

IV. Detailed Outline

Question 1

- Introduce to the selected public company (Suggested: 200 Words)

Suggested flow:

- Introduction to the selected public company with following information:
 - + Company's name.
 - + Main activities.
 - + Major competitors.
 - + Geographical locations or regions where the company conducts its business operations.
 - + Key strategies implemented by the company to maintain a competitive advantage?

Example:

Chosen Corporation: HPG (VN100)

1. Introduction (200 words)
 - **Name of company:** Hoa Phat Group Joint Stock Corporation (HPG)
 - **Headquarters:** 39 Nguyen Dinh Chieu Street, Hai Ba Trung District, Hanoi
 - **Main products/services offered:** Basic metal production; construction steel, steel pipes productions
 - **Key competitors:** Hoa Sen Group Joint Stock Company (HSG), Nam Kim Group Joint Stock Company (NKG)
 - **Geographic regions where company operates:** Vietnam, Southeast Asia
 - **Brief history and background of the company**
 - + 2000: Hoa Phat Iron and Steel Company Limited was established.
 - + 2001: Changed its name to Hoa Phat Steel Joint Stock Company
 - + 1/2007: Re-registered its business and officially changed the company name to Hoa Phat Group Joint Stock Company.
 - + 11/2007: 132 million HPG shares of Hoa Phat Group JSC were officially traded for the first time at the Ho Chi Minh City Stock Exchange.
 - **Mission statement and core values**
 - + **Mission:** To become an industrial manufacturer with a leading product quality as its steel production being its core business sector.
 - + **Core values:** Philosophy of Harmony for Joint Development, reflected in the relationship among the employees, between the Group and its partners, agents, shareholders and the social community
 - **Main strategies company uses to maintain competitive advantage:**
 - + Cast iron:
 - + HPG owns a closed and complete steel production process.

- + HPG reserves the right to adjust steel prices to benefit smaller companies. In addition, HPG can still produce commercial quality iron and steel supply units, rather than first-serve powders in steel production. HPG's outstanding balance of sales proceeds exceeds that of other companies, showing that the company has a huge advantage in negotiations with suppliers.
- HPG still maintains the lead with 34.8% (compared to 32.6% in 2021).
- VN's No. 1 steel pipe market share (28.5% - 2022); Construction steel market share reaches 34.8% (2022)
- ONLY enterprise in VN to produce HRC steels (capacity: 3 million tons/year)
- <https://www.hoaphat.com.vn/emagazine/highlights-of-hoa-phat-2022-2.html>
- + State of the art faci by lities:
 - + Hoa Phat Group continues to invest in expanding Hoa Phat Dung Quat Steel Integrated Complex 2, developing home appliances,... At the same time, Hoa Phat promotes investing in infrastructure to digitize, move towards digital transformation, and apply the latest solutions and applications in production and business administration.
 - Hoa Phat Dung Quat Iron and Steel Complex in operation since 2020, total investment 2,14 billion USD; annual capacity 4 million tonnes
 - Hoa Phat Dung Quat 2 Iron and Steel under construction, total investment 3,38 billion USD; annual capacity over 10 million tonnes
 - => Projected revenues: increase 3=>4 bil USD annually
- + **HPG main revenue output: Steel products**
 - + Owns 320 mil ton iron ore mine in Australia; 3 Kamsarmax vessels with the largest and youngest total tonnage in Vietnam
 - + Ton Hoa Phat (Subsidiaries): top 5 businesses with the largest market shares
- + Other services: Real estates, agriculture

- Performance Analysis Over the Last 5 Years (Make graphs to easily illustrate)

Tips:

To collect Financial Data:

- You can visit the company's official website, specifically the investor relations section, to find annual reports for the past five years.

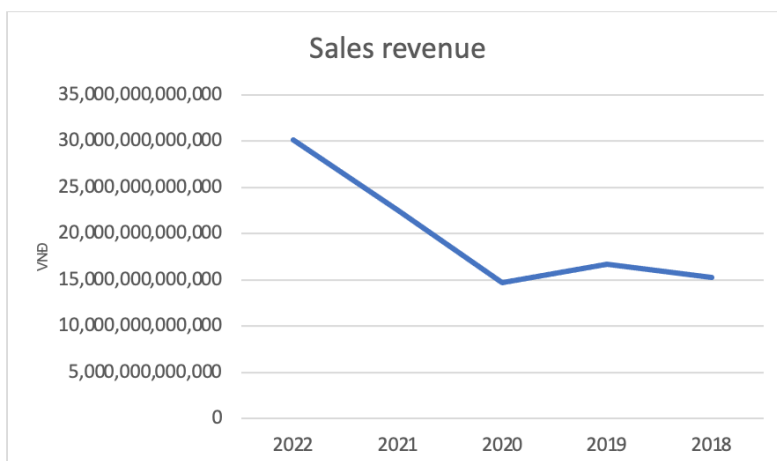
The screenshot shows the HOA PHAT website's investor relations section. The header includes navigation links: GIỚI THIỆU, SẢN PHẨM, CHẤT LƯỢNG HOA PHẤT, QUAN HỆ CỔ ĐỒNG, TIN TỨC, TUYỂN DỤNG, and LIÊN HỆ. The main heading is 'Báo cáo tài chính'. Below it, there are several PDF links for financial reports, each with a 'DOWNLOAD' button. A dropdown menu is open, showing options like 'CÔNG BỐ THÔNG TIN', 'BÁO CÁO TÀI CHÍNH', 'BÁO CÁO THƯỜNG NIÊN', 'ĐẠI HỘI ĐỒNG CỔ ĐÔNG', 'VĂN BẢN PHÁP LÝ', 'VĂN BẢN CÁO BẠCH', and 'TRỢ GIÚP CỔ ĐÔNG'. A filter 'Sắp theo 2023' is visible.

Report Title	Date	Action
Báo cáo tài chính hợp nhất Quý III năm 2023		DOWNLOAD
Báo cáo tài chính tiếng Công ty mẹ Quý III năm 2023		DOWNLOAD
Báo cáo tài chính riêng Công ty mẹ 6 tháng đầu năm 2023		DOWNLOAD
Báo cáo tài chính hợp nhất 6 tháng năm 2023	29/08/2023	DOWNLOAD
Báo cáo tài chính hợp nhất Quý II năm 2023		DOWNLOAD
Báo cáo tài chính riêng Công ty mẹ Quý II năm 2023	28/07/2023	DOWNLOAD

Source: [Website Hoà Phát](#)

- Use financial databases like Bloomberg, Yahoo Finance, or Reuters to gather additional data on financial metrics.
- Analyze Key Financial Metrics:
 - + Focus on sales revenue, profit before tax, share price, and earnings per share (EPS). => illustrate them on graphs.
 - + Create tables or graphs to illustrate trends over the years.
 - + Use Excel or similar software for calculations and data visualization.

Example:





	2022	2021	2020	2019	2018
Sales revenue	30.165.800.756.670	22.494.961.408.082	14.661.417.032.222	16.633.959.747.163	15.298.334.565.898
Profit before tax	485.623.413.969	554.140.265.577	28.427.378.490	278.002.659.252	434.775.198.367
Profit after tax	398.074.197.408	443.898.346.428	10.216.730.526	203.847.491.755	347.747.122.009
Share price	112.823	104.500	32.900	64.010	98.981
shares outstanding	118.472.535	78.981.792	78.981.792	78.981.792	68.000.000
Earnings per share	3.295	5.618	0.266	2.612	4.961

Interpret Trends:

- + Look for patterns (such as steady growth, decline, or volatility in financial metrics)

- + You should consider external factors (economic conditions, market changes) that might have influenced trends.
- + Remember to name graphs.

Example: [Company Name] has demonstrated [stat adjective based on the company you chose] financial performance with [stat adjective based on the company you chose] growth in sales revenue and pre-tax profits. The steady share price reflects enduring investor confidence....

Write the Analysis:

- + You should present your findings in a clear, structured format.
- + Remember to provide context and explanations for significant changes or anomalies in the data.

Example: Profitability: Despite substantial growth, the company witnessed a significant decline in its profitability during [year]. To secure consistent profits, [Company Name] should explore product diversification, seek new market avenues, and optimize operational efficiency.

Question 2: PESTLE Analysis

Research these PESTLE Factors:

- Political: Government policies, regulations, trade tariffs affecting the company.
- Economic: Economic trends, inflation rates, currency exchange rates.
- Social: Demographic shifts, lifestyle changes, consumer behaviors.
- Technological: Technological advancements, R&D, innovation in the company's industry.
- Legal: Legal compliance, new laws or regulations.
- Environmental: Environmental policies, sustainability efforts, climate change impacts.

=> **Make a PESTLE analysis table.**

Example: FPT's PESTLE Table.

<p>Political</p> <p>Decree 44/2023/ND-CP, effective from July 1, 2023, reduces the value-added tax (VAT) from 10% to 8%. This VAT cut has a twofold impact. It lowers consumer prices, aiding those in need and boosting demand, while also reducing production costs, making goods more affordable, and stimulating the market.</p> <ul style="list-style-type: none"> • Vietnam's stable political system, led by the Communist Party of Vietnam, facilitates FPT Retail's business activities. 	<p>Economic</p> <p>Impressive Economic Growth: Vietnam has experienced remarkable economic growth in recent years, with an average annual GDP growth rate of approximately 6.5%. In 2021, its GDP exceeded \$366 billion (World Bank n.d.).</p> <ul style="list-style-type: none"> • GDP Per Capita: The International Monetary Fund (IMF) forecasts that Vietnam's GDP per capita will reach \$4,162.94 by 2022, indicating significant
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<ul style="list-style-type: none"> • Vietnam's three-decade-long engagement with nearly 200 countries and participation in international organizations like the United Nations, WTO, APEC, ASEAN, and ASEM has fostered friendly and open political relations. These relations facilitate import-export activities and maintain a stable supply chain for businesses. 	<p>progress in global rankings compared to previous years (Ban kinh tế trung ương 2023).</p> <p>December 2022 Core Inflation: In December 2022, Vietnam saw a core inflation increase of 2.59% compared to the previous year, reaching a total of 4.3% (General Statistics Office of Vietnam 2023). (Inflation is primarily due to increases in food, gasoline, oil, and gas prices. Despite global inflation driven by factors like the Covid-19 pandemic, political conflicts, and supply chain disruptions, Vietnam's inflation has remained relatively stable.)</p>
<p>Social</p> <p>Rising Competition and Choice: Large chain stores and international brands have intensified competition, offering consumers more choices and driving demand for higher quality products and services.</p> <p>According to statistics as of January 2020, Vietnam boasted a staggering 68.17 million internet users, accounting for 70% of the population. Additionally, the number of social network users reached 65 million, representing 67% of the population. These statistics create favorable conditions for the retail business of electronic products in Vietnam.</p>	<p>Technological</p> <ul style="list-style-type: none"> • Technology enables online sales, allowing customers to order products from the comfort of their homes. This expands the retailer's reach and convenience for customers. • The explosion of e-commerce has changed the way consumers shop. Online stores and shopping applications have created new opportunities for retail businesses, but at the same time have placed great competitive pressure. • Data-driven customer care: Using data, retail businesses can provide better customer service through tracking and quick response to customer feedback.
<p>Legal</p> <ul style="list-style-type: none"> • Adhering to local and international regulations, including consumer protection and labor laws, is crucial. <p>Safeguarding intellectual property rights, such as trademarks and patents, holds significant importance in the retail industry.</p>	<p>Environmental</p> <ul style="list-style-type: none"> • Adhering to environmental regulations concerning waste management and energy efficiency is increasingly crucial. • Growing awareness of environmental concerns can impact consumer preferences toward sustainable products and packaging.

→ Highlight 2 opportunities arising from your PESTLE. Write 2-3 sentences about how subjects from the PESTLE table would affect your chosen business.

→ Highlight 2 threats/concerns from your PESTLE. Write 2-3 sentences about how subjects from the PESTLE table would affect your chosen business.

Example of opportunities:

- Swift advancements in technology enhance consumer experiences in e-commerce, mobile applications, and data analytics, enabling FPT to develop innovative products and services that address customer needs, ultimately leading to increased product sales.
- Heightened attention to environmental issues and sustainability → FPT to implement eco-friendly practices, such as utilizing sustainable packaging, operating energy-efficient stores, and advocating for recycling. These measures attract environmentally aware customers and set the company apart in the marketplace.

Example of threat and concern:

- Economic variables like inflation rates, exchange rates, and overall economic stability lead to higher operational costs and diminished consumer spending. Fluctuations in exchange rates impact the expenses associated with global sourcing, while economic instability can erode consumer confidence, ultimately affecting sales.
- Changes in labor laws, taxes, and safety standards → impact operations and compliance costs.
- Make Recommendations
 - Based on your analysis, suggest how the company can capitalize on opportunities or mitigate threats.

Example:

- To minimize effects of currency rate fluctuations + economic uncertainties → the company should diversify its sourcing approach.
- Alternative suppliers from regions known for stable economies and favorable exchange rates can be an option to the above problems.

You can find elements of Pestle Table from: Company reports, financial news websites, industry reports, academic journals, company website and press release,...

Question 3: Corporate Social Responsibility Analysis

Research CSR Initiatives:

- Look for information on the company's website, CSR reports, and media releases.
- Examine community involvement, environmental policies, and ethical practices.

Example: You can examine a company ethical practices by:

- Code of conduct and ethics policies

- Supply chain ethics
- Ethical sourcing
- Transparency and accountability

- Evaluate Impact and Alignment

- You can describe a company's CSR initiatives, highlighting the company's commitment to integrating economic objectives with community support. Eg; You can outline key areas of FPT's CSR focus by mentioning the company's "3P Strategy " (Profit, People, Planet).
- Assess the effectiveness and impact of these initiatives.
- Determine how they align with the company's overall strategy and values.

Example:

- CSR campaigns: "Hòa hợp cùng phát triển"
 - "Nhịp đập yêu thương"

Hòa Phát Group's CSR Focus - HOÀ HỢP CÙNG PHÁT TRIỂN program

- "Nhịp đập yêu thương" program, initiated in late 2015.
- Aim: To fund heart surgery for financially challenged patients.

Program Execution and Partnerships:

- Collaboration with top cardiologists and reputable hospitals.
- Ensuring best possible care for patients.

Impact and Financial Commitment:

- Supported 34 patients in the first half of 2020.
- Total expenditure: Approximately 16 billion VND.
- Increased support compared to 2019, both in patient numbers and funds.

Unique Features of the Program:

- Offers multiple surgeries for complex cases without patient co-payment.
- Stands out from similar healthcare support initiatives.

Reputation and Trust:

- Recognized as a reliable and compassionate program.
- Trusted by patients and social workers from major hospitals.

Individual Impact Stories:

- Case example: A child receiving surgery funding twice.
- Highlighting the program's significant positive impact on patients' lives.

→ In summary, these points showcase how Hòa Phát Group's commitment to CSR, especially through the "Nhịp đập yêu thương" program, emphasizes community welfare and healthcare support, establishing a strong and positive presence in the community.

analysis:

- Enhance reputation and gain social sympathy.

- thereby promoting brand loyalty of the customer segment.
- gain a competitive advantage over competitors in the same segment.
- create a solid foundation to facilitate handling potential communication crises that may occur later.
- [McKinsey \(2021\)](#) 83% of CEOs and business leaders think that CSR-CSV is increasingly important in business. And investing in sustainable development activities brings more value (Return on Investment) in the next 5 years.



- Suggest Improvements:
 - Identify areas where the company could enhance its CSR efforts.
 - Provide specific, actionable recommendations.

Question 4: Diversity, Equity, and Inclusion (DEI) Policy Assessment

- Gather Information on DEI Policies: Review company reports, HR policies, and any public statements on diversity and inclusion
 - Examine company's diversity and inclusion policies.
E.g. recruiting from minority groups, accommodating cultural practices
 - Assess implementation and effectiveness of DEI programs

E.g. % of management from diverse backgrounds, pay equity metrics

- Identify gaps in current DEI approach based on assessment

E.g. Lack of programs to develop minority leaders for senior roles

- Provide recommendations to enhance DE

E.g. Leadership training for high potential employees from minority backgrounds

- Analyze Effectiveness:

- Evaluate how well the company's DEI policies are implemented.
- Consider factors like representation, inclusivity in decision-making, and workplace culture.

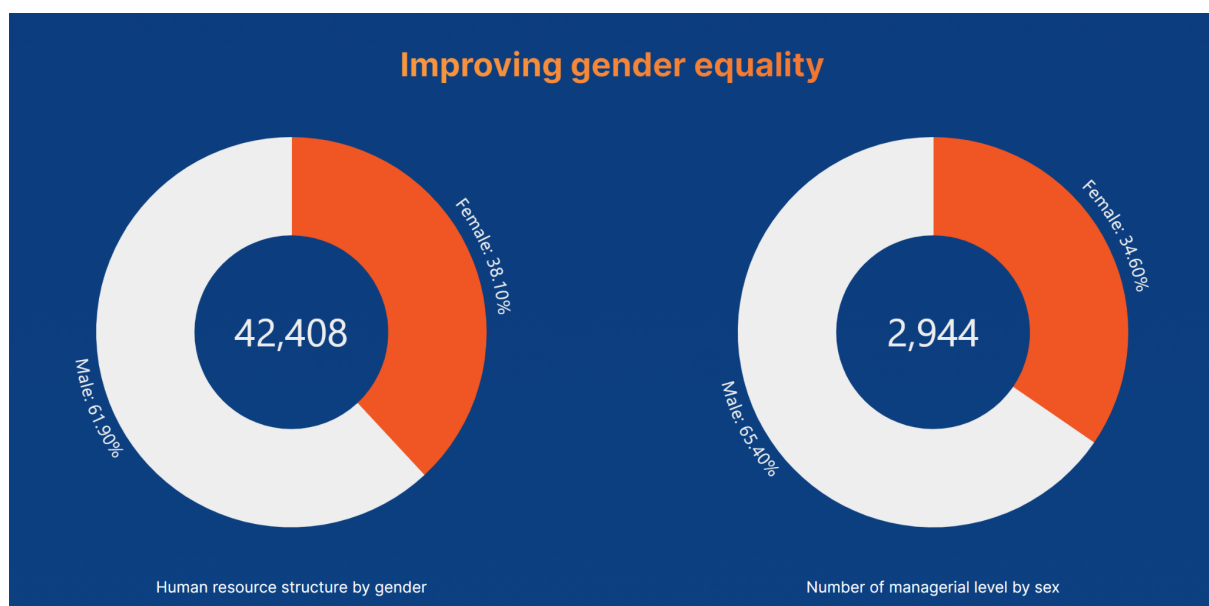
Provide Recommendations:

- Identify gaps in the current DEI policies.
- Suggest ways to improve, such as training programs, recruitment strategies, or policy changes.

Example: FPT case

D: As of December 31, 2022, FPT's human resource scale in 29 countries and territories increased by 14.1% over the same period, reaching 42,408. The technology sector continued to play a significant role with 28,533 employees, accounting for 67.3% of the total workforce, up 18.6% over 2021.

E:



I: Our core values of *"respect – innovation – teamwork – equality – exemplarity – lucidity"* were indispensable to FPT's distinctive characteristics. They are the organizational DNA and the source of strength to motivate both the leaders and employees of the Corporation. FPT accepted everyone as their authentic selves with their strengths and weaknesses. Concurrently, it facilitated employees to improve self-motivation and self-leadership, thereby maintaining a quality workforce.

Question 5: Influences of AI and Visualization

- Analyze current use of AI technologies by the company
 - + E.g. Chatbots for customer service, predictive analytics to forecast demand

Example: [Source](#)

FPT Retail has coordinated with FPT Smart Cloud to build and put into use the Virtual Call Center Assistant solution - voicebot CSAT, initially showing positive results. Applied at FPT Long Chau from April 2022, CSAT voicebot continues to be deployed at FPT Shop from February 2023

- Provide examples of AI applications and their business impact
 - + E.g. AI can enable predictive maintenance for machinery and equipment used in production, reducing downtime and maintenance costs

Example:

Benefit: Improve productivity, optimize costs

3 challenges in deploying CSAT: voice bots are regional accent, volume and accuracy

Result:

- Quick customer consultation, 24/7, anytime, anywhere
- Enhance customer experience
- Minimize operating costs, save human resources

(<https://fpt.ai/vi/cach-fpt-shop-toi-da-hoa-doanh-so-va-su-hai-long-cua-khach-hang-thong-qua-chatbot-ai>)

- You should discuss how the company addresses the ethics of AI.
 - + E.g. Algorithm audits to reduce bias, oversight committee for AI projects
- Evaluate how ethical AI practices are communicated internally and externally
 - + You can investigate whether the company has mechanisms for employees to provide feedback or report concerns related to AI ethics.
 - + Or you can determine the extent to which ethical AI practices are integrated into the company's organizational culture.

Question 6: Personal Reflection

- Key lessons you learned from guest lecture and course
- How guest lecture ties back to or reinforces course concepts
- 2-3 specific ways you can improve your own decision making

Example: Seek different perspectives, consider long-term impacts, evaluate biases