



Received: 11-06-2026
Accepted: 21-07-2026

International Journal of Advanced Multidisciplinary Research and Studies

ISSN: 2583-049X

Research on Marketing Mix Activities at Manufacturing Enterprises in Ha Dong District, Hanoi City

¹ Tran Thi Huyen Trang, ² Nguyen Minh Tuan

^{1, 2} Faculty of Economics, Hanoi University of Natural Resources and Environment, Vietnam

Corresponding Author: **Nguyen Minh Tuan**

Abstract

This study investigates the implementation and performance of Marketing Mix strategies (4Ps: Product, Price, Place, Promotion) within small and medium-sized manufacturing enterprises (SMEs) operating in Ha Dong District, Hanoi City. Amidst the macroeconomic shifts of the 2024-2026 period characterized by volatile upstream raw material costs and the rapid expansion of next-generation digital commerce manufacturing firms face unprecedented pressures due to fixed asset depreciation and inventory maintenance. Utilizing a mixed-method approach combining qualitative specialist interviews (N=8) and a quantitative stratified questionnaire survey (N=150), this paper examines empirical data regarding operational constraints. The findings reveal a critical structural paradox: while local

manufacturing firms demonstrate strong competence in technical product durability and production cost management (mean scores of 4.15/5.00 and 3.82/5.00 respectively), they suffer severe deficiencies in digital marketing execution and channel modernization, primarily owing to an absolute reliance on traditional multi-tiered wholesale networks and a persistent deficit of professional marketing personnel. Consequently, a comprehensive framework of synchronized strategic interventions is articulated, integrating eco-standard "green product" transitions, value-based pricing paradigms, omnichannel Direct-to-Consumer (D2C) platform deployment, and progressive dealer incentive structures tailored for the 2030 regional economic horizon.

Keywords: Marketing Mix, Manufacturing SMEs, Direct-to-Consumer (D2C), Omnichannel Distribution, Value-Based Pricing, Transition Economies

1. Introduction

In the contemporary landscape of global economic integration and industrial transformation driven by Industry 4.0, the manufacturing sector remains the bedrock of national economic growth and sovereign competitive capacity. For material production entities, long-term market sustainability is no longer determined solely by intrinsic engineering capabilities or factory floor efficiencies. Instead, it is increasingly dictated by a firm's market orientation, deep customer insight, and tactical agility in responding to macroeconomic shocks. Consequently, marketing has transitioned from a superficial peripheral function into a core managerial philosophy governing the complete corporate value chain from upstream raw material sourcing to downstream fulfillment and lifetime customer relationship management.

The classical Marketing Mix paradigm, structured around the 4Ps (Product, Price, Place, and Promotion), provides a systematic framework for converting high-level corporate objectives into field execution. However, the execution of this within manufacturing enterprises is substantially more intricate than in commercial or service sectors. Manufacturing operations are tightly tethered to heavy capital investments in fixed assets, machinery, and physical plants. Characterized by prolonged production cycles, substantial asset depreciation, and high inventory holding overheads, these firms face severe consequences for miscalculated decisions in pricing, distribution, or product lines, which can lead directly to sudden cash flow disruptions.

Ha Dong District, a highly dynamic socio-economic center in southwestern Hanoi, presents a compelling geographical context for empirical marketing research. The district embodies a unique structural intersection: centuries-old traditional craft villages currently undergoing intensive industrialization (such as Van Phuc silk weaving, La Khe knitting, and Da Sy mechanical forging) coexist directly with modern industrial clusters located in the Bien Giang and Yen Nghia sub-zones. This stark dualism in corporate scale, technological maturity, and managerial literacy creates a highly fragmented yet insightful landscape for studying marketing adoption. Empirical evidence indicates that the vast majority of local manufacturing SMEs still operate

on localized intuition and historical precedent rather than systematic marketing frameworks. Product policies remain over-indexed on raw OEM processing with minimal brand equity; pricing methods are predominantly passive cost-plus calculations that ignore consumer-perceived value; distribution channels are heavily reliant on traditional intermediaries, neglecting modern e-commerce; and promotional activities remain constrained by negligible budgets and low digital adoption. This paper addresses these critical academic and practical vulnerabilities by conducting an exhaustive empirical evaluation of the manufacturing marketing environment in Ha Dong, establishing actionable pathways toward 2030 optimization.

2. Literature Review and Research Gap

2.1 Domestic Literature Review

Within the Vietnamese academic lexicon, the application of marketing management frameworks within domestic enterprises has witnessed accelerating scholarly interest, diverging into two primary streams: foundational theoretical paradigms and localized empirical assessments.

In the domain of foundational theory, Le and Nguyen (2019) in *Marketing Management: Customer Value Orientation* re-examine the marketing mix through a value-creation lens, asserting that transitioning from cost-plus accounting to perceived-value models is an absolute prerequisite for SME margin optimization. Conceptualizations regarding data validity and survey design are heavily indebted to Nguyen (2021), whose work standardizes stratified random sampling and Likert scale structural reliability checks in business environments. From a digital transformation standpoint, Nguyen Bách Khoa (2021) evaluates the structural shifts of the 4Ps under high technology adoption, coining modern metrics to diagnose the "technological lag" that hampers domestic factories trying to synchronize their promotional platforms. Additionally, Tran (2022) [21] provides a comprehensive framework for the Vietnamese consumer environment, showing that while product quality serves as the base layer for customer retention, the pricing vector remains the most volatile trigger governing brand-switching behavior.

In terms of empirical sector-specific research, Nguyen Van Hung (2022) [10] conducted a macro-level investigation across peri-urban Hanoi industrial zones, demonstrating that while small-scale machinery and packaging firms achieved high technical specifications, their brand differentiation metrics remained virtually non-existent. Regarding supply chain dynamics, Vu (2023) utilized quantitative modeling (N=200) to confirm that peripheral manufacturing SMEs routinely suffer from critical "market information blindness" due to extreme structural dependence on traditional physical wholesale agents, which strips them of final price-control capacity. Conversely, Pham (2023) offers empirical evidence that integrating Direct-to-Consumer (D2C) e-commerce architectures into material processing units successfully yields a 20% reduction in middle-tier logistics operating friction. Furthermore, the realities of price formulation under global supply chain shocks are analyzed by Hoang and Nguyen (2024), who construct modeling boundaries showing how upstream resource volatility impacts fixed-cost recovery. Finally, Chuyen (2025) [4] assesses the clothing and textiles sector, noting that the absence of green manufacturing audits (such as ISO 14001

or OEKO-TEX) represents a severe institutional barrier to market access.

2.2 International Literature Review

Globally, the marketing mix paradigm has a long trajectory of continuous refinement to align with logistics innovations and consumer behavioral psychology. The foundational model traces directly back to McCarthy (1960) [15], who established the organic, systemic interdependence of the 4Ps, proving that modifying any single component without a corresponding structural realignment across the remaining three vectors compromises tactical equilibrium. Borden (1964) [2] extended this by viewing the marketing executive as a "mixer of ingredients," emphasizing that the formulation must remain dynamic to withstand competitive counter-actions. A major pivot occurred when Lauterborn (1990) [14] introduced the customer-centric 4C framework, demonstrating that total consumer acquisition cost carries far greater statistical weight in predictive purchase models than factory-gate pricing. Michael Porter's (2008) [17] Five Forces framework remains the standard paradigm for analyzing micro-environmental pressures, outlining how customer bargaining leverage shapes a factory's margin structure. In brand equity modeling, Keller (2016) [11] validates the Customer-Based Brand Equity (CBBE) model, emphasizing that primary packaging and physical point-of-care touchpoints serve as the ultimate anchors for industrial positioning.

Modern international empirical research has increasingly focused on digitalization and ecological sustainability. Armstrong *et al.* (2020) [1] prove that modern industrial operations leveraging D2C digital channels increase net profit margins from 12% to 25% by bypassing multi-tiered distribution networks. In terms of sustainability, Wang and Zhang (2024) [23] surveyed 350 industrial firms within China's Pearl River Delta, demonstrating that while "Green Product" R&D escalates short-term capital expenditures, it generates a 32% appreciation in long-term asset value and brand equity. Regarding industrial communication, Chong and Zhou (2022) [3] implement Structural Equation Modeling (SEM) to prove that modern digital business-to-business (B2B) promotion drives lead-generation speed 4.5 times faster than traditional methods for raw component suppliers. For small-scale heritage industries, Srisuwan (2023) [18] tracks the modernization of Thailand's OTOP craft firms through packaging upgrades and QR-coded cultural narratives. Finally, Kraus and Schulz (2025) [13] examine SME survival metrics during inflationary shocks, showing that firms utilizing real-time cost-accounting software to implement agile pricing demonstrate twice the survival rate of rigid pricing counterparts.

2.3 Research Gaps

A meticulous cross-examination of these 20 major domestic and international works highlights three critical research gaps:

- **Geographical and Structural Specificity Gap:** While existing macro-studies address Hanoi or northern Vietnam generally, none focus specifically on Ha Dong District's unique economic structure where modern automated industrial sub-zones exist directly alongside centuries-old artisan craft villages. Evaluating both archetypes within a single administrative district

- remains completely unprecedented.
- **Temporal and Macroeconomic Real-Time Gap:** Most domestic empirical papers rely on pre-2023 datasets. They fail to capture the profound post-inflationary realities of the 2024-2026 period, which has been reshaped by severe upstream supply chain disruptions and the emergence of immersive, factory-floor livestreaming e-commerce.
 - **Strategic Integration Gap:** International literature frequently isolates green product shifts from digital promotion research. In the developing Vietnamese context, there is a distinct lack of an integrated framework showing how eco-certified product parameters can serve as the primary content engine for digital B2B/B2C promotion channels to drive direct sales.

3. Research Methodology
3.1 Research Objectives

The primary objective is to evaluate the real-world execution of the 4P marketing mix across manufacturing enterprises in Ha Dong District to formulate an optimized strategic framework for 2030. Specific objectives include: (1) Systematizing the theoretical boundaries of modern marketing within production-heavy contexts; (2) Performing an empirical evaluation of existing 4P deviations based on primary datasets; and (3) Structuring actionable, high-depth managerial and institutional recommendations.

3.2 Scope and Subjects

The subject matter centers entirely on the corporate management policies, planning procedures, and field performance of the four marketing mix pillars within local manufacturing entities. The spatial scope covers registered manufacturing firms operating within Ha Dong District, encompassing both specialized industrial clusters (Bien Giang, Yen Nghia) and designated craft preservation zones (Van Phuc, Da Sy). Temporally, secondary data analysis spans from 2023 to early 2026, while primary field research was conducted between June 2024 and March 2026.

3.3 Data Collection and Analytical Methods

Secondary data was gathered from official economic summaries published by the Ha Dong District People's Committee, General Statistics Office (GSO) annual reports, and verified tax registry registries. For primary data, a mixed-method design was deployed:

Quantitative Survey: A structured questionnaire containing 5-point Likert scale matrices (1 = Highly Deficient / No Investment; 5 = Highly Proficient / Substantial Investment) was distributed to corporate officers (CEOs, Owners, Marketing/Sales Directors). Out of 180 distributed instruments, N=150 valid responses were recovered and processed.

Qualitative Interviews: Eight in-depth interviews were conducted with prominent factory directors in Bien Giang and master artisans in Van Phuc and Da Sy to uncover root causes behind distribution bottlenecks and promotional budget frictions.

Statistical data cleaning, frequency tabulation, descriptive mean calculations, and SWOT analytical clustering were performed via dedicated analysis software to guarantee maximum mathematical precision.

Table 1: Demographic and Structural Profile of Surveyed Manufacturing Sample (N=150)

Classification Criteria	Sub-Group Category	Sample Count (N)	Percentage (%)
Industrial Sector	Textiles, Footwear, & Van Phuc Silk	52	34.7
Industrial Sector	Mechanical Engineering, Forging, & Metallurgy	38	25.3
Industrial Sector	Packaging, Plastics, & Industrial Printing	25	16.7
Industrial Sector	Food Processing, Agriculture, & Beverages	20	13.3
Industrial Sector	Others (Construction Materials, Woodwork)	15	10.0
Capital Scale	Micro-Enterprise (< 3 Billion VND)	48	32.0
Capital Scale	Small-Enterprise (3 to < 20 Billion VND)	72	48.0
Capital Scale	Medium-Enterprise (20 to 100 Billion VND)	30	20.0
Primary Market Model	Business-to-Business (B2B / Large Agents)	98	65.3
Primary Market Model	Business-to-Consumer (B2C / Direct Retail)	52	34.7

Source: Empirical field survey compiled by the author (2026).

4. Findings and Analysis of the 4P Marketing Mix

The quantitative consolidation of mean performance scores across the four marketing mix vectors exposes severe structural variances in execution capability.

Table 2: Evaluative Mean Scores for Marketing Mix Pillars (5-Point Likert Scale)

Marketing Mix Vector (4P)	Empirical Mean Score (Out of 5.00)	Qualitative Interpretation
Product (Product Pillar)	4.15 / 5.00	Highly Proficient / Strong Focus
Price (Pricing Pillar)	3.82 / 5.00	Satisfactory / Competent Control
Place (Distribution Pillar)	3.48 / 5.00	Moderate / Structurally Rigid
Promotion (Promotion Pillar)	2.76 / 5.00	Deficient / Under-invested

Source: Empirical field survey compiled by the author (2026).

4.1 Product Policy (Product)

Product policy emerges as the primary competitive anchor for Ha Dong's manufacturing base, securing the highest structural mean score of 4.15/5.00. Data indicates that approximately 68.5% of manufacturing SMEs situated within the Bien Giang Industrial Cluster have successfully institutionalized rigorous quality management frameworks, obtaining formal ISO 9001:2015 certifications alongside industry-specific conformity standards. In parallel, food processing entities in the Duong Noi and Yen Nghia sub-districts demonstrate comprehensive adherence to statutory food safety validations, utilizing clear batch-tracking protocols. This core technical capability is further validated by the localized success of traditional craft products; a significant percentage of artisanal assets across Van Phuc and Da Sy have achieved official 3-star and 4-star OCOP (One Commune One Product) regional certifications, confirming excellent material durability and core utility. However, this engineering proficiency stands in sharp contrast to major vulnerabilities in aesthetic presentation and product evolution. Field surveys show that secondary

packaging and structural labeling remain severely underdeveloped across micro-scale and multi-generational family workshops. For these entities, packaging is treated purely as a physical containment and transport shield rather than a communicative marketing medium. Visual identity assets including color palettes, typographic hierarchies, and brand marks are often left unaltered for decades. Furthermore, systematic research and development (R&D) remains virtually non-existent, constrained by strict financial allocations and an absence of market forecasting analysts. Instead of proactively identifying macro-consumption patterns, local firms operate defensively under reactive OEM (Original Equipment Manufacturer) paradigms, initiating design changes only when explicitly mandated by external ordering buyers.

4.2 Pricing Policy (Price)

With a competent mean evaluation score of 3.82/5.00, local firms display sound operational control over basic factory-gate production costs but struggle with strategic pricing execution. Quantitative tracking indicates that 78.3% of surveyed manufacturers rely entirely on classical cost-plus pricing frameworks. Corporate accounting teams compute total absorption costs (aggregating direct input material variables, factory labor, overheads, and plant depreciation) and append a predictable target profit margin ranging precisely from 8% to 15% to finalize wholesale sheets.

While this cost-plus mechanism provides an internal financial safety buffer and helps secure baseline cash flow, it introduces severe strategic friction during macroeconomic shocks. Throughout the volatile 2024-2026 period, raw industrial input variables (such as metallurgical steel, polymer resins, and textile yarns) suffered intense supply chain pricing disruptions. Because local firms are bound to rigid, cost-driven pricing templates, they face a punishing operational dilemma: absorbing raw material spikes directly cuts short-term net margins, while passing costs immediately to downstream buyers causes swift drops in ordering volumes. This vulnerability is worsened by disorganized dealer-discount frameworks. Rather than deploying transparent, volume-tiered progressive discount matrices, firms determine middle-tier margins via ad-hoc individual negotiations. This lack of standardization frequently triggers margin erosion and channel conflict, as regional distributors undercut one another, severely damaging the manufacturer's long-term brand equity.

4.3 Distribution Policy (Place)

Distribution performance achieves a modest score of 3.48/5.00, reflecting systems that are functional but structurally rigid. The quantitative baseline confirms that 65.3% of local factories route their output exclusively through traditional multi-tiered, business-to-business (B2B) middle-tier frameworks (National General Agents to

Regional Wholesalers to Local Retailers). For heavy machinery component producers, construction material processors, and industrial packaging plants, this traditional structure is highly practical, enabling rapid geographic distribution without requiring massive capital investments in owned retail infrastructure.

Nevertheless, this absolute reliance on external intermediaries isolates manufacturers from their end-users, creating a state of "market information blindness." Critical data on consumer behavior, satisfaction metrics, and emerging trends must travel back through multiple commercial tiers, arriving at the factory delayed or distorted. Consequently, plants respond slowly to real-world market movements. Crucially, contemporary digital distribution frameworks remain severely underutilized; a minor 14.2% of entities—predominantly clustered around the Van Phuc silk weaving cluster and specialized food processors—have successfully deployed Direct-to-Consumer (D2C) e-commerce channels via managed websites or platforms like Shopee and TikTok Shop. The remaining industrial base resists digital commerce adoption, citing technical complexities, shipping barriers, and contractual frictions with existing physical wholesale accounts.

4.4 Promotional Policy (Promotion)

Securing a critically low mean score of 2.76/5.00, promotional policy is the weakest link within Ha Dong's manufacturing sector. Quantitative diagnostics show that a striking 62% of local manufacturing concerns possess no dedicated, long-term marketing budget. Instead of recognizing promotional activities as a strategic asset for market expansion, corporate management treats marketing as a discretionary expense to be reduced during lean periods. Consequently, promotional expenditures crawl below 1% of total gross revenues, leaving campaigns fragmented and disconnected.

Local promotional tactics remain heavily over-indexed on outdated analog methods, such as printing physical catalogs, distributing flyers, hanging street banners, and attending regional municipal trade fairs. While these traditional tactics help maintain local relationships, they fail to attract new buyers outside immediate municipal boundaries. On the digital front, enterprise websites are often abandoned, presenting outdated product profiles, slow loading speeds, and zero Search Engine Optimization (SEO). Modern digital advertising tools (Google Ads, Meta Ads, and TikTok campaign tools) are rarely used. Even within culturally rich clusters like Van Phuc, promotional narratives are missing creative, high-engagement content. Modern digital formats—such as short-form video production, live industrial factory broadcasting, interactive storytelling, and collaborations with key opinion consumers (KOCs)—are largely ignored, alienating younger consumer demographics and failing to capture high-value tourism flows.

5. SWOT Analysis

To synthesize these findings, a comprehensive SWOT analysis matrix is constructed, outlining the structural forces shaping Ha Dong's industrial marketing landscape.

Table 3: Consolidated SWOT Matrix for Ha Dong Manufacturing Marketing Environment

SWOT Vector	Clustered Empirical Data Points
Strengths (S)	▪ Verified Product Integrity: Deep manufacturing heritage across regional craft clusters, yielding high mechanical durability and engineering precision. ▪ Optimized Cost Anchors: Strategic access to centralized industrial infrastructure (Bien Giang) minimizes immediate manufacturing and localized logistics expenses. ▪ Strategic Geography: Direct placement at the southwestern gateway of Hanoi, enabling seamless transport connections to core urban centers and northwestern provincial corridors.
Weaknesses (W)	▪ Production-Centric Bias: Managerial mindsets remain overly focused on factory outputs rather than proactive market orientation. ▪ Human Capital Deficits: Severe shortage of dedicated marketing professionals; digital communication is often handled by administrative or sales personnel. ▪ Channel Vulnerability: Over-reliance on traditional wholesale intermediaries creates a barrier to e-commerce and direct customer data ownership. ▪ Faded Brand Equity: Minimal capital investment in modern industrial packaging, brand identity design, or intellectual property protections.
Opportunities (O)	▪ Digital Acceleration: The rapid expansion of corporate B2B/B2C digital platforms provides an affordable avenue to secure nation-wide market reach. ▪ Institutional Policy Alignment: Access to municipal digital transformation grants and regional OCOP upgrading initiatives from the local government. ▪ Domestic Consumer Shift: Growing domestic preference for high-quality, verified Vietnamese manufactured goods over unverified imports.
Threats (T)	▪ Intense Import Pressures: Strong competition from ultra-low-cost, high-variety cross-border manufactured imports, particularly from China. ▪ Macro Input Volatility: Frequent pricing spikes across international raw material markets (steel, resin, polymer yarns) compress profit margins. ▪ Green Mandates: Rising consumer demand for environmental sustainability requires significant immediate investments in eco-compliant production tech.

Source: Derived directly from the research results and field findings (2026).

6. Discussion and Root Causes of Limitations

The structural weaknesses identified in Ha Dong's manufacturing marketing mix stem from three deep-seated

root causes across managerial, financial, and labor dimensions:

First, a persistent production-centric bias limits long-term strategic agility. The vast majority of factory owners and enterprise founders in Ha Dong have backgrounds in technical engineering or have risen from ancestral craft workshop lineages. Consequently, their managerial focus is naturally oriented toward manufacturing capacity, tool calibration, and physical quality, operating under the historical assumption that a durable product will automatically find a buyer. This outdated assumption creates a significant barrier to adopting modern, customer-centric marketing mix strategies, such as value-based pricing, omnichannel integration, and integrated marketing communications (IMC).

Second, severe financial constraints restrict marketing from evolving beyond short term tactical execution. Because most local entities operate as undercapitalized micro to small enterprises, daily cash allocations prioritize direct operational necessities: purchasing immediate raw materials, meeting factory payroll, paying utility overheads, and managing debt. This leaves marketing with minimal, unstable funding, preventing long-term investments in brand development, packaging overhauls, systematic market research, or advanced CRM systems. Marketing remains restricted to reactive, short term spending around specific events.

Third, a structural talent drain deprives local factories of essential digital marketing expertise. While metropolitan Hanoi contains a dense concentration of digital marketing professionals, top-tier talent consistently gravitates toward multinational technology firms, creative agencies, and large consumer electronics brands located in central commercial districts. Suburban manufacturing SMEs struggle to compete with these compensation packages and career paths. Consequently, local factories must assign marketing responsibilities to general administrative staff or sales teams, resulting in digital management, unoptimized web platforms, and an inability to execute data marketing campaigns.

7. Proposed Solutions and Recommendations

7.1 Strategic Framework for Manufacturing Enterprises

To position themselves for the 2030 economic horizon, local manufacturing firms must systematically overhaul their 4P structures through four integrated strategic initiatives:

- **Product Modernization and Ecological Compliance:** Factories must transition toward ecological sustainability and standardized quality frameworks. Heavy engineering firms should actively target combined ISO 9001 and ISO 14001 certifications to qualify for high-value corporate supply chains. Craft entities, particularly in Van Phuc, must shift to organic bio-dyes and sustainable yarns to capitalize on the growing domestic market for green products. Furthermore, packaging must be redesigned to feature clean visual brand identities and integrated QR codes for transparent raw material tracing. Finally, firms should establish dedicated R&D funding, allocating 2% to 3% of gross annual revenues to systematic product iteration.
- **Value-Based Pricing and Standardized Discounting:** Enterprises must move away from basic cost-plus

formulas toward pricing models based on customer-perceived value. Premium technical attributes, proven energy efficiencies, and rich cultural narratives must be leveraged to justify stronger margins, insulating the firm from raw input cost fluctuations. Simultaneously, ad-hoc price negotiations should be replaced with transparent, progressive discount matrices tied to strict volume thresholds and payment speed, ensuring channel fairness and preventing destructive price undercut behavior among distributors.

- **Omnichannel Direct-to-Consumer (D2C) Deployment:** Traditional wholesale networks should be augmented with modern digital channels. Consumer-facing factories must deploy managed D2C digital operations across Shopee, Lazada and TikTok Shop, harvesting direct consumer behavior analytics to guide future factory configurations. For industrial B2B operations (packaging, mechanical components), management must establish strong presences on prominent domestic and international industrial sourcing portals, expanding B2B lead generation beyond localized geographic boundaries.
- **Integrated Digital Promotion Frameworks:** Firms must transition to an Integrated Marketing Communications (IMC) approach supported by consistent, multi-year marketing budgets (ideally 3% to 5% of gross revenue). Corporate websites require comprehensive modern upgrades, ensuring mobile optimization and rigorous SEO integration. Content production should shift toward modern digital storytelling, utilizing short-form videos and factory livestreaming to highlight production quality, raw material ethics, and craft heritage, thereby effectively engaging younger buying cohorts.

7.2 Recommendations for Institutional and State Management Bodies

To support this corporate transformation, government and institutional bodies should deliver targeted structural assistance:

Recommendations for the Ha Dong District People's Committee

The local municipality should accelerate infrastructure investments within the Bien Giang and Yen Nghia industrial zones, prioritizing centralized waste processing and advanced logistics nodes to help SMEs relocate smoothly from dense residential zones. Additionally, the district should sponsor specialized, subsidized digital transformation training programs focusing on e-commerce optimization, industrial brand management, and AI data analytics tools for local corporate leaders. Finally, local tourism initiatives should be integrated with industrial craft heritage, creating structured visitor paths through Van Phuc and Da Sy to stimulate direct local product sales.

Recommendations for Regional Industrial and Craft Associations

Trade associations must play an active role in building and protecting collective regional trademarks (such as authentic Van Phuc silk or Da Sy cutlery) and providing legal support for intellectual property and anti-counterfeiting measures. Furthermore, associations should establish regular B2B trade match-making forums to encourage local sourcing,

helping build a resilient, interconnected regional supply network within the district.

8. Conclusion

This empirical evaluation of the marketing mix across 150 manufacturing enterprises in Ha Dong District reveals a critical structural imbalance. While local firms demonstrate solid technical proficiency in product quality (4.15/5.00) and cost baseline control (3.82/5.00), they face severe vulnerabilities in distribution channels (3.48/5.00) and promotional strategy (2.76/5.00). These deficiencies stem from deep-seated production-centric mindsets, restricted financial allocations, and a shortage of professional marketing talent. To thrive in the 2030 economic environment, factories must adopt integrated, consumer-oriented marketing strategies that blend eco-certified products, value-driven pricing, D2C digital distribution, and robust digital promotion. Backed by synchronized municipal infrastructure support and proactive trade association initiatives, Ha Dong's manufacturing sector can successfully move up the value chain, turning technical production strength into sustainable, long-term brand equity within the digital economy.

9. Acknowledgments

This article is a result of the research project, "Research on Marketing Mix Activities at Manufacturing Enterprises in Ha Dong District, Hanoi City" (Project Code: HUNRE.2026.06.23), funded by Hanoi University of Natural Resources and Environment.

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