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### Current Status of Information Management at HAGL in Vietnam

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#### Abstract

Hoang Anh Gia Lai Group also known as "Hoang Anh Gia Lai Joint Stock Company" (abbreviated as HAGL or HAG) is a multi-industry company, headquartered in Pleiku, Vietnam. From a small furniture manufacturer, the company has diversified into other industries such as rubber, finance and football (see Hoang Anh Gia Lai Football Club). HAGL

has the fastest asset growth rate in Vietnam in 2010 and second fastest in 2011. HAGL also thrives outside of Vietnam, with approximately \$1 billion in investment in Laos and hundreds of millions of dollars in Myanmar, 100 million USD into Cambodia and tens of millions of dollars into Thailand.

**Keywords:** Information Management, HAGL, Vietnam

#### 1. Introduction

Along with the process of industrialization and modernization of our country today, businesses that want to survive and develop must focus and invest a lot in business to have a chance to succeed in the competitive market. Fierce competition and full of risks. There are many factors that contribute to the success of an enterprise, from business strategy to management methods, in which information resource management for businesses is extremely important. Information and businesses come from many different sources, but not all information collected by businesses can be used immediately, but it must go through the process of processing, analyzing, synthesizing, and finally extracting information. The filter is only used for the purposes that the business has set. To do well the management of information resources is not an easy job for all businesses, there will be advantages, disadvantages, and how to do it reasonably and effectively. Therefore, HAGL Group has carried out strategic tasks in the most complete and accurate way, giving the Group advantages in the current business process.

#### 2. Overview of Information Management in HAGL Vietnam

Along with the strong development of the economy, more and more businesses spring up. This has created huge competitive pressures for businesses. Therefore, businesses always need to accurately and promptly grasp the trends and flows of society to avoid being outdated. In particular, information systems play a huge role in helping businesses develop and create a position in the market.

##### 2.1 Information Management, the Important Role of Information Management

In fact, information of business enterprises needs to be disclosed to customers to prove that they are real organizations and exist in society. On the other hand, providing detailed business information also creates a data system for customers and partners when needed. Senior management will make the right long-term decisions for the business based on information on strategies, information on tactics and information on operations. Vietnamese enterprises in general and Hoang Anh Gia Lai (HAGL) in particular, through information management, can ensure that the value of such information is established and used to the maximum to support their activities. within the organization as well as contribute to improving the efficiency of the information delivery department.

For organizations operating in the public sector, most of the operating budget is spent on information processing. All levels of government need information to support operations and greatly help in achieving operational goals, and it is also a testament to how the government is operating. Business practices and information exchange within government are being carried out. Over time, the daily information that needs to be processed in the business activities of the Enterprise is increasing more and more and we must always strive to quickly make the most accurate, timely decisions in the information block. giant news created by

yourself. Perhaps any business wants to win and keep the leading position in the market. This is achieved through a business strategy that emphasizes competitive differentiation and respect for the customer. The success lies in the sense of the Enterprise for its most valuable asset, its employees, along with knowledge and quality information. That is not enough, Enterprises also need to have a strategy to transfer all that information into an integrated environment for effective management and use.

## **2.2 Information Management at HAGL Vietnam Group**

Hoang Anh Gia Lai - the leading multi-industry corporation in Vietnam, experienced many development milestones from the start-up stage of furniture manufacturing, a small workshop building the first wood processing factory to the establishment of an investment enterprise. was founded by Mr. Doan Nguyen Duc. Hoang Anh Gia Lai gradually created a foothold on the business journey of development through the period of Publicization - Public company: real estate is the key industry while the diversification strategy is implemented. With the Sustainable Development phase, HAGL Group focuses on developing two main industries: agriculture and real estate. With the mission of "Continuously innovating, striving to create high quality products and services at competitive prices. Implement a satisfactory treatment regime in terms of material and spiritual to encourage employees to create new values for customers, shareholders and the whole society" can be said under the leadership and leadership of Mr. HAGL Group's managers have made strong strides to reach the international level.

### **2.2.1 Management System of HAGL Group Vietnam**

Determining the right management system is the foundation for businesses to develop sustainably, so HAGL always prioritizes the application of knowledge and good practice models on governance to put it into operation. Strengthen financial management, risk management and expenditure monitoring by effectively controlling debt collection, applying cost-saving measures.

Expanding the domestic market and developing the market to other countries in the region, while standardizing the operating model, promoting the role of domestic and foreign branches and representative offices. Promote brand development, maintain relationships with existing customers and approach potential customers with multiple channels and information clues, flexibly seize opportunities to expand the market.

In parallel with the performance evaluation, HAGL also focuses on improving the management system, organizational structure and human resources to match the Group's development goals. In addition, the training to improve the professional qualifications of the staff and the planning and fostering of the management staff are always considered the key tasks of the enterprise.

### **2.2.2 Operation Orientation of HAGL Vietnam Group**

Being a pioneer in cultivating rubber trees, oil palm, sugar cane and corn in the dipterocarp forests of Laos and Cambodia. To increase production, HAGL Group operates a unique and advanced production method by enhancing soil fertility through new investment on a large scale from people to machines, from technology to processes and seedling. This can be considered a bold decision because

most of the project area is barren and dry all year round. With a fierce spirit and strong will to "invest to the right place", the Group has not only brought advanced technology in Israel's agricultural field, namely drip irrigation, into farming to maximize productivity, but also also established the Rubber Tree Research Institute to analyze the soil in order to create separate fertilizers suitable for each different land, both the best for the tree and the low cost.

Under the leadership of managers, the Group's activities are increasingly built and innovated from resource regeneration, public-private partnership, in-depth investment, value chain building and growing together... are operational orientations throughout the process of formation and development of Hoang Anh Gia Lai Group. These orientations are increasingly being improved and strengthened strongly for the sake of sustainable development to create long-term value for shareholders and other subjects of society.

- Investment in agriculture, renewable resources: Deeply aware that natural resources are finite, HAGL has invested and optimally exploited renewable resources. In the business strategy, HAGL determines that rubber, oil palm, sugar cane, corn, beef and dairy cattle raising not only bring high economic efficiency but also provide effective support to the locality in the field of business. the transformation of poor forests into rich farms, contributing to improving the material and spiritual life of the people.
- In-depth investment, taking advantage of the value chain to create a sustainable competitive advantage: In order to create a distinct competitive advantage on an international scale, along with a large scale of investment, HAGL always researches and acquires new technologies. state-of-the-art technology solutions to apply to the production process, especially in the field of industrial crops.

HAGL understands that the Group's success today is due to the trust, sharing, support and goodwill cooperation of shareholders, investors, partners, customers, employees, local communities, management agencies, the media, etc. Therefore, the business philosophy of "sticking together for development" has always been a guideline in the Group's business orientation. Therefore, HAGL has mobilized large capital from reputable domestic and foreign financial institutions; banks to meet capital needs in production and business activities; strategic shareholders, local communities and local authorities always cooperate with the Group. To achieve today's achievements, the Group's leaders always create favorable conditions, a dynamic, creative and humane environment for employees to promote their talents. HAGL is also proud of having a professional management team and employees with high loyalty and determination for the "color of the flag" of the Group.

## **3. Current Status of Information Management at HAGL Vietnam**

### **3.1 Current Status of Information Management**

In today's market economy, business activities are considered very important and full of risks. To ensure that activities take place in the direction of ownership, it requires managers to make correct and accurate decisions. In order to do so, it is necessary to have enough information. Currently, information is a lot and always distorted. Therefore, it requires administrators to analyze properly and carefully before making decisions. Information is an indispensable

part of life. each business.

Want to survive and develop in today's market economy. An informed person is a powerful person.

Decisions are creative products of managers, are creative acts of business owners, in order to have correct and accurate decisions, it requires business owners to have information, analyze information, when available. Then, you need to have the skills to analyze and predict the results of your decisions to avoid risks and have contingency plans for unfortunate situations, and at the same time ensure business operations. good. Therefore, the study of information prediction and decision-making for the company's management is a very important and necessary issue for each administrator in general and for the enterprise in particular.

### **3.2 Cooperation**

HAGL is a pioneer in applying the Public Private Partnership (PPP) model in the agricultural sector when expanding its business to neighboring countries.

The PPP institution has been applied very successfully in Laos and is considered by the Lao Government as a model when calling for foreign investment. HAGL has sponsored interest-free capital for the Lao Government to build infrastructure for SEA Games, Attapeu international airport, hospitals, schools, houses, administrative areas of local communities.

This model is also applied by HAGL in Cambodia by helping the Cambodian Football Federation to build Bati National Football Academy in Takeo province, building roads, schools, clinics, water wells for the poor.

### **3.3 Invest in Depth and Value**

We understand that, in order to create a competitive advantage in the market, besides the large scale of investment, it is necessary to boldly focus on researching and absorbing new and advanced technological solutions applied to the real production process. economy, especially in the agricultural sector.

We have put the Israeli irrigation system into cultivation, with a team of more than 1,000 Vietnamese agricultural engineers participating in research and synchronous implementation of high-tech applications, the development of industrial crops, livestock. To maximize efficiency, productivity and cost savings.

### **3.4 Investment in Agriculture, Renewable Resources**

Deeply aware that natural resources are finite, in the process of production and business towards sustainable values, HAGL focuses on investing and optimally exploiting renewable resources. In fact, over the years, HAGL has mobilized its total efforts to grow rubber trees, oil palm, sugar cane, corn. To turn the dipterocarp forests into farms, significantly improving the environment and living standards of the people. Indigenous Peoples.

HAGL applied scientific and technical achievements to agricultural production such as operating the Israeli drip irrigation system, setting up a micro-fertilizer factory, analyzing soil nutrient compositions, etc. making an important contribution to saving water resources, limiting erosion and soil fertility, minimizing pollution, saving production costs and bringing economic efficiency.

### **3.5 Capital Strategy**

Actively building a stable, long-term cash flow plan is an important goal in the Group's business strategy, focusing on measures to generate cash to pay off outstanding loans and aim for a balance. Equal ability to pay. Besides, the Group also researches and invests in diversifying agricultural products to market in order to increase revenue and expand business opportunities; operating and exploiting real estate - services to have a regular and stable source of income and at the same time advocate selling real estate projects when it is economically viable to turn capital.

Research to reduce costs through debt instruments, effective forms of capital mobilization, and at the same time review the portfolio structure, liquidate assets that are not in the core business or have low efficiency, minimize the spread of investment.

Develop financial regulations and internal spending regulations, salary and bonus regulations as well as have a cash use policy suitable to specific circumstances in order to bring high benefits to the business.

### **3.6 Development Strategy**

For HAGL, 2015 was a year full of difficulties and challenges. Faced with this situation, the Group's Board of Directors continues to promote the strategy of restructuring low-profit industries, focusing and focusing on investment in high-profitable industries, minimizing risks to implement The goal is to lower the loan balance and improve financial indicators.

### **3.7 Industry and Product Strategy**

- Agriculture:

Vietnam's accession to the Free Trade Agreement (AFTA) and the Trans-Pacific Partnership (TPP) will open up many opportunities for businesses. agricultural industry. HAGL believes that the agricultural segment will have a high profit margin when the price in the world market is stable and the output reaches the expected level.

- Industry:

In recent years, the world and domestic rubber prices have fallen deeply, which has greatly affected the Group's activities. Facing this challenging context, HAGL has planted other short-term and medium-term industrial crops such as sugar cane, oil palm, corn, and some other crops... to diversify products and fulfill the goal "take short to raise long". In 2016, HAGL will start exploiting and processing oil palm and some fruit trees.

- Livestock industry:

Since the end of 2014, HAGL has officially started to invest in raising cattle on an industrial scale with imported breeds from Australia and New Zealand raised in Vietnam and Laos. Towards the goal of creating a product line of quality and food safety, HAGL has built a cow husbandry model that complies with international standards. With the advantage of a large land fund for growing grass, taking advantage of abundant available food sources from corn, oil palm, sugar cane by-products as well as the application of high technology in agriculture such as drip irrigation system. Israel, cutting grass, processing, mixing food by machines... HAGL's products are competitively priced in the market. In the past year, HAGL beef products have only focused on supplying large markets such as Hanoi, Ho Chi Minh City,

and Da Nang. In the near future, HAGL will continue to expand the consumption market to provinces and cities across the country.

#### **4. Solutions to Improve the Efficiency of Information Management for Management and Administration in HAGL**

HAGL always adheres to and applies governance standards related to production and business, and is committed to transparency in the Group's activities. Since 2006, right after starting the equitization of the enterprise, HAGL has separated the role of Chairman and General Director into two separate positions held by two people. The Board of Directors in the current term consists of 7 members with the participation of three non-executive members, including representatives of two foreign investment organizations, Jaccar and Dragon Capital, and one additional member. The new independent member to the Board of Directors is Associate Professor, Doctor of Agriculture Pornchai Lueang-a-papong, Thai nationality in the spirit of Circular 121 on corporate governance to help have a neutral voice and protect small shareholders and ensure that the governance at HAGL is carried out effectively and fairly.

##### **4.1 Corporate Culture**

After 21 years of establishment and development, solidarity has created the strength of the Group because HAGL understands that people are the most important factor contributing to the Group's success and sustainable development. The slogan "Unity is strength" is a unique corporate culture, a red thread throughout the operation length of HAGL, expressed very vividly and specifically through: Working spirit between leaders with employees: HAGL leaders and employees regularly exchange information about work with each other through meetings and friendly activities. HAGL employees are encouraged to work directly, contribute new ideas, and give personal comments to their superiors. In contrast, HAGL leaders always listen and enthusiastically guide employees in their work. All are aimed at the ultimate goal of success for the whole Group. Working spirit between employees and employees: To enhance the spirit of cooperation and harmony among employees, HAGL regularly organizes teambuilding courses and organizes teamwork to improve efficiency. work and strengthen the spirit of work among individuals. Working attitude of HAGL employees to partners and customers: HAGL organizes training courses on professional and friendly working methods to form a methodical and reliable working style in the eyes of customers and partners. work. Thereby, increasing the efficiency of HAGL's transaction and negotiation activities.

##### **4.2 Working Environment**

To make the most of the strengths of human resources, HAGL always focuses on developing an appropriate human resource policy and working environment to create the best conditions for employees to promote their abilities.

- Safety at work
- Equip facilities, tools and labor protection equipment for people working at construction sites, factories and farms.
- Having a medical department at construction sites and factories to promptly provide first aid and prevent accidents for officials and employees at the workplace.

- Regularly inspect, supervise and disseminate occupational safety at construction sites, factories and farms.

- Health care for employees

- Organize periodical health check for employees once a year.

- Periodic medical examination and treatment for staff at University of Medicine and Pharmacy Hospital - Hoang Anh Gia Lai: support 50% of medical examination and treatment costs for employees, 100% of expenses for medical examination and treatment due to ear disease. labor accident.

- Salary and benefits policy:

+ In order to promote the working spirit as well as promote the creativity and efforts of employees at work, HAGL has built a salary and bonus policy based on the following criteria: capacity, work efficiency, the level of contribution to the overall development of the Group, the suitability with the value created by each position. The Group always ensures that the income of employees is higher than the common ground compared to surrounding projects in order to help employees stabilize their lives and work with peace of mind, and at the same time commensurate with their contributions to the environment. with the Group; Leaders of the Group respect and treat them equally, regardless of gender, region and male and female.

+ In addition to salary, bonus and allowance, HAGL also implements welfare regimes for officials and employees such as social insurance, health insurance, unemployment insurance according to the provisions of labor law.

+ HAGL also pays special attention to creating job facilitation for employees such as support for shuttle bus, support for buying houses at preferential prices for employees who do not have a home, with dedication and contributions. for many years, to build living quarters for workers, provide accommodation for officials and employees who work away from home without conditions, build collective houses for officials and employees at farms and construction sites, provide the necessary equipment to create the most favorable conditions to serve the work.

##### **4.3 Training Policy**

Currently, HAGL's difficulties in personnel are mainly the lack of a highly qualified workforce serving the Group's rapid and sustainable development orientation. The cause of this problem comes from the general situation of the Vietnamese labor force and workers in the project areas with many limitations in terms of high professional and technical qualifications. Aware of the above problem, HAGL has actively sought out experienced and reputable partners in consulting and implementing important operations, at the same time, HAGL has brought the source staff to the field. training programs to improve professional skills with high practicality. The most recent is SAP ERP (Enterprise Resource Planning), with the infrastructure of IBM and consulting and implementation by CSC, which is the clearest evidence for investment decisions in human resources. senior to the Group.

In addition, HAGL also encourages employees to self-improve and improve their qualifications, organizes short-term internal training courses to deploy new technologies and work processes, share experiences, and regularly appoint employees participate in seminars, training courses conducted by organizations.

With the orientation of long-term investment in foreign countries, HAGL has sent more than 100 officials, employees, and students to National Universities of Laos, Cambodia and Myanmar to study native languages and to work after graduation. work on projects.

## 5. Conclusion

After 22 years of establishment and growth, HAGL is increasingly aware of the role of businesses in the sustainable development picture of the social community and the environment. Therefore, over the years, in its business strategy, HAGL has always set the goal of economic development in parallel with the implementation of responsibilities towards the community, environment and society. Through the analysis of the management strategy that HAGL has made, we can clearly see the importance of information management for businesses.

The role of information through analysis is the premise, basis and tool of business administration. Through that, it is possible to effectively source information and information systems of an organization, and managers in the organization can quickly handle the assigned work, solve the work scientifically and effectively. In addition, the processing of information is equally important, the processing of information is to improve the quality of information to avoid overload and interference, and to reduce the time of information selection for leaders. If the information is incomplete, it will make the leader lack a basis for decision making, creating a one-sided view.

Right from the early days of establishment, HAGL has always focused on a skilled and professional team from which to expand the network for the company. By taking advantage of strategies, always researching and absorbing advanced technology solutions to apply to the research situation, HAGL Group has effectively applied it to contribute to the management of the company. management, making the group stronger, creating influence in the market. Besides many successes achieved in recent years, Hoang Anh Gia Lai will surely face many difficulties in the future. But with its strong potential, Hoang Anh Gia Lai will pursue to the end the goals to bring the greatest benefits to businesses in particular and society in general.

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