



Business Model and Organizational Structure Comparison: Vinamilk and VinFast

Anh Tu Duong

June 20, 2025

University of Trento
Business Organization and Management

Contents

1	Introduction	1
1.1	Purpose and Scope	1
1.2	Brief Company Overviews	1
1.3	Introducing the methodology	1
2	Theoretical Frameworks	2
2.1	Business Models	2
2.2	Organizational Structures	2
3	Case Study: Vinamilk	3
3.1	Company Background	3
3.2	Vinamilk's Business Model Analysis	3
3.3	Vinamilk's Organizational Structure Analysis	3
3.4	Strategic Fit	3
4	Case Study: VinFast	4
4.1	Company Background	4
4.2	VinFast's Business Model Analysis	4
4.3	VinFast's Organizational Structure Analysis	4
4.4	Strategic Fit	4
5	Comparative Analysis	5
5.1	Comparison of Business Models	5
5.2	Comparison of Organizational Structures	5
5.3	Implications of Organizational Structure for Business Model	5
5.4	Lessons Learned?...	5
6	Conclusion	6

Chapter 1

Introduction

1.1 Purpose and Scope

...

1.2 Brief Company Overviews

Brief summary of Vinamilk and VinFast

1.3 Introducing the methodology

Comparing the business models through their organization charts

Chapter 2

Theoretical Frameworks

2.1 Business Models

Understanding concepts and components...

2.2 Organizational Structures

Understanding concepts and types...

Chapter 3

Case Study: Vinamilk

3.1 Company Background

Leader in the Dairy Sector...

3.2 Vinamilk's Business Model Analysis

BMC Application...

3.3 Vinamilk's Organizational Structure Analysis

Organizational Chart...

3.4 Strategic Fit

How the structure supports its business model...

Chapter 4

Case Study: VinFast

4.1 Company Background

4.2 VinFast's Business Model Analysis

BMC Application...

4.3 VinFast's Organizational Structure Analysis

Organizational Chart...

4.4 Strategic Fit

How the structure supports its business model...

Chapter 5

Comparative Analysis

5.1 Comparison of Business Models

Similarities and differences...

5.2 Comparison of Organizational Structures

Similarities and differences...

5.3 Implications of Organizational Structure for Business Model

How the structure choice of each company imply its business model?

5.4 Lessons Learned?...

...

Chapter 6

Conclusion