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Improving startup capacity in Vietnam cosmetic service industry

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Abstract

Aesthetics is an artistic movement that supports the emphasis of aesthetic values over other themes for literature, fine arts, music, and other arts. In other words, this movement was based on the principle that the pursuit of beauty and the enhancement of taste were the main purposes of art. The foundations of the aesthetic movement are considered to have been laid in the 18th century by Immanuel Kant. This was an anti-Victorian movement of post-romantic origin. This aestheticism used the concept of art for "sake" art. The original concept was *l'art pour l'art*. Attributed to the French novelist Théophile Gautier. This rejects the notion that art has a moral or ethical value and a didactic purpose. Followers of this movement believe that art should only be beautiful.

Keywords: Aesthetic literature, aesthetic art movement, major aesthetic awards

1. Introduction

In English literature, the aesthetic movement gained momentum in the late 19th century. Although the Pre-Raphaelite movement was carried out as a separate movement from the aesthetic movement, aesthetics was also influenced by its predecessor. Aesthetic writers gave freedom to restrain their imagination and fantasy. Their main aim in their literary works was the pursuit of beauty. Because followers of the movement did not believe in the didactic purpose of literature, they did not accept the views of John Ruskin, George MacDonald and Matthew Arnold, who believed that literature should convey moral messages. Freedom from social and moral functions, the pursuit of beauty and the emphasis of the individual self in the judgment of taste can be called characteristic of this movement. The literary works of this movement are characterized by the heavy use of symbolism, evocation, suggestion rather than statement, and synthetic effects (correspondences between words, colors, and music). Oscar Wilde's novel, *The Image of Dorian Gray*, is one of the most famous examples of aestheticism in 19th century literature.

General situation.

After the COVID - 19 pandemic, the economy recovered in the manufacturing, service and tourism sectors. The value of industrial production increased by nearly 10% over the same period in 2021. The reason we have today's economic achievements is due to the Government's timely response with business support packages to maintain and production development; Effective measures to control inflation with unpredictable changes of the FED. The Purchasing Managers' Index (PMI) needs to be maintained at 52.2 points. The position of the manufacturing industry is the driving force for growth, so increasing product groups will promote employment development, production, business and purchases. The inflation rate is kept at a low number, input and output costs are kept at a slight increase. Companies have received more orders, improving the export situation. Vietnamese production is still considered favorable, in the context of reduced world demand. European and American people only buy essential items that are worth the money. Even instead of throwing away old electrical and electronic appliances like before, they now take them for repair to use. If Vietnamese companies continue to supply the European and American markets with quality products and competitive prices, winning customer trust, Vietnam's export volume is expected to remain stable and remain stable. there is growth. Vietnam's stable foreign trade growth, trade surplus reached 6.52 billion USD in the first 9 months of the year, was described by the international press with the phrases: "strong", "breakthrough", "record".

Urgency

Current aesthetics can be called a "trend" not only for women but also for men to perfect their appearance, more suitable for modern society.

The increasing demand for this field has led to the rapid development of a series of cosmetic surgery facilities. Therefore, choosing where to perform beauty enhancement to be beautiful and still safe is always the top issue that anyone wants to learn. In recent years, the influence of beauty trends in the world as well as people's lives have increasingly improved, leading to the explosive development of beauty services. The manifestation of that rapid development is shown in the number of cosmetic surgery units. In just the past 20 years, medical facilities with cosmetic services have grown from a few units to several hundred units. That number is even expected to grow even stronger in the future. - A hidden corner of the cosmetic surgery industry. - The consequences of the massive development of cosmetic units is a difficult problem to control. about the quality of management units. The problem of licensing in one way, advertising in another or less reputable equipment and facilities is the current situation of many cosmetic establishments today. Meanwhile, there are many customers who lack knowledge about beauty, are gullible, and do not clearly understand the information to accurately evaluate which cosmetic addresses are trustworthy. Therefore, it has led to many unfortunate consequences that have occurred during cosmetic surgery in recent times. - Nowadays, medicine is increasingly progressing, so medical techniques have become much more sophisticated. Not only stopping at small, discreet repairs, people gradually move towards major surgeries such as breast augmentation, buttock augmentation, even changing facial features, transgender... The scale of cosmetic surgeries increases risks and unpredictable complications if customers do not choose the right reputable cosmetic surgery location. - Besides, many people rush to edit their appearance to resemble a certain person. certain aesthetic trends for fashion, regardless of the suitability of one's health status as well as one's body and physical proportions. Since then, not only has the appearance not improved, but sometimes even "money is lost".

Target

The goal of aesthetic education is to give people true aesthetic values on the basis of intellectual and moral development, making people assimilate those values to achieve a better life. High level of education, a harmonious personality. When that goal is achieved, according to a relative concept, and in a certain historical situation, a person can know how to behave beautifully in all situations, know how to preserve and create beauty in life. of oneself and the community, of nature, of the social environment, and especially of art. With such a goal, anyone who has the need and ability will certainly achieve success.

2. Theoretical basis

2.1. Startup concepts and issues

Concept of entrepreneurship

Starting a business is when you begin to cherish your own business plan, usually establishing a business where you will be the manager, founder or co-founder. Providing a new product, new service or even selling products that are already on the market but following your own ideas is called starting

a business. This can be a process of creating a new field for one's own activity. Through this you can hire employees to work for you, to manage your company and business. Starting a business brings many benefits to employees as well as to society.

Regarding economic problems, startups create many jobs. This helps the country solve unemployment, create income for oneself and provide a living for family and society.

Entrepreneurship can be the process of creating a new field of activity for yourself. Through that you can hire employees to work for you and you are the manager of your company and business. Starting a business brings a lot of value to yourself as well as many benefits to society and workers.

Startup issues

There are 4 important issues when you are planning or contemplating a business. It is imperative that you comply with the following principles so that your work will achieve the desired performance.

■ Problem 1: Customer segmentation

In customer segmentation, point out the customer group you are targeting or creating value for. Which groups bring great value to you? This is quite important and it is related to your other activities.

- For example: In a spa service, the customers we pay attention to are women who need treatment for skin problems such as melasma, freckles, sagging skin due to age, etc., then the spa service must be responsible for treatment service for customers, commitment to how long it will take to resolve the problems that customers are facing, so that customers feel they can create value for customers, the benefits they receive are higher than the number The money you have to spend helps increase customer loyalty to the spa and increase the effectiveness of the spa.

Issue 2: Value

- Spa services will solve all problems for everyone with skin problems, or correct facial contours. The services that the spa brings value to customers are:
- Cosmetic skin spa services for middle-aged women: melasma treatment, freckles treatment, skin rejuvenation, skin tightening injections.
- Cosmetic skin spa services for puberty men/women will deal with problems related to acne, hidden acne, and blackheads. How will the spa service satisfy the needs of these people? this young man.
- Cosmetic tattooing services: eyebrow tattooing, lip tattooing, hair transplant, eye thread lift to help lift the eyes.
- Cosmetic surgery services: nose job, chin surgery, eye surgery.

The above cosmetic services all bring spiritual and aesthetic value to customers. For example: At Kangnam cosmetic surgery hospital, a nose job is performed at a price of 70 million VND. At first, customers only expect 70% of the beauty from the hospital, but when the repair is completed, it reaches 100% more than expected. Customers' expectations, from there, customers feel they are valuable, reputable cosmetic facilities can better meet customer expectations, from there the aesthetic facilities here are improved day by day.

Issue 3: Distribution channels

Customer segments to reach: Tiktok, Facebook, beauty review channels on social networking platforms, or folk word of mouth methods

Currently, the tiktok platform is popular with young people, so the tiktok platform is a trend for marketing to people who need to use the service.

The most effective and cost-effective channel is still tiktok, videos about product PR content on tiktok are more diverse because tiktokers will integrate stories and PR into the video, making it more realistic to easily reach customers. user and more practical.

Issue 4: Customer relations

- Customer relationships will be divided into two segments: returning customers and loyal customers
- For these 2 customers, there are separate policies and incentives
- For returning customers when using the service for the first time: free treatment consultation for the first customer, and preferential service use for the first time using the service, consultation for returning customers about preferential services when becoming a loyal customer.
- For loyal customers: discount product combos, create gratitude programs for loyal customers,...

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

Opportunity

Currently, the Spa industry in particular and the world in general, the Spa industry is increasingly asserting its position, beauty and body care are indispensable needs for everyone. Whether women or men, always need to have a well-groomed appearance. Because of this need, the Spa industry in Vietnam will have more opportunities to develop.

More diverse customer base

- One of the reasons why the Spa industry in Vietnam will have many opportunities to develop is because of the diverse customer base. If before, people only mentioned women. However, recently there have been many spas targeting male customers. In addition, many spas have massage services aimed at the elderly. Especially pregnant mothers also receive more attention.

Multi-industry group

Diversity is also something that the Spa industry in Vietnam has the opportunity to develop, not only skin care, but also hair care, nail care, shampooing, etc. It is this diversity that also brings More choices as well as better business. Along with that, the development of medicine and technology has brought many advanced beauty and health care services. When introduced to Vietnam, they easily receive the welcome of customers. This is also a factor that brings great opportunities to the Spa industry.

Challenge

Some occupations with many development opportunities will bring high competitiveness. At this time, there will be many people investing to open spas and beauty salons. Surveying the Vietnamese Spa market, especially big cities, it is impossible to see a Spa with a scale from large to small.

Therefore, the competition is very high, if the Spa business does not have new breakthroughs, it will easily be eliminated. To do business in the Spa industry, the first challenge for everyone is capital. Special spas require a lot of different expenses. First of all, we must consider the ideal premises, then staff salaries and even the cost of equipment and Spa machinery. That's why if you don't have capital, it will be difficult to open a Spa. Therefore, without capital, it will not be enough to open a Spa.

Currently there are many schools training Spa technicians. Although it attracts many students, recruiting highly skilled and experienced people is not easy. This is also one of the top challenges for future spa owners. A team of competent specialists and technicians with good service is very important to retain customers.

2.3 Factors affecting the startup capacity of Spa services

First, to effectively manage the Spa and bring high profits, business owners need to converge the core elements and factors that impact the Spa's startup capacity:

Grasp market trends

With the characteristics of the beauty industry, trends always change over time, each topic is different. Therefore, Spa owners must always grasp trends in the leading customer market to easily update and renew their services and orient their business effectively.

In particular, the most important thing each Spa model needs to aim at determining is the market segment. This affects the scale and development strategy of the Spa. Besides, Spa owners need to understand what customers expect and need to create the best services. Knowing clearly the needs of the "Demand Source" will be able to "supply" reasonable services.

Identifying the wrong target audience can lead to waste of time, money and human resources while profits only remain at negative numbers.

Firmly grasp professional knowledge

To run a successful Spa business, spa owners and owners need basic to advanced skills as the foundation of their service development model.

In addition to the professional knowledge that Spa owners need, Spa owners need to learn about legal knowledge during Spa operations so that Spa owners can proactively avoid unwanted legal problems.

Put human factors as the focus

The staff is the person who has direct contact with customers. Therefore, in addition to upgrading facilities, Spa owners need to put the issue of training new employees first. Previously successful Spas were all mentioned first by customers for their workmanship and dedicated service.

2.4 Enhance the start-up capacity of businesses to maintain the competitiveness of the economy

- In an increasingly developed age, it is understandable that people care about their appearance. Understanding that need of today's customers, Spas are springing up like "mushrooms after the rain" to meet the number of customers. necessary goods today, but to improve quality and competitiveness in today's society, Spa owners should have the following options to maintain economic competitiveness.

Option 1: Motivate staff

Motivate staff to help improve service quality because employees are the face of the business, the people who have direct contact with customers, and are one of the factors that determine the level of satisfaction and continued whether customers use products or services or not. The service of the staff is part of the service.

- So if the staff is good, the service quality will be good
- To motivate staff to help improve service quality, the following things need to be done:
 - Training and investing in and training all employees in the company
 - Organize online seminars or training on how to serve customers for Spa staff
 - Always pay attention to spa staff training when starting a new job
 - Develop teamwork, instructing employees to learn from each other to improve service quality.

Option 2: Measure customer service performance

Measuring customer service performance helps improve service quality because based on customer service performance, you can know what the current service quality is, what needs to be improved, what needs to be improved shortcomings need to be overcome. From there, effectively improve Spa quality and enhance competitiveness in the beauty market.

To accurately grasp the thoughts and feelings of customers, you can issue a survey.

Option 3: Invest in equipment at the Spa

Skin care and massage treatments at the Spa usually last from 30 minutes to 90 minutes. Technicians will be under a lot of pressure when having to operate for such a long period of time. Equipping with enough comfortable furniture to help technicians feel most comfortable is the factor that ensures optimal service. Good facilities will help staff perform perfect treatments, thereby making customers feel satisfied with the service. From there, improve services so that Spa can maintain and survive to develop the economy.

3.1. Research Methods**3.1. Data sources**

Consulting and supporting innovative start-up enterprises with global integration, Bui Thi Huy Hop, Nguyen Hong Nhung, Do Van Xuan, Pham Hung Phong, Nguyen Minh Huong, Luu Thi Lam Giang: Article analyzing the time opportunities and challenges for the international integration task of science and technology (S&T) in Vietnam in the context of the 4.0 Industrial Revolution (IR 4.0) taking place in the world. Vietnam's innovation startup community, although still in the early stages, with its hidden capacity can take on the driving force for the international integration process of Vietnam's science and technology.

- Analyzing the fluctuations of cosmetic services, Nguyen Tran Cam Linh: Aesthetics is understanding and enjoying beauty and the need for beauty is an essential need that has arisen for a long time, following the development of In society, forms of beauty are also increasingly diverse and innovative, and the definition of beauty always changes over time. To match and adapt to that, cosmetic services have constantly changed from birth to now. And this essay will analyze the changes in cosmetic services.

3.2. Collection method

The article mainly uses secondary data to clarify the current status of the development of the cosmetic service industry in Vietnam. Secondary data are collected from sources such as: reports of the General Statistics Office, Tuoi Tre Newspaper and Vietnam Community Health Care Education Association; Newspaper articles/electronic magazines/scientific proceedings related to the beauty service industry.

Secondary data collection was carried out at the desk (via the internet), at the University of Commerce library, the National library, the library of the Ho Chi Minh National Academy of Politics,...

3.3. Data processing and analysis methods**The article uses the following specific research methods**

- Descriptive statistical method, comparative statistical method: used to research the current status of development of Vietnam's cosmetic service industry.
- Synthetic analysis method: to compare the current state of development of the cosmetic service industry over the years, thereby evaluating the advantages and disadvantages of developing this industry.

In addition, the article also uses the methods of diagrams, charts, and data tables to perform descriptive analysis and evaluate the current state of development of Vietnam's cosmetic service industry based on the collected data. Okay.

3.4. Research process

Part 1: Overview study of Vietnam's cosmetic service industry.

Part 2: Analyze fluctuations in cosmetic services over the years, factors affecting the ability to start a business in the cosmetic services industry in Vietnam.

Part 3: From there, analyze the opportunities and challenges in improving startup capacity in the cosmetic service industry in Vietnam.

4. Results Research and discussion**4.1. Industry specific**

In recent years, big cities in Vietnam are gradually becoming "meccas" for beauty business investors, especially beauty salon businesses. The explosion of beauty salons and spas is causing this "fertile" market to gradually become "crowded". Therefore, without a professional and methodical aesthetic marketing strategy, the business will quickly fade away and gradually lose its foothold in the market.

Objects of beauty salon marketing

The target audience of beauty salon marketing is mainly women. They often have the habit of spreading their beauty experiences to each other. Therefore, beauty salon marketing requires perfect service for each individual, thoughtful in every detail, even the smallest. If you satisfy 1 customer, you can have 10 to 100 more customers know about it.

Aesthetic brand recognition

As a beauty industry, the beauty salon itself must know how to "beautify" itself before it can beautify its customers. The face of the beauty salon is first shown in the brand identity including Logo, Slogan, images, videos and all advertising publications, website interface, fanpage.

Everything must be really neat and classy. A little bit of meticulousness in brand identity is never redundant in aesthetic marketing. After completing the most satisfactory brand identity set, print your logo on gift bags, product boxes, business cards, warranty cards, gift cards... so that everything is synchronized in the most professional way.

Besides, it is also important to note a characteristic of the service industry that cosmetic brands easily encounter negative news when there is a large gap between customer expectations and actual products and services, causing the Aesthetic brands lose customer trust, therefore, it is necessary to promptly listen to customer feedback. In addition, too deep discount programs also make customers worry about service quality.

Beauty for Tet is the most exciting time of the year, so cosmetic brands should listen to customer needs and deploy marketing activities to build brand image as well as design appropriate promotion programs. . Using influencer marketing appropriately and having a systematic communication strategy will help brands get closer to customers and gain customer trust.

In addition, the obvious change in people's lifestyles, preferences, beauty care needs and ways of finding information via the internet has pushed beauty business owners to change their approach. reach customers and improve the art of customer care.

Business stories of success - failure, gain - loss in the 5.0 era, in addition to service quality, businesses that know how to apply technology properly and quickly, become a pioneer in digital transformation, can win. sustainable revenue.

Most websites of hair salons, spas, and beauty salons do not have brand recognition, lack competitiveness, and make it difficult to motivate customers to make decisions. Beauty businesses also lack automatic methods to closely monitor customer behavior to promptly support their needs. This has indirectly pushed customers towards competitors. Many beauty businesses often have problems scheduling appointments, making mistakes or missing customers during peak times; Difficulty in retaining customers, the rate of customers returning to use the service is not high,... The above problems can cause businesses that are slow to change to fall further and further behind if they do not have a reasonable direction.

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

To evaluate the speed of development of the beauty industry today, business and research circles often use the phrase "galloping" - referring to the outstanding, rapid development at lightning speed when the number of There are more and more spas, cosmetic and beauty care facilities, especially concentrated in big cities.

Every year our country has about 2,000 more spa and beauty salon businesses opening. And not only in Vietnam but also in other countries in the region and around the world.

Many beauty experts believe that the next decade is the "golden time" for the spa industry as well as the beauty care industry. It is forecasted that each year there will be 2,000 new spas opening to meet people's needs, corresponding to tens of thousands of missing vacancies.

This is an inevitable consequence when people's beauty needs are increasing as their lives and economy have stabilized. Spa - beauty is not only for people with money, but also people with average income can still beautify and take care of their

bodies.

It can be seen that, with the living standards and awareness of Asian people in general and Vietnamese people in particular about beauty care, the beauty industry will certainly grow at an even greater speed in the coming years.

A representative of a beauty chain said that Vietnam is entering a stage of formation and development similar to Korea 20 years ago. According to another report, slimming services alone (accounting for 26% of beauty services) had up to 200,000 searches (an increase of 20%) in just 1 month of the 2018 quarter, the average amount of Ads Traffic reached Price thousands for each brand.

Mr. Nguyen Van Mui - Representative of Rmei'lan chain -- expressed his opinion that the piece of cake is not for everyone, even those who are skilled in their craft and open a shop are not necessarily winners. Statistics show that 90% of beauty salon owners come from highly qualified doctors, creating an invisible "professional trap" in the profession.

"Most Vietnamese owners come from professional backgrounds, and the same goes for the beauty industry. A doctor or a beautician will at some point open their own brand. And of course they Stand out to promote your name and personally work for customers.

However, when you personally do professional work and get caught up in work, the remaining stages such as sales, marketing... will be "missed", leading to a situation where the employee is free and has nothing to do while the boss over-indulging"

A boss who focuses on expertise will only be able to serve a few people each day; Unlike a boss who knows how to use employees, hire professionals and manage them, the number of customers will be much higher. The boss's own performance increases and can stand on top to manage the remaining stages (such as sales, finance, human resources, marketing... are all important), employee performance also increases and the company's performance results. increase.

The chain trend will dominate the near future. From another perspective, in this market, the high-end segment currently does not make up the majority of the market, but this is the customer group that leads future growth. This is also driven by chain trends. It's easy to see that today, from grocery stores, car repair shops to phone shops... are all developing in chains on a large scale. The beauty industry is no exception, in the coming time the game is expected to be in the hands of large, large-scale, well-invested companies.

Today, in the 4.0 era, applying technology is almost "mandatory" for all professions. Especially the beauty industry. The application of management software helps beauty shops clearly understand each characteristic of their own customers. From there, you can improve the value of your services, retain customers, and give yourself a competitive advantage over a sea of remaining competitors.

4.3. Strengths (S) and weaknesses (W) of the ability to start businesses in the cosmetic service industry

▪ Strength

A very important strength of the cosmetic service industry in Vietnam is that our businesses and people are increasingly knowledgeable about the service and the demand for this service is increasing. Increasingly high incomes and improved living standards have met the needs of not only material but also increasingly focused and developed spiritual life. The need for health care, beauty, and cosmetic surgery is no longer new in Vietnam. Aesthetic services are increasingly

expanding and becoming larger, more diverse, and popular with everyone, regardless of gender, status, or income.

Our government is interested in the development of the service sector in general and the beauty industry in particular. The direction of economic restructuring in the coming years is to continue to increase the proportion of services in GDP. Many state guidelines and policies affirm the importance of this industry group, and always provide specific incentives. Many enacted laws have contributed to creating a favorable legal environment for industry development and industry entry in Vietnam.

Vietnamese beauty service businesses have an understanding of the customs and domestic market as well as the aesthetic standards and unique needs of Vietnamese people. Because aesthetics are diverse with each country's culture, not just Vietnam, understanding the market and customer psychology better is very beneficial. Especially the connection, friendliness, and familiarity of Vietnamese aesthetic businesses compared to their competitors. Obviously, these are clear advantages of Vietnamese cosmetic service businesses. - Vietnam has a hard-working, dynamic and receptive workforce, which is an important input to develop this industry. Future employees of cosmetic hospitals will be thoroughly trained before practicing. The training time for beauticians and staff in Vietnam is not too long, about more than 9 months, partly thanks to the quick learning of Vietnamese people.

▪ **Weakness**

The incomplete legal system is probably a major barrier not only for the cosmetic service industry but also for the entire Vietnamese economy. There has not been a complete, unified document regulating the organization, business, responsibilities, powers, and obligations of agencies and individuals participating in the industry. Most hospitals and cosmetic centers run by Vietnamese doctors and specialists are small and medium-sized. Therefore, the potential of capital, labor, and technology is low, making it difficult to compete with foreign hospitals and cosmetic centers. Vietnam is still a developing country so it has not been able to keep up with advanced scientific technologies in the world, the equipment is still quite outdated and the space is not yet professional and attractive. The cosmetic service industry is still a relatively young industry in Vietnam, so the skill level of Vietnamese doctors has not yet created trust for customers. Explaining this, Associate Professor - Doctor Le Hanh, president of the City Cosmetic Surgery Association. Ho Chi Minh City, Director of the Institute of Aesthetics Le Hanh commented: "One of the factors that make customers lose trust in the Vietnamese beauty industry is excessive and exaggerated advertising that goes beyond the scale and capabilities of the beauty industry. functions of some cosmetic establishments. Believe in the glory of magic, but in the end, it will fail." Human resources play an important role in the development of the industry, however, the staff and doctors have not been properly and professionally trained. industry to adapt to the increasingly diverse needs of customers

The system of training facilities for this industry is too small. For aesthetics subjects that are not taught professionally, they are often integrated into subjects on health care, non-market medicine... Very few schools offer training in this field, especially in the city. HCM only has Nguyen Tat Thanh University. With the cooperation with Sanko Gakuen Group

(Japan), the Cosmetology Vocational School has 4 main majors, which are: Hairstyling, Professional Makeup Specialist, Professional Esthetician, Professional Nail Care . However, most people have the notion that "this industry is just a skill" that does not need to be taught and trained like others. other areas.

Cosmetic surgery is most popular in this service, but major medical universities in our country are still "narrow" on this topic. I have a medical science and a beauty salon. The number of students in this department is quite small. I am in the city. In Ho Chi Minh City, the University of Medicine and Pharmacy has about 2,000 students per course (about 1,000 general students) but the number of lecturers is limited. Cosmetic surgery is a place to train up to 50 surgical specialists, only a relatively small number of 5% of the total number of students do not meet the requirements. needs and opportunities to train doctors and medical staff interested in the field of aesthetics.

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

▪ **Opportunity**

Vietnam's accession to the world organization WTO and the TPP agreement have promised to bring a new wave of foreign investment into Vietnam and eliminate tariff barriers on the path to international integration, expanding export markets. password. The presence of foreign-invested hospitals and cosmetic centers in Vietnam not only creates opportunities to learn about the best international practices and operating experiences to expand markets abroad, but it also It also creates opportunities to transfer soft technology through joint venture enterprises or the workforce working in those enterprises. Opportunity to interact and learn the professional working methods of foreign doctors and leading experts from countries with the most modern and developed aesthetics. The market opening creates conditions for Vietnam's beauty industry to develop and reach out to the world, creating an ideal destination for foreigners.

Competition with foreign services will cause Vietnamese cosmetic services to constantly innovate, improve technology, retrain staff and improve service quality.

▪ **Challenge**

The process of liberalizing trade in services will lead to increasingly fierce competition in the market. Competition from foreign businesses increasing too quickly will cause difficulties for Vietnamese businesses. Because it has more advantages in capital, technology, skilled human resources, and experience operating in a global environment, it will occupy the most profitable parts of the domestic market.

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

Innovative beauty solutions

Innovative ideas contribute to creating great competitive advantages for businesses. Not only that, Vietnamese consumers are increasingly concerned about quality. They are willing to spend more money to experience the latest solutions.

Online market

Consumers today give great priority to integrating Industry 4.0 in their purchasing activities. At the same time, when the

Covid - 19 pandemic is creating geographical barriers between businesses and customers, e-commerce is the decisive factor for success. Innovating quickly and staying ahead of trends is how businesses create competitive advantages.

Expand the segment to men

The change in people's living standards leads to an increasing awareness of the value of beauty. The view that only women can beautify has become outdated and is gradually being eliminated. In particular, in recent years, the growth rate of beauty product consumption among men is many times higher than among women.

The male customer segment promises to be a potential market

Keeping up with the trend, many brands are expanding their distribution and developing men's beauty care products/services. Making good use of this customer group promises to create strong growth momentum for the business.

Conclude

5.1 Conclusion

- Currently, the cosmetic service industry is a real gold mine in the service industry if you know how to exploit it properly when in a society where people have many requirements and needs for their appearance.
- However, according to the paradox of development, the faster something develops, the more consequences and problems there are, such as illegal unlicensed cosmetic establishments, floating cosmetics with fake brands,....
- More and more young people decide to turn to careers in the field of beauty care, creating diversity in career choices, creating diversity for the Vietnamese economy.

5.2. Suggestions and recommendations:

5.2.1. For departments and state agencies:

It is necessary to strengthen control over licensed cosmetic business establishments to closely follow the procedures on the establishment's documents to avoid violations in order to resolve the consequences. It is necessary to remedy the situation as soon as the establishment shows signs of violation.

Issue laws to control sources of cosmetic products with fake documents, counterfeit brands, or spontaneous cream brands without quantitative testing or production registration.

Destroy cosmetic establishments without practice licenses, review qualifications of those who directly perform cosmetic operations on customers' bodies

Raise people's awareness that "cheap things are bad things" to avoid the situation where people who are greedy for cheap things bring disaster to themselves

It is possible to broadcast more programs related to beauty and health with more attractive topics to viewers in this period of advanced beauty needs so that people can learn and do at home. Avoid cases where people go to places with unreliable degrees to study, causing unfortunate consequences and even loss of life if done incorrectly.

Check the hygiene and expired licenses of technology equipment and beauty tools to avoid the spread of infectious diseases as well as expired or old equipment that can cause accidents to people. people

5.2.2 For businesses in the industry:

Enhance the spirit of healthy competition and development by supplementing staff skills and adding genuine beauty technologies to avoid causing side effects.

Raise the spirit for the community and not be blinded by profit and import products of unknown origin that negatively affect customers.

Display professional licenses and quality inspection certificates to increase the reputation of the cosmetic facility and not be equated with illegal establishments.

There are many price ranges in each segment so that everyone can be beautified within their abilities and needs. Because currently, in the minds of many people, cosmetic surgery is only for those who have money and abundant financial conditions, so many people cannot afford to spend too much, but when the beauty era speaks up, they must feel I have low self-esteem and have to go to illegal establishments to beautify myself

5.3. Sustainable solutions for businesses in the initial steps of starting a business

Always put customers first and quality is a priority. When customers see the prestige and trust in the cosmetic facility, they will come back.

There are technological machines that assist in beautifying work for many different customer segments. Because customers are endless, there needs to be a reasonable policy to be able to make the most of the growing source of customers seeking beauty treatments. than

Say no to fake goods, poor quality goods, unclear goods to avoid reducing the establishment's reputation, which will be very difficult to rebuild in this 4.0 era.

Take advantage of many broadcast sources to promote the facility

In today's brand era, from the very beginning, it is necessary to determine what is the most professional service of the facility so that it can create a separate development direction to position the brand in the hearts of customers. So that when mentioning beauty services, they will be able to immediately remember the facility's brand

Create conditions to recruit talented and capable people in the industry to work to promote the brand as well as use them as a backbone to develop a better aesthetic base, and when customers see industry leaders If everyone has contact with the company, the reputation in the eyes of customers will be higher.

You should find a third party to process cosmetic products sold domestically under a license approved by the state to minimize the cost of importing products from abroad, thereby reducing costs, leading to Being able to reduce costs for customers creates a huge competitive advantage for the company.

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