

BITI'S HUNTER

TEAM 4



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P E S T L E

Political	Economical	Social	Technological	Legal	Environmental
<ul style="list-style-type: none"> Stable political environment Footwear and leather industry support Aim at increasing domestic supply with high added-value products 	<ul style="list-style-type: none"> Developing country with 8% GDP growth in 2022 Great consumers demand High production output A positive growth of Vietnam footwear industry, sneaker account for the largest proportion 	<ul style="list-style-type: none"> Influenced by patriotic and or nationalistic spirit “Vietnamese people give priority to using Vietnamese goods” encouraged by government 	<ul style="list-style-type: none"> New technology in footwear industry (3D technology) Growth of e-commerce platforms 	<ul style="list-style-type: none"> A tightly managed society Intellectual property rights, legal responsibility for products, company establishment law, etc. 	<ul style="list-style-type: none"> High awareness of sustainability issues Environmental problems (air pollution, water pollution, plastic waste) are among top five concerns

(Lan, 2023)

(Khanh, 2023)

(MOIT, 2021)

(Banuli, 2020)

(Vietnam News, 2020)

(Statista Market Insights, 2023)



PORTER'S FIVE FORCES

THREATS OF NEW ENTRANTS: HIGH

- Low barrier to entrants
- Domestic company lack of competitiveness
- Threat of M&A from other foreign companies

E.g Vascara

BARGAINING POWER OF SUPPLIER: HIGH

- Insufficient domestic raw material
- Domestic market capacity is still small

PORTER'S FIVE FORCES

THREATS OF SUBSTITUTE: MODERATE TO HIGH

- Numerous alternatives such as **other** footwear brands, **local** and **international**, and even different types of footwear (e.g., sandals, formal shoes, etc.)
- Vietnamese consumers prefer international and imported products, claiming that they are generally of higher quality than local products (Carrasco, 2017)

BARGAINING POWER OF BUYERS: MODERATE TO HIGH

- There are **many brands and choices** available, and consumers often **seek value** for their money (McKinsey, 2023)
- Vietnamese consumers are among the most price-sensitive in Southeast Asia (Nguyen, 2020)

RIVALRY AMONG COMPETITORS: MODERATE TO HIGH

- **Domestically**, small enterprises are also intensifying competition by investing in technology and brand promotion
- **International** competitors: from China and Western brands with strong branding.

SWOT ANALYSIS OF BITI'S

Strengths

- Has a long history and be a prestige brand in Viet Nam.
- The company known for its durable shoes with reasonable price for many years.
- A variety of product quality enrichment.
- Extensive distribution system, not only in domestically but also extends in over 40 countries worldwide.
- The company has workshops, laborers, modern machinery and equipment that ensure the quantity.
- BITI'S has skilled workers and professional knowledge.

Weaknesses

- Raw materials and auxiliary industries are undeveloped.
- The lack of research and development professionals.
- The lack of research and development professionals.

SWOT ANALYSIS OF BITI'S

Opportunities

- Vietnam is in the golden population phase with the proportion of people in the X, Y and Z generations.
- The large market, more potential and unstopped development.
- The support from the government.
- Advertising: Modern technology accompanied the young psychology today.

Threats

- The demands for product's quality increased day by day.
- Consumer trust in Vietnamese brands is still low.
- Calculating the price and code patterns will be a challenge for Biti's.

SWOT ANALYSIS OF ANANAS

Strengths

- Has **20 years of experience**. It used to coordinate production for many big companies, and now it is turning to provide products for Ananas exclusively
- The brand deliberately set **a price level suitable for the income of young adults and the lives of Vietnamese people**
=> It is easy to attract potential customers.
- In this range price segment, **the quality of Ananas is quite good**.

Weaknesses

- The **material of the sneakers is still quite hard**, so it sometimes hurts customers' feet.
- The **distribution of stores is not really wide** because Ananas is still a young brand - a 'newbie' behind many domestic and foreign competitors.
- The company is **lacking brand awareness** because they mostly do not implement many advertisements
- The shoes **have not been as distinctive as people hoped**. Therefore, in the market, Ananas is criticized as a copy of Vans or Converse...

Opportunities

- Ananas's products are completely made in Vietnam and reflect Vietnamese culture; so the **Vietnamese consumers will be willing to support** more. In addition, **the market is having few competitors with prices below 1,000,000 VND**
- The Vietnamese market will be 'fertile ground' for Ananas, **low-cost classic Vulcanized shoes**

Threats

- The current Ananas is still 'very young' because **95% of Ananas employees are inexperienced**, so Ananas will find it difficult to measure the progress of the goal and is very tough to solve problems.
- In terms of competition, if the manufacturer produces the same type of shoes (vulcanized sneakers), then **consumers will want to choose products from more well-known brands, with only higher hundreds of thousands VND**. This is the way the true value of these products is more clearly demonstrated, rather than the cost of each pair.

SWOT ANALYSIS OF NIKE

Strengths

- One of the **most recognized brands** with unique, easy-to-pronounce brand name.
- Strong **brand awareness** and **brand value**
- **Huge customer base** from around the world
- **Iconic relationship** with famous brands
- Low **manufacturing cost**
- **High international presence** since it seem to appear the world

Weaknesses

- **Poor labor conditions** in foreign countries (forced labor, child labor, low wages, horrific working conditions)
- **Dependency** on North America especially US market in terms of sales and revenues
- **Lack of diversification** due to over-dependence on sporting apparel

Opportunities

- Vietnam is in the golden population phase with the proportion of people in the X, Y and Z generations
- The **large market**, more potential and unstopped development
- The **increasing of GDP** leading to higher living standard and higher consumption

Threats

- Struggle with lots of competitors in Vietnam-shoes market (foreign brands like Adidas, Puma, Sketcher, etc. or local brand like Biti's, Mot, etc.)
- Fake products which not only impact Nike's revenues but also reduce the brand reputation
- Could get into trouble with legal issues due to its lack of CSR and unethical practices

PERCEPTUAL MAP



Biti's offers a balance between quality and affordability. While it provides durable and comfortable footwear, it remains competitive price, making it an attractive option for budget-conscious consumers.



**IDENTIFY TARGET
MARKETS FOR
EACH BRAND**

STDP MODEL

Ananas®



biti's®



S

- **Geographic segmentation:**
Region: almost in Vietnam
Religion: regardless of religion
 - **Demographic segmentation:**
Age: 15-25 years old, 5-14 years old
 - **Psychographic segmentation:**
people are into exploring, experience and conquer
 - **Behavior segmentation:**
 - Satisfying personal needs
 - Buy due to work needs

T

- Young consumers want to **express their style and personality** through the brand they use.
- Quality & Affordability
- Daily wear - Mix and match

- Choosing the **average customer segment**, Ananas has focused on **young generation** customers aged **18-25** who are on the path to **self-discovery and self-confidence**

- Nike demographics include a wide range of users, aged roughly from **15 to 45 years**
- Nike consistently generates more revenue from **urban locations**
- Income ranging from **higher-income** socio-economic group
- Behaviors: **brand loyalty, consistent purchasing**

- Ananas chose the strategy of focusing on **a number of specific segments**, mainly young people who **love sneakers** and are **proud of Vietnamese products**

- Nike has also expanded its strategy to appeal to specific market segments, such as **sporty people, young athletes, and runners**



- D
- Biti's focused on strategy which **differentiate with others by a small part of the large market**, also known as the niche
 - After 4 years, Hunter's products are **improving compared to the past**
 - Hunter has adopted a **focused marketing strategy effectively**
 - When **building Tet communication campaign**



- Ananas has a **simple yet fashionable** and **colorful design**
- **Diverse and high quality** materials.
- Using **Vulcanized technology** to increase shoe durability and comfort
- The price is **moderate and suitable** for all customers
- A **diverse distribution system** and **impressive marketing campaign**



- Pulls every consumer into the fold with its fundamental pitch: **if you have a body, you are an athlete**

- P
- Biti's products proved to be of superior quality: **high durability, smoothness...**
 - Biti's has used modern technology
 - Combined with the **psychology of Vietnamese consumers** "comfort is better than pride"

- Ananas positions its brand as a **high-quality Vietnamese sneaker brand**, bringing **confidence and personality** to the wearer
- Send a message of **national pride** and **community cohesion** through the slogans "Proudly made in Vietnam" and "We are Ananas"

- Brand for athletes
- Innovative technology
- First choice for sports products
- Build a connection between Nike and the achievements of prominent athletes



COMPETITORS COMPARISON

MARKETING MIX

4 Ps	Biti's	Ananas	Nike
Product	<ul style="list-style-type: none"> Continuous improvement and innovation Constantly launching new designs Simple design with light and comfortable materials 	<ul style="list-style-type: none"> Ananas generally produce Vulcanized shoes from rubber soles with a classic shape, which outlines the simple, nostalgic style of the ancient Saigon people clearly Ananas also offers clothes and accessories 	<ul style="list-style-type: none"> Nike offers a wide variety of athletic and casual products, (sneakers, sportswear, and accessories) catering to the diverse preferences and needs of Vietnamese consumers Innovation and design
Place	<ul style="list-style-type: none"> A huge chain of offline stores Sales channels on website and e-commerce platforms 	<ul style="list-style-type: none"> A vertical marketing system that both produces and distributes to its own stores 10 different stores in Ho Chi Minh City E-commerce website 	<ul style="list-style-type: none"> Nike has a strong retail presence in Vietnam, distributed in major cities and a network of authorized retailers, malls. They also have a well-established online presence

4 Ps

Biti's

Ananas

Nike

Price

- Value-based pricing strategy: ranging from **660,000 VND to 1,500,000 VND**
- Pricing strategy: affordable price based on premium branding strategy
- Target people with **medium-income level**

- Value-based pricing strategy: prices ranging **from 490,000 VND to 1,200,000 VND**
- Pricing strategy: Track 6, costing highly (990,000 - 1,200,000 VND) but it is still worth buying from the customers' opinions

- High price - consistent with the costs of technology and modernization, image of high-end international brand

Promotion

- Marketing campaign “Going far to return”
- Influencers marketing
- Advertising on **TV, radio, social networks, posters, banners, etc.**
- **Support** its branches and distributors on marketing content and budget
- **Promotion programs, incentives**

- Ananas **only advertises on the Internet through the official website and social networks** like Facebook and Instagram
- Ananas also very **interested in public relations activities (PR)**

- Advertising, sponsorships, and digital marketing
- Stand-out emotional marketing strategies, using celebrity images, promotions on social networks, and inspirational advertisements



Conclusion

- Biti's well aware of how to take **advantage of its local market** in Vietnam which allows it to effectively segment and target its customers.
 - It differentiates its products by offering **high-quality materials at an affordable price.**
 - **Huge distribution channel** **highly accessible** product.
 - **Great concentration** of advertising targeting Vietnamese consumers, offer promotion programs and incentives.
- 



Conclusion

Unique Selling Points:

- **Initial perception from Vietnamese consumers:** Biti's is considered the first enterprise in the footwear industry. Therefore, Biti's is the first enterprise to enter the minds of consumers with high-quality products
- **Vietnamese Brand with Cultural Familiarity:** Biti's is a Vietnamese brand deeply rooted in the culture and perception of Vietnam. This local heritage allows the brand to resonate with the people, their values, and their lifestyle, creating a strong connection with consumers.
- **Innovation marketing campaigns:**
 - + Deep understanding of Vietnamese young people: lifestyles, habits, social habits.
 - + **Top of mind:** The Brand of exploring “Go to Return”, originated in Vietnam.
 - + **Cultural Relevance in Marketing:** Biti's marketing campaigns often emphasize Vietnamese culture and traditions, especially during holidays like Tet.
- Imported materials, international standards.

TEAM 4
BITI'S HUNTER
**THANK
YOU**



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