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Product Brand Promotion Strategy of McDonalds and Starbucks in Vietnam Market

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Abstract
Brand is an important part of an enterprise's business activities. In the modern age, a brand is not simply a product or service but also a concept of value, vision and emotions it brings to consumers. It helps shape and develop a company's reputation, attract customers and create trust in customers' hearts. Starbuck is one of the most famous brands worldwide in the coffee sector and Macdonalds is known for its convenient fast food system with excellent product quality and classy customer experience. However, to achieve that, Macdonalds and Starbucks had to comply with a number of brand identity system design requirements to match their views on the brand. "Requirements in designing a brand identity system" to highlight the perspectives on the brand approach of Starbucks and Macdonalds and the basic requirements in designing the identity system of these brands. From the above perspectives, it is possible to draw comments on the successes, limitations and solutions in the brand identity systems of these two businesses.

Keywords: Product, Brand, Mc Donalds, Starbucks, Vietnam

1. Introduction
Starbucks is the most famous beverage brand in the world, founded on March 30, 1971 in Seattle. Their brand identity system is professionally designed to ensure easy recognition. Thereby, we see the importance of ensuring consistency and compatibility between the brand identity system and marketing and advertising strategies. By applying effective solutions such as focusing on customer experience, providing high quality products, diversifying products, building a strong brand, developing effective marketing strategies and focusing on responsibility society, Starbucks has achieved a leading position in the coffee industry. McDonald's is a famous fast food brand from America, established in 1955. This business is also known as a "tycoon" in the fast food field. To increase McDonald's presence in the hearts of Vietnamese customers, it is necessary to apply brand promotion solutions such as creating creative and culturally appropriate advertising campaigns, and increasing promotion on other platforms. social media platforms, build partnerships with celebrities and influencers, improve customer experience and create community engagement and engagement. By applying these solutions, McDonald's can strengthen brand recognition and build a positive image among Vietnamese customers.

2. Rationale
Brand management is an important field in marketing, focusing on building, developing and maintaining brand value. To better understand brand management, we need to master the following theoretical foundations:

1.) Concept of brand management
A brand is one or a set of signs to identify and distinguish products and businesses; is the image of the product and business in the minds of customers and the public. A brand is perceived with a broader connotation than a trademark even though these two terms are highly similar. Referring to a brand means wanting to emphasize more on the impressions and images (images) of products (goods and services) and businesses that remain in the minds of customers and the public, not just signs. brand (such as name, logo).

2.) Brand characteristics

2.1 Concept of brand characteristics

Brand personality is the unique set of attribute associations that brand strategists wish to create and maintain.

2.2 Brand characteristics and brand image

Brand image is the result of decoding the message received. From a brand management perspective, brand characteristics must be determined in advance and through communication create the brand image.

3.) The role of brand

Brand management plays an important role for businesses in many aspects, including:

Create brand awareness: Brand management helps build and develop a widely recognized brand in the market, helping businesses attract attention and build trust from customers.

Creating value for brands: Brand management helps evaluate and build value for a business's brand. Creating value for a brand helps increase a business's competitiveness and attract potential customers.

Increase sales and profits: Brand management helps bring a business's products or services to more customers, increasing sales opportunities and sales. Increasing sales and profits also helps businesses develop and expand their business operations.

Create customer loyalty: A strong brand can build trust and loyalty from customers. Brand management helps ensure that customers receive a positive experience from a business's products and services, thereby increasing the likelihood that customers will return to use the business's products or services.

Make strategic decisions: Brand management provides businesses with information about the market, customers and competitors, thereby helping to make strategic decisions appropriate to the business's business activities.

4.) Basic principles of brand management

Customer focus: Identify customer needs, wants and behaviors to build the right brand.

Consistency: Maintain consistency in messaging, visuals and brand experience across every contact channel.

Differentiation: Creating a difference for your brand compared to competitors.

Value: Bring real value to customers.

5.) Brand management models

There are many different brand management models, the most popular is Keller's (1993) brand pyramid model. This model includes 6 levels:

Brand recognition: Customers can recognize and remember the brand.

Brand association: Customers associate what they know about the brand.

Perceived quality: Customers evaluate the quality of the brand.

Emotional associations: What emotions do customers have about the brand?

Brand benefits: What benefits do customers receive from the brand?

Brand loyalty: Customers are loyal to the brand.

6.) Brand management activities

Building a brand strategy: Identifying the brand's goals, vision, mission and core values.

Brand identity design: Creating logos, slogans, brand identities, etc

Brand communication: Reach customers through appropriate communication channels.

Customer experience management: Ensure customers have the best experience with the brand

Measure and evaluate brand effectiveness: Monitor and evaluate the effectiveness of brand management activities.

3. Current Status of the Problem

1. McDonald's current situation

a. Introduction to McDonald's business:

Established in 1955, McDonald's is a famous fast food brand from America. This business is also known as a "tycoon" in the fast food field. To date, McDonald's has more than 36,000 stores in more than 100 countries around the world. About 85% of restaurants named McDonald's have owners who sign franchise contracts and lease brand names with this fast food chain.

Business performance, liquidity and development potential of McDonald's:

Business performance:

- **Revenue and profits:** McDonald's has regular and stable revenue and profits for many years. Revenue in 2023 reaches 232 billion USD, net profit reaches 6.2 billion USD.
- **Profit margin:** Although McDonald's net profit margin will increase in 2023, it is still low (2.7%). This shows that McDonald's is facing fierce competition in the fast food industry.
- **Cash flow:** McDonald's operating cash flow is abundant, showing that the company has the ability to generate cash to reinvest and pay dividends to shareholders. Operating cash flow in 2023 reaches 10.5 billion USD.

Solvency:

- **Quick ratio:** McDonald's quick ratio is high (1.2 times), showing that the company has good ability to pay short-term debts.
- **Debt-to-equity ratio:** McDonald's debt-to-equity ratio is low (0.4 times), showing that the company has a healthy financial structure.

Development potential:

- **Market:** The global fast food industry has great growth potential, especially in emerging markets.
- **Brand:** McDonald's is the world's most famous fast food brand with more than 39,000 restaurants in more than 100 countries.
- **Business strategy:** McDonald's is focusing on menu innovation, improving customer experience and expanding the market.

McDonald's competitiveness compared to competitors:

a. SWOT analysis of McDonald's

McDonald's strengths:

- **Efficient supply chain:** McDonald's has an efficient supply chain, helping the company control product quality and prices.

- **Diverse menu:** McDonald's has a diverse menu with many dishes to suit the tastes of many people.
- **Fast service:** McDonald's provides fast, convenient service to meet the needs of busy customers.

Weaknesses of McDonald's:
- **Fierce competition:** McDonald's has to compete fiercely with other fast food chains such as KFC, Burger King, Subway, etc.
- **Changing needs:** Customer needs are increasingly oriented towards healthy, low-calorie, low-fat foods.
- **High price:** McDonald's product prices are higher than some competitors.

Strengths of competitors:
- **KFC:** KFC has strengths in fried chicken with unique flavors.
- **Burger King:** Burger King has strengths in burgers with rich flavors.

Weaknesses of competitors:
- **KFC:** KFC has a smaller restaurant chain than McDonald's.
- **Burger King:** Burger King has a less diverse menu than McDonald's.

Current status of McDonald's in the Vietnamese market:
Strength:
Famous brand: McDonald's is a famous global fast food brand, known and loved by many Vietnamese people.
Professional service: McDonald's provides professional, fast and convenient service.

Weakness:
High price: McDonald's product prices are higher than the average income of Vietnamese people.
The number of stores is small: McDonald's only has 29 stores in Vietnam, concentrated mainly in big cities.

Opportunity:
Growth of e-commerce: McDonald's can take advantage of the growth of e-commerce to expand its market and increase revenue.

Challenge:
- **Fierce competition:** Vietnam's fast food market has many large fast food chains participating, competing fiercely on prices, products and services.
- **Culinary culture:** Vietnamese culinary culture is diverse and rich, consumers have many choices instead of fast food.

Thus, McDonald's has the potential to develop in the Vietnamese market. However, the company also faces a number of challenges that need to be resolved to satisfy demand, compete effectively and increase market share.

2. Status of Starbucks
a. Overview of the Starbucks brand
Starbucks is the most famous beverage brand in the world, headquartered in Seattle, Washington, USA. Established on March 30, 1971 in Seattle city. Initially, Starbucks was just a small store specializing in selling premium coffee and coffee grinding equipment.

The history of this small coffee shop turned a new page when Howard Schultz - - the famous CEO of Starbucks - realized the potential of bringing the Italian coffee service style to America.
This world's largest coffee chain has overcome the global economic crisis spectacularly with first quarter 2009 revenue reaching 2.7 billion USD and net profit reaching 242 million USD. America, increased by 300% in the same period in 2008, the year when Starbucks Coffee's business situation encountered many difficulties.
After 50 years of construction and development, Starbucks has not only confined itself to Seattle or the US but has even spread out of the continent, bringing the art of enjoying modern Italian coffee to other countries such as Japan. Ban, Hong Kong, South Africa
Up to now, the Starbucks coffee brand currently has more than 33,833 stores in 64 countries around the world with more than 150,000 employees. Of these, more than 65% of Starbucks stores are located in the US.
b. SWOT analysis of Starbucks
- Strength

Trademark
Starbucks is a highly valuable brand with a coffee flavor that many people love. In 2019, the Starbucks brand was worth up to 11.7 billion USD according to Interbrand rankings. The number of Starbucks stores increased rapidly from 1,886 to 31,256 between 1998 and 2019. b. Stable investment source
Starbucks' financial foundation is extremely solid. In 2020, this coffee company achieved annual revenue of about 26.5 billion USD and profits of up to 3.6 billion USD. That is a record business result, and demonstrates the effectiveness of Starbucks' business model.
- Weakness

- High price

Starbucks drinks are often priced higher than their competitors. In the past, when coffee shops were few, Starbucks drinks were considered a luxury beverage brand. Starbuck has taken great advantage of this advantage to improve coffee quality as well as offer a suitable price. However, with the increasing number of coffee shops appearing, the high price is gradually becoming one of the weaknesses of this coffee brand.
- The pace of new product launches is slow

Although it is a large coffee brand, Starbuck's products are considered to be lacking in diversity and uniqueness. This is also one of the weaknesses that this brand needs to improve more.
c. Current status of Starbucks' business strategy in Vietnam
- Starbucks' business philosophy

Starbucks' business philosophy emphasizes Third Place. Simply put, Starbucks wants to become the third most important point in everyone's life. According to a manager of the brand's US branch, Starbucks wants its customers to be able to enjoy a comfortable space at home and at work. Coming to Starbucks, you can sit on beautiful chairs, talk with friends while looking at beautiful scenery, surf the web and enjoy premium coffee.
In addition, Starbucks also has another business philosophy which is to become a responsible and ethical company. This has been demonstrated by responsible purchasing plans. Starbucks has programs that support farmer loans and forest

conservation programs, as well as create education, training and employment opportunities.

- **Starbucks' business strategic goals**

Regarding Starbucks' strategic business goals, this coffee brand is divided into 3 main goals:

Starbucks' most important goal is to maintain the image of a famous and expected leading brand in the world.

- Next, Starbucks' business strategy is to grow through expanding new business markets. Starbucks also does not forget to maintain its brand identity.
- Ultimately Starbucks wants to become a responsible business to the community and committed to social issues.

- **Starbucks' competitive advantage in the coffee market**

✓ Product quality

Starbucks always serves customers with the highest quality coffee. Besides, the brand also ensures that the coffee beans, coffee grinder and roasting temperature all have absolute accuracy. In addition, the brand also maintains the quality of its coffee beans by introducing responsible coffee growing principles.

✓ Balance between profit and business ethics

Besides focusing on business to increase profits, Starbucks also focuses on social activities such as protecting the environment. Starbucks' business strategy is:

- Strive to buy, sell and use environmentally friendly products
- We need to be responsible for the future of the environment
- Integrate environmental responsibility into company values
- Encourage all associates to participate in the mission of protecting the environment.

✓ Global supply chain

Starbucks is known for its international supply chain around the world. The brand's coffee beans are mainly produced from three regions: Latin America, Africa and Asia. This supply chain contributes significantly to strengthening the brand because trading and production activities have a solid backing in terms of inputs and coffee.

4. Solutions and Conclusion

4.1 Solutions and conclusions for Starbucks' brand promotion strategy in the Vietnamese market

Solution:

1. Improve customer experience:

a. Improve product quality:

- Starbucks always focuses on coffee quality, using 100% premium Arabica coffee beans. Coffee beans are carefully selected by Starbucks from the best coffee growing regions in the world, roasted using exclusive technology, creating a uniquely delicious coffee flavor.
- Starbucks also focuses on the quality of other ingredients such as milk, sugar, syrup,... to ensure the perfect flavor for each cup of coffee.
- Starbucks strictly controls the coffee making process from choosing ingredients to finished products to ensure consistent quality for all stores around the world.

b. Product diversification:

- Starbucks offers a variety of drinks, meeting the needs of many customers. In addition to coffee, Starbucks also offers tea, juice, smoothies, pastries and snacks.
- Starbucks regularly updates its menu with new products to meet customer tastes.
- Starbucks also offers seasonal and regional products to meet the diverse needs of customers.

c. Improve customer service:

- Starbucks focuses on employee training and providing professional and friendly service. Starbucks employees are always ready to advise customers about Starbucks products and services.
- Starbucks also provides many convenient services for customers such as: Online ordering, mobile payment, home delivery,...
- Starbucks always listens to customer feedback to improve service better and better.

d. Create a comfortable space:

- Starbucks designed the store with a cozy space and free wifi, creating a comfortable feeling for customers. Starbucks is a place where customers can relax, study, work or meet friends.
- Starbucks also focuses on music, lighting and store decorations to create a friendly and welcoming environment for customers.
- Starbucks regularly holds in-store events to attract customers and create unique customer experiences.

2. Enhance marketing:

a. Online Marketing:

- Starbucks uses social networks, websites, and email marketing to reach potential customers. Starbucks has its own website and mobile app where customers can order, pay and manage their account. Starbucks also regularly organizes promotions and giveaways on social networks.
- Starbucks also uses online media channels such as Youtube, Instagram, TikTok to promote its brand and products.
- Starbucks partners with influencers to reach potential customers and increase brand awareness.

b. Traditional marketing:

- Starbucks participates in advertising, sponsorship, and PR activities to increase brand awareness. Starbucks regularly advertises on TV, radio, newspapers and magazines. Starbucks also sponsors sports, cultural and artistic activities.
- Starbucks also participates in fairs and exhibitions to introduce its products and brands.
- Starbucks partners with non-profit organizations to carry out social activities and enhance brand image.

c. Experiential marketing:

- Starbucks organizes events and promotions to attract customers. Starbucks regularly hosts free coffee tastings, musical performances, and coffee-making classes.
- Starbucks also offers loyalty programs to reward loyal customers.
- Starbucks creates unique and creative marketing programs to attract customers and create memorable customer experiences.

3. Market development:

a. Expanding domestic market:

- Open more stores in major cities and potential areas.
- Cooperate with local partners to expand the market
- Adjust marketing strategies and products to suit each region.

b. Developing online sales channels:

- Providing online ordering, online payment and home delivery services
- Develop your own mobile application for the Vietnamese market..
- Cooperate with reputable e-commerce partners.

c. Diversify distribution channels:

- Starbucks cooperates with partners to distribute products. Starbucks cooperates with restaurants, hotels, and convenience stores to sell its products.
- Starbucks also participates in new distribution channels such as vending machines, kiosks,...
- Starbucks partners with delivery partners to provide door-to-door delivery services to customers.

Conclusion

Starbucks is a large and famous global brand, their brand identity system is professionally designed to ensure easy recognition. Thereby, we see the importance of ensuring consistency and compatibility between the brand identity system and marketing and advertising strategies. To create a strong and memorable impression in the minds of customers, it is necessary to combine harmonize these elements. The brand identity system needs to be designed properly, including logos, colors and typefaces that match the Starbucks style. At the same time, it is necessary to ensure uniformity in applying this system across Starbucks products and branches. By applying effective solutions such as focusing on customer experience, providing high quality products, diversifying products, building a strong brand, developing effective marketing strategies and focusing on responsibility society, Starbucks has achieved a leading position in the coffee industry.

4.2 Solutions and conclusions for McDonald's brand promotion strategy in the Vietnamese market

1. Solution:

a. Menu customization:

McDonald's should customize its menu to suit the tastes and culinary requirements of Vietnamese consumers. At the same time, McDonald's can introduce special menus based on local dishes or combined with popular dishes in Vietnamese cuisine. This will help McDonald's create compatibility with local culture and attract customers.

- Eg:
  - McSpicy bread with a spicy flavor suitable for Vietnamese people's preferences.
  - McRice chicken rice with familiar ingredients and reasonable price.
  - Breakfast dishes are suitable for Vietnamese culinary culture.
- Introduce seasonal or festive dishes to create something new.
- Provide healthy eating options such as salads, fruits.

b. Improve product costs:

- Providing cheap combos to suit the needs of students and families.
- Implement regular promotions to attract customers.
- Provide preferential prices for customers who order online or use home delivery services.

c. Expanding restaurant network

McDonald's should invest in expanding its restaurant network in strategic locations, including big cities and shopping centers. This will increase McDonald's accessibility to potential customers and create convenience in using their services.

d. Multi-channel advertising campaign:

McDonald's should implement a comprehensive and multi-channel advertising campaign to increase brand recognition. Advertising channels may include television, social media, outdoor advertising and special events. Using multiple advertising channels will help McDonald's reach a variety of customers and create deeper brand awareness.

e. Strengthen relationships with the community:

McDonald's can strengthen its ties to the community by participating in charitable activities, local events, and sponsoring cultural activities. This will help create a positive image of McDonald's and attract support from local customers.

f. Invest in customer experience:

McDonald's should focus on improving the customer experience at its restaurants. This can be done by:

- **Service improvement:** Improve service quality and create a friendly, comfortable environment for customers. Train staff to ensure they have good communication skills and are willing to assist customers.
- **Take advantage of technology:** Apply technology to improve the ordering and cashier process quickly, ensuring convenience for customers. McDonald's may also consider developing a mobile application for online ordering and home delivery.
- **Create unique experiences:** McDonald's can create unique and different experiences to attract customers. For example, organize special events like musical performances, family fun activities, or special holiday sales.

g. Cooperate with local partners:

McDonald's can cooperate with local partners to develop joint promotional campaigns. This could include creating special combo packs or partner offers with popular local brands.

h. Customer care:

Build an active customer care program to reward loyal customers and motivate customers to return. McDonald's can offer bonus points, special offers or membership cards to encourage customers to return and maintain long-term relationships.

i. Leverage the power of social media:

McDonald's should leverage social media to interact with customers, respond to comments, and build an active online community around the brand. This is also a platform to

share information about McDonald's latest promotions, events and news.

Conclusion

To increase McDonald's presence in the hearts of Vietnamese customers, it is necessary to apply brand promotion solutions such as creating creative and culturally appropriate advertising campaigns, and increasing promotion on other platforms. social media platforms, build partnerships with celebrities and influencers, improve customer experience and create community engagement and engagement. By applying these solutions, McDonald's can strengthen brand recognition and build a positive image among Vietnamese customers.

Through analyzing the factors affecting the choice of methods to enter the international market, the strategy to penetrate the Vietnamese fast food market of McDonald's, one of the world's best companies in this field, has been somewhat clearer. Considering the difficulties of entering the Vietnamese market as well as technical factors and legal basis, McDonald's has chosen the "franchise" method. The problem McDonald's currently faces is how to effectively develop this potential market after successfully penetrating it. The number of McDonald's fast food restaurants around the world is proof of the success of the right business strategy. McDonald's will face some serious challenges as it expands into new markets. Future success will rely on maintaining its core strengths - with an emphasis on consistency and quality - while carefully testing innovative options. These new initiatives could include learning more about local markets and launching sophisticated restaurants under new brands that are not influenced by McDonald's fast food image. McDonald's may also be looking at stronger growth in other Asian and African countries, where growth prospects are significantly greater.

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