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### Improve the Effectiveness of Marketing Activities at Tan Phu Automobile Investment Trading-Services Joint Stock Company

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#### Abstract

Through the current status of the company's delivery service operations in recent years, research the strengths, weaknesses, opportunities, and challenges. From there, orient the goal of developing delivery service business at Tan Phu Investment Trade and Services Joint Stock

Company. At the same time, the topic also offers a number of recommendations and solutions to improve the company's competitiveness, reputation and service quality, increase revenue and achieve the best business results.

**Keywords:** Marketing Activities, Automobile Industry, JSC, Vietnam

#### 1. Introduction

In current years, when competition becomes fierce and customers become more knowledgeable, marketing activities have become an indispensable part of every business's business strategy. Facing a challenging and diverse market, capturing customer attention and building a strong brand requires not only creativity but also efficiency in all marketing activities.

Nissan Tan Phu Company, part of the large Nissan automobile group, is no exception. With the ambition to develop and provide excellent products and services, the company saw the need to improve the effectiveness of its marketing activities. Success in this will help them differentiate in an automotive sector that is undergoing rapid transformation.

This thesis focuses on delving into the methods and strategies that Nissan Tan Phu Company can apply to improve marketing effectiveness. We will go over important elements such as market research, marketing strategy development, media integration, customer relationship management, performance measurement and collaboration with relevant partners.

The ultimate goal of this thesis is to help Nissan Tan Phu Company and similar businesses not only better understand the nature of effective marketing but also apply these strategies in real business. We hope that by learning more about how to improve marketing effectiveness, we can contribute to the growth and prosperity of the auto industry and many other sectors in the future.

#### 2. Theoretical Basis of Marketing

##### 2.1 Concepts and Mix Marketing Tools

###### 2.1.1 Concept

Marketing mix is the set of marketing tools that a company uses to achieve its goals selected market target.

###### 2.1.2 Marketing Tools

Marketing tools include: product. Price (price), distribution (place), promotion. The above four tools are referred to as 4P

Components of the marketing mix

###### 2.1.3.1 Products

###### Concept

A product is anything that can satisfy a need or want and is offered sold on the market for the purpose of attracting attention, purchase, use or consumption. Product they can be objects, tangible goods, services, ideas.

Product composition levels:

Core product: is the part that demonstrates the specific benefits or services of that product.

Specific product: is the basic form of the product including 5 elements: characteristics, brand, packaging, design, product quality.

Added products: include additional utility services to differentiate the product.

#### 2.1.4 New products and product life cycles

##### - New products:

From the buyer's point of view, the new product is what the user perceives to be new. With today's competitive market, it's great for companies to introduce new products. Improving old products will provide and meet the desires and expectations of customers row.

##### - New product classification:

New product to the world: creating a completely new market.

New product line: product appearing on the market for the first time.

Enhancement of existing products: new products provide greater perceived value and Replace current product.

Repositioning: an existing product is targeted at a new market or markets.

Cost reduction: new products it offers along with implementation at lower costs.

##### - Product life cycle:

Every product goes through a life cycle and goes through different stages from time to time form until the end. A product cycle consists of stages: introduction, increase growth, maturity and decline.

Introduction stage: goods are marketed at a slow rate that is unknown to customers

much. The company has to spend a lot of time and money to test and perfect the product and market. Profits are relatively small and losses may occur.

Growth phase: the volume of goods sold increases rapidly, costs and prices of products decrease, so the company earns high profits, compensating for losses.

cost range.

Maturity stage: sales volume reaches a plateau due to the product's popularity

known and accepted by potential customers. Profits reached the highest level.

Depression stage: product sales decrease significantly, the risk of dry inventory is high. This is a period of fierce competition and price fluctuations

Potential products: are innovations that go beyond conventional competition, they outline a new future for product development.

## 2.2 Marketing Mix Strategy

### 2.2.1 Product Strategy

Product policy is the foundation of a defined, marketing mix policy based on larger scale business plans for new products and strategies Overall marketing for all existing products of the business. It's a close combination of choice, what measures must be used to determine the product mix to include product lines, life cycles and market segments.

Profit target:

The goal is to expand product consumption Safety goal

### 2.2.2 Product pricing strategy

#### ✚ Concept and goals of valuation

– Price represents the value (usually in the form of money) that customers are willing to pay for needs are satisfied. So, we can say a brand sells at a higher price other brands by creating more value for customers.

– Objective of pricing: nhawmfm aims at profit, achieving high sales in selling goods, and at the same time capturing a large market share in the market

#### ✚ Factors affecting price

Business pricing decisions are influenced by many factors inside and outside

- Pricing strategy
- Price control strategies
- Price changes

## 2.3 Distribution Strategy

### 2.4 Target Market and Product Positioning

#### Maketing Status of Nissan Tan Phu Company

##### 1. *Brief Introduction About the Company*

Company name: Tan Phu Automobile Trading and Service Investment Joint Stock Company.

Company abbreviation: NISSAN Tan Phu.

- Name of unit: TAN PHU AUTOMOBILE SERVICE AND TRADING INVESTMENT JOINT STOCK COMPANY
- Tax code: 0317001517
- Address: 69 Che Lan Vien, Tay Thanh Ward, Tan Phu District, Ho Chi Minh City
- Representative: Nguyen Thanh Trong
- Operating date: October 28, 2021
- Field: Wholesale of cars and other motor vehicles.

## 2. Current Status of the Car Buying Market in Ho Chi Minh City

Vietnam's automobile market in 2023 has passed half of its journey, but sales only reached nearly 177,000 vehicles, nearly 1/3 of the whole year of 2022. It is forecast that the whole year of 2023 will only consume 70% of cars compared to the previous year. last year.

By the end of June 2023, car consumption in Vietnam rebounded after many consecutive months of decline thanks to strong business promotions and the Government's policy of reducing registration fees by 50 %. However, it is forecasted that in the remaining months and the whole year of 2023, the auto market will hardly achieve sales like last year.

### Consumers Enjoy Dual Benefits, the Market Prospers

According to the latest updated data from the Vietnam Automobile Manufacturers Association (VAMA) just announced, in June 2023, total market sales of member units reached 23,800 vehicles of all types, increased 15% compared to last month.

Specifically, in the total sales volume above, there were 17,334 passenger cars, an increase of 20%; 6,344 commercial vehicles, an increase of 4% and 122 specialized vehicles, a decrease of 17% compared to the previous month. In terms of vehicle origin, while domestically produced and assembled vehicles had sales of 15,488 vehicles, an increase of 28%, imported complete vehicles only reached 8,312 vehicles, a decrease of 4% compared to the previous month.

However, the improvement in June could not immediately bring the domestic auto market back to a state of stable growth. In the first 6 months of 2023, VAMA member units have total sales of 137,327 vehicles, down 32% over the same period last year.

However, besides the car sales of VAMA member units, the Vietnamese automobile market also has the presence of many other car manufacturers such as Audi, Jaguar Land Rover, Mercedes-Benz, Nissan, Subaru, Volkswagen,

Volvo. But these car companies do not disclose business results.

According to officially announced data from TC Group (Thanh Cong Group) on July 12, in June, this unit had sales of 5,108 Hyundai cars of all types, bringing total sales in the first 6 months of the year to 28,011. car. On the same day, VinFast also announced June business results with sales of 3,155 vehicles and accumulated sales in the first 6 months of the year of 11,638 vehicles.

#### \* **Businesses Cut Promotions**

Observing the auto market recently shows that, after the policy of reducing registration fees by 50% for domestically assembled cars, some dealers have moved to cut promotions such as reducing 50 or 100% of registration fees. registration fee, instead there are promotions on accessories, heat-insulating films, floor mats...

However, experts also say that the Vietnamese auto market in 2023 has passed half of its journey, but the total market sales only reached nearly 177,000 vehicles, nearly one-third of the sales volume for the whole year of 2022. more than 500,000 vehicles.

Therefore, experts predict that car consumption in 2023 will be consumed at over 354,000 cars, about 70% of the previous year due to economic difficulties and people's reduced income leading to health problems. Consumption of this product is weak. Meanwhile, car manufacturers expect that along with price adjustments and promotional incentives to reduce inventory, the registration fee reduction policy will be effective in the last two quarters of the year, and at the same time economic. Recovery brings purchasing power back.

### **2.5 Current Status of Distribution Policy at Nissan Tan Phu Company**

#### **Geographic Network and Showrooms**

From October 1, 2020, Vietnam Automobile Industry Development Company Limited (VAD) officially became the exclusive strategic distribution partner of Nissan in the Vietnamese market.

Aiming for sustainable development as well as demonstrating long-term commitments to the Vietnamese market, Nissan in Vietnam has long-term plans for its dealer system, products, services and customers. Accordingly, we will focus on developing the dealer network in the coming time, expanding and improving the product portfolio, improving service quality and accompanying customer care policies.

Along with the distributor switch, all policies and benefits regarding products, services and policies being provided by Nissan to Vietnamese customers will not change.

**Car Showroom** is a place to display car products. This is the place to welcome customers to visit, inspect and shop Nissan models under the advice of professional experts.

Originally, Nissan car models took up quite a lot of space, so when designing a showroom you need a large area to be able to display and show off high-class products, bringing effective advertising. promote in the best way. The facade is an area that plays an important role when designing a car showroom. This is a place that attracts customers and has a significant impact on whether customers want to come and shop.

#### **Nissan Tan Phu products and product lines**

- **Nissan ALMERA**
- **Nissan KICKS Epower**
- **Nissan NAVARA**
- **Accessories and vehicle maintenance and repair services**

#### **Nissan Tan Phu Distribution Strategy**

**At the showroom:** Nissan Tan Phu Company uses an extensive network of dealers and showrooms to reach customers. This includes cooperation with car dealers in many different locations in the Tan Phu area and surrounding areas.

#### **Sales Channel**

Nissan Tan Phu Company has an official website and uses online channels to introduce their products and services. Customers can learn about car models, features, prices and even order online through this website.

#### **Warehouse management**

The company has a warehouse management system to ensure that cars and accessories are available for efficient delivery to dealers and end customers.

#### **Promotions**

Nissan Tan Phu Company regularly applies promotions and special offers to stimulate sales. This may include discounts, freebies, or preferential interest rates on car loans.

#### **Sales service**

The company focuses on providing excellent after-sales service. This includes warranty, routine maintenance and repair services at warranty and repair centers.

#### **Partner**

Nissan Tan Phu Company cooperates with related partners such as insurance companies, banks and financial institutions to provide financial and insurance solutions for customers.

### **2.6 Current Status of Promotion and Shareholder Communication of the Company**

- Build a website to introduce the company and products. At this website

Customers will easily find out the necessary information from product information to prices....

#### **Promotion**

General assessment of promotion and communication activities

Achievement

- Highly effective customer care
- Advertising activities are more professional and creative.

Exist

- New forms of advertising and marketing have not yet been developed.
- Advertising is still limited compared to the requirements of today's competitive market Advertising in the provincial market is not commensurate with the potential.

- Press relations activities are passive and not very effective,
- Research on advertising and promotion activities of competitors have not been given adequate attention.
- Customers still complain about customer care

### **Solutions to Improve the Efficiency of Marketing Activities of Nissan Tan Phu Company**

- First, conduct a detailed market study to understand consumers and potential buyers in the Tan Phu area, as well as identify specific opportunities and challenges.
- Competitive analysis to determine the advantages and weaknesses of Nissan Tan Phu Company compared to competitors in the automobile industry.
- Develop a Marketing strategy based on information from research, develop a detailed marketing strategy to strengthen the Nissan brand and increase sales.
- Determine specific goals, target audiences, and appropriate advertising messages.
- Leverage both online and offline media to reach target customers. This includes using websites, social networks, email marketing, television advertising, etc
- Ensure that all communication channels are synchronized and reflect a consistent brand image.
- Develop engaging and valuable content for customers through content articles, how-to videos, articles about product features, etc.
- Drive customer interaction and engagement through engaging content.
- Build an effective customer relationship management campaign to track customer feedback and improve after-sales service quality.
- Use data from customers to personalize advertising campaigns and create better experiences for them.
- Establish key performance indicators to evaluate marketing campaign performance.
- Regularly monitor, evaluate and adjust campaigns based on data and customer feedback.
- Build relationships with auto dealers and related partners to strengthen distribution networks and create community marketing opportunities.

### **3. Conclusion**

In today's competitive and constantly changing world, marketing activities have become an indispensable part of every company's business strategy. In particular, Nissan Tan Phu Company, part of the Nissan automobile group, has recognized the importance of improving the effectiveness of marketing activities to build and maintain a strong brand and meet the needs of customers. diverse customers.

We have seen that to improve marketing effectiveness, market research, marketing strategy building, media integration, creating valuable content, customer relationship management and performance measurement are essential. indispensable. This helps ensure that Nissan Tan Phu Company can effectively interact with customers, provide the products and services they need, and maintain a positive interaction after the transaction has taken place.

In addition, cooperation with relevant partners and continuous innovation and creativity also play an important role in improving marketing effectiveness. We see that Nissan Tan Phu Company has devoted attention and effort to seizing new opportunities and leveraging technology to enhance their marketing activities.

Ultimately, improving marketing effectiveness is not just a task, but a continuous and ever-evolving process. Nissan Tan Phu and similar companies need to understand that to prosper in this digital age, they must invest in understanding new trends and challenges and always learn and adapt over time.

Hopefully this thesis has contributed a small part in providing a deeper insight into how to improve the effectiveness of marketing activities of Nissan Tan Phu Company and similar businesses, and is an important step forward in promoting growth and prosperity in the automotive industry and many other sectors in the future.

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