

Dapu (all present)

Presentation

Catalogue – but you have agenda (correct)

Add time for the presentation too – today's presentation will last about 10 minutes

Animate – bring the points in bit by bit

Everything is clear – at the start – use notes to help support you but try not to read them

chris-ti-an-ity (break into syllables)

watch out for the dancing hand – try to make hand movements deliberate

note – following a comma there should be a space

both are socialist countries

Next [pause] we will introduce the economic situation in Vietnam (good)

it shows a substantial increase

accounting for about (yes) -

You are starting to get the flavour of a country which is growing but where GDP/capita is low and many jobs are still in manual labour.

Do not forget as a group – pay attention to your presenter

Report

You have found some useful information. Well done for summarizing much of this in your own words.

This is starting to get you closer to the market. Think about:

- At the income level most people have, are they price sensitive?
- Are people doing DIY? If so, what tools would they buy?
- Agriculture – what tools do they need?
- Who are repairing things – beyond boats?
- What tools will they buy?

The format of the report needs much work – the focus of this week's class.

84%



INTERNATIONAL MARKETING

GROUP:DAPU

Add your names and a date



Looks attractive
Use Word to insert this

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Add page numbers from p2
onwards

Why are the words soooooo huge?
Font size 12 is fine

1. CULTURE

● Location/Climate

It experiences distinct four seasons including cool winter, warm spring, hot and humid summer, and cool rainy autumn.

● Political Structure

The political structure of Vietnam of course we know that Vietnam is a socialism country communist party of Vietnam. It is the only legal party in Vietnam. It directs control all administrative, legislative and judicial department of Vietnam. Good summary

What is the source of your information?

● Stability of Government

Since the Vietnams government reforms the economic, and reorganized the nationalized business. There are more investments from western and China.

● Legal System

The legal system in Vietnam is basic on China legal system cause both of them are socialism country, so the legal system in Vietnam is the socialism legal system. socialist

● Social instruction

Good - yes

With Vietnam's recent growth, the overall trend has shifted from an rural society to an urban society. The increase in urbanization has led to improvements in people's living standards and education. At the same time, there has been a shift in Vietnam's industrial structure. The secondary sector, which includes manufacturing and industry, along with the tertiary sector, such as services, have gradually replaced the primary sector.

Argriculture

12%

Figure needs a title and number
Needs to be referenced in the text
(e.g., See Figure 1)

Manufacturing

40.4%

Need to give the source of your
information

Organize from low to high
Agriculture

Industry

25.8%

Service industry

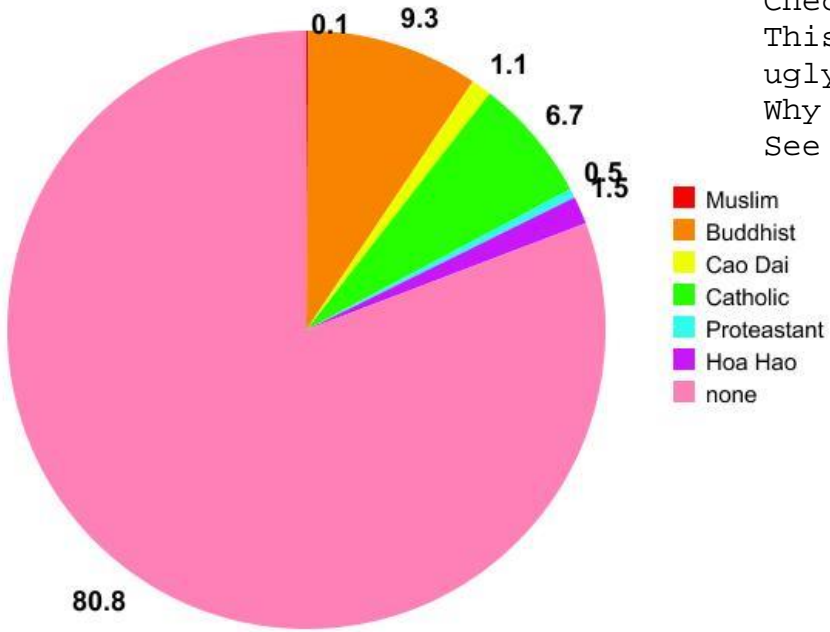
47.6%

● Religion

Vietnam's religious landscape is primarily dominated by folk beliefs, which account for 80% of the population. Following folk beliefs, Buddhism and Catholicism or Christianity are the next most prominent religions.

80 percent

Vietnam's Religions



Above 80% is . . . here it is ...?

Check!

This is graph is so lonely (and ugly!).

Why are all the space?

See comment above on the other chart

2. ECONOMIC

● Population

The total population of Vietnam is about 100 million. As can be seen from the table on the right, it is apparent that the female population starting from the age of 65 and above is larger than the male population.

Nothing on the right!

We can roughly separate it into two parts. The first is the Red River Delta, which is occupied by about 22 million people. The second part is in the south of Vietnam, where there are about 11 million people.

● Economic Statics Statistics

According to statistics, by 2021, Vietnam's GNP has reached 340 million, and it is rising year by year.

● The Distribution of Wealth

I am happy you are using your own words. However, I'm missing the graph you are writing about!

Then for its property income distribution, we use Vietnam's middle class for analysis. First of all, the gray area represents the household income of less than 5,000 US dollars. You can first see the gray area in 2013, and then compare it with the gray area in 2027. You will find that it decreases a lot.

● Dominant Economic Activity

Then there is its economic activities. We use its import and export trade to analyze. The top three export trade items are telephones and spare parts, with 21.2%, and the second largest item is electronic products and components, with 20.3%.

Then in the import trade, the first place is computers, electronic products and spare parts, accounting for 36.7%, the second is machinery equipment and spare parts, accounting for 20.2%, and the third is telephones and spare parts, accounting for 9.5%.

● Currency

Vietnamese dong is one of the lowest-valued currencies in the world. The exchange rate is 1 VND equal to NT\$0.0013.

● Trade Restriction ✓

Weapons, ammunitions, explosive materials, military technical equipment, firecrackers, second-hand consumer goods, types of publications, and cultural products.

Vietnam tariff rates for 2020 was 1.34%, a 0.32% decline from 2019. Vietnam tariff rates for 2019 was 1.66%, a 2.73% decline from 2018. Vietnam tariff rates for 2018 was 4.39%, a 1.7% increase from 2017. Vietnam tariff rates for 2017 was 2.69%, a 0.17% decline from 2016. ✓

● Distribution Channels

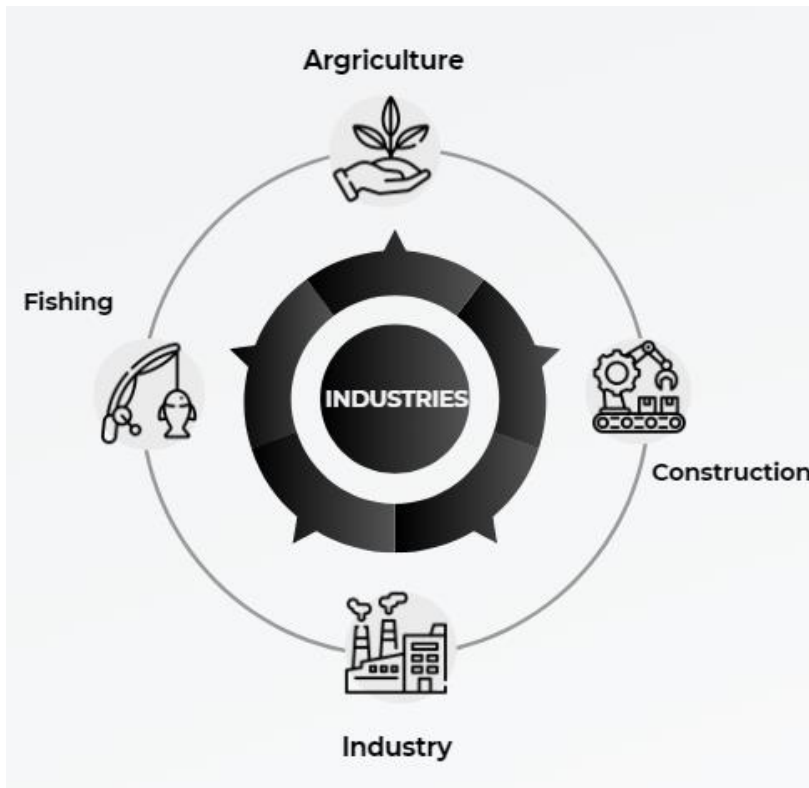
October 2022, WinMart had the highest number of branches, with 3,177 stores. This was followed by the two chains - Dien May Xanh and Bach Hoa Xanh of Mobile World Group, with 2,246 and 1,727 stores, respectively. Vietnam's e-commerce landscape is dynamic, with both local and international players competing in the market. Major e-commerce platforms such as Lazada, Shopee, Tiki, and Sendo have become household names, offering a wide range of products spanning from electronics, fashion, beauty, to groceries and more.

OK

3. VIETNAMESE WORK AND LIFESTYLE

● Work and Lifestyle

The output value of agriculture, forestry and fishery products accounts for 11.88% of GDP, and the output value of industry and construction accounts for 38.26% of GDP.



Pretty but what does it tell me?

● Leisure Activities

Vietnam has majestic mountains and beautiful natural landscapes, so hiking is a popular outdoor activity.

Various water sports such as boating, wakeboarding, are also popular outdoor activities in Vietnam's rivers, lakes and coastlines.

4. SUMMARY FORM

Generally a rich / poorer country?
Price sensitive?

What is important to you from the economic analysis?

- I. From the economic analysis of import and export trade, we can know which products are Vietnam's main high-demand trade products, which means that the industries related to these products will be affected, and then adjust sales strategies.
- II. From the geographical population distribution map, we can know which areas have a relatively large population. We can also deduce where the consumption power is relatively high and sell to areas with concentrated populations.
- III. In the sales channel, we can analyze which platforms in Vietnam have better sales rates and click-through rates. We can sell products through Vietnamese e-commerce platforms.

What is important to you from the cultural analysis?

- I. **locate:** Positioned in the thriving Southeast Asian region and serving as a nexus for major powers like China, Vietnam appears poised for active economic development across all fronts.
- II. **Social sinstruction:** Due to urbanization and the development of most cities, the proportion of the secondary sector exceeds that of the primary sector in the social structure. Hand tools are in demand by many industries in the secondary sector.
- III. **Political structure:** In communist countries, the government's execution capability is very high, and policy completion is also very consistent. Additionally, many developing countries are currently pursuing export-oriented policies and establishing numerous processing and export zones. Hand tools are included among the equipment needed to achieve these policies.

How might the customer make your product part of their lives?

- I. For Agriculture and Fishing, farmers and fishermen have the needs for handtools to work ,for instance ,Planting, harvesting, pruning, fishing, net making
Hmmm these are agricultural tools!
- II. Manufacturing and construction often involve jobs that require precision and manual handling, such as assembling parts, making models, repairing structures, etc. Hand tools such as wrenches, screwdrivers, hammers, etc. are very important in these jobs to provide accurate and flexible operation.
Google some picture of streets in Hanoi - what do you see?
- III. Hand tools can be used to set up and dismantle tents, repair camping equipment, wood-burning campfires, such as saws, hammers, screwdrivers, scissors and other tools may be used
- IV. About Various water sports ,it may be required to use hand tools to maintain or repair boats or water equipment.
Yes - boat repair
See above - pictures of Hanoi - who is fixing what? What tools do they use?

5. REFERENCE S

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HOME BASED PROFESSIONAL SERVICES

Business Plan

Hmm intriguing

HOME BASED PROFESSIONAL SERVICES

Business Plan