a real value much lower than the offered price.

#### **4.1.3 Real estate competitors in Ba Ria - Vung Tau**

##### ▪ **Long Hai real estate market**

Besides Vung Tau city and Ba Ria city that have developed over the years, Long Hai - the sea bordering the border between Long Dien and Phuoc Hai districts is emerging as a bright new investment destination for developers. Professional resort real estate development. The actual survey shows that, currently along the Long Hai coast, there are many projects that have been springing up such as Lan Rung Resort project - phase 2 with the scale of hundreds of condotels and resort villas; The Long Hai Resort project, Zena villa project... And especially now in the Long Hai beach area a series of resorts are operating very effectively and attracting a huge number of tourists, specifically. Oceanami Resort, Lan Rung Resort, Thuy Duong Resort...

##### ▪ **Ho Tram real estate market**

Only away from the city. Less than 2 hours' drive from Ho Chi Minh City, owner of a romantic stretch of sea, unspoiled nature, mild climate, Binh Chau - Ho Tram emerges as a resort "capital" of the South. In addition to tourism and resort projects with the stature of Ho Tram area, it is also a concentrated land of no less than 20 large and small projects of various types such as condotels, resort villas, commercial beach townhouses, etc. completed or open for sale such as: Apechomes Ho Tram Residential Area, NovaWorld Ho Tram, The Hamptons Plaza Resort Entertainment Complex, Sanctuary Resort Villas, Cantavil Long Hai Resort,

Parami Ho Beach Villas The reason why, Ho Tram became attractive to investors thanks to advantages such as low land price, high profitability thanks to the potential of sea tourism, Real estate prices increase over time.

#### **4.2 Build vision, mission, core values, brand goals.**

##### **4.2.1 Vision**

To become a professional project developer, investor, and real estate trader.

The development of the oil and gas industry attracts many investors who are oriented to develop in many fields, and aim to become the most dynamic and sustainable economic region in the country.

Developing tourism in the direction of professionalism, quality, efficiency and intelligence.

##### **4.2.2 Mission**

The real estate value of Ba Ria - Vung Tau is accordingly on a strong acceleration momentum, there is still a lot of potential space for the land price range to continue to increase in the future. Therefore, the mission that has been set, the companies must definitely fulfill. For customers, it is respect to listen, provide information to customers, for those in the company, to work creatively and effectively, salary policy. For participating shareholders, the effective use of capital, increasing the value of long-term benefits, for the community to protect the environment, and to contribute activities that bring value to the society.

##### **4.2.3 Core values**

The core value that Ba Ria Vung Tau is aiming for is the foundation and standard for all behavior in the workplace. The core values of employees in the workplace, along with their experiences, combine to form a corporate culture. Core values also show the reputation of the business, helping businesses build a company image for customers when traveling to Ba Ria Vung Tau.

##### **4.2.4 Brand goals**

Bring great value to employees and customers. Building brand goals is a marketing method for businesses to help bring their image closer to customers, create awareness, and help customers recognize the brand. The creation of a brand plays an important role in the development and formation of a company. Brands help convey information of businesses to the community through images and content. Through social media platforms.

#### **4.3 Brand strategy planning**

##### **4.3.1 Product brand strategy**

The higher the material life, the greater the need to enjoy. In particular, areas that are only 2-3 hours drive from major urban areas have more resort projects than places that have to travel by plane. Especially, Vung Tau resort real estate is only far from Ho Chi Minh City. Ho Chi Minh is only 2 hours. Therefore, more and more tourists flock to Vung Tau. Specifically, Vung Tau resort real estate further affirms the resort brand with including:

- The villas for coastal tourism are designed in harmony with nature and are often located in a resort complex and possess a prime location on a beautiful beach.
- Villa resort on hills and mountains: unique design, fancy and solid architecture.

- Condotel: is the perfect combination between apartment and hotel. Condotel apartments bring closeness like a true home with full bedrooms, living rooms, kitchens, and toilets.

This type is applied a lot in Vung Tau for tourists traveling in groups, families wanting to experience close to nature,

#### 4.3.2 Brand strategy by product line

The design styles of homestays, resorts and resorts should be applied to Vung Tau resort real estate:

- Bungalow design style: close to local living space, open space completely with nature.
- Japanese style: elegant and polite, blending with peaceful nature.
- Right next to the lake or close to the coast: suitable for tourist areas, coastal resorts, rivers and lakes.
- Country style: simple, familiar, suitable for tourist areas, mountain resorts - Modern, luxurious style: this is a neoclassical design, designed in many high-end resorts world.

#### 4.3.3 Brand strategy by product range

Vung Tau resort is built with a variety of real estate types: beach villas, adjacent villas, hotel apartments, commercial townhouses, shoptel, shophouse combined with 5-star facilities such as: The 160-hectare golf course, the solar park, the casino, the water park, the amusement park, the commercial complex create an attractive tourist complex.

#### 4.3.4 Umbrella brand strategy

Building a brand system of resort real estate in Ba Ria Vung Tau with a common brand name.

#### 4.3.5 Source brand strategy

Building and developing the resort real estate brand in Ba Ria Vung Tau in the most comprehensive way, creating a foothold for the brand locally and in the resort real estate industry. Since then, developing and naming the company's products associated with the parent brand such as: Homestay, eco-zone, park.

#### 4.3.6 Brand sponsorship strategy

Grow and build a strong parent brand as a source brand strategy. Since then, developing and creating new products with their own brand but sponsored by the parent brand will help customers feel more secure with the company's new products. For example, the establishment of amusement parks and adventure zones with its own brand name.

### 4.4 Brand Positioning

Positioning the real estate brand in Ba Ria - Vung Tau is the creation of a unique position of the brand in the competitive environment, ensuring that target customers can clearly distinguish their favorite brand from competing brands. other paintings. Positioning the brand and once the brand has a certain position in the competitive market is a favorable basis for tourism to develop in the right direction and stably in the long term.

#### 4.4.1 Brand positioning plan

Building a brand image is a necessity for an individual or a business, ensuring that the processes throughout the implementation process ensure a smooth business operation, if Wrong positioning will lose the advantage over the

opponent. Therefore, it is necessary to examine and evaluate each step of implementation and propose new solutions as the direction for the business to develop in the long run.

### 4.5 Building brand identity system

#### 4.5.1 Real estate market in Ba Ria - Vung Tau

The real estate market in Ba Ria - Vung Tau is developing quite rapidly. An obvious example is that the transport industry of Ba Ria - Vung Tau is continuing to build and perfect the infrastructure system. Some of the key projects can be listed as follows:

- Ben Luc - Long Thanh Expressway: can connect with all provinces in the Western region and Dong Nai, Ba Ria Vung Tau. In addition, after this expressway is put into use, it will help open connections in the Southeast provinces.
- City Expressway. Ho Chi Minh - Long Thanh - Dau Giay and Highway 51 expansion
- Long Thanh International Airport Project: When completed, Long Thanh International Airport will help Ba Ria - Vung Tau easily move to other provinces in the country or some other countries conveniently and quickly.
- Cai Mep International Port: This is one of the current ports in the world that can receive super large ships.

#### 4.5.2 Popular tourist areas in Ba Ria Vung Tau

##### ▪ *Ho Tram Beach*

It is the location of luxury resorts next to the long clear blue sea between Long Hai and Binh Chau. This is a place that visitors cannot help but come to when they "fall in love" with Ho Tram. Prominent among the green of the mountains is the scarlet color of cherry blossoms in full bloom. Passes, winding asphalt roads, the natural scenery of Long Hai beach appear before your eyes like a charmingly drawn landscape picture. Coming here to combine walking to conquer the top of the mountain, while enjoying the scenery, the special scent of nature bestowed on the mountains and forests will dispel the fatigue in your busy life.

##### ▪ *Long Phuoc Tunnels*

Oceanami Villas & Beach Club Resort includes a system of 347 villas which are meticulously designed luxuriously and delicately, surrounded by green trees and airy garden to create a feeling of modernity, tranquility and privacy. Each villa, villa has a spacious area enough for a large family of 12 people. The system of rooms and villas here has a beautiful view of the garden or a view of the sea.

Especially the design of outdoor stairs and rooftop garden to be able to immerse in the natural scenery in the most authentic way and not be out of sight. The huge outdoor swimming pool of 2000m2 all year round with a sun terrace for guests to rest by the lake will bring you a relaxing and refreshing stay amidst the cool water of the four seasons. It is this feature that makes Oceanami Villas & Beach Club stand out from the resorts in Ho Tram. According to the resort review in Ho Tram, when enjoying your stay at Oceanami Villas & Beach Club, there will be countless outstanding places that you can visit such as: Long Hai Fish Market, Minh Dam mountain relic site, Ong Tran temple, Vung Tau Lighthouse, Ho May tourist area. Along with the scenery and mild climate all year round endowed by

nature, Oceanami with outstanding advantages can contribute to making your weekend with family and friends more complete. Referring to the beautiful resorts in Ho Tram, Oceanami Villas & Beach Club is the place that will satisfy the requirements of even the most demanding visitors.

#### 4.6 Brand design

Brand design is a factor that helps customers identify products as well as help make a difference to competitors. Therefore, the design of the resort real estate brand in Ba Ria - Vung Tau is an indispensable thing.

- Defining the role of the new brand – with respect to the main brand and related brands

The branding not only shapes the style and image but also creates a reputation for the resort real estate industry in Ba Ria. This will promote the consumption of goods, increase profits and competitiveness for the brand in other regions.

Building a brand helps customers trust the product, in the long run, it will have loyal customers. In addition, it helps this brand attract potential customers.

- Creation of many names – 360 °

In it, the first thing to do is name the brand. A good name is a powerful, automated marketing tool for a brand. Therefore, creating many names for the brand, filtering and choosing the right name for the resort real estate brand in Ba Ria Vung Tau is a necessity.

- Screening and shortening the list of names

In order for the real estate brand Ba Ria - Vung Tau to have a suitable and special name, it must go through many screening steps.

- For multi-sense names we need to remove because it can carry bad meanings or can cause misunderstandings with many different problems.

For names that are difficult to read should also be removed because it will make it difficult for customers to remember the resort real estate brand in Ba Ria - Vung Tau that we are trying to build a brand on.

The names that are difficult to protect also need to be removed to avoid wasting time finding another name when it is not approved by the government.

Names that are not related to the resort real estate goal should also be removed because it does not help in creating memory for the brand that the business is trying to convey to customers.

In the end, we should only keep 3-5 suitable names that we feel are the most suitable.

- Gather information regarding names – investigate their legality

After filtering and shortening his name. Real estate companies continue to collect information related to the name, review the legal status of the brand name in the domestic and foreign markets.

Ba Ria - Vung Tau Real Estate conducts an investigation into whether the names of its brands overlap with any brands on the market, to avoid brand plagiarism and not be registered for protection if the trademark is stolen. coincide.

- Check the feasibility of the name options - easy to remember, meaning, consumer attitudes

Before choosing the final name, the real estate companies of Ba Ria - Vung Tau conduct a consumer survey to verify the feasibility, and the ease of

remembering and the meaning of each brand in many forms. The company will conduct a survey of brand names to consumers, send surveys through exchanges, community communication programs to consider consumers' response to such names. do to adjust and give the final name.

- Choose the last name, register for protection
- After careful consideration and consumer response polls. Based on the information gathered from the above steps, the leaders of Ba Ria - Vung Tau real estate can choose a brand name that best meets the set marketing and branding goals.

#### 4.7 Brand developping

##### 4.7.1 Brand development organization

###### *Media*

In recent years, the resort real estate market in Ba Ria - Vung Tau has undergone many changes and created many big pushes for the resort tourism industry here. In particular, the promotion of real estate brands through electronic websites, newspapers, and websites is very popular and rampant.

- *Create a website*

Currently, real estate information homepages are also widely and widely promoted on online interfaces. The promotion of the resort real estate brand in Ba Ria - Vung Tau has also been promoted and developed in a popular way, which can be seen almost all on real estate websites. This construction process helps to increase the identity of the brand in the eyes of users, so that once customers or investors visit, it will create a highlight and leave more impressions. On the other hand, building a website helps real estate agents build a group of potential customers and score points in their minds.

- *Social network*

It can be seen that in recent years, Facebook is the most popular social network and receives a lot of attention from users because of its continuous and non-stop advertising features. Therefore, promoting the real estate brand has been popularized on almost all pages, the user newsfeed aggressively attracts many qualified potential customers.

###### *Event*

Organize events to attract the public and press and media to advertise images and brands of products and services. In a big event organized by the Vietnam Real Estate Association, which surpassed strict criteria and assessments, Charm Resort Ho Tram of Ba Ria - Vung Tau province was named "Top 10 most potential tourism projects of the year". 2022" next to the projects of Phu Quoc United Center (Vingroup), Sun Riverside Village (Sun Group), Novaworld Phan Thiet (Novaland),...

This is the result of the program to vote and rank the leading real estate brands, products and services in 2021 - 2022 organized by Realties, voted by 500,000 readers on the Realties.vn system and the council. direct, independent and objective voting, including journalists, experts in economics - law - planning - architecture - construction - real estate in Vietnam. Accordingly, Charm Resort Ho Tram was voted and highly appreciated by meeting criteria such as location and beautiful view, rich in development potential; reputable investor in the field of tourism real estate; unique and creative design, comfort, class, towards the trend of eco-

resort; Construction progress is guaranteed. Therefore, Charm Ho Tram has created a potential attraction in the resort real estate market.

#### 4.7.2 Follow brand reviews

A report on the Ba Ria Vung Tau real estate market by the Vietnam Real Estate Brokers Association recently noted that the supply in this area is always abundant, exceeding the buying demand in many segments. According to statistical data of Remaps.vn in November, the number of people interested and searching for information about Ba Ria - Vung Tau real estate has doubled compared to the previous month. Specifically, in November, 887,760 people were interested in the real estate market of Ba Ria - Vung Tau. In which, Chau Duc leads with the number of interested people up to 377,317 people, accounting for nearly 38%. Next is Xuyen Moc, Phu My, Dat Do, Ba Ria city. This trend is also maintained with websites specializing in real estate. The October 2021 market research report of Batdongsan.com.vn shows that, after social distancing, real estate transactions across the country tend to be active again. In particular, the positive control of the epidemic caused the interest in housing in many southern provinces to explode.

Specifically, in October 2021, the demand for land and townhouse transactions in Ho Chi Minh City and key southern provinces such as Binh Duong, Dong Nai, Ba Ria - Vung Tau has increased by 65 -105% compared with the previous month. In which, Ba Ria - Vung Tau is the leading market in attracting buyers of land plots and townhouses with the most impressive increase of 73%. Explaining why the demand for real estate search in Ba Ria - Vung Tau has skyrocketed after the distance, experts say that the push for infrastructure, large projects and investment policies is the cause of real estate in the area. this area is of interest.

#### 4.7.3 Advantages, disadvantages and proposed solutions to improve the brand

##### *Advantage*

Ba Ria - Vung Tau is one of the places that attracts real estate investors, especially resort real estate. With high profitability, attracting many domestic and foreign tourists to visit, play and relax. Therefore, building a resort real estate brand here is a potential opportunity and strong development in the long run. The brand building process of the business is carefully analyzed, although it is not perfect in terms of quality, it has also positioned its brand in the market. There are many names for the brand so that customers can call the name that they feel most impressive and profound. This will bring a sense of reminiscence to customers and customers will begin to care about and know your brand.

##### *Disadvantages*

Not much experience in resort real estate.

It is difficult to build a strong brand.

It is not possible to create much connection between the brand of the business and the customer because the brand is still new and unfamiliar to customers. Mostly, customers only care and trust familiar brands that they have used.

There are many competitors in the market. Currently, the resort real estate industry is very attractive to investment and development. Therefore, competition is inevitable.

Not really making a difference, the brand's characteristics of the business, so it cannot attract customers.

There are many challenges and a lot of costs.

#### *Improvement solution*

Must really care about bringing information to the right target customers, but most importantly, build a reliable brand in the constantly evolving real estate market.

Train knowledgeable and experienced staff to constantly seek and develop solutions and strategies to increase revenue, reduce costs, and aim for optimal efficiency.

It takes time to thoroughly understand the resort real estate market to help build and position the brand in the most perfect way.

Make a brand impression in the hearts of customers by doing the following:

*Collect demographic information:* Before thinking about building a brand, it is necessary to really understand your customers. In addition, the message must be conveyed to them. From there, there will be a chance to receive a positive response from the customer. Useful information such as: personal income, age, marital status, culture, regional politics... You can find a lot of information from reports, data from government, wikipedia or the government. personal experience. Remember that the goal is to understand what your target audience will like and dislike, don't force yourself to find exact numbers. Then, you will aggregate all the data and refer to an expert for evaluation and analysis.

*Use demographic information to build a big picture of your customers:* a big picture is a sketch of your customer with the demographics, attitudes, and behaviors that could be translated into service. service or product in a similar manner. This is a necessary step in the real estate branding process.

*Identify a special point, characteristic for your brand.*

*Analyze competitors:* to know their strengths and weaknesses. From there, it is easy to create a unique brand image for your own business.

*Next, take action and apply what you have learned and understood to the brand idea:* name the business with many impressive names and design a short, concise and easy logo and slogan. miss.

*Apply to your marketing channels including:* website, Facebook page... Marketing channels are the main link connecting the brand's value to customers.

## 5. Conclusion

### 5.1 Research results and discussion

In the context that the economy of Vietnam and the world is in the recovery phase after the Covid 19 pandemic. People after more than 2 years have not been able to travel and shop, which has led to a large amount of need to travel. calendar is taller and more powerful than ever. Along with the opening of the economy, it has also boosted the number of foreign tourists to visit and travel more, promoting the recovery of the tourism industry in particular and the national economy in general. In addition, people's material life is also gradually improving along with the greater demand for enjoyment. In particular, areas that are only 2-3 hours drive from major urban areas have more resort projects than places that have to travel by plane. Especially, Vung Tau resort real estate is only far from Ho Chi Minh City. Ho Chi Minh is only 2 hours. The number of cars and the total length of highways are increasing rapidly in Vietnam. Car culture will form the habit of driving out of

the city. Ho Chi Minh for a weekend getaway. Therefore, Vung Tau resort real estate and areas located near the city. Ho Chi Minh City within 3 hours driving will grow significantly. In addition to the increased number of vehicles, with the completion of the upgrade of National Highway 51 and the TP. Ho Chi Minh - Long Thanh was put into use, traveling by car from Ho Chi Minh City. Ho Chi Minh to Vung Tau takes only 1 hour 30 minutes, instead of 3-4 hours as before. All these factors make tourists flock to Ba Ria - Vung Tau more and more. Specifically, " *Vung Tau Resort Real Estate* " has many types such as coastal resort villas, mountain resort villas, condotels, minihotels, etc. With many unique and impressive resort designs. Luxury parts such as Bungalow design, Japanese style, country style... Vung Tau resort tourism is built with various types of real estate: beach villas, adjacent villas, apartments. Hotels, commercial townhouses, shoptels, shophouses combined with 5-star facilities such as a 160-hectare golf course, solar park, water park, amusement park, and commercial complex create attractive tourist destination.

## 5.2 Conclusions

Real estate brand image is one of the important factors affecting brand positioning in the market as well as customer choice for products. In today's era of information chaos and competition, a good name or a beautiful identity is not enough for a business to maintain a distinct identity. Therefore, to have a strong brand in the market, businesses need to consider and analyze carefully each factor. In addition, it is necessary to know how to combine many strategies together to create a brand that is interested and trusted by customers. The real estate market is currently attracting a lot of investors. Therefore, building a strong brand is essential. A professional personal brand will bring a lot of benefits because it will attract a large number of potential customers to the business. However, building a brand is not easy, requiring businesses to follow each step in the right process to achieve high efficiency. The article was conducted in a short time, the scope of research is not really large. And being an essay with different combinations of team members, it is difficult to avoid mistakes. Therefore, the group would like to receive the sharing and contribution of the teacher to make the group's lesson more perfect.

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