

SEINÄJOEN AMMATTIKORKEAKOULU
SEINÄJOKI UNIVERSITY OF APPLIED SCIENCES

Giang Truong

Binh Long Phat Construction Manufacturing Trading Service Company Limited Marketing Strategy

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Author: Giang Truong

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Supervisor: Kimmo Kulmala

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To develop their business, there is a need for companies to grow every day. A marketing plan plays the most important role in that process. Thus, this thesis aims to build up a marketing plan for Binh Long Phat Construction Manufacturing Trading Service Company Limited. The company operates in an expanding market that keeps rapidly increasing, so creating the marketing plan was necessary to approach the new target market. This is because the company's current business model is B2B, and the company has not invested in appealing to and approaching consumers.

Granite material is more and more popular and applied in daily life for house decoration in the Vietnamese market. The customers of the case company mostly do business with other businesses, and this form of business is rather passive.

The marketing plan aimed to expand the target market to connect directly with consumers. The theoretical framework was based on the current situation of the company, for the purpose of applying it in real life. All the actions referred to in the marketing plan propose a new way to approach customers, and the company will decide on its introduction in the future.

¹ Keywords: Marketing strategy, marketing concept, digital marketing, traditional marketing

Table of Contents

1. INTRODUCTION	4
2. COMPANY.....	5
a. Demographic	6
b. Problem needed to be solved.	7
3. THEREOTICAL FRAMEWORK	9
a. Marketing concept.....	9
b. Definition of marketing	11
c. Marketing mix	12
d. B2C marketing.....	13
e. Segmentation	14
4. PROCESS OF DEVELOPMENT OF WORK.....	16
5. MARKETING PLAN.....	19
a. Situation analysis	19
b. SWOT analysis.....	19
c. Segmenting and targeting.....	20
6. Action plan	22
a. Objective campaign.....	22
b. Traditional marketing.....	22
c. Digital marketing.....	26
f. Customer relationship management.....	32
g. The priority lists for Binh Long Phat.....	32
7. CONCLUSION.....	35
BIBLIOGRAPHY.....	36

Pictures, Figures and Tables

Picture 1 White Granite (provided by Binh Long Phat company)	8
Picture 2 Marble white Carrava (provided Binh Long Phat company).....	8
Picture 3 The warehouse product company (provided by Binh Long Phat company)	9
Picture 4 The floor tiles was implemented by company (provided by Binh Long Phat company).....	9
Picture 5 How to use the 7PS Marketing mix (Anmarie2023).....	12
Picture 6 The countertop in kitchen was implemented by company (provided Binh Long Phat company)	18
Picture 7 Information of customers in AEON mall Tan Phu (photo obtained from shojiki, n.d).....	24
Figure 1 Marketing concept (Rebeca,2018)	9
Figure 2 Most used Platforms (% of Internet Users) Note: 2022 (photo obtained from Oosaga, 2023).....	28
Table 1 SWOT analysis of Binh Long Phat CO., LTD.....	20
Table 2 Advertising form	23
Table 3 Events in 2023	26
Table 4 Communication channel	29
Table 5 Traditional marketing	31
Table 6 Digital marketing	31

1. INTRODUCTION

The purpose of this bachelor's thesis was to contribute and create a marketing plan for the business of Binh Long Phat Construction Manufacturing Trading Service Company Limited, operating in Phan Thiet City and Ho Chi Minh, Vietnam. Providing construction and installation services of granite items, including floor tiles, countertops, stair treads by granite material and different items in buildings, companies. Specializing particularly in supplying granite for installment in kitchen decoration.

The company has not previously concentrated on marketing and promoting the reputation of it. However, the popularizing market in an expansion that keeps increasing.

Consequently, Binh Long Phat Co., Ltd recognized the importance of how to approach more and more customers, it is necessary to create marketing strategy to focus on the target market in the development company. It aims to become a supplier, construction, and installation of granite for projects, earning consumers' liking and prestige among the partners. The more chances to reach out customers, the higher the reputation among consumers.

The objective of thesis was to sketch for a marketing plan from which the company could not only have benefits but also utilize some ideas for its future operations. Aiming to support a realistic approach by understanding the situation of the company which is finding solutions for effective marketing and could be used as an advantage.

2. COMPANY

Binh Long Phat Construction Manufacturing Trading Service Company Limited was established in 2006 and located in Phan Thiet city, then it has a representative office and operates in Ho Chi Minh City with 15 years of operating experience in the field of construction and installation of granite in living and working space in building, house, apartment.

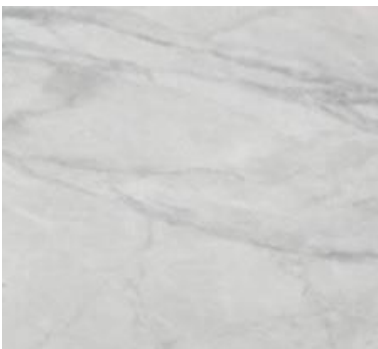
At present, the company is trading in construction and installation service, products. There are diverse products and various qualities of granite which includes domestic granite along with imported products from India, Spain, and Italy with two basic materials: Marble and Granite.

Granite material



Picture 1. White Granite (provided by Binh Long Phat company)

Marble material



Picture 2. Marble white Carrara (provided Binh Long Phat company)



Picture 3. The warehouse product company (provided by Binh Long Phat company)



Picture 4. The floor tiles were implemented by company (provided by Binh Long Phat company)

a. Demographic

As Philip et al (2016, p. 340) mention about the reasons demographic variables are so popular among marketers is that they are often associated customer needs and wants. It is easy to measure and estimate the size of the market and the media

necessary to reach it efficiently. Being effective marketing and communications in any business, demographic plays an essential role in premise to figure out and identify the segment market. The characteristics such as age group, gender, education level, occupation, income, etc which are known as in demographic.

The Vietnamese usually use some other materials for the floor of the house, few percent of people use wood because of the hot weather in the whole year which is not suitable for culture and lifestyle. Besides, nowadays, instead of choosing the wood or other materials for flooring in houses or buildings, they often choose granite due to the decoration and high aesthetics. Additionally, the durability that it has, along with cleaning methods become easier but it still retains the shine of it for a long time, so the usage of granite is becoming popular. Due to the specificity of the construction field, in Vietnam the majority of clients come to the company who are men in the age group about 35-60 years old who have already positioned in a certain society and have stable high income. However, Binh Long Phat is more and more progress in importing a variety of designs with good aestheticism to appeal to women as well.

b. Problem needed to be solved.

With the criterion of taking quality products and services to create the company's reputation. It is the pioneer element that getting to be focused entirely but a particular marketing strategy is being neglected by the company.

Binh Long Phat Construction Manufacturing Trading Service Company Limited has been running in two cities Phan Thiet and Ho Chi Minh City. Therefore, mainly activities of business are in Phan Thiet not the biggest city like Ho Chi Minh in Vietnam. Currently, the company has been operating in the main form of business which is B2B marketing. The company only installs items and provides the products that customers need to use granite for decorating as floor tiles, stair treads, etc. However, the company tends to cooperate with businesses like construction contracting companies that construct the whole house and contractor will propose to install granite for clients and then they will contact Binh Long Phat to supply the products and services that not to maximize proficiency profits for company but ensuring the stable income. The majority of clients are from the other businesses and owners that go through the offering of goods and services.

by the company to create a number of stable customers. Likewise, this target customer often knows to company through the word-of-mouth marketing method. Binh Long Phat seems not have the brick-and-mortar store to display product comprehensively in two cities. They have just a warehouse in Phan Thiet City for customers come to see and touch, they do not pay attention to the appearance of a physical store. This business configuration of the company is quite narrow. That leads to the low brand recognition among consumers. However, the company wants to increase revenues as well as expand its target market in Ho Chi Minh city. Thus, a marketing strategy must be created carefully.

3. THEREOTICAL FRAMEWORK

a. Marketing concept

“The marketing concept is a strategy that companies implement to satisfy their customers' needs, increase sales, maximize profit and get ahead of their competition.” (Rebecca, 2018). The marketing concept seems to be the main characteristic in developing strategies of business. Each business will choose for themselves an appropriate concept. Each specific concept is using in marketing which provide the difference way to communicate with target audience. These concepts need the recognition of the company and customer's goal, as well as the current general economic market. Thereby, applying all ideas to bring more valuable income for business.

There are five marketing concepts in common.



Figure 1 Marketing concept (Rebeca,2018)

Production concept:

Philip et al (2016, p. 20) emphasized that one of the oldest concepts in business. Consumers prefer products that are widely available and inexpensive. Focusing on

achieving high production efficiency and mass distribution. Using it for expanding market. Customers have preference to consume the product which are low cost and available. In this section, the excessive concentration in producing goods in order to get the efficiency in production process of the enterprise that leads to the oblivion in marketing and real objective.

Product concept:

This orientation of this concept that people prefer to use product with good quality, performance, and the innovation (Philip et al 2016, p. 20). This is shown the improvement product should be progress constantly in strategy.” However, managers are sometimes caught in a love affair with their products or services. They might commit the ‘better mouse trap’ fallacy, believing a better product will by itself lead people to beat a path to their door.”

Selling concept:

The main goal is focusing on purchasing the products rather than building sustainable customer relationship. Philip et al (2016) says that consumers and businesses, if left alone, will not buy enough of the organization’s offering. It assumes customers coaxed into buying an offering or service not only won’t return or complain to consumer organizations but might even buy it again. Otherwise, the purpose is selling what company makes rather than providing what the market wants. “For these respondent companies’ marketing’s primary functions were as sales and promotion support.” (Jenny et al, 1990).

Marketing concept:

In this concept, with criterion put the benefit customer in first, enterprise refers to deliver the value they desire to achieve sales and profits. So, the responsibility of marketer is not to find the correspondence of product with customers but the right products for consumer’s demand. It is also the main element to achieve organizational goals is more effective than competitors in creating. Operations and plans are more concentrated on organization.

Societal marketing concept:

“Societal marketing concept questions whether the pure marketing concept overlooks possible conflicts between consumer short-run wants and consumer long-run welfare.”
(Rebecca, 2018)

It needs to be delivered the valuable to clients and customer's well-being have to be improved. It requires sustainable marketing development and get responsible society.

b. Definition of marketing

“Marketing is to attract new customers by promising superior value and to keep and grow current customers by delivering satisfaction.” (Philip et al 2015 p, 32)

Marketing is the process of working seriously with the market, figuring out the demands and wants of customers that is aimed to create value for clients through research, design, pricing, promotion (Onur, 2023). Distributing goods or service of the company. It includes activities to attract and maintain consumer attention, branding, and market orientation with the ultimate goal of increasing sales and returning profits to the company. To the proficiently processing “Marketers are under the stress to learn every new statistical technique and apply them in studies, which often over- shadows the importance of the research purpose, content, and problem-solving. On the other hand, marketers are prone to criticizing the field for its inability to generate original theories and for conducting studies with fruitless results that fail to solve existing marketing problems, while solving artificial problems that researchers themselves generate. This situation presents a dilemma for most marketing studies.”

According to Philip et al. (2015, p. 32) it could be the sense of satisfying customer needs. It is understanding that meets human and society needs along with developing product which deliver consumer value, through contents are built with long-term goal of establishing strengthening loyalty between customer and company. “Marketing is managing profitable customer relationship” (Philip et al, 2015 p. 32). These days, marketing role involve aspects in the growth of businesses.

c. Marketing mix

Marketing mix seems to be the association between sellers and buyers that support businesses hold more initiative in capturing the realistic needs of customers. “The marketing mix constitutes the company’s tactical tool kit for establishing strong positioning in target market” (Philip et al 2015, p. 81) by selecting marketing tools in several areas that can be combined and ensuring all elements of marketing activities are integrated and optimized. “The marketing mix is the set of tactical marketing tools that the firm blend to produce the response it wants in the target market.” (Philip et al 2015, p. 80).

“In the goods marketing framework the product, promotion and pricing of the product is controlled by the manufacturer, but distribution is normally delegated to marketing intermediaries. One must ask what services the distributor provides to the manufacturer and the consumer. It is quite evident from the reference to the distribution function as “place” in the 4Ps framework that the distributors’ role in providing somewhere for the consumer to obtain goods is well accepted and understood. Intermediaries also provide people to explain product features and to market the products, and the demeanor and training of these staff can be crucial in the selling of goods. Furthermore, presence or absence of other customers can be a factor in buyer-behavior.” (Mohammed et al, 1995)

There are 4P’s in marketing mix concept however, this model was expanded by addition 3 elements. It is called 7P’s marketing mix.



Picture 5 How to use the 7PS Marketing mix (Anmarie2023)

Product: A variety of quality goods and services are meeting the satisfaction of certain type clients. The difference and efficiency of products from competitors.

Price: Determining price strategy that customers are willing to pay to obtain goods. Influencing the number of sales and profit margin of firms.

Promotion: Activities includes direct marketing, sale promotion, personal selling, public relation, digital marketing, and advertising. The way to identify products and service.

Place: where your product can reach and promote to consumer. At the same time, it is also the channels and tools for distributing products to customers.

People: The element that concern people such as employees, brand representatives are professionally trained at all levels in company.

Process: The process of getting product to consumers must be specific and efficient to the staff can carry them out smoothly. The process also relates to the user how easily the customer can find what they need for the transaction.

Physical evidence: Proving the brand's existence and where a business provides services and sells product or colorful layout of physical store with appealing to an audience. A website if the business operates online that can be proof to reinforce a valuable brand.

d. B2C marketing

The number of increasing local business that have been expanding, so the transformation of demand and supply are changing such as the movement of B2C marketing interventions seems to be cyclical. Christopher (2021) explained consumers do indeed establish close, meaningful relationship with many entrepreneurs and businesses as well as brands.

“B2C marketing communication is directed to a final consumer whose choice is often irrational; and the seller will want to focus on the benefits of the product or service. B2C marketing communication campaign in most cases will be based on capturing the customer’s attention immediately. Consumers’ decision will be more emotional: they will not put so much effort on analysis of other alternatives or competitors.” (Rėklaitis, K et al 2019, p. 78).

Will (2023) emphasized B2C marketing is types of selling products and services directly between a business and consumers who are the end-users. It is a form of marketing that helps businesses communicate more effectively and persuasively with consumers. Promoting products to individual people for using daily life. Directly sale to decrease in the number of intermediary parties. It works the basis that customers look for goods and services to meet immediately. The fewer intermediaries between the business and the consumer, the more profits from controlling price fluctuation of company. To attract end-users, emotional element plays the role pivotal decision with B2C market.

e. Segmentation

“Market segment has long been considered one of the most fundamental concepts in marketing.” (Hollensen, 2003, p. 307). According to Philip (2015) there are too numerous buyers, widely, scattered and varied in their needs and buy practices so companies recognize that they cannot attract to all buyers in the marketplace or at least not to all buyers in the same way.

Segment market is foundation and establishment for the strategy. David et al (2009 p. 83-85) point out that is linked to choosing market targets and positioning against alternatives to build competitive advantage and segmentation models appropriate to developing advertising programs may be quite different. Strategic segment links to the management vision and strategic intent of corporate strategy and product benefits that different types of buyers seek.

It isolates potential target audiences to estimate which ones will be appropriate each distinct strategies to tailor their demands to maximize marketing budgeting. If the business

wants to gain a competitive advantage, they must find their position market segment where they have enough resources to meet the needs and desires of customers more than competitor. There is segment process that Graeme et al (2001 p. 50) demonstrated the consumers in the segment respond in the same way to a particular marketing mix and within the segment must react in clearly different way from other groups.

According to Hollensen it has become a dominant concept both of marketing theory and in real-world application. There are four primary categories of segmentation:

Geographic Segmentation: Dividing market into different parts geographical units such as nation, states, regions, countries, cities.

Demographic segmentation: Dividing segments according to variables as: age, occupation, income, education, religion, ethnicity, gender, generation, life-cycle stage.

Psychographic Segmentation: Dividing market based on social class, personality characteristic, lifestyle.

Behavior Segmentation: Dividing segment such as knowledge, attitude, responses concern about market offering.

4. PROCESS OF DEVELOPMENT OF WORK

Binh Long Phat Construction Manufacturing Trading Service Company Limited is a form of construction. Specializing specifically in supplying various good quality granite material for installation that operate the configuration business is B2B marketing.

Correspondingly, construction partners are significant source of revenue for them. Due to participation in business parties, meet along with building strong relationship between them and partnerships whomaintain relationships. It is considered an opportunity to carry out Personal selling and Personal branding strategy of them.

This chapter will apply to discuss some theoretical framework that refers above chapter to this case study to enhance the development by specifically analyzing realistic operation model deficiency in this case. As mentioned in the previous parts, now the business idea is mainly concentrated on providing good quality goods whereas, the goods and services' access or strategy marketing to the market are implemented in pretty sketchy narrow. Nowadays, the consumption of granite material for decoration in living and working spaces increasing dramatically, and common trend of majority clients. Individually end-users tend to find directly to the businesses that are selling those materials without going via any intermediates as construction contractor companies that are getting low cost. In the past, completing a construction project including houses, building etc. requires intermediates therefore construction costs to consumers are very high. Due to the progress in business model, B2C plays the role of minimizing intermediary costs which delivers to end user at a good price. Being aware of the importance of the B2C role, this model should be applied to Binh Long Phat Co., Ltd for expanding target market.

That leads to intensified interaction and close-knit between customers and business. Getting the maximization profits and appealing to both businesses and consumers. This model is also configured to raise the brand recognition. The strategy is more details, the concepts are chosen to be a match for this case study. Determining concepts to take satisfaction of clients and overcome competitors. They need to focus on mainly the combination concepts: marketing concept, selling concept, societal marketing concept. Requiring creating the demands with products or services, it needs to meet the demand of customers or create the demands with products or services. The responsibilities to society

in sustainable marketing, bring customer' well-being. These factors need to be oriented to case study.

To Binh Long Phat Co., Ltd, 7Ps are extremely necessary and relevant assessments to evaluate and make the right strategy to improve in the future.

Product: The company is selling two basic materials which are Marble and Granite, and installation service.

Marble material: Marble are composed of calcitee and the low hardness and easy to absorb water, but high aesthetic. The approximately price is 1.000.000 VND- 3.500.000 VND/m² (40 euro - 150 euro/m²)

Granite material: It is water resistant, high durability, hard to be worn by weather. The price begins from 500.000 VND – 2.500.000 VND/ m² (20 euro – 120 euro/m²)

Price: Providing the low cost with other competitors. The price is just higher than 50% compared with the primary cost of companies. High quality

Promote: Mainly utilize Personal selling, the company only installs items that customers need to use granite to decorate their home such as countertops, floor tiles, stair treads, building veneer. Customers often come to construction contracting company that constructs the whole house.

Place: There is warehouse in other cities, not to have the physical store. Clients must go to long distances.

People: There is high professional skill in serving products and services to consumers. This is a key to contribute the successful of company.

Process: Clients come to representative office company, to discuss and see the quality of products by samples which are available in company to touch, observe and enthusiastic support by consultant team.

Physical evidence: This is still a problem that company always figure out the way to improve. Because of that company always delivers to the best quality and service. Investing in good machines and equipment to create sharp products.



Picture 6 The countertop in kitchen was implemented by company (provided Binh Long Phat company)

5. MARKETING PLAN

a. Situation analysis

Binh Long Phat is a small company and with a narrow promotion and strategy. The investment in the tactics as well as knowledge is nearly lacking. The main income company from the others business and via the recommendation between businesses. Mostly configurations to reach people are the word of mouth and personal selling and lack of a marketing team. Because companies are selling products, but the weakness point is not to have physical store to display products and gain prestige to customers as well as potential business. Thus, marketing plan is very essential since the aim to expand the market that tends towards not only the public attention to the products and services but also develop the recognition in client's mind. Regarding this study is valid for the first stages of company.

b. SWOT analysis

STRENGTH	WEAKNESSS
<ol style="list-style-type: none"> 1. Binh Long Phat has more experiences operation in many years. Quickly capturing the desires of clients. 2. Employees are professional work expertise and proficiently trained to create impressive goods 3. The workplace is spacious and furnished with high quality equipment 4. Take the prestige's customer and partners. Holding 40%-50% market in Phan Thiet city. 	<ol style="list-style-type: none"> 1. There are not brick-and-mortar store. in two cities to be convenient in selling products. In Phan Thiet, clients can come directly to the warehouse to see. In Ho Chi Minh city, customers see the sample at office but not many varieties of designs. 2 In Ho Chi Minh city not the newest design immediately as in an office in Phan Thiet because of waiting time to deliver. 3 Marketing strategy is not mainly focused.

<p>Maximizing the development potential customer there. Low- cost for promoting.</p> <p>5. Price and quality are more competitive than competitors.</p> <p>6. Headquarter locates in Phan Thiet city, so it is the strength to develop there.</p>	
OPURTUNITIES	THREATS
<p>1 In Phan Thiet city, there are 2 competitors specializing in undertaking Granite.</p> <p>2 There are more thirty construction contractor companies in Phan Thiet city. It is potential partner to cooperate.</p>	<p>1 Expanding market in Ho Chi Minh city, transportation costs will affect the competition with others. Competitive price pressure.</p> <p>2 Ho Chi Minh is the biggest city in Vietnam, so many competitors but brand recognition is low with clients and business</p>

Table 1 SWOT analysis of Binh Long Phat CO., LTD

c. Segmenting and targeting

Homogeneously, the demand for Granite in companies, buildings, offices, and houses is constantly increasing. Direct the customers of company are construction partners and play a significant source of revenue for Binh Long Phat. In normal circumstances, these are companies that are often directly sought by clients to implement and execute their projects.

The customer segment is 35-60 years old who are business owners, contractors, and high incomes from 50.000.000 VND/month (2500 euro/month) this is obviously the goal with company, The ambition to become the largest and most prestigious company in Phan

Thiet city by cooperating with other construction companies to augment value with clients.
From that point, it easily can be expended in Ho Chi Minh city market.

6. Action plan

a. Objective campaign

Building up the brand awareness Binh Long Phat for the purpose of increasing profit to support more sales. Encouraging the current customers who recruit new customers. Increasing at least 30% the number of followers on online social platform and interaction up to 1000 times on all platforms as well as 2000 hits on one post. Measuring this plan would be based on the KPI assigned for each stage.

b. Traditional marketing

The main marketing configuration of company is word of mouth and personal selling, even though this is the decisive methods to be effective sales but only to among businesses. Nevertheless, it does not undertake in expanding dramatically target marketing. First, to extent customers identify with a company. Brick-and-mortar store in two cities which is the pivotal factor. Planning to boost the physical store, Binh Long Phat should focus more on the displaying marketing throughout physical seminar, trade fair.

Brick-and-mortar store

The role of house with family members that creates a comfortable space and gives a sense of mental comfort after hours of work. Therefore, the demand for Granite in decoration among Vietnamese families is increasing day by day. Recognizing the constant development of this field, Binh Long Phat wants to hit the other potential markets such as in Ho Chi Minh city.

To spread out the company's awareness in this market, the representative office of the company is not enough. With these products that the company is selling, it is important to put the product in front of potential customers so the presence of brick-and-mortar store is very necessary it is not only the place about the distribution points for products but also where to capture needs and taste with clients. The company should focus the way how to appeal people to the store. Regarding, the marketing methods need to be applied.

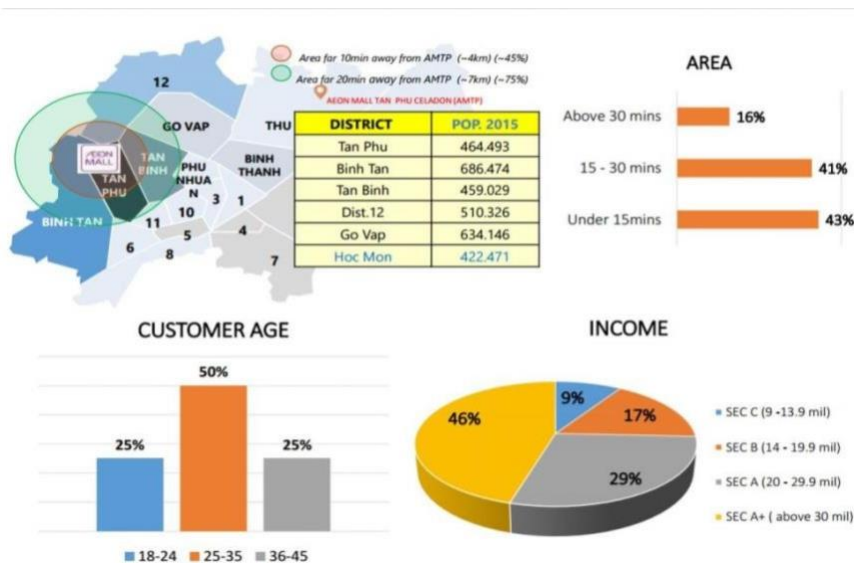
Advertising form

Marketing forms	The implementation	Cost
Place	In shopping mall locates in city center. Sunrise City Central	About 380.000.000 VND (15000 euro) in District 7
Billboards	Designing posters with impressive colors and details that are placed in the residential building, huge posters at bus station, on the information board, put the standee in shopping malls	Printed costs
Magazines/ Newspaper	Newspaper: + Thanh Niên + Pháp luật và đời sống	30.000.000 VND to 70.000.000 VND (1500 – 3000 euro). Depending the on the type of newspaper and releasing place. Estimate price is 70.000.000 VND (3000 euro)
Sponsorship	Sponsor some events that regard about the construction or facilities partner.	It is equivalent to sponsorship.
Personal selling	Building trust with customers by good deals to boost the interest with products.	Discount 15% of price product for installing Granite 20m2 in house.

Table 2 Advertising form

The first step of opening the physical store is the vital factor that determines the number of customers seeing company name as well as the store's location where company displays

products. Binh Long Phat can choose the shopping mall located in city center such as AEON Mall Tan Phu in Tan Phu district.



Picture 7 Information of customers in AEON mall Tan Phu (photo abstained from shojiki, n.d)

Observing above picture 8, the places are selected by company which will based on various groups. It includes of age, habitat and income level that has already clarified in the demographic of the company. Due to the high-income segmentation of company, thus shopping malls should be chosen in District 1, 2 and 7 such as Crescent Mall, SC ViVo city, etc. Careful preparation about appearance, product display and color combination of lights in store that play the attraction to clients.

The second step is after completing the location and the completion store. Binh Long Phat must design poster and place in residential building and bus station that reach a huge audience and are easily the catch sight of people. Even though the dramatical move in society, there are still people who keep the habit of reading newspapers so small advertising forms need to be placed in there. There are reliable newspaper courts company can choose such as Thanh Niên, Pháp luật và đời sống. The content of a postwill provide specific information about the company, products and services, address, and name of director. Providing detailed information and a reliable newspaper, the appearance of the post will be an advantage to the company to the reader. Imagining, new customers come to a random store that observe, what happens with warmly

welcome along with the good offer such as gift voucher and discounts of 15% on product. On the other hand, when they use products and services of company, the discount on products also hits them get well and makes a good first impression to company. These things lead to enhancing the trust, worthy and demands of customers, it is also effective way to encourage them to recruit or suggest company with their friends.

Public relation

It has seemed like the bridge between businesses and customers and the public. In order to continue and maintain the image of a brand, it is necessary to have an appropriate communication strategy. One of the most effective ways to make customers remember and recognize company that attend to the social activities by sponsorship role through events related about construction fields or motivation events for young people such as cohoichoai.com (Whose chance) the program reunions all businessmen and young talent generation. In other perspectives, Binh Long Phat cooperates with universities to organize and become the host of the contest with variety of projects for example marketing strategy for Binh Long Phat or digital marketing plan in Granite for students. The objective contest that is playground for students to freely and creatively contribute their young talent along with rewards from the company, when entering this cooperation, the company can get valuable contribution from students with creativity and enthusiasm. The ideas from the contest of students and mentor project which will be the advantage and benefit and hire young talent students into a company that will be constantly contribute with Binh Long Phat.

Events occur in annual year.

Events	Place and Date
Business case E contest X: A Thrilling-Renaissance	Foreign Trade University in Ho Chi Minh 25.04.2023 – 14.05.2023

E-Commerce Video Competition 2023	University of Economics and Finance in Ho Chi Minh 07.05.2023 – 04.07.2023
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Table 3 Events in 2023

c. Digital marketing

“Achieving marketing objectives through applying digital technologies and media” (Dave et al, 2016 p. 11). So far as, most people spend hours on social media platforms. A lot of new technologies have evolved. Digital marketing is a tool do marketing by internet and smartphones. According to Dave (2016) emphasized it includes managing different forms of online company presence as company websites and social media company pages in conjunction with online communications techniques, search engine marketing, social media marketing, online advertising, email marketing and partnership arrangement with other websites. For purposing to enhance the objectives of acquiring new customer. There are three concepts in digital marketing such as customer engagement, permission marketing, content marketing.

Customer marketing: According to Dave (2016, p.44) emphasized that gaining the attention online on all types of sites has led to the emergence of the concept as a key challenge. So far as, the conversations of users occur through social network such as Facebook, LinkedIn. Posting video, blogs, comment on YouTube, forum is essentials. Positive sentiment is expressed by a real person from a company this confers credibility.

Permission marketing: seeking the permission of customer before engaging them in a relationship and providing something.

Content marketing: Attracting content to appeal customers. Combing of static content forming web pages, dynamic rich media content to encourage interaction.

Online retailing: web-based stores could open continuously in the whole day with restriction on time. As well as, giving the promotions with match to individual's needs.

Besides, even if consumers do not intend to buy online, but they also use it as a tool to find out the information of product.

Digital marketing is vital element in era of digital technology development. The widespread of using smartphone and be able to access into the internet to update information and events as quickly as possible that is growing significantly in popularity of social media in Vietnam. Afterwards, brands always develop e-marketing teams to promote brand in the fastest way and catch up the latest trends of young people. The research of Oosga (2023) mentioned the result of using social media for shopping is changing rapidly. In survey 61% of social- commerce customers who buy fashion products on social channels and second third categories are cosmetics and home appliances at 48% and 46%, respectively. In 2022, there are 76,1 million active social media users in Vietnam and average spend about 2.47 hours on social media.

“Vietnam has not only embraced international platform like Facebook and Instagram but has also developed it owns successful social media apps such as Zalo app, which are used extensively in Vietnam” (Oosga, 2023). According to Oosga (2023) counted Facebook holds 94% position on social commerce and the second in line is Zalo stands 49%. Some merchants set up Zalo to continue engaging with clients.

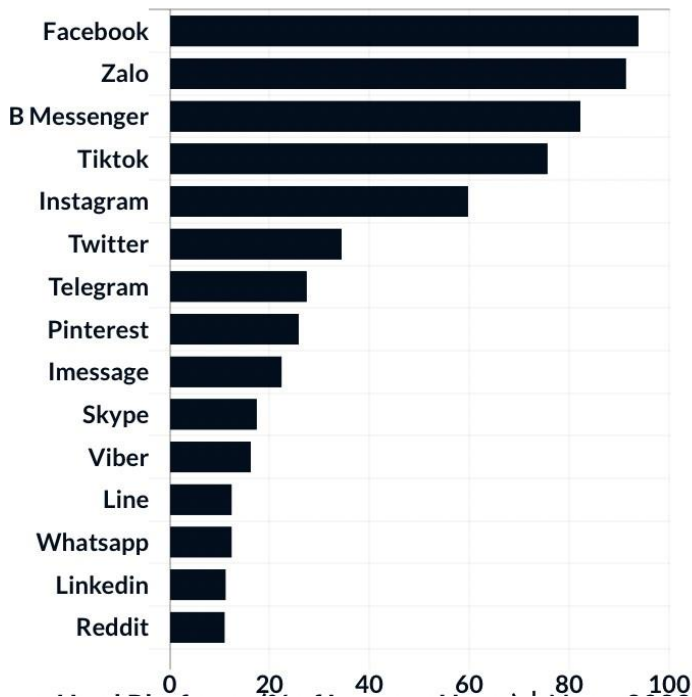


Figure 2 Most used Platforms (% of Internet Users) Note: 2022 (photo abstained from Oosaga, 2023)

Making digital marketing strategy which seems to involve re-create business process. Binh Long Phat Co., Ltd has to make an effort in this part. All the sites related to online selling such as online advertising and creating websites will be further concentrated. Due to the products, seldom customers will buy and choose product on websites, the company can transform the model of buying product online into that attractive tool for giving some promotions to appeal and encourage customers go to the physical store.

Support communication channels

Strategy	The implementation	Cost
Video Release / Press Release	Online newspaper https://e.vnexpress.net Masthead 970*250 (share 5) Large 1300*500 (share 5)	140.000.000 – 300.000.000 VND (6000 – 12000 euro) for 1 week

Digital ads screen	In mall center. TVC 10s 65-inch (1080*1920)	2.000.000 – 4.000.000 VND for 1 week (100-200 euro)

Table 4 Communication channel

A large number of customers every day come into malls that are more and more crowded in the evenings and weekends in Vietnam, this is right time for ads to reach customers. As Shojiiki (n.d) counted about 35 000 – 40 000 people/ day and weekends double increase as 55 000 – 113 000 people/day. Average time lasts 1 hour in mall. It is fantastic to put the company name and product in the screen and in line of sight of the majority customers. It is undeniable that the coverage of online newspaper is rapidly changing, the numbers of audience's access into newspaper websites fluctuate in every hour and the update every news around in life is constantly. This is reliable and biggest online newspaper is under the government, so it brings quickly the access of Internet. The press release of information, company image, address of store as well as attach the link officially Facebook, Websites, information contact should be approached to audience for maximizing the appearance of company to customer.

d. Social media platforms

Websites

Due to operate for a long time, Binh Long Phat does not have a website, these will be one of the obstacles in building strong trust and value as well as the position of company in currently the market and other competitors. All the methods tend the way to access company by digital. Internet shopping has become a popular and convenient trend in Vietnam. Almost all Vietnamese people prefer finding products and services via online platforms first to going to each store. Deciding which business to choose after many observations they do on online platform to optimize in decision-making with a product without wasting time.

Firstly, Binh Long Phat must create their own websites with basic and simple access operation for customers is pivotal, when the customer enters the page, they must feel comfortable. Regarding Vietnamese people, the websites would rather the domain “vn”, than “com or others” to identify the Vietnamese websites and provide two languages in websites. However, every time access or look for the key word Granite, installing company there are such relevant result in it. In order to the company are outstand and impressive among a thousand results, using SEO tools is very important to optimize the appearance of the company. The investment of more time, money and creativity in a website that makes it functional and attractive layout in each item, the clear presentation in websites about posts, pictures and information that need to be structured. Launching the websites in efficiently, advertising displays in other website can bring many access times by users. Nevertheless, displaying on popular websites will cost much, it could affect significantly company’s profit. Better than advertising in other businesses page, it means, the company need to contact the existing partnership that the company has and gives them the discounts or coupon of products and services.

Facebook

According to Oosga (2023) Facebook hold dominant position that 94% in social commerce customers shopping on the platform. These results, Binh Long Phat can choose mostly the form of advertising which are video ads and stories ads. It will be placed on the wall of users, with these methods Binh Long Phat can create the video of projects under construction, sharing their own stories, or short introducing about the company and choose the video length. The reason why the company should choose mostly two methods due to the diversity, innovation each clip, stories. Customers get easily attracted by stories telling about products, service with good detail in interesting ways instead of reading a thousand words. Facebook stories live at the top of user’s newsfeed, this way maximum new users can be reach while ensuring their stories are presented directly at the top of audience’s feeds as soon as they open app. For example, company use Facebook stories ads to promote and illustrate the products or information, it could be added a tap on “Get in touch” or “Detail” that takes users access directly the main page.

e. Comparing traditional marketing and digital marketing

Traditional marketing

STRENGTH	WEAKNESS
<p>Mass media is meeting the network coverage.</p> <p>Reach local target.</p> <p>Be impressive by huge banner, ads on every street.</p>	<p>Difficult gathering information and managing customer group</p> <p>High cost</p>

Table 5 Traditional marketing

Digital marketing

STRENGTH	WEAKNESS
<p>Reach a specific client group.</p> <p>Personalize content.</p> <p>Cost effective and not to spend too much time for moving and printing industry.</p> <p>High chance to hit the markers and viral when good messages are attracted.</p> <p>These strategies are not physical, so transportation, inventory, etc. are cut it</p>	<p>Widely popular, people tend towards to ignore.</p> <p>Annoying to customers.</p>

Table 6 Digital marketing

f. Customer relationship management

“CRM is a way of thinking about dealing with customer relationships. We might also use word *strategy* here because, done well, CRM relationship involves a clear plan. In fact, we believe that your CRM strategy can actually serve as a benchmark for every other strategy in your organization. Any organization strategy that doesn’t serve to create, maintain, or expand relationships with your target customers doesn’t serve the organization.” (Kristin et al 2022, p 3).

The relationships between businesses and customers contribute directly to the financial well-being in any of companies. The sustainability of customers will increase revenues from repeat purchase, preserve the core valuable. Moreover, there are more competitors in construction field in the market, thus, Binh Long Phat needs to provide much more and optimal support by giving the best solutions in any issues and structuring perfectly plan in relationship that satisfies the demand in the best price and good service to clients. Encouraging old customers by discount directly the costs when they introduce new customers and with the new one gives them to 15% off in the first time.

g. The priority lists for Binh Long Phat

Below is a list of fundamental tasks as mentioned above part.

- Gaining marketing team
- Find a place and location to display products.
- Contact to online newspaper and shopping mall for digital ads screen.
- Design poster, photos, and videos for online uploading platform
- Write and post the content on social media platform.

Gaining marketing team

As the project is launched with effective results, all the marketing activities must be carried out structure. Building good marketing team of 3-4 people in a team that is essential thing to develop the reputation of company. Binh Long Phat needs staff to build site content as well as marketing staff to create marketing strategy and how all the activities are

performed. Considering those human resources, the company could hire the new young talents in some business proposal competitions that the company already sponsored or hosted in universities that have good knowledge of marketing and ability, moreover, hiring employee already have good experience in marketing to set strategies up on a sound basis in early stages.

Find a place and location to display product.

Mr. Binh Vo is director of the company could find a place in a shopping mall. He could find a place that is located in center to facilitate customer's visit. There are conversations between clients and staffs to answer all their questions about products and services. Physical presence can strengthen the perception of trust.

Contact to online newspaper and shopping mall for digital ads screen.

One person in the company takes responsibility for contacting and negotiating in every mall about the price for placing advertising as well as the time during showing it. Furthermore, comparing the price and deciding the numbers of digital advertisements, selecting the malls in district center such as 1,3,7.

Design poster, photos, and videos for uploading online platform.

Two or three persons who mostly design all posters, photos, and videos, especially those who have the ability in graphic design to design some special occasion for example: Christmas, Black Friday, Lunar New Year, They are able to use Adobe, UI design, ... edit videos. They take responsibility for designing brochures and the appearance images all newspaper, magazines, digital advertisements.

Write and post content on social media platform.

The responsibility of marketing team must have abilities to use SEO tool. Optimizing the search and improving the visibility of a website on Google search results. Binh Long Phat

should focus more on content that put-on Facebook page. Company can tell a story about life for examples meaningful story that relates to home, young people or the pressure in life and connect those stories with products and services, thus it could be more attractive to clients. Customers will see this page is friendlier when the company shares their own stories and tips about making a cozy house or funny jokes.

The attraction of customers through good pictures so updating and renewing pictures with good detail products must be frequent at suitable times. The team must put KPIs such as how many times users click on website; how many viewers watch videos and how many interactions by post for each month. Do an analysis of which time all posts reach more to audiences.

7. CONCLUSION

The importance of innovating marketing is changing rapidly. Look at the past, marketing referred to media including TV, radio ads, direct email, and huge posters on billboard. Nevertheless, the internet is rising rapidly so there is transformation in marketing, digital marketing can be applied in current market.

The main objective of this thesis was to draw up marketing strategy for a small company that will benefit from increasing sales. According to the analysis, Binh Long Phat has faced many challenges in expanding market. The actions referred that added the business model, previously, the company have operated in B2B and now they could utilize B2C to spread the target market out. To achieve this work, the study started with theory to utilize it the most suitably with the company to enhance the recognition of company to market by starting Brick and Motar store as well as a marketing strategy for it. In order to increase the value and worthy of the company as well as customers' trust in the company, maintain the old ones and gain new clients.

All the analyses and the marketing plans are designed for the case company to help that can achieve its goals. The company will determine which of the proposed marketing actions they might be willing to use.

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