

I. ASSESSMENT RECAP

Length: 2,000 words total (excluding references)

Consulting Team Role: As a new hire in the consulting team.

Client: Major multinational corporation.

Project Objective: Prepare a business economics analysis report.

Client's Focus: Establishing a business in Vietnam.

Task: Conduct a comprehensive industry report for the Vietnamese market.

Research Areas:

- Market analysis.
- Competition assessment.
- Evaluation of potential risks and rewards.

Recommendations: Provide strategic recommendations for the MNC's venture in Vietnam.

Suggested structure:

1. Introduction
2. Market Analysis
3. Industry Analysis
4. Company Analysis
5. Recommendations and conclusion

II. DEFINITION/SLIDE SUMMARY

Incentives: are factors that motivate a person to act or exert effort.

Marginal Revenue: is the change in total revenue a firm receives when it produces one additional unit of output.

Profit-maximizing rule: states that profit maximization occurs when a firm chooses the quantity of output that equates marginal revenue and marginal cost, or $MR = MC$.

Behavioral economics is the field of economics that draws on insights from experimental psychology to explore how people make economic decisions.

Bounded rationality: (also called limited reasoning) proposes that although decision makers want a good outcome, either they are not capable of performing the problem solving that traditional economic theory assumes or they are not inclined to do so.

Framing effect: occurs when people change their answer depending on how the question is asked (or change their decision depending on how alternatives are presented).

III. REFERENCE

- [FinTech - Vietnam | Statista Market Forecast](#)
- [The Advance Of Fintech In Vietnam \(2023\) | Industry Report](#)
- [HyperLead - Báo cáo thị trường Fintech Việt Nam 2021 | Advertising Vietnam](#)