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Marketing Plan For A Cafeteria In Vietnam

Quyên Kupri

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Marketing Plan For A Cafeteria In Vietnam

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Currently in Vietnamese cultural, spending time in a cafeteria is no longer simply an activity of enjoying a cup of coffee and a light meal. For many it is also a hobby as well as a way of relaxing after work or hanging out with friend and family at the weekend. Therefore, a large number of cafeterias have been established in Vietnam. Running a cafeteria in Vietnam can be highly profitable due to this Vietnamese interest and habit. However, there are few cafeterias which have the ability to maintain their success because of tough competition in a crowded market. There are many reasons for failure in this business area, but a common reason is the lack of an efficient marketing plan. Large numbers of cafeterias result in customer variety of choice. Thus, without an efficient marketing plan, a new cafeteria faces lots of challenges in its attracting customer's attraction and winning against other competitors in this market.

The purpose of this thesis was to create a marketing plan for an existing cafeteria in Vietnam in order to help it develop into a higher level of success and sustainability. The theoretical background discusses the cafeteria business, marketing mix, social media marketing and market analysis. The research methods for the case study were qualitative and quantitative. In addition, the secondary information which supports the thesis's knowledge base is gained from specific books and internet sources. The marketing plan was required to consider the utilization of efficient marketing channels in order to attract a larger number of new customers, maintain the loyalty of regular customers and achieve a higher level of development in performance and sustainability.

The marketing plan which was created sufficient distribution channels which are relevant to new trending social media in the aim of winning target customers' attention.

Keywords: Social media, Marketing, Marketing plan, Social media Marketing, Facebook marketing

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1 Background

Due to the interest and several ideas about marketing, the writer author of this thesis decided to offer a marketing plan for Cafeteria X. The cafeteria X is located in Vietnam, near Saigon - the center of the city and a big outside market. It is also surrounded by many small restaurants and beauty salons as well as more than different 5 small cafeterias. The cafeteria business has been running for 3 years with stable income but there have been no traits of having high performance and reach the possible biggest income yet for such a long time. The owner of the cafeteria X – Mr. M refused to reveal his identi-

fication but he kindly accept to allow the thesis writer to make a marketing plan for his business. Both parties have benefits benefit from the thesis. The writer has a chance to imply all the self-learning theories and experience as well as her knowledge that she had learned from university into a practical case and accomplice her thesis. The cafeteria has chances to improve and develop his business to a better level than it used to be and sustain his business in the crowded market

1.1 Purpose of the thesis with delimitation

The purpose of this thesis is to create a feasible marketing plan to offer the Mr. M- the owner of the cafeteria X – the practical case of the thesis. According to the fact that the author 's majority is marketing, this project is supposed to create most suitable marketing plan for Cafeteria X in order to assure its sustainability and development by achieving the objectives. The other aspects which relate to business such as financing, procurement, accounting, etc. are not mentioned in this project.

1.2 Objectives

The objectives of this project are attracting new customers, maintaining the loyalty of regular customers in order to help the Cafeteria X business reach a higher level of success in a crowded market. The marketing plan requires be revising and updating occasionally in order to match the trends as well as the practicality in both the present and the near future. Here is the summarize of the main chapters which are discussed in the thesis

Main Chapter	Relevant factors that were discussed
Theoretical background	<ul style="list-style-type: none"> _Market analysis _Segmentation and target customer _Competition analysis <ul style="list-style-type: none"> ➤ Competition advantages ➤ SWOT analysis ➤ Conclusion of analysis _Marketing plan, strategy and program _McCarthy 4Ps (price, promotion, place, product) _Social media marketing _Conclusion of marketing and planning
Research Methods	<ul style="list-style-type: none"> _ combine using both quantitative and qualitative research method
Empirical part of the thesis	<ul style="list-style-type: none"> _Research _Cafeteria business in Vietnam _Customer behaviors _Challenges in a crowded market _Efficient pricing _Customer service _Promotion campaign _Efficiency social media marketing channel _Choice of marketing channel _Marketing on Facebook _Marketing on social website _Conclusion of efficiency social media marketing channel
Marketing plan for the Cafeteria X –practical case of the thesis	<ul style="list-style-type: none"> _The McCarthy's 4P strategy _Competition _Target group _Market objective _Market strategy _Risk analysis

Figure 1: Summarize of main chapter and relevant factors which were discussed in the thesis

2 Theoretical Background

The McCarthy's 4 Ps and Social Media Marketing are the main concepts which used as theoretical background of the project. In this part, the variety of definition and perceptions regarding the that are relevant to marketing will be discussed

Particularly, the precise information about market, segmentation, target customer, marketing channels, promotion campaign relating to practical case are describe in detail thorough the theoretical background. Cafeteria business and social media marketing is the focused aspect in the whole theoretical part since it is the main concept of the marketing plan.

2.1 Market Analysis

According to Matersin (2010), a specific composite of organizations which is enabling to purchase products is a definition of a market. It is crucial to perceive detailed information about the market since the more accurate the market analysis the higher rate for making the right decision on marketing strategy. Knowledge of the existing and will-existing competitors as well as the potential substitutes for the product is one of the most basically important steps before planning to join a market (Mastersin R, Pickton D 2010,121). Identifying the competitive position which relating to the market share is a vital point in the product portfolio (Todd et al 2014, 107). A wide ranging or bounded market analysis lead to the wrong consumption about the competitor and underestimation of rivals. After that making the wrong decision and losing a position in the market is unavoidable.

Analyzing potential market is as necessary as the presenting market that the company has already achieved because every business organization prefer his or her business have a strong position and become none stop developing in the both present and the future . There is large amount of business types which requires specific information for market analysis. The information can be figured out through commercial statistics, interview or other trustfully qualified sources (Conducting a Market Analysis for Your Business Plan, 2005)

The accurate size and growth of a specific market are a crucial factor requires to be focused while working on the market analysis since they can have a deep affect on the future activities of the company. The more well predicted the growth or decrease of particular segments is, the more efficiently the decision making can be in the future for the whole company. Trends are a side factor that needs to be noticed in order to seize the opportunities to get the attentions of target customers. As an example, in this project, the social media marketing tool such as Facebook is focused because it is considered to be one of the affected social channels in the world recently. (Conducting a Market Analysis for Your Business Plan, 2005).

2.2 Segmentation and target customer

The business world never is simple but includes varieties of opportunities and risks thus adapting offering to customer differences can bring in extra advantages as well as boost up the benefits and survive in the market (Strategic Marketing, 2014). In another way to say, it is easier to win against the market by splitting it to particularly small parts which means segmentation. Different types of business can lead to existing either single segment or multiple segments in the market. Basically, each segment consists of consumers that share the same demographics, geographic, psychographics and behavioral such as age, gender, income, occupation, education, lifestyle, personality traits, intensive of uses, user status, attitude, etc. The characteristics of consumers can strongly affect their buying behavior. It is the most important factor from which segmentation could be formed. (Mastersin R, Pickton D 2010, 121,123). Thanks to segmentation, the decision making on marketing activities can be more efficient on specific target customers.

Identifying target market means figuring out specific group of customer who share the same need and traits of personality relating to the business focuses. The target market requires to be practical and be suitable to the business as best as possible. Therefore, the target market is supposed to able to provide the acceptable profits as well as gaining the desirable sales. It needs to give the company the possibility to maintain its position and development in the market. Making a right choice on target market leads to the correct decision on business segmentation (Mastersin R,Pickton D 2010,143,144).

On contrary with segmented marketing, there exists strategy in mass marketing that all customers are treated equally without any differentiation on

trait of characteristics, behaviors or their status (Strategic Marketing, Todd et al 2014, 261). Mass marketing focuses on using the same marketing program to conquer the whole entire target market. Its other name is “one – size – fits - all” approach; all the customers receive the same product with same price and same services. This strategy leads the result in lower costs as well as makes the marketing plan be less complicated and be easy to control since its purpose is not pleasing every single customer. Coca Cola is the out-standing global brand that has been using mass marketing strategy so far. It used to declare that “Everybody drinks Coke, everybody’d Coke is the same, and everybody sees the same brand messages for Coke in the same place.

Distinguishing all the specific market segments then creating different marketing strategy for each segment means differentiated marketing. Mostly large organizations which have variety of products or services use differentiated marketing as their main strategy to win the market. For example, a fashion company producing products for fragment women might sell not only clothes for the mother but also the baby along with other grocery products. That company is supposed to acquire different advertisements for each segment.

Besides market segmentation and market targeting, positioning is a critical aspect that every organization need to focus on according to John Fahy and David Jobber (2012). As a definition, Positioning means the activity that make all the company’s products and services account a specific positive position in customer ‘s mind comparing to another competitors ‘s brands. In another word, a successful positioning is an act ensuring that customer want to buy a particularly products or services, they will instantly think about the brand at first as their best desires and choices. Positioning can be seen as the result of targeting and necessary factor for target marketing strategy and marketing program. There are challenges while positioning recently since mostly customers are overload with multiples of marketing messages every day from variety of companies or organizations and likely only 5 percent of those message can win against the attraction of customer (John F, David J 2012, 126).

2.3 Competition analysis

According to the website of business dictionary, competition analysis is a business statement that supposed to identify all the possible competitors in the market. The analysis points out the weakness and strength of competi-

tors in competing business function such as their product features and pricing as well as the strategy they use to marketing their products. In short, a competition analysis is required to provide reliable information about the competitors that can help the company to forecast the competitor moves in the future and reinforce their marketing plan as suitable as possible. For example, there are several info that need to be figure out such as what kinds of the products and services the competitor are selling and used to sell, what distribution channels they use, what potential threat for them and what they have missed. The more detailing and accurate the competitor's analysis is the easier for the company to figure out specific strategy to deal with the competitor and win over the market (Business Dictionary,2017).

2.3.1 Competition advantages

Gaining competition advantages means archiving the key to win again competitors. There exist two options to obtain complete advantages which are either having an efficient differentiation in providing products or offer the lowest delivered cost (Fahy J,Jobber D,2012,323). The true fact is that a company is impossible to focus on all every area of its business. There must be an efficient strategy on what factors are worth to be focused after analyzing the competitive advantages. In most common cases, an business advantages are supposed to be in contrast with the competitor's (Lahtinen 2013, 29)

2.3.2 SWOT analysis

SWOT analysis is a useful tool when it comes to make a business decision. SWOT stands for strengths, weaknesses, opportunities and threats. It provides an analytical framework that can figure out greatest challenges as well as advantages and its most promising new markets. The analysis allow the organization to understand all the internal and external influences then make it easier to point out which was already the factors having highest performance and factors that need to be improved. SWOT analysis enables the company define its situations and make decisions relating to the marketing plan.

The strengths and weakness analysis in SWOT are internal factors relating the operation of a company whereas opportunities and threats are factors that can be affected by external issues. Generally, SWOT analysis is the most basic tool which is easy to apply in most of the common business case.

However, the information in SWOT analysis requires high accuracy and being updated due to the specific situations of a market.

2.3.3 Conclusion of market analysis

Creating an efficient marketing plan requires businessman obtain knowledge of the market he or she plan to step in. It is fundamental to have a detailed research analyzing all the external and internal factors that can affect the business. There exists several external factor that are needed to be focused on such as potential market segments, competitors, target market , target customer, trending, etc. Besides understanding the external threats and opportunities, it is necessary to identify the upsides and downsides areas of the business so that it can be highlighted itself in the middle of crowded competitors.

2.4 Marketing

It is the fact that business was established in purpose of gaining profit from customers. In another words, no customers leads to no business. A particular company can be failed because of several external or internal reasons. However, marketing is the most usual reason apparently (Fahy John & Jobber David, 2012,4). Since marketing are activities of company in purpose of creating desires for customer to use its products and services, it takes an irreplaceable position in the process of sustaining and development of every business. According to Peter Drucker – one of top management consultant, the main function of marketing is gaining and retains the attraction of customers. Therefore, marketing plays an essential role to maintain and develop in every business. In short, the early marketing mainly focuses on good service and reputation. On cooperation to the past, recently the market tend to be more and more complicated with overload competitors in several fields and a large number of nonstop changing trendies. Besides, customer satisfaction is more challenged to be reached recently since they have too many options to make a decision and it is difficult to keep on being loyal to just one specific brand. Thus , depend on particularly situation , marketer always need to keep his or her head being clever and sensitive enough to adjust the marketing plan on the right track (Mastersin R, Pickon D2010, 1).

When the mass production of goods and services had started to be overloaded in the market, the modern marketing concept was builded up. All the attempts simply in purposes to gain and maintain attraction from customer

are not enough anymore. Marketer is supposed to catch the idea of the new trending or creating the new trend then stimulate the demands and persuade the customer to buy the goods or services. Previously, the initial aim of marketing are boosting the sales up and maintaining the existing customer. Later, marketers are not only responsible to manage the customer relationship and the sales for present but also presser the stable situation for the business in the future (Mastersin R, Pickton D 2010,13 , 24). Reaching customer's satisfaction is the critical factor although it is the most challenging issue for every business.

Customer needs tend to change incredibly fast, once the organization lose the the touch with them, it leads to a dramatically fail and Nokia is a clear example for that. Nokia used to dominate the mobile phone market worldwide for long period of time with many evolution in new appearances and functions of cellphones. Nokia had been busy shipped a large number of its cellphones comparing to all the other competitors and it forgot to keep on creating the new demand for customer then failed to catch up the smartphone trending on the market at that time. Whereas, Apple had been successes on convincing consumers to use their smartphone which is "smart but not complicated" and won the market (Fahy J,Jobber D.2012,5). Meanwhile, Samsung had catched up the new trending on the mobile phone market fast enough and recently it is the only one mobile phone brand that can keep on the race with Apple. At present, in the year 2017, the mobile phone market in Finland once again heated up with the brand Honor or Huawei due to its long duration battery. People tend to be more hectic than they are used to be in the past that is why there is more and more mobile game applications had appeared on phone on purpose to deliver new tools for customer who wants to play game while they are on public transportation or in the short break time at work. After that, the existence of Pokémon game application has driven a large amount of people be addicted to it. Since the game requires using GPS while playing and consume too much battery, customers change their demand from having an easy using smartphone with good camera for selfies into obtaining a cellphone that have long lasting battery with an average price. That is the reason why Honor and Huawei can put their step on the market whereas Nokia still facing lots of challenges to come back to the market which had already been overloaded with smartphones and its process shows no positive yet at this present.

By mentioning a specific market field such mobile phone market, it reflect how rapidly customers can change their needs and it is a real challenge to

predict their new changing demand and gain their satisfactory. According to Mooradian, Matzler and Ring (2014), the marketing concept consists of needs, motives, wants and demand. At the beginning or thorough the whole marketing process, figuring all the basic above factors is the most critical key lead to customer satisfactory , achieving and maintaining customer attentions. All the attempts are basically relating to gain the best relationship with customers when it comes to marketing. As Sam Walton – the founder of Wal-Mart stated, customer is the only boss who is able to fire everybody from the highest level to the lowest level one in the whole company just simply by deciding to spend his or her money on a different products or services from the other competitors (Mooradian T et al,2014,216).

2.5 Marketing plan, strategy and program

Every businessman need to build the most efficient marketing activities which consists of marketing strategy, marketing plan and the marketing process itself. All those important factors are required to be analyzed in detail as first fundamental steps to create a successful marketing for a business. Strategy can be defined as a coordinated means by which a company complete its goals and achieve its objectives (Mooradian T et al 2014, 220). A specific strategy is supposed to be consisted of integrated decisions and choices that help to support and advance not only the visions but also the objectives of the company.

Particularly, a strategic marketing points out critical issues or tasks from every aspects that have possibility to directly affect the company (Mooradian T et al 2014,220). They are details and decision making which relevant to the long-term direction of a company, the external threat and opportunities, the competitive advantages, the customer needs as well as the other stakeholders 'interest. Building the most efficient strategy is responsible of the manager and the strategy must be efficiently applied on every level of the business in implementing case. Marketing plan is supposed to inspect the target market then interpret the customer needs better than the competitors as best as possible. The marketing plan is required to understand the critical keys of the business such as setting the right objectives, choosing suitable marketing mix, creating effective strategy for sales and marketing, etc.

According to Key Associates, Inc. - Helping Leaders and Organizations Grow, It is a critical step that a company needs to inspect its mission, vision

and values and gathering external environment for a strategic plan. Thorough the plan, internal and external customers, competitors running the similar business, the company's realities, the broader environment are indispensable details (Key Associates, 2017).



Figure 2: strategic plan (the website of Keys Associates)

Besides, As Hiebing R, Cooper S mentioned from the successful marketing plan , 2003, budget is a necessary factor that need to be calculated in the marketing plan and after all the basic analyzing stages had been done, an evaluation is required to be completed in order to prepare for further future plan. There are ten stages for a fundamental marketing planning process according to McDonald M, Wilson H from Marketing plans, How to prepare them how to use them, 2011.

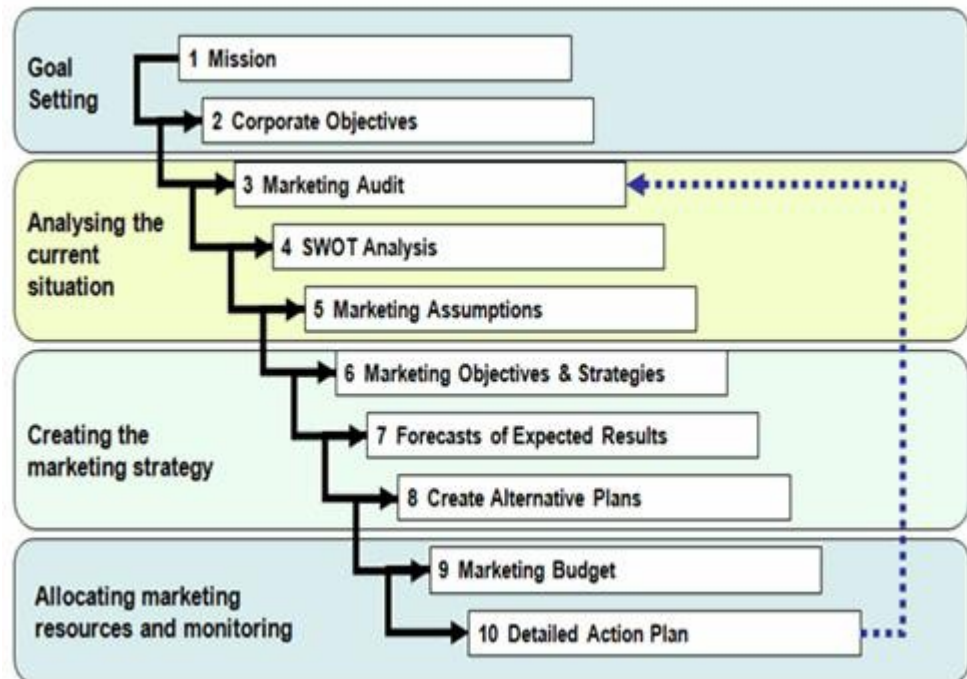


Figure 3: Marketing planning process (McDonald M, Wilson H, 2011, 41)

Marketing program mentions information of marketing activities such as schedule, costs, and other relating personnel on responsibilities for those specific activities (Mastersin R, Pickton D 2010, 451). Marketing mix is a tool that the manage choose to imply efficiently to the company case depend on different the market's situation and customer 'needs.

2.6 McCarthys 4Ps

According to the website of Tools hero Explore Business and Science, the marketing mix – 4 P's is the useful tool helping to create effective marketing strategy. It was invented by the American marketer named E. Jerome McCarthy in the 1960s. As Jerome McCarthy mentioned, by combining all the resources relating to the 4 P which is stands for Price, Promotion, Product and Place, a marketer can success on making a good marketing plan for his or her business (Tools Hero Explore Business and Science, 2017).



Figure 4: McCarthy's 4Ps marketing mix (Tools Hero Explore Business and Science,2017).

2.6.1 Products

The first P of 4P means Product which includes both the physical product and services. Product exist in the purposed of satisfying the customers 'needs. The general product consists of several small aspect called physical product, extensive product, total product, core product. Physical product is basically about the attributes and characteristics of it such as dimensions, functions, life cycle. Extensive product means other extra thing added to the main product such as packaging, brand, delivery service or guarantee. Total product is a completed product which is the combination of physical product and extensive product which provides all the qualities or values for the target customer (Tools hero Explore Business And Science,2017). Core product can also be called as core benefit. It is the main reason for the product existence. For example, core benefit of the toothbrush is to brush the teeth, core benefit of scissors is for cutting, etc. (Mastersin R, Pickton DS 2010, 205-206)

Specific customer segmentation in a particular period of time requires different type of products. Therefore, it is the manager's responsibilities to choose suitable product differentiation, product variety and product promotion with clever strategy that be able to attract the new customer as well as maintain the old ones.

2.6.2 Price

According to David Jobber from principles and practice of marketing, price can be seen as the odd one in the marketing mix because it is the source lead to revenue. Price is the benefit that company gets in return after putting all effort on the procedure process as well as marketing the product. Therefore, the first requirement for all pricing strategies is that it must recover all the costs spent on creating the product or else the company will suffer a loss and deal with other finance troubles. The common mistakes such undercharging and overcharging can both result as loss in margin and sales then can be considerate as a fail pricing strategy.

Due to the differences in compaction, markets, and costs, there exists several pricing method.

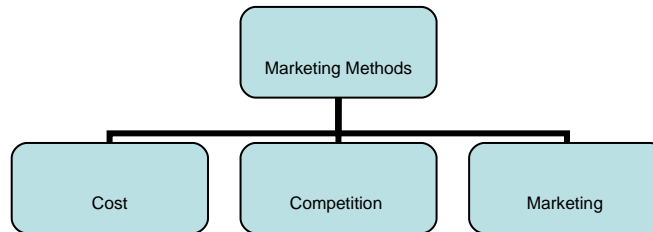


Figure 5: Marketing methods (Jobber David, 2010.423)

The basic new product launch pricing strategies are price skimming and penetration pricing. There are two ways for skimming and penetration which are rapid type or slow type like the below table

		Promotion	
		High	Low
Price	High	Rapid-Skimming Strategy	Slow-Skimming Strategy
	Low	Rapid-Penetration Strategy	Slow-Penetration Strategy

Figure 6: New product launch strategies (Jobber David, 2010.429)

Rapid skimming strategy means having both high price and high promotion. Its high price setting can lead to high margin in return as well as can cover all the costs spent for heavy promotion. This strategy was used by Nike, BMW and Coca Cola (Jobber David, 2010.429).

Slow skimming strategy is often suitable for already-famous brand which already created high level of product awareness for customers since in this strategy; company only set a high price while having small investment in promotion (Jobber David, 2010.429).

Rapid penetration is having a low price while spending much more money on promotion; this is the common strategy for some new companies wanting to step in a new market. They use the cheaper price as bait along with extensive promotion to gain attraction from the target customer and make the customer considerate to try out the product. Based on observation of the thesis writer, Honor – a mobile phone brand did success on using this strategy to step in Finland market. It provides a nice price which is much cheaper than other existing brands such as Sony, Samsung, and iPhone. Besides, in its marketing process stage, apparently people can see the brand in almost all the big shopping centers in the South Finland such as Jumbo, Sello, Itis, Myymärkki, etc. As a results, recently, there exists lots of people using it or decide to buy Honor 7 or Honor 7 Lite for their children at first due to its cheap price, then they realized that the phone is good and also decide to buy for themselves.

Slow penetration strategy is in contrary with rapid skimming, it includes both low price and low promotion. This is common choice for some startup businesses which do not have good finances at first and after a specific period of time.

The diversities of market, customer demand or customer's finance situation, competition lead to the decision on setting a high price or cheap price as the below table

Condition For Setting High Price	Condition For Setting Slow Price
Product has high value	Only feasible alternative
Customers have high ability to buy	Market penetration
Consumer and bill payer are different	Experience curve effect/ low cost
Lack of competition	Make money later
Excess demand	Make money elsewhere
High pressure to buy	Barrier to entry
Switching costs	Predation

Figure 5: Specific factors for setting high price and slow price (Jobber David, 2010.430, 431)

It is the businessman's responsibility to choose the pricing strategy wisely since a small mistake in business can lead to another disaster one.

2.6.3 Promotion

The main purpose of promotion stage is making the company brand reach its possible highest level of customer's awareness as well as retain the old customer. There are six factors in a promotion mix which are advertising, Personnel selling, direct marketing, internet promotion, sales promotion and publicity. (Jobber David, 2010.462)

Advertising means every forms of spreading the product message on prime media which is non – personal communication such as television, radio, posters, cinema, etc. This is the most common way to build awareness among customers since it reach a wide audience quickly.

Personal selling means communicate face to face directly to convince customer to make a purchase. The upsides of this method is that all the questions from customers and be answered quicker comparing to Advertising method and it is easier to build strong customer trust due to the direct interact. However, sometimes a complex argument can be developed if the seller does not deal well with the customer. Direct marketing means providing products along with information and promotional benefits to target customer by methods in which all the responses can be measured. All the marketing activities are often invisible to the other competitor but the response rate is not high.

Internet promotion is promoting the product to consumers through internet channels. This method offer low costs but wide range as well as convenience in measuring site visiting rates or view. Besides, it also provides customers to make a purchase from different places without visiting the store directly.

Sales promotion means providing customer extra free products or service as incentives as a bait to get the customer consideration. However, this method only can be effective in short period of time and I might be risky if the extra incentive product is not chosen well and be able to damage the image of the main product.

Publicity promotion is the factor that relating to the companies relationship with another public constituencies. This typed of promotion usually is unpaid and be appeared as article in newspaper or electronic media. I help to reach the high level of attention from the large amount of people in common com-

munity but also include side risk as there are no guaranties about what positive or negative factors about the company and its product that a journalist is planning to declared on the newspaper. In Finland, there were several cases that a restaurant or a small cafeteria had been becoming famous and obtaining such a boost in their sale when their business stories had been published on the common newspaper named Helsinki Sanomat. In Vietnam, there is a television show in which some famous idols or comedy actors introduce some good food stores .Obviously all the stores that had been luckily to be showed there definitely gain much more attention from audient and have chances to boost up their sale.

In summary, promotion is one important factor in the marketing mix as it means to convince the target customer to observe the idea or concept of the products or services then make decision to buy them. The promotion and products must be matched together effectively or else the customer cannot be persuaded to make a purchase.

2.6.4 Place

Place is the last but not least part in the marketing mix. Place can be defined as the all the relating decisions to transfer the product to its final destination – the target customer. (Kotler.P,et al,2008,375). The process of delivering the goods to customer can affect the way how customer accepts the value and quality of the whole product. Those factors such as speed delivery, convenience, guarantee, shipping prices take important role to win again customer favors and achieve customer satisfactory. High qualified product, good price, ideal promotion will go in vain if the product cannot be possible to reach its destination perfectly. Place consists of two main elements which are supply chain and distribution channel. A supply chain is a network between a company and its suppliers to transfer the final product or service to the customer. Supply chain required to be managed effectively since its process can lead to the results in lower costs or a faster production cycle and obtain more profit in return for the company. The distribution channel is the route of the product from its producer factory to the consumers through the supply chain. Depend on certain market; there are several choices of distribution channel to move a specific type of product to customer.

2.7 Social media marketing

Social media is the efficient tool for marketing which is enables to provide not only two-way communication and content sharing but also costs saving. By using social media, it is simpler to maintain the good relationship with customer through free of charge contact as well as expend the words of mouth advertising massively with the best minimum costs. (Zimmerman J, Sahlin D 2010, 9). As Chaney 's statement (2009,4), "consumers trust word of mouth recommendations far more than traditional marketing or advertising", likely the consumer spend more time to check all the comments about a specific product or service that they intend to purchase than searching the official information about it on the main advertising. However, having many advantages does mean that there are no difficulties in using social media for marketing. There are several challenges to assure that the company profile always maintain its images between other thousand brands. The profile is supposed to be findable in the vast internet world and be relating to the recent trending or topic that community are discussing and taking in consideration. Other risks also can be caused since there is no 100% of controlling all the conversation. The talking, the messages, the comments can be shared massively without your involvement or input (Evans Liana, 2010, 9). Social media provide an open environment for everyone worldwide can speak out their thinking, thus it is impossible to keeps the flows of conversation always be on the right track. For example, there are no existing video clips on YouTube which have no thump down statics except when the creator put the clips on the "no comments" mode. It is the fact that antifans and hatter are the factors that cannot be eliminated totally on internet. The only way to solve the issue is that put effort to smooth up the situation without causing a useless war and maintains the amount of loyalty supportive consumers. Furthermore, once social media have been much more common, the audients 'suspiciousness is increased dramatically. They likely will not fall into the usual trick like a 10% discount coupon to try out the new product (Evans Liana, 2010).

Recently, social media has been an outstanding trend then ever comparing the past few years ago. Apparently, thousands of people addicted to use social media such as Facebook YouTube and switter. Particularly, according to the research of Niesel in Vietnam, YouTube, Facebook and nhaccuatui.com are the most common websites have been accessed since 2016 with the follow percent of demand are 97%, 81% and 56%. (Nielsen Vietnam Cross platform insights report 2015).

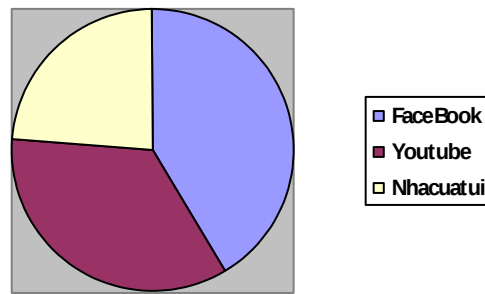


Figure 7: Percent of customer demand for the most common social media in Vietnam (Nielsen Vietnam Cross platform insights report 2015).

As Nielsen Vietnam Cross platform insights report 2015, nine of ten Vietnamese people have been using smartphones (91%), laptop (78%), computer (75%), smart television and table account approximately above 43%. The report also points out the fact that mostly people in the Northern East area only spend 3 working days a week to access the internet in average whereas Vietnamese's spend averagely 24,7 hours in order to access the internet every week. This number had been increase about 9 hours comparing to the year 2014. Group of people around the age from 21 to 29 spends the longest time being online which is 27,2 hours each week and people who are above 40 years old tend to have 22,6 hours to online every week. The traditional television used to maintains its first position in consumption with 72% the usual usage by audients. However, nowadays, audient more likely to use another social channel (78%) such as Facebook, YouTube and nhacuatui.com in order to gain information from the video they prefer instead of the traditional television (thegioididong, 2016).

2.8 Conclusion of marketing and planning

Marketing plan is made based on practical analysis and decisions on the specific target customers, product and services. The marketer need to acknowledge what and where is the target groups and what kind of products or services that is able to gain their attention. Different target groups require different approaches in communication and interact. The correct tactics results in winning a strong relationship with customers along with boosting up sale and on contrary. In the other hand, it is supposed to point out where is the potential market and how is the market situation as well as all the possible methods to enter the market and keeps the business not only being stable but also developed time by time.

3 Research methods of the Cafeteria X - practical case

For obtaining the objectives of the practical case, the thesis research methods were both qualitative and quantitative research. As quantitative research, due to the well cooperation from Mr. M – the owner of the Cafeteria X, The thesis author were able to access raw trustful information directly from the Cafeteria X had provided the thesis writer the chance to have the most practical analysis for building an effective marketing plan. As qualitative research, a large amount of surveys and questionnaires had been made by the thesis writer for either direct interview with customers or through social media. All the customers ‘answers for those questionnaires and surveys helped both the thesis writer and the owner of Cafeteria X have better understanding about the weakness and strength of the Cafeteria as well as figure out the best marketing strategies for achieving the objectives.

4 Empirical part of the thesis

4.1 Research

In the research aspect of the thesis, Vietnamese culture is mentioned in detail as the explanation for the suitable choice of marketing methods has been used thorough the marketing plan. in the purpose of not only ensuring the practicality but also understanding the customers ‘ favors and clarifying the weakness and strength of the case study, several surveys were made by the thesis writer with the effective cooperation of Mr. M-the owner of the Cafeteria X in Vietnam. The surveys were conducted either by direct interview with customers in the cafeteria or using other social media to communicate with the customers. All the answers from the customers are analyzed and customize in pie charts for easy judging and make a decisions relating to marketing plan. Other figures which are relating to marketing tragedy such as marketing 4P, marketing process, marketing strategic are also exists along with the mentioned theory in order to provide a fundamental understanding about the way how the marketing plan is supposed to be accomplice. Besides, in the chapter 4.3 which is named as customer behaviors, all the discussed factors and analysis had been done by the personally observation of the thesis author.

Here is the table to summarize all the questionnaires which were used for specific the surveys in particular chapter of the thesis:

Questions of the Survey	Survey Method	Discussed in thesis chapter
What is your favorite communication method?	_Face to face directly asking random 30 people in the age from 18-50 in Ho Chi Minh City in 2018.	Chapter 4.6
What factors make you feel attracted and motivated to check out a new cafeteria?	_Face to face directly talking and using Facebook messenger to ask 1 group of random 30 people in the age 18 -30 and 1 group of random 30 people in the age 30-50 in Ho Chi Minh City.	Chapter 4.7
What is your choice of using social media besides Facebook?	_Face to face directly talking and using Facebook messenger to ask a group of 23 people randomly.	Chapter 4.11
What kinds of starters you want the cafeteria to serve you?	_Giving a small survey paper to the customers in the cafeteria X while they are waiting for their food and drink , then collect the paper after they finish filling it	Chapter 5.1
How do you think about the food and drink in our cafeteria X at the present? How do you think about the price in general at our cafeteria? How do you about our place in general? Is comfortable enough or still need any particular improvement?	_Having quick direct interview toward most of the customers who have been visiting the Cafeteria X in the summer time 2018	Chapter 5.1

Table 1: Table of all the questionnaires which were used for specific the surveys in particular chapter of the thesis in summary

4.2 Cafeteria business in Vietnam

In 2012, Vietnam was one of the five Asian countries that consumed the most coffee after Japan, Korea and Thailand with 1,15kg of coffee consumption for one person per year (1,3kg/person/year in Ho Chi Minh City and 0,43kg/person/year in Ha Noi). The coffee consumption has been increasing steadily with approximately 11, 75% from 2011 to 2016 (Café Land,2017).

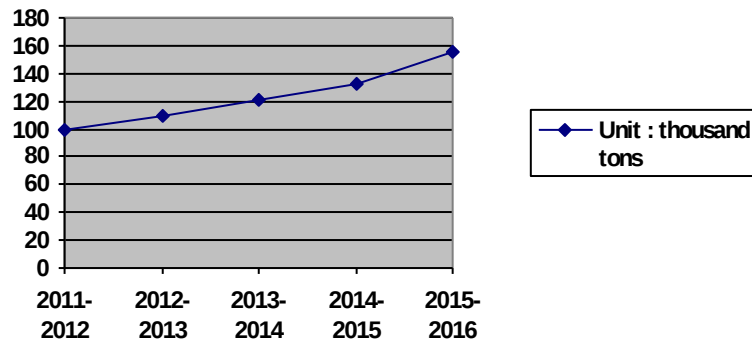


Figure 8: Line chart of thousand tons of coffee consumption in Vietnam from 2011 to 2016 by United States Department Agriculture (USDA) and International Coffee Organization (ICO)

“Wake up by a glass of coffee every morning has been becoming a habit of every Vietnamese”, claimed by Lonely Planet as known as the largest travel guide book publisher in the world which owned by American billionaire Brad Kelley. In Italy, people tend to take a quick strong Espresso before plunging in working. In America, they have a car in which has special place designed to keep a cup of coffee while driving since they usually need to have taken away coffee instead of sitting down and enjoy the coffee peacefully. In most of Western country, coffee is considerate as a tool for maintaining the wakefulness or a method to boost the brain work effectively whereas Vietnamese’s sip coffee slowly in peace for relaxing as same as a scotch sip the whiskey. In Vietnam, people of most ages likely enjoy coffee for every event and situation in life such as relaxing, focusing, staying being awaked, brainstorming, hanging out, meeting, etc. In general, there are four main reason for drinking coffee which are hobby (40%), increasing focus ability (15%), staying awaked (35%) and relaxing and gossip (50%)

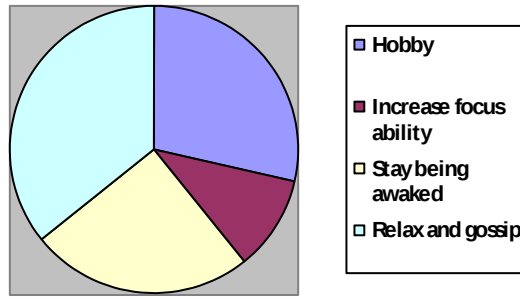


Figure 9: Percent of four main reasons for Vietnamese to drink coffee in 2016

Mostly Vietnamese people prefer choosing to enjoy their coffee in cafeteria (50%) or at home (40%) than at their workplace (10%).

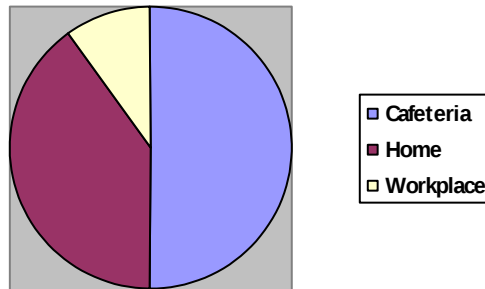


Figure 10: Percent of places where people choose to drink coffee

This coffee culture results in a high demand for cafeteria. Nowadays, particularly every street in Ho Chi Minh City – the central city of Vietnam has at least one cafeteria to serve the demand. This is not only bringing the opportunity for developing cafeteria business but also creating challenges along with rigorous competition.

4.3 Customer behaviors

Vietnamese's go to cafeteria for various reasons and each reason lead to diversified options in choosing different types of cafeteria. Recently, customer demand is not only about high quality of coffee but also many factors relating to customer services and the material facilities of the cafeteria. The common factors are price, location, friendly staff, good Wi-Fi, parking availability, a variety of menu, seat availability , atmosphere, convenient taking away, good food options, good shop interior, brand, good taste, quite space, etc. In a one month trip traveling to Ho Chi Minh City Vietnam in 2017, the thesis au-

thor had chances to visit a large amount of different types of cafeterias which was around 32 different cafeterias in total and figured out the fact that generally there exists mainly 8 types of cafeteria and each of them has diverse design in order to satisfy different groups of

Appendix

Type of cafeteria	Descriptions	Features	Customer group	Purposes	Example
Sidewalk cafeteria	<ul style="list-style-type: none"> _Providing customer a take away coffee along with a piece of newspaper so that customer can use to sit down on the sidewalk While drinking the coffee. _Located in parks or in front of schools 	<ul style="list-style-type: none"> _Having cheap price _Be able to get a take away coffee quickly _Acceptable quality _There is risk to received unqualified coffee _Noisy environment 	<ul style="list-style-type: none"> _High school / college students _Teenager _Low income people 	<ul style="list-style-type: none"> _Gossiping _Showing specific informal performances(playing instruments, dancing, singing) _Casual hanging out with friends 	<ul style="list-style-type: none"> _30/4 park _Vy coffee (near New World hotel) Phan Xich Long district
	<ul style="list-style-type: none"> _New trending appeared recent years 	<ul style="list-style-type: none"> _Having cheap or average price 	<ul style="list-style-type: none"> _Teenager _Students _Busy people 	<ul style="list-style-type: none"> _Easily divided money when going in 	<ul style="list-style-type: none"> _Urban coffee _Passio

Take away coffee	ago _Attract customer by unique designs of the take away mugs/bottles _Go straight to the reception place from the cafeteria to order the coffee then freely choose places for enjoying it or order from website/cellphone application	_Acceptable quality _Having good decorations and designs _Highly convenient _Noisy environment sometimes		the big group _Follow the new modern trend _Enjoying unique designs	_Effoc _Cactuz _Take Coffe _Ben Coffee House _Buzz Ice Blended
Famous brandy cafeteria	_Traditional services that waiter will come to customer table to receive order and bring the coffee for customers. _Tips are necessary sometimes	_High qualified coffee and services _High price _Peacefully quiet environment	_Adults _Middle age or old people _Businessman	_Formal meeting _Discussing business, important problem	_The coffee bean and tea leaf _Trung Nguyen _Highlands _Caffe Bene _Soho _My life _Angel in US coffee
Garden cafeteria	_Traditional services that waiter will come to customer table to receive order and bring the coffee for	_Nice view, refreshing environment _Acceptable qualified coffee _High price _Good ser-	_Family/friend meeting	_having peacefully meeting _Relaxing	_Du mien coffee _Sorrento _Oasis coffee

	<p>customers.</p> <p>_Tips are necessary sometimes</p> <p>_Cafeteria place is designed like a big garden with plenty of tree, plants , flowers, streams , waterfall or being nature like</p>	<p>vices</p> <p>_Lively atmosphere</p>			
Box coffee	<p>_Located in small apartment block</p> <p>_Small space</p>	<p>_Average price and coffee</p> <p>_Silent environment</p>	<p>_People request silent environment</p>	<p>_working on computer</p> <p>_Reading books /news-papers/magazines</p> <p>_confiding</p> <p>_Relaxing</p>	<p>_She coffee</p> <p>_Loft coffee</p> <p>_Vecchio coffee</p> <p>_Cochin</p>
Hobby cafeteria	<p>_ includes several types such cats/dogs/birds/reptiles/books/fishes/music cafeteria</p> <p>_Providing plenty of specific things relating to the main theme hobby of the shop for customer to enjoy/play/use</p> <p>_On new</p>	<p>_Average to high price</p> <p>_Friendly staffs</p> <p>_Lively environment</p> <p>_Satisfy customer hobby</p>	<p>_Teenagers</p> <p>_Young people</p> <p>_Students</p> <p>_Kids</p>	<p>_Entertainment</p> <p>_Relaxing</p>	<p>_Hachiko coffee</p> <p>_Babo coffee</p> <p>_Candle coffee</p> <p>_Fished coffee</p>

	trending				
Lunch cafeteria	_Providing good Wi-Fi and variety of food for lunch _Located near office buildings, companies	_Acceptable to high price _Acceptable qualified coffee	_Employee _Adults _Businessman	_Quickly have lunch and back to workplace _Saving time _Stress relieve from work	_Touch coffee _Soho _Sonate _Sli Đá
Terrace cafeteria	_Located on highest floor of the building _Provide nice view for customer to enjoy looking from the high place Traditional services that waiter will come to customer table to receive order and bring the coffee for customers. _Tips are necessary sometimes	_High qualified coffee and services _High price _Nice view	_Adults _High income people	_Relaxing _Enjoying the view	_Panorama coffee _L'usine _Skydeck coffee _Shri

In summary, based on the experiences of thesis writer which gained from discovering several cafeterias for 1 month in Ho Chi Minh City, Vietnam, specific target customer require particular type of cafeteria. There are trends which have never been out of date whereas there also are the entire new trend that has been nonstop changing and updating. One cafeteria is not able to satisfy all the customer groups. Thus, the marketing planner needs to take all the

relating aspects of his or her business such as place, finance and especially customer behaviors in consideration so that there is no big regret afterward.

4.4 Challenges in crowded market

A crowded market provides not only plenty of opportunities but also various types of risks and all those risks have such a common result which is bankruptcy. According to a research from cafeland website, one of the most difficult challenges for opening a cafeteria in such a crowded market like SaiGon – biggest city of Vietnam is capital money. An average cafeteria such as Coffee House cafeteria cost 2 billion VND, whereas a 200 square meters Starbuck coffee requires 5 billion VND and a small common shop needs 200 million VND said Mr. Nguyen Day Linh- director of Seedcom Capital Asset Management (Café Land, 2017). Besides, leasing a space is also a thorny problem. Mr. Ling revealed that in reality the amount of money for leasing space accounts 20% of the monthly expenses and mostly the landlord is willing to return the deposit money along with compensation money in order to end the contract of the present tenant whenever new tenant comes and offer a better payment.

The failure of The Gloria Jean's coffees is a practical proof. The Gloria Jean's coffees is a famous coffee brand from Australia which comes to Vietnam in 2007. After 10 years running several coffee shops in Vietnam, its smooth business had been slowed down. One by one Gloria Jean's coffees was forced to closed down due to the increasing price for leasing spaces. Then, it finally stepped out of the crowded market since the mother company in Australia had ended the contract with Vietnam (Café Land,2017).

Not only capital money or leasing space money are the conundrums for the businessmen but also the eventually change of customer's favorites. The Coffee Inn used to be one of the famous coffee brands in Hanoi – Capital of Vietnam, firstly opened in 2013. In this golden year, all of the Coffee Inn cafeterias were always overloaded with customers till the appearance of Starbuck coffee in 2014. Most of Coffee Inn's customers started to move to enjoy the new brandy coffee. In that same period of time, Highland coffee changed it's pricing system and offered lots of discounts then attracted a large amount of customers. Affected by sudden appearance of new coffee brand and updated strategy from an old strong brand coffee, Coffee Inn business started to lose it's usual customers graduate . As a result, the income

were failed to offset the expenses in leasing space and personnel. Coffee Inn faced bankruptcy and had no choices but closed its final cafeteria in September 2016 (Vietnam finance 28/4/2018).

In 2013, a new startup cafeteria named The KAfe´ created by Dao Chi Anh. This founder was well known since the young woman successfully gaining 5, 5 million USD from Foreign Direct Investment for her startup business. Her startup was a luxury cafeteria with new model and pretty design. The cafeteria served customers with both western food and Asian food along with qualified coffee. However its creative model and large foreign direct investment could not help the whole business maintain its position in the market longer than 3 year. Each of the KAfe´ cafeterias had been closed down and its main website had been stopped updating since 31/03/2017. No one know exactly what would be the final destination for the famous startup but it had been become a warning for all the businessmen that running a cafeteria in a crowded market never is a simple task (Vietnam Finance,2017).

All the above cases illustrate how risky and challenging it might be when having a startup in such a crowded market. However, according to all the research of Vietnam market, education, catering, food and cafeteria are criteria which having high growth and hardly can be saturated quickly, said Mrs. Thu Thuy – the curator of Mekong capital investment (Café Land,10/09/2017). There are four methods to overcome the difficulties while running business in a crowded market. They are building your own differentiator, classifying target customer, developing into customer-centric and triggering the customer to spread their words. (YFS Magazine ,Joe Lawrence, 6 May 2016).

Method	Concept	Example
Building strong differentiator	<p>_Creating unique aspect which make your business has its own color which is different from all the other competitor.</p> <p>_Likely , in a pond that is full of fishes, only the best looking fishes can gain the most attraction</p>	<p>_Having a unique design theme (colors, music, wallpaper, furniture's, decorations,etc)</p> <p>_Having special types of food/drink/services</p>
Classifying target customer	<p>_Pick out a few or only one main target customer to form an efficient promotion campaign since it is an impossi-</p>	<p>_Creating some contest with interesting prize on social media to attract more groups of young customers such as students,</p>

	<p>ble tasks to please all the customers.</p>	<p>teenagers. _Providing VIP card with specific benefit for old loyal customers. _Giving out free coupon to attract new customers.</p>
<p>Developing into customer-centric</p>	<p>_Put in extra effort to make the customer not only like you but also love you. _Strengthen the relationship with the customer outside the business _Maintaining the conversation with customers _Set the goal to win the customer affection the best by all costs so that they do not have chances to consider choosing the other competitors.</p>	<p>_Learn the customer names, especially remember the entire customer who did return to the cafeteria several times or bring more friends, family member. _Training the staffs/waiters to be professional as always being polite, friendly toward customer and frequently have small talk with customer while serving. _Providing good benefit for old loyal customer such as VIP card, free gifts, discounts _Creating chances for new customer to sign in and be a member in the conversation group. _Be helpful as well as be active in answering all the customer questions on time _Receiving all the feedback from customers and reply efficiently.</p>
<p>Letting the customer spread the words about your business</p>	<p>_New customers trust the words from the other customer more than the business owner's. _Encouraging customers to bring more friends/family member and spread the new about the cafeteria gifts/discount/special offers of food/drinks</p>	<p>_ Provide interesting discounts/gifs/souvenirs/special offers of food/drink that only could be obtained by sharing the information/check in /upload photos in social media such as Facebook, Zalo, blogs, YouTube.</p>

(YFS Magazine ,Joe Lawrence, 6 May 2016).

4.5 Efficient pricing

Pricing in a cafeteria is decided based on its target customer group. A luxury cafeteria for wealthy customer group is supposed to have outrageously high price such as Runam Bistro, the 1985, M2C café, café Cardinal and etc. These luxury cafeterias mostly offer their wealthy customers high qualified foreigner type of food such as France cakes, Japanese tea, Italian ice-cream, etc. along with isolated comfortable space since the cafeteria mainly located inside specific 4-5 stars hotel or at the rooftop from shopping central. As example, Park Lounge is a cafeteria located in side Park Hyatt hotel- a 5 starts hotel in Saigon. Here, they provide customers Western food in such a gorgeous decorated space. Although, all the food and drinks here have extremely high price, it have been one of well-known cafeteria in Saigon for years (Cafe1 Land,2017).

Cafeteria for teenagers and middle class customers have acceptably average price for it's products. These cafeterias have a thick density which requires each cafeteria must have efficiency in pricing symptom as setting several promotion campaigns to not only attract new customers but also maintain the old customers 'interest. There exist several common method for promotion campaign such as discount coupon, discount for sharing cafeteria's info, discount for special combo, gif card/stamp card for usual customers, discount in large amount purchase. Besides, many cafeteria have been created interesting event with special discount or service in particular events such as Valentine's day, Mother's day, Father's day, etc. As example, in Valentine day, a cafeteria did put an advertising board in front of it's main door which was written as

"Happy Valentine's day!
 Bring your girlfriend: 20% off
 Bring your wife: 45% off
 Bring both of the same time: FREE
 FREE TRANSPORT TO HOSPITAL "

Then as a result, thanks to that creatively hilarious discount system for Valentine's Day, the cafeteria was overloaded with customers on that day. There exists also many other creative ways to give customer a discount. A cafeteria let the waiter play small gambling games such as rock, paper, scissors or rolling dice with customer to decide that whether the customers get the discount or not (Café Land,2017).

4.6 Customer service

Providing the most convenient communication methods between the cafeteria and customers is one of the critical essentials in maintaining the business. Customers are supposed to have chances to reveal feedback for the services as long as make reservation beforehand in order to receive the all the services without long waiting in line . The ideal customer support and services should be available as much as possible since a small delay in replying customers question or reservation may cause them change their mind and choose another options. Besides, all the promotion information such as special events, discounts, new services/products is required to be accessed by customer easily and widely. The last but not least, the specific time for replying support request, questions, feedback and reservation should also be known by customers. (Juslen 2009, 178)

A survey for 30 people in the age from 18 to 50 in Ho Chi Minh City, Vietnam in July 2018 has been conducted by thesis writer. By asking people what is their choice of using social media and collecting all the answers, apparently the statistics clearly reveal that more than half of people choose Facebook as their favorite communication tool (70%) and the second highest choice is mobile application as 17% .Mostly, all the survey participants honestly answer that they prefer using Facebook and mobile application simply because it is totally free of charge to have a long conversation there comparing to telephone. Some young customer also adds more reason as they feel less nervous when communicating by messenger than telephone. “ I do not like to make reservation through cellphone since I am not good with communicating with stranger, it makes me feel extremely nervous” said by Thanh Binh and Nga Nguyen – a 19 years old and a 18 years old girl from the survey participants. Only one survey participant said that he tend to use email since he is an office employee who need to check his email likely 24/7 due to his work. Besides there are 10% of people, who are nearly 50 year old confirmed that they are not good at dealing with social media like Facebook and even rarely use any mobile application

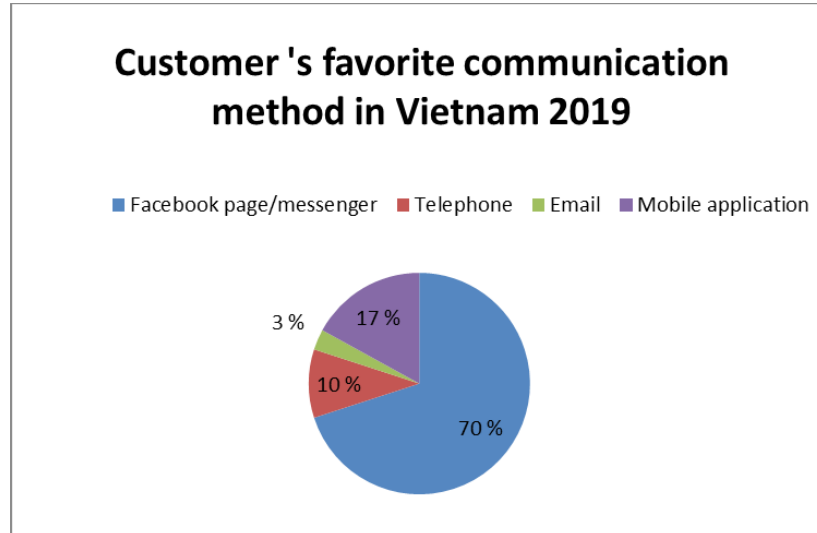


Figure 11: Survey of customer's favorite communication method in Vietnam 2019.

4.7 Promotion campaign

Promotion campaign with the purpose of achieving customers 'awareness and maintaining the customers 'favors is not a simple task. However, there are several creative ways for winning customer favors and being standing out in the crowded market. As the survey on 50 Vietnamese people in the age from 18 to 30 which had been made by the thesis writer in July 2018, the survey had been conducted by asking that specific group of people what factors can make them feel attracted and motivated to check out a new Cafeteria. According to the answers of all the survey applicants, young people tend to have more attention on visiting a new cafeteria if that place has some special event (24%) or due to some advertisement on Facebook (24%). Following that, there is 22% of people admit that they will be interested in a cafeteria that provide something new and has more creativity. Besides, 20% of people are willing to test out a new cafeteria if there are discounts whereas only 10% of people will follow their friend recommend.

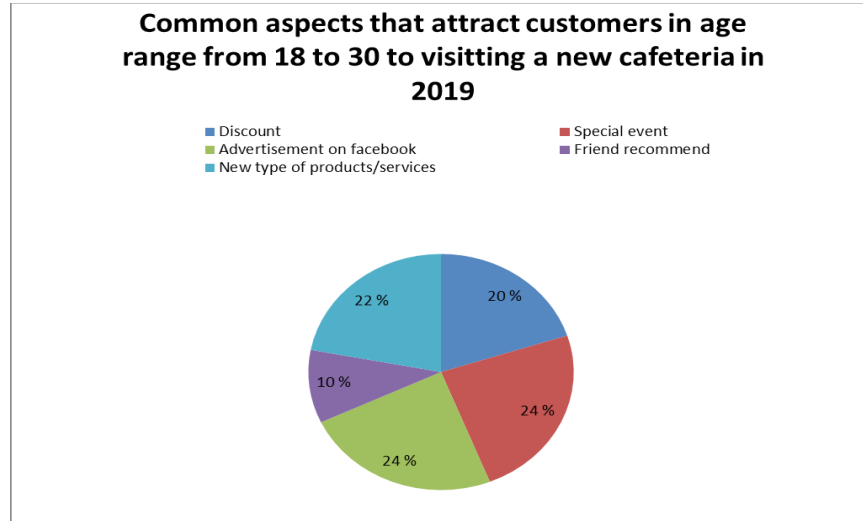


Figure 12: Survey of common aspects that attract customer in age range 28-30 to visit a new cafeteria 2019.

The same survey as above has been conducted by the thesis writer for people with age range from 30 to 50 and the result was surprisingly in contrary. Apparently, middle age customers show no interest in any aspects except their friend's recommends (58%). Only a few percentage of them pay attention to discount (14%), special events (12%), new products/services (6%) or advertisement on Facebook (10%)

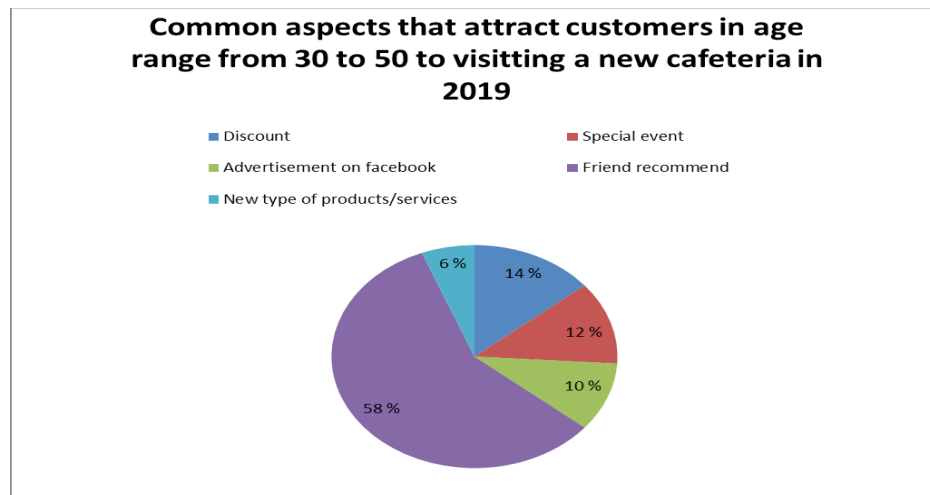


Figure 13: Survey of common aspects that attract customer in age range 30-50 to visit a new cafeteria 2019.

Different age range of customer has huge gap differences in interest. Some middle age survey participants admitted that they are not good with social media such as Facebook so that they tend to trust the recommends from friends or acquaintances. Whereas most of the young people said that they are both get attraction based on Facebook advertisements and new creative

things as long as good discount. Overall, particular promotion methods are effective for specific the customer group since the difference in age leads to diversified hobbies, habit and interests.

4.8 Efficiency Social media marketing channel

Based on the index statics of Facebook top countries and cities in April 2018, Vietnam stays as 7th place of top 10 countries which have the most active Facebook users and it 's biggest city – Ho Chi Minh City stays as 10th place of top 10 cities which has largest number of active Facebook users.



A quick test was conducted by thesis writer in July 2018 in Ho Chi Minh City, Vietnam in order to figure out how active people replied for a question through different social media channels. The survey had been made by sending message asking 30 random Vietnamese people's ideas about their favors in food and drinks when being in a cafeteria through Facebook messenger and cellphone messenger and survey papers. At first, all the survey papers have been given out for 30 random Vietnamese people in several locations such schools, cafeteria, sidewalk, shopping mall, etc. Only 3 out of people were willing to fill in the answers on the survey. Same method has been tested on cellphone messenger and received zero replies. Whereas,

27 of 30 people gave their answer to the survey on Facebook messenger in detail and even 8 of them did ask for more information about when and will the new start up cafeteria might be opened. As conclusion, Facebook messenger has been the method which received the most interactions from Vietnamese people so far. This means recently Facebook is top 1 social media that can achieve the most attention from Vietnamese.

	Survey method	Percentage of active replies from survey participants
<u>Survey question:</u> What is your favorite food and drink when visiting a cafeteria	Providing survey paper for 30 random people at common places such as school, cafeteria, sidewalks, shopping malls	10%
	Asking 30 random people through cellphone messenger	0%
	Asking 30 random people through Facebook messenger	90%

Figure 14: A test was conducted by thesis writer in July 2018 in Ho Chi Minh City, Vietnam

4.9 Choices of marketing channels

Based on several practical surveys which mentioned above in chapter 4.5 and 4.7, Vietnamese customers tend to be attracted creative promotion cam-

campaign as well as have a habit of obtain information mainly through Facebook. More than half of the participant revealed that they also keep on updating their knowledge through some specific webpage such as Yannews, Kenh14, dia diem an uong SaiGon, etc. However, the participants admit that they rarely access the official webpage directly. At first, they receive most of the new promotion campaign and advertisement message by checking their own Facebook wall daily and then they will follow the link below the status that leads to the official webpages for more detailed information later. In another word some specific trending website can be seen as secondary important method to help the customer search for more detailed information after they have already get some ideas or hints about that before from Facebook.

4.10 Marketing on Facebook

Based on all the surveys had been done by the thesis author in previous chapters of the empirical part. Facebook is supposed to be the main social media for both promotion campaign and advertisement in the marketing plan for the cafeteria. Facebook is the most common social media in Vietnam and furthermore it has low costs as well as easy enough for accessing. Mr. A – the owner of the cafeteria X of this practical case revealed that he had been thinking about the other social media such as TV and Magazines to advertise about his cafeteria but he decided to give up on using those methods due to his average capital budget.

4.11 Marketing on trending social website

The affection from Facebook is pretty critical for Vietnamese people but still due to a survey which had been done by the thesis writer from a group of 23 people. By asking people what were their choices of using social media besides Facebook, the results showed that everyday besides Facebook around 35% of people also check the website of Dia Diem An Uong Sai Gon, 17% people reading news from the website Yan news and only 9% people access the website of kenh 14.vn. Interestingly 39% of the survey participations honestly said that they prefer using Facebook only and did not feel like checking any other websites. Thanh Thao – one of the survey participant said that she only check the other website to find more information about a specific camera or restaurant in case that the main Facebook page of that has been built carelessly with poor information as well as having slow response. Whereas, only a small survey group admitted that they use the other social website for double check the information only when they feel skeptical not daily. In sum-

mary, the amount of people who use other social websites besides Facebook is small but still exists with the highest percentage which is 35%. Thoughtfully, it is not a harmful thing to have a secondary social media as marketing plan since this can help to attract extra amount of customer and strengthen the trust of some customer who are being careful enough to have double check on most of the information.

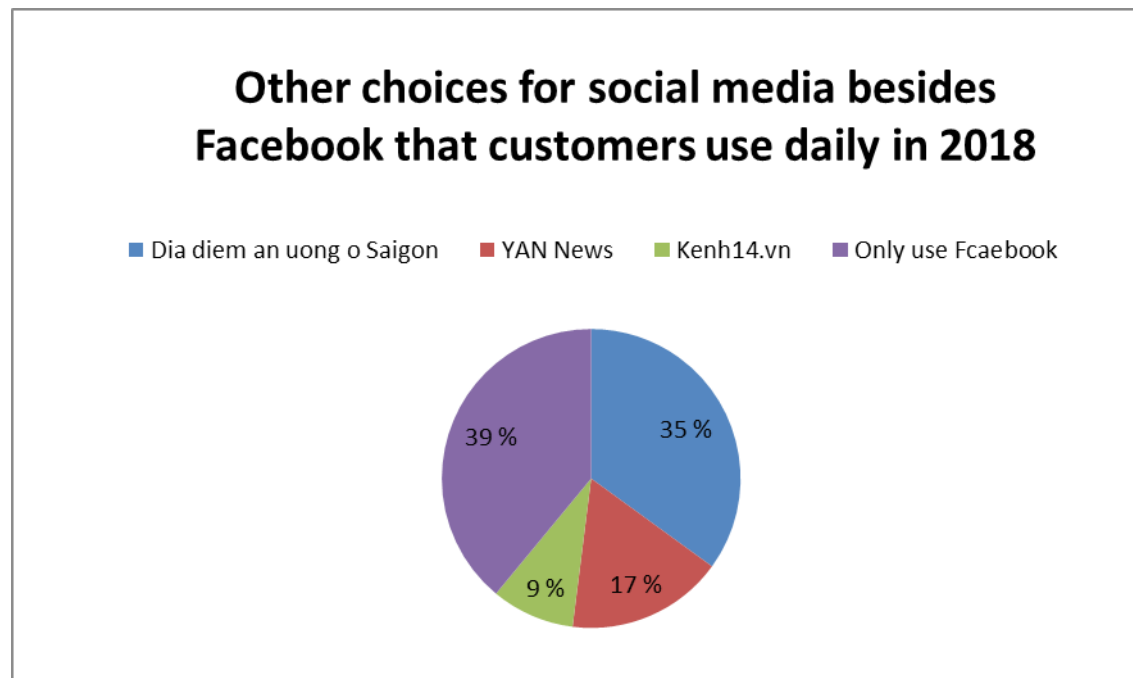


Figure 15: Survey of customers 'choices of social media beside Facebook in 2018.

4.12 Conclusion of efficiency social media marketing channel

Particularly in 2018, based on several surveys that had been conducted, mostly Vietnamese people tend to be more attached to their Facebook more than any other social media. The most following common choices for social media are specific website which is Dia Diem and Uong O Sai Gon, Yan News and kenh14.vn. Not only the popularity of Facebook and those trending websites mentioned above but also the price for running advertisement there has made them become the best choices for efficiency social media marketing channel for most of the business in general and the Cafeteria X – the practical case of this thesis in particularly.

5 Marketing plan for the Cafeteria X

According to the owner of the cafeteria X, the cafeteria has been known by an average group of regulars. This help the business reach an acceptable level of income that can cover all expanses on supplies and employee as well as some sudden risk but it is still far away from the level that can be considerate as high success. Thus, the marketing plan for this practical case discuss about all the most important factors that help to gain more recognition from new customers but still maintaining the royalty of regular customers in order to survive and develop in a crowded market. Each factor in this sector is described in detail separately along with specific relating market analysis in those below parts.

5.1 The McCarthy's 4P strategy

Mr. M had tried to have small talks as quick direct interview with mostly his entire customer in summer time. We chose the summer time for the face to face interact with our customers since it is the time the cafeteria is most crowded and most of the customers don't have a tight schedule. The McCarthy's 4P below had been made based on the answers from customers in summer 2018.

<p style="text-align: center;">PRODUCT</p> <ul style="list-style-type: none"> _Need more options for drinks and food _Need more main courses for lunch and dinner _Need delivery service to a big amount of customers who live and work nearby around that location 	<p style="text-align: center;">PRICE</p> <ul style="list-style-type: none"> _ Customers have been satisfied with the price of the food and drinks at the present. ⇒ Fixing the price is not a necessary thing
<p style="text-align: center;">PLACE</p> <ul style="list-style-type: none"> _Need to have a separate place for smoking 	<p style="text-align: center;">PROMOTION</p> <ul style="list-style-type: none"> _Need some interesting events to attract new customers _Need some special gifts such as coupons, souvenirs, free offers for the regular customers in order to maintaining the royalty _Need to be more active in the interaction with customers through Facebook

According to the customers' answers, the food and drinks of the cafeteria have good quality as well as the acceptable price. The downside is the lack

of diversity in choices for customers. At the present, the cafeteria menu has 3 different types of coffee, 3 types of soft drink and 5 types of junk food to offer the costumers. In the comparison with the other 5 small cafeteria competitors nearby, it is a minus point for the cafeteria X since all the other cafeterias have some special combo as lunch offer including delivery service for customers. Miss T- and 22 years old woman who visits the cafeteria mostly every weekend with her boyfriend had honestly shared her opinion. She also feels that the choices for drink and food in cafeteria X is so poor at the moment but she loves how quickly the food and drink are ready to be served and the employee always show the best positive attitude toward customers. She admitted that she stopped visiting some other cafeteria because the waitress there was very gloomy and sometimes even forgot to say a proper thank you to her. After receiving the contributing comments from customers, we had conducted a survey by simply giving the customer small decorating paper with the question that what kind of starters you want our cafeteria to

XIN THÂN CHÀO QUÝ KHÁCH

Chúng tôi muốn cải thiện số đa dạng trong menu thức ăn và đồ uống của quán để làm hài lòng quý khách hơn. Mong quý khách chia sẻ ý kiến của quý khách

Thức uống :

.....

Thức ăn:

.....

**XIN CHÂN THÀNH CẢM ƠN QUÝ KHÁCH ĐÃ DÀNH THỜI
 GIAN GÓP Ý VÀ LUÔN ỨNG HỖ QUÁN SỬ T THỜI GIAN QUA**

And here are the drinks and food that have been suggested by customers

FOOD	DRINK
Sandwiches (33%)	Ice tea (41%)
Chicken nuggets (26%)	Smoothies (30%)
Potato chips and sour cream (25%)	Variety of Juices (18%)
Fried onion rings and dips sauce (9%)	Milkshakes (8%)
Burgers (7%)	Energy drinks (3%)

In another perspective, a separate place for smoking is a must. A large amount of customers usually bring their kids to the cafeteria on the weekend. That is why, they strongly agree that there must be a separate place for smoking so that the atmosphere around the cafeteria is clear and does not cause any harms for the kids. Mr. T – a middle age man who has a 4 year old kid said that he would be appreciated to know that the cafeteria care about customer's health probably.

For promotion campaign, it would be nice to provide each customer a membership card with stamps collecting system on it. Whenever customer visits the cafeteria and expense a specific amount of money on the food and drink, they can receive a stamp on their membership card. Liters, when they collect a particular amount of stamps, they are deserved to receive some gifts such as key chains, magnets, stickers, or discount coupons as rewards. Importantly, the rewarded gift are required to be as diversified as possible and there should be many different types of gifts depend on each events so that customers have the motivations to join several events of the cafeteria to collect the gifts. For example, the gifts in women's day event can be some cute jewelry, lipsticks. Whereas in Halloween event, the gift are supposed to be some Goth style key chains or t-shirt. Besides, interaction with customers through Facebook messenger is needed to be more active, especially on the weekend since lots of customers do not like to wait for a reply when they message and check the availability of the cafeteria before going.

5.2 Competition

As the mentioned information above, the cafeteria X have been surrounded by 5 small cafeterias nearby. Positive aspect is that the other five cafeteria are smaller than cafeteria X and they have traditional style decorating which is mean to target only the adults who are around middle age or above whereas the cafeteria X has been attracted mainly teenagers and people who have small kids with its energetic designs, impressive decorations and lively music background. So far, the cafeteria X has many factors to win again that small cafeteria. However, on the weekend, particularly at the peak time in the evening, cafeteria X usually lost a specific amount of customers due to the lack of space and those customers simply go to the other small cafeteria instead. A booking system on the main page of the cafeteria X on Facebook along with a small notification as "please make a reservation beforehand, especially on weekend so that we can give our customers the best services" can be a critical help to overcome this difficulty. We still have

chances to lost some customers but the positive thing is that the customer will not be pissed off because of the beforehand polite notice and the reservation symptom. Besides , at present, the cafeteria X do not have variety of main courses to serve customers for lunch while some of the nearby cafeteria offer customer more proper food for meal than junk food to their customers. Thus, providing customers more options for lunch can also be a wise move to improve the customer services.

5.3 Target group

As the owner of the cafeteria demands, the cafeteria will focus on pleasing 2 specific groups of customers which are teenagers and families who prefer enjoying an energetic and warm place for relaxing than a quiet and calm environment. This is a clever choice that can take the most advantages of the cafeteria location. Since the location is near Saigon – the city center, many passengers including a large amount of teenager and big families who want to reach the center need to pass by the cafeteria. Our location has been already revealing enough to have a stable amount of customers daily so even a small suitable promotion campaign can lead to a good development in the business easily.

Furthermore, the cafeteria also has the second floor. It can be used as a new expansion for the future as well as can be designed to have a calm and quiet space in order to target a different group of customers.

5.4 Marketing objectives

The marketing plan for this practical case has 2 objectives. First objective is attracting more new customers as much as possible in purpose of boosting up the income graduate and help the business reach a higher level of success. The second objective is maintaining the loyalty of the regular customers in order to keep the business being stable and be able to reach the acceptable income monthly. These objectives are the demand from the owner of the cafeteria as they are the required factors that the cafeteria X has to achieve for a better development business.

5.5 Marketing strategy

The chosen marketing methods for this case are Facebook and trending social websites. This decision has been made based on the target group of

customers' favorites. The cafeteria already had his own page on Facebook although its active level is pretty low. This issue can be easily improved by having an specific person who is in charge of updating the news about events or promotion campaign frequently as well as replying customer's message as quickly as possible. The critical point is that the Facebook page of the cafeteria must be active, creative, lively and full of energetic activities such as small quiz games, selfie threads, confessions, etc. in order to both entertain the regular customers and attract the new visitors.

The second choice for marketing channel which are trending social websites can be optional since comparing to Facebook, there is a much smaller amount of people prefer these websites. Besides, the owner of the cafeteria also revealed that he had asked information about the price for having advertisement on those trending websites and turned out; it costs a little bit more money than he thought. As he said, the price is acceptable but I can make the budget is tighter than it used to be. Thus, this choice for marketing is optional and there is high chance it can be used in the near future when the business has already had a higher level of income.

5.6 Risk analysis

The owner said that the amount of customer will reach the lowest level in the rainy seasons since people do not like to go outside anymore. This is the reason why the cafeteria is supposed to have more proper food as well as deliver service to offer another group of customers who are office employees or market employees in the same area so that the cafeteria 's income will not be decreased too much in the rainy seasons.

Besides, for the time being , the small cafeterias around have not been a big threat yet, but keeping an eyes on those ones is a necessary thing in case if those small cafeteria start to change and target the same customers group or having a big promotion in the future.

5.7 Conclusion

Overall, as positive aspect, the cafeteria X has been obtaining an stable income annually due to it's good reputation in customer services and good location which is near the city center. Thus there are two critical factors are required to be accomplices in order to achieving the marketing objectives and develop the business to the higher level. Firstly, Using Facebook actively as a main social medial to communicate and strengthen the relationship with

both regular customers and new customers is a critical point. Secondly, it is very important to be creative in hosting different interesting events as promotion campaigns not only to attract a large amount of new customers but also inspire the regular customers to keep on visiting the cafeteria.

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Appendix

Table of all the questionnaires which were used for specific the surveys in particular chapter of the thesis in summary:

Questions of the Survey	Survey Method	Discussed in thesis chapter
What is your favorite communication method?	_Face to face directly asking random 30 people in the age from 18-50 in Ho Chi Minh City in 2018.	Chapter 4.6
What factors make you feel attracted and motivated to check out a new cafeteria?	_Face to face directly talking and using Facebook messenger to ask 1 group of random 30 people in the age 18 -30 and 1 group of random 30 people in the age 30-50 in Ho Chi Minh City.	Chapter 4.7
What is your choice of using social media besides Facebook?	_Face to face directly talking and using Facebook messenger to ask a group of 23 people randomly.	Chapter 4.11
What kinds of starters you want the cafeteria to serve you?	_Giving a small survey paper to the customers in the cafeteria X while they are waiting for their food and drink , then collect the paper after they finish filling it	Chapter 5.1

<p>How do you think about the food and drink in our cafeteria X at the present?</p> <p>How do you think about the price in general at our cafeteria?</p> <p>How do you about our place in general? Is comfortable enough or still need any particular improvement?</p>	<p>_Having quick direct interview toward most of the customers who have been visiting the Cafeteria X in the summer time 2018</p>	<p>Chapter 5.1</p>
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