

I. Detailed outline

Executive Summary 300 words :

Provide a concise overview of the report's objectives, key findings, and recommendations.

Table of Contents:

I/ Introduction 500 words

- Background of Vinamilk and its industry context.
- Overview of the Green Farm project.
- Objectives of the report.
- Brief mention of the report's structure.

II. Analysis

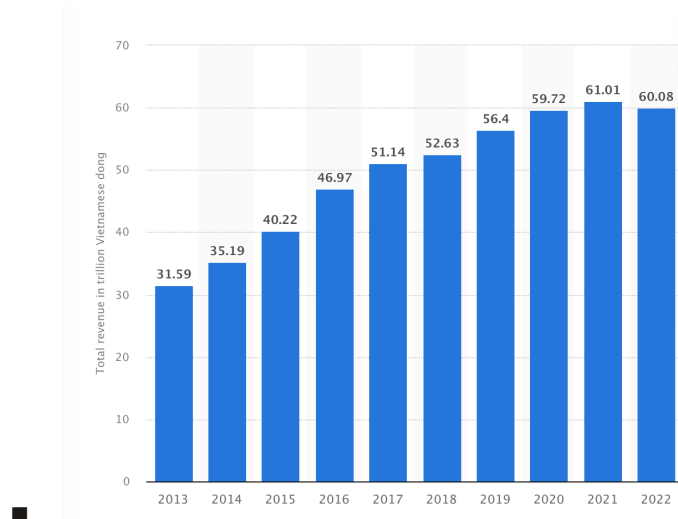
1. Company background

- Detailed history and current status of Vinamilk.
- Overview of its market position and competitive landscape.

Hint

The flow you should follow: Founding and Evolution → Current Status → Market Position → Competitive Landscape

- Vinamilk's Historical Context (100 words):
 - Establishment: Year of foundation, original vision, and initial business model.
 - Evolution: Transition from a state-owned enterprise to a market leader.
 - Key Milestones: Product line expansions, market entries, and significant partnerships or acquisitions.
 - Challenges: Specific market fluctuations or regulatory challenges faced.
 - Successes: Achievements like market leadership and awards for quality and innovation.
- Current Status of Vinamilk (100 words):
 - Financial Health: Recent revenue, profit trends, and overall financial stability.

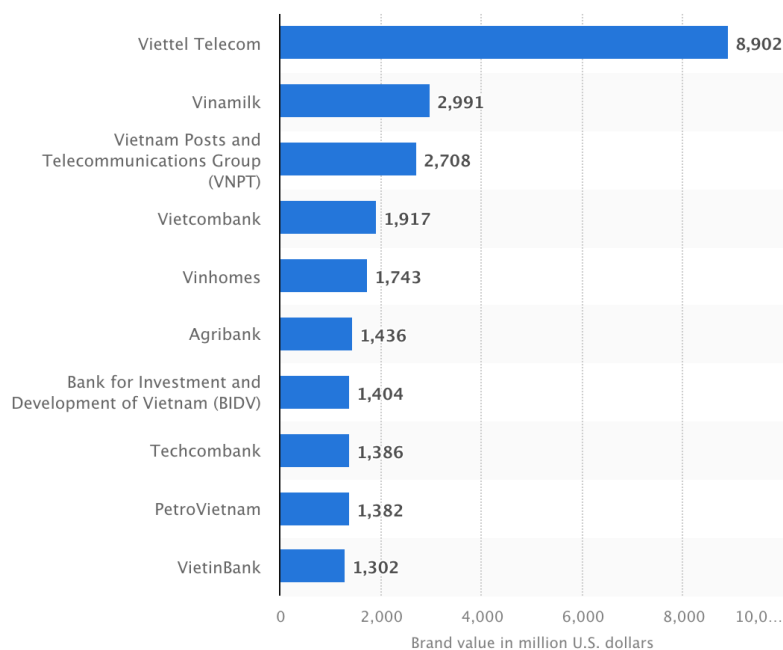


■ **Example:** In 2022, Vinamilk generated a total revenue of approximately 60 trillion Vietnamese dong. ([Statista](#))

- Product Range: Overview of current products, highlighting innovations and bestsellers.
- Market Presence: Details of domestic and international distribution networks.
- Strategic Developments: Recent initiatives in sustainability, technology, and marketing strategies.
- Future Orientation: Plans for growth and market adaptation.

● **Vinamilk's Market Position (100 words):**

- Market Share: Analysis of Vinamilk's share in the Vietnamese and international markets.



■ Vietnam Dairy Products JSC is the largest dairy company in Vietnam and is among the 10 most valuable brands in Vietnam. ([Statista](#))

- Growth Trends: Expansion of customer base and revenue growth over recent years.
- Competitive Comparison: Unique selling points and areas of market leadership or challenges.
- Market Dynamics: How market trends affect Vinamilk's position.

Example

1. Vinamilk, founded in 1976 from the former State-owned Vietnam Dairy Company, is Vietnam's leading dairy enterprise.
2. With a vision to be a world-class brand, Vinamilk focuses on manufacturing and distributing dairy products like fresh milk, powdered milk, and fermented milk. (Vinamilk's annual report 2022)
3. Vinamilk has been honored as the "National Brand" for an impressive six consecutive times, spanning from 2010 to 2020. (Vinamilk's annual report 2020). Vinamilk holds the 36th position in the global rankings of dairy companies by revenue, boasting over USD 2.8 billion in earnings for the year 2022. (Vinamilk's annual report 2022)
4. → These achievements solidify Vinamilk's dominant role in the dairy sector of Vietnam and Southeast Asia, underpinned by its unwavering commitment to providing top-quality dairy offerings to consumers across the globe.

2. Overview and explanation of the project 200 words)

Hints:

- Project Introduction:
 - Name and Inception:
 - State the project's formal name (e.g., "Vinamilk Organic Dairy Farm Project").
 - Mention the launch year (e.g., "initiated in 2018").
 - Core Objectives:
 - Objective 1: Enhance sustainable farming practices.
 - Objective 2: Increase organic dairy production.
 - Objective 3: Reduce carbon footprint.
 - Background Context:
 - Need for sustainable dairy farming in response to environmental concerns.
 - Vinamilk's strategic shift towards organic and eco-friendly products.
- Purpose and Goals:

- Detailed Purpose:
 - Address the growing consumer demand for organic dairy products.
 - Contribute to global environmental sustainability efforts.
- Primary Goals:
 - Goal 1: To establish 'X' number of organic dairy farms by 2025.
 - Goal 2: Achieve a 'Y%' reduction in greenhouse gas emissions.
 - Goal 3: Increase market share in the organic dairy segment by 'Z%'.
- Alignment with Company Vision:
 - Support Vinamilk's vision of being a leader in sustainable dairy production.
 - Strengthen the brand's commitment to environmental stewardship.
- Key Features:
 - Innovative Practices:
 - Adoption of advanced organic farming techniques.
 - Implementation of renewable energy sources in farming operations.
 - Technology Utilization:
 - Use of precision agriculture technologies for efficient farm management.
 - Deployment of eco-friendly packaging solutions.
 - Unique Aspects:
 - First large-scale organic dairy project in the region.
 - Integration of community development programs with farming operations.
- Reference quoted to support the arguments
 - Explain why Vinamilk's actions can have a positive impact on the environment.
 - Produce reputable reports or articles demonstrating the specific positive changes the project brings.

Example

1. Vinamilk's Green Farm project is a visionary endeavor aiming for eco-friendly and sustainable advancements within the dairy industry. Established in 2021, this project spans three farms located in Thanh Hoa, Quang Ngai, and Tay Ninh (Vinamilk n.d.).
2. It focuses on three key aspects: selective sourcing, regenerative farming practices, and innovative technologies (Vinamilk n.d.). Selective sourcing ensures the authenticity of inputs, such as cow breeds and farming locations, guaranteeing the highest milk quality.
3. Regenerative farming practices are pivotal, minimizing environmental impact by utilizing renewable energy, non-synthetic pesticides and fertilizers, and advanced cooling systems for barn temperature control. Additionally, all wastewater is rigorously treated to protect the environment. (Anh Duong 2021).

4. Vinamilk's commitment extends to achieving carbon neutrality by 2050 through adherence to PAS 2060 standards (Vinamilk 2022). This holistic approach aligns with corporate social responsibility (CSR) principles, promoting sustainable consumption (Thu Phuong 2022).

3/ Link to UN SDGs

Briefly discuss which UNSDGs is related to the problem and why it is important

Hints:

The flow you should follow:

Identification of Relevant UNSDGs → Explanation of the Connection → Importance of the Link

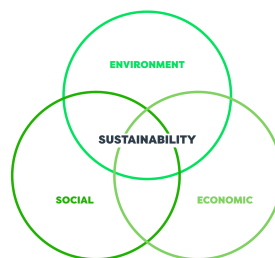
THE SUSTAINABLE DEVELOPMENT GOALS



- Identification of Relevant UNSDGs:
 - Examine Specific Activities:
 - List activities or initiatives in Vinamilk's project.
 - Determine which aspects of sustainability they address (e.g., environmental, social, economic).

→ **How to choose aspects of sustainability:**

- First understand the three pillars of sustainability: **environmental, social, and economic.**



Source: [brightest](#)

- Analyze the project's features and initiatives, identifying which of these pillars each feature impacts most. **For example, eco-friendly packaging aligns with environmental sustainability.**
- Prioritize aspects where the project has the most significant, measurable impact, and align these with recognized global sustainability goals, such as the UNSDGs.

- **Goal Mapping**

- Match project activities to specific UNSDGs.
- Identify goals most directly impacted by these activities.

→ **How to choose** Matching project activities to specific UNSDGs:

- **Environmental Sustainability:** The project's eco-friendly practices, like reducing emissions or sustainable resource use, align with UNSDG 13 (Climate Action) and UNSDG 12 (Responsible Consumption and Production).
- **Social Sustainability:** Initiatives enhancing community health or education relate to UNSDG 3 (Good Health and Well-being) and UNSDG 4 (Quality Education).
- **Economic Sustainability:** Activities promoting job creation and sustainable economic growth align with UNSDG 8 (Decent Work and Economic Growth) and UNSDG 9 (Industry, Innovation, and Infrastructure).

Suggested outline

- **Identification of Relevant UNSDGs**
 - 1-2 sentences: Briefly state how Vinamilk's projects or initiatives are connected to these global goals.
 - 2-3 sentences: List the specific UNSDGs that are directly impacted by Vinamilk's project.
- **Explanation of the Connection for **each specific UNSDGs****
 - 1-2 sentences: Vinamilk's project aligns with each identified UNSDG.
 - 2-3 sentences: Demonstrate how the project contributes to these goals.
 - 1-2 sentences: Citing specific project data or achievements
- **Importance of the Link**
 - 1-2 sentences: Articulating the broader significance of aligning with these UNSDGs
 - 2-3 sentences: The benefits for Vinamilk in aligning with these goals
 - 1-2 sentences: Summarizing the importance of this alignment for both Vinamilk and the broader global context.

Example

Vinamilk is unique in its dedication to all 17 United Nations Sustainable Development Goals (UNSDG) (Vinamilk 2022).

SDG 12, "Responsible Consumption and Production," central to the Green Farm Project, emphasizes quality production, resource management, and sustainable customer consumption (United Nations n.d).

"Selective sourcing" in the Green Farm Project accelerates healthy dairy production in line with Global Agricultural Practices (GAP) standards. Committing to UNSDG 12 ensures safety in

material sourcing, natural resource management, and environmental protection while fostering partnerships for market expansion.

- **Why is it important?**

Sustainability is a global priority for businesses, individuals, and governments, making these SDGs crucial. Despite a usual focus on specific goals like SDG1 - Poverty, SDG8 - Economic Growth, and SDG13 - Climate Change (Helfaya and Bui 2022), Vinamilk's commitment to all 17 goals enhances its reputation, attracting international investors for lasting financial success.

4/ Challenges or problems of the project

Brief overview of the challenges or problems of the project to support the stakeholder analysis below
Possible discussion of influencing internal and external factors related to the identified above challenges or problems of the project

Hint

The flow you should follow: Overview of Challenges/Problems → Internal Factors → External Factors

- Overview of Challenges at Vinamilk
 - Introduction (1-2 sentences): a brief overview of Vinamilk's current operational challenges,
 - Detailing Specific Challenges (2-3 sentences):
 - Identify critical production equipment (e.g., pasteurizers, bottling machines) and the typical causes of failure (e.g., maintenance neglect, outdated models).
 - Name key suppliers (e.g., dairy farmers, packaging providers) and reasons for delays (e.g., raw material shortages, transportation issues).
 - Discuss specific transportation modes (e.g., long-haul trucking, rail transport) and their challenges (e.g., frequent route disruptions, regulatory changes).
 - 1-2 sentences): Conclude by linking these challenges to tangible business impacts, such as specific delays in product launch schedules or quantifiable increases in storage costs.

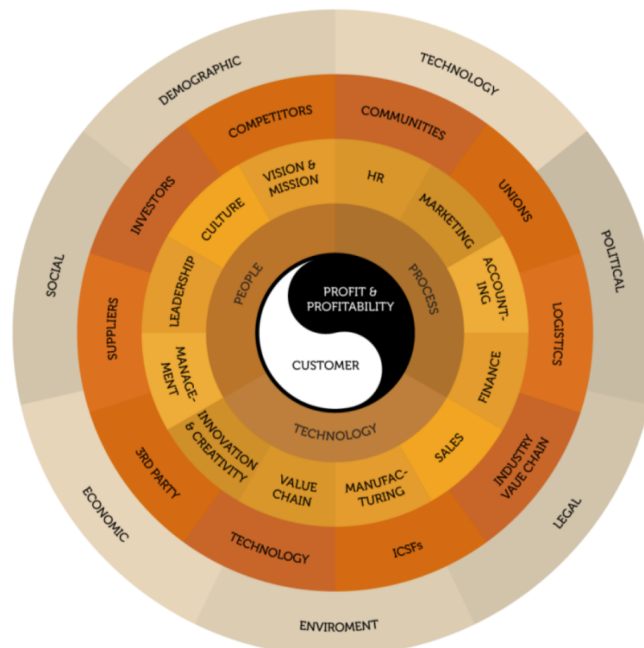
Example:

Green Farm Project has faced various challenges. Meeting consumers' demands while upholding product quality, cost-efficiency, performance, and environmental sustainability has been paramount (Vazifehdoust et al., 2013).

One of Vinamilk's key competitive advantages lies in its unwavering commitment to quality, exemplified by its meticulous selective sourcing. Notably, Green Farm products achieved the distinction of being the world's first Clean Label Project certified milk commodities (Cision PR Newswire, 2023).

- **Internal Factors: Yin-Yang Model**

- 1-2 sentences): Introduce Dr. Kevin Nguyen's Yin-Yang model as a framework for analyzing internal factors



- Analysis of Internal Factors (2-3 sentences)
 - People: Discuss challenges staff face in adapting to new technology.
 - Process: Identify gaps in marketing strategies, particularly in communicating the benefits of organic products.
 - Technology: Highlight instances where integrating new technology has been challenging.
- 1-2 sentences): Conclude by summarizing how these internal factors impact Vinamilk's overall performance.

Example:

- People:
 - + Vinamilk places a strong emphasis on human resources and invests significantly in creating high-quality working conditions for its employees. This commitment is evident through substantial investments in occupational safety and annual health checks, resulting in an 83.2% employee satisfaction rate in 2022 (Vinamilk, 2022).
 - + Employees play a critical role in embracing new technology to reduce uncertainty and drive innovation within the company (Cullen et al., 2014).
 - + Farmers also play a vital role in caring for the well-being of dairy cows, ensuring the production of the highest quality milk for consumers.
- Process - Marketing:
 - + Factors influencing organic product purchases include health and environmental concerns and awareness of organic foods (Nguyen and Truong, 2021).

- + However, some consumers may not fully understand organic labels, possibly due to the lack of marketing activities and insufficient knowledge about the significance of Vinamilk Green Farm products (Maloney et al., 2014).
- Process - Finance:
 - + Sustainable practices often require substantial initial investments and offer slower returns, posing challenges for shareholders and investors seeking both short-term economic profit and long-term sustainability goals (Jolink and Niesten, 2015).
 - + This may lead to concerns and time-consuming deliberations among potential investors in the Green Farm project.
- Technology:
 - Vinamilk leverages advanced 4.0 technology in farming management, encompassing optimal ration management, large-scale milking systems, automatic maintenance systems, feed pushers, health control, and breeding systems (Vinamilk n.d.).
 - The company's strength lies in its application of cutting-edge technologies, such as the PAS 2060 System, to ensure product quality and animal welfare (Vinamilk n.d.).
 - Incorporating LED lighting panels and solar energy usage supports regenerative farming practices aimed at meeting stringent emission standards (Vinamilk, 2022).
- **External Factors: PESTEL Analysis**
 - 1-2 sentences): Introduce the PESTEL framework as a method for analyzing external factors influencing Vinamilk.
 - each factor with 2-3 sentences):
 - Political: Discuss specific government policies impacting Vinamilk, such as new dairy product export regulations or changes in agricultural subsidies.
 - Economic: Identify key economic trends, like shifts in global dairy prices or changes in consumer purchasing power in Vinamilk's key markets.
 - Social: Delve into consumer behavior trends, like the increasing demand for plant-based dairy alternatives.
 - Technological: Evaluate specific new technologies in dairy production, such as automated milking systems, and their impact on Vinamilk.
 - Environmental: Detail particular environmental regulations, like waste management standards for dairy processing, and how they affect Vinamilk.
 - Legal: Discuss specific legal requirements, like national food safety standards, that Vinamilk must comply with.
 - 1-2 sentences): Conclude by reflecting on how these external elements shape Vinamilk's operational strategies and market positioning.
- Example

<p>Political:</p> <ul style="list-style-type: none"> + The Vietnamese government prioritizes agriculture for economic growth and offers favorable policies and incentives for agricultural projects, such as Green Farm. + Article 6 of Decree 57/2018/ND-CP exempts businesses with preferred agricultural investment projects from land and water surface rents for the first 15 years after leasing and 50% for the next seven years. + Vietnam is a member of the World Trade Organization, ASEAN, and ASEAN Free Trade Area (AFTA). + Vietnam has signed various Free Trade Agreements (FTA), including the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP), which reduces tariffs and provides market access. 	<p>Economic Factors:</p> <ul style="list-style-type: none"> + Despite a slowdown, Vietnam's GDP growth rate remained positive, reaching 2.9% in 2021 and 8% in 2022 (World Bank n.d.). + Final consumption increased by 7.18% in 2022, indicating strong purchasing power (CEIC n.d.). + Projected high inflation rates, around 4% during 2023-2028, may lead to increased material and fuel costs, affecting pricing (O'Neill 2023).
<p>Economic Factors:</p> <ul style="list-style-type: none"> + Despite a slowdown, Vietnam's GDP growth rate remained positive, reaching 2.9% in 2021 and 8% in 2022 (World Bank n.d.). + Final consumption increased by 7.18% in 2022, indicating strong purchasing power (CEIC n.d.). + Projected high inflation rates, around 4% during 2023-2028, may lead to increased material and fuel costs, affecting pricing (O'Neill 2023). 	<p>Social Factors:</p> <ul style="list-style-type: none"> + Environmental concerns, including plastic waste, water pollution, and air pollution, are significant concerns for Vietnamese citizens, along with food safety (VietNamNet 2020).
<p>Technological Factors:</p> <ul style="list-style-type: none"> + Some Vietnamese infrastructure relies on manual labor and lacks advanced 	<p>Environmental Challenges:</p> <ul style="list-style-type: none"> + Vietnam's harsh climate conditions, including high

<p>technologies and automation (Pham 2022).</p> <p>+ Importing hi-tech machines from foreign countries is necessary for quality, despite tariff reductions from FTAs.</p>	<p>temperatures and rainfall rates, pose challenges for ensuring the health of dairy cows, particularly those accustomed to temperate climates.</p> <p>+ Storage of dairy products at temperatures below 8 degrees Celsius may be challenging in Vietnam's climate (Memiši et al. 2014).</p>
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5/ Stakeholder analysis - Main part of your "Analysis" section

- What are the main stakeholders related to the above challenge(s) or problem(s) of the project? (your report's key stakeholders)
- Empathizing with the key stakeholders to understand their problems (Design thinking - step 1): If possible, use the persona, empathy map and/or journey roadmap to empathize with the key stakeholders)
- Define the problems with regard to the key stakeholders (Design thinking - step 2): include root cause analysis, prioritizing the key stakeholders' problems, then define which problem(s) that your report will address)

Hint

The flow you should follow: Identification of Key Stakeholders → Empathizing with Key Stakeholders → Define Problems from Stakeholders' Perspective → Problem Definition for Report Focus

- Identification of Key Stakeholders (Approx. 300 words)
 - 1-2 sentences): Introduce the concept of key stakeholders in the context of the project, emphasizing their importance to Vinamilk.
 - Detailed Stakeholder Identification (each group with 2-3 sentences):
 - List individual stakeholder groups: Vinamilk management, employees, key suppliers, customer segments, investors, community members, and regulatory authorities.
 - Specify the unique role and interests/concerns of each group in relation to the project.
 - 1-2 sentences): Sum up the diversity of stakeholders and their varied roles and interests in the project's success

- Empathizing with Key Stakeholders (Approx. 400 words)
 - 1-2 sentences): Introduce the need to understand and empathize with the diverse stakeholders of the project.
 - Developing Personas and Empathy Maps (each with 2-3 sentences):
 - Create detailed personas for representative stakeholders, mentioning demographics, goals, motivations, and concerns.
 - Develop empathy maps for each persona, exploring their perceptions and experiences in relation to the project's challenges.
 - Mapping Journey Roadmaps (1-2 sentences): Construct journey roadmaps for these stakeholders, highlighting key experiences, touchpoints, and pain points throughout the project.

- Define Problems from Stakeholders' Perspective (Approx. 300 words)
 - 1-2 sentences): the importance of understanding problems from the stakeholders' perspectives.
 - Analyzing and Prioritizing Problems (2-3 sentences):
 - Conduct root cause analysis for issues faced by each stakeholder group using tools like the 5 Whys or cause-and-effect diagrams.
 - Evaluate and prioritize these problems based on severity, frequency, and impact.
 - 1-2 sentences): Discuss how these prioritized problems specifically affect each stakeholder group.

- Problem Definition for Report Focus (Approx. 200 words)
 - Selecting Key Problems (1-2 sentences): Start by choosing the most critical problems from the prioritized list, relevant to the project's goals and stakeholders.
 - Formulating Problem Statements (each with 2-3 sentences):
 - Clearly articulate problem statements for each selected issue.
 - Ensure these statements are specific, measurable, and directly related to stakeholders' concerns and the project's objectives.
 - Concluding the Focus (1-2 sentences): Conclude by emphasizing the importance of these problem statements in guiding the focus of the report and the project's strategic direction.

Example

- **Key stakeholders:** Stakeholder engagement influenced the relationship between Green Farm's project development and sustainability improvements in the natural environment (Gong et al. 2019). According to VNM (2022), suppliers, investors and consumers are prominent stakeholders respectively and are classified based on their level of influence.
- **Empathizing:**

- Suppliers:
 - + Suppliers benefit from being associated with Vinamilk, a thriving dairy business with a strong reputation in 2022.
 - + Their perception may be influenced by positive or negative rumors about Vinamilk.
 - + Feedback on Green Farm's operation might be limited due to its newness.
- Investors:
 - + The Green Farm project required a significant investment of 3,000 billion VND. (The Ministry of Finance E-portal 2022)
 - + Investors are risk-takers and seek growth and expansion in the project.
 - + They monitor ROI to make buying or selling decisions.(Indeed 2022)
 - + The project's shares will lose value if it isn't economically profitable.
 - + Investors closely follow meetings, financial reports, and project strategies to manage risks effectively (Et Money n.d).
- Consumers:
 - + Consumer satisfaction is pivotal for business success (Hamzah and Shamsudin 2020).
 - + Various factors influence consumers, including marketing campaigns, word-of-mouth, healthcare advice, and pricing (Rangaiah 2021).
 - + Vinamilk's online shopping segment, social media promotions, and consumer interactions show room for improvement (VnExpress 2016).

● **Define Problems:**

- Suppliers:
 - + Potential domestic supplier shortage for Green Farm due to reliance on advanced European technology.
 - + Vulnerability to global supply chain disruptions during crises.
- Investors:
 - + Green Farm requires a substantial initial capital investment (3000 billion VND).
 - + Uncertain short-term capital recovery due to the sustainability focus.(Anh Thuy and Tien Thinh 2023).
 - + Investors prioritize projects with quicker returns.
- Consumers:
 - + Consumers, the primary stakeholders of the Vinamilk Green Farm project, lack sufficient motivation to increase their spending on this product line.
 - + The willingness to pay for organic milk products remains low (Rödiger and Hamm 2015), mainly due to financial constraints, as many people cannot afford costlier healthy diets (Ritchie 2021).
 - + Sustainable practices involve additional expenses for green technology (Ebrary n.d.), resulting in higher Green Farm product prices.

III/ Solutions/Recommendations - Recommend how the company can address the key stakeholders' defined problems above.

- Proposing various solutions that could address the key stakeholders' defined problems Design thinking - step 3)
- Analyzing and prioritizing the proposed solutions to decide which one(s) are the best solutions to solve the key stakeholders' defined problems one or two solutions are good enough)
- Justifying that the solution(s) will work
- Proposing how to prototype and test your selected solution(s) Design thinking - step 4 and 5)
- Proposing a high-level implementation plan if possible high-level discussion only)

Hint

The flow you should follow: Ideate → Prototyping Proposed Solutions → Testing Proposed Solutions

- Ideate (Approx. 300 words)
 - 1-2 sentences): Begin by emphasizing the importance of generating diverse and innovative ideas to address the project's challenges.
 - Brainstorming and Creativity Techniques (each ideas with 2-3 sentences):
 - Outline the organization of brainstorming sessions, involving cross-functional teams for a wide range of solutions.
 - Describe the use of creativity techniques like mind mapping or SWOT analysis to stimulate idea generation.
- Prototyping Proposed Solutions (Approx. 300 words)
 - Prototype Development Introduction (1-2 sentences): Introduce the concept of developing prototypes to test the feasibility of the new solutions.
 - Details of Prototype Development (each solution with 2-3 sentences):
 - Pilot Program Design: Describe the steps to implement a small-scale version of a new strategy, such as a revised supply chain approach.
 - Trial System Setup: Explain the setup process for trialing new technologies, like integrating an AI system in a production line segment.
 - 1-2 sentences): Summarize the prototyping plan, including resource allocation, timeline, and role assignments among teams or departments.
- Testing Proposed Solutions (Approx. 300 words)
 - Testing Methodology Introduction (1-2 sentences): Start by explaining the significance of a structured testing methodology for the proposed solutions.
 - Testing Setup and Data Collection (2-3 sentences):

- Control Group Setup: Detail the establishment of control groups for effective comparative analysis.
- Data Collection Methods: Describe the methods for collecting data during testing, such as operational metrics or surveys.
- Evaluation Criteria Specification (1-2 sentences): Conclude by defining specific evaluation criteria, including production efficiency metrics and methods for analyzing cost reduction.

Example

- Ideate: Local coffee shops and bakeries often serve as communal gathering places, drawing a significant number of potential customers. The strategy entails Vinamilk partnering with these establishments to create a fresh selection of pastries and beverages using Green Farm ingredients, thus promoting environmental sustainability. This initiative is expected to boost sales via new partnership agreements and enhance customer awareness, as product details will be prominently featured on the menu.
- Prototyping: Vinamilk should initiate a marketing campaign named "Healthy Dessert Contest" that spans a duration of three months. The primary target audience consists of environmentally and health-conscious consumers in Vietnam, with the overarching objective being the elevation of awareness surrounding the Green Farm project and its sustainable dairy products. This endeavor seeks to educate consumers about the advantages of these products for both humanity and the environment. The campaign will utilize various marketing channels, including popular social media platforms such as TikTok, Facebook, and Instagram. Additionally, influencer marketing will play a significant role, involving collaborations with influencers in the health and wellness sector to endorse the initiative. As consumer engagement increases (Kumar and Pansari 2016), it is anticipated that this will correspondingly enhance the firm's overall value (Pansari and Kumar 2017).
- Testing: During this stage, the campaign will undergo evaluation for its viability, appeal, and user-friendliness. To gauge its effectiveness, the company can examine specific metrics. For instance, analyzing interaction metrics like shares, views, likes, and the quantity of competition entries in the form of videos. If the sales revenue demonstrates an approximate increase of 30% when compared to the pre-marketing campaign period, the approach will be deemed successful.

8/ Conclusion

Hint

The flow you should follow:

- Concise and Clear Summary of Key Insights:
 - Identify the most critical findings from your analysis.

- Use simple, straightforward language to describe these findings.
- Avoid technical jargon unless it's necessary for clarity.
- Limit the summary to a few sentences or bullet points.
- Highlighting the Relevance and Impact of Findings:
 - Connect each finding to the overarching goals or questions of the study.
 - Explain how these findings contribute to the field or subject area.
 - Discuss any surprising or unexpected elements in the findings.
 - Show how the insights advance understanding or solve specific problems.
- Restating Recommendations with Justification:
 - List each recommendation clearly and distinctly.
 - For each recommendation, directly link it to a specific finding from your analysis.
 - Provide a rationale for why each recommendation is the best course of action.
 - Use evidence from your findings to support these rationales.
- Emphasizing the Importance of Recommendations:
 - Discuss the potential positive outcomes of implementing these recommendations.
 - Explain how these recommendations are practical and feasible.
 - Highlight the long-term benefits and immediate impacts.
 - Compare the recommendations with alternative options, if applicable.

Example

The Vinamilk Green Farm Project, a groundbreaking sustainability initiative in Vietnam, currently confronts fresh challenges.

Nonetheless, after conducting an examination of internal and external factors, it becomes evident that Vietnam presents a favorable landscape for the project's advancement. A stakeholder analysis has revealed that investors and customers wield significant influence over the profitability of Green Farm.

Their primary concern revolves around their reluctance to pay for sustainable products, which ultimately erodes investor confidence. Implementing the proposed solution of initiating a marketing campaign will not only address both pressing and pivotal issues but will also facilitate the project's expansion while enhancing the company's reputation.

II. Tips & Tricks

- Structure your report logically, starting with an introduction that sets the context, followed by a detailed analysis, solutions/recommendations, and a concluding section.
- Analysis and Problem-Solving:
 - Conduct a thorough stakeholder analysis, empathizing with their perspectives and defining problems from their viewpoint.
 - Engage in comprehensive problem-solving, including root cause analysis and prioritizing stakeholders' issues.

- Solution Development:
 - Propose creative and practical solutions, drawing on design thinking principles. Justify your solutions with evidence and logical reasoning.
 - Plan for prototyping and testing your solutions, and propose a high-level implementation plan.

III.Sources

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