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Analysis of brand building and development process of VietTravel in Vietnam

¹ Tran Huu Ai, ² Tran Thi Nhan

¹ Van Hien University, Vietnam

² HUTECH University, Vietnam

Corresponding Author: **Tran Thi Nhan** (tt.nhan83@hutech.edu.vn)

Abstract

This article will show how the brand of an enterprise dealing in a service industry such as tourism compared with traditional products and services in other industries is also impacted by Covid-19.

Keywords: Brand Management, VietTravel, Vietnam

1. Introduction

1. The reason for choosing the topic

The value that the brand brings to a very large, high-class and prestigious business in the tourism industry in Vietnam. It also helps businesses pioneer in changing, anticipating trends and customer tastes. And to know how Vietravel company has built and positioned its brand to become the leading tourism brand in Vietnam, we decided to research and analyze the topic: *"Analysis of the construction process building and developing the brand of Vietravel"*.

2. Topic goal

- Systematize the general theoretical basis of brand management activities.
- Assess the role of brand management in enhancing the competitiveness of enterprises.
- Actual situation of implementing brand management activities of Vietravel.
- Proposing innovative solutions to develop Vietravel's brand.

3. Object and scope of the study

- Research object: Brand management activities of Vietravel company.
- Research scope: scope of operating environment of Vietravel. Besides, we also study the cases of implementing customer relationship management activities of some airlines in the world.

4. Research Methods

- Qualitative research methods: collect, analyze, and compare secondary data from literature and scholarly research.
- Quantitative research methods: statistics, measurement and evaluation of the relationship between factors to clarify the research problem.

5. Theme layout

In addition to the introduction and conclusion, the thesis consists of 3 chapters:

- Chapter I. Theoretical foundations of brand management
- Chapter II. Current status of Vietravel 's brand management activities
- Chapter III. Conclusion

2. Theoretical basis of brand management

2.1 Brand definition

Currently, there are many definitions of brand according to the aspect of interest. Here are some brand definitions:

▪ From a Marketing perspective

According to the American Marketing Association: "Brand is a name, symbol, sign, design, or combination of them all, which identifies the goods or services of one seller or service as one or the other. distinguish it from the goods or services of other

sellers”.

According to Philip Kotler: “Brand can be understood as a name, term, symbol, design, or combination of them, intended to identify the goods of one seller and to differentiate them from those of the seller. of competitors”.

▪ *From the perspective of application in commercial life*

Brand is a specific expression of a trademark, which reflects or symbolizes the reputation of a business before consumers. Is “Trade Mark” = “Trade” + “Mark”.

Trademarks are often understood as trademarks that have been protected and recognized by law.

Trademarks are completely different from trademarks.

▪ *From the perspective of intellectual property*

Trademark is a general term for intellectual property objects that are often referred to and protected as trademarks, trade names, geographical indications or appellations of origin.

➔ A brand is the sum total of all the physical, aesthetic, logical and emotional elements of a product, or a line of products, including the product itself, its logo name, "image" and everything else. represent an image that, over time, is clearly established in the customer's mind in order to establish a foothold there.

2.2 Brand building process

To build a successful brand, businesses need to carry out an ongoing marketing process. This process includes the following steps:

- Step 1: Research and analyze the market.
- Step 2: Build vision, mission, purpose, brand goals.
- Step 3: Choose a brand strategy.
- Step 4: Brand positioning.
- Step 5: Build a brand identity system.
- Step 6: Brand design.
- Step 7: Brand development.

2.3 The role of brand management

▪ *For consumers*

- Help customers identify the origin and origin of the product.
- Helps to signal product features and attributes to customers.
- Help customers save money searching for products.
- Reduces risk when deciding to buy and consume a product.
- Help customers express their social position.
- Create an image of your business and products in the minds of consumers.
- Brand as a commitment between businesses and customers.
- To segment the market.
- Make a difference in the product development process.

▪ *For Businesses*

- An intangible asset that contributes to future sales and profits by the added value of goods.
- Maintain existing customer base while attracting new and potential customers.
- Sales support based on strong brands that increase product value and awareness.
- Sustainable development of the brand through the orientation of activities associated with the needs of current and future customers.

▪ *For the community*

- Improve purchasing power and living standards.
- Economic development and social stability.
- Increase the competitiveness of the economy.
- Build local and national image.

Vietravel's Brand Management and Development

2.4 Company overview Vietravel

2.4.1 General information

Vietravel is a travel company in Vietnam whose full name is Travel and Transport Marketing Company in Vietnam (Vietravel).

Established on December 20, 1995 by Mr. Nguyen Quoc Ky.

Head office: 190 Pasteur, Vo Thi Sau Ward, District 3, Ho Chi Minh City.

Website: <http://www.Vietravel.com>

In addition to tourism, Vietravel started to enter the OTA market with the investment in the startup project TripU and the establishment of a travel airline. Vietravel Airlines.

2.4.2 Main tourism products

Currently, the main products and services of Vietravel tourism that the company provides to the market include:

- Vietnam tour.
- Domestic tours in accordance with customer requirements.
- Air ticket service when going on Vietravel tour with Vietravel airline.
- Air ticket service, shuttle bus + hotel.
- Online hotel service to book online tours of businesses.

2.5 Vietravel's brand building and development process

2.5.1 Research and analyze environmental information

2.5.1.1 Macro environment

▪ *Economy*

It is an important content in macro-environmental analysis. Purchasing power (tourism demand) depends on and is determined by income and prices. Therefore, such contents as: economic growth, economic structure, income distribution, balance of payments, inflation rate, price slippage, banking system, interest rates, savings and consumption, taxes, income, state and private ownership, economic sectors, labor, foreign investment, seasonality, part-time labor, exchange rate, monetary issues all affect travel demand. Vietravel is attracting an increasing number of domestic and foreign tourists, including middle-class international tourists and tourists combining conferences and seminars (Mice). Estimated in the first 6 months of 2011, Travel Service Company

▪ *Legal politics*

It is a content that cannot be taken lightly when analyzing the macro environment. Including: laws, policies and State mechanisms for the business sector. Any change in policies or regimes of the State will have a great influence on the production and business activities of tourism enterprises. The tourism industry is one of the industries that is very sensitive to events such as political stability, political institutions and concentration of power, international relations, foreign policy, and social policies of the State, regulatory legal system, business activities (enterprises, investment laws, consumer protection laws, environmental laws..), tourism legal documents, tourism development guidelines of the central and local governments, the law on

health protection, food safety and hygiene, anti-social evils, and international relations.

▪ **Sociocultural**

Society is gradually entering the 4.0 era and at the same time with an increasingly advanced human lifestyle, requiring people to actively work to be able to match the times. Thereby, they need a space to relax after a stressful and tiring working time, most people choose to travel. Because young people are increasingly active, like to explore new things, like to express their individuality, their primary concern is adventure to explore the world. Culture lays the foundation for the development of sustainable tourism activities. Vietravel's tourism products and activities are always expressed on the basis of being for the community, being friendly to the natural environment, suitable to the cultural, socio-economic environment, creating a positive relationship. actively with the community and always receive the community's support for the company's development. Charity activities to take care of the community is one of the characteristics of Vietravel.

▪ **Technology**

Vietravel is one of the leading units in applying information technology to production, business and marketing management. Vietravel's website is increasingly promoting its strengths in promoting business, transacting via the Internet, participating in the global reservation system Hotel Bank and other international hemisphere networks to increase the number of visitors, offer products of Vietravel, provide information, participate in connecting with cityweb, traveltoVietNam.com, etc. The management software system is getting more and more complete to meet the increasing development in business, supporting Effective support in management with customers, calculating and processing information. The influence of this environment on tourism is mainly through the system of facilities such as means of transportation, sound system, communication methods. This helps the company to develop tourism in a safe and quality way, with improved tourism products.

▪ **Nature**

Our country has a favorable geographical position, cool climate, creating favorable conditions for the construction of resorts, which is an attractive tourist destination for many tourists. Therefore, the Company easily expands its activities with partners nationwide as well as in the region and around the world with tours on land, water and air.

The tropical climate features, along with a long coastline and many beautiful beaches are the advantages of building sea tours for Vietravel.

With the natural environmental factors of Vietnam, Vietravel creates favorable conditions for Vietravel in affecting the employment and income of all classes of the population, thereby affecting the purchasing power and the ability to consume goods. In such an environment, the company's business strategy of adventure tourism is very favorable for the development of tourism activities in order to make good use of the conditions and advantages of the natural environment. On the basis of ensuring the maintenance and regeneration, especially contributing to the development of competitive factors of the natural environment.

2.5.1.2 Microenvironment

▪ **Supplier**

Every business owner when starting to build a career with

his or her brand, to be able to stand firm in the market, there needs to be a source to be able to survive that is the supplier. Suppliers both create conditions and put pressure on businesses, which is inevitable and so does Vietravel. It is under great pressure on suppliers, but because Vietravel is the leading travel agency in Vietnam, it can easily negotiate with suppliers of travel equipment (because the company can buy a large number of travel equipment). big tools). This is the advantage of the new field in which the new company operates. Most of the tools for the travel industry at Vietravel are imported from abroad because there are no production facilities in the country. But the two suppliers the company is about to contact are both in the country. This can make the price of these tools even higher (due to many intermediate processes). Since domestic suppliers import goods from abroad, their ability to diversify their products is very low. This factor makes it difficult for the company's new field. Therefore, in the long term, the company should seek and contact more suppliers. Thanks to its strong finance, the company can use the above integration strategy (to reduce pressure from suppliers) which means importing travel gear directly from abroad, without intermediaries.

▪ **Alternative products**

Alternative services: limiting Vietravel's profitability.

VD:

- Self-service as an alternative to using the services of a certain travel agency
- Domestic tourism replaces foreign tourism.
- The birth of many entertainment centers for both children and adults right in big cities to meet the great demand of the people.
- Go backpacking.

Why is it so easy to change products? It is easy to see that, as society is becoming more and more modern, the needs of people's lives are increasingly improved, leading to people's tastes wanting to change products. The price of the substitute product is usually cheaper. In the future, Vietravel's substitute products will tend to increase. With many new forms of organization of travel programs developed by other tour operators' activities such as: ecotourism, resort, adventure tourism programs, etc. will create So there is a great pressure on the company's current tourism products. Executives claim Ask the company to actively research and deploy its new products. Copper actively upgrade, supplement and perfect the products circulating on the market company school. Only then can the pressure of the products be reduced or so for Vietravel's products.

▪ **Customer**

The tourism industry in general and Vietravel are under a lot of pressure from factors such as competitors, substitute products, natural environment, weather, service quality... Besides, the products that people use buy-buy is not much different from the standard mass products on the market. Therefore, buyers have a lot of choices when traveling, so the power of buyers for Vietravel is great.

Customers are price sensitive: they are always interested in the price to pay for a certain service, if the customer cost is high, they will tend to look for a substitute product, which in turn reduces demand, and opposite.

Because Vietravel is a travel company, the concentration of customers is at an average level, mainly depending on the

needs of groups or individuals.

As a leading brand in Vietnam, Vietravel's travel business is always stable with revenue and number of visitors always in the top.

2.5.2 Build vision, mission, purpose, brand goals

▪ Vision

On the basis of sustainable development for more than 23 years of establishment and development, Vietravel aims to become one of the top 10 travel groups in Asia and a multinational company by 2020.

This is a strategic and challenging vision, but with a common goal, Vietravel has been realizing its strategic goals.

▪ Mission

Bringing uplifting emotions to visitors in every journey. This is the goal and mission Vietravel commit to make efforts and bring to visitors. Vietravel becomes a companion with tourists in every travel journey and creates good values. At Vietravel, travel is not only a journey of discovery but also a journey of sharing, showing the distinctive imprint of the Vietravel Brand from 3 brand attributes: professionalism, bringing sublimated emotions to customers, and attractive added values for each trip. This mission has been developed by the company over the years.

▪ Business philosophy

Customers are the center: Vietravel always affirms that customers are the center of all business activities that Vietravel aims to because customers are the major contributors to building the Vietravel brand.

Professionalism is a measure: affirming brand reputation with the goal of constantly developing and perfecting to reach new heights in the strategic direction of reaching out to the world.

Quality is an honor: Vietravel is committed to providing the best service quality to customers, which makes a difference compared to the market. Vietravel considers it the responsibility and honor of each officer and employee.

2.5.3 Choosing a Brand Strategy

Based on resources and development orientation of the company, based on market, customer and competitive information. Vietravel has applied a diversification strategy in its products and services to meet the needs of tourists, as well as give them many different travel choices. Specifically, with the Package Tour product, visitors can immediately have a domestic or foreign tour. Moreover, the domestic tour package is divided into three products such as package tour, family tour or tour through Vietnam. Not only that, the airline also provides preferential combo services for booking hotel tickets, bus - hotel.

Along with the variety of tourism products, Vietravel also strives to improve the quality of its services by building the first tour selling network in Vietnam <https://travel.com.vn/> which is applied with the latest technology, visitors can easily book tours with just a few taps on the website or mobile app. In addition, there is a special point that you can hardly find at other travel websites (tour sale networks). That is the tour comparison feature. With this special feature you can choose the tours you want to go and compare them, Vietravel will provide the most complete information to compare the tours you require from cost, time, means of transport, hotels, cuisine, incentives. From there, it helps you have a better overview of the tours you plan to go on,

and make the right decisions.

In the course of business operations, Vietravel has implemented a high-cost strategy to improve the quality of travel programs. When applying this strategy, the prices of travel programs will be relatively high. So, to operate effectively, the company must rely on prestige and reputation to attract customers. Vietravel's strategy in the coming period will be to develop and establish a strong and sustainable tourism economic group, to provide a diversified, high-quality, high-quality and differentiated product value chain, to build technology. Advanced management, typical of Vietravel, towards developing franchises, increasing competitiveness and dominating the domestic market, integrating deeply into the whole region.

Brand Strategy – Integration – Development

The company has focused on directing the implementation organization through the following tasks:

Improve marketing promotion and implementation of brand strategy, meet the needs of customers demand in developing a new situation.

- Invest in depth and invest in expansion
- Training of human resources
- Restructure products and services, improve product quality
- Improve service style attitude, especially focusing on tasks customer care.

2.5.4 Building brand identity system

2.5.4.1 Product brands

▪ FI

Vietravel will focus on product groups in Ho Chi Minh City to green areas such as Can Gio tour (1-2 days), Staycation, Vung Tau, Tay Ninh, repatriation tour to welcome Vietnamese people back home or experts to come. Working in Vietnam... the company will expand to inter-regional products. Accordingly, products are transported by road from Ho Chi Minh City to Phan Thiet, Nha Trang, Da Lat and the West. Products by air will focus on the localities of Phu Quoc, Quy Nhon, Da Nang, Hue, Ha Long and Ha Giang. For these products, it is expected that the company will organize charter flights with Vietravel Airlines, to form a closed process from means of transport to places of interest... at an economical cost. In Hanoi, Vietravel will launch tours from Hanoi to Ninh Binh, Lao Cai, Ha Giang, Quang Ninh... In addition to the package tour product, visitors can buy Free&Easy service (room service), or travel combo schedule (airfare and hotel) at a preferential price, suitable for weekend getaways with relatives and family. Visitors can also register for other necessary services such as domestic and foreign air tickets, apply for a new or extended visa, rent a private car for business trips from Trans-Asia Express - Asia Express.

Besides building products and organizing tours in line with the new normal, the company launches attractive and practical incentives for visitors. Accordingly, the online promotion program " Blink deal " with 4,200 travel e-vouchers with MoMo wallet.

▪ Visitors

Ms. Nguyen Ngoc Quynh - Director of Group Tourism Business Division said: "In the coming time, Vietravel will focus on exploiting the domestic MICE tourism market, prioritizing the quality of products and high-class services, the A destination close to nature, putting safety first and bringing a truly impressive experience to customers. At the

same time, the company is also promoting the overseas tourism market (Outbound) with safe destinations such as Thailand, Cambodia, Maldives, Europe so that customers have more choices."

Vietravel has launched many economical and effective travel products in close proximity, discovering interesting and attractive things near where customers live that previously missed. In addition, Vietravel also brings new experiences to customers by applying automation equipment and technology in team building programs and seminars.

In order to increase efficiency for businesses, Vietravel has launched many attractive MICE travel packages that combine rewards, conferences, seminars, team building. Special offers such as: best prices on Vietravel Airlines flights, priority private group check-in service at the airport, best and suitable seat booking for groups, special lucky draw gifts with the total value of the prize are up to 1 billion VND for groups that organize teambuilding or gala dinner to sign a contract before March 20, 2022. In addition, Vietravel also designs each product separately from economical to high-class. Businesses that want to combine brand and product promotion through MICE tourism, Vietravel will meet the maximum demand from designing posters and posters at the destination to building games to build collective spirit. fit the culture of each business...

Especially, with the advantage of owning Dang Ong Viet Media and Events Joint Stock Company (Beevent), specializing in organizing events such as anniversary, customer conference, Gala dinner, teambuilding, travel fair in the country, and abroad... for businesses with reasonable cost, Vietravel is ready to support 24/7, best meet the requirements of customers. In addition, Vietravel also brings new experiences to customers by applying automation equipment and technology in team building programs and seminars.

▪ **Trip U**

November 26, 2019 – TripU, the first super travel app in Vietnam invested and mentored by Vietravel, has officially entered the vibrant online travel market. Pioneering the application of 4.0 technology to integrate travel services in just one touch, TripU brings the experience of smiles and joy to the whole trip, starting from the variety of services to the quality and price. Fort.

As a travel super application born on the basis of smart technology and understanding of the Vietnamese tourism market, TripU wishes to bring a comprehensive travel service solution for Vietnamese people - redefining the travel experience. experience tourism in the digital age, actively contributing to the sustainable development of Vietnam's tourism industry and improving the quality of life for Vietnamese people.

Providing a comprehensive range of services necessary for a trip, TripU offers users a variety of options, from hotel bookings, super-saving flight bookings, exclusive tours via apps to online travel services. Tourist visa service with bean bag, e-wallet for domestic and foreign payment, and programs to accumulate points, refund ... for member customers. Thanks to the integration of all services in just one touch, TripU helps to minimize travelers' travel luggage. Instead of spending a lot of time choosing a travel destination, comparing room & flight prices on different apps, booking a room or flight ticket on the app with the most suitable price, finding a place to "swallow" between the world. With many options, rent more motorbikes or

book a taxi to move to your destination, with TripU, now you just need to choose your destination, book everything from AZ on TripU, then pack your bags and experience the perfect trip that's right for you. friend.

If you do not want to "design" your own tour, exclusive tours via TripU's application will be a very worthwhile option to experience. For the first time, people who love traveling will have the opportunity to explore new lands with a unique and strange style like never before. In particular, the bean bag visa service is a prominent feature that visitors can only find in the TripU super travel application. Thanks to Vietravel consultant with 24 years of experience in the Vietnamese tourism industry, consulting and applying for tourist visas through the TripU super app will become faster and more secure, starting for a smooth trip. and favorable.

During that wonderful journey, TripU also brings a lovely companion Chip U - TripU's intelligent Chatbot representative when answering and consulting automatically for customers on the application and website. Happily appearing everytime you need it (Visa, tour, hotel room, plane ticket...), Chip U will be an indispensable friend of people who love traveling and love convenience, helping their experience and interaction. users with TripU become more user-friendly and enjoyable.

Because a good life starts with smiles on every journey, TripU always strives and perfects so that every experience with TripU will be absolute joy and satisfaction.

▪ **Inbound**

The main function of the company is travel and tourism business, in addition, the company also deals in other services such as: visa extension and making, booking air tickets, train tickets, cars, booking rooms. These services are only to supplement and enrich the company's travel services. In order to perform these services, Vietravel has built a policy of products that are rich, diverse and close to reality. Guests wishing to travel to the company can choose for themselves one of the travel programs that suit their needs and ability to pay. Currently, for the inbound market, Vietravel has the following programs:

- High-quality single-ticket tours depart regularly.
- On-demand tours for overseas Vietnamese visiting their homeland.
- Group tour with attractive program and price.
- Honeymoon tour for couples.
- Tours, conferences and seminars.
- Resort tour.
- Economical tour.

It is possible to find out some tour programs of Vietravel company currently on the market.

Two-day tour program: is the company's travel program within a short distance and can be reached by car, such as: Hanoi - Ha Long - Hanoi (sleeping on the train).

Other tourism programs: Inbound tour products are very unique, including green tourism, eco-tourism, culture - history, MICE... Along with the trend of paying special attention to the environment, especially the ecotourism of the international tourism market, Vietravel has developed a series of eco-tours in combination with afforestation for many years in the Can Gio Mangrove Biosphere Reserve. In addition, the company also organizes many sightseeing programs associated with environmental protection activities and historical and cultural relics throughout Vietnam, the most typical of which is tours to explore the Southwest

River region. Set.

Vietravel also introduces extremely attractive Inbound tourism products such as: "Explore Quang Nam - One destination, two heritages, Central Highlands Green Road, Kinh Bac Autumn..." All make up a set of products. A complete tourism product, delicately reflecting the cultural identity, nature and people of Vietnam.

To become a leading travel agency today, Vietravel has also spent a lot of money on tours. Including types of costs: transportation costs, costs of organizing tours, marketing costs Travel activities are always adjusted in accordance with actual conditions, in which the increase in fuel prices has partly directly affects the cost of transportation, increasing the price of tour construction. For short-term tours, the freight accounts for 50-60% of the tour cost using road transport. For long-term tours, the freight accounts for 30-40% of the cost. Vietravel is using 45 vehicles of all kinds from 4 seats to 45 seats, new models from 2005 - 2008. Fuel consumption levels also depend on types and depending on peak or low season. Due to the specificity of the tour business, Vietravel charges an average of about 3,500 VND/km - 8,000 VND/km depending on the type of vehicle. Vietravel always ensures the minimum cost so as not to affect the price of its tour.

In 2010, Vietravel Company focused on improving the quality of tour products through a system of domestic and foreign associated services, creating a fundamental difference in quantity and quality, to affirm the brand of the product. Vietnam head. At the same time, the Company will create an attractive pricing policy through stimulus packages and a series of attractive promotional campaigns. Especially, in the coming time, the Company will expand its distribution network of hard and soft (hard: representative offices; soft: system of services and products) nationwide and internationally. In the world

▪ **Motorbike for rent**

Vietravel has launched a private car rental service with a professional guide and driver, helping visitors take the initiative in time as well as more convenient when traveling, saving a lot of costs in the travel journey.

Private car rental service with guide cum driver is a popular trend in countries around the world, but it is still quite new in Vietnam. This type of tourism is designed specifically for groups of friends or family who want to travel independently and can be proactive in terms of time and flexible in sightseeing schedules.

"There are actually a lot of customers who fly to localities, then they need car rental services to move to neighboring areas, but renting a car is quite difficult, the price is also high, the journey is therefore not smooth. share", said Vietravel representative.

Since reopening, most Vietnamese families and tourists have mainly chosen the tour in the form of Free & Easy, ie only booking hotel rooms and air tickets, the rest is self-sufficient. This trend instead of following the package tour as before, causing travel companies to move along.

2.5.4.2 Organization's brand

Being the only Vietnamese name to win the World Travel Award in the category of "World's Leading Package Tour Operator in 2017, 2018", participating in the list of 50 largest tourism enterprises in Asia, consecutively won many prestigious tourism awards in the world... It can be affirmed that Vietravel is a pioneer enterprise in bringing Vietnamese

tourism brands to the world.

After years of efforts, Vietravel has been honored to receive many awards from prestigious domestic and foreign organizations. The most typical is "National Brand" (2012, 2014, 2016, 2018), 7 years receiving TTG Travel Awards (2011, 2012, 2013, 2014, 2016, 2017, 2018); 6 consecutive years honored at the World Travel Awards - World Travel Awards (from 2013 - 2018). In particular, Vietravel is also the first and only Vietnam representative to receive the World Travel Award in the category of "World's Leading Package Tour Operator in 2017, 2018". From here, a Vietnamese tourism brand named Vietravel is not only affirmed from the trust of customers, from domestic tourism managers, but also named, identified and become a leading travel agency. top of the world!

2.5.4.3 Brand of the leader's personality

▪ **"It's okay if you don't do it, you've done the right thing"**

CEO Ky re-trained working skills, starting from the simplest lessons about commitment and community responsibility, to evoking pride and self-esteem in each person with the spirit of determination to win, which he called it. is the "spirit of Vietravel". His methodical way of doing it really worked, when the whole company became a block with the same goal "Vietravel must be number 1". He has actually won over hundreds of people. That goal is also the reason why Vietravel has the song "We are one and we are number one". The change seen in the company's operations in the following years has an average growth rate of over 30% per year. An impressive number even in the tourism industry, not all businesses dare to think about.

▪ **"Know you know me"**

When foreign companies enter Vietnam, our companies will be integrated, no longer play the role of mutually beneficial business partners... Well aware of that disadvantage, he quickly drew up a plan to dominate The market is not only in the domestic market but also has to reach out to foreign countries. With the plan to restructure the company according to the model of the parent company and 6 member companies, 11 representative offices in key markets such as the United States, France, Hong Kong, Malaysia, Thailand, Singapore. According to his calculations, by 2015 onwards, each year Vietravel will have from 500,000 to 600,000 visitors with sales of over 4,500 billion VND and in 2020 there will be 1 million visitors. Vietravel will become one of the top 10 companies in Asia. Knowing yourself and your self in the marketplace has been a lesson for many businesses today when applying the policy of taking shortcuts.

▪ **"Overcoming difficulties with Vietravel bravery"**

If at the beginning of the world economic crisis in the years 2009-2010, tourism faced the challenge of a rather large decline, the stimulus program "Impressive Vietnam" has created a spectacular reversal for tourism. Vietnam achieved a decent growth rate. With that common success, Mr. Nguyen Quoc Ky said: It is necessary to accelerate sustainable development as a foundation for the next phase. That is a series of solutions such as building a system of "GOLDEN" service providers including restaurants, hotels, transportation services, linking with localities. Linking to have effective discounts and promotions, not only to attract customers but also to overcome difficulties together, maintain business activities, thereby directing consumers to

choose the best products. And indeed he was right, when the company achieved sales of nearly 900 billion in 2009, by 2010 it had reached over 1400 billion, surpassing to become the leading international travel enterprise in Vietnam, doing many things. People in the tourism business sector were surprised. This is the impression of Vietravel's bravery of the head.

▪ ***"Professional and efficient"***

CEO Ky said: Professionalism in tourism is the perfect expression of customer service. Therefore, in the many content that tourists from all over the world send to the company with words of admiration and thanks for the service style, attentive enthusiasm and perfect services that the company provides for them, I see in There was a glimpse of a CEO Ky wholeheartedly devoted to being the bride of a hundred surnames of the tourism profession. Not only that, he also always thinks about how to make it convenient for guests to travel, Vietravel's online tour website has been successfully deployed, attracting the attention of many people, not just convenience. but also prestige, quality and high reliability. Therefore, for many years, Vietravel's online tour sales have created a high level of trust of domestic and foreign tourists. Along with that, CEO Ky always reminds his associates and employees to take customer satisfaction as a measure of their work, which has created trust for all visitors at anytime, anywhere. From the smallest things, to the strategic thoughts of CEO Ky, Vietravel has grown an average of 30% per year, an ideal number that many businesses today "dream" do not have. Professional, polite, impressive service style, giving visitors a feeling of excitement after each trip when contributing and sharing in the journey with the community, as well as effect images for guests in different places. they come, also small gifts for each trip have left warm feelings of tourists with the company. With the point of view throughout the company as: "Serving, serving and serving", Vietravel has helped Vietravel have a team of skilled, professional staff, always attentive to customers, simple things. That simplicity is the basis for Vietravel not only to stand firm, but also to grow higher next year than the previous year. There have been thousands of letters from all over the country, from abroad with good words, showing that his thoughts and actions are correct.

▪ ***"Responsibility to the community and society"***

CEO Ky always has an in-depth, dialectical insight, which is sharing and sympathy with everyone, which is clearly shown in every product when the company hits the market. Programs such as: "Warm winter clothes", "For a clean green environment", "Bringing light to the poor blind" and the Light for Life (L4L) fund can be seen. Thousands of old people and children in the northern highlands have warm winter coats. Hundreds of blind people have seen the sun on tours "bringing light to the poor". Then the program "Do not litter" committed between tourists and the company during each trip has made Vietravel's image more friendly and activities of awarding scholarships to 43 poor new students with good academic achievements, each 10 million dong. Funding 500 million VND to build the historical site of Truong Bon. From 2010-2013 sponsored eye surgery for 1800 cataract cases and 6 billion VND for national tournaments of the Vietnam Tennis Federation.

2.5.4.4 Brand of a style

▪ ***Always pioneer service***

During the process of formation and development, up to now, Vietravel has made strong breakthroughs, becoming a prestigious travel brand and honored to serve millions of tourists on their journeys to discover the world. From trips far and near, there are imprints of professional travel organizer Vietravel who always takes the satisfaction and sublimation of customers' emotions as a guideline for all of its activities.

By the end of 2018, Vietravel had organized 852,000 visitors (up 10%), achieving a revenue of 7,476 billion VND (up 18%). In 2019, the company is expected to serve 930,000 visitors, with a revenue of VND 8,800 billion. To achieve the set goals, the Company will launch many new products and new distribution channels to best meet the needs of customers.

▪ ***Connecting tourism and responsibility to the community***

In addition, Vietravel has been implementing a number of strategic projects, in order to contribute to linking localities and relevant units, investing and promoting sustainable tourism development, typically:

- Established Vietnam Culinary Culture Association
As a co-founder of the Vietnam Culinary Culture Association, Vietravel wishes to bring new breakthroughs to Vietnamese cuisine, not only competing with friends from 5 continents but also creating great values for Vietnamese cuisine. culture, promoting the country's tourism development.
- Pioneering in building new values, taking the lead in activities of the tourism industry and provinces and cities across the country.
- In addition to successfully completing tasks in business activities, the Company also contributes to the economic development - tourism of the country in general and localities in particular through the establishment of strategic flight routes such as the charter flights: Can Tho - Da Lat/ Nha Trang/Bangkok; Nha Trang/Da Nang/Vinh - Bangkok; Ho Chi Minh City - Fukushima/Myanmar; Ho Chi Minh City/Hanoi - Bhutan/India, charter cheering for Vietnam football team in SEA Games, ASIAN, ASIAD, AFF Cup tournaments.
- Effective business development goes hand in hand with social and community responsibilities.
- Open a free walking tour for tourists "Free Walking tour" in big cities: Ho Chi Minh City, Hanoi, Da Nang... contributing to promoting the beauty of local tourism.
- Building the image of "Bright & Living Hue": This meaningful project is implemented by Vietravel in conjunction with the People's Committee of Thua Thien Hue province. Coming to Hue, in addition to admiring temples and mausoleums, visitors also experience a very different, youthful and dynamic ancient capital with the bustling Chu Van An - Pham Ngu Lao - Vo Thi Sau pedestrian street; admire the fine art work "Lighting up the Hue Monument" with more than 1,000 LED lights, creating more highlights for the Hue landscape at night.
- The implementation of the "Give me summer" project

took place simultaneously throughout 20 provinces and cities nationwide such as: Hanoi, Hai Phong, Quang Ninh, Vinh, Hue, Da Nang, Quang Ngai, Quy Nhon, Buon Ma Thuot, Nha Trang, Da Lat, Dong Nai, Binh Duong, Vung Tau, Ho Chi Minh City, Can Tho, Rach Gia, Long Xuyen, Ca Mau, Phu Quoc in order to bring a trip to underprivileged children. during the day as a spiritual gift full of love with a total budget of about 1.5 billion VND extracted from the Trade Union fund, the contributions of tour buyers, likes and shares on Fanpage Vietravel and Youtube Vietraveler.

- Funding for eye surgery for poor patients in difficult circumstances through the "Light for life" Fund, which has been deployed from 2010 to now on a national scale, with the total amount of sponsorship over the years up to 3.3 billion VND...

2.5.4.5 Trademark of an icon

Loyal to the philosophy of "Customer is the center", Vietravel always fulfills the best service mission so that each trip is not only a perfect vacation but also brings uplifting emotions to each visitor. As of May 2019, in addition to the head office in Ho Chi Minh City, Vietravel currently owns a network of 61 Offices - Centers, Branches in Ho Chi Minh City and provinces and cities from North to South; together with branches in Cambodia, Singapore, USA, Australia, France... is a reliable and timely address to bring the best products and preferential policies to customers.

Along with building a network of branches across the country and the world, Vietravel also focuses on developing tourism-related fields to best serve the needs of visitors. In the past year, Vietravel launched and strongly developed the following member units:

- WorldTrans - The largest air ticket exchange in Vietnam.
- Travel Center "Your Trip" – TripU.
- Vietravel Study Abroad Consulting Center - Vietravel SCC.
- Vietnam Guide Operations Center

As one of Asia's leading travel brands, Vietravel has successfully organized many prestigious international events: the 2006 and 2017 APEC Summits, the 5th Asian Beach Games - 2016 (ABG). 5); The 13th Southeast Asian Student Sports Festival, Vesak Festival 2008 / 2014 / 2019...

2.5.5 Brand design

Formerly the Center for Tourism - Marketing and Investment Services - Tracodi Tours since 1992 with its headquarters located in District 3 - City. Ho Chi Minh. Vietnam Travel & Transport Marketing Company – Vietravel Holdings is a travel company in Vietnam, over 30 years of establishment and development Vietravel is a leading corporation in the field of travel, serving millions of visitors. customers and revenue of thousands of billion dong, the company's strong position was further confirmed when establishing Vietravel Airlines.

Vietravel brand meaning

- V (Vanguard) - Pioneering collective.
- I (Innovative) - Creation.
- E (Experienced) - Thickness of experience.
- T (Team Power) - Collective strength.
- R (Responsible) - Sense of responsibility.

- A (Accompanied) - Companion.
 - V (Valuable) - Precious value.
 - E (Exceptional) - Distinct superiority.
 - L (Leading) - Leading
- Slogan " Satisfy anytime, anywhere".

2.5.6 Brand developping

2.5.6.1 Organize and develop Vietravel brand

Media

- Group of printing media: leaflets, posters, billboards, guidebooks, travel magazines...

- Mass media group:

Website: Vietravel.com

In early 2007, the first online tour selling network in Vietnam www.travel.com.vn was born and contributed to create a bridge connecting customers with Vietravel through a multi-dimensional information channel with many utilities. Currently, Vietravel is constantly upgrading versions of its commercial website www.travel.com.vn and information page www.Vietravel.com

For the application of new information technology, since 2013 Vietravel has released the popular Vietravel Application on the App Store and Google Play systems to help customers quickly look up travel information and book tours right on their Smartphone.

Vietravel is the only travel company to win the "Vietnamese Talent" award with the product: online tour selling network www.travel.com.vn.

+ Facebook: Vietravel

+ Youtube: Vietravel Channel

+ Travel forums, newspapers, online newspapers...

In order to contribute to promoting the image of tourism and attractive destinations in Vietnam, travel companies Vietravel has cooperated with The Travel Channel (China) to organize a recording program at 3 main locations: Ho Chi Minh City, Nha Trang coastal city and Hanoi capital.

In Ho Chi Minh City, the delegation will visit beautiful and typical architectural works such as: City Post Office, City Theater, Ben Thanh Market, Cholon Quarter, Thien Hau Temple and discover services Services such as Vietnamese-style foot massage, enjoy the excitement of Saigon-style coffee. After the destinations in Ho Chi Minh City, the delegation will go to the coastal city of Nha Trang - which has been recognized as one of the 29 most beautiful bays in the world. Here, the delegation will explore the colorful sea world at islands such as: Hon Mun, Hon Mot, Hon Tam, Tri Nguyen Aquarium, scuba diving service of Vinadive center (Vietravel is the first company to exploit this diving service in Vietnam), besides destinations such as Ponagar Tower, Long Son Pagoda, Nha Trang mineral mud bath will also be introduced to the Chinese audience in this series of reports.

Bringing the ancient beauty inherent, Hanoi capital will introduce to Chinese audiences a series of world-famous landmarks such as: Ba Dinh Square, One Pillar Pagoda, Hoan Kiem Lake, Ngoc Son Temple, explore. Hanoi 36 streets by cyclo and enjoy traditional Vietnamese water puppetry.

Human

Most of the customers who come to Vietravel say that what makes them most satisfied is the attentive customer service, friendly, gentle, dedicated service of the staff. A customer who came to receive a discount at the service counter commented: "She saw that the staff at the service counter of Vietravel always smiled brightly, served very attentively

and enthusiastically". Employees in Vietravel, in addition to their dedicated service attitude, are also evaluated by customers as honest. In the past time, many customers have dropped their property in the supermarket's buffet area, the staff has picked it up and brought it to the customer service counter to return it to the customer. This has left customers with a very deep affection and unforgettable impression, contributing to building a prestigious and quality brand image in the minds of customers.

No matter how strong a business is financially, if the human factor is not guaranteed, it will certainly not be able to develop long-term and sustainably. With Vietravel, it is a completely different story, the leadership always has reasonable investment policies in human resources. Vietravel owns a team of highly qualified tour guides, fluent in foreign languages, young and dedicated. All to bring the best and most comfortable experience to visitors for each trip. Not to mention, Vietravel always creates favorable conditions for employees to be trained, trained in skills and improve their expertise to improve their ability to handle situations and understand sales operations for employees.

▪ *Items at the point of sale*

In fact, 70% of buyers make decisions at the point of sale, so a TV ad might make a good impression on the customer, but at the point of sale, if the product doesn't capture the attention of the customer, purchase, also means that advertising has failed, advertising at the point of sale contributes to increasing brand awareness (Source: www.dna.com.vn).

Vietravel has more than 50 tourism registration offices, branches nationwide, from Lao Cai to Ca Mau and foreign representative offices in Cambodia, Thailand, Australia, the United States. Expected in the future, the company will continue to open 11 more offices in other countries to better meet the needs of domestic and international tourists, which is one of the strategic steps to realize the goal of becoming a company. Vietnam's first multinational travel in 2020.

▪ *PR*

As a prestigious and regional travel brand, Vietravel has always been chosen by the State, Government, and mass organizations as the leading provider of services and means of transport in Vietnam for many national events. important economic such as:

- 2006 APEC Summit.
- 13th Southeast Asian Student Games.
- Vesak Celebrations 2008 and 2014.
- ASEAN Summit 17.
- In particular, Vietravel is also the only prestigious travel agency honored to organize side tours for delegates attending the General Assembly of the Inter-Parliamentary Union - IPU 132 (March 28 – 2019). April 2, 2015). This is the largest parliamentary diplomatic event on the planet, attended by about 1,500 delegates from 166 countries and territories.

▪ *Promotion*

- Promotion programs: Spring travel, brilliant summer, charming autumn have been associated with the Vietravel brand for many years with an attractive prize structure, total value up to tens of billions of VND, bringing a lot of joy, excited for customers.
- In addition, rich and diverse tour products, outstanding quality, best prices in the market and thoughtful customer care policy have created a high-class,

prestigious travel brand, worthy of being a companion. reliable behavior of every customer.

- The success of the program "Refund when buying tour"
- "Buy a tour and contribute 0% interest rate" with big banks such as BIDV, Vietcombank, Sacombank, ANZ and MasterCard.
- Vietravel's right strategy in maximizing convenience for customers. At the same time, it helps customers save a lot of costs in the current "price storm".

▪ *Direct marketing*

Vietravel conducts direct advertising to customers by using telephones, emails, leaflets, etc., sent to current and potential customers to introduce the company, product features/services, advertising and promotion programs, customer care as well as business philosophy and ways of serving customers. Every year, preparing for the Lunar New Year and major holidays with long holidays, Vietravel prepares open letters to send to customers with VIP level, customers who are companies and businesses in the area. to send gratitude and thanks to them. Attached is a flyer about promotional tours, introducing some new tours to customers. Leaflets advertising products, discounted tours, and promotions are also delivered to consumers through a team of leaflets distributed by Vietravel.

2.5.6.2 Follow brand reviews Vietravel

▪ *Awareness level (in Hue city)*

Recently, Vietnam Report Joint Stock Company (Vietnam Report)

ranked Vietravel as the leading company in the top 10 prestigious travel and tourism companies in 2019. The ranking is based on three criteria: financial capacity, media reputation and customer reviews. Previously, Vietravel was also honored to win 7 times in a row the World Travel Awards - Asia region and 3 times to win the category "World's Leading Package Tour Operator" (2017, 2018, 2019). "Vietravel is the only travel agency in Vietnam to win at the world final round of the World Travel Awards – considered the "Oscar of the tourism industry.

A brand is a name, symbol, or design intended to identify a seller's product or service and to differentiate those products or services from those of competitors. Brand is an intangible and invaluable asset of an enterprise, once having such a strong brand, this is a great competitive advantage of Vietravel and will confidently win the trust of customers.

▪ *Revenue, market share and profit of Vietravel.*

Turnover

The accumulated revenue of the enterprise in 2021 is more than 795 billion VND. This is a very strong decrease (down 59.1%) compared to the revenue in 2020 (reaching more than 1,941 billion VND).

Sharing with the media recently, Mr. Nguyen Quoc Ky, Chairman of Vietravel Holding's Board of Directors, said that the 4th Covid-19 epidemic had caused great damage to the company, only 4 outbreaks dragged Vietravel back 14 years.

Previously, the average annual revenue of Vietravel was about 7,000 - 8,000 billion VND. As in 2019, before the epidemic, the revenue was 7,500 billion VND; by 2020 to about 1,500 billion VND. This is a number that drags businesses back more than 10 years ago, but it is still a dream compared to 2021 when the revenue returns to the time of Vietravel 2007.

Comment: Looking at the above data table, the numbers are quite impressive: After only 5 years of establishment, the company has built up trust among customers, bringing benefits to Hai Phong branch in particular and the total. Vietravel company in general. The total number of visitors in 2012 increased by 7000 visitors, corresponding to an increase of 771.14%. Especially, the total number of international visitors in 2012 increased by 3425 arrivals, corresponding to an increase of 763.76% compared to the first year of establishment (2008). This development is thanks to the right orientation of Vietravel Corporation, as well as the efforts of all leaders and employees. Specifically, after 5 years of operation, experiencing the difficulties of the first years, the work of the departments has started to work, the brand of the company has been known to many Hai Phong people, Especially, customers who have the need to travel abroad have come to Vietravel Hai Phong. In 2008, the number of customers of the company was quite small due to: Objectively, the company was just established in June 2008, so the above figures are only the business results of the second half of 2008. Moreover, due to the impact of the crisis. economic crisis, together with the influenza A(H1N1) pandemic, the number of tourists traveling was much limited. The total revenue in 2012 increased by 24,631,600 (1,000VND) compared to 2008, equivalent to 818.03%_ a very proud figure for a travel company in Vietnam. Vietnam's economy in 2012 was in the difficult context of the global economic crisis, many businesses went bankrupt or temporarily closed to cut losses. The business situation of many travel companies fell into a worrying state of gloom. However, many companies continue to maintain their performance and take advantage of opportunities to develop. Vietravel Hai Phong is one of them. The main reason for the "opposite growth" with the current economic situation is largely due to the focus of tourists on the brand reputation, which easily convinces visitors from factors such as quality, design, and design. comes the attractiveness of the "two-in-one" discount policy. In addition to direct discount tours for customers due to the ability to negotiate with major partners, Vietravel also has a large promotion program covering the summer with a total prize value of up to 8 billion VND. Reduced prices, quality tours that are hard to compete with, thoughtful promotion and after-sales policies have broken the barrier of customer demand. In terms of budget payment, the company always fulfills its tax obligations to the state, in 2008 the company paid: 288,156,000 VND. 2012 is: 2,592,931,000 VND, higher than the new year of establishment 2,304,775,000 VND. With a positive business situation and especially when in 2022 Vietravel is one of the businesses organizing the National Tourism Year, it promises to bring much success this year.

Market share

Vietravel's customer market is quite large, with its reputation and guaranteed service quality, Vietravel's customers include both outbound and inbound customers. Besides, the number of customers in the GIT and FIT markets is also maintained and quite stable. The company's traditional customers are a number of agencies and enterprises in the city, and at the same time exploit the potential customer market as students.

Profit

In terms of profit, based on the financial statements of the fourth quarter of 2021, the gross profit from sales and

service provision of this business will reach more than 56.5 billion dong, while the same period last year was more than 69 billion dong, 3 billion dong.

Therefore, the fact that Vietravel recorded a net profit from business activities of more than 228.3 billion VND in the fourth quarter of 2021 was mainly due to the sudden financial revenue from the recognition of profits from the liquidation of subsidiaries, which is most likely is the reduction of ownership in Vietnam Airlines and Travel Joint Stock Company (Vietravel Airlines).

It should be recalled, on February 7, 2022, in explaining the fluctuations in profit after tax in the consolidated financial statements to the State Securities Commission, Vietravel said that in the fourth quarter of 2021, the epidemic situation had gradually decreased. under control, the company's business activities have more positive and positive changes, and the company has also restructured financial investments.

2.5.6.3 Proposing improved solutions

▪ For State agencies

It is necessary to launch programs to support Vietnamese brand building as soon as possible, such as supporting costs, media, and programs to honor Vietnamese brands.

One of the top concerns that businesses worry about is the lack of integrity accuracy, overlap and clarity of the legal system. Therefore, the need to build A clear, accurate and effective legal system is a suggestion that Vietnamese businesses require Nam wants the State to soon implement.

Regulations on the level of advertising and promotion cost planning that businesses are charged with no more than 10% are unreasonable, this regulation makes it difficult for businesses to build a brand, especially in the early stages. Therefore, it is suggested that state management agencies need to adjust to a more reasonable level of advertising and promotion costs, and it is recommended to increase it to 15% - 20%.

▪ For the company

Building a market-oriented business perspective: Before deployment. In order to build and develop a brand name, company leaders need to thoroughly grasp the market-oriented business perspective according to the following contents:

- Buyers only buy what they need, not necessarily the fish that the company has. Therefore, all business must come from the buyer.
- Investment in the market must be considered mandatory and necessary. These investments do not yield immediate returns, but take a few years to recoup.
- Always look for the company's strengths in competing with other strong tourism businesses in the market. Specifically, here is Vietravel company.

Self-affirmation of the brand within the company:

- Building a development strategy on the basis of the market and the resources of the business, this will help the company have a clear development direction, help the company's leaders make highly feasible decisions.
- Restructure the human resources apparatus: the organizational structure must be reasonable, compact but fully functional and flexible.
- Develop appropriate and clear policies on income distribution, welfare, reward - encouragement, discipline, etc., compared with the general level of the market.

- Immediately deploy accounting, finance and sales management software.
- Creating a dynamic, harmonious and equal working environment, avoiding family factors in management and administration.
- Completing the marketing business apparatus, investing in high-quality personnel for the Marketing Department and the Business Development Department.

3. Conclusion

In the context of economic globalization, brand is seen as a very valuable asset of the company. Therefore, the construction, development and protection of brands is one of the urgent and vital tasks for businesses, especially young businesses or state-owned enterprises that have just started. equitized.

Some of the conclusions drawn from this thesis are as follows:

- Branding and branding are one of the new fields in Vietnam, with many different points of view from a theoretical perspective. However, branding is a vital issue for Vietnamese businesses today, especially small and medium-sized enterprises and state-owned enterprises that have just been equitized in the context of global competition and integration. Vietravel (as well as Vietnamese enterprises in general) in order to survive and develop, must invest in brand building and protection.
- In order for the process of building and protecting the brand to be effective, special attention should be paid to the orientation of brand building activities from building a vision, defining a mission to identifying target customers, brand design, brand positioning and then brand promotion in any way is appropriate.
- The research and analysis of the market characteristics of the tourism industry in Vietnam as well as the construction and development situation and the current status of Vietravel's branding activities also show the weakness of the brand building work in the current period. past time. Thereby, helping Vietravel company leaders see the need to invest appropriately and scientifically for the brand in order to build a stronger and more sustainable Vietravel brand in the minds of target customers and customers. business cooperation.
- Building, developing and protecting a brand must be a job that requires time, requires a lot of resources and is not the sole job of the Marketing Department, the Sales Department or the company's leaders, but the work of the company's leaders. requires the understanding and consensus of all staff members throughout the company, from the security guard to the chairman of the Board of Directors and even business partners. conditions and support from State agencies, economic organizations and professional associations.
- Stemming from the current situation and determination of the company's leaders, who want to develop the company into a leading instant food group in Vietnam, combined with the knowledge in the field of brand management as well as practical experience.

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