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## Improving entrepreneurial capacity in Vietnam foreign trade industry

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### Abstract

2020 is the year of a series of remarkable events. Oil prices have dropped sharply and the ongoing Sino-US trade war happen . Besides, geopolitical tensions between the United States and Iran continue to increase, adding to the changes weather . Among them, especially chronic respiratory infections caused by new strains of bacteria should commonly known as COVID-19. Import-export is a key economic sector of the national economy, performing the function of exchanging goods and services between domestic and foreign countries, and is an important part of the economy. Foreign trade activities also need to be managed according to a separate mechanism, yes special properties. The goal of the article is to improve capacity and promote market survey and investigation work grasp, anticipate changes in trade policy, these non-tariff barriers in some new markets.

**Keywords:** entrepreneurial capacity, import, export, Vietnam

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## 1. Introduction

### 1.1 General situation of Vietnam's economy after COVID 19

2020 is the year of a series of remarkable events. Oil prices have dropped sharply and the ongoing Sino-US trade war happen. Besides, geopolitical tensions between the United States and Iran continue to increase, adding to the changes weather. Among them, especially chronic respiratory infections caused by new strains of bacteria should commonly known as COVID-19. Trade agreements will take effect from 2020 job promote exports and growth GDP. Prevention strategy pandemic Effectiveness also creates a premise for Vietnam to get out of the crisis and become one of four level economies recover high in 2020. International Monetary Organization IMF predicts that Vietnam's growth rate by 2020 will about 2.4%; lower than the 7.02% increase in 2019. However, this is the result positive while export economies other in the world Have speed negative recovery under the impact of the epidemic

In the growing epidemic situation in the world seriously, Vietnam continues to record large construction projects; and total capital registered FDI growth strongly from September to November 2020. This is the time when the Da Nang outbreak was controlled ; immigration regulations of some \_ individual and the working group has begun reduce light ; attraction work FDI thus becomes less stressful than it was many months ago. Change in FDI proportion into industry due to the new social context.

### 1.2 Urgency of the topic

Import-export is a key economic sector of the national economy, performing the function of exchanging goods and services between domestic and foreign countries, and is an important part of the economy. Foreign trade activities also need to be managed according to a separate mechanism, yes special properties.

Today, with these In the constant movement of history, international exchange and cooperation plays an extremely important role big give work develop as well as protect and perfect and modernize Vietnam.

For countries , exporting their goods to the international market is a huge task necessary by not only bring Vietnam's products to the international market these progress , develop , learn from another country and give spread our country's civilization to the whole world. Therefore, the Party and State of Vietnam pay special attention to exports calling Many Vietnamese businesses invest develop Its products are for export

### 1.3 Objectives of the topic

Improve capacity and promote market survey and investigation work grasp, anticipate changes in trade policy, these non-tariff barriers in some new markets . Promote Vietnamese businesses to penetrate enter some net retail large in the international market.

Innovate and expand forms of trade promotion for export equal way increase apply IT and digital transformation in trade promotion activities, effectively combining trade promotion activities with development economic , cultural, social .

Build, consolidate and strengthen economic and trade relationships with many countries through implementation good commitments in bilateral trade agreements; negotiate Free Trade Agreements with partners that have been approved by the Government, attach importance to countries with high market capacity and are willing to open the market to import Vietnamese goods; Promote the search and signing of investment incentive agreements with a number of new potential partners.

## 2. Basis for argument

### 2.1 Startup concepts and issues

Import-export is an international trading business. It is not an individual trading act but a whole system of complex trading relationships organized both internally and externally with the aim of profit, promoting the development of commodity production, and transforming the economy economic structure, stability and gradually improve people's living standards. Import and export is an activity that can easily bring about sudden results but can cause great damage because it must confront a different economic system from outside that cannot be easily controlled by domestic entities participating in import and export can be made.

Import-export activities are implemented Complex with many operations and many stages like Research foreign markets, determine partner exporting , trading traders, step by step carry out procedures for negotiating, signing and organizing contract implementation until the goods arrive at the port, transfer ownership to the buyer , and complete payments. Each step and each operation must be scientifically researched and carefully placed in correlation together, take advantage exploit the dominance to obtain highest results and response demand necessary for domestic production and consumption

Difficulty about Prepare supplies: you need to have factories with capacity work Good aim Maintain continuity when supplying goods and handling many orders.

Requires solid knowledge in field import and export . If you are a business owner, you will need one understand Real sure these operations \_ and has many years of experience import and export to ensure no encounter Right errors in any any transaction . Otherwise, you will have to suffer extreme expenses \_ expensive for an Export transaction as well Complex and very high value.

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

Increase the localization rate: Strict rules of origin conditions in new generation FTAs will create favorable conditions for the direct production of raw materials to replace imports. From there, reducing the level of dependence on imported raw materials leads to an increase in the localization rate of exported goods , improving production efficiency, increasing

competitiveness and helping to create greater added value. for export.

Improve competitiveness: Improve competitiveness on three levels of industry, business, and product for countries participating in new generation FTAs. FTAs will help improve competitiveness and vice versa, businesses in participating countries must create competitiveness to meet the regulations in FTAs. From there, exported goods will be competitive within the bloc in particular and in the international market in general.

Developing the supply chain of goods: To make good use of tariff incentives, goods from countries participating in FTAs must meet requirements on export quality standards. This will promote the construction and completion of a complete supply chain from design, raw materials, marketing, and distribution in countries participating in FTAs.

Attracting investment: FTAs have the impact of promoting the formation of investment capital flows in the production and export of goods. Because commitments in new generation FTAs ensure high benefits and fair competition, towards sustainable development and support growth, new investors and investment markets appear, so investment capital flows Investment flows faster and stronger. From there, it opens up many opportunities in developing goods exports of member countries.

### 2.3. Factors affecting the startup capacity of businesses

#### 2.3.1 Group of factors outside the enterprise

##### ▪ Current exchange rate

Exchange rate is the price of foreign currency calculated in terms of domestic currency, or the comparative value between domestic currency and foreign currency.

In export activities, businesses must pay attention to this factor because it is related to the exchange of foreign currency into the business's domestic currency, thus directly affecting the export performance of the business. If the exchange rate exchange rate is greater than the export foreign currency rate, the enterprise can carry out export activities. On the contrary, if the exchange rate is smaller than the export foreign currency rate, the business should not export.

##### ▪ Export production capacity of each country

This ability ensures the source of goods for businesses, expressed in whether the products can be produced in volume, quality, specifications, designs, and whether they are suitable for foreign markets or not. This determines the competitiveness of products when businesses offer them for sale in the international market.

If a country has a developed level of science and technology, is capable of creating a variety of products, with international quality standards, highly aesthetic designs and affordable prices, then this is the place. This is a very favorable condition for businesses when participating in export activities. On the contrary, weak domestic production capacity, with monotonous and rudimentary products, will greatly limit the ability of businesses to compete and expand exports.

Currently, in our country the production capacity of exported goods is still low, exported products are still simple, and the quality does not meet international standards. This is a difficulty for foreign trade enterprises when participating in export activities.

#### ▪ **Competition level of domestic export enterprises**

On the one hand, competition has the effect of promoting the rise of businesses, on the other hand, it also suppresses and "drowns" weak businesses. The level of competition here represents the number of businesses participating in exporting the same industry or the same product that can substitute for each other. Currently, the government's policy of encouraging all businesses and all economic sectors to participate in export has led to an explosion in the number of businesses participating in export activities, thereby sometimes leading to unfair competition . healthy. This is a challenge for foreign trade businesses today.

#### ▪ **Level of development of the country's technical facilities**

This is a factor that belongs to the infrastructure for export activities. It includes the development of the transportation system, the development level of the communication system. These factors can enhance or limit the business's trading capacity, expand its export markets, and enhance or limit its export goods transportation services.

Above are the objective factors affecting the export activities of businesses. In addition, there are many other factors that businesses need to grasp and understand about.

#### **2.3.2 Group of factors within the enterprise. :**

This is a factor belonging to the enterprise that the enterprise can control and adjust in a positive direction to serve its export activities.

#### ▪ **Leadership and business administration capacity of the enterprise's board of directors**

This is a very important factor that determines the business success of the enterprise. Because the qualifications and business management capabilities of the board of directors of the enterprise allow the enterprise to have the right business strategies, ensuring that the enterprise can take advantage of the opportunities of international markets in the world. the basis of their inherent abilities.

#### ▪ **Qualifications and export business capacity of the business staff in the enterprise**

Sales staff are those who directly perform the work of the goods export process. Therefore, their qualifications and capacity in export activities will determine their work efficiency, which in turn determines the business efficiency of the entire enterprise.

#### ▪ **Financial capacity of the business**

Expressed in the scale of existing capital and the ability to mobilize capital of the enterprise. Financial capacity can limit or expand other capabilities of the enterprise, because capital is the premise for all business activities of the enterprise.

#### ▪ **Business strategy**

The business strategy of an enterprise has a significant impact on the business performance of the enterprise. If an inappropriate business strategy causes the business to suffer losses and lead to bankruptcy, if it is suitable (in the right direction) it will develop well.

#### **2.4. Improve the start-up capacity of businesses to maintain the competitiveness of the economy**

Up to now, there are many definitions of enterprise

competitiveness, but there is still no unified definition, because each approach can provide different perspectives on enterprise competitiveness.

According to Porter (1998), a business's competitiveness is the ability to maintain and expand market share and achieve high profits. Porter believes that to be able to compete successfully, businesses must have a competitive advantage, have lower production costs or be able to differentiate products to achieve higher than average prices.

With the view that competitiveness is synonymous with maintaining and enhancing competitive advantage, some economic experts believe that enterprise competitiveness is the ability to create, maintain, use and innovate. New advantages, creating higher productivity and quality than competitors, capturing a large market share, creating high income and sustainable development.

Thus, the competitiveness of a business is the ability to maintain, deploy, and coordinate resources to help businesses achieve their goals, creating competitive advantages, higher productivity and quality than competitors. Compete, dominate a large market share, create high income and develop sustainably.

#### **2.4.1 Solutions to improve competitiveness for businesses**

In the context of increasingly deep international integration, especially with Vietnam participating in new generation Free Trade Agreements (FTAs), improving competitiveness has become a vital issue for businesses. The key to improving the competitiveness of Vietnamese enterprises in general lies in the hands of the State and each enterprise itself. Accordingly, to improve the competitiveness of businesses in the new context, it is necessary to focus on the following groups of solutions:

#### **2.4.2. For the State**

To help businesses improve their competitiveness, 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 repel actions that create unofficial costs for businesses; Cut and simplify regulations on investment, land, construction, tax payment, and social insurance to improve Vietnam's Business Environment Index to reach the average score of ASEAN 4. At the same time, no stop 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.

Along with that, the State needs to support businesses in a number of industries that rely heavily on imported input materials such as textiles, garments, metal fabrication, and automobiles to restructure their sources of raw materials, materials, and spare parts; Focus on developing supporting industries and a number of important basic materials industries such as manufactured steel, fabrics, new materials... to overcome dependence on imported raw materials and components. password; Develop quickly and intensively in a number of foundation industries and strategic industries with competitive advantages; create conditions for the formation of large domestic economic groups in the industrial sector with a leading role in industry development and the ability to compete in regional and world markets...

### 3. Research Methods

#### 3.1. Data sources

In all areas of business, customers play an important role. This is a factor that helps businesses develop, expand business activities and earn revenue. For specific fields such as import and export, if you do not know how to find customers, it will be very difficult to stand firm in the market. So what is import and export customer data? What ways are there to find import and export customers? And here are some of our suggested data sources such as:

- Yellow Pages - business directory (trangvangvietnam.com)
- Company Profile ( hosocongty.vn)
- Search on google for import-export companies
- Social networking sites: Facebook, Twitter, Youtube, LinkedIn, Tiktok, Instagram..
- Search through e-commerce sites such as: Alibaba, E21c, Tradekey, Go4worldbusiness, Tradeindia, Indiamart.

#### 3.2 Collection method

Collecting data in the process of researching socio-economic phenomena is a very important stage. Collecting data takes a lot of time, cost and effort, so choosing the appropriate data collection method to achieve the highest efficiency.

The method of collecting relevant secondary data requires search work, consisting of two interconnected stages:

Step 1: Determine whether the type of data you need is present in the form of secondary data.

Step 2: Locate the exact data you need

- **Secondary data collection method**

According to Wikipedia's definition: Secondary data is data that is already available, not collected by ourselves, has been published, so it is easy to collect, costs less time and money in the collection process, but is an important type of document. in marketing research as well as other social sciences.

- **Primary data collection method**

Primary data is data that is not yet available, collected for the first time, collected by the researcher himself. In fact, when secondary data does not meet research requirements, or cannot find suitable secondary data, researchers will have to collect primary data.

- **Data analysis method**

First, determine the information needed for the research. Such information includes:

- Characteristics of the recent motorbike market.
- Revenue, market share, competitors of Honda Vietnam, especially scooters.

Second, find the data source. The above information is collected through newspapers, magazines, the Internet.

Third, collect information. Through data sources, collect the desired information. The information collected must be arranged scientifically and systematically and clearly state the source, author's name, date of posting... this is extremely important because it is a guarantee of auditability, information as well as the authenticity of the information.

Finally, based on the information we search, we evaluate and filter the good information to include in our article.

- **Research Process**

The customs clearance process for imported goods will depend on different types of goods and businesses will need to do different procedures. However, a basic process will include 9 steps.

**Step 1:** Determine the type of imported goods

**Step 2:** Sign a foreign trade contract

**Step 3:** Check the set of goods documents

**Step 4:** Register for specialized testing

**Step 5:** Declare and transmit the customs declaration

**Step 6:** Get delivery order

**Step 7:** Prepare customs documents

- Copy of ID card.

- Copy of bill of lading.

- The original bill of lading has been stamped by the company's leaders.

- Fee.

**Step 8:** Pay taxes and complete customs procedures

**Step 9:** Complete procedures to change orders and transfer goods to storage warehouse

**There are a number of issues that businesses need to pay attention to in the process of importing Vietnamese goods such as**

Number of imported items, number of items declared on each declaration

Tax rate and taxable value of goods

Conditions for registration of declaration

Tax payment deadline for imported goods.

### 4. Research results and discussion

#### 4.1. Characteristics of the import-export industry

Regarding export: The circulation of export goods is carried out in a closed cycle, which is purchasing domestic goods and exporting goods abroad. The currency used to pay for exported goods is the currency agreed upon by both parties. Because they belong to different countries, have different consumption customs, and different foreign trade policies, export performance is also affected by changes in currency exchange rates. In Vietnam, the types of goods often exported are agricultural products. There are also seafood, clothes, shoes, etc. Exported goods must have high quality, beautiful designs, and meet standards depending on the country where they want to import them. Geographical conditions, means of transportation, conditions and payment methods greatly affect the business process, delivery times are quite far away. All of the above has created uniqueness and complexity in the industry.

Regarding imports: Again subject to many legal sources such as foreign trade and international treaties, national laws of relevant countries. Import business is a business that takes place on a national scale, so the area is large, the procedures are complicated, and the implementation time is long. During the import process, unwanted risks related to the goods may occur. Importing is an opportunity for businesses across the country to cooperate long-term. International trade affects the economic and political relations of exporting countries, contributing to the development of foreign economic relations.

Import-export activities are more complicated than domestic business activities because the market is large and difficult to control. Influenced by many different factors such as the economic, political, legal environment... of different countries. Payment in foreign currency, goods transported

across national borders, must comply with international trade practices. The State manages import and export activities through policies such as tax policies, quotas, other legal documents, and regulations on import and export goods.

#### **4.2. Current status of startup capacity in the import-export industry compared to other sectors of the Vietnamese economy**

In the context of covid and post-covid, the consumption market for exported goods faces many difficulties and cannot recover in the short term, putting Vietnamese export enterprises at risk of losing market share in many markets. big in the world. Traffic, transportation, logistics, information technology, and energy infrastructure are outdated and slow to be renovated and upgraded; Transport and loading capacity is limited, administrative procedures are still complicated, causing customs clearance time to be prolonged, costs to increase, many services serving import-export business must be rented or purchased from foreign countries. The training system is not really linked to reality, moreover, most universities only provide basic training and do not have specialist training programs. Therefore, professional human resources to implement marketing and trade promotion strategies of businesses are still limited, market research and development, product development, and promotion of new products to consumers are still limited. Using foreign countries is not effective, applying e-commerce in marketing and export promotion is not effective. Market research and forecasting capacity is limited. Capturing information, identifying policies and changes in the world market for strategic business management planning of enterprises is still weak, while the ability to adapt to new contexts in the international market of export enterprises still has many limitations. In addition, the technical facilities for import and export development are still lacking and limited, especially in inspecting and controlling imported goods or conducting testing, verification and certification activities. Recognize conformity for exported goods that meet regulations, technical standards, animal and plant quarantine and environmental standards of the importing country. Legality is more complicated when importing and exporting to some countries, legal tariff barriers hinder the ability to import and export.

#### **4.3. Strengths (S) and weaknesses (W) of start-up capacity in the import-export industry**

##### **4.3.1 Strengths of start-up capacity in the import-export industry**

Vietnam's geographical location is the dream of many countries around the world. With a humid tropical monsoon climate, diverse nature and profound influence of the sea, our country receives rich resources in mineral and biological resources along with convenient transportation. Convenient, long sea route. This is an advantage when developing the import-export industry

Regarding socio-political and other development potentials, stable natural resources, abundant labor resources, low labor costs, increasingly perfect infrastructure, modern science and technology increasingly innovative and creative.

The country's position and reputation are increasingly improving in the international arena, the process of international economic integration is deeper and more effective, and the confidence of businesses and people increases.

State management agencies from central to local levels always listen and answer questions from investors and businesses through conference organizations.

##### **4.3.2 Weaknesses of start-up capacity in the import-export industry**

Human resources and engineer training are not methodical, mainly from domestic research students. Therefore, there is a lack of high quality and skilled human resources.

Economic strength is still limited and underdeveloped, stemming from basic limitations and weaknesses such as lack of financial resources, investment capital, technological backwardness, and exploitation of natural resources. minerals, soil, water) are not sustainable and effective, the problems of environmental pollution and waste pollution lead to increasingly depleted resources and poor technical infrastructure.

Policy response capacity is limited, Vietnam's labor productivity is still low compared to other countries (Singapore, Malaysia, Thailand). If there are no measures to improve labor productivity, it will be difficult for Vietnam to maintain growth momentum.

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

##### **4.4.1 Opportunities for Vietnamese businesses in the context of digital transformation**

Firstly, improve the efficiency of production and business activities of the enterprise

Second, expand markets and establish partnerships.

Third, help businesses redirect production and business activities based on digital platforms.

##### **4.4.2 Challenges for Vietnamese businesses in the context of digital transformation**

First, the capacity and resources of Vietnamese enterprises are still limited

Second, businesses' awareness of digital transformation is still weak

Third, there are still many concerns about applying information and communications technology to business activities

Fourth, the legal system regulating this field is still overlapping and incomplete.

#### **4.5 Solutions to improve start-up capacity of businesses in the import-export industry:**

- **Implement correct and consistent policies on international integration**

For Vietnam in particular and the world in general, globalization and economic integration are currently top priorities. For businesses that are in the process of starting a business and focusing on the import-export industry, businesses need to clearly grasp the role of international economic integration for the purpose of exporting their products abroad and Importing quality raw materials and goods from abroad to provide consumers with the most optimal and quality products.

- **Strongly develop product quantity and improve export quality**

When businesses first start participating in the import-export industry, they need to focus on investing in technological innovation to improve the quality of their products. This will

help the product be recognized as meeting international standards and quality, helping businesses export products easily.

▪ **Looking for diverse export markets with stable development and high foreign investment:**

Finding export areas with developed economies and applying global economic, trade, financial and monetary institutions will help businesses gain large profits from exporting goods, contributing to helping businesses develop further in the long term.

▪ **Import quality raw materials**

Importing quality raw materials to produce products to deliver to consumers will contribute to strengthening customer trust, from which the business will have a stable number of loyal customers and increasingly receive more customers. known potential.

## 5. Conclusion and recommendations

### 5.1 Conclusion

It can be said that currently the import-export industry is a very important activity for a country because it plays the role of circulating goods from one country to another for the purpose of exchanging goods and developing the economy of the countries. water. Vietnam is a country in the process of rapid economic development, so promoting the import-export network of goods is very important for business owners who wish to develop their company's network of operations for foreign customers. with both domestic and foreign markets. For businesses that choose import-export as their main business, because this is a specific business field, besides the advantages and opportunities when choosing to start a business, there are still many limitations and challenges. for businesses in the development process. Not everyone can become an international trader. This is not a profession for people who are afraid of selling. Therefore, in choosing the import-export industry as the business's startup orientation, business owners need to be enthusiastic about their work and excited about working with people of many different cultures. Always have new ideas and new products for your work, always be dynamic and know how to skillfully handle situations that arise during business operations. Currently, the import-export industry is one of the leading business fields that our government cares about and prioritizes with the criteria of improving the circulation of goods, expanding markets, and contributing to building relationships. do business with other countries to promote the development of Vietnam's economy. Therefore, when businesses choose import-export business, they will receive favor and support from the state, while contributing to promoting the economic development of our country. It can be said that this is a profession that has many opportunities and also many challenges for businesses.

### 5.2. Suggestions and recommendations

#### 5.2.1. For state and government agencies at all levels

The state needs to diversify export markets, in addition to focusing on developing markets for key export products that are highly competitive, have high added value or product groups with a high proportion of export turnover. large aperture.

The State should build, amend and supplement economic and trade mechanisms and policies and implement them

synchronously on a regular basis.

Focus on innovating growth models based on depth and quality, reorganizing and restructuring industries and businesses.

It is necessary to focus on investing in building synchronous, modern infrastructure with high connectivity.

Focus on improving and enhancing the competitiveness of businesses and export products on the basis of appropriate business strategies, innovating business methods, strengthening the potential of businesses and developing partnerships. domestic and foreign connections.

Focus on promoting bilateral and multilateral negotiation activities with key markets and market areas with great potential for the state.

Besides, it is necessary to promote communication activities and information about international markets, export and import products.

#### 5.2.2 For businesses in the import-export industry:

Enterprises improve their management capacity, especially financial management. Focus should be placed on training good personnel and retaining good personnel.

The company needs to plan and conduct market research, identify customers with potential to consume the company's products and services in new markets.

Always pay attention to equipping yourself with knowledge about legal regulations related to customs, import-export, and foreign exchange.

#### 5.3 Sustainable solutions to improve the start-up capacity of import-export enterprises:

Enterprises need to focus on removing barriers to investment and business activities due to overlaps, contradictions, unreasonableness, and differences in legal regulations.

Focus on promoting management reform and specialized inspection of exported and imported goods. Focus on promoting land registration reform and land administrative management innovation.

Strengthening reform, reduction, and simplification of administrative procedures and business regulations associated with promoting decentralization, empowering localities, and inspection and supervision

Actively participate in international cooperation activities associated with implementing domestic reforms in the business environment and improving the competitiveness of businesses.

Always closely follow the situation, proactively, flexibly, decisively, and seriously implement quickly, effectively, and comprehensively policies and solutions

Focus on proactively building policies and preparing necessary resources to deploy long-term solutions to handle business problems during the start-up process.

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