

C/ Detailed guideline

I/ Introduction

Slide 1: History/Background of the brand (name, establishment, industry, products/ product lines, etc.)

Example:

Phở 10 Lý Quốc Sư, a beloved family-run Pho restaurant in the heart of Hanoi, was established in 1987 by Mr. Nguyen Thi Lien. This culinary destination is renowned for its commitment to the traditional Pho culture. As noted in Thach Lam's book "Hanoi's Thirty-Six Old Streets and Wards," Pho is considered a unique delicacy of Hanoi, particularly celebrated for its distinctive flavor in the city. The restaurant is famous for its Phở bò sốt vang, a unique Pho variant with a wine-based sauce.

Slide 2: Introduce brand internationalization strategy, its challenges when going globally

Example:

Having achieved great success in Vietnam, Phở 10 Lý Quốc Sư has extended its reach globally, opening locations in Montreal, Canada, and Australia. Recently, it has also secured a trade mark registration in Australia after a year-long legal process.. Despite this success, the brand faces challenges due to its lack of a defined brand architecture. This absence of a clear brand positioning strategy may lead to challenges in maintaining brand consistency and developing brand equity (D'Angelo, 2022). Moreover, the singular brand approach could potentially increase marketing expenses for its international outlets, impacting the overall profitability of Pho 10 Ly Quoc Su.

Slide 3: Demonstrate the 5 countries you choose

II/ Market Benchmarking & selection

1. Country macro analysis summary

Slide 1-5 (each country will be in one slide): Summarize top highlights of macro environment problems and opportunities of the countries

Example:

		Canada	Countr y 2	Countr y 3	Count ry 4	Countr y 5
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Economic	Geographic Factors	The challenging geography and cold weather conditions can complicate the transport of goods. Additionally, the substantial distance from Vietnam to Canada can increase the costs associated with shipping and maintaining effective communication.				
	Major products	Canada, recognized for its robust energy sector, has the capacity to generate sufficient fuel for transportation needs. It also stands as a leading nation in beef production, ensuring an abundant supply of meat.				
	Current economic conditions	As a well-established and economically robust nation, Canada offers multiple opportunities for international investments. The purchasing power of the ideal customer base there has the potential to drive up demand for products and services.				
	Infrastructure	Canada's advanced infrastructure presents a significant advantage for Pho 10 Ly Quoc Su, enhancing a range of business functions and operations.				
Social - Culture	Demographic trends	A considerable segment of Canada's population fits within the age range of Pho 10 Ly Quoc Su's target demographic. The presence of a substantial Vietnamese community in Canada is beneficial for Pho 10 Ly				

		Quoc Su, as it is recognized as one of the prominent Pho eateries among Vietnamese people.				
	Cultural analysis	Given Canada's colder climate, which leads to a preference for warm dishes, Pho 10 Ly Quoc Su's offerings align well with Canadian culinary preferences.				
	Social institutions analysis	Pho 10 Ly Quoc Su needs to take into account Canada's labor laws and religious practices, ensuring their business model and operations comply with local regulations.				
	Informal trade barriers	In interactions with Canadian partners or customers, Pho 10 Ly Quoc Su should be mindful of the cultural nuances in communication styles.				
Political-Legal	Government and politics	The evolving partnership between Vietnam and Canada presents new investment opportunities for Pho 10 Ly Quoc Su in the Canadian market. There is a stark contrast between the governmental systems of Vietnam and Canada that Pho 10 Ly Quoc Su needs to navigate.				
	Formal trade barriers	When establishing operations in Canada, Pho 10 Ly Quoc Su should factor in the relatively high corporate tax rates applicable to foreign subsidiaries.				

	Promoting global business analysis	Vietnam's participation in the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) avails it to favorable treaties and benefits that could be leveraged by international investors, including Pho 10 Ly Quoc Su.				
	Intellectual property	Canada's enforcement of intellectual property laws safeguards patents, trademarks, and copyrights globally, which is beneficial for Pho 10 Ly Quoc Su's proprietary assets.				

Slide 6: Provide a table matrix, for each component you grade from 1-10, then sum it up.

Country with highest scores will be chosen to do brand launch

Example:

		Canada	Country 2	Country 3	Country 4	Country 5
Economic	Geographic Factors	Point: 0,5/2				
	Major products	Point: 1/2				
	Current economic conditions	Point: 1,5/3				
	Infrastructure	Point: 2/3				
	Total Point	5/10				

Proceed in the same manner with the remaining factor groups.

2. Brand vulnerabilities and opportunities

Note that: Vulnerabilities are weaknesses that will be exposed to threats in the new country's environment. It is different to weaknesses that come from internally.

Example:

- Strength: With its storied past and positive recognition, Pho 10 Ly Quoc Su is well-positioned to capitalize on its brand identity within the market. The brand's experience in launching outlets abroad has equipped it with valuable insights into market research and operational strategies. Notably, Pho 10 Ly Quoc Su distinguishes itself as the pioneer of 'pho bo tái chín,' offering a unique culinary experience.
- Weakness: Economic variables and the currency exchange rate between Vietnam and Canada mean that Pho 10 Ly Quoc Su may need to allocate more funds than initially planned. This increased financial requirement might still fall short of what's needed to start and sustain the business as originally intended.

III/ Brand Launch

1-2 slide: Target Audience

- When building target customer persona, you should have all following factors, or as many as possible:
 - Age
 - Gender
 - Ethnicity
 - Income level
 - Marital status
 - Family size
 - Education level
 - Location
- Tips: Do not set up customer demography too broad, as it is impractical, no product for all. For example: Male between 18-54, living in Vietnam is too broad.
- When building a customer persona, make sure you have reliable references. Some recommendations of website for you: Statista, Euromonitor, GSO (General Statistic Office Vietnam)

Example:

Demographics:

- Age: 25-40 (Gen Y), 12-24 (Gen Z), 43-65 (Gen X)
- Gender: Both gender
- Occupations: Office workers, nail shop owners,.
- Income level: Middle to upper class
- Religion: Christian, Hindu,Buddhist,...

1-2 slide: Brand Positioning

- Tips: When pointing out differentiation, to make your argument stronger, you should find references mentioning that all their competitors, both direct and indirect, do not have the characteristics/attributes that the company you choose has. Moreover, those competitors' attributes are not beneficial to the customers/target customers as your company's products. (Devaluing competitors and emphasizing your company's benefit is KEY to make your argument stronger). Remember competitors now are similar brand in the country you choose
- When building a positioning map, avoid using price as one of the two factors that are in the axis.
- Choosing the factor that your company is completely different from all competitors. For example: your product is naturally made, so the factor on the axis could be "environmentally friendly". Remember to have reliable references to justify your map

Example:



1 slide Business Objectives for Launch: When a brand goes internationally, there are 2 common reasons: to increase revenue/profit and raise brand awareness in many countries. You can base on this to have a sentence of business objective

Example:

Achieving sales of 500 bowls of Pho on the first day of opening in Canada. Restaurant profit margins range between 2% to 6%, with full-service venues on the lower end and fast-food establishments on the higher end of the spectrum.

2-3 slide: Marketing Mix

- **Product:** This refers to the goods or services offered by a company. It involves not only the physical product but also its design, features, quality, branding, packaging, and any associated services that accompany it.

Example:

Maintaining the distinctive "Pho tái chín" flavor as found in the original recipe from Hanoi is crucial, ensuring that each aspect of the dish preparation, which is meticulously crafted by hand, upholds Pho 10 Ly Quoc Su's high standards.

- **Price:** This includes the amount of money customers are willing to pay for a product. Setting the right price is crucial as it influences perceptions of value, affects sales volume, and ultimately impacts revenue

Example:

Pho 10 Ly Quoc Su's pricing strategy is anchored on the perceived value of their product to the target customers. This approach focuses on what consumers are willing to pay, reflecting the product's value to them, rather than merely covering costs or matching competitors' prices. This value-centric pricing is part of adapting to new markets, where understanding and meeting the local consumer's valuation of the product is crucial.

- **Place (Distribution):** This aspect involves getting the product to the customer.

Example:

For Pho 10 Ly Quoc Su's campaign in Canada, the place strategy might focus on locations with high foot traffic like downtown Toronto or Vancouver. The campaign could emphasize Pho 10 Ly Quoc Su as a taste of Vietnamese heritage, inviting Canadians to experience authentic phở in bustling, cosmopolitan settings, aligning with Canada's diverse cultural landscape.

- **Promotion:** Promotion includes the various methods used to communicate and persuade the target audience about the product, such as advertising, sales promotions, public relations, personal selling, and other promotional activities

Example:

- For Pho 10 Ly Quoc Su's grand opening in Canada, a promotional campaign could include a special discount for the first 100 customers, a traditional Vietnamese cultural performance, and social media engagement activities like a hashtag contest to share the dining experience, potentially creating a buzz and attracting a crowd eager to enjoy the authentic flavors of Pho 10 Ly Quoc Su.
- Display online ads: In the era of growing Internet, gradually penetrating into every corner of our lives, the use of social media networks such as Facebook, Instagram, LinkedIn,... as a marketing platform is a must.

Marketing Communications Plan

- Customer Insight: The insight of people in the country you choose
- Big Idea: Big idea is designed based on customer insight
- Execution Plan: You need to have 3 phases of launching (Awareness, Consideration, Purchase). Each phase should have different types of activities
- Detailed Calendar: Timeline for each activities

Example:

- Customer Insight:

Canadians value fresh, diverse, and authentic dining experiences. There's a growing trend towards ethnic cuisines offering health benefits and new taste experiences, which Pho 10 Ly Quoc Su can tap into by promoting its authentic Vietnamese phở as both a healthy and exotic choice.

- Big Idea:

The big idea could revolve around "Authentic Taste, Healthy Living." This would underscore Pho 10 Ly Quoc Su's commitment to bringing genuine Vietnamese flavors to Canada, emphasizing the health benefits of its phở, which is rich in fresh ingredients and herbs.

- Execution Plan:

- Awareness Phase: Launch a social media campaign with vibrant visuals of Pho 10 Ly Quoc Su dishes, share customer testimonials, and host pop-up events in high-traffic areas in major Canadian cities.
- Consideration Phase: Collaborate with local food influencers for reviews, offer free samples at local markets, and engage with communities through cultural events.
- Purchase Phase: Introduce special opening offers, loyalty programs, and partner with delivery apps for ease of ordering. Implement in-store promotions that invite first-time customers to experience the authentic taste of Pho 10 Ly Quoc Su.

- Detailed Calendar:

- Month 1-2: Awareness Phase activities, focusing on social media buzz and pop-up events.
- Month 3-4: Consideration Phase with influencer partnerships and community engagement.
- Month 5-6: Purchase Phase with promotional offers and delivery partnerships.