

A/ Assignment Recap

- Choose a brand
 - Analyze its marketing performance
 - Provide recommendations for the brand
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- Marketing Context: Tet 2023 in Vietnam
 - Duration of the marketing plan: 2 – 4 months
 - Assignment Task: You are working for the chosen company as a marketing manager, and you are responsible for building a Marketing Plan for Tet 2023 in Vietnam. Your Marketing Plan MUST be tailored for the given Marketing Context and your chosen brand and product in Vietnam.

Here is the suggested structure:

- 1) Introduction
- 2) Marketing Environment and SWOT analysis
- 3) Customer-driven marketing strategy
- 4) Current marketing mix strategies
- 5) Marketing objectives and recommendation

B/ Key term definition

SWOT analysis: A strategic planning tool used by individuals or organizations to identify and evaluate their Strengths, Weaknesses, Opportunities, and Threats. Here's a breakdown of each component:

- Strengths: These are internal positive attributes or resources within an individual or organization that provide an advantage, such as skilled personnel, strong brand recognition, unique products, or efficient processes.
- Weaknesses: Internal factors that are disadvantageous or need improvement fall under weaknesses.
- Opportunities: External factors that could be advantageous if capitalized upon fall under opportunities, such as emerging trends, market changes, new technologies, or any situation that presents a chance for growth or improvement.
- Threats: External factors that could potentially cause trouble or harm to an individual or organization. Threats might come from competitors, market

fluctuations, regulatory changes, or any other factors that could hinder progress or success.

There are 6 micro-environment factors:

- The company (The relationship between the marketing department and other departments of the company)
- Suppliers (provide needed resources to produce goods. For example, to produce snacks, suppliers of potatoes are involved in)
- Marketing Intermediaries (Marketing intermediaries help the company to promote, sell, and distribute its products to final buyers. There are 4 types of intermediaries: Resellers, Physical Distribution Firms, Marketing services agencies and financial intermediaries)
- Competitors (There are 2 types: direct & indirect competitors. Direct: similar products; indirect: different products but same function)
- Publics (any group that has an actual or potential interest in or impact on an organization's ability to achieve its objectives such as media, Government, citizens...)
- Customers.

There are 6 macro-environment factors:

- Demographic (location, age, gender, family structure, educational characteristics, and population diversity)
- Economic (Income, Consumer spending pattern)
- Natural (Involves the natural resources that are needed as inputs)
- Technological (Latest trend, technology they used to produce goods)
- Politics (Laws, government agencies, decree...)
- Cultural (Cultural environment consists of institutions and other forces that affect a society's basic values, perceptions, and behaviors)

Marketing Mix: 4Ps model

- 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.
- 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

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

SMART Objective:

- Specific: Objectives should be clear and precise, avoiding ambiguity. They answer the questions of "who, what, where, when, why, and how." Specific objectives outline exactly what is to be accomplished.
- Measurable: Goals need to be quantifiable or have some form of measurement to track progress and determine when they have been achieved. Measurable objectives help in assessing success and evaluating progress.
- Achievable: Objectives should be realistic and attainable given the resources, time, and capacity available. While they can be challenging, they should not be so ambitious that they're unattainable.
- Relevant: Objectives must be relevant and aligned with the broader goals of an individual, team, or organization. They should contribute to the overall strategy and mission.

Time-bound: Goals need to have a defined time frame or deadline. This creates a sense of urgency and helps in managing time and resources effectively.

C/ Detailed guideline

1. Introduction

Briefly introduce the company and the chosen product.

Tips for choosing the company and product:

- For company: (Criteria to choose are ranked from Highly Important to Least Important)

- Information and data of that company are easy to find on the Internet (It may not need to be too famous, but not too small or start-up)
- The company is of the industry that you are familiar with/interested in, which is easier to write more in-depth and insightful
- For product:
 - Choose a product, not a service
 - Not too “lowkey” product, data and information of the product is not difficult to find
 - The product should have a clear message to the target customers. For example, “CLEAR Men 3X Sức Mạnh đánh bay Gàu Ngúra” (The message should point out the customer pain point that they are going to address)

How to write your introduction

- The year of establishment, the CEO/founder of the brand

Example: Xeo Xo is a Vietnamese fashion and accessories brand founded in 2014 by two co-founders, Han Minh Hang and Nguyen Thanh Huong.

- The main product line

Example: The main business scope of this brand is producing costumes made of silk, especially Vietnamese Ao Dai designs.

- Brand's story and commitment

Example: With the hope for young women to augment their femininity, confidence, and self-love, Xeo Xo always wants to provide comfy and be-yourself pieces of clothing without following any trends.

- Business results and what mainly drives that success/growth?

Example: This brand has received positive reviews through online platforms like Shopee with 4.9/5 stars for customer satisfaction. In general, the key to the success of this brand comes from differentiation strategies and emphasis on product quality.

Dánh giá Shop▼

4.9 trên 5
5 Sao (647)
4 Sao (22)
3 Sao (7)
2 Sao (4)
1 Sao (1)



quynhanh12345678
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[XEO XO] Đầm Elis Dress chất liệu O...
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How to have a good introduction

Information about a company/product is varied on the Internet, but you do not need to include all of them in your assignment. Here are some tips to have a concise, informative, and on-point intro:

- Cleaning the data after collecting. You only need to keep the information that is highly relevant to the theme/issue of the assignment, and that you mentioned in the body paragraphs. A useful tip is to read again your intro after you finish all your assignments to exclude irrelevant information, or even you can write the intro after finishing all other parts.
- From General to Specific. You should introduce the big thing first, then use appropriate connecting sentences to introduce smaller things. For example: Industry => Company => Product line => Product
- The last sentence of the introduction should have a particular link to the content of the body, or the topic of the whole Assignment. Relevant and Consistent is KEY
- You could apply this function: “Industry => Company => Product line => Product”

PRODUCT DESCRIPTION:

You should cover the following factors to describe the product line you chose:

- What is its name?
- What is included in the product? (The ingredients of that product if you choose a brand in the Food & Beverage industry, the pieces of clothes, etc)
- What is special about the product?
- The message of the product in the Tet campaign?
- Your overall assessment of this product in the Tet campaign? Was it good or bad? Show evidence.

Example:

The chosen product line is called “Tuc Mach”, a lunar new year collection. This series includes four Ao Dai models, representing the images of three regions of Vietnam. There are a variety of colors and patterns on each Ao Dai, for example, the red color represents luck in Vietnamese culture, the purple symbolizes royalty, femininity, and so on.



Although each design has its beauty and color, it aims for the same mission of conveying a positive spirit and optimism.

Overall assessment of this product in the Tet campaign was good. This brand received various compliments about the quality and difference of products in the market. (Figure)

[Xem tất cả hoạt động giải trí](#)
Xéo Xó ● 5
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Giới thiệu
Khu vực
Đánh giá

5.0
●●●●●
21 đánh giá

Xuất sắc
20

Rất tốt	● 1
Trung bình	0
Tồi	0
Tồi tệ	0

Van Anh Duong
1 đóng góp

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Cảm thấy rất hài lòng

thg 1 năm 2020 • Một mình

Sản phẩm chất lượng, kiểu dáng làm mình rất thích. Mong muôn của hàng sẽ thêm nhiều mẫu mã hơn. Sẽ tiếp tục ủng hộ lâu dài.

2. Marketing Environment and SWOT Analysis

Marketing context:

According to Momassen (n.d.), during the Tet holiday, consumers prefer to spend more money on **traditional gifts**, beverages, meetings with friends, and home decorations.

Consequently, during the Tet vacation, the Fashion Retail industry experienced an increase in sales. (According to the owner of the clothing store Minsu Store, the store's sales in the most recent month grew by 85%. The number of orders during the "New Tet, big sale" shopping festival increased by about 400-500%, reaching about 500 orders a day.)

Doanh nghiệp thời trang kỳ vọng khởi sắc mùa mua sắm Tết

-) Nhu cầu sắm sửa, làm đẹp trước mỗi kỳ nghỉ Tết Nguyên đán được xem là tín hiệu tích cực với ngành thời trang.
-) Tâm lý mua sắm thoải mái hơn sau thời gian dài chịu ảnh hưởng của giãn cách xã hội vì dịch bệnh là một trong những lý do khiến nhiều người kinh doanh thời trang kỳ vọng vào mùa mua sắm Tết. Chưa kể, cuối năm là thời điểm "vàng" với hầu hết doanh nghiệp, khi người dân luôn có nhu cầu nói rộng chi tiêu mua sắm sau một năm làm việc và tích lũy.

Tâm lý mặc đẹp đón Tết

- ⇒ **Impact:** The firm may use the data to evaluate the market, create new product lines, design effective advertising campaigns, or raise brand awareness by considering the sales pattern observed over the Tet holiday and taking into account consumer choices.

Micro-environment & macro-environment factor

- You do not need to analyze all factors. Only choose 2-3 factors that are highly relevant to the topic of the assignment/issues stated in the body part. **Focus on the quality of the analysis, not quantity.** Of course, achieving both quality & quantity is a plus to get HD, but if you choose many factors and analyze all of them not thoroughly and not too relevant to the assignment, your marks are severely deducted. High risks, high return.
- The factors you choose must relate to the SWOT Analysis that you are going to mention later. The factor could be related to Strengths, Weaknesses, or others.

KEY: When finishing the SWOT, read all these factors again, and exclude all pieces of information, or even factors that are irrelevant to the SWOT. **No redundant info at all**

- You must cite reliable references when analyzing factors, especially for statistical information. Reliable references are a MUST for high marks.

Example:

Micro: 6 micro-environment factors:

- *The company* (The relationship between the marketing department and other departments of the company):

By collaborating with "Dinh," a men's clothing brand, Xeo Xo effectively targets a new demographic, enhancing its brand appeal among men. This partnership exemplifies how interdepartmental cooperation can lead to innovative product offerings, like the new Áo Dài collection for both genders. Additionally, potential alliances with children's clothing brands like K's Closet and Kid Style indicate a similar strategy to broaden their reach in the children's wear market. These initiatives demonstrate the marketing department's pivotal role in forging beneficial partnerships, diversifying product lines, and ultimately driving growth and revenue across different consumer segments.

Macro:

- *Economic*

Vietnamese household spending is expected to grow, driven by economic recovery and higher disposable incomes. This positive outlook suggests a favorable environment for consumer spending in segments like fashion, which includes Áo Dài. However, a significant portion of Vietnamese consumers (62%) reported cutting back on non-essential spending, which could impact discretionary purchases like fashion items (Trang, 2023).

SWOT Analysis

Tips:

- SWOT must be related to ALL factors as mentioned above, both micro and macro-environment
- You do not need to provide all SWOT including Strengths, Weaknesses, Opportunities, and Threats, but if you aim for High DI or HD, you are highly recommended to provide full SWOT. Remember: Go over the requirements

will increase your chances of getting HD, but again, all must be related to the factors you mentioned above. Do not think of a new strength or weakness that is different from what you have said previously.

- Be careful, do not misunderstand Weaknesses and Threats. Weakness comes from the internal resources of the company, while threats are external factors.

Example:

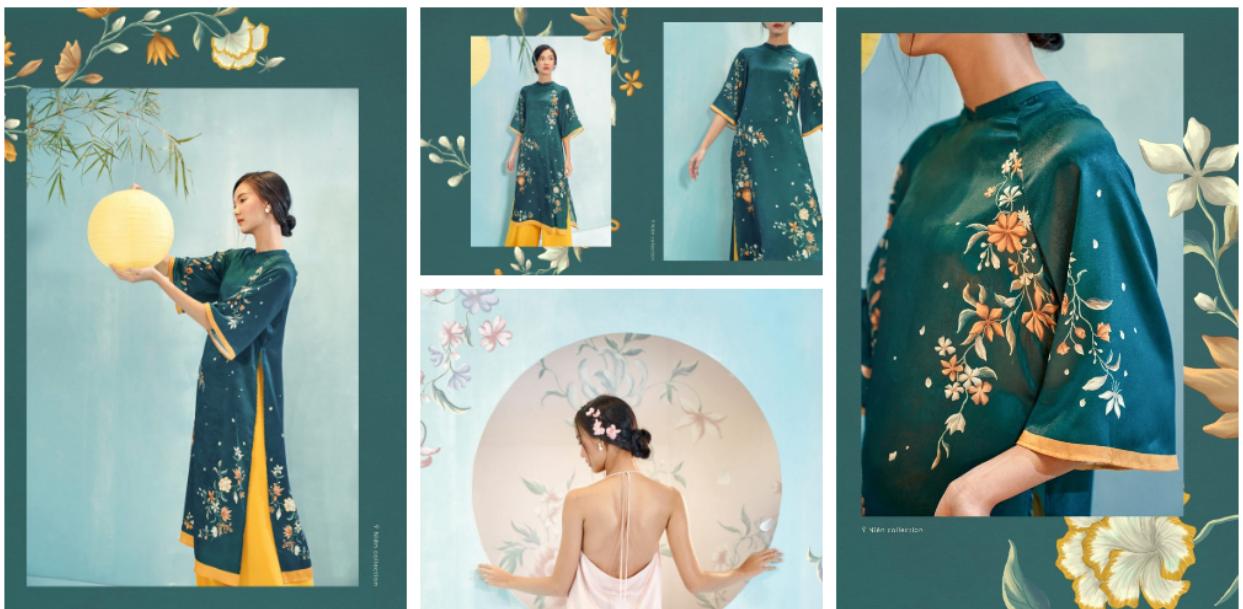
Depending on the macro-environment above, SWOT can be presented as below:

Strength: Having both online and retail stores offers customers a wide range of options, and additionally, they can easily cater to different consumers, local and international.

=> This strength is closely related to the macro-environment analysis above

Other strengths:

- The uniqueness of each collection. (For example, the patterns are thoroughly researched from books and come from traditional culture.)



- Product materials (For example, Xeo Xo usually uses synthetic and mulberry silks. The difference in silk fibers' density and waving method would bring completely varied feelings, unlike the uniformity of conventional industrial fabrics.)

Weakness:

- High production costs → high selling price. (For example, the processing and sewing stages are very complicated, and the silk size is also small, so production needs more fabric than when using other materials. According to the Metric market report, in the past 12 months, the Ao Dai market customer segment often purchased mainly at prices around 200,000 VND - 500,000 VND. Meanwhile, the price of the Xeo Xo brand falls in the range from 600,000 VND - 5,000,000 VND, which is quite expensive compared to the payment level of most customers)
 - Time-consumption in the production process (For example, production also has to be done very early and cannot be made until close to Tet because the Xeo Xo ao dai does not have to be cut in bulk by machine but has to be cut one by one. If there are 1000 pieces, cut 1000 pieces separately.)

Opportunities:

- An increase in the demand for Ao dai before and after the Tet holidays. (For example, according to Ao Dai retailers in Hai Duong province, the number of customers who buy or rent Ao Dai increased 5-6 times compared to ordinary days.) (Figure 2)

→ FOCUS ON SO STRATEGY

The company can leverage its strengths to capitalize on the available opportunities. Drawing from its years of understanding customer behaviors, the company can enhance new product lines or introduce limited-edition products for the Tet Holiday, a time when customers with stable and higher incomes typically engage in year-end shopping.

Figure 2 - Nhu cầu mua áo dài tăng mạnh ở Hải Dương

- The positive perspective of women about Ao Dai. (For example, according to Figure 3, more than 80% take Ao Dai culture positively and think it continue in the future.)

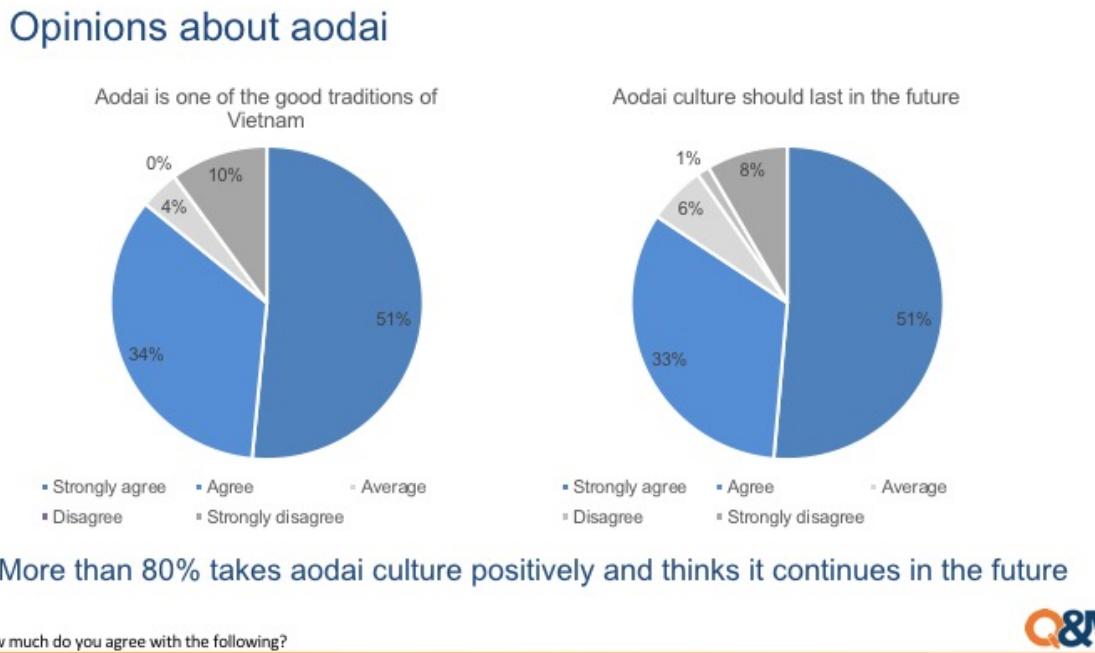


Figure 3 - Vietnamese women's opinions about Ao Dai

Threats:

- A large number of competitors in this industry (For example, Xeo Xo competes with other brands like Daphale Studios, Dchic,... when they simultaneously launch various Ao Dai collections during the Tet holidays.)
- The requirements for creativity and continuous change in the fashion industry. (For example, In 1 year you can't just sell 10 identical sets. On average each year, XEO XO will have 17 collections divided by 12 months, which is the creative pressure in fashion.)

3. Target Audience:

XEO XO's current target audience consists of women aged 25 to 55, primarily belonging to the middle to high-income bracket. These women are financially self-sufficient and have a clear sense of their preferences and desires. The typical XEO XO customer can be

described as diligent, detail-oriented, and constantly striving to be better. They have a strong appreciation for high-quality products, which extends beyond the fabric and design to include the values and stories associated with each item of clothing they wear.

4. DIFFERENTIATION AND 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).
- 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

a, Differentiation

- **Emphasis on high-quality products:** They mainly use high-standard silk in production. They had to do various experiments during production. To make the products you see here today, they tested and tweaked them continuously for a year. They find the most suitable suppliers, wear the clothes themselves to feel the materials, and only sell to customers when they themselves are satisfied.
- **No trending oriented:** At a time when there was a trend of innovative ao dai with short hems, tight shapes, and all kinds of flared styles, they still respected and loved the traditional shape of discreet, long, loose ao dai. Therefore, they decided to not participate in producing innovative ao dai as a lot of famous brands such as ELLE, Kuchimachi, and so on.
- **Recreating traditional cultural values into products:** All of the ao dai's motifs are sketched by hand first and come from history. They read cultural books and love Vietnamese culture, so they want to incorporate details related to the culture into ao dai. They want customers to feel like they are wearing a product that has a cultural story, and so it is something they can use for many years. In contrast to

Xeo Xo, on the market today there are a number of brands that mass produce ao dai, without standards and proper control of product quality. They often copy design images on famous brands' websites and take product photos to post for wholesale and retail. (Figure below)



Áo dài cách tân Mộc Trà có 5 màu, size số, sỉ
số lượng hàng sẵn sẵn đầy kho

99.000đ /Cái

Có thể thương lượng

Mua ít nhất: 5 Cái

Tồn kho 1.000

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Đặt hàng ngay

Thêm vào giỏ

TTS Đảm Bảo - Nhận hàng hoặc được hoàn lại tiền

Đảm bảo thanh toán Đảm bảo về hàng hóa



Sản xuất và phân phối áo dài toàn quốc - áo
dài tơ kết 4 tà giá sỉ - giá bán buôn

5 lượt liên hệ

99.000đ /Cái

Có thể thương lượng

Mua ít nhất: 3 Cái

Tồn kho 1.000

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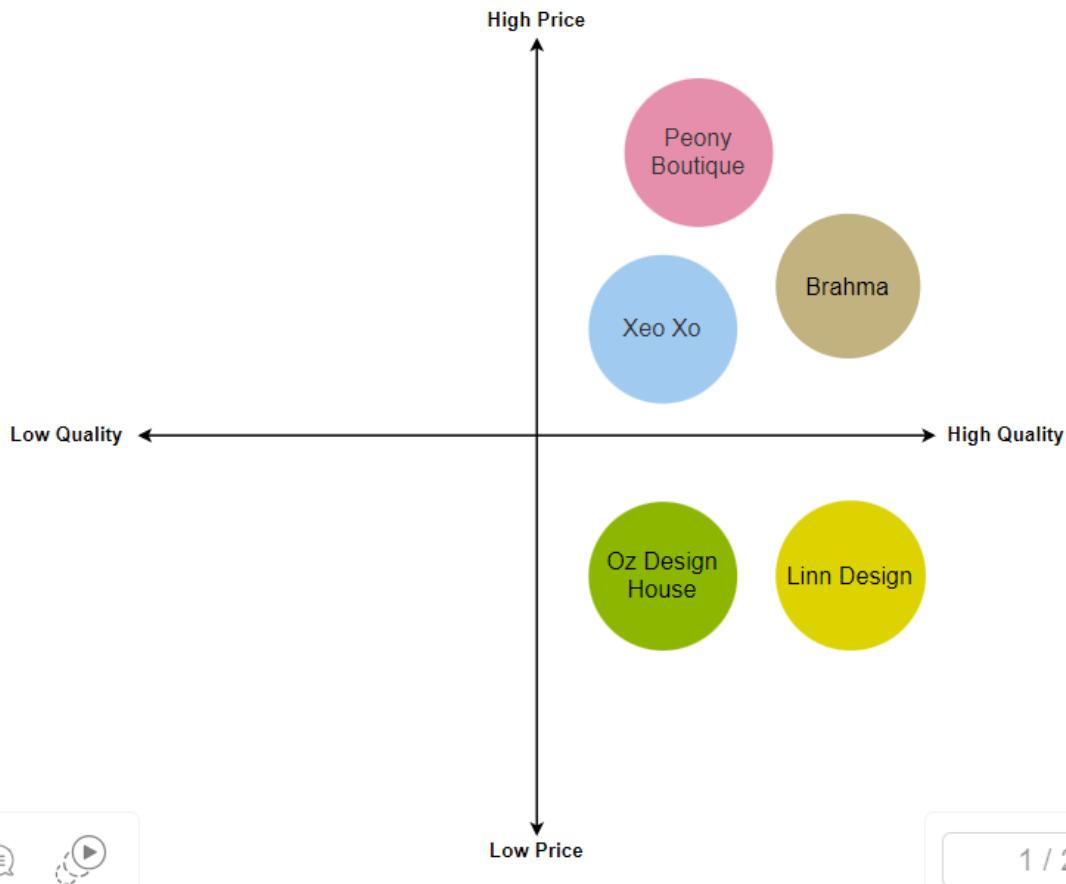
Đặt hàng ngay

Thêm vào giỏ

TTS Đảm Bảo - Nhận hàng hoặc được hoàn lại tiền

Đảm bảo thanh toán Đảm bảo về hàng hóa

b, Positioning map



c, Value Proposition

Xéo Xo has adopted a "more for more" strategy, where customers pay a premium price for their product but gain access to a wide range of product varieties compared to their competitors.

5. Current marketing mix strategies

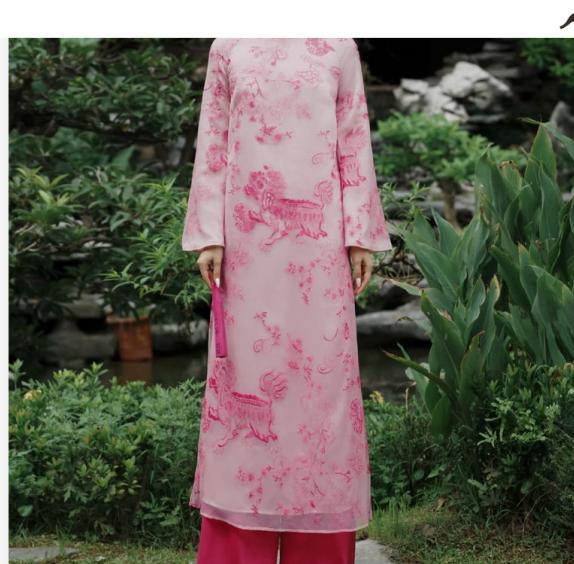
- You can follow the below guidelines to analyze each P
 - The first sentence: Introduce the P you choose and its definition
 - 5-6 Next sentence: Describe brand marketing activities of the brand that relate to the P you choose. You must have citations for these sentences
 - 3-4 final sentences: Evaluate if it is good or not. To determine good or not, relating to theory is recommended.

Example:

Product:

1.1 Three levels of the product

- Core value: comfy and be-yourself pieces of clothing bring a good feeling and help customers to feel intimate in clothes and continue to love themselves.
- Actual product: In addition to plain ao dai, Xeo Xo also makes ao dai models with patterns that tell Vietnamese cultural stories. Each of their collections is a story, and each shirt model is a layer in that story. They also emphasize high-quality materials such as organza embroidered patterns & synthetic sateen silk. Figure 4 is the citation of their materials.



- Material: Organza embroidered pattern & synthetic sateen silk
 - Color: Light Pink
 - Made in Viet Nam

*Please contact Xeo Xo to customize products according to your own measurements and colors. For any changes in product measurements, please contact us.

Note: The color may be slightly different due to lighting effects, the monitor's brightness/contrast settings, etc.

Mục lục	XS	S	M	L	XL
Table of contents					
Ngực	80	84	88	92	96
Chest					
Eo	60	64	68	72	76
Waist					
Mông	84	88	92	96	100

Hi! How can we help you?

Figure 4 - Light Pink Ao Dai

- Augmented product: Tailoring service based on customer's required size and support trying on clothes at home for customers who order online

1.2 Product Classification: Products are classified according to each year's collection and each collection tells a detailed story about Vietnamese culture. For example, the Ha Lien Collection chose the lotus - the Vietnamese national flower as a theme for the collection.



1.3 Product Life Cycle: The Xeo Xo brand is in the Maturity Stage, and now it has established a strong foothold in the hearts of customers.

Mỗi dịp Tết cổ truyền đến các chị em luôn mong muốn tìm cho mình những bộ áo dài đẹp để đi du xuân. Thay vì những bộ áo dài mang đậm phong cách truyền thống như thời xưa thì hiện nay áo dài cách tân với form rộng rãi thoải mái hơn được chị em săn đón bởi sự kết hợp giữa phong cách cổ truyền và nét hiện đại thời nay.

Hãy cùng Bách hóa XANH điểm qua những địa chỉ bán áo dài cách tân đẹp, form chuẩn tại Sài Gòn này nhé!



1.4 Brand development strategy:

- Investing in improving product quality: According to the two founders, they will continue to focus on research on silk fabrics even though the material handling and sewing process are quite complicated.
- Not following any trend, being stable in style: steady design style, focusing on quality and product design means the customer file will also remain sustainable. Sales and stores also maintained better.

6. Marketing objectives and recommendation

SMART marketing objective

Example:

SMART marketing objective: "Boost online sales revenue by 15% within the next six months by implementing a **new communication campaign** and **optimizing the website for better user experience**, measured by tracking sales data and conversion rates."

- Specific: The goal is clear and detailed. It outlines what needs to be achieved (increasing online sales revenue) and how it will be accomplished (using email marketing and website optimization).
- Measurable: The objective is quantifiable. The target is to boost online sales revenue by 15%, which will be tracked using sales data and conversion rates.
- Achievable: A 15% increase in online sales revenue is ambitious but realistically achievable with the implementation of an effective email campaign and website optimization.
- Relevant: Increasing online sales revenue is relevant to the company's overall goal of profitability and growth. Using email marketing and website optimization are pertinent strategies for achieving this goal.
- Time-bound: The objective has a specific timeline of six months, providing a clear deadline for achieving the 15% increase in online sales revenue.

7. Recommendation:

- The recommendation must be closely related to the 2Ps above and tactics to achieve the objective you have just set

- If it is difficult to be creative, you can find a similar case study that other brands used to suffer, learn from their solutions and modify it, change it into your solutions, based on the marketing context, objective and SWOT of the company that you choose.

Example: a new communication campaign (describe detailed ideas, which channels to run on)

- Make a video about five minutes long on the YouTube platform with the topic “Are we starting to lose the traditional value of Ao Dai?”
- Raising a question: “Then what should we do? Remain intact all the traditional values that have been proven through time, or innovate them until they become out of the norm?”
- At this time, Xeo Xo appeared, recording the process of researching and creating cultural patterns and embroidering or sewing by hand on each ao dai.
- Introducing the Tuc Mach collection with the meaning that “Tuc” is abundance and “Mach” is rice. The message of this collection is to wish everyone to have breakthroughs and achievements in the new year so that rice is always abundant and life is always prosperous.
- Introducing four models in this collection: “Kiem Lan, Phung Ngo, Diem Chung, and Lu Thuy”.
- The video ends with the affirmation that the traditional value of the ao dai will remain forever and will be respected and expressed by the brand in upcoming collections.
- In addition, on other social networking platforms like Facebook, Instagram, and TikTok, promoting new products and posting “thank you posts” for influencers who wore those ao dai.

Example: optimizing the website for better user experience

- Developing features on the brand’s website that can suggest outfit colors, thereby providing suitable suggestions for users, combining outfit coordination features based on basic criteria such as gender, height, weight, waist measurements, preferences,... Let AI technology help them coordinate clothes appropriately according to user requirements, suggesting suitable ao dai outfits for them.
- Considering iLUK App - personal stylist based on AI, 3D printing technology, and computer vision to develop 3D avatars of customers. That data is fed into AI

software to analyze the customer's shape, size, and weight, and use the customer's face to show the appropriate outfit.