

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Management



Bachelor Thesis

Summary

Marking Analysis of Selected Company

Vietnamese Dairy Company Vinamilk

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1. Introduction

Nowadays, the milk producing industry has become a strong growing food industry in the world including Vietnam. This thesis “Marketing analysis of the company” will select appropriate information and will provide some directions for marketing analyzing of Vinamilk Company. The aims of this bachelor thesis are to provide a basic knowledge of marketing and to analyze the company's marketing based on the gained knowledge from journals, e-book, textbooks and a variety of online webpages.

2. Keywords

Vinamilk, Marketing, Strategy, 4Ps, Consumers awareness, STP strategies, marketing mix.

3. Objectives of thesis

The main objective of this thesis is to analyze clearly the marketing management and marketing analysis of Vinamilk in the dairy industry. Particularly, this study aims to obtain the basic understanding of marketing concepts and marketing analysis of the company. Besides, this work will concentrate on how marketing functions and improves after applying the concepts of marketing as well as the brand development of Vinamilk. Moreover, it will show how Vinamilk has solved and overcome all the difficulties that company was facing with. Finally, information and analysis are used to make recommendations on how to improve strategies appropriately for the targeting foreign markets. In order to achieve these objectives, this research was made to answer the following questions:

- What are the importance of marketing and its roles in the operation of Vinamilk?
- What are the main marketing activities and applied strategies in Vinamilk?

- How does this company use marketing tools and techniques to increase the efficiency of its operation in the market?
- What are the successes and remaining problems in marketing management of this company?

4. Methodology

The theoretical part mostly presents the general concepts of marketing management and marketing analysis. It also introduces marketing situation analysis tools and several relevant methods such as SWOT analysis, PEST analysis, Porter's five forces, and marketing mix.

The practical part gives an overview look of not only the chosen company Vinamilk but also the Vietnamese dairy industry. Secondary data are main sources of information used to analyze the firm by the method introduced in the theoretical part.

As stated above:

The 4Ps analysis explains or outlines large systems that are being distributed national wide by Vinamilk. It also introduces new products, quality, Vietnamese brand, price and service competitiveness. The key figures lead Vinamilk to its successes.

The Porter's five forces analysis focuses on explaining the ability of both buyer and provider of the company. It also analyzes the threats of new or alternative products to the company. Moreover, it points out potential threats of new competitors as well as competitors that are already in the field.

The PEST analysis concentrates on political, social, economic, human factors and the technology innovation in Vietnam. Generally, it deals with external factors that affecting the company.

The SWOT analysis identifies advantages, disadvantages, strengths and weaknesses as well as challenges of the company to help it determine and execute its goals. It reveals weaknesses

and risks so that the company can improve better. Aside from that, it points out the strengths and opportunities to help Vinamilk to be more successful.

5. Conclusion

This thesis explained definitions as well as the concepts of marketing with clarity. These concepts are not only applied by Vinamilk, but also have been applied widely by other organizations.

This research has been carried out in order to present the dairy market as well as the needs of Vietnamese people for dairy products in domestic front. Marketing research on commercial companies is a process of planning, collecting, analyzing and communicating of a systematic and accurate information data and findings in order to provide the basis for the company to adapt to marketing with the situation identified. The information is challenging to gather, especially the operations of the company in foreign market. Thus, based on the knowledge gathered from different sources, Vinamilk has been successful by applying marketing concepts, macro environment analysis, micro environment as well as marketing mix and SWOT analysis. Marketing is the first and an important step in business, marketing meets the needs of people in life, thus it will continue to develop in years to come and probably will flourish in the marketing environment of Vinamilk.

In closing, the company should not only focus on dominating the local market, they should concentrate also on expanding their operation in nearby countries and furthermore the continent to become a new competitive force in the global milk market.

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