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Analyzing and comparing distribution policies of Samsung and Huawei in Vietnam

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Abstract

This article provides a basic understanding of the concept of distribution and issues related to distribution policy and the effectiveness of distribution strategies of enterprises through research and comparison. Compare the distribution policies of two enterprises that dominate the world's leading smartphone market share. The analysis results show that building a marketing strategy, more specifically, a reasonable and effective distribution policy of the business

will help businesses expand market share quickly, which is one of the measures. effectively help businesses increase sales as well as profits. Finally, the article proposes some recommendations and solutions for startups or small and medium-sized enterprises in Vietnam to refer to in formulating their distribution policy to achieve the highest efficiency.

Keywords: Marketing, Activities Marketing Activities, Marketing Mix Strategy, Distribution, Channels Distribution, Distribution Policy, Huawei, Samsung, Vietnam

1. Introduction

In the marketing activities of the business, the role of each policy depends a lot on determining the location of the specific goods that the business does and the strategic business goals of each business. However, reality proves that distribution policy plays a very important role in marketing activities of enterprises. Specifically, after the product is completed and released to the market, the next stage of marketing activities is to determine the methods and distances or channel selections to be used to deliver the goods to the consumers. Therefore, a reasonable distribution policy will make the business process of the enterprise safe, enhance the ability to link in business, reduce competition and make the process of goods circulation faster and easier. effective.

Especially in today's vibrant market economy, a good distribution policy is a very important factor to bring businesses to success. It helps businesses gain a long-term advantage in competition, when advertising campaigns or price cuts only have a short-term advantage, because other businesses quickly follow, leading to reduced profits. shot or zero.

According to statistical reports from Gartner, a leading information technology research and consulting company in the world, Samsung is currently leading the global mobile phone market with a market share of over 22% - almost double Apple's market share. One of the reasons for Samsung to dominate the world market is the wide product coverage of this brand's market segments, while other brands only exploit one or a few segments. However, it is worth mentioning that a new rookie entered the domestic mobile phone market in China since 1993, Huawei, but with just over 2 decades, has risen to occupy the second position. worldwide in smartphone sales with a growth rate surpassing that of giant Samsung.

How can the big Samsung take the throne of the smartphone world and Huawei can quickly usurp Apple to take the second place and the next goal will be to usurp such a big Samsung? The research results obtained in this article answers the above question but also helps the reader better understand the urgent effectiveness of the distribution policy. It is also the basis for proposing recommendations and providing suitable solutions for businesses that want to expand and develop the market.

2. General Theoretical Basis

2.1 Distribution related concepts

2.1.1 Distribution

Distribution is the economic process and organizational conditions involved in directing and transporting goods from the point of production to the point of consumption. Distribution includes the entire process of activities in space and time to bring the product from the place of production to the final consumer. Distribution in Marketing is not the distribution of gross social product or the distribution of national income. Distribution is an important part of the Marketing Mix. Marketing coordination

includes the following elements: suppliers, intermediaries, warehouse systems, yards, means of transport, stores, and market information systems.

2.1.2 Distribution strategy

According to Philip Kotler - a world famous American marketing professor, known as the father of modern marketing: *"Distribution strategy is a set of principles principle by which an organization hopes to achieve its distribution objectives in the target market."*

2.1.3 Distribution channel

There are many different definitions of distribution channels depending on the point of view of manufacturers, manufacturers, intermediaries and some authors such as: According to Philip Kotler: *"A distribution channel is a group of organizations participating organizations and individuals in the process of getting the product from the producer to the consumer."* From the point of view of the distribution function: a distribution channel is a system of logistics (logistics) aimed at delivering a product, service or solution to the consumer at a certain time and place. From the point of view of the management function: a distribution channel is an organization of relationships outside the enterprise to manage the distribution and consumption of products in order to achieve the enterprise's goals in the market. Each concept has its own concept, but all show that distribution channels play an important role for businesses/production units. The distribution channel system is a key external resource, equally important as the key internal resources in an enterprise such as people, means of production, research and design. It is a major corporate commitment to many independent distribution companies and to the specific markets they serve. *"It is also a commitment to a series of policies and practices form the basis of many long-term relationships. (according to Raymond Corey, professor at Harvard Business School, USA and an expert on industrial marketing).*

2.2 The nature of the distribution channel

2.2.1 Why is there a need for middlemen?

Direct distribution requires a huge investment of time, money and manpower to operate it. Meanwhile, when using distribution intermediaries, the volume of products sold will increase by ensuring wide distribution and bringing products to the target market quickly. The intermediary system will help businesses regulate the supply and demand of goods, reducing the geographical distance between producers and consumers. The members between the producer and the final consumer (if any) are called distribution intermediaries. The following types of distribution intermediaries are possible:

- Dealers: are distribution intermediaries that buy the manufacturer's products and sell them to other intermediaries or to industrial customers.
- Retailers: Distribution intermediaries that buy products from manufacturers or wholesalers and sell products directly to end consumers.
- Agents and brokers: are distribution intermediaries who have the power to sell products on behalf of the manufacturer. Dealers and brokers do not take ownership of the product.
- Distributors: Distributors in the industrial market, or wholesalers.

2.2.2 The role of distribution in the marketing mix

Distribution acts as a bridge between production and consumption. Any manufacturer tries to establish a distribution system of goods to consumers directly or indirectly through intermediaries or specialized distribution companies. Therefore, it can be understood that the use of intermediaries in the operation of the distribution channel will affect the control and sales of the enterprise, related to the whole process of determining and organizing the operation of relationships. to meet the company's distribution goals.

2.2.3 Functions of distribution channels

Bringing the supply and demand of a product together in the marketplace requires the implementation of many services with a distribution function. These services depend on the product itself, on the distribution channels used, on the end users of the product, and on how the organization conducts distribution in the market. The distribution process consists of two main functions:

1. Change of ownership of assets, successive transfer of ownership of assets from producers to consumers through intermediaries of trading activities; and
2. Moving goods (transportation, storage, packaging, etc).

2.2.4 Distribution channel organization

The distribution channel is structured as follows:

- The top of the funnel: this is where the product begins to come out. This is usually a manufacturer, importer or supplier.
- Mid-channel division: includes intermediaries or no intermediaries. Intermediaries are usually traders, agents or brokers.
- The end of the channel: where the goods end their movement. Those are the consumers. Consumers are individuals or other producers or organizations.

Distribution channel organization system can be divided into the following forms:

- Traditional distribution channel
- Vertical distribution channel system
- Horizontal distribution channel system

The process of setting up a distribution channel strategy:

Channel building or design is all the activities involved in developing new distribution channels where they did not exist before or to improve existing channels (Philip Kotler, 2009).

2.3 Distribution Policy

Distribution policy is an integral part of the synchronous combination of marketing strategies and economic policies. Distribution policy plays an extremely important role in marketing activities. A reasonable distribution policy will make the business process safe, strengthen the ability to link in business, reduce competition and make the goods circulation process fast and efficient. Distribution policy depends a lot on product policy and pricing policy.

The distribution policy is an active and effective tool in the formation and development, adjustment and management of the commodity market, revitalizing and enriching the domestic market in the relationship with the market. regional and international schools.

3. Research methods

3.1 Methodology

During the research process, Group 3 was aware of the importance of distribution policy in marketing activities in particular and production and business activities of enterprises. Basic knowledge of distribution policy from the most complete and complete documents of famous professors published and published such as those of Professor Philip Kotler, the "father" of modern marketing and is considered the only marketing legend, or Professor Raymond Corey, an expert on industrial marketing and the creator of the first course on the subject at Harvard Business School that he teaches. The documents are published and published in Vietnam, we focus on researching the knowledge of marketing, distribution policy in famous scientific works and the latest teaching and reference materials. Nguyen Hoang Tien for the period of 2019 to 2020 because this is the explosive period of distribution activities of major technology corporations in the world. Besides, we also consult and research documents from books, newspapers, magazines, internet and research and teaching works of other experts in the same field.

3.2 The method of data collection

Data on the production and operation of Samsung and Huawei are obtained from reports, data collected or researched from reputable organizations such as Gartner, with expertise in the same field, from scientific works, relevant studies and on the official websites of these two corporations.

4. Research Results

4.1 Company Overview Samsung and Huawei

4.1.1 Overview of Samsung

Samsung Group is a giant multinational corporation of Korea whose headquarters is located at Samsung Town complex, Seocho-gu district, Seoul city, South Korea. This group currently owns many subsidiaries, a chain of sales systems and representative offices worldwide, most of which are operating under the brand name Samsung, this is a multi-industry conglomerate. Chaebol) has the largest scale and influence on the economy in Korea in particular and is also one of the most expensive technology brands in the world today.

Samsung Group was established in 1953 with many business lines: manufacturing cars, electronics, chemicals, airplanes, ships, trading, hotel business, amusement parks, building houses, skyscrapers, textiles, food making, etc., including many subsidiaries, notably Samsung Electronics Co., Ltd (the largest electronics company in the world by revenue, and large) 4th in the world by market value in 2012), Samsung Heavy Industries (the world's 2nd largest shipbuilder, behind only Hyundai Heavy Industry), Samsung Engineering and Samsung C&T (the world's second largest construction companies, respectively). 12th and 36th largest in the world).

The early products of Samsung Electronics were mainly electronics, home appliances including televisions, computers, refrigerators, air conditioners and washing machines, and since the time Samsung Electronics was founded in 1969 Up to now (on the basis of the merger between two companies Samsung Electric Industries and Samsung Semiconductor & Communications), Samsung Electronics has rapidly developed into a global electronics

and information technology company, managed on 200 affiliated companies worldwide and the world's largest in terms of revenue since 2009. Especially, in the smart mobile phone product segment, for many years Samsung Electronics has always been the world's leading corporation. in terms of sales as well as global coverage.

4.1.2 Huawei Overview

Huawei was founded in 1987 with the initial business of manufacturing telephone switches, then expanding into telecommunications network construction, service provision, consulting equipment and transportation. operates for businesses inside and outside China, and manufactures communication equipment for the consumer market. By the end of 2018, Huawei had about 188,000 employees, with about 80,000 people involved in Research and Development (R&D) Centers. Currently, Huawei has 21 R&D centers around the world with a total investment of more than \$15 billion (in 2018).

Huawei products are available in more than 170 countries. More than 1,500 partners help the company provide products and services to a third of the world's population. In 2012, this group surpassed Ericsson to become the world's largest supplier of telecommunications equipment, and in 2018 officially surpassed Apple to become the second largest smartphone supplier. 2 in the world, just behind the manufacturer from Korea is Samsung Electronics. Huawei is ranked 72nd among the largest global enterprises by Fortune Global 500. In December 2018, the company's revenue reached \$108.5 billion, up 21% from 2017. Currently, Huawei is also considered the world's No. 1 5G technology supplier.

4.2 Comparative analysis of distribution policies of Samsung and Huawei

4.2.1 The current status of Samsung's distribution policy in Vietnam

In Vietnam market, Samsung Electronics officially joined in 1996 under the name Samsung Vina Electronics Co., Ltd (SAVINA) on the basis of establishing a joint venture company between TIE Joint Stock Company (Vietnam) and Samsung Electronics. In March 2008, Samsung Electronics Vietnam Co., Ltd (Samsung Vietnam) was officially licensed by the Vietnamese Government to establish and operate in Bac Ninh province (a company with 100% foreign capital) with a scale of land use is 100 hectares and total initial investment is 670 million USD. Initially, Samsung Vietnam built a factory with a capacity of 1.5 million mobile phones/month with about 2,300 employees working continuously. In October 2009, the most modern closed cell phone production, assembly and application factory (SEV) was inaugurated and put into operation by Samsung Vietnam in Yen Phong, Bac Ninh province in October 2009. Being on a strong development momentum, along with the incentives from the State's policies, Samsung Vietnam has a large investment in the Thai Nguyen high-tech complex (SEVT) in Yen Binh Industrial Park with a total investment capital amounted to 2.5 billion USD in 2013 and this technology complex came into operation in March 2014. During the same period in July 2013, Samsung Electronics acquired 20% of the charter capital of TIE Joint Stock Company in SAVINA and Samsung Vietnam officially became a 100% foreign owned enterprise. So, from 1996 entering Vietnam in the form of a joint venture,

by 2013, Samsung Electronics did business in Vietnam completely in the form of 100% foreign capital.

Samsung Vietnam has organized a nationwide sales channel through the following distribution channels:

Senior Distributor (official distributor):

Being a commercial intermediary plays an important role in the distribution of Samsung's products. In the relationship with the company, the main distributors perform the relevant work within the scope of their rights and responsibilities signed in the contract. Senior distributors are responsible for implementing promotions and product marketing plans for their customers below, besides, they also need to provide market information such as new products... through the sales force.

The largest official distributor for Samsung mobile phones in Vietnam is Phu Thai company. Phu Thai is one of the major distributors in Vietnam, specializing in distributing consumer products with more than 15 years of experience and a huge logistics system. Phu Thai's system has more than 30 subsidiaries, 8 main warehouses and 5 sub-warehouses nationwide. Therefore, when Samsung selected Phu Thai as its official distributor, it helped Samsung quickly expand its phone distribution network to wider consumers and bring better benefits to Samsung dealers. There are also other distributors such as Viettel import-export and trading company, PetroVietnam General Services Corporation (PSD). As for other Samsung electronic products in Vietnam, there will be specialized official distributors such as printer distributors who are Digital Word (DGW) distributors.

After the product is available at official Samsung distributors, it will quickly be distributed to the whole country through agents and retail stores nationwide. With distribution through official distributors, Samsung saves a number of costs (space rental, electricity, water, etc.) to bring about business efficiency. On the other hand, through this form, Samsung easily controls its distribution system than directly through the company's sales force without intermediaries.

Retail agent:

Resellers can obtain products from official distributors. Samsung mobile products are retailed in most electronics supermarkets, retail stores of phones, electronic devices, offices, etc. Regarding the mobile phone retail system in Ho Chi Minh City, you must mention famous names such as Mobile World, Telecommunications A... Here customers can buy any Samsung product. In addition, there is a dense network of phone shops and electronics supermarkets in the market, providing phone products as well as accompanying components for customers. In the Hanoi market, a network of electronics supermarkets is distributed throughout the districts, some supermarkets such as Topcare, Tran Anh, Pico... Besides, there is also a dense system of retail stores that also distribute products by Samsung. Especially now that the Mobile World's store system is present in most of the provinces and cities in the country, with the above retail system, Samsung's products are easily accessible to consumers and customers. bring great business efficiency for Samsung Vietnam.

Inside:

- Channel A: A direct channel where the manufacturer

directly sells products through its sales force. Samsung's electronic components products will mainly be sold through this channel. Because, this channel is applied in the case of large-scale buyers and customers, requiring strong negotiation efforts, and products often have high unit prices. The sale is done entirely by the company itself. And the fact shows that in the international market, the partners and customers of Samsung Electronics in the components business are big giants in the electronics field such as Sony, Apple, Dell, Hewlett-Packard, Verizon Wireless, etc. AT&T and the orders these tycoons often place in bulk are for assembly.

- Channel B: An indirect channel consisting of a number of intermediary electronic industry for approach people consumption. Samsung Electronics has successfully applied this distribution channel in the US, with the opening of more than 1,400 retail distribution stores in cooperation with Best Buy. Best Buy partnered with Samsung Electronics to build retail stores at Best Buy's own premises with consumer zones such as "Smart Samsung Service" and "Samsung Experience Consulting". The fact that Samsung Electronics built such a distribution channel in the US has reasons such as, first, the consumer market in the US is a large market, the consumption power of the people is high, people live a capitalist lifestyle so often When shopping, they often go to big shopping centers or big electronics centers, care about quality more than price, so Samsung's investment in combination with Best Buy, a large electronics center in the US, with high-end investments in quality for Samsung's own corner, will bring great advantages. The selection of an intermediary, Best Buy, also speaks to the criteria for choosing Samsung's intermediary members, which must be members with high reputation, large market coverage as well as a foothold in the market.
- Channels C and D: In these two channels appears a new element, a Manufacturer's Representative or Sales Branch. Both of these channels are indirect channels, either through the Manufacturer's Representative for consumer contact or direct distributor contact. In Vietnam today, Samsung Electronics is represented by Samsung Vietnam Company, and also has two production workshops in Bac Ninh and under construction in Thai Nguyen. Samsung Vietnam has three official distributors for mobile phone products, namely Phu Thai Co., Ltd., Viettel Import-Export Company and PSD company (Petroleum General Distribution Services Joint Stock Company). Through official distributors, Samsung Electronics' product lines are brought to consumers through stores and retail systems nationwide such as The Gioi Di Dong, Nguyen Kim, etc. as mentioned above.

It can be seen that distribution channels C and D are being effectively applied by Samsung Electronics in Vietnam. While using this distribution channel causes the manufacturer to give up some control over the marketing of its products due to the many distribution intermediaries, Samsung Electronics is able to maintain indirect control through some actions such as providing sales training... However, at present, in mobile phone reseller centers, there are still separate consultants about Samsung Electronics, such as the new Samsung Vietnam signed a

contract with Mobile World mobile retail system to build a private corner with exclusive benefits for customers who come to buy Samsung phones. In addition, we also fully realize that Samsung Electronics' choice of a long-term indirect channel in Vietnam is also a reason, because Vietnamese consumers' characteristics are love for diversity, there are many choices to compare, always want his choice to be correct. With that mentality, they often choose large mobile phone centers with many different brands and Samsung has very well grasped this consumer taste of Vietnamese people. That is why Samsung Electronics has established and selected such a distribution channel.

4.2.2 The current status of Huawei's distribution policy in Vietnam

Huawei has set foot in the Vietnamese market since 2006 with the launch of telecommunications products, but in the smartphone product segment, it has only started selling products since 2015.

Although not establishing a 100% owned enterprise in Vietnam to expand business activities, production and distribution of products like Samsung, Huawei quickly achieved impressive results in the Vietnamese market and increased growing at breakneck speed thanks to the strategy of expanding distribution channels to over 3,000 direct retail points nationwide. For the indirect channel, Huawei cooperates with the four largest distributors and retailers in Vietnam today, namely The Gioi Di Dong, Viettel Store, FPT Shop, and Telecommunications A. mid- and high-end smart phone products. At the same time, Huawei promotes branding activities concentrated in big cities such as Hanoi, Ho Chi Minh City, Da Nang, Can Tho and Hai Phong. Especially, the online sales channel is evaluated and determined by Huawei as an effective sales channel, so Huawei has agreed with Mobile World every two to three weeks to conduct online sales only and right after the end. Online sales program, distributors will deploy direct sales in all channels.

The fact has proven that the application of sales through the above distribution channel has helped Huawei succeed in launching new products: Huawei nova 2i immediately created new records of super-fast sales: Breaking the record on the market. Mobile World - 1,000 orders were placed after only 3 hours of opening, 6,000 units "sold out" after 11 days for both pre-orders. In addition, Huawei nova 2i is mentioned as the best-selling product in direct sales channels since its launch date at retail stores from November 3, 2017. Huawei's strategy of widespread distribution and presence at reputable points of sale has both helped the company quickly reach users quickly and at the same time increase the reputation of the product.

However, up to now, after being imposed sanctions by the US government, Huawei is facing a ban from providing telecommunications infrastructure and smart phones in the US market. as well as being discontinued by hardware and software vendors. This event is assessed to directly affect not only Huawei's manufacturing operations, but also Huawei's customer experience as their users cannot use closed-source Android requirements including YouTube, Play Store and Google Maps including Vietnam market due to the special feature of Vietnamese consumers when using smart mobile phones, most chapters like YouTube, Play Store and Google Maps are programs often used.

4.2.3 Compare and evaluate distribution policies of Huawei and Samsung in Vietnam

Based on research on distribution policies of Huawei and Samsung through marketing and distribution strategies and activities in Vietnam market, which are officially announced at Samsung Vietnam's website and Huawei's homepage, as well as other information about Information collected from the official retail distributors of these two famous corporations, we can draw an analysis and compare the difference between product distribution policies, namely product lines. Smart mobile phones of these two corporations in Vietnam market are as follows:

5. Conclusion

Over time, we researched and researched the distribution policy of two corporations Samsung and Huawei in Vietnam based on the knowledge learned from Marketing Management, research and teaching materials of professors, PhD in the industry as well as very realistic and up-to-date figures collected from the current production business situation of these two corporations from reputable organizations, we realize that distribution of goods is a very important stage in the production and business cycle of an enterprise. Businesses can produce high-quality products, but if they do not establish appropriate distribution channels, it is very difficult to bring products to consumers. Therefore, building and developing an effective distribution system is always a matter of business survival.

Distribution channel is a collection of intermediaries selected and decided by the manufacturer to bring the product to the market in the most effective way with the lowest cost. To build a distribution channel for businesses, it takes a lot of time and money. Therefore, up to now, there are very few businesses that are satisfied with their distribution channels, because many businesses do not have a strong and effective distribution channel to deliver products to their target customers because that is the distribution policy is not effective. Many business owners today are having a headache because their distribution policy is not effective in the market. For both Samsung and Huawei, they are considered "witches" in marketing management activities in general and distribution activities and strategies in particular. Therefore, they both hold the leading positions globally in terms of sales and bring huge business results to their own businesses.

From the results drawn in the study and comparison of distribution policies of these two corporations, we think that Vietnamese manufacturing enterprises want to protect their "home ground position" as well as "reach out to the big sea". In the process of global integration, it is necessary to pay more attention to researching and perfecting the reasonable distribution policy of their business in addition to diversifying products, always ensuring product quality to meet the maximum requirements. multiple market needs. Thus, it is possible to affirm its position in the market in terms of both size and quality, gain the trust of customers and maintain the loyalty of customers to use products.

To do that, we recommend some measures as follows:

1. The State needs to have policies to create conditions to further promote the awareness of businesses in understanding the importance of marketing strategies and distribution policies for business operations through creating a legal corridor. relevant management, protect

the activities of domestic enterprises, improve the infrastructure system to promote the production and business process of enterprises.

2. Businesses need to strengthen relationships with distributors and agents so that they are loyal to their brands, because this is the channel to develop the market and promote sales growth as quickly as possible.
3. Enterprises need to develop reasonable price and product policies to stimulate distributors to promote their product consumption, instead of giving priority to promoting product consumption of brands. appeared with high discount policy such as Samsung, Huawei, Apple, Oppo.
4. Enterprises need to pay more attention to and pay more attention to exploration, market research, and marketing activities, in order to improve brand recognition and image of their business in the minds of customers.

We fully believe that, if Vietnamese enterprises take the initiative in improving and applying the above-mentioned measures combined with the support of the State, Vietnamese enterprises can complete with confidence. to affirm and maintain its brand in the domestic market as well as reaching out to the world.

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