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Comparative analysis of the brand strategy of Big4 logistics companies in Vietnam

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Abstract

Along with the strong development of the world economy in the direction of globalization and regionalization, the role of logistics has become increasingly important as a tool to link activities in the chain. Global Value Chain (GVC) from supply, production, circulation and distribution to market expansion for economic activities. As the global market develops with technological advances, especially the opening of markets in developing and underdeveloped countries, logistics is considered by managers as a tool, a means of linking sectors. different areas of corporate strategy. The term logistics has also been officially defined in the Commercial Law 2005: "Logistics services are commercial activities whereby traders organize to perform

one or more jobs including receiving goods, transporting, storing, storage, customs clearance, other paperwork, customer consultation, packaging, marking, delivery or other services related to goods as agreed with the customer for remuneration." In simpler terms, Logistics is the process of planning, implementing and controlling the movement of goods or information related to raw materials (inputs) and final products (outputs) from the point of origin to the point of consumption. On the basis of comparative analysis of brand management of big 4 logistics companies in Vietnam, the article presents comparative situations and proposes solutions to develop and improve the brand quality of logistics companies.

Keywords: Brand Strategy, Big4, Logistics, Vietnam

1. Reason for choosing the topic

According to the current common trend in the world, the objects of brand strategies are gradually shifting from products to enterprises producing those products. Corporate brand strategy reveals more outstanding advantages than that. With a strong corporate brand, businesses have to spend less and achieve higher efficiency than scattering resources into product brand wars, especially for businesses with limited resources. For that reason, the common invisible corporate brand has become the golden key to help Vietnamese businesses, most of the small and medium-sized enterprises, the conundrum of the conflict between brand desire and brand awareness. and limited resources.

2. Theoretical Basis of Brand Administration

2.1 Concept of brand

Brand was created for the first purpose of identifying and distinguishing products and businesses, even today is understood to distinguish an organization, individual or a country or locality.

Referring to a brand often does not just stop at recognizable and distinguishing signs (such as trademarks), that is to say, "intuitive signs" but also includes intangible factors such as personality, value, etc. perceived value, image and impression of products and businesses in the minds of customers and the public - the "perceptual signs".

Trademarks are used mainly in or and related to the legal field, while trademarks are used mainly in the fields of business, corporate governance and marketing.

Brand is a term with a broader connotation than the term trademark. Based on reference to opinions, derived from actual usage and efforts of businesses to create a good image of products and businesses in the minds of customers and the public, the brand concept are given as: Brand is one or a set of signs to identify and distinguish products or enterprises; is the image of products and businesses in the minds of customers and the public.

2.2 The role of the brand

Brands create images of businesses and products in the minds of customers:

Customers will choose products through their feelings. Through the brand, customers get certain impressions and images about

the products of the business, thereby creating the motivation to choose products and trust to consume the products of the business instead of those of other businesses. Other competitive industries. The tangible attributes of goods such as texture, shape, size, color, stiffness... or after-sales services will still be important factors for customers to choose, but in many cases, the impression of the brand comes first, instead of the customer having to carefully consider the product.

Through brand positioning, each customer group is formed, and the individual values of consumers are gradually affirmed. At that time, the value of the brand is shaped and recognized through expressions such as the brand's name, logo and slogan. Traditional values are kept as a focal point for corporate image building.

Brand as a commitment between businesses and customers:

When customers choose a product with a certain brand, they have accepted and trusted that brand. Consumers trust brands because they believe in the potential and stable quality of products bearing that brand that they have used (experience products) or believe in superior services or a clear position of the business when providing the product - which easily creates a unique personal value for the user. It is all these things that are like a real commitment between businesses and customers.

In fact, businesses often make a lot of commitments to customers, including both explicit and implicit (non-public) commitments, or they can be legally binding and commitments are not legally binding. Branding is the fulfillment of all those commitments (public and non-public, binding and not legally binding) of the business in different areas. Customers accepting and choosing branded products mean that they trust the commitments to be fulfilled [9, 12]. When these commitments are breached, it is very likely that customers will turn away from the business and their products. So, in essence, when customers accept the brand, it means they believe that the commitments of the business will always be fulfilled.

Brands help perfect the market segmentation process:

Brand, with its functions of recognition, differentiation and perception, will help businesses complete the process of market segmentation. In fact, the brand does not directly segment the market, but it is the market segmentation process that requires a suitable brand for each segment to shape certain personal values of the target customer group, as well as creating a unique identity for the branded product group; through brands (as vital signs) to identify segments of the market. Therefore, the brand is really important, contributing to a clearer and more personal shape for each market segment, making the market segmentation process more complete [12]. In case businesses use the same brand for different market segments at the same time, it will often lead to conflicts about the interests and personal values of the target customer groups.

Brands make a difference in the development of products:

With different positioning for each product category corresponding to different brands, the product development process will also be engraved more deeply in the minds of customers and consumers. Along with the development of

products, the brand personality is increasingly shaped and expressed clearly, through which product strategies will have to be more suitable and harmonious for each category. A product is different from others by its useful features as well as the accompanying services that create an increase in use value. Brand is an external sign to identify that difference. Each product category or each set of products is positioned specifically will have fundamental differences in use or features and they often carry certain brands depending on the strategy of the business. Therefore, it is the brand that makes a noticeable difference in the development of a set or a product line.

Brands bring benefits to businesses:

When a brand is accepted, it will bring businesses real and noticeable benefits. It's the ability to go to market more easily, more deeply, even if it's a new product category. The opportunity to penetrate and dominate the market is always open to strong brands.

Products with well-known brands can be sold at higher prices than similar goods with unfamiliar brands. That is thanks to the trust of customers with the brand. A strong brand will help you sell more products. When a brand is accepted and liked by consumers, it will build customer loyalty, then consumers will be less selective in choosing products, but they always tend to choose trusted products. thought. From there, profits will have a higher chance of increasing with popular brands.

Brands that contribute to attracting investment:

Famous brands not only create certain advantages for businesses in the process of selling and providing services, but also facilitate and as a guarantee to attract investment and increase relationships with friends. Once a well-known brand is acquired, investors are no longer afraid to invest in the business, the company's shares will be more interested by investors; Your customers will also be willing to cooperate in business, providing raw materials and goods for the business. Thereby contributing to improving the competitiveness of products and businesses.

2.3 Factors affecting brand strategy activities

2.3.1 Macro environment

a. Economic environment: GDP, inflation, exchange rate, interest rate...

The key factors in the economic environment are the activity of the economy and the level of consumer confidence. These are two parts that are closely related but not the same. The performance of the economy is what is actually going on, and what is the level of consumer confidence about what is going on.

The operation of the economy is assessed by a system of indicators, the most important of which are the following: value of gross domestic product (GNP and GDP); per capita income level; unemployment rate; monthly sales volume of major product groups; total capital construction investment; production growth index of the product...

Consumer confidence is influenced by the following main factors:

- Volatility of commodity index, inflation rate. When consumers see that prices are rising faster than their incomes, they are more interested in maintaining their current purchasing power.

- Economic information is announced on the mass media.
- Other events about socio-economic life taking place in the country and around the world can also affect the level of consumer confidence.

If economic performance is good and consumer confidence increases, it can be expected that overall sales will increase and the types of products consumers buy will be associated with growth of that industry.

b. Natural environment: natural disasters, epidemics,

Currently, the natural environment is being paid special attention by countries around the world because the development of science and technology in advanced countries is causing serious damage to the natural environment of mankind. The ecological imbalance will create unforeseen disasters.

Therefore, brand businesses need to be aware of the threats and opportunities associated with four trends in the natural environment:

- Scarcity of certain materials is occurring: the material of the earth consists of things of an inexhaustible nature such as air, and the limited of things is of two kinds: finite but renewable resources such as forests and food; and limited but non-renewable resources such as oil, coal, and other minerals.
- Rising energy costs: Oil, one of the limited but non-renewable resources, is creating a very important issue for future development. The world's major economies are heavily dependent on oil and until other cost-effective alternative forms of energy are found, oil will continue to dominate the economic picture and world politics.
- Increasing levels of pollution: it is inevitable that certain industrial activities will damage the quality of the natural environment. Chemical waste, radioactive material, and mercury levels in the sea are at dangerous levels, the environmental spillage of cans, plastics, and other packaging materials are biodegradable.
- Strong government intervention in natural resource governance: various agencies are playing an active role in protecting the environment. Such protection would likely hinder growth in employment growth as businesses are forced to purchase pollution control equipment instead of more advanced production equipment.

These factors can be opportunities as well as threats. It is necessary to pay attention to the natural environment, both to obtain the necessary resources and to avoid damage to the environment. Instead of opposing all forms of regulation, businesses should help develop acceptable solutions to the raw materials and energy problems facing the country.

c. Political and legal environment: Domestic – International

In the context of deep integration of the global economy, stemming from practical needs in production and business activities, Vietnamese enterprises are increasingly interested in the protection of intellectual property rights in general and the protection of intellectual property rights, trademark in particular. In particular, the issue of branding plays a very important role in identifying businesses in the market as well as expanding their market share.

Many businesses are still confused when it comes to their own intellectual property rights such as: legal information on trademarks/intellectual property rights in Vietnam and

internationally; Process and time for granting rights under the Intellectual Property Law; Possible risks of trademark disputes and lawsuits; Current status of legal disputes between businesses related to trademarks/intellectual property rights; Information on specific cases where there is a risk of a dispute; Discuss the case of using a noun/noun phrase/common word in English/and Vietnamese/a noun that is not separately protected...

In business, businesses often use trademarks and brands to refer to products, but in legal documents use the word "brand" rather than the term brand. In Vietnam, it is quite common that businesses are still subjective in registering intellectual property rights for their trademarks/brands. Many businesses think that they have "born" the brand and keep promoting, some businesses even don't care to register, leading to cases where other businesses have registered, until there is a dispute, Thanks to a lawyer to sue, it is not only difficult to "clearly" but also lose credibility and affect business.

Sign up for protection

Trademark: Not protected by law. Self-built and developed by the enterprise.

Recognizing signs

Brand: There is no specific identification mark. Formed in consumer perception.

Duration

Brand: Long-lived and has no specific lifespan.

Meaning

Trademark: Used to distinguish goods and services of different organizations and individuals.

d. Cultural environment

In fact, people always live in the specific cultural environment of the region, the specificity of each group of people mobilizes in it, moving in two directions: retaining the regional ethnic cultural quintessence, a The other is to integrate with other cultures, to reach out internationally.

Brand managers must know how to master both of these trends in order to have a solution to penetrate their brand appropriately into each type of market with different cultures, regional cultures are often researched by companies. Research carefully before making a brand development strategy.

In general, social culture affects the activities of companies through the following aspects: Culture forms the habits of customers, thereby forming the selective habits and behavior of customers in the market.

Influence the formation and development of the internal culture of the enterprise. Culture dictates how a company can communicate with the outside world.

From the above analysis shows that the impact of culture on company performance is very large, the company must have a way to adapt to the cultural environment in which it operates.

2.3.2 Microenvironment

a. Competitor

In business, the definition of a competitor is understood as a person, group, organization, or manufacturing enterprise. They trade together products, goods and services aimed at a

certain customer or market.

Direct competitor

Direct competitors are companies or organizations that sell the same or similar products or services. They both target the same customers and fulfill the same needs.

For example, Apple and Samsung are rivals in the smartphone market. They produce smartphones with the same function, and sell them in markets around the world.

Indirect competitors

Indirect competitors are companies and organizations that sell different types of products and services. However, they meet the same customer needs.

For example: A customer enters a store to buy bread but discovers it is out of stock. They often easily switch to buying instant noodles instead of continuing to search. At that time, the instant noodle business and the bread business became indirect competitors of each other.

Subconscious competitor

Subliminal competitors are companies and business organizations that do not directly compete for the sale of products or services. But they compete with each other in the subconscious of the consumer. From there, it affects their buying behavior.

For example, when you want to supplement vitamin C. We can eat fruits like oranges but we can also use other foods such as medicines, functional foods... So obviously fruit business and food business. It seems that differences are competing with each other.

Partner competitor

Partner competitors are companies and organizations that have been an effective referral partner of the company in the past. But in the volatile business, they have grown to become competitors.

b. Client

The attitude of customers towards the brand is an important factor that the company needs to see and consider to come up with an appropriate brand strategy. Customers are psychologically interested in big, famous brands, so when there is a need to use, customers will consider those influential brands first.

Therefore, it is necessary to use the information collected about customers to change the brand strategy of the company. The company may find it necessary to change the strategy for its brand development after collecting information about customers. For example, if customers do not read newspapers, they should not spend money to advertise on this type of information anymore. Customers will easily switch brands and are price sensitive, the company should introduce a preferential price service policy with large orders to keep the customer group that the company targets.

2.4 Brand positioning strategy

A brand positioning strategy is to find a suitable position for a brand in the market as well as in the mind of the customer. If the brand fails to do this, it simply becomes another product or commodity on the supermarket shelf or mall. Therefore, for successful brand positioning, the following points are important for companies: target consumers, main

competitors, competitor similarities and differences from competitors. painting.

In the business process, a brand that has been firmly positioned in the minds of customers is often easier to scale and segment products. And then, there will be no need to spend too much on communication costs but still have a certain reputation in the market. In short, brand positioning gives the company a solid foundation from the stage of establishment of the company. company until it grows and expands.

3. Comparative Analysis of the Status of Brand Administration of Big4 Logistics Company in Vietnam

3.1 About companies

3.1.1 Transport and logistics company – Viettel Post

General introduction about Viettel Post

Viettel Post Joint Stock Corporation (referred to as: Viettel Post), the predecessor from the Press Distribution Center was established on July 1, 1997. With the initial mission of serving the Army agencies in the Ministry of Defense. In 2006, Viettel Post changed from a dependent accounting model to an independent accounting model into Viettel Post Office 1 Member State Company Limited. In 2009, Viettel Post officially operated as a Joint Stock Company after successfully implementing the equitization plan through the initial public offering.

On April 13, 2012, Hanoi Department of Planning and Investment issued a business registration certificate to Viettel Post Corporation, enterprise code 0104093672. With this license, Viettel Post is the main Formed as the first Corporation in the model of Military Telecommunications Group.

With a long-term vision and a view of sustainable development, Viettel Post has focused on investing in the field of Delivery. With continuous efforts, Viettel Post has become one of the leading brands in Vietnam in terms of delivery with a series of post offices, operation centers and network expansion to all 100% of provinces and cities nationwide.

With the desire to bring customers peace of mind and the best experience when using the delivery service. Viettel Post is constantly changing to meet the expectations of customers.

With these achievements, Viettel Post is being evaluated as a sustainable development enterprise and the only enterprise in Vietnam in the field of investment delivery to foreign markets and international integration.

Organizational structure

Transaction name: VIETTEL POST JOINT STOCK COMPANY

As a member unit of Viettel Military Telecommunications Group

Business registration certificate number: 0104093672

Charter capital: 181,927,540,000 VND

Owner's investment capital: 181,927,540,000 VND

Address: No. 1 Giang Van Minh, Kim Ma Ward, Ba Dinh District, Hanoi City

Phone number: 04.62660306

Fax number: 04.62873800

Website: www.viettelpost.com.vn

Email: admin@viettelpost.com.vn

The organizational structure of Viettel Post has 04 member companies (Viettel 1 Member Company Limited Ho Chi

Minh City, 1 Member Company Limited Viettel Post Hanoi City, 1 Member Company Limited Interprovincial Post and Postal Service, Company Limited main Viettel Cambodia) and 61 branches nationwide with nearly 3,000 employees.

Slogan

"Viettel Post - Going deeper, going further to bring people closer together", the Corporation has built a lean, honest, hardworking staff to meet the wishes of customers when service use.

3.1.2 Project Shipping Cargo Company – Saigon Logistics Company

General introduction about Project Shipping

Project Shipping is one of the leading shipping contractors in Vietnam, we have full capacity from personnel to facilities and transportation equipment to ensure the service of the supply chain of production and business of the company. customers in the most "Perfect – Perfect" way.

The services we provide: Oversized goods - oversized and super-heavy goods, road transportation, sea transportation, air transportation.

To satisfy our customers, we always offer the most efficient - most cost-effective - safest shipping method. That is also the reason why so many agents, factories and companies choose us as the main supplier for many years.

3.1.3 Transport and Logistics Company – Vietnam Post

General introduction about Vietnam Post

Vietnam Post Corporation was formed on the basis of implementing the pilot project to form the Vietnam Posts and Telecommunications Group (VNPT Group) approved by the Prime Minister in Decision No. 58/2005/QĐ - TTg dated 23/3/2005;

On June 1, 2007, the Prime Minister issued Decision 674/QĐ-TTg approving the scheme of establishing Vietnam Post Corporation. Accordingly, Vietnam Post Corporation is a state-owned corporation, established by the State, specializing in the postal sector, independent of economic accounting and allocated capital by the State through the Group and the Council. members of VNPT Group are representatives of the State owner in the Corporation and the Board of members of the Corporation. Implementing Decision 674/QĐ-TTg of the Prime Minister, on June 15, 2007 the Ministry of Posts and Telecommunications (now the Ministry of Information and Communications) issued Decision No. 16/2007/QĐ-TCCB- BBCVT on the establishment of Vietnam Post Corporation.

On November 16, 2012, the Prime Minister issued Decision No. 1746/QĐ-TTg on the transfer of the right to represent the state owner at the Vietnam Post Corporation from the Vietnam Posts and Telecommunications Group (Vietnam Posts and Telecommunications Group). VNPT Group) to the Ministry of Information and Communications. Vietnam Post Corporation was renamed Vietnam Post Corporation (according to Decision No. 2596/QĐ-BTTTT dated December 28, 2012 of the Ministry of Information and Communications).

On January 6, 2015, the Ministry of Information and Communications issued Decision No. 09/QĐ-BTTTT on the reorganization of the parent company of Vietnam Post

Corporation, according to which the organizational and management model of the General Corporation The company consists of a Board of members and a Board of Directors, in accordance with Decree No. 69/2014/ND-CP of the Government. The management apparatus of the Corporation according to the new organizational model has also been consolidated.

Organizational structure

Transaction name: Vietnam Post Corporation

Short name: Vietnam Post Office

International transaction name: Vietnam Post

International abbreviation: VNPost

Organizational structure of Vietnam Post: 68 dependent accounting units (including 63 provincial and municipal Post Offices, Central PHBC Company, Datapost Company, Shipping and Logistics Company, Training Center, Company). Stamp); 01 One-member limited liability company with 100% charter capital held by the Corporation Charter capital: 8,122 billion VND.

Slogan

"Delivering more" comes from the brand vision "Delivering more" is Vietnam Post's commitment to its partners as well as the community for its products and services. Coming to Vietnam Post, the community as well as partners can not only send specific information or products, but also trust.

3.1.4 Saigon Shipping Joint Stock Company – Saigon Logistics Company

General introduction to SSC

Saigon Shipping Joint Stock Company (SSC) has its head office in Ho Chi Minh City and five branches at major and important seaports located along the coast of Vietnam such as Hai Phong, Da Nang, Quy Nhon, Vung Tau and Can Tho. SSC is a big brand and a key player in the shipping industry in Ho Chi Minh City. Therefore, the company has quite strong advantages of its own brand, making a great contribution in the process of forming joint ventures with foreign transport partners such as Korea (Korex Saigon Transport), Switzerland (APM - Vietnam). Saigon Shipping Ltd.), Denmark (Sea Saigon Ltd.), and soon Japan (Mitsui Co.,Ltd and Mitsui-Soko Co.,Ltd).

SSC's ship, 6500 DWT "Saigon Queen", is currently operating from Europe to America with business transactions with credibility as the first, so the brand and name of SSC has been recognized by many shipping lines and companies. Brokerage companies as well as shipping agents, material and fuel supply agents are known and committed to long-term cooperation in business transactions with SSC. In the near future, SSC's fleet will add two 1000 DWT river ships, Long Phu 1 and Long Phu 2.

SSC is an official member of VSA (Vietnam Ship Owners Association), VISABA (Vietnam Ship Agents Association), VIFFAS (Vietnam Freight Forwarders Association).

Organizational structure

Trading name: SAI GON SEA TRANSPORTATION JOINT STOCK COMPANY (SSC)

Address: 09 Nguyen Cong Tru, District 1, HCMC

Tel: (028) 38,296.320 - 38.296,316

Fax: (028) 38.225.067

Email: saigonship@saigonshipvn.com

Website: http://www.saigonship.com.vn/

3.2 Analysis of the impact of the business environment on the operation of 4 companies

3.2.1 Macro environment

Macro-environmental factors affecting the operation and efficiency of logistics service industry as well as logistics service businesses are considered under 6 angles: economic environment, public environment technology, socio-cultural environment, natural environment, political and legal environment and international environment.

a. Economic environment

The current state of the economy and future trends have an impact on the success and strategy of an industry, locality, or country. The economic environment is a collection of many factors that have far-reaching effects and in different directions on the activities of sectors, localities and countries. The main factors in the economic environment are: Economic growth rate; Interest rate; Monetary policy exchange rate; Inflation status; Import and export turnover; Traffic infrastructure.

(1) Economic growth rate (GDP): Vietnam's economy is having impressive growth figures, the growth rate of the economy in the period 2011-2020 is quite high and stable, in 2018, GDP reached 7.08% per year, the highest increase since 2010 until now. GDP per capita in 2018 was estimated at 58.5 million VND, equivalent to 2,587 USD, an increase of 198 USD compared to 2017. By 2020, due to the impact of the Covid 19 pandemic, Vietnam's growth rate South to 2.91%, although it is the lowest level in nearly a decade, but statistical agencies consider this a great success because our economy belongs to the group of the highest economic growth in the world. The economic growth is not only a good signal for the production and business sectors but also a stepping stone for the development of service industries.

(2) Import and export turnover: According to the report of the General Statistics Office, Vietnam's total import and export turnover in 2020 is estimated at 543.9 billion USD, exports have maintained a record trade surplus. 19.1 billion USD, the highest in 5 consecutive years of trade surplus since 2016, higher than the surplus in 2019 (10.87 billion USD) and nearly 11 times higher than the surplus in 2016 (1.78 billion USD) billion USD). Obviously, Vietnam's balance of trade in goods has reached a surplus in the entire five-year period from 2016 to 2020 [7].

Thus, with the continuous trade surplus in recent years, it has created a good foundation for the logistics industry, including transportation, warehousing, customs, etc. to develop, contributing to the enhancement of added value. products of businesses. Along with that, the joining of organizations and trade agreements made investors put high expectations on logistics stocks. Despite the difficulties caused by the Covid 19 pandemic, at the beginning of 2020, stocks in this field such as VSC, GMD, DVP, DXP, SFI, HAH, etc. had an increase in the assessment of the World Bank, the alignment. between import and export enterprises and logistics service enterprises are still limited, not tight and trust, making Vietnam's logistics services less developed than required, this is also the weakness of enterprises. logistics needs to be overcome.

(3) Exchange rate: The exchange rate is a comparison of the value relationship between two currencies. The

exchange rate has a strong impact on the activities of enterprises, especially those operating in the field of import and export because the competitiveness of Vietnam's exports will be enhanced in the international arena. exchange rates are subject to change.

In recent years, the VND/USD exchange rate has been operated in a stable and flexible direction with a fluctuation range of less than 2%/year thanks to favorable foreign currency supply and demand as well as the priority policy of stabilizing the macro-economy. scale of the State. From 2019, this trend will not only continue, but the exchange rate may even fluctuate in a narrower band (about 1%) because of the benefits of a weak currency on exports and growth. Vietnam's GDP declines when the size of exports/GDP increases and especially when Vietnam is still on the list of countries that need to be monitored on foreign exchange policy of the US Department of Finance.

The exchange rate has a strong impact on the activities of businesses, especially those operating in the field of import-export and international logistics because the competitiveness of Vietnam's export goods will be enhanced on the global market. international market if the exchange rate changes.

(4) Infrastructure, transport infrastructure: Logistics facilities are the synthesis of basic conditions for the development of the logistics industry. Transport infrastructure is a system of architectural works and facilities for organizing infrastructure that is fundamental for the development of the transport industry and the economy, including the bridge system., seaports, river ports, railway stations, airports, wharves and ancillary equipment systems, signal information, warning lights, signs, etc. Transport infrastructure is synchronous, modern, and connected. High connectivity will create favorable conditions, promote operational efficiency, improve the quality of transportation and freight forwarding services provided by logistics enterprises to customers. Investment each year about 10% of GDP in infrastructure [1]. This is a very high level for Vietnam. Therefore, the infrastructure is gradually improved. Especially for the expanded road transport base, many highways connecting the provinces have also been extended to communes, villages and hamlets even in mountainous provinces. Airport clusters have also been expanded in many provinces and cities across the country. However, compared to other countries in the region and neighboring countries, Vietnam's infrastructure also needs to be improved more.

In summary: Vietnam's economy is trending well. The logistics industry is

There are many advantages to development when it is possible to rely on a stable developing economy like today. Taking advantage of the opportunity to achieve the goal by 2025, bringing the contribution of the logistics service industry to GDP to 8%-10%, the service growth rate reaching 15%-20%

b. Natural environment

Is a factor that should be paid special attention by logistics service businesses. The factors of natural conditions affecting the results and business performance of logistics enterprises can be mentioned such as: geographical location, weather, climate, resources, ... Besides that, it must also be mentioned. influence of the scarcity of raw materials, fuels, the increase of energy costs. Vietnam is a country with a

warm climate and high humidity, which causes many difficulties for storage and preservation.

The geographical location factor has a positive influence on the logistics service business. Vietnam is located at the southeastern tip of the Indochinese peninsula, with a land area of about 331,698 km². Vietnam's waters occupy an area of about 1,000,000 km² with a coastline of 3,260 km. Along the coast, there are many deep-water ports, a diverse system of seaports spread from the North to the South, located on the international maritime route, creating favorable conditions for foreign ships to carry out the transshipment of goods. It must be said that nature favors Vietnam with a very ideal geographical condition for the development of sea transport. Besides, Vietnam is also located on the road and railway route from Europe to China through Cambodia, Laos, Thailand, Myanmar, etc. Especially, there is also a trans-Asian road, a trans-Eastern railway. Duong will promote the development of Vietnam's logistics service industry with ASEAN countries.

With this preference, it not only creates favorable conditions for Vietnam to develop trade with other countries and regions in the world, but also can make Vietnam a place of transshipment and exchange of goods in the region.

In addition to the advantage of sea routes, Vietnam's river system is also diverse and rich, especially in the Southern Delta, creating favorable conditions for the development of inland waterway transport. Goods are unloaded from the seaport, then on to the means of inland water transport along the waterways going inland for delivery. With two large and flat deltas (Northern and Southern Deltas) connected by the central strip of land, it has created favorable conditions for the development of railway and automobile traffic - an important link in the world. indispensable in multimodal transport.

Besides the advantages, it is impossible not to have difficulties and challenges. Because of being located in an area with a young and dynamic economy, our country has to face stiff competition with countries in the same region in all fields, especially in the field of import and export. transportation sector. This also has a negative impact on the development of logistics activities when the market share and profit are always as fierce as today.

c. Legal and political environment

The effectiveness of logistics activities depends on whether the political and legal environment is adequate and open. In modern business, political and legal factors increasingly have great influence on business activities of enterprises.

The market economy regulated by the State is currently a popular economy in the world. The basic elements of the political and legal environment are:

- Political stability and foreign policy.
- The balance of State policies.
- Perspectives, goals and orientations for socio-economic development.
- Legal system and the degree of perfection of the legal system.

Political stability, consistency of major policy views are always attractive to investors. Before 2005, Vietnamese law had no regulations on the business of logistics services as well as other forms of logistics services. By 2005 Commercial Law

approved by the National Assembly on June 14, 2005 with detailed regulations on logistics services

and logistics service business conditions. The Commercial Law 2005 is considered as a new breakthrough in logistics activities, opening the door for businesses to enter the business.

Business in this important area, and at the same time can approach logistics activities in the world.

World. Decree 140/ND-CP was born right at the time when Vietnam was about to join the WTO. This decree was issued to detail and specifically regulate the 2005 Commercial Law of Vietnam. With this decree, activities. Logistics in our country has a clearer and more open legal corridor thanks to the amendments and supplements to the Commercial Law. regulations on logistics services in the Commercial Law 2005, there are other laws such as the Maritime Law, the Civil Aviation Law, the Road Traffic Law, the Railway Law, etc. legal documents of a directional nature. such as planning, development strategy related to logistics service industry for the period 2020, vision to 2030 is increasingly complete. However, over the time of regional and international integration, some of the current legal regulations on logistics are no longer appropriate, overlapping, and lack of updating necessary institutions in the field of international logistics, etc. leading to not creating a transparent logistics service market, healthy competition, creating conditions for sustainable development. Although logistics is considered a "key factor" to develop production and promote the development of other service industries, so far it has not been managed into a unified focal point, and has not had a commensurate position in the organizational apparatus. of the Ministry of Transport as well as the Ministry of Industry and Trade. This is one of the great difficulties affecting the development of Vietnam's logistics service industry.

Besides, the administrative management mechanism, working capacity and service attitude of managerial civil servants need to change, because this is also one of the significant obstacles that directly affect the logistics industry in Vietnam. South in the process of world integration. This shows that the policy change suitable for each period and the administrative reform are the parallel conditions to promote economic activities, including the development of logistics activities.

d. Social and cultural environment

The cultural and social environment represents social attitudes and cultural values. It includes demographic factors, population growth rate, population structure, life views, aesthetic views, values, ethical standards, etc. When there is a change in these factors, create a huge change in consumer demand for products. Capturing these factors will help businesses quickly adapt to customer requirements, have appropriate production or marketing activities.

According to statistics, there are 58 million social network users on mobile devices as of the beginning of 2019, this number is up to 8 million users compared to 2018. Vietnamese users spend an average of 6 hours 42 minutes a day to engage in Internet-related activities, 2 hours 32 minutes to use social media, 2 hours 31 minutes to watch streams or online videos, and 1 hour 11 minutes to listen to music. Understanding these patterns, sellers use the Internet more to reach consumers, especially social networking tools that account for 49% of businesses' advertising forms.

With attractive demographic characteristics, a total population of over 95 million people, a young population

structure, many people of working age, tend to focus on big cities such as Hanoi and Ho Chi Minh City. to develop. Young people are dynamic, creative and quickly adapt to new technologies. This is a favorable condition for the development of the logistics industry because this is the golden human resource to help develop the industry. In addition, the education level of this human resource is increasingly improved, so it will create factors that increase the competitive advantage of enterprises when they participate in the international market.

3.2.2 Microenvironment

a. Competitor

Supplier competition

Number and size of suppliers: The number of suppliers will determine the competitive pressure and their negotiating power in the industry and enterprises. If there are only a few large-scale suppliers in the market, it will create competitive pressure, affecting the entire production and business activities of the industry.

Product substitution of suppliers: In this problem, we study the possibility of substituting input materials by suppliers and switching costs.

The market of logistics companies in Vietnam is increasingly competitive (with ~86 million people, but the domestic market has about 3,000 logistics service enterprises.

Information about suppliers: In the current era, information is always the driving force behind the development of commerce, and supplier information is influential.

Competition from customers

Customers are a competitive pressure that can directly affect the entire production and business activities of the industry.

Customers are divided into 2 groups:

- Retail customers.
- Distributors

Both groups put pressure on businesses on price, product quality, accompanying services, and they themselves are the drivers of competition in the industry through purchasing decisions. Logistics service providers are increasingly interested in satisfying the diverse needs of customers. Constantly improve tariff packages, reduce prices or implement promotions to attract new customers and retain old new customers. Similar to pressure from suppliers, we consider the effects of competitive pressure from customers on the industry.

- Scale.
- Mind is important.
- Customer switching costs.
- Customer information.

The larger the customer size (the higher the market share), the greater the competitive advantage (brand advantage and service costs decrease, profits increase, the ability to reinvest).

Competition from potential competitors:

According to M-Porter, potential changers are businesses that are not present in the industry but can affect the industry in the future. Potential competitors are more or less, their pressure on the strong or weak industry will depend on the following factors.

- Industry attractiveness: This factor is reflected in indicators such as profitability, number of customers, number of enterprises in the industry.

- Barriers to entry are factors that make entry into an industry more difficult and expensive.

Competition from substitute products

Substitute products and services are products and services that can satisfy needs equivalent to products and services in the industry Competitive pressure for the owner of the substitute product is the ability to meet demand compared to other products and services. Products in the industry, in addition to price, quality, and other environmental factors such as culture, politics, technology, will also affect the threat of substitutes.

b. Client

Transport and logistics company – Viettel Post

“Customer-centric”

Providing quality services to meet the needs of improving customer experience by applying and developing a quality management system according to ISO 9001: 2015 and customer standards.

Ready to meet all reasonable requests of customers

Provide services to ensure the right time commitment, right place, enough quantity and ensure the safety of customers' assets throughout the service process.

Project Shipping Cargo Company – Saigon Logistics Company

Project Shipping is the unit that provides customers with optimal shipping services in terms of both time and cost. cooperate with many shipping agents and shipping lines, car companies. Therefore, with a wide network, Project Shipping ensures to provide the best general freight services to customers.

Ensure goods are transported to a safe place.

Support customers to solve arising problems if any.

Compensation for damage if the company does not comply with the agreement in the contract.

With big contracts, Project Shipping will have its own incentives

Transport and Logistics Company – Vietnam Post

Through 3 services including Logistics Eco (transportation of heavy goods), Full-time Logistics and Logistics Extra with diverse forms of transportation by road, sea, and air, Vietnam Post's Logistics service is suitable for all. Customers have demand for transportation, delivery of goods of large volume and size, especially processing enterprises located in industrial parks, enterprises importing and exporting goods.

With a wide delivery network, reaching to villages and communes, and the transportation capacity of the national postal enterprise as well as a diversified warehouse system, transportation centers, and delivery hubs nationwide, Vietnam Post is currently one of the leading logistics service providers, providing customers with a comprehensive solution in optimizing the flow of goods, contributing to increasing business value, improving the competitiveness of the company. businesses and expand international trade and trade markets.

Saigon Shipping Joint Stock Company – Saigon Logistics Company

With decades of experience in the logistics industry, the company has provided customers with safe, fast, and cost-effective transportation solutions.

The most competitive fee on the market today. This is the strength of the company and that is why many customers trust the service.

The company builds relationships with all customers from the most basic services.

3.3 Analysis of brand positioning strategies of 4 companies

Company's perception of brand development

Brand has a decisive meaning to the prosperous development of the business, is considered the most important asset of the business and moreover is an important management tool, sometimes deciding the success or failure of an entire enterprise. Brand building is essential. Faced with the challenges of global economic integration and maintaining a strong position in the minds of domestic consumers, companies need to make more efforts to enhance the value of their brands that are increasingly close to consumers.

Transport and logistics company – Viettel Post

Brand positioning strategy

ViettelPost through the following positioning statement: ViettelPost always gives customers peace of mind, the service is always safe - fast - accurate

Slogan of Viettel Post Company: "Say it your way" - "Say it your way".

The words "Say it your way" - "Say it your way" as a affirmation of a firm belief, Viettelpost will bring customers the safest, fastest and most accurate products and services. And always care and respect the individual needs of our customers as well as our employees.

Some specific communication activities to develop the brand name of Viettel Post Corporation

Television advertising: Becoming more and more professional, attracting the attention of the audience, gradually affirming the brand in the market.

The main selected TV channels: VTV1, VTV2, VTV3... However, customers still have difficulty distinguishing between ViettelPost and Military Telecommunications Group.

Advertising in newspapers and magazines: ViettelPost is conducting advertising in print and electronic newspapers:

Outdoor advertising: ViettelPost is conducting outdoor advertising through a system of logos and banners located at the company's headquarters and transaction offices of branches.

Direct marketing: On Tet holidays and customer birthdays, ViettelPost conducts activities to send congratulatory letters to customers.

Advertising at transaction points: At the transaction offices and headquarters of the company, there are leaflets about the products and services being provided.

Online advertising: ViettelPost is also conducting online advertising activities through advertising through the company's website, the company's homepage is www.viettelpost.com.vn; ViettelPost is advertised together with the website of the Military Telecommunications Group.

Public Relations (PR)

As a large enterprise in the postal sector, ViettelPost has carried out advertising, sponsorship, trade promotion and mass media activities. Implemented programs such as "Connecting big arms", "Heart for you".

In general, ViettelPost's PR activities are quite effective and bring many benefits to the company. Through PR activities, ViettelPost has linked good relationships with service use. In addition to the achieved aspects, there are also some limitations that are not good building relationships between ViettelPost and newspapers. This limits the transmission of slow and inaccurate information.

Project Shipping Cargo Company – Saigon Logistics Company

Brand positioning strategy

Project Shipping Company always ensures to serve the production and business supply chain of customers in the most "Perfect - Perfect" way.

At Project Shipping, the company conveys to all employees that "Make an effort to do so well what you have and more so that customers want to come back to you in the future". Therefore, in order to satisfy customers, the company always offers the most effective shipping method - The most cost-saving - safest.

Some specific communication activities to develop the brand of Project Shipping Corporation

Online advertising: Project Shipping is also conducting online advertising through advertising through the company's website, the company's homepage is <http://projectshipping.vn>

Direct marketing: On Tet holidays and customer birthdays, Project Shipping conducts sending congratulatory letters to customers.

Transport and Logistics Company – Vietnam Post

Brand positioning strategy

The slogan "Sending all faith" comes from the brand vision "Delivering more" which is Vietnam Post's commitment to its partners as well as the community for its products and services. Coming to Vietnam Post, the community as well as partners can not only send specific information or products, but also trust. Vietnam Post not only delivers specific information or products, but also delivers more and creates more value on each affiliate transaction; We are determined to bring the community and partners better values in the products and services provided.

Some specific communication activities to develop the brand of Vietnam Post Corporation.

Advertising communication through publications, outdoor advertising communication systems, at post offices, on means of transport, envelopes...

Advertising communication on the Postal infrastructure through the following types:

- Broadcasting
- Publications without addresses
- Transportation
- Postal Publications
- Leaflets, posters, panels, banners.
- Billboards, advertising poles
- TVC
- Word of mouth advertising: through the staff to propagate.

Advertising from LED lights

Advertising communication: Advertising communication through publications, outdoor and indoor advertising communication systems (boards, billboards, advertising poles, TVC...) at post offices, post office transaction points.

Public Relations (PR)

Carrying out the mission of the national postal enterprise, working for the community, in any period or situation, Vietnam Post always accompanies the Party and State to promote the spirit of "presenting right away". when needed" in order to best serve people and businesses, and at the same time create and spread good values to the community.

Responding to the program "Waves and computers for children" launched by the Prime Minister and implemented under the direction of the Ministry of Information and Communications. Vietnam Post Corporation organized the launch and donated 10,000 new computers to give to students who face many difficulties due to the lack of online learning equipment in the context of social distancing.

Vietnam Post also accompanies the program "For a Vietnam to win" in order to partially support the less fortunate and disadvantaged children to support a part of the difficulties, and at the same time, give them spiritual strength. and motivation for children to overcome their fate and believe in a bright future.

Saigon Shipping Joint Stock Company – Saigon Logistics Company*Brand positioning strategy*

SSC is a big brand and a key player in the shipping industry in Ho Chi Minh City. Therefore, the company has quite strong advantages of its own brand, making a great contribution in the process of forming joint ventures with foreign transport partners such as Korea (Korex Saigon Transport), Switzerland (APM - Vietnam). Saigon Shipping Ltd.), Denmark (Sea Saigon Ltd.), and soon Japan (Mitsui Co.,Ltd and Mitsui-Soko Co.,Ltd).

SSC's ship, 6500 DWT "Saigon Queen", is currently operating from Europe to America with business transactions with credibility as the first, so the brand and name of SSC has been recognized by many shipping lines and companies. Brokerage companies as well as shipping agents, material and fuel supply agents are known and committed to long-term cooperation in business transactions with SSC. In the near future, SSC's fleet will add two 1000 DWT river ships, Long Phu 1 and Long Phu 2.

Some specific communication activities to develop the brand of Saigon Shipping Corporation

Online advertising: SG shipping company is also conducting online advertising activities through advertising through the company's website, the company's homepage is <http://saigonship.com.vn>

Direct marketing: On Tet holidays and customer birthdays, SG Shipping Company conducts activities to send congratulatory letters to customers.

3.4 Strategy comparison of 4 companies**a. Shipping services****VNPOST – EMS**

EMS full name is Post and Courier Joint Stock Company, is a delivery unit established in 2005 with branches across 63 provinces and cities nationwide with complete facilities and a large staff. island. EMS has a lot of services for customers to choose from.

This is an express delivery service of letters, documents, goods and items for people both at home and abroad within the framework of the Universal Postal Union (UPU) and the EMS Association.

COD fee of EMS is calculated at 1% of the amount collected, the minimum is 15,000 VND.

Post office phone number

Advantage:

- There are many branches and agents covering the whole country.
- Pack and arrange goods neatly, professionally and securely.
- Professional staff, good service attitude. Less problem of loss of goods, high reliability, good reputation.
- The shipping cost is relatively cheap compared to many other carriers.
- Received goods until 5:30 pm so can handle urgent orders during the day.
- Working with prestige and responsibility, there is little loss of goods.

Defect:

- Delivery time is slower with similar service from other company.
- The shipper must bring the item to the post office for packing, there is no take-out service.
- After delivering the goods twice, if not, the recipient must come and pick up the goods themselves.

Shipping service Viettel post

ViettelPost is a delivery unit of Military Telecommunications Group (Viettel) established in 1997 with a nationwide network. Viettel now also has a member company in Cambodia, becoming the first Vietnamese postal enterprise to boldly invest in foreign markets.

Viettel's COD charge is 1.3% of the collection fee, minimum 20,000 VND/1 postal item for the destination is the district and commune. COD charge is 0.8% of the collection, minimum 15,000 VND/1 postal item for the destination is the center of the province or city.

Advantage:

- The network is nationwide.
- Delivery to the place of delivery, the sender does not need to bring it to the post office to send the goods.
- Especially free shipping for orders within the city and orders within the province will be free of charge for collection (ship cod)
- This is a highly reputable shipping company.

Defect:

- The price is a bit high compared to similar services.
- Although committed to door-to-door delivery, the target only reached 80% of the commitment.
- Delivery time is quite slow compared to other carriers.
- Shipping costs are relatively high compared to many other shipping units.

Saigon logistics company

Advantage:

- Delivery to the place of delivery, the sender does not need to bring it to the post office to send the goods.
- Especially free shipping for orders within the city and orders within the province will be free of charge for collection (ship cod)
- This is a highly reputable shipping company.

Defect:

- The network is still small and not yet popular
- Few users.

Saigon Shipping Joint Stock Company – Saigon Logistics Company**Advantage:**

- Pack and arrange goods neatly, professionally and securely.
- Professional staff, good service attitude. Less problem of loss of goods, high reliability, good reputation.
- Working with prestige and responsibility, there is little loss of goods.

Defect:

- Delivery time is slower with similar service from other company.
- The shipper must bring the goods to the port, there is no take-out service.
- There are few branches and agents covering the whole country.

b. Compare

Viettel's internal posting is more prominent than other companies for 2 reasons:

IT - an effective tool to support production and business activities

After 20 years of establishment and development (July 1, 1997 – July 1, 2017), from a press distribution center, Viettel Post Joint Stock Corporation (Viettel Post) has become an enterprise. leading in the field of delivery in Vietnam. Explaining the sustainable development of Viettel Post, Mr. Tran Trung Hung - General Director of Viettel Post emphasized: "We always consider customers as the most valuable asset, taking customers as the final destination, every action All activities of Viettel Post are aimed at satisfying domestic and international customers. This motto will forever be the guideline for Viettel Post's actions in the coming time."

As an enterprise under Viettel Military Telecommunications Group, Viettel Post is one of the very few delivery companies in Vietnam willing to spend a large budget to invest in IT. At Viettel Post, IT is a tool to comprehensively support production activities as well as management and administration. In 2017, Viettel Post plans to spend 17 billion VND to buy and edit application software in line with business processes and management...

At Viettel Post, business processes change very quickly, then the IT application software is also adjusted to suit the changes of the process. In addition, every year, Viettel Post also launches many professional support software for employees, software that provides utilities for customers.

For example, most recently, in April 2017, Viettel Post successfully built a customer support system at the website KH.VTP.VN. Recently, this customer support system has received the attention and support of a large number of customers throughout the country. Also in April 2017, customer support software on mobile devices in two popular operating systems, iOS and Android called My ViettelPost, was built and put into practice. At the same time, Viettel Post also launched the software My Driver to provide professional support for sales staff and driver staff.

"The launch of new application software is always an integration of the features of many previous software,

bringing convenience to customers and helping customers to optimize usage time", a representative of Viettel Post said. know.

In recent years, investment in IT has been an effective solution for ViettelPost to grow rapidly, continuously increase revenue, save costs, and continuously improve the quality of customer service.

In addition, currently, 100% of Viettel Post's sales staff have used smartphones to install software to enter the sending slips as well as delivery bulletins right at the customer's address. Thanks to this application, Viettel Post is the first delivery company to publish real-time parcels to customers. Thanks to smartphoneization, sales staff can also serve customers at the best distance thanks to the positioning function.

With a lot of new software released in just a short time, and a series of changes in technology applications that are more suitable for work processes, successful smartphoneization of 100% of business processes, Viettel Post is an enterprise. always clearly show their efforts in satisfying every customer.

Taking human resource training as the development foundation

In 2017, Rabbit was chosen to become the mascot of Viettel Post. The image of a Rabbit with all 4 qualities: Fast - Smart - Honest - Friendly is also the goal for daily training of Viettel Post employees.

Not only training the qualities of military postal workers, each staff member of Viettel Post can improve their working capacity through training activities. Viettel Post considers training as a development platform Viettel Post is not only known as a leading enterprise in the field of delivery, but Viettel Post also has a high-quality human resources team. "This comes from the fact that Viettel Post always attaches great importance to investing in building people. For Viettel Post, this is an investment activity for sustainable development, investment for the future of the business," the representative said. Viettel Post shared.

Viettel Post employees are trained to develop their own capacity before all assigned tasks. At the same time, thanks to training, Viettel Post's staff can improve their competitiveness against rivals, especially in the current period of fierce competition in the market.

Every year, Viettel Post organizes nearly 300 training classes for new employees, training by title and training for management leaders. Viettel Post chooses many forms of training: online training, training at branches, training at the head office to suit each training object and not affect the operation of the units. Besides, Viettel Post's online lecture system is also highly appreciated in improving the quality of human resources at this enterprise.

Taking customers as the final destination, Viettel Post not only always leads in translation quality with a high-quality staff, but also affirms the No. Modern operation process, customer support anytime, anywhere.

With the development of more industries, Viettel Post has been ensuring jobs and life for more than 8,500 workers in localities across the country.

In parallel with constantly improving the quality of human resources, during the past years, Viettel Post has also persisted with the soldier-like business philosophy of "Network first, business following", constantly. network expansion.

According to the evaluation of network operations at Viettel Post, only in the first 6 months of 2016, the number of new post offices opened equal to the number of post offices of 18 years combined. By 2017, Viettel Post had nearly 860 post offices, 1,200 transaction stores, covering 100% of communes and districts in the territory of Vietnam. On average, every day, Viettel Post opens a new post office. With the advantage of a wide network, Viettel Post has brought services closer to customers, better service quality, helping customers save time and travel costs.

Besides, Viettel Post always has a car directly connecting to all provinces and cities. To improve delivery capacity, most recently, Viettel Post has invested in over 80 cars of all kinds. This investment of Viettel Post has increased 2.5 times compared to 19 years ago.

After 20 years, Viettel Post has now established large connection centers in key markets, shortening the time to select parcels and parcels, ensuring delivery time commitments for customers. Viettel Post has also established a flight connection dispatching center, building quality assessment indicators and tools for customers to look up and track the journey of goods.

With the advantage of a wide delivery network and constantly increasing shipping capacity, Viettel Post has successfully executed sales transactions, bringing high revenue and profits to e-commerce businesses. At the same time, Viettel Post also provides these businesses with diverse customer files.

In addition, over the past 20 years, Viettel Post has always been an active business for the community. With the development of more industries, Viettel Post has ensured jobs and life for more than 8,500 workers in localities across the country. Along with that, Viettel Post also maintains regular activities of building houses of gratitude, taking care of Vietnamese heroic mothers, and supporting staff in difficult circumstances.

In the coming time, Viettel Post has chosen a different direction: Exploiting services based on a wide network platform; Providing logistics services based on the advantage of small warehouse system. The goal by 2020, Viettel Post will become the delivery business for E-Commerce Logistics with the No. 1 market share in Vietnam.

After 20 years of continuous efforts, despite being a late-appearing enterprise in the Vietnamese delivery market, Viettel Post has become a bright spot with the recognition of customers and domestic regulatory agencies. Viettel Post is the only delivery company in Vietnam to be honored with National Brand for 2 consecutive years and also the only enterprise in the Top 500 fastest growing enterprises in Vietnam. In 2012, Viettel Post received the Third Class Labor Medal. And in 2017, the enterprise received the Second-class Labor Medal.

4. Solutions for Company on Brand Administration

4.1 Raise the Company's awareness of the brand and develop the brand

Raising the company's awareness of the brand and developing the brand is an important factor affecting the implementation of the brand development strategy. Each member of the company must be equipped with basic knowledge about the brand, the role, the indispensable position of the brand, the basic practical skills on brand building and management...

The company needs to properly recognize the immense value of this intangible asset and apply methods to determine that value. Thereby placing the brand value in the capital structure of the company. If the value is determined, the brand can become collateral to borrow capital to invest in business development. Brand capitalization has a positive impact on the company's equity ratio, improving debt solvency. Brand valuation also makes the investigation of exclusivity clear. These establishments are closely related to each other and need to consider synchronously to determine brand value correctly. Being aware of what you are doing and will do is always the key to success. If the company is well aware of the brand problem, the wrong direction or failure will be greatly limited. How to organize the implementation of the solution should first put a plan to raise brand awareness for employees in the company's overall human resource training plan. The training must be planned in a long-term, methodical way, not like the common practice in Vietnamese enterprises today, which is to use training as a remedy to solve temporary problems of enterprises. Next, the company should refer to the training methods of foreign companies, the largest enterprises are companies operating in the field of advertising and event organization and should also organize a center for themselves. training centers like multinational corporations. The goal to be achieved is that each employee must be well aware that in general, the brand name for their products is as close as lips to teeth" that need to be invested and protected equally. The company can base on the following adjustments to price brand cost, market, business factors and set the theoretical formula.

- Enhancing the brand's competition through the Company's services and preferential policies
- Reasonable freight service charges

In any contract to use logistics services, freight is always a factor that businesses are interested in. Currently, transportation companies are having a very fierce competition in terms of freight charges. This creates opportunities for businesses to easily choose a service provider with the most reasonable price.

However, when choosing a logistics company, you should not choose a company with too low shipping fees. Because cheap prices sometimes also come with poor quality service. Besides, should choose businesses with preferential policies, to optimize the best costs for their business activities.

4.2 Improve brand credibility: Transport companies need to provide sustainable warehouses

Ensure the safety of customer goods in your warehouse (with agreements/certifications) and goods delivered to your customers.

Enhance brand quality with logistics services

For manufacturers, logistics companies must ensure the safe and secure storage, personalization and delivery of customers' goods across multiple areas:

- Goods, equipment and infrastructure
- Consumer goods
- Chemical and hazardous products
- Medical equipment

Logistic warehouses are subject to international and local regulations, and can be tailored to customer needs for product management. Build multi-customer warehouses in geographical areas that are most suitable for the business and in line with the regulations in the customer's field.

Efficient and flexible resource management.

In multi-customer operations centers, it is advisable to bring together resources under one roof: personnel, equipment, and operations for the common benefit of the customer. Enterprises need to ensure that they manage their staff and resources flexibly and appropriately according to the needs of each customer, including different activities: storage, assembly, co-packaging, co-packaging, production, order preparation, order fulfillment.

Providing storage space that can be tailored to customer needs helps reduce stock shortages, inventory, and maximize efficiency. In addition, it is necessary to develop solutions that are more environmentally friendly and responsible, offering on-demand inventory optimization across multiple locations and omnichannel distribution.

5. Conclude

In short, branding is an indispensable process for businesses in the current period. The success of a business partly depends on whether the brand of that business is really trusted, chosen and absolutely loyal by consumers. In order to have a brand that is voted by consumers, businesses need to build seriously from the beginning, from designing to promoting their brand. Design the brand so that it is really impressive, unmistakable but simple to remember and relevant. However, in order for their brand to really go into the hearts of customers, businesses must research their market to have appropriate ways of designing and promoting with customs and traditions as well as avoiding taboos for customers, consumers.

Today, most businesses realize that branding is important. However, there is a significant gap from awareness to action. Because to be able to build a strong brand, it is necessary to ask many core factors. To build a successful brand, it takes time to experience in order to create customer loyalty through improving brand management capacity, brand design, improving color packaging, technology, etc. ... In addition, building a brand requires a synchronous and professional implementation. Because only a professional can create a distinctive and reliable feature in consumers. The process of building and developing a brand requires the efforts of all officers and employees, plus the commitment of leaders to succeed.

The topic mentioned issues related to the brand and the brand building process such as: brand design, brand promotion, brand positioning, some immutable laws in brand building,... and other issues. Core elements to build and design strong brands.

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