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Improve the effectiveness of marketing activities at Heart Limited Company

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Abstract

This article deals with problems of business efficiencies via marketing activities based on one of leading companies in Vietnam. The propose solutions are feasible to enhance overall business performance, especially regarding marketing activities of this company.

Keywords: marketing activities, effectiveness, limited companies, business improvement

Introduction

1. Reason for choosing the topic

Today, in a market economy with increasingly high levels of competition, in order to survive and develop, businesses need to have appropriate, reasonable, and timely marketing strategies. Can sell products effectively and earn high profits. Therefore, to improve business efficiency and enhance competitiveness, businesses must constantly innovate and perfect the management apparatus, improve technical facilities, and raise staff qualifications. staff and pay special attention to customer service. Besides, one of the most important activities is that Marketing activities must grasp customer psychology, from which we can easily bring services to consumers. However, for each person, each object, each business, there are different marketing activities and strategies, but the first and final basic purpose of all businesses is to Marketing activities, those strategies are deployed effectively, earning high profits and building trust with customers.

In the 3 years since (June 2020), Enterprise Heart Co., Ltd. has been in operation and has achieved certain successes in the main field of "Advertising". Besides the advantages of marketing activities and good strategies, there are still limitations. Therefore, during my internship, I decided to choose the topic: "**Improving the effectiveness of Marketing activities at Heart Company Limited**". To learn more deeply about Marketing activities and provide solutions to help the company's Marketing activities be better. In addition, the topic also helps you learn and better understand Marketing operations at businesses.

2. Research goal of the topic

Goals for business:

- Improve the effectiveness of marketing activities in the advertising field at Heart Company Limited
- Provide solutions for Marketing activities for the business's product lines Goal for yourself: Completing this report will help you gain more knowledge and experience about Marketing activities

3. Scope and objects of research

- Scope of content: Improve marketing effectiveness of Heart Company Limited
 - Spatial scope: Heart Company Limited
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- Time scope: using data for three years from 2020 to present to perform analysis

Chapter 1

Theoretical basis of marketing activities

1.1. Concept of Marketing activities

1.1.1. Concept of Marketing

Marketing is the process of planning and managing the pricing, promotion and distribution of goods and services to create transactions that satisfy individual, organizational and societal goals..

Marketing is the process by which individuals and organizations achieve their needs and desires through the creation and exchange of products and value between parties. Marketing is the process of providing the right product, right channel, right time and right location.

Marketing is the totality of business activities aimed at identifying unmet needs of consumers, finding products and services that the business can produce, and finding ways to distribute them to the right time, favorable price and time most favorable for consumers.

In summary: Marketing is all activities from market research, determining customer needs, then progressing activities from production to consumption on the basis of maximum satisfaction of customer needs, to achieve the goals set by the organization.

1.2. Characteristics, functions and roles of Marketing

1.2.1. Characteristics of Marketing activities

Marketing is a social management process through which individuals and different businesses receive what they need and want through creating, providing and exchanging products of value, with others. Marketing has the following basic characteristics:

- Customer orientation: Marketing begins with research to understand the needs and desires of customers. Businesses need to know who their potential customers are, what they need from the business and what benefits the business offers, products and services to help meet their needs.
- Systematic: Marketing is a process that includes many different activities, such as market research, product development, pricing, distribution and sales promotion. These activities need to be closely coordinated with each other to achieve marketing goals.
- Creativity: Marketing requires a keen creativity in finding new strategies to attract customers and meet their needs. Businesses need to constantly update new information to keep customers interested so they can survive and develop in today's fiercely competitive environment.
- Businesses need to plan, collect and analyze market information to make appropriate marketing policy decisions.
- Strategic: Marketing needs to be planned and implemented continuously and non-stop to achieve business goals. Businesses need to determine specific marketing goals and develop appropriate marketing strategies to achieve those goals. In particular, continuously monitor the market and adjust your marketing activities to respond to market changes.
- Competitiveness: Marketing is a competitive activity

between businesses. Businesses need effective marketing strategies to compete with other competitors.

1.2.2 Role of Marketing

One of the important roles of Marketing is to help increase sales for businesses, in addition to many other roles such as helping to attract customers, helping to build and maintain the company's reputation, helping to build Building relationships with customers is a communication channel used to inform customers.

1.4. Factors affecting the research problem

1.4.1. Factors within the business/organization

The macro component of the marketing environment is also known as the overarching environment. It constitutes external factors and forces that impact the entire industry but do not directly affect the business. The macro environment can be divided into 6 parts:

Demographic environment :

The demographic environment is made up of the people who make up the market. It is described as the actual census and differentiates the population according to their size, population density, age, gender, education level and occupation.

Population size: increase or decrease in population size will lead to an increase or decrease in demand.

Population density: high or low population density, in large cities due to working conditions and high living standards, the population density is higher than in rural areas. Population density affects people's purchasing power

Age: Researching the population by age will help businesses understand the needs of different age groups, and is an indication of what types of products or services will be in great demand in the next few years.

Gender: When buying, women often consider carefully, they are often sensitive to goods. Men are often generous when shopping, so they make decisions quickly

Cultural level: The higher the cultural level of the people, the more diverse their needs are. They require high-end consumption needs that not only satisfy the use value but also satisfy the psychological factors of consumption.

Economy :

The economy constitutes the factors that influence customers' purchasing power and spending patterns. These factors include: economic growth rate, inflation rate, personal income.

Economic growth rate: with economic growth, consumer demand for high-end products and services increases. This is a golden opportunity for manufacturers and businesses providing tourism services, expensive consumer goods, and businesses to expand marketing activities and enter new markets. On the contrary, when the economic growth rate declines, the economy declines, and investment by the State, people and businesses all declines. This greatly affects the marketing activities of businesses.

Inflation rate: When inflation increases, prices increase faster than personal income, and consumer demand also changes.

Personal income: also determines their spending ability

Technology environment

Technology is changing more and more rapidly, bringing many miracles, but also posing new challenges for businesses Technological advances create convenience in the production

process of businesses, helping businesses save costs and time. Technology also makes the business's product distribution process easier

Social and cultural environment

Customers' consumption behavior is deeply influenced by their ethnic culture. In other words, cultural factors have a great impact on an enterprise's business operations.

Political and legal environment

The political & legal environment includes the applicable laws and government policies in the country. It also includes pressure groups and other bodies that influence or limit the activities of industry and/or business in society.

Natural environment

The natural environment is a system of natural factors that affect the input resources necessary for the operations of businesses, thus also affecting the marketing activities of businesses. These are factors such as resources and natural environment.

1.4.2. Factors within the business/organization

The micro component of the external environment includes external forces and factors that are directly related to the enterprise. These include suppliers, intermediaries, customers, competitors and the public.

Suppliers include all parties that provide materials and resources that the business needs. It is necessary to research the supplier's capabilities in terms of quantity and product quality. Providing products of poor quality, insufficient quantity, etc. will cause difficulties for the enterprise's production and business activities, thereby affecting the reputation of the enterprise.

Market intermediaries include parties involved in distributing a business's products or services.

Customers include the target audience group of the business. Competitors are businesses participating in the same market targeting similar customers.

The public is made up of any other group that has an actual or potential interest that affects the company's ability to serve customers.

1.5. Marketing activities implementation process

Step 1: Determine marketing goals:

- Typically, marketing goals may include one or more specific goals such as:
- Brand (brand positioning, awareness, perceived value, relationship between brand and customer...)
- Sales.
- Position in the market (market share, market penetration level...)
- Financial indicators (revenue, gross profit)
- Products (select main product)
- When setting marketing goals, the following requirements must be followed:
- Marketing goals must serve the company's strategic plan goals.
- Marketing goals must be specific, clear and measurable.
- Goals must be tied to specific time
- Goals must be consistent and arranged in order of

- importance
- The purpose of this analysis is:
- Evaluate the main characteristics of the market such as size, structure, fluctuating trends, and the impact of the Marketing environment on customer shopping needs
- Competitive analysis: advantages and disadvantages of competitors, their market shares and strategies.

Step 2: Research and analyze the market:

- Analyze and research your customers.
- Analyze and research your competitors.
- Businesses can easily use marketing research tools: Ansoff, Pestle, SWOT, Porter 5 Forces,...).
- The purpose of this analysis is:
- Evaluate the main characteristics of the market such as size, structure, fluctuating trends, and the impact of the Marketing environment on customer shopping needs
- Competitive analysis: advantages and disadvantages of competitors, their market shares and strategies.

Step 3: Identify market segments:

- Behavioral segmentation or need segmentation
- An ideal market segment is:
- Measurable
- Big enough to make a profit
- Stable, will not disappear after a short time
- Reachable by your marketing strategies
- Consistent and responsive to your marketing strategies

Step 4: Identify target market:

- **Use the DPM matrix (Directional Policy Matrix)** to evaluate markets and select target markets.
- Choosing a target market is choosing potential customer groups for a company's new products. If the target market that the company chooses already has competitive products, the next issue is to position the product the company intends to deploy compared to those competing products.

Step 5: Build marketing strategies:

Marketing strategy includes small strategies such as: Pricing strategy, communication strategy, people strategy, production and supply strategy, technical support strategy, value chain development orientation strategy, brand strategy, customer value strategy, etc. product and service strategy, logistics strategy, marketing channel strategy, resource strategy

Step 6: Develop a deployment and implementation plan :

Sales forecast plan, pricing and gross profit plan, ordering and delivery plan, customer relationship management plan, marketing communication plan, channel organization plan, marketing plan, capital investment plan, sales plan, production and supply organization plan, technical support organization plan, resource plan.

Step 7: Plan to monitor and implement each stage:

Develop standards to evaluate progress, receive feedback, draw lessons and organize adjustments and improvements through: Striving targets Targets for each stage Investigating and analyzing customer feedback (about satisfaction level...)

Chapter 2: Current status of improvement of efficient marketing activities of enterprise heart company limited

2.1. General information about Business

Company name: Emar Vietnam Marketing and Communications Company Limited, formerly known as Enterprise Heart Company Limited

International name: Emar vietnam marketing and communication ltd

Type of business: Foreign limited liability company.

The company has been operating for nearly 3 years in the field of marketing and communications. Profits can reach more than 500 million a year thanks to advertising for other companies.

The company logo is the letter E in business without a specific meaning. However, the letter E can be associated with some general meanings such as:

Energy: The letter E logo can represent energy, creativity and motivation in a business. It can reflect a company's unique features or its products.

Excellence: The letter E can symbolize excellence and high quality in areas of business operations. Used in logos, it can convey a message of commitment to providing a reliable and quality product or service.

Evolution: The letter E logo can represent evolution and growth of the business. It can signify change, creativity and the ability to adapt to the business environment.

However, we can see that the meaning of the letter E logo will be determined by the specific context and purpose of the business. Creating a unique and meaningful logo for your business requires creative thinking and careful analysis.

Vision

"We set a vision to become one of the leading marketing and communications companies in the industry, accompanying customers to help them build strong brands, effectively connect with customers and grow. sustainable business."

Mission

"Our mission is to provide high-quality, unique and customized marketing and communications services to help our clients achieve their business goals. We are committed to innovation, create value and meet all customer needs in a professional and reliable manner."

Error core value

- **Quality:** We are committed to ensuring that all of our projects and services always achieve optimal quality, meeting customer needs and expectations of the Company's products.
- **Creativity:** We update information and creatively find new ways to reach and attract customers.
- **Honesty and transparency:** We always adhere to the principle of honesty and transparency in all transactions and interactions with customers.
- **Customer focus:** Customers are always at the center of all our decisions and activities.
- **Sustainable development:** We are committed to helping

customers build sustainable development for their businesses.

2.1.2 The process of formation and development of Emar Vietnam Marketing and Communications Company Limited

Enterprise Heart Company Limited was granted a business registration certificate on June 12, 2020, with Ms. BACH THI XUAN [HUYNH](#) as director. The company's main business line is "Advertising". Managed by District 4 Tax Department. Currently, the Company has changed its name to Emar Vietnam Marketing and Communications Company Limited, updated on September 18, 2023.

When the company was first formed, the company included a Director and associates with 6 advertising products. When the company was first formed, business was extremely difficult and faced many difficulties, but with the determination and efforts of the company's members, it gradually helped the company reach customers in the market..

Year 2021-2022: Emar Vietnam Marketing and Communications Company Limited increases annual sales by 20%. At the same time, many new products were launched and many customers trusted and chose to use them. To meet the needs and requirements of expanding into more production products, the company has launched more diverse products to reach more businesses that gradually penetrate more into the market.

2023: Marks the 3-year milestone of establishing and developing the company with a team of professional staff. The company's current product portfolio has more than 20 items, becoming a familiar name and known to many consumers and businesses for its extremely new and diverse fields.

2.1.3. Products and services provided by the Enterprise . *Field of business activities*

Today, with the strong development of science and technology along with the need to promote and introduce products of investors, manufacturers, provide services to a large number of customers, and do business in advertising services. received great attention due to its high profitability. Product advertising is the promotion of a specific product of a brand. These ads focus on selling products based on their features and benefits rather than the brand name.

Thanks to advertising, customers of Emar Vietnam Marketing and Communications Co., Ltd. can bring their products to consumers, create demand for the products, increase purchasing power, and expand market share. in the market, enhance the business's brand by creating a brand presence in the minds of customers by increasing the frequency and density of advertising for its products.

For the purpose of improving the efficiency of bringing the company's new services to consumers and customers. Therefore, Emar Vietnam Marketing and Communications Company Limited is constantly improving, as well as improving the quality of new products and services. Aiming to gradually move towards products that are familiar and familiar to today's Vietnamese consumer market.

2..1.4 Enterprise Scale

Business performance results

Table 1.5: Business performance results of EMAR Vietnam Marketing and Communications Company Limited in the period 2020 - 2022. (Unit: Dong)

Targets	2020	2021	2022
total revenue	1,103,527,434	1,723,404,566	2,361,472,872
total cost	622.437.122	1,134,666,724	1,965,896,424
Profit before tax	481.090.312	588.737.842	395,576,448
Profit after tax	384,872,250	470,990,274	316.461.158

(Source: Business results report of EMAR Vietnam Marketing and Communications Company Limited)

Table 1.1: Difference in business results of EMAR Vietnam Marketing and Communications Company Limited in 2020 - 2022. (Unit: Dong)

Targets	2021 / 2020 spread		2022 / 2021 spread	
	Absolute	Relative %	Absolute	Relative %
total revenue	619.877.132	56.17%	638.068.306	37.02%
total cost	512.229.602	82.29%	831,229,700	73.26%
Profit before tax	107.647.530	22.38%	(163,161,394)	-32.81%
Profit after tax	86.118.024	22.38%	(154,529,116)	-32.81%

(Source: Business results report of EMAR Vietnam Marketing and Communications Company Limited)

Comment:

We can see that the Total Revenue item tends to increase gradually over the years. Specifically, in 2021, with strong growth at 56.17%, it has brought an impressive revenue increase compared to 2020 of VND 619,877,132. In 2022, with slightly better growth, it will bring a revenue increase of 638,068,306 VND, equivalent to an increase of 37.02%. The reason is that policies to attract reasonable customers make it easier for media products to reach consumers.

As for costs in 2021 compared to 2020, it increased by 512,229,602 VND with an increase of 82.29%. The reason is due to lack of experience in cost management because it has just started operations, so when revenue increases, costs also increase a corresponding amount. By 2022, compared to 2021, it will increase by 831,229,700 VND due to the change in debt policy, so costs will increase significantly but also increase revenue sharply.

With strong growth in revenue as well as fluctuations in costs due to the use of policies, profit after tax increased insignificantly. Specifically, in 2021 compared to 2020, the difference is only 86,118,024 VND, equivalent to only 22.38%. The main reason here is because the fluctuation in the increase in revenue items is larger than the increase in expense items (619,877,132 VND > 512,229,602 VND). In 2022, compared to 2021, it has decreased by 32.81%, which is an increase of 154,529,116 VND. The reason is because the change in debt policy has made the increase in revenue smaller than the increase in costs (638,068,306 VND < 831,229,700 VND).

2.1.5 Product strategy

To bring a product to market, every business needs specific steps. Below are the steps to bring a product to market of Enterprise Heart Co., Ltd.

Step 1: Search for potential customers

The work is quite difficult, especially in a situation where the epidemic is still complicated, as before, finding new customers is also relatively difficult. Therefore, in addition to soft skills such as communicating with customers and flexibly handling situations, each employee must thoroughly understand the product and grasp customer needs to be able to communicate and share. about product information to customers in the best way. The first step in finding potential customers is to visualize the customer profile, then make a plan to approach customers to create the best first impression to facilitate future cooperation.

Step 2: Access money

Each employee needs to prepare necessary documents and information before meeting customers. Advance preparation helps employees get specific information about customers and know the factors that influence customers' purchases. This helps sales staff communicate effectively and make a good impression with customers during the first meeting. Information that sellers need to prepare: Product features and benefits with customer needs to advise and stimulate customer purchases because customers buy what they need and bring benefits that match their needs. their. Next, you need to clearly understand customer information such as individual customers, companies, agents, etc. from there, make recommendations suitable to the needs of each customer. Next, employees still need to grasp information about competitors so that they can compare the benefits, advantages or disadvantages that are offset by strengths, etc.

Step 3: Approach

The purpose is to evaluate the detailed characteristics of each customer. From there, we can identify truly potential customers that need to be focused on in order to offer products that meet customer expectations. In this step, support staff must clearly understand information as well as be fully equipped with knowledge and skills to handle situations, communicate directly with customers, etc. This is the most important step because if they do not make a good impression, at the first meeting will lose the company's reputation, in addition to reducing the likelihood that customers will want to buy products from your company. Steps to reach customers include penetrating, forming and creating attraction for customers. Methods of reaching customers are usually via phone, in-person meetings and advertising on Google Ads:

+For telephone outreach, the goal is to make an appointment to meet the customer, but the difficulty when approaching by phone is that it is difficult to grasp the reaction because it is not possible to meet directly with the customer, it is usually just information. communicate from employees to customers and easily be interrupted by customers when there are more important things.

+The face-to-face meeting method is the most effective, so each employee must prepare the meeting content and issues that need to be discussed to easily chat and grasp customer needs.

+ With the activity of reaching customers through Google Ads advertising, it helps the company easily reach many customers, but the cost is high and sometimes it is impossible to reach customers who really have consumer needs.

Step 4: Present the sales proposal to customers:

In this step the goal is to gain customer acceptance of the company's product. To achieve that, employees must meet the following requirements:

- + Pursue set goals
- + Flexible in handling problems
- + Persuasion skills
- + Perseverance

Employees must pursue their set goals to the end because in the current market, especially in the "Advertising" industry, the competition is huge. To pursue goals, first of all, it is necessary to have large target plans from management levels set out for employees, from which each employee can individually divide the goals to implement in accordance with the plan and schedule set by the management level. proposed by management.

Each employee needs to be flexible in handling problems in a flexible and agile way to satisfy customers because in any profession, "customer is king". Because each customer is different, each employee needs to be flexible and sensitive in their ability to handle situations. There are many situations and problems that occur when working with people; Although in the "Advertising" industry, there are still many complicated problems that arise and are very difficult to solve such as issues related to contracts, product delivery time, and product quality is not guaranteed.

Customer persuasion skills are very important and extremely beneficial because it not only creates a good impression on customers but also meets their needs and successfully convinces customers to buy the company's products. This seems to be an important factor that directly affects the sales as well as the success of the company, because when employees convince customers, they are sure about 75% of those customers will buy the company's products..

Persistence is also essential to customer satisfaction and leads. Difficulties always appear anywhere, so each employee needs to patiently pursue them to the end, and should not be easily discouraged or give up.

Step 5: Overcome customer objections

This step will add about 15% to the customer purchase rate. Because sometimes their refusal is when they are uncertain about buying, so now is the right time to urge and arouse a stronger need from the customer to make them give up their decision. refuse. Besides, as a salesperson, you should not be afraid or step back at this time because this is the time when customers are hesitating about their decision. If they don't grasp it quickly, they may be "dragged" by negative comments. company's competitors.

Step 6: End the sale

Customers cannot always make purchases, so employees should not force customers to buy at this time. Employees accomplish the following goals: Can stay in touch to sell to customers in the future; Make customers hesitate by highlighting the outstanding features of the company's products compared to competitors, or suggesting incentives and promotions to customers to attract their attention and attract them towards the product. company products... employees need to make the most of customers so they can work for a long time in the future. Each customer is different in many aspects such as: personality, interests, work,

income,... each type of customer such as: individual customers, companies, businesses, agents, etc. Employees understand their needs. customer needs and information to easily convince them to buy the company's products. However, the most important thing in this step is to build customer trust, because when they trust, customers will make purchases and spread good news about the company; If they are too quick to sell and don't care about customers, they can only buy this time and next time they will buy from competitors. In addition, they can also spread bad news about the company, thereby making it worse. loss of public reputation.

Step 7: Follow up after sales and develop customer relationships

This is a simple, inexpensive marketing and customer retention tool that also creates reputation for the company. The psychology of most customers after purchasing a product is often fear that the company will not be responsible when problems arise, post-purchase questions, etc. This is the time to apply post-sale tracking because it is the first step. important for customer retention and opening up future sales opportunities.

+ For loyal customers, you can contact them to see how the customer experience is using the product, and if they encounter any difficulties or problems. The company should apply more incentives to new customers such as giving away coupons for future purchases, loyalty cards, gifts, letters of inquiry, etc.

+For new business customers, after the first few months of ordering, the company can calculate and propose to customers the appropriate amount of consumer products, 5% promotion, and apply a separate discount for customers. For subsequent orders, discuss and propose a shipping schedule that is most convenient for customers,...

In addition, if customer support is good after the sale, it helps customers trust the company more and can promote the company, thereby creating brand reputation for the company. If the after-sale customer service is good, it is an opportunity for the company to develop better and have more opportunities to sell products.

Chapter 3: Solutions to improve efficient marketing activities of enterprise heart company limited**3.1. Analyze the context and current situation in the market**

In the current era of rapidly developing information technology, marketing activities are almost very common and increasingly change depending on the increasingly diverse needs of people. Therefore, marketing activities for businesses also encounter certain advantages and difficulties. First we can talk about the advantages. With the current 4.0 era, it is very easy for businesses to implement promotion strategies to attract customers on online platforms. As long as you have attractive strategies and attractive content, reaching customers today is not difficult. The internet helps bring business products anywhere. And of course, with advantages, there will also be difficulties. Because the trend of online marketing is increasing in an era of changing technology, any business can sell through online platforms, customers will become increasingly scarce due to pressure from many competitors, The challenge is that businesses must have truly reasonable and new strategies to be able to compete with

other businesses and survive in the long term.

3.1.1 Pricing strategy solutions

• Solution basis

For the company, customers are always the most important and every customer wants to be served their needs and tastes. Because if you do not recognize customers and customer needs, the company will not be able to survive long in the market. The company's customers are mainly Stores, etc. Therefore, the number of products sold is different for each customer group and the tastes of each customer are also very different. Because the company has not focused on classification and customer care, especially offering incentives and suitable prices for each customer group. Customer classification needs to be organized and have a specific plan. Customer classification can be based on the database that the company manages: name, address, phone number, purchase amount and frequency. Classify customer groups such as: potential customers, loyal customers, regular or irregular customers to propose appropriate policies for each customer group.

There are two things that need to be done: classify customers and offer more attractive discounts, and this will be done by the sales department.

• Solution content

Currently, the company only applies one main incentive policy and only applies to old customers. In addition, on some holidays and New Year, although the company still has additional preferential policies on these days, they are only small and not really attractive enough for customers. The company can offer more preferential policies and promotions for customers. As for old customers, we can add preferential policies to support customers who order with high frequency during the month and can support them with appropriate flexible payment methods such as payment according to schedule and add a special discount for those customers if they keep ordering consistently for many months in a row. The company needs to summarize each customer group from which it can propose appropriate policies for each target. Below is a discount policy for each specific customer group that the company can apply.

This is a preferential policy for the company's 3 customer groups that is applied when they use the company's products. This preferential policy has a more attractive discount percentage than the old policy, so it will attract many new customers and retain old customers. This preferential policy is built based on the company's current operating situation, so this is a policy that the company can consider applying.

3.1.2. Comments on the company's Marketing department

• Strength

The Company's Marketing Department is currently one of the strong forces in the company. They have focused specifically on building and promoting the quality of their services, making the company's brand more trustworthy.

The Marketing team has experienced and talented professionals. This has helped them create an effective and trustworthy marketing strategy, ensuring that the company's message is communicated accurately and driving customer

interest.

This division has been successful in building effective marketing campaigns to create strong recognition for the Company in the testing and analysis industry.

• Weakness:

One challenge the company's Marketing department is facing is the need to strengthen links with other departments within the company. Close collaboration between Marketing and other departments can create new marketing opportunities and improve overall performance.

In addition, meeting customer needs in a short period of time remains a challenge. The Marketing department needs to be flexible and responsive to respond to urgent customer requests.

• A few solutions:

Strengthen links and cooperation: Create processes and close connections with other departments in the company, especially with the Customer Care and Product Development departments. This will help Marketing better understand customer requirements and create appropriate marketing campaigns.

Optimize response time: Set a specific plan to ensure that Marketing can respond quickly and effectively to urgent requests from customers.

Continuous training for employees: Provide periodic training for Marketing employees to update on new trends and technologies, while improving communication and time management skills.

Use advanced technology: Apply automation technology in marketing campaign management and create automated response systems to reduce manual work.

Promote teamwork: Create a positive work environment in the Marketing department by promoting team spirit and motivating employees to work together toward common goals.

3.1.3 Solutions for building a separate website for the company

Solution basis: Science and technology are increasingly developing, the application of the internet to life, production and business activities becomes popular and widespread. The internet is the fastest method of transmitting information to customers anytime, anywhere. Website is one of the indispensable tools for businesses, effectively supporting information promotion activities, advertising products and business services and is considered a powerful arm for each marketing strategy. enterprise. A website has many benefits for businesses such as: providing information, increasing the scope and ability to reach customers, promoting brands, products, services, and supporting business and sales activities. Therefore, every company needs to have its own website.

Solution content: Create a website for Enterprise Heart LLC. The website must have complete company information, an easy-to-see and easy-to-operate interface. The designed website must have a list for customers to refer to where to buy the nearest product. The person implementing the solution is the marketing department.

3.1.3 Solution for the company's Fanpage

Solution basis: The company's marketing activities still only focus on traditional marketing activities such as flyers, home advertising, telesales, etc. In the current era of technological development, online marketing activities are new. It is truly extremely essential. Currently, the company has also exploited tools such as: Google ads or social networking sites such as Facebook fanpage, but they have not really been focused on and are still sketchy. The company's Facebook fanpage has deployed promotional advertisements but not many. The fanpage is not active regularly, causing low customer engagement and limited customer reach.

Solution content: Increase the number of advertisements on Fanpage and arrange staff to take care of the fanpage, post regularly as well as regular fanpage activities to reach more customers. Facebook is the largest social platform. Currently, there are millions of users, which is where you have the opportunity to reach the most potential customers.

- The following is a price list to increase interaction for Facebook

+ Customer reach of 100,000-500,000 people: 6,000,000-30,000,000 VND.

+ Customer reach of 1,000,000-2,000,000 people: 60,000,000-120,000,000 VND.

Conclusion

Through my internship and research process recently at Enterprise Heart Co., Ltd., I have collected data for analysis, thereby helping to accumulate the experience and knowledge that I have acquired. Presented in the above report. In 2023, the company sets a goal to increase total revenue, growth and profit. To achieve that goal, the company needs to synchronously implement specific solutions and plans on business activities, as well as solutions on human resources and management organization. These plans all contribute to improving management and promoting market development, increasing profits, and building a solid and reputable position in the hearts of customers. Although the company has encountered many difficulties in recent years due to the Covid-19 pandemic, the company still tried to ensure and maintain business operations, only in the last few months of 2021 when the epidemic broke out. While the trend has decreased, the company's business activities have partly recovered and shown positive changes. With my own abilities, in addition to the enthusiastic support from instructors and managers, I have accumulated a lot of useful experience and knowledge so I can complete the report. Report good practice. Because the internship period is short and my experience is limited, mistakes are unavoidable. I look forward to receiving comments from teachers to help me improve my writing.

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