

## **I. Assessment Recap**

- **Create a 5-7 minute video presentation** focusing on Vinamilk's Green Farm projects, analyzing the key stakeholders involved, and identifying the problems they face in relation to these projects.
- It requires you to conduct research on Vinamilk and the Green Farm projects, analyze stakeholder concerns through the lens of empathy, and conclude with your findings.
- The presentation should not include surveys or interviews due to ethical approval requirements,

### **Suggested structure:**

1. Introduction (suggested 100 words)
2. Company Background (suggested 200 words)
3. Overview of Green Farm Projects (suggested 250 words)
4. Stakeholder Analysis (suggested 300 words)
5. Problem Analysis (suggested 350 words)
7. Conclusion (suggested 150 words)
8. Final Remarks and Acknowledgements (suggested 100 words)

## **II. Definition/ Slide summary**

1. Marketing: Process of creating, pricing, distributing, and promoting goods or services to satisfy customers' needs profitably.
2. Economics: Study of how individuals and societies allocate resources to produce, distribute, and consume goods and services.
3. Finance: Management of money, including activities like investing, borrowing, lending, budgeting, and forecasting.
4. Logistics: Coordination of complex operations involving people, facilities, and supplies to efficiently transport goods.
5. Supply Chain Management: Management of the entire production flow from raw materials to final product delivery.
6. Market Segmentation: Division of a potential customer market into groups based on characteristics like demographics or behavior.
7. Opportunity Cost: The potential gain lost when choosing one alternative over another.
8. Capital Budgeting: Process of evaluating and planning large financial expenditures or investments.

9. Gross Domestic Product (GDP): Total value of goods and services produced in a country annually, indicating economic health.
10. Consumer Behavior: Study of how people choose, use, and dispose of products and services and the impact of these choices.
11. Brand Equity: The added value a product gains from having a well-known brand name.
12. Inflation: Rate at which general prices for goods and services rise, reducing currency purchasing power.
13. Interest Rate: Percentage charged by a lender to a borrower for asset use.
14. Balance Sheet: Financial statement showing a company's assets, liabilities, and equity at a specific time.
15. Demand and Supply: Economic principle where demand is the quantity of a good consumers are willing to buy and supply is the quantity producers are willing to sell at various prices.

### **References:**

1. <https://fieldcheck.biz/library/market-segmentation-of-vinamilk.html#:~:text=Many%20products%20of%20Vinamilk%20are,than%2054%20countries%20and%20territories.>
2. <https://www.vinamilk.com.vn/bao-cau-thuong-nien/bao-cau/2022/download-file/Vinamilk%20Annual%20Report%202022.pdf>
3. [https://www.google.com/url?q=https://journals.sagepub.com/doi/abs/10.1177/21582440211015727&sa=D&source=docs&ust=1703000287904783&usg=AOvVaw04Nd-UIOepFEjPs8O4\\_KcY](https://www.google.com/url?q=https://journals.sagepub.com/doi/abs/10.1177/21582440211015727&sa=D&source=docs&ust=1703000287904783&usg=AOvVaw04Nd-UIOepFEjPs8O4_KcY)
4. <https://onlinelibrary.wiley.com/doi/abs/10.1111/jacf.12236>
5. <https://onlinelibrary.wiley.com/doi/abs/10.1002/bse.1826>
6. <https://books.google.com/books?hl=vi&lr=&id=CG5QDwAAQBAJ&oi=fnd&pg=PP1&dq=Hart,+2017+sustainable&ots=6-dti1hP65&sig=CommhIitV8LUqqwYYInyxLI4KkE>
7. <https://cafef.vn/vinamilk-ra-mat-he-thong-trang-trai-sinh-thai-vinamilk-green-farm-20210402103224798.chn>
8. Vinamilk's Official Website: Visit the Vinamilk website for official company information, annual reports, and details about their Green Farm projects. Look for sections like "About Us", "Sustainability", or "Investor Relations".

9. Academic Journals and Databases: Access Google Scholar at [scholar.google.com](https://scholar.google.com) and JSTOR at [www.jstor.org](https://www.jstor.org) for academic papers. Use search terms like "sustainability in the dairy industry", "Vinamilk CSR", or "stakeholder management in agriculture".
10. Industry Reports: Websites of organizations like the Food and Agriculture Organization (FAO) or the International Dairy Foods Association (IDFA) often have industry reports. Access them at [www.fao.org](https://www.fao.org) and [www.idfa.org](https://www.idfa.org).
11. News Articles: Use news databases like Google News or directly visit reputable newspaper websites. Search for terms like "Vinamilk Green Farm project" or "sustainability initiatives in dairy industry".
12. Environmental NGOs and Agricultural Journals: Websites of relevant NGOs or journals in the environmental and agricultural sectors often have articles and reports. Search for these organizations online to find their official websites.
13. Vinamilk's annual report 2020.  
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14. Vinamilk's annual report 2022.  
[https://www.vinamilk.com.vn/static/uploads/bc\\_thuong\\_nien/1681715597-f2ab21a9612f1da979df9f9bc70d3191ce1867c50f38eea2f6b5027d87960d18.pdf](https://www.vinamilk.com.vn/static/uploads/bc_thuong_nien/1681715597-f2ab21a9612f1da979df9f9bc70d3191ce1867c50f38eea2f6b5027d87960d18.pdf)
15. Vinamilk (2022) VINAMILK SUSTAINABLE DEVELOPMENT REPORT 2022, Vinamilk website,  
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16. Anh Duong (2 April 2021), 'Vinamilk ra mắt hệ thống Trang Trại Sinh Thái Vinamilk Green Farm', CafeF, accessed 22 May 2023.  
<https://cafef.vn/vinamilk-ra-mat-he-thong-trang-trai-sinh-thai-vinamilk-green-farm-20210402103224798.chn>
17. Thu Phuong (7 November 2022) 'Vinamilk được vinh danh các giải thưởng lớn trong Hội nghị CSR & ESG toàn cầu 2022', Phụ nữ Việt Nam,  
<https://phunuvietnam.vn/>

18. Iqbal, M., (2015). Consumer behavior of organic food: A developing country perspective. *International Journal of Marketing and Business Communication*, 4(4), pp.58-67.
19. Schramade, W. (2017) Investing in the UN Sustainable Development Goals: Opportunities for Companies and Investors. *Journal of Applied Corporate Finance*. 29 (2), 87–99.
20. Jolink, A. & Niesten, E. (2015) Sustainable Development and Business Models of Entrepreneurs in the Organic Food Industry: Sustainable Development and Business Models of Entrepreneurs. *Business strategy and the environment*. 24 (6), 386–401.
21. Hart, O. and Zingales, L., (2017). Companies should maximize shareholder welfare not market value. *ECGI-Finance Working Paper*, (521).
22. Rödiger, M. and Hamm, U., (2015). How are organic food prices affecting consumer behavior? A review. *Food Quality and Preference*, 43, pp.10-20.
23. TN&MT: For articles on economy, such as "Sustainable consumption - A trend that needs businesses to grasp and provide" (14/09/2022). <https://baotainguyenmoitruong.vn/tieu-dung-ben-vung-xu-huong-can-duo-c-doanh-nghiep-nam-bat-va-thuc-day-343656.html>