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The process of employer branding of VinGroup in Vietnam

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Abstract

This article will show how Vietnamese giant corporations start the process of employer branding in their home market based on the example of VinGroup operating in diverse

fields and industries in Vietnam both in time of pre- and post- Covid-19.

Keywords: Brand Management, Employer Branding, Vingroup, Vietnam

1. Introduction

One of the biggest challenges in the talent acquisition process is convincing candidates that they are interested in the opportunity to work at the company. Talented candidates always have many options in hand, and they may even receive many direct jobs offers without an interview. At that time, creating a different position in the recruitment market is especially important.

Employer Branding (also known as Recruitment Branding) is a term used to refer to businesses that consider themselves an "employer of human resources" rather than simply "an enterprise providing goods and services to customers".

The right investment in your brand will create an attraction for your business to attract talented human resources without having to post, search, but the candidates themselves have to find a way to apply for their business. This helps businesses limit recruitment and training costs, and at the same time increase the percentage of employees who have the ability to thrive and promote their brand. It is especially necessary in small and medium-sized enterprises (SMEs), where wage competitiveness is limited. Therefore, the smaller the business, the better it is to invest in Employer Branding.

Recruitment branding helps to imprint outstanding information about the business in the minds of potential candidates. With that foundation, when businesses need to recruit, most candidates already have certain information about the business, so it will be easier to approach and persuade candidates to make decisions. The recruitment process will also be faster and more economical when the brand of the business is familiar to the candidates.

Similar to Marketing, "Employer Brand" is considered a product and "Employer Branding" refers to proactive actions taken by businesses to improve brand recognition and differentiation. And to learn more about employer branding, our team chose the topic "Employer branding strategy of VinGroup", through this topic, we hope everyone can understand more about employer branding and its importance; as well as how Vingroup has built and used this strategy.

2. Theoretical basis

2.1 Brand basics

2.1.1 Some related concepts

2.1.1.1 What is the brand?

A brand is the manner in which an organization or individual is created, perceived, tangible, or intangible, by those who have experienced it. Brand is not simply a name, a slogan, a symbol.

Brand is the perception or recognition of a product or service that a business evokes. Brand is awareness.

Brand value plays an important role in both marketing and business strategies, representing the brand's beliefs and commitments about products, services or even customer experiences.

2.1.1.2 What is a trademark?

Trademarks are "signs used to distinguish goods and services of the same or similar type of different production and business

establishments. Signs used in trademarks must be visible marks. According to the law, invisible signs such as sounds and smells are not protected.

2.1.1.3 Brand function

- Recognition and distinguishing function: a very distinctive and important function of the brand (original function). Through the brand, customers recognize and distinguish the goods of this enterprise and other enterprises. Brand signs are the basis for identification and differentiation. Branding also helps businesses segment the market.
- Function to create perception and trust: Brand needs to create an impression, a certain feeling of customers about the product or service. Feeling about luxury, difference, peace of mind, comfort and trust in goods and services.
- Information and instruction function: This function of the brand is reflected in the fact that, through the signs of the brand, customers can recognize basic information about goods and services such as use value, utility, quality. This helps consumers understand and buy products. The tagline (slogan) in the brand also contains a message about the benefits for customers, and at the same time positioning the product to target certain customer groups. Listening to the following positioning message we can know which target market the products are aimed at.
- Economic function: The brand carries in it a current and potential value, which is expressed when transferring the brand; It is a valuable intangible asset of a business. With a well-known brand name, goods and services will sell better, the price will be higher, and it will be easier to penetrate the market.

2.1.1.4 Brand - Asset of the business

A business' brand equity can be seen as the difference between a business's market value and its balance sheet book value. Brand equity is the value of a brand as a result of achieving high levels of customer loyalty, brand awareness, perceived quality, and strong associations with the brand and other assets. such as patents, certified trademarks, and distribution channels.

2.1.1.5 Vision, mission, core values of the brand

Brand Vision

Is a brief and transparent message, expressing the state of purpose that the brand needs to achieve in the long-term future, and at the same time orienting the company's activities, developing the brand and new products.

Brand Mission

Express the role, function, and value of the brand to customers, the company and the community. The brand mission statement should be brief but fully present and different from other companies in the market.

Core values of the brand

The core values of the brand represent the business philosophies that the brand is pursuing, building and implementing. This is also the promise or commitment of the brand (the company) to customers, shareholders, employees and the community.

2.1.1.6 Brand identity and positioning

Brand positioning is to make certain features of a product present in the minds of consumers, helping businesses determine a competitive position compared to competitors in the minds of customers. Brand positioning is building something that customers can associate with when facing the brand of the organization or business.

▪ **The brand identity**

The identity system of a brand is all forms of expressing the brand's identity through graphics and colors reminiscent of the business, including: name - logo - slogan, office suite, brand space (poster, banner in closed spaces), environmental graphics (sea, billboard, Advertising Board in public spaces), advertising publications (Profile, Brochure, Catalog, Flyers), online identification (website, facebook).

▪ **Brand positioning list**

- Understanding customers: needs, interests, tastes of customers (Mc Donald's); The secret that customers don't want to show, difficult to put into words, this is the basis for businesses to locate
- Brand benefits: functional benefits (clearing heat, detoxifying), perceived benefits (class, nature)
- Basis for trust: clear and convincing commitments (reputation and position after years of consolidation, are also easy to break)
- Target customers: gender, age, income level, etc.
- Competitors: main competitors and extended competitors
- Brand values: pioneering, up-to-date, economical, convenient, global, etc.
- Brand personality: liked and trusted personalities
- Differentiation in the mind of the customer.

▪ **Brand positioning sentence:** related to the characteristics and benefits of the product, the target customer group.

▪ **Requirements for brand positioning:** feasibility, reliability, sustainability, motivation, originality.

▪ **Brand positioning process:**

1. Identify the competitive environment: existing brands in the industry, strengths, weaknesses.
2. Identify target customers: after segmenting the market based on certain criteria. Target market selection
3. Understanding customers: preferences, tastes, expectations
4. Affirming customer benefits: functional benefits (reason-attributes and uses) and spiritual benefits (emotional-class, asserting oneself)
5. Creating brand values and personality: grounded and grounded commitments
6. Reasons to trust the brand: the history of the development of partners
7. Show the difference
8. Define brand positioning sentence

2.2 Brand strategy

2.2.1 Product brand strategy

Product branding strategy is the product decisions of the project made by the top management, product strategy determines the success in realizing the project goals and has

an impact on other projects. other decisions.

It is necessary to conduct research on existing products on the market in two directions: standardization or adaptation. Depending on the product that the project will produce to make strategic decisions about the appropriate product brand.

2.2.2 Product line brand strategy

A product line strategy 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. This is a strategy of offering more than one product to create greater difference and value. Products in a product line can come in a variety of sizes, colors, qualities, or prices. The benefits of having a successful product line strategy are increased brand awareness to earn customer loyalty and increase sales. It increases the likelihood that customers will buy the new product the company just added because they feel satisfied with the products in the same line purchased before.

2.2.3 Product range brand strategy

The product range is the answer to a request for products with complementary properties under the same name. A range of products can be created on the basis of the success of the original product with variations close to nature. As such, the brand sequence strategy is to extend a certain concept, idea or inspiration to different products and thus to different brands of the business.

2.2.4 Umbrella brand strategy

The umbrella strategy allows to develop the core brand by associating with its products what was previously unattainable. This is the case where the primary brand 'covers' and applies to almost all of a company's products.

2.2.5 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.

2.2.6 Sponsor brand strategy

The sponsor brand strategy is quite similar to the source brand strategy. However, the name of the product does not include the name of the business or company. But when creating a brand for a product, communication links the product name and the business together.

3. Research results and discussion of brand building process

3.1 Environmental information research and analysis

3.1.1 General introduction:

Company name: VINGROUP – JSC (stock code: VIC)
Head office: No. 7, Bang Lang 1 Street, Vinhomes Riverside Eco-urban Area, Viet Hung Ward, Long Bien District, Hanoi City, Vietnam.

Vingroup is the largest private enterprise in Vietnam and the company with the largest market capitalization in Vietnam's

stock market. The Group has constantly developed and expanded its business field in the spirit of sustainable and professional development.

Vingroup proves to be a pioneer and an indispensable part of Vietnam's economy.

- **Business areas:** Vingroup's business network stretches across key areas across the country (operating in 62/63 provinces and cities nationwide). The member units are located in the areas of Hanoi, Nha Trang, Hai Phong, Ho Chi Minh, etc. In addition, Vingroup is also starting to expand its operations to many countries around the world such as the US, Canada, etc. Germany, Netherlands, France, Australia.
- **Management model:** Vingroup is doing business in six core areas, run independently by independent profit centers, with separate accounting and self-responsibility for business plans and results with the parent-child group model (Holdings). The central bureaus and departments have the function of supporting, supervising and advising the operation of the centers, as well as playing a leading role in the Councils and working groups to appraise and approve decisions.
- **Personnel:**
 - Promote decentralization and decentralization for employees at all levels in management
 - Human resources are always stable, have professional qualifications, are determined to develop careers, have a high sense of responsibility and discipline.
 - Employees are always proactive and creative in their work
 - Implement advanced training, focus, learning emulation campaigns, training programs and develop a team of industry experts.

3.1.2 Business areas

A multi-industry business group with a comprehensive ecosystem from residential, commercial, and tourism real estate to consumer services including retail, healthcare, education, and agriculture. Investing heavily in industry and technology with great aspirations.

- **Technology-Industry:** VinFast – one of the world's leading smart electric vehicle companies; VinSmart – Vietnamese brand smart device ecosystem; VinTech – scientific research and technology development, One Mount Group – digital ecosystem.
- **Real Estate:** Vinhomes – a system of apartments, villas and commercial townhouses with high-class services; Vinhomes Serviced Residence – a system of high-class serviced apartments and villas; VinOffie – a high-class office system for lease; VHIZ – large-scale industrial real estate system; Vincom Retail - Vietnam's shopping, entertainment and culinary paradise.
- **Resort tourism - entertainment:** Vinpearl - a system of high-class hotels and resorts; VinWonders – an entertainment complex of international stature; Vinpearl Golf - a system of high-class golf courses
- **Health:** Vinmec - international general hospital system.
- **Education:** Vinschool – a high-quality inter-school system; VinUni – Elite University – where to train Talents of the Future.

3.1.3 Competitors

Currently, Vingroup is leading in the field of high-end real estate, a large market and high brand reputation, Vingroup's

current competitors are companies with real estate investment projects. High-end brands such as Kappell Land, Kumho, Paskson, etc. Casino chain of Sheldon Adelson is a threat to Vingroup in the international market as they have financial potential and long-term experience in this field. Competitors that can compete with Vinmart and Vinmart+ such as many strong names SaigonCO.OP, Satramart, Maximarrk, Lotte, Aeon. Technological-industrial competitors must include big companies like Samsung, Oppo, Apple or famous electric car companies of Germany and China if Vingroup wants to develop internationally. Vingroup is a pioneer, must always try to stay ahead of competitors.

3.1.4 Customer

The market segment that serves the majority and high-income people concentrates and lives mainly in big cities such as Hanoi, Ho Chi Minh, Da Nang, Hai Phong and tourist attractions (Phu Quoc, Nha Trang). Vietnam's population is constantly increasing, especially those with high incomes (over 10 million/month). Vietnam's middle class is increasing recently (about 20% - 25%) to make society better off. Therefore, this is also the customer that Vingroup's services target such as Vinpearl, Vinhoms, Vinfast constantly adding new ones to reach potential customers. Vingroup's target customers are people with high income and high demand for enjoyment. For high-income customers, they do not consider financial factors as the main factor, but for them products and services that satisfy their needs are the most important. Therefore, in the process of deploying your brand to meet the needs of all customers is very difficult.

3.2 Building vision, mission, purpose, brand goals

3.2.1 Vision

With pioneering aspirations and investment strategy - sustainable development, Vingroup orients to develop into a leading Technology - Industry - Trade Service Group in the region, constantly innovating and creating to create ecosystem of high-class products and services, contributing to improving the quality of life of Vietnamese people and enhancing the position of Vietnamese brands in the international market.

3.2.2 Mission

- "For a better life for everyone" with 3 main groups of activities: technology - industry, trade and service and social charity.

3.2.3 Core Values

Faith - Mind - Wisdom - Speed - Humanity

Put the Prestige first, take the Prestige as a competitive weapon, and protect the Prestige as if it were your own honor. Putting the word Mind is one of the important foundations of doing business, respecting the law and maintaining professional and social ethics at the highest standards. Putting the word Tri considers creativity as vitality, a development lever to create different values and unique identities in each product and service package. Take Effective Speed in every action as the principle and make fast decisions – fast investment – fast implementation – fast sales – quick change and adaptation as identity values. Put the word Human to build relationships with customers,

partners, colleagues, investors and society with goodwill, affection, human spirit.

3.2.4 Brand goals and objectives

- Prepare full execution capacity, make every effort to ensure right and commitments to customers and partners; especially commitments on brands, products and services.
- Vingroup values customers and always takes customers as the center, puts customers' interests and desires first, considers customer satisfaction as a measure of success; Taking care of customers by volunteering, serving and only ensuring to receive tasks when capable.
- Vingroup upholds pioneering aspirations and determines that the glory belongs to those who finish on time
- Building a lean, qualified and talented human resource team; building a professional, dynamic, creative and humane working environment. With the goal of sustainable development, Vingroup upholds the importance of environmental protection and considers the "Green" principle as the red thread throughout the process of production and business activities as well as the development of projects.
- The Group builds its brand on pioneering aspirations with pride in the intellectual values, bravery and humanistic traditions of the Vietnamese people. Thus, Vingroup has turned ideals and beliefs into action by nurturing ideals, promoting the power of belief, inspiring and spreading ideals and beliefs to everyone. Join hands in action to maintain the pioneer's mentality, constantly changing and breaking through.

3.3 Brand strategy planning at VinGroup

3.3.1 Product brand strategy

Brand is one of the factors that affect the success of that product in the market. Therefore, with Vingroup's brands, CEO Pham Nhat Vuong always focuses on investing in the quality of products and services. Therefore, Vingroup's products always receive the trust and satisfaction from customers.

For Vingroup real estate, brand and quality are built on three factors:

- Vingroup's real estate projects are built on golden lands with prime locations in big cities
- Vingroup is the only real estate enterprise with the most uniform quality of projects
- Modern and convenient architecture and ecosystem with entertainment complexes, schools, hospitals... bring many utilities to users.

3.3.2 Product line brand strategy

Vingroup focuses on developing and expanding the group's product lines in the direction of diversification, with a brand strategy of the company's product lines as follows:

- Vincom: is the leading retail real estate brand in Vietnam with 4 product lines: Vincom Center, Vincom Mega Mall, Vincom Plaza and Vincom+. With nationwide coverage, diverse types of shopping, dining and entertainment, Vincom has a leading role in consumer trends, affirming its reputation as an investor, and managing commercial real estate. professional trade.

- Vinhomes: is the number 1 real estate brand in Vietnam operating in the field of development, transfer and operation of residential real estate with a system of apartments, villas and commercial townhouses with high-class services. Vinhomes' projects all have prime locations in key cities and provinces across the country.
- Vincy: is a great real estate product line of Vingroup. VinCity projects will be planned according to the model of a closed urban area with synchronous infrastructure and services. Prominent projects such as: VinCity Ocean Park (Renamed Vinhomes Ocean Park), VinCity Smart City (Renamed Vinhomes Smart City), VinCity Grand Park.
- In the field of entertainment services, Vingroup has launched the Vinpearl brand.
- Vingroup Group is very focused in the retail sector with famous brands such as Vinmart, Vinpro.
- VinFast – Heavy industry: In this field, Vingroup is best known for its VinFast brand.
- Vinmec – Health: In the medical field, Vingroup has invested and built the Vinmec brand since 2012 until now.
- Vinschool – Education: In the field of education, the Vinschool brand is an education system operating under a non-profit model invested by Vingroup and developed from Kindergarten to High School with a methodical investment in facilities, infrastructure, curriculum and quality of teachers.
- The agricultural sector of Vingroup, under the VinEco brand, was established in 2015 specializing in providing clean and safe food sources for people's health.

3.3.3 Product range brand strategy

Brands in the range of investment fields of Vingroup:

- Vincom, Vinhomes, Vincy – Real Estate.
- Vinpearl Land, Vinpearl, Vinpearl Golf, VinTaTa – Services, entertainment, entertainment
- Vinmart, VinPro, VinID – Retail
- VinFast, VinSmart – Heavy industry.
- Vinmec, VinFa – Health
- Vinschool, VinUni – Education.
- VinEco – Agriculture.

Vingroup invests and develops a product range evenly, with many branches spreading from the North to the South, where all areas of Vingroup appear. And now with the brand strategy of a tight and interconnected product range, the group is dominating the market without any competitors in the business market or any other field in Vietnam.

3.3.4 Umbrella brand strategy

Umbrella brands are very popular with multinational corporations around the world, including Vingroup. Once established, the group's name and reputation is the main basis for Vingroup to enter areas or market segments that they have never penetrated. Product brand awareness can help bring about rapid adoption by retailers as well as the general public. Vingroup's advertising programs bring modernity and youthfulness, which is the effect that "Vin" product lines bring.

3.3.5 Source brand strategy

VinGroup, formerly Technocom Group, was established in 1993 by young Vietnamese in Ukraine, initially operating in the food industry. In September 2009, Technocom Group in

Vietnam changed its name to Vingroup, moving its headquarters from Ukraine to Hanoi, Vietnam. In the past 5 years, brands associated with the word "Vin" have appeared across all industries, from Vincom shopping center, Vinhome luxury urban areas, Vinpearl amusement parks, hospitals, etc. schools with Vinmec and Vinschool brands. Not only big projects, Vingroup also makes its mark in many other industries such as Vinmart convenience store chain and VinEco agricultural products. Thanks to the group's own brand strategy, in any field, Vingroup has always proved its pioneering role and leading the trend by bringing products and services according to international standards.

3.3.6 Sponsor brand strategy

The brand sponsorship strategy of Vingroup is quite similar to the source brand strategy. However, the name of the product does not include the name of the business, eg consumer products, technology products. But when creating a brand for a product, communication links the product name and the business together. Vingroup's brand strategy is implemented throughout and synchronously on many of the group's projects, building the image and brand of a prestigious and quality product according to international standards. Not only painted with flashy images outside, Vingroup is showing its growth and development in all areas of society, meeting the general development needs, keeping up with trends around the world.

3.4 Brand positioning

To win the competition, you have to make a difference. That's what Vingroup is doing, Vingroup hopes to affirm its pioneering position in the retail market in general and the children's market in particular. In order to reach consumers and want the brand to be known by many people, Vingroup's marketing people are aiming to build a reputation to help the Vingroup Brand always be on schedule and bring quality products for consumers. Besides, what Vingroup wants to determine the position of the brand compared to competitors in the market is thanks to consumers' perception and evaluation. It is expressed from the slogan, the value brought by Vingroup, Vingroup Chairman Pham Nhat Vuong shared: "We changed the slogan of Vingroup to "Forever the spirit of entrepreneurship" so that everyone can keep that flame forever for a work spirit".

3.5 Building an identity system

3.5.1 Brand of the product

Vingroup is one of the multi-industry private economic groups with the largest charter capital in the Vietnamese market as well as the Asian market with about 16 billion USD. Vingroup invests in developing an ecosystem of 7 areas: Real Estate - Retail - Amusement services - Entertainment - Education - Health - Agriculture - Heavy industry.

With the desire to bring to the market products and services of international standards and completely new experiences in modern lifestyle, in any field Vingroup has proved its pioneering and leading role. changes in consumption trends. Vingroup aims to develop into a leading Technology - Industry - trade and service corporation in the region, constantly innovating and creating to create an ecosystem of high-class products and services, contributing to improving quality. Vietnamese people's lives and elevate the position

of Vietnamese brands in the international arena.

3.5.2 Organization's brand

Under the leadership of the Group, Vingroup people always carry their own culture with their own identity. That culture is imbued with humanity, affection, and discipline; was built and nurtured by the wisdom and constant creativity of the staff.

3.5.3 Brand of the leader's personality

At Vingroup, each specific position will have its own mandatory standards, but all members meet the requirements: have professional qualifications, determination to develop career, and sense of responsibility. and high morale. Managers at the Group are those who fully promote the core values of Vingroup: "Trust - Mind - Speed - Human", demonstrating enthusiasm, steadfast bravery, dare to think, dare to do, dare to take responsibility, have good organizational and management capacity. For senior management positions, the recruitment requirements are quite strict with mandatory standards of work experience, logical thinking ability, quick judgment, effective analysis and problem solving. Those members have formed a strong team with the same goal of common development of the Group.

Vingroup's employees always take the initiative and creativity in work under the guidance of a team of sensitive leaders, capable of both flexible and methodical corporate governance, creating a prestige and class of Vingroup in the market.

3.5.4 Brand of a style

Vingroup always pursues the spirit of entrepreneurship. Next to the proud Vietnamese bird wings are 5 gold stars. Stars are often used to measure the quality of service. With 5 stars, Vingroup wants to send a commitment to customers in providing the best quality services to ensure consumer satisfaction.

3.5.5 Trademark of an icon

The Vingroup logo is the soul and identity of the whole Vingroup corporation. Vingroup's continuous development efforts are aimed at enhancing Vietnam's values in the regional and international markets. That is the inspiration for the birth of the Vingroup logo. The image of Vietnamese bird wings constantly flying high and flying far away is the determination to spread the best values of Vietnam in the eyes of international friends. The wings are designed so that we can easily think of the letter V. The letter V stands both for the name of the beloved country Vietnam, and for the English word Victory. Vietnam will constantly rise and leave its mark on the international arena.

3.6 Brand Vingroup

▪ VinGroup Name Meaning

Founded by Mr. Pham Nhat Vuong with the predecessor Technocom company producing instant noodles in Ukraine. Then he merged two companies Vinpearl and Vincom to form Vingroup. The word Vin in Vingroup implies Vietnam, contributing and contributing to bringing the Vietnamese brand to an international level.

In particular, Vingroup owns the Vinfast brand - the first and only automobile manufacturer in Vietnam

today.

In addition, with the desire that Vietnamese people use high-quality Vietnamese goods, Vingroup also pursues technology with VinTech and Vsmart smart mobile devices.

With the advantage of finance and prestige, the ability to mobilize, Vingroup is conducting many orientations to be able to turn into the most developed Technology - Industry - Service Group in the future. Vingroup also owns a number of brands such as Vinhomes VinCity ViRetail, Vinpearl Land Vinpearl Golf VinTaTa, Vinmec VinFa, Vinschool VinUni, etc.

- The Vingroup logo takes the symbol of a bird flying high with the desire to bring the brand to the world. The image of the bird's wings is as flexible as the image of the letter V, V stands for Vietnam, V also stands for "victory" - meaning victory.
- 5-star icon is often used to measure service quality. The 5 stars in the Vingroup logo represent a commitment to providing high-quality and high-quality services to customers.

The circular cube in the Vingroup logo represents the globe, and the five stars represent the five continents. Birds fly in the globe in the Vingroup logo design with the brand meaning that the brand will not stop flying high and far away.

The combination of the yellow symbol on the red background of the Vingroup logo makes us imagine a familiar image - the Vietnamese national flag fluttering. Red is the color of blood, the color of enthusiasm constantly moving forward, spreading Vietnamese quintessence to the world.

The overall design of the Vingroup logo bears the symbol of an aspiration to rise up and elevate the stature of Vietnam.

- **Some brands related to Vingroup:** Vinhome Logo, Vincom Retail Logo, Vinpearl Logo, VinPro Logo, VinID Logo, VinFast Logo, InSmart Logo, VinMec Logo, VinFa Logo, Vinschool Logo
- Slogan *Vingroup* always considers human resources as a core factor and a valuable asset. With the slogan: "*Vingroup* - Forever the spirit of entrepreneurship", the Group has built a lean staff, having both Duc and Tai.

3.7 Developing Vingroup's brand

3.7.1 Organizing and implementing Vingroup brand

Vingroup has carefully prepared in the media on all fronts to fight the Vietnamese people's psychology of using social networks to advertise their products. Take advantage of strong media sources to increase prestige to launch. From Vinfast cars to the appearance at the Paris Motor Show Using the "genuine" Influencers of the world's second best. The cult superstar hit on the excitement of having a celebrity as the brand representative for the main line of Vietnamese-made cars. Creating an impressive fever proves that the popularity of celebrities is huge.

- Apply at the point of sale
- Promotion: Vingroup always has attractive incentives and promotions to attract customers with promotional products of high value.
- Product marketing: by directly affirming quality from products such as Vinhomes, Vincom Retail, Vinpearl Land, Vinmec, Vinschool, it shows how well the products and services are tailored. As a result,

increasing the brand awareness and recognition in the eyes of customers is higher.

3.7.2 Monitor brand rating of Vingroup

The level of awareness of Vingroup is increasing, just hearing about Vingroup's products has hit the customer's mind to form the product.

Revenue in 2020 has a significant number of impressive numbers.

For example, car sales in 2019 are 19,1400. By 2020, the figure will double 31,500 cars sold.

Or about Vsmart in 2019 is 600 pieces, 2020 will be up to 1950, 3 times more than the same year. The market share is expanded, the network is widely distributed throughout the country, operating in most of the cities and tends to expand to other countries. Revenue in 2020 also increased slightly despite the beginning of the epidemic situation. The year 2019 is 100.3, the year 2020 slightly inched up to 110.5 showing how hard Vingroup's efforts are.

3.7.3 Proposing improved solutions

The journey of brand affirmation faces fierce competition. Try to find a place and stand firmly on the position that the company aims to:

Always being innovative and creative in line with the brand and habits of consumers, Vingroup aims to expand its market.

Being well prepared in all aspects from finance, human resources, partners and the market is always in a position to learn from experience. communicate flexibly and enterprisingly in business strategies.

Registering trademarks for products increases professionalism and increases influence.

4. Conclusions and recommendations

4.1 Recommendations

The company needs to pay more attention to investment issues for the company's business so that it can build and develop more. It is necessary to consider the human factor as a marketing strategy and must have a plan. In order to maximize the development of the company, the company should invite experts in training, on-site brand training for all levels, departments and employees in the company.

Considering the budget to build and develop the brand is an investment so that we can continue to regenerate the investment for the brand for long-term development. In addition, the company should also pay attention to the highlighting and distinguishing of the brand from competitors, and can benefit from the brand to consumers, thereby giving them a competitive advantage. competitor.

Consistently focus on building the image and brand as promised to customers, ensure the advertising content is consistent with the brand's results to build customer trust and review the entire effective assessment plan. To detect errors, correct defects, etc.

Expanding and perfecting the distribution system because this is the part that will help the brand reach consumers, it is decisive for the company's performance.

4.2 Conclusions

In the trend of economic integration in the world and in the region, each business, each company is standing on the threshold of new and soon asserting its name in the market to stand firm. Realizing that early, Vingroup has been

developing very strongly the domestic market with most provinces, this is a step forward for development. However, many times, the company's activities have not been properly cared for, so it is likely that it will face challenges that competitors bring.

With its current position as the leading company in the country, Vingroup also needs to pay more attention to brand building activities, need a harmonious and reasonable coordination between the 4 factors in Marketing as well as the strengths and opportunities on the market. market to plan the best brand strategy for the future.

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