

International Journal of Social Science Exceptional Research

Challenges and opportunities to improve startup capacity in the investment and financial brokerage industry in Vietnam

Tran Huu AI

Van Hien University, Vietnam

* Corresponding Author: **Tran Huu AI**

Article Info

ISSN (online): 2583-8261

Volume: 02

Issue: 06

November-December 2023

Received: 01-09-2023;

Accepted: 06-10-2023

Page No: 93-103

Abstract

In 2021, to cope with the COVID-19 outbreak, Vietnam has applied the most stringent prevention and control measures. This has affected Vietnam's growth rate in consumption, investment and import-export. However, entering 2022, restrictive measures are gradually eased, business activities are returning. , Vietnam's economy and trade have had a significant improvement. Vietnam's economic growth rate in the first quarter of 2022 increased clearly, first quarter GDP reached 92.175 billion USD, an increase of 5.03% compared to the previous year. same period last year, higher than the economic growth rate of China (4.8%) and Singapore (3.4%). However, in an era where money is not in a safe at home but is invested in: Stocks, bonds, insurance, real estate, gold exchange like today, related financial decision always needs to be wise and correct. Therefore, the financial consulting & brokerage profession was born as a response to the needs of many sectors of society.

Keywords: startup capacity, financial brokerage, Vietnam

Introduction

In 2021, to deal with the COVID-19 outbreak, Vietnam has applied the most stringent prevention and control measures. This has affected Vietnam's growth rate in consumption, investment and import-export. However, entering 2022, restrictive measures are gradually eased, business activities are returning. Vietnam's economy and trade have had a significant improvement. Vietnam's economic growth rate in the first quarter of 2022 increased clearly, first quarter GDP reached 92.175 billion USD, an increase of 5.03% compared to the previous year. same period last year, higher than the economic growth rate of China (4.8%) and Singapore (3.4%). However, in an era where money is not in a safe at home but is invested in: Stocks, bonds, insurance, real estate, gold exchange... like today, related decisions Finance always needs to be wise and correct. Therefore, the financial consulting & brokerage profession was born as a response to the needs of many sectors of society.

▪ Urgency

Financial intermediaries act as intermediaries for financial transactions, helping to create efficient markets and reduce business costs, bringing benefits from minimizing risks, reducing costs and bringing efficiency. economies of scale, among other benefits.

▪ Target

Carry out activities to mobilize idle capital of savings entities and then provide capital to entities with capital needs, such as commercial banks, investment banks, mutual funds or pension funds intelligence...

2. Theoretical Basis

2.1. Startup concepts and issues

2.1.1. The concept

Financial investment is an activity that creates and develops surplus value (larger than the initial level). On a small scale, financial investment is the use of idle money to invest in channels that can generate profits. Some channels such as stocks, shares, bonds, forex, gold, savings.

In addition, financial investment is about creating assets from investment activities, based on judgment and strategic vision. Profits are long-term and can be generated in the future.

Currently, there are 14 popular forms of investment such as: Annuities, Bonds, Certificates of Deposit, Commodities, Cryptocurrencies, 529 plans, Exchange Traded Funds (ETFs), Yield Savings Accounts High, Money Market Accounts, Options, Mutual Funds, Real Estate, Retirement Plans, Stocks.

Financial brokers, also known as financial intermediaries, are understood as organizations that mobilize idle capital from individuals who want to save and earn profits and then provide capital to entities in need of money. capital. In other words, financial intermediaries are organizations that act as intermediaries between two parties in a financial transaction. Financial intermediaries are divided into the following forms:

- Firstly, based on activities: Commercial banks, savings funds, credit funds, insurance companies, financial companies, support funds.
- Second, based on the level of intermediary function performance:

Deposit-taking institutions: Commercial banks, savings associations, savings and loan associations, and mutual savings banks

Contractual savings institutions: life insurance companies, property and accident insurance companies, pension funds.

Investment intermediary institutions: investment funds, money market support funds, financial companies.

2.1.2. Start-up issues

Capital source

When starting a business in the field of investment and financial brokerage, it is necessary to have a large and stable source of charter capital. The characteristic of investment and financial brokerage industry activities is that mobilizing capital requires absolute trust. keeping investors with financial intermediaries, so having a high and stable capital source is essential.

Human resources

Human resources are also one of the precious resources of a business. To operate long-term in today's volatile financial market, businesses should invest in a team of experienced staff. as well as high financial knowledge is a must.

Market research

The financial market was formed and developed very early, so the activities taking place in the market are also very diverse and in many different forms. There are more and more businesses operating in the field of investment and financial brokerage. In addition, they enhance investment benefits to attract more customers. Competition in the financial market is very large.

2.2. The nature of the economy is based on startups, opportunities and challenges.

2.2.1. The nature of the economy is based on entrepreneurship

In the current market economy, the investment and financial intermediation industry plays an important role in circulating capital resources, reducing transaction costs, overcoming

asymmetric information in the financial market, contributing to improve economic efficiency.

Specifically,

Stimulate and concentrate savings capital in the economy

The savings capital of individuals and families is created thanks to income exceeding current expenses. People who have savings always consciously use it to reserve and earn interest. So, they lend the money, and Financial institutions are relatively safe places that provide profitable Financial services.

Create investment opportunities for small and medium-sized investors

Each individual cannot easily benefit from the money they own. That amount may be too small, direct investment is not only high risk but the transaction fee is too high. Registering business procedures is too troublesome, thanks to non-bank financial institutions, investment opportunities for individuals have increased. Benefits will be brought to both through economies of capital scale, through risk dispersion through diversification, and through overall reductions in transaction costs.

Promote investment; Competition and financial progress in the banking sector

Investing and lending are a profitable function of financial institutions. Financial institutions provide credit to support the purchase of goods, services, etc. The participation of banks and non-bank financial institutions makes investment more exciting, making increase competition, reduce capital prices and promote the birth of many new financial advances. In recent years, due to the emergence of many new types of financial intermediaries, financial products have become more and more diverse. Competitive pressure in the system has improved service quality, investment costs have increasingly decreased, creating more choices for customers.

Limit risks in financial investment

Non-bank financial institutions provide insurance contracts, pension payment services... in investment activities, they meet information needs if we want or receive entrustments if we want them. we need. With many different types of services, but all with the aim of protecting finances and dispersing risks for each person, this is a unique aspect that non-bank financial institutions provide to society.

Stimulate the development of the financial market

Contributing to the smooth operation of the financial market, increasing options for investors and enhancing market efficiency, stimulating the stable and healthy development of the financial market.

2.2.2. Opportunity and challenge

In Vietnam today, especially in large cities such as Ho Chi Minh City and Hanoi, where key economic and financial institutions are concentrated, it can be considered a financial center for startups in the world. The investment and financial brokerage industry here also brings many opportunities as well as challenges:

To promote growth and boost the economy, the state currently prioritizes expanding policies to create favorable conditions for the financial sector to play its role well. The

investment and financial intermediation industries are also having an enhanced role in the economic market, but there are also countless challenges when the state expands policies to support the development of the financial industry, which means that Competitive pressure in the investment and financial brokerage market is also increasing, in addition, the lack of human resources is also one of the significant challenges for businesses when starting a business in this field, because to Perhaps a fledgling startup business to stand firmly in this market needs a team of experienced staff as well as solid knowledge.

2.3. Factors affecting entrepreneurial capacity

Entrepreneurial capacity

To be able to start a successful business in any field, you need to have experience in that field and the investment and financial brokerage industry is no exception. To start a business successfully and stand firmly in the financial market, in addition to having high and stable capital, reputation and startup capacity are also one of the important factors.

Management and business capacity

Starting a business in a highly competitive field like the financial sector today is probably not an easy task. To be able to operate a new business in a stressful field, the leader needs to have good business and administrative capacity. Management capacity has a direct impact on the operating results as well as the long-term goals of the business.

Human resource capacity

Finance is not a simple field, this is a field with a lot of economic activities, although currently the human resource market in this field is really rich, however, to get Human resources with real experience operating effectively are perhaps still very scarce. Human resources can be considered one of the leading factors determining the survival of a business. For a young business that has just started, human resources need to be built and trained for a long time.

Access to financial resources

Enterprises in the investment and financial brokerage industry today are mainly commercial banks, financial investment funds, stock trading companies, etc. in addition to receiving capital from shareholders. If the crowd is large, it is obvious to mobilize capital from foreign businesses or small investors. However, to be able to gain confidence when receiving trust from investors, the capital sources as well as the profitability of the business need to be stable, transparent, clear and growing, because Therefore, financial resources are always prioritized and focused on by businesses, this is also a prerequisite factor related to the development of financial businesses.

Government support policy

As mentioned above, the current state, in order to comprehensively promote the economy, especially after the Covid 19 epidemic, the government always wants to create favorable conditions for financial enterprises to promote their role well. Tax reduction,... this is also one of the good opportunities in the entrepreneurial journey in the investment and financial brokerage industry.

2.4. Improve business start-up capacity to maintain competitiveness

The Vietnamese government has currently expanded preferential policies to facilitate the development and recovery of an economy that has been severely damaged by the devastation of the Covid 19 epidemic, so the financial market is have the opportunity to develop and expand.

However, as the branch market expands, competitive pressure becomes increasingly greater. Not only competing with domestic businesses, with today's increasingly integrated economy, start-up businesses are also subject to fierce competition from large foreign financial enterprises.

To gain an advantage and compete with other giants in the industry, it is necessary to have clear, well-oriented strategies, improve intelligence as well as human resources, and increase satisfaction and trust of others. goods for businesses, improving ethics, behavior and corporate culture. It is necessary to prepare well to improve the competitiveness of businesses.

3. Research Methods

3.1. Research model and hypothesis

Research hypothesis:

H1: The group of factors of profitability and stability have a positive influence on the stock investment decision of individual investors on the stock market in Vietnam.

H2: The group of growth potential factors has a positive influence on the stock investment decision of individual investors on the stock market in Vietnam.

H3: The group of factors of behavioral finance theory has a positive influence on the stock investment decision of individual investors on the stock market in Vietnam.

H4: Market psychological factors have a positive influence on individual investors' stock investment decisions on the stock market in Vietnam.

H5: The group of macro environmental factors has a negative influence on individual investors' stock investment decisions on the stock market in Vietnam.

3.2. Description of variables and measurement scales

The scale of factors affecting individual investors' stock investment decisions on the stock market in Vietnam includes the following variables:

Profitability and stability scale (symbol KNSL) includes 5 observed variables (KNSL1, KNSL2, KNSL3, KNSL4, KNSL5) measuring the profitability and stability of the company that investors decide to invest.

Growth Potential scale (symbol TNTT) includes 3 observed variables (TNTT1, TNTT2, TNTT3) measuring the growth potential of stocks when investors decide to buy, important influences on investment decisions of individual investors on the stock market.

The Behavioral Finance Theory scale (symbol TTL) includes 4 observed variables (TTCHV1, TTCHV2, TTCHV3, TTCHV4) measuring the psychological level of investors when participating in the stock market.

Market sentiment scale (symbol TLTT) includes 4 observed variables (TLTT1, TLTT2, TLTT3, TLTT4) measuring news/recommendations that affect investor psychology on the stock market.

Macro Factor scale (symbol YTVM) includes 4 observed variables (YTVM1, YTVM2, YTVM3, YTVM4) measuring the influence of interest rates and exchange rates on stock

selection decisions of investors.

3.3. Collect data and process data

This study uses primary data sources through a survey of investors who opened accounts and had stock investment activities during the time series of the survey. The study conducted an investigation to collect data from September 2021 to February 2022. The model uses: (1) a Likert scale with a range of values from 1-5 to measure the level of perception of survey subjects according to the level of completely unaffected, not affected, normal, affected, completely affected; (2) Use SPSS software to describe the survey sample, analyze factors and analyze regression.

4. Research results and discussion

4.1 Characteristics of the investment and financial brokerage industry

4.1.1. Overview

The real estate investment and brokerage industry is an industry group that includes financial investment activities and planning projects based on appropriate analysis of cash issues and cash flow fluctuations with the goal of development of businesses and organizations. This is a field of study that requires meticulousness, highly specialized knowledge and the ability to observe sharply any fluctuations in the market. Knowledge of the financial sector includes: Investment finance, Investment management, Stock market. It can be said that the investment and financial brokerage industry studies investment activities and Brokering cash flow in an organization or business:

- Commercial banks, investment companies.
- State-owned enterprises, private enterprises.
- Government organizations, non-governmental organizations.
- Medical organizations.
- Insurance companies.

Bachelors in finance can work in all types of businesses. Especially if you are a good professional, you will have the opportunity to work at both foreign and domestic companies.

4.1.2. Knowledge and skills for studying investment and financial brokerage

Finance students need to ensure they grasp financial knowledge as well as analytical skills to serve their future jobs:

- Ability to calculate, collect, research and analyze financial issues in businesses.
- Use computers, financial analysis software, and financial analysis software proficiently.
- Use foreign languages fluently.
- Have financial planning skills and determine capital needs for businesses.
- Develop and implement financial plans, short and long-term budget plans.
- Carry out inspection of accounting operations to ensure the accuracy, legality, and reasonableness of the accounting party.
- General skills in finance and accounting.
- Grasp knowledge of taxes, laws issued on finance and investment.
- Soft skills such as: Communication skills, leadership skills, analytical skills, teamwork skills,

4.2 Current status of startup capacity in the industry compared to other industries in the Vietnamese economy

Vietnamese students' perception of entrepreneurship has certain differences. In many developed countries, startups are based on creativity. Meanwhile, awareness in Vietnam is somewhat inclined towards creating jobs, increasing income and seeing it as a career option. Although awareness of entrepreneurship among 18-36 year olds is quite high, entrepreneurial intention is not commensurate. How does students' entrepreneurial awareness affect their intentions and ultimately their actual entrepreneurial behavior?

Regarding the ability to start a business in the investment and financial brokerage industry, it is extremely demanding of high skills and is really difficult, not easy and must go through a challenging training process that requires a lot of patience. Compared to other industries that only need basic skills, this industry requires a lot of necessary skills.

However, although the job requires highly specialized knowledge, this is truly an attractive industry and the income this industry brings is extremely high, bringing higher income than other industries such as accounting and human resources. ... then this is truly a dream job for many people.

Here, the current job opportunities in the investment and financial brokerage industry can be said to be extremely expanded in securities companies, commercial banks or joint stock companies with different positions. Compared to other industries, current job opportunities will be very difficult because the level of competition is very high. Most industries such as management will have difficulty finding a job after graduating because of the level of competition in the needs of businesses. is low while students graduating every year are high, creating a huge difference. In this industry, the level of competition will almost certainly be lower than in the remaining industries because the level of competition is very low compared to other industries today in Vietnam.

To be able to start a business, major students need to be equipped with a lot of relevant startup knowledge such as knowledge about the product/service market, sales and marketing, competitors, technology, and resources. human resources, law, especially finance. If a student has an idea, is persistent, finds a market for his product/service but lacks capital, it is still just an idea on paper. Therefore, if there is no or little capital to start a business, students can mobilize outside capital if they want to start a business.

Currently, students in the industry are often trained according to business rules, economic theories, and financial methods that are quite theoretical, while startups have to run real businesses and the same goes for most other industries. .

Students in the industry in Vietnam are often only taught to make a lot of money instead of being taught about adding value to the market. The ultimate goal of entrepreneurship is to disrupt the market by bringing value to many people and at the same time create new markets and new industries. Universities in Vietnam do not have activities to create an environment for students to exchange ideas and learn from others. It is difficult to find good supporters, most students work independently. . Therefore, universities should create an environment for students to discuss their ideas with successful entrepreneurs, thereby realizing their ideas and progressing to entrepreneurship. Starting a business is about action, not on paper.

4.3. Strengths (S) and weaknesses (W) of startup capacity of businesses in the industry:

Strength

- First, financial investment has the ability to prevent currency devaluation due to inflation. Inflation means a continuous increase in the price of goods and services over time. With 30,000 VND in 2021 you can buy a bowl of pho for breakfast, but by 2022 it will cost up to 40,000 VND to buy a bowl of pho. Therefore, if the currency loses value and you have no way to increase its value, your assets will inevitably be lost.
- Second, financial investment creates profitable opportunities that bring high income. The economy and companies develop largely thanks to investment activities. Financial investments should be chosen in areas where you feel most confident based on your experience and understanding, they will be safe and bring profits with the lowest risk.
- Third, financial investments will create passive income for you and increase your savings. You can start financial investing from the smallest action by deducting some idle money each month. "Accumulating a small amount into a big one" from a small investment each month will create profits to help the total amount of money. The longer you invest, the more the amount will increase.
- Fourth, financial investment will help you quickly realize major life goals such as buying a house, buying a car, sending your children to study abroad, etc. Especially, if you want to do business, invest financially. is the best plan that will help you quickly increase capital for business.

Weakness

Collaborate to implement the project
There are many entrepreneurs, especially in the technology sector, who start a business by "doing business" with associates without establishing a business. The founders only need to contribute money and effort to implement the project, and only when there are investors pouring capital will they begin to be interested in forming a legal entity.

From a legal perspective, the agreements between the founders at this time are civil agreements and are often sketchy, so when conflicts arise related to capital contribution, capital use, property ownership, and division of benefit sharing... there will be no basis for settlement.

Founders should be clear from the beginning about the terms of cooperation and how to do business with each other, so that they can solve problems when the company has problems.

Independent investors often invest when the company is at the beginning stages of development. At that time, they did not care about how to establish a business, but only paid attention to whether the project had a standard model, a good team and clear "rules of the game". If a business has all the above factors, the opportunity to approach investors is quite high.

Necessary approvals

Young business owners often face many business concerns, so legal and administrative matters are not a priority. Only when partners and customers have requests do businesses rush to implement them, leading to sometimes missed

business opportunities.

In business, it is necessary to prepare documents related to profession, capital, and meet one or more business conditions. For some business fields, specialized licenses (sub-licenses) are a mandatory condition.

Violation of intellectual property rights

Ideas for unique and different products and services will reach the market quickly, and intellectual property rights protection for those products and services needs to start right after project implementation or immediately after. when the enterprise is established.

In Vietnam, intellectual property violations, counterfeit goods, and counterfeit goods are problems that cause headaches for businesses. Registering to protect intellectual property rights not only ensures businesses the exclusive right to use their assets but is also a basis for making complaints and lawsuits when necessary.

Franchise business models, chain development or investment attraction must pay even more attention to this issue. Depending on the type of product or service, startup entrepreneurs should pay attention to protecting copyrights, trademarks, patents, utility solutions.

Conflict between owners

Disputes related to shareholder and owner conflicts rarely take place at the time of starting a business, but often appear when the project is stable and brings high revenue, but the parties do not control the problems immediately. from the beginning.

To avoid this situation, founding members need to have clear shareholder agreements or member agreements right when establishing the business and include it in the company charter.

In some cases, the agreement contents are not approved by the authorities in the Charter, or the agreements are confidential or sensitive... the parties need to flexibly include them in resolutions. regulations within the company, as long as they do not violate the law and social ethics.

Choosing the wrong company model

Choosing a company model is one of the basic factors in establishing the specific legal regulations accompanying each model. In particular, important legal issues to note include: liability regimes for asset and capital management, organizational structure, and division of benefits within the company.

Startups often choose the joint stock company model because they think it is easy to mobilize investment capital when the opportunity arises. But in reality, for startup businesses, this model has many limitations compared to a limited liability company.

With the form of shares, after 3 years of establishment, founding shareholders have the right to transfer shares, but at that time, the company was not really stable in business and organization and changed the "leader". will affect businesses. With the limited liability model, the business will be stable and can change the appropriate business type as the company develops.

Contract and transaction disputes

When signing contracts, most young business owners often pay attention to commercial terms (price, payment and

goods) without paying attention to legal terms such as commitments, rights and obligations. of the parties, sanctions, solutions when problems arise...

Therefore, when disputes arise, start-up businesses often suffer losses. The best way is to ask an expert to draft sample contracts for use in negotiating and signing with partners, or in case of using a proposed contract from a partner, you should also know the points to note.

▪ **Comply with tax and accounting regulations**

Tax obligations are based on three principles: accuracy, completeness and timeliness. In case the business does not establish an enterprise, it is necessary to comply with the payment of personal income tax. If the unit pays income with deduction at source, it needs to finalize annual tax.

When establishing a business, you need to pay attention to the initial tax declaration, consider declaring and paying taxes depending on the business activities of the business. There are three basic types of taxes: license tax, value added tax and corporate income tax.

In addition, related to production activities, specific products or business processes of enterprises, there are also special consumption taxes, environmental protection taxes, import and export taxes... Late payment and late payment. , wrong declaration or under-declaration is always a problem that leads to damage for businesses if they do not know how to handle it or handle it late.

▪ **Mobilize investment capital**

One of the fastest ways to develop resources is to receive investment capital from organizations and individuals through mobilization.

Independent investors and investment funds are often interested in the potential of the project, the commitment of the team and the factors that constitute the success of the project. However, the issue of legal documents and compliance with legal regulations is also something to pay attention to if you want successful transactions.

In short, if start-up entrepreneurs keep trying to "run" after sales without understanding the laws, basic regulations and potential risks in the initial stages, the consequences that arise are completely real. basis.

Business owners should allocate resources to learn about the law and grasp legal changes in business. They also need to be advised by an experienced lawyer right at the beginning of implementing their business idea.

Except for those who choose seasonal and "hands-on" business, for those who start a business to get rich sustainably, paying attention to legal risk management and compliance is a must.

4.4. Challenges (T) and opportunities (O) in improving the startup capacity of businesses in the industry

Opportunity

Firstly, for the banking system and credit institutions

- Access to a wider market: Capital flow through the financial and banking system increases because domestic enterprises have many opportunities to penetrate the international goods market and boost exports. International investors and businesses also have many opportunities to access and export goods to the Vietnamese market.
- Healthier and more effective business environment:

Integration also forces businesses to innovate their thinking, improve capacity and do business more effectively, thereby reducing the level of risk in the business environment. , the operations of banks will be safer, healthier and more efficient.

- Improving management and operating capacity for commercial banks: Bilateral and multilateral commitments as a result of integration will lead to the expansion of the banking services market. Vietnam's financial system will welcome more banks, foreign bank branches, joint venture banks... Vietnamese banks and credit institutions will also have the opportunity to learn from their experiences. Experience and improve the level of technology and banking management through links and support in consulting, training, and fostering new knowledge of foreign banks and international financial institutions.
- Improving the capacity and operating efficiency of the State Bank (SBV): The effective and safe operation of the commercial banking system and money market makes an important contribution to creating an effective operating environment for monetary policy.

Second, for the stock market

- Developing intermediary securities institutions: Integration and expansion of market access can promote the development of intermediary securities institutions, promoting openness, transparency and market discipline, thereby Promote increased investment demand in the market and increase supply of securities through underwriting.
- Attracting foreign investment capital through the stock market: Integration will open up opportunities to attract foreign investment capital, including direct investment and indirect investment through the stock market. With extensive commitment requirements in many fields, trade and investment relations between Vietnam and other countries are expected to grow strongly, thereby leading to an increase in investment capital flows between Vietnam and other countries. Vietnam and international.

Third, for the insurance market

- ❖ Increasing insurance demand in many industries and professions: Growth of foreign and domestic investment, emergence of many new, high-tech industries such as shipbuilding, subway construction, electronics construction, information technology, building oil refineries, nuclear power plants, satellites, manufacturing aircraft components... requires the Insurance industry to research products to meet demand.
- ❖ Increasing demand for property and liability insurance: Vietnam's participation in free trade agreements (FTAs) will promote the liberalization of trade in goods and services among member countries, encouraging Business activities and investments in economic sectors grew strongly. Accordingly, the demand for non-life insurance, especially property insurance and liability insurance, will also increase.
- ❖ Increasing demand for health insurance and education: Integration forces the State to gradually reduce subsidies in some areas. Socialization in some fields such as sports, health, culture, and education also stimulates the

need to participate in insurance. State subsidies are decreasing, natural disasters and unpredictable accidents are increasing, forcing people to think about insurance.

Challenge Challenges

Besides opportunities, integration issues also pose many challenges to the development of Vietnam's financial market. Specifically:

Firstly, for the banking system and credit institutions:

- The banking legal system is still lacking, not synchronized and in accordance with international practices: This poses a challenge for the State Bank of Vietnam in amending, supplementing and replacing banking laws to create a favorable economic environment. equal and open business according to the principle of non-discrimination during the integration process. Opening up will also increase risks for the market because the State Bank of Vietnam still has many limitations in operating monetary policy as well as in its ability to monitor operations.
- Competitive pressure from foreign commercial banks: Integration has led to the emergence of many foreign banks with good financial capacity, technology, management level and product systems that are more diverse and of higher quality. can meet the diverse needs of customers. Competitive advantage for domestic credit institutions is at risk of decline, while the number of banks in the region and the world with strong financial potential, technology and management qualifications participates. into the domestic financial market is increasing.
- The weakness of the domestic commercial banking system: Our country's current commercial banking system has many types of operations and diverse forms of ownership, but the scale and financial capacity are still very small compared to other countries in the world. region and around the world. Financial products and banking services currently do not cover all regions and types of production and business. Credit institutions are mainly concentrated in cities and large urban areas.
- Vietnam's commercial banking system is also currently facing other challenges: The quality of human resources is still inadequate, there is a lack of staff with professional skills as well as administration, policy planning, and programs. Training is not consistent with actual requirements; The system of inspection, supervision and safety and prudential regulations is still far from the region and the world. The financial reporting and financial disclosure regime of domestic credit institutions is still low and has quite a distance compared to international standards...
- Increased risks from customers: Opening up can lead to bankruptcy and dissolution of domestic businesses that are not doing well and are not competitive. This may increase risks to the bank's operations. In addition, insufficiently developed financial infrastructure (technology, payment system, interbank market...) is also a significant challenge to developing a stable banking sector.

Second, for the stock market

With the financial system relying heavily on the banking

system, the development process of the stock market in the period 2016-2020 and vision to 2030 still faces many challenges. Specifically:

- The legal system and investment environment still have many shortcomings: It can be said that this is the biggest challenge for the socialist-oriented market economy. Vietnam's infrastructure is still backward compared to some countries in the ASEAN region, increasing input costs for businesses and affecting the business environment. TCK is still small and weak: The scale, structure, and goods on the market are still small compared to other countries in the region; Market factors and market types have not yet developed synchronously, especially the market price mechanism for capital prices (interest rates, exchange rates), land prices, commodity prices, and labor (money). salaries, wages) and public service prices. The capital market, science and technology market, labor market... have not yet had strong developments.
- Competitive pressure from foreign securities companies: Currently, Vietnam only allows foreign service providers to operate across borders for information transfer services, consulting services and ancillary services. However, according to the law, foreign service providers are allowed to establish commercial presence in the form of representative offices and joint ventures. Not to mention, although the capital contribution limit of foreign investors in securities companies and fund management companies is currently below 49%, foreign investors are allowed to establish 100% capital companies. foreign investment in Vietnam, establishment of branches of foreign securities companies in Vietnam and only providing certain services.

Third, for the insurance market

- Vietnam's insurance market faces many challenges, typically: Subjective factors from companies, the lack of perfection in the legal document system and state management have been having a significant impact. to the healthy development of the Insurance industry.
- Competitive pressure from foreign insurance companies: The integration process and commitment to opening up will require Vietnam to remove restrictions in the fields of insurance, securities, accounting, and auditing at the same level. equal to other member countries of organizations and agreements that Vietnam participates in.
- Weaknesses of Vietnamese insurance companies: Insurance product distribution channels have been revealing many weaknesses. After a period of rapid growth and expansion of distribution channels through agents, meaning that increasing agents increases revenue, many insurance companies do not care about the quality of agent selection, training and use. Non-life insurance businesses rely mainly on insurance officers, compete on premiums, increase commissions, increase support for agents, and have not yet built a team of non-life insurance agents with high quality. professional.

4.5. Solutions to improve startup capacity of businesses in the industry

First, analyze the world economic situation as well as

Vietnam's macroeconomic situation. From there, chapter 3 points out the impacts of the world economy and the domestic economy on the financial capacity of construction enterprises. Besides, chapter 3 also provides the orientation and development prospects of the construction industry in the coming time.

Second, the thesis presented solutions to improve the financial capacity of construction enterprises, offering a system of 8 important solutions such as building appropriate capital mobilization strategies; Build a reasonable and appropriate capital structure; improve the capacity of construction enterprises in building and appraising reasonable and effective investment projects; reduce the cost of using loan capital, increase the size of equity capital; transparency of corporate financial information; Good management of receivables, inventory, and cash capital to improve solvency; strengthen risk prevention measures; training the workforce and improving workers' skills, solutions to link entities together to maximize benefits thereby improving the financial capacity of construction enterprises.

Third, in order for solutions to be implemented scientifically and effectively, the thesis proposes recommendations for the state to create an open legal environment, a stable and favorable policy system, and create favorable conditions for businesses in general and construction businesses in particular to improve their financial capacity.

5. Conclusions and recommendations

5.1. Conclude

In fact, the Vietnamese investment and financial brokerage market is currently undergoing a major transformation, promising positive development in the future, bringing more jobs. Along with the globalization process, with the world's major financial institutions increasingly investing in Vietnam and the upcoming ASEAN economic community, the competitive environment is and will become much more fierce. much.

Management units and directors must constantly improve the capacity of their businesses during challenging times. They must know how to take advantage of the strengths and advantages of their businesses to develop and create opportunities for their businesses. growing, and at the same time constantly learning from the experiences of foreign friends and colleagues to increasingly improve domestic investment and financial brokerage activities. You must know how to map out reasonable roadmaps for yourself so as not to fall behind or be at a disadvantage in competing with foreign businesses.

During its operation, although the business is still new and not very large, it has achieved certain successes in the investment field in general and the financial brokerage field in particular. Some key markets are being strongly exploited and invested heavily by businesses. This success is due to the constant efforts and efforts of all the company's employees to build into a professional Vietnamese investment and financial brokerage business. With the vision of the leadership and the introduction of an appropriate development strategy, in the future, it will become a strong enterprise in real estate investment and brokerage activities.

Hopefully in the coming time, the business will try harder, operate well, stand firmly in the investment and financial brokerage market, and gradually become big players with a

voice in the investment and brokerage market. Vietnam's financial brokerage will become more and more professional so that it can develop into the world and compete with foreign businesses, so that the world knows that Vietnam also has large, professional businesses in investment and financial brokerage.

5.2. Suggestions and recommendations

5.2.1. For state and government agencies at all levels

To help businesses improve their competitiveness and potential, the state promotes improvement of the legal environment and policy mechanisms for businesses. Accordingly, continue to promote reducing business costs for businesses, first of all unreasonable costs arising from state management. Prevent and repeal acts that give rise to unofficial costs for Business. Cut and simplify regulations on investment, land, construction, tax payment, and social insurance to improve. Vietnam's business environment index achieved the average score of ASEAN 4. At the same time, constantly reforming the business environment, improving national competitiveness; Research the content of new generation FTAs to reform institutions to create an environment and economic policies consistent with the content of these agreements.

To make it easier for businesses to access capital sources, there needs to be harmony of common interests between banking organizations, businesses and state mechanisms and policies. Banks need to innovate mechanisms and policies according to market principles; Improve lending procedures, shorten loan approval time. Lower lending interest rates so that new businesses entering the investment and financial brokerage market can have strong operating cash capital. Increase support in terms of capital, mechanisms, policies, and laws, trade promotion, education-training, consulting on equipment, modern technology... for businesses.

State policies need to create appropriate institutions and develop the science and technology market; Support training and human resource development for businesses, equipping level-level education and basic knowledge for business owners, directors, business managers and employees. Our country is a peaceful country without armed wars like Western countries, so the government creates conditions for people to study and develop. Create an environment to encourage, form and develop business links; Strengthen vertical and horizontal links and cooperation; Establishing customer relationships and strategic partnerships to develop exports in the long term.

Along with state support, the issue that determines competitive advantage is still up to each business itself. Therefore, businesses must proactively seize opportunities and make the most of the State's support to improve competitiveness in an integrated and developed environment.

5.2.2. For businesses in the industry

First of all, each business must regularly update new knowledge and necessary skills to be competitive in the market and access the knowledge economy. Proactively innovate business thinking, improve management capacity, productivity, quality, and competitiveness of products and services; standardized to meet the requirements and criteria of international markets. Businesses need to invest in the research phase to capture changing market demand trends. Big players in the investment and financial brokerage

industry cooperate to support startups in this field to help them develop further.

Startups in the field of investment and financial brokerage are still small businesses that need large and strong enough capital to be able to maintain in this field. Therefore, banks offer reasonable lending interest rates so that startups in the field and financial brokerage can borrow to invest and develop their businesses. Innovate the mortgage and credit mechanism. The bank can apply a form of guarantee against the business's receivables as long as the business commits to collect payment via transfer to the company account opened at the lending bank. Banks should participate with businesses from the project stage, supervise implementation, and support training for businesses. Banks should have separate interest rate policies for customers who are small and medium enterprises

Establishing credit management agencies and integrating credit-related tools into banks' lending systems will expand access to finance for small and medium-sized enterprises. Strengthen non-financial credit support activities for small and medium enterprise customers. Startup businesses in the fields of investment and financial brokerage need to proactively access information about ODA capital sources to properly understand the role and support objects of ODA capital, to confidently seek capital sources. ODA from donors. Small and medium-sized enterprises need bold, groundbreaking and highly feasible ideas to build projects with great socio-economic impact.

5.3. Sustainable solutions to improve startup capacity of industry enterprises

When a startup wants to be successful, businesses need to improve many things, because that is the solution to success when starting a business.

Improve the competitiveness of businesses, because currently there are many businesses operating in the fields of investment and financial brokerage. In the field of finance, the competition is huge as the race between economists in the market economy, these businesses can shake the entire economic market. Big names in the field of financial economics such as FE Credit, Savills... These giants have large capital resources of up to several hundred billion, several thousand billion, so their competitiveness is very high, so startup businesses should avoid direct competition, startup businesses should improve their capacity. own inner self, know where you are, know how to increase the competitiveness of your business is the ability to maintain and expand market share, differentiate your business, attract customers to gain profit. high benefits, ensuring economic development

In the context of increasingly deep international integration, especially as Vietnam participates in major financial institutions in the world, improving competitiveness becomes a vital issue for businesses. Enterprise directors at all levels must come up with strategies to orient the development of managers and employees of investment and financial brokerage departments in the coming years. The investment and financial brokerage profession will be Thriving is one of the dynamic business markets. Currently, job seekers who want to work in investment and financial brokerage must have certain knowledge about finance and investment, with a university degree or higher, so that customers can feel secure in using the business's services. own career.

In the coming time, businesses must aim to complete the strong development of investment and financial brokerage fields such as trading floors, real estate brokerage, valuation, auctions, and real estate management; Building a business to become a professional, branded financial brokerage and investment unit in Vietnam.

Enterprises must develop business areas, establish advanced, dynamic, creative, scientific and disciplined management and operating mechanisms to bring about the highest efficiency and most practicality, to build a foundation foundation for developing sustainable competitiveness.

Increase customer trust and satisfaction with the investment and financial brokerage activities of the business, so that customers can trust and put money into the business.

Enhance the image and position of employees in the field of investment and financial brokerage as well as promote the development of the investment and financial brokerage industry.

Capacity of leasing brokerage team, protecting and improving workplace health, strengthening monitoring and self-monitoring programs, providing information and effective measures, ensuring the quality of human resources long-term efforts, building and implementing corporate strategies on improving the health and stature of employees in the enterprise from employees to management levels. Promoting the development of mass sports and performance sports High.

Improve the intellectual capacity and working ability of the brokerage staff. Complete the identification of training and human resource development needs. Develop new forms of training, propose a number of regulations and rules to serve the training and development of human resources. Evaluate the ability to perform work and analyze the employee's job. Recruitment policy. Improve ethics, conduct relationships, build corporate culture.

References

1. Anh DBH, LDM Duc, PB Ngoc. Subjective Well-Being in Tourism Research. Psychology and education. 2021; 58(5):3317-3325.
2. Bien BX, Tien NV. Solutions enhancing competitiveness of made-in Vietnam brands in Vietnamese market, International Journal of Research in Marketing Management and Sales. 2019; 1(2):93-99.
3. Diem PT, Vu NT, Nhan VK, Vang VT. The Strategy of CRM System Development ment at Mega Market Vietnam. International journal multidisciplinary research and growth evaluation. 2021; 2(4):802-806.
4. Diem PT, Vu NT, Dung HT, Dat NV. The Process of CRM System Implementation at Dien May Xanh in Vietnam. International journal multidisciplinary research and growth evaluation. 2021; 2(4):761-768.
5. Diem PT, Vu NT, Dung HT, Bien BX, Duc PM. Customer Care and Customer Relationship Maintenance at Ministop, Family Mart and CoopSmile in Vietnam. International journal multidisciplinary research and growth evaluation. 2021; 2(4):744-751.
6. Diem DL, TTT Trang, PB Ngoc. Development of Tourism in South Central Coastal Provinces of Vietnam. Journal of archeology of egypt/egyptology. 2021; 18(8):1408-1427.
7. Diep LH, Vu DT Hai, TTH Thuan. China and USA in Vietnam's International Relations in the Region. Journal

- of archeology of egypt/ egyptology. 2021; 18(8):2681-2710.
8. Duc LDM, Thuy Cooperative, Yen NTH. Corporate Social Responsibility and Corporate Financial Performance Case of Listed Vietnamese Companies, *Zeszyty Naukowe Politechniki Częstochowskiej. Zarządzanie*. 2018; 32:251-265.
 9. Duc LDM, Mai NP. Enhancing Sustainability in the Contemporary Model of CSR: a Case of Fast Fashion Industry in Developing Countries. *Social Responsibility Journal*, 2020.
 10. Dung HT, Tien NV. Branding building for Vietnam tourism industry reality and solutions, *International Journal of Research in Marketing Management and Sales*. 2019; 1(2):63-68.
 11. Dung NTH, TT Trang, VT Hien, Editor Phuong. Factor Affecting Tourists' Return Intention. A Case of Binh Quoi Village in Ho Chi Minh City. *Journal of archeology of egypt / egyptology*. 2021; 18(9):493-507.
 12. Dung NTH, TT Trang, PB Ngoc. Assessing Customer Satisfaction for Can Gio Tourist Destination in Ho Chi Minh City. *Journal of archeology of egypt/egyptology*. 2021; 18(14):249-268.
 13. Giao NQ, TTT Trang, NP Mai. Sustainability Issues in the Development of Higher Education Industry. *Hong kong journal of social sciences*. 2021; 57:79-90.
 14. Hung NT, Vu NT, Bien BX. Risks of Vietnamese Enterprises in Trade Relations with China. *International Journal of Research in Finance and Management*. 2020; 3(1):1-6.
 15. Mai NP. Green Entrepreneurship Understanding in Vietnam. *International Journal of Entrepreneurship*, 2020, 24(2).
 16. Minh HTT, Dan PV. Branding building for Vietnam higher education industry-reality and solutions, *International Journal of Research in Marketing Management and Sales*. 2019; 1(2):118-123.
 17. Minh NH Diep, LH Vu, DT Hai, TTH Thuan. ASEAN and China in Vietnam's International Relations in the Region. *Journal of archeology of egypt/ egyptology*. 2021; 18(8):2661-2680.
 18. Ngoc PB, TTT Trang. Current Path to Community Based -Sustainable Tourism Development of Khanh Hoa Province in Vietnam. *Journal of archeology of egypt / egyptology*. 2021; 18(9):508-525.
 19. Ngoc NM, Nhan VK. Family business in Vietnam and in Poland: Review of characteristics and trend of development, *Journal of Southwest Jiaotong University*. 2020; 54(6):1-19.
 20. Ngoc NM. Branding Strategy for Gamuda Land Real Estate Developer in Ho Chi Minh City Vietnam. *Celadon City Project. Psychology and education*. 2021; 58(5):3308-3316.
 21. Ngoc NM, TH Thu. The Impact of Financial Structure on Financial Performance of Logistic Service Providers Listed at Ho Chi Minh City Stock Exchange. *Journal of archeology of egypt/egyptology*. 2021; 18(2):688-719.
 22. Ngoc NM, PB Chau, TL Khuyen. The Impact of Financial Structure on Business Performance of Real Estate Enterprises Listed at Ho Chi Minh City Stock Exchange. *Journal of archeology of egypt/egyptology*. 2021; 18(8):92-119.
 23. Ngoc TT Trang, HTT Minh. Brand Building and Development for the Group of Asian International Education in Vietnam. *Psychology and education*. 2021; 58(5):3297-3307.
 24. Ngoc NM. Comparative Analysis of Advantages and disadvantages of the Modes of Entering the International Market, *International Journal of Advanced Research in Engineering and Management*. 2019; 5(7):29-36.
 25. Ngoc NM. Related and Non-related Diversification Strategy of Domestic Business Groups in Vietnam, *International Journal of Advanced Research in Engineering and Management*. 2019; 5(7):12-17.
 26. Nhi DTY, Chi DTP. CRM Application in Agricultural Management in the Mekong Delta. *International Journal of Multidisciplinary Research and Development*. 2019; 6(10):123-126.
 27. Phu PP, Chi DTP. The role of international marketing in international business strategy, *International Journal of Research in Marketing Management and Sales*. 2019; 1(2):134-138.
 28. Tam BQ, Diem PT, Duc PM, Dung HT, Dat NV, Nhan VK. The Strategic Customer Relationship Management at CoopMart in Vietnam. *International journal multidisciplinary research and growth evaluation*. 2021; 2(4):794-801.
 29. Tam BQ, Diem PT, On PV, Anh VT, Dat NV. The History of Development of CRM System at AEON Vietnam. *International journal multidisciplinary research and growth evaluation*. 2021; 2(4):737-743.
 30. Tam BQ, Diem PT, On PV, Anh VT, Hung NT. The Formation and Development of CRM System at Thien Hoa Electronics Supermarket in Vietnam. *International journal multidisciplinary research and growth evaluation*. 2021; 2(4):752-760.
 31. Thai TM, Hau TH, Vinh PT, Long NVT. Solutions for Tuyen Quang and Binh Phuoc Tourism Industry Sustainable Development. Comparative Analysis. *International Journal of Research in Marketing Management and Sales*. 2020; 2(1):101-107.
 32. Thao VTT, Hung Anh DB. Sustainability issues in social model of corporate social responsibility. Theoretical analysis and practical implications, *Journal of Advanced Research in Management*, 2019, 19(1).
 33. Tan NH. *International Economics, Business and Management Strategy*, Academic Publications, Delhi, India, 2019.
 34. Tan NH. *Principles of Management*. Financial Publisher. Ho Chi Minh City, 2020.
 35. Tan NH. *Leadership in Social Responsible Enterprises*. Ementon Publisher, Warsaw, 2015.
 36. Tan NH. *Change Management in a Modern Economy. Modeling Approach*. PTM Publisher, Warsaw, 2012.
 37. Tan NH. *Competitiveness of Enterprises in a Knowledge Based Economy*. PTM Publisher, Warsaw, 2012.
 38. Tan NH. *Competitiveness of Vietnam's Economy. Modeling Analysis*. PTM Publisher, Warsaw, 2013.
 39. Tan NH. *Develop Leadership Competencies and Qualities in Socially Responsible Businesses – Reality in Vietnam*, *International Journal of Research in Management*. 2019; 1(1):1-4.
 40. Tan NH. Challenges and opportunities for enterprises in the world of the 4th industrial revolution, *Proceedings of National Scientific Conference on Accounting*,

- Auditing and Vietnam Economy in the Face of 4.0 Industrial Revolution”, 441-445, November 2017, Quy Nhon University, Quy Nhon, Binh Dinh province, 2017.
41. Tan NH. Develop Leadership Competencies and Qualities in Socially Responsible Businesses-Reality in Vietnam. *International journal of research in management*. 2019; 1(1):01-04.
 42. Tan NH. Solutions for Sustainable Development of Binh Duong Tourism. *Proceedings of University Science Conference on: “Binh Duong Tourism, Enhancing Competitiveness towards Sustainable Development”*, 55 -67. Binh Duong Department of Culture, Sport and Tourism, 2018.
 43. Tan NH. Hanoi Culture of Cuisine as Factor Attracting Tourists to Vietnam. *Proceedings of University Scientific Conference on: Values of Gastronomic Culture in Tourist Activities*101-105. Faculty of Social Science and Humanities, Department of Culture and Tourism. May 21, 2018, Tien Giang University, 2018.
 44. Tan NH. Sustainable Development of Higher Education -cation. A Case of Business Universities in Vietnam. *Journal of human university natural sciences*. 2020; 47(12):41-56.
 45. Tan, NH. Solutions for Tuyen Quang and Binh Phuoc International Tourism Products and Services Development. *Comparative Analysis. International journal of research in marketing management and sales*. 2019; 2(1):131-137.
 46. Thien NH. Trade Freedom and Protectionism of Leading Economies in Global Trade System. *International journal of commerce and management research*. 2019; 5(3):100-103.
 47. Thien NH. Comparative Analysis of Advantages and disadvantages of the Modes of Entering the International Market. *International journal of advanced research in engineering and management*. 2019; 5(7):29-36.
 48. Thien NH. Related and Non-related Diversification Strategy of Domestic Business Groups in Vietnam. *International journal of advanced research in engineering and management*. 2019; 5(7):12-17.
 49. Thien NH. Social Entrepreneurship and Corporate Sustainable Development. Evidence from Vietnam. *Cogent business and management*, Taylor and Francis Publisher. 2020; 7(1):1-17.
 50. Thien NH. Staff Motivation Policy of Foreign Companies in Vietnam. *International journal of financial management and economics*. 2020; 3(1):1-4.
 51. Thien NH. Working Environment and Labor Efficiency of State Owned Enterprises and Foreign Corporations in Vietnam. *International journal of financial management and economics*. 2019; 2(2):64-67.
 52. Thien NH. International Distribution Policy-Comparative Case Study of Samsung and Apple. *International journal of research in marketing management and sales*. 2019; 1(2):24-27.
 53. Thien NH. Sustainability of Coastal Tourism Development: Comparative Analysis of Vietnam's Northern and Southern Provinces. *Journal of southwest jiaotong university*. 2021; 55(6):1-19.
 54. Thien NH. Knowledge Management in the Context of Industrial Revolution 4.0. *International journal of commerce and Economics*. 2020; 2(1):39-44.
 55. Than NH. Knowledge Management in Strategic Alliances and Foreign Joint Ventures. *Proceedings of University Scientific Conference of: Young Lecturers and MBA Students. Faculty of Economics, TDM University. Binh Duong*, 2018, 141-149.
 56. Than NH. Application of CRM in Agricultural Management. *Proceedings of National Scientific Conference on: Development of High-tech Agriculture in the Highlands in the Context of Regional Linkage and International Integration*, 216-223. April 2019, Institute of Social Science in Central Region, Vietnam Academy of Social Science, 2019.
 57. Than NH. CRM Application in Managing Hotel, Restaurant and Tourism Services in Vietnam. *International Journal of Research in Management*. 2019; 1(1):14-17.
 58. Than NH. CRM Application in Customer Service Management at Big4 Banks in Vietnam. *International Journal of Research in Management*. 2019; 1(1):9-13.
 59. Than NH. *Human Resource Management*. VHU Publisher, Ho Chi Minh City, Vietnam, 2020.
 60. Than NH. *Strategic International Human Resource Management*. Ementon Publisher, Warsaw, Poland, 2017.
 61. Than NH. *Responsible and Sustainable Business*. Eliva Press, Chisinau, Moldova, 2020.
 62. Vang VT, Hung NT. Comparative Analysis of Business Environment in Binh Duong, Dong Nai and Ba Ria Vung Tau of Vietnam Using EFE Matrix. *International journal multidisciplinary research and growth evaluation*. 2021; 2(4):769-778.
 63. Viet PQ, Duc NM, Tam VT. Sustainability of Tourism Development in Vietnam's Coastal Provinces. *World Review of Entrepreneurship Management and Sustainable Development*, 2020.
 64. Vu NT, Dung HT, Duc LD M. Determinants of real estate bubble in Vietnam, *International Journal of Research Finance and Management*. 2019; 2(2):75-80.
 65. Vu NT, Tien NV. The role of brand and brand management in creating business value case of Coca-Cola Vietnam, *International Journal of Research in Marketing Management and Sales*. 2019; 1(2):57-62.
 66. Vu NT, Bien BX, Anh VT. The Development Process of CRM System at VinMart in Vietnam. *International journal multidisciplinary research and growth evaluation*. 2021; 2(4):728-736.