



ĐẠI HỌC QUỐC GIA HÀ NỘI
TRƯỜNG QUỐC TẾ
VNU-INTERNATIONAL SCHOOL

MODELS FOR MARKETING STRATEGY

FINAL REPORT

Group 5

Lecturer

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Course code

INS3087.01

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This assignment requires you to develop a comprehensive marketing strategy for rent service in Hoa Lac, Thach That district, Hanoi, Vietnam. Assuming that you have 30-40 rooms for rent. Data has been sent to you through Team.

Part 1: Data analysis and outcome

I. Data analysis

1. Data collection

Survey 480 data is a comprehensive dataset comprising 456 individual responses that was meticulously curated. The objective of data collection in this study is to provide the necessary foundation for market analysis, customer understanding, and the development of appropriate marketing strategies for rental services in the Hoa Lac area. Through data collection, UniHouse can gain a comprehensive understanding of customer demographics, including age, gender and occupation. This allows for accurate identification of customer needs, preferences, and the factors influencing their rental decisions, enabling the design of tailored services that attract and retain customers effectively.

Data composition:

- Entries: 456
- Method: Online survey form
- Primary focus: Student studying and working people in Hoa Lac

Category	Attribute	Descriptives
Personal information	Name	The name of the survey participant
	Age	The age of the survey participant
	Gender	The gender of the participant

	Job	The current occupation of the participant
Room rental needs and characteristics	Room Type	The type of rental room the participant desires
	Monthly Expenses	The participant's monthly expenditure on rent
	Monthly Income	The participant's monthly income
	Preferred Number of Roommates	The number of roommates the participant prefers to share the rental with
	Rent Priority	The criteria the participant prioritizes when choosing a rental room
	Rent requirement	Specific requirements for the rental room
	Past Moving Reason	Reasons why the participant previously moved out
Information sources and satisfaction levels	Rent Info	A description of the current state or features of the rental room
	Would Recommend	The channel through which the participant learned about the rental

	Service Satisfaction	The participant's level of satisfaction with the service, rated on a scale (in this table, from 1 to 4).
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Table 1: Attribute overview of dataset

2. Estimated partworths utilities and importance scores

Preference partworths				
Average and standard statistics for preference partworths.				
	Average	Std dev.	Minimum	Maximum
2 ngủ 1 khách	6,6	7,3	0,0	26,4
1 ngủ 1 khách	11,3	10,1	0,0	36,6
Studio	5,6	6,6	0,0	24,6
2 triệu đến 3 triệu	17,6	13,0	0,0	45,9
lớn hơn 3 triệu	6,6	8,2	0,0	38,6
1 triệu đến 2 triệu	10,5	8,8	0,0	40,0
bé hơn 1 triệu	11,8	10,6	0,0	33,4
2 đến 4 người	12,2	9,5	0,0	35,7
1 người	5,1	7,4	0,0	36,5
0 người	14,4	14,2	0,0	49,3
lớn hơn 4 người	22,0	15,2	0,0	55,0
Nhà riêng	10,3	12,0	0,0	48,9
Chung cư	17,2	13,8	0,0	39,6
Nhà chung chủ	13,4	11,0	0,0	42,1
Nhà dãy	6,5	6,9	0,0	29,3

Table 2: Preference partworths

- **Estimated partworths utilities**

- *Relative preference:* Partworths utilities represent the relative desirability of each attribute level. Higher values indicate stronger preference.
- *Zero point:* The zero point is arbitrary. What matters are the relative differences between the values.
- *Example:* "Chung cư" has a part-worth of 17.2, while "Nhà dãy" has 6.5. This suggests respondents, on average, have a much stronger preference for living in an apartment compared to a row house.

- **Importance score**

To determine the overall importance of each attribute, we need to consider the range of partworths utilities within that attribute:

- **Calculate the range:** For each attribute, find the difference between the maximum and minimum part-worth utility.
 - *Room Type:* Range = 11.3 (1 ngủ 1 khách) - 5.6 (Studio) = 5.7
 - *Monthly Expenses:* Range = 17.6 (2 triệu đến 3 triệu) - 6.6 (lớn hơn 3 triệu) = 11
 - *Preferred Number of Roommates:* Range = 22.0 (lớn hơn 4 người) - 5.1 (1 người) = 16.9
 - *Rent Priority:* Range = 17.2 (Chung cư) - 6.5 (Nhà dãy) = 10.7
- **Sum the ranges:** Add up the ranges for all attributes.
 - Sum of Ranges: $5.7 + 11 + 16.9 + 10.7 = 44.3$
- **Calculate importance:** Divide each attribute's range by the sum of all ranges and multiply by 100 to express it as a percentage
 - *Room Type:* $(5.7 / 44.3) * 100 = 12.9\%$
 - *Monthly Expenses:* $(11 / 44.3) * 100 = 24.8\%$
 - *Preferred Number of Roommates:* $(16.9 / 44.3) * 100 = 38.1\%$
 - *Rent Priority:* $(10.7 / 44.3) * 100 = 24.2\%$

II. Conjoint options

1. Attributes and Levels

In evaluating rental properties, there are **four** key attributes that significantly influence respondents' preferences and choices. These attributes and their respective levels are described below:

	Room Type	Monthly Expenses	Preferred Number of Roommate	Rent Priority
Level 1	2 ngủ 1 khách	2 triệu đến 3 triệu	2 đến 4 người	Nhà riêng
Level 2	1 ngủ 1 khách	lớn hơn 3 triệu	1 người	Chung cư
Level 3	Studio	1 triệu đến 2 triệu	0 người	Nhà chung chủ
Level 4		bé hơn 1 triệu	lớn hơn 4 người	Nhà dẫy

Table 3: Attributes and Levels

- **Attributes:**

- *Room Type*: Refers to the configuration of the rental unit, which determines its layout and living space arrangement.
- *Monthly Expenses*: Represents the estimated cost of living in the rental, including rent and associated expenses.
- *Preferred Number of Roommates*: Indicates the respondent's desired number of people to share the living space with.
- *Rent Priority*: Relates to the type of building or property in which the rental unit is located.

- **Levels:**

- *Room Type*: 2 ngủ 1 khách, 1 ngủ 1 khách, Studio
- *Monthly Expenses*: 2 triệu đến 3 triệu, lớn hơn 3 triệu, 1 triệu đến 2 triệu, bé hơn 1 triệu
- *Preferred Number of Roommates*: 2 đến 4 người, 1 người, 0 người, lớn hơn 4 người
- *Rent Priority*: Nhà riêng, Chung cư, Nhà chung chủ, Nhà dẫy

2. Conjoint options

- **Option selected**

Options selected		
	Option	Selection
	Estimation method	Estimated from ratings (short format)
	Incremental revenue	No
	Current market shares	No
	Restrict levels	No
	Run simulations	No
	Date and time	2024-12-20 09:53:18 UTC

Table 4: Options selected

- *Estimation method*: “Estimated from ratings (short format)” refers to how the preferences for different attribute levels are estimated by short format.
- *Incremental revenue*: "No", indicating the analysis is not focused on calculating the potential revenue increase from introducing a new product or changing features.
- *Current market shares*: "No", means the analysis won't incorporate existing market share data for different products or competitors.
- *Restrict levels*: "No" here means will not restrict any attribute levels during the analysis. All levels defined in conjoint design will be considered.
- *Run simulations*: "No" , indicates the analysis will not include simulations to predict market share or other outcomes based on different scenarios.

● Data description

Data description				
	Data	Number of Rows	Number of columns	Column names
1	Conjoint design data	4	5	C0, Room Type, Monthly Expenses, Preferred Number of Roommate, Rent Priority
2	Ratings data (short format)	456	193	C0, P1, P2, P3, P4, ...
3	Rating profiles data (short format)	4	193	C0, P1, P2, P3, P4, ...

Table 5: Data description

- *Conjoint design data*: This dataset is constructed based on attributes, attribute levels, and customer IDs (CO ID). It forms the foundation for defining the product profiles presented to customers in the study.
- *Ratings data (short format)*: This dataset includes 456 responses from customers and 193 columns, with each column representing a specific combination of attribute

levels presented. The data records which profiles were selected by each customer in each choice set.

- *Rating profiles data (short format)*: This dataset contains 4 rows, corresponding to the 4 main attributes in the study. Each of the 193 columns represents a specific profile designed from the combination of attribute levels.

III. Outcome interpretation

1. Preference insights

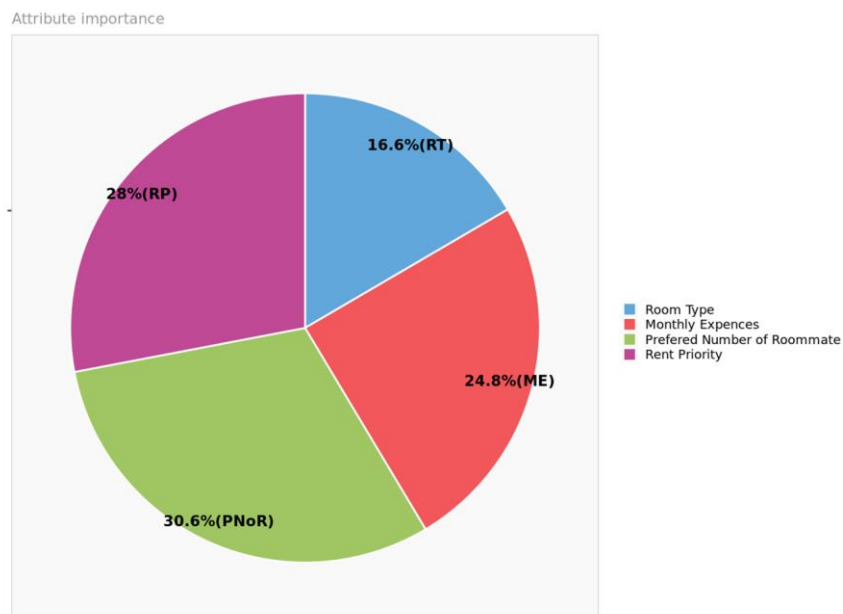


Figure 1: Attribute importance pie chart

- *Preferred Number of Roommates Dominates*: With 30.6% of the influence, the "Preferred Number of Roommates" is the most significant factor in rental choices, indicating that who people live with is a primary concern.
- *Rent Priority is a Close Second*: At 28%, "Rent Priority" (the type of building) is nearly as important as the number of roommates, showing strong preferences for the kind of housing people want.
- *Monthly Expenses Matter, but Less Than Social Factors*: "Monthly Expenses" have a moderate influence at 24.8%. While cost is a consideration, it is less critical than the social aspects of living arrangements and the type of building.

- Room Type is *Least Important*: With only 16.6% influence, "Room Type" is the least important attribute. This suggests that people are more flexible with the specific layout of their rental as long as other preferences are met.

2. Market Segmentation

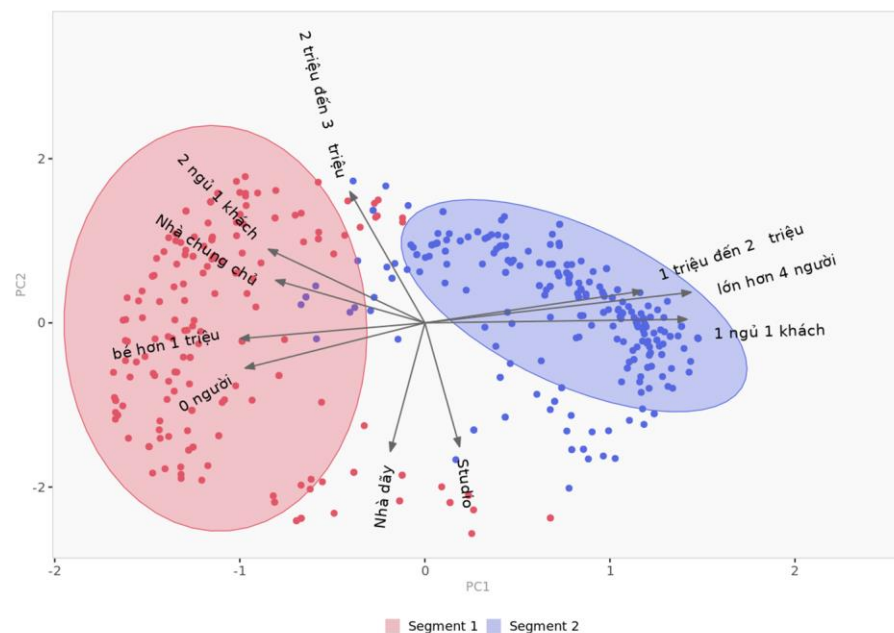


Figure 2: Segmentation space using principal component analysis

○ *Understanding the Chart:*

The chart provides a comprehensive visualization of customer preferences, structured using principal component analysis (PCA) to highlight the underlying dimensions influencing decision-making. The key elements of the chart are detailed as follows:

- *Axes*: The two axes, labeled PC1 and PC2, represent principal components derived from the original attributes, such as room type and expenses. These components encapsulate the primary variations in preferences, offering a summarized view of the key factors driving customer choices.
- *Points*: Each point on the chart corresponds to an individual respondent. The position of these points reflects their combined preferences across all evaluated attributes, enabling the identification of patterns and clusters within the data.

- *Ellipses:* The colored ellipses delineate two distinct clusters of respondents, signifying separate market segments with differing preferences. These segments provide insights into diverse customer needs and priorities, facilitating targeted marketing strategies.
- *Arrows:* The arrows on the chart indicate the ideal combinations of features for each market segment. The proximity of a respondent's position to an arrow denotes a stronger preference for the corresponding attribute level, aiding in the interpretation of dominant preferences.

- ***Segment***

The segmentation analysis identifies two distinct market segments with divergent preferences and priorities when selecting rental accommodations:

- ***Segment 1 (Red):***
 - *Preferences:* This segment shows a strong preference for: "Nhà chung chủ" , "2 ngủ 1 khách" , "2 triệu đến 3 triệu" , "0 người"
 - *Interpretation:* This segment likely represents young professionals or individuals seeking private and cost-effective living arrangements. They value affordability while maintaining privacy, making them an ideal target for mid-range rental properties with limited occupancy.
- ***Segment 2 (Blue):***
 - *Preferences:* This segment leans towards: "Studio", "1 triệu đến 2 triệu", "1 ngủ 1 khách", "lớn hơn 4 người" , "Nhà dãy" .
 - *Interpretation:* This segment seems to prioritize cost savings and social living arrangements, making them likely to consist of students or young individuals comfortable with shared spaces. Affordability appears to outweigh privacy concerns for this group.
- *Distinct Preferences:* The clear separation between the two ellipses on the chart highlights the distinct priorities and preferences of these market segments. This

segmentation provides actionable insights for tailoring rental offerings to meet the unique needs of each group, ensuring targeted marketing strategies and optimized customer satisfaction.

Part 2: Developing the strategies

I. Introduction about the UniHouse

UniHouse is a unique rental service project located in Hoa Lac, Thach That District, Hanoi, Vietnam, aiming to create a modern, comfortable, and environmentally friendly living space. With 30-40 rental rooms, UniHouse not only meets the housing needs of students working in the surrounding area but also plays a key role in enhancing the quality of life and promoting sustainable values. With the district's increasing population of students, there is an unparalleled demand for quality, affordable, and conveniently located living spaces. UniHouse is uniquely equipped to meet this demand through an innovative approach and a dedication to excellence.

Hoa Lac, Thach That district, represents more than a geographical location; it is a lively community brimming with opportunities and a rich blend of cultural and professional diversity. This dynamic area harmonizes tradition and modernity, where convenience is not just desired but essential. With a thorough understanding of the region's distinctive character and varied population, UniHouse is well-positioned to deliver rental solutions tailored to meet these unique needs.

Despite the activity in Hoa Lac's rental market, there is a noticeable lack of providers who genuinely grasp and address the nuanced requirements of its diverse tenants. Many current services adopt a generic, one-size-fits-all approach that often fails to satisfy the specific expectations of different tenant groups. UniHouse aims to bridge this gap by providing a rental experience that prioritizes personalization and customer satisfaction.

This paper focuses on building a comprehensive marketing strategy for UniHouse, encompassing market analysis, product and service development, and the implementation of creative promotional strategies. By integrating theoretical frameworks with practical

data, this paper aims to provide valuable insights for investors and managers in the rental service sector in Hoa Lac and beyond.

II. UniHouse Business Analysis

1. Vision and mission statement

1.1. Vision Statement

UniHouse aims to establish itself as the leading provider of eco-friendly and affordable housing for students and young professionals in Hoa Lac. By setting a benchmark for sustainable living in Vietnam's evolving housing market, the company aspires to deliver high-quality accommodations that align with the values of today's environmentally conscious generation. As Vietnam's education sector expands, UniHouse is dedicated to fostering green living communities that support academic and personal growth. The company also envisions extending its presence to other key educational hubs across Vietnam, maintaining its focus on top-tier, sustainable housing solutions.

1.2. Mission Statement

UniHouse is committed to enhancing the room rental experience in the Hoa Lac area, Thach That district, by providing high-quality, affordable, and convenient living spaces tailored to the needs of students and working people. Through a focus on innovation and customer satisfaction, UniHouse strives to create not just rental options but meaningful and comfortable living environments that contribute to a thriving community.

2. Understand marketplace: Macro & Micro

To understand the marketplace, businesses need to analyze both the **micro** and **macro** environments. These two levels provide insights into the broader and immediate factors that influence the market and guide decision-making.

2.1. Microenvironment

2.1.1. The Company

UniHouse is positioned as a leading rental service provider in the Hoa Lac area, focusing on delivering high-quality, affordable housing solutions. With a mission to redefine the rental experience, the company prioritizes customer satisfaction, innovation, and community building. Its strengths lie in its deep understanding of tenant needs and its commitment to tailored services. However, the company faces challenges in balancing affordability with quality, particularly in the context of rising operational costs. Strategic partnerships and effective resource management are essential to maintaining its competitive edge.

2.1.2. Suppliers

Suppliers play a critical role in UniHouse's operations, providing essential materials, furniture, and utilities to ensure high standards across all rental properties. Building strong relationships with reliable suppliers allows the company to maintain consistent quality and negotiate favorable pricing. However, dependency on a limited number of suppliers poses risks, such as potential delays or cost increases due to supply chain disruptions. Diversifying the supplier base and fostering long-term partnerships can help mitigate these challenges.

2.1.3. Marketing intermediaries

Marketing intermediaries, including real estate agents, property listing platforms, and digital marketing agencies, are instrumental in helping UniHouse reach prospective tenants. Collaborating with these intermediaries enables the company to expand its visibility and attract a broader customer base. To further enhance its marketing efforts, UniHouse could explore developing proprietary platforms or mobile applications for direct tenant interaction, reducing dependency on third-party channels and optimizing operational efficiency.

2.1.4. Competitors

The rental market in Hoa Lac is highly competitive, with UniHouse facing competition from private landlords and established real estate firms offering similar housing solutions. While many competitors adopt a generic approach, UniHouse differentiates itself through personalized services and a focus on tenant satisfaction such

as eco-friendly and affordable housing. Nonetheless, the potential entry of larger players with greater resources and aggressive pricing strategies remains a significant threat. To sustain its market position, UniHouse must continuously innovate and highlight its unique value propositions.

2.1.5. Publics

Publics, such as the media and local communities play a crucial role in shaping UniHouse's image and operational success. Positive engagement with local communities and leveraging media platforms can enhance the company's reputation and build trust among stakeholders. Additionally, adhering to government regulations and maintaining open communication with policymakers can minimize risks and establish UniHouse as a responsible and compliant service provider.

2.1.6. Customers

UniHouse primarily focuses on serving students and young professionals, a significant and growing demographic in the Hoa Lac area due to its proximity to universities and educational institutions. Students seek affordable, conveniently located rental spaces that provide essential amenities such as high-speed Wi-Fi, communal areas for studying and socializing, and laundry facilities. Their demand for flexibility in lease terms and pricing also aligns with UniHouse's commitment to tailored solutions. By understanding students' unique needs and fostering a supportive, community-oriented environment, UniHouse can position itself as the preferred housing provider for this target group, ensuring long-term occupancy and positive word-of-mouth promotion.

2.2. Macroenvironment

2.2.1. Demographic

The Hoa Lac area is experiencing rapid population growth, driven by its development as a hub for education, technology, and industry. This demographic trend creates a sustained demand for rental housing, particularly among students and young professionals. UniHouse must tailor its offerings to cater to these groups, providing affordable co-living spaces for students and fully-furnished apartments for professionals.

Understanding the demographic shifts and aligning services with tenant needs will be critical for UniHouse's success.

2.2.2. Economic

Economic growth in Hanoi, particularly in Hoa Lac, presents significant opportunities for UniHouse to expand its operations. However, rising living costs and inflationary pressures make affordability a critical factor for tenants. By maintaining cost-effective operations and offering value-added services, such as flexible lease terms and smart home features, UniHouse can attract a wider range of customers. Monitoring economic fluctuations and adapting pricing strategies will be essential to sustaining profitability.

2.2.3. Natural

The availability of land and resources in Hoa Lac supports UniHouse's expansion plans, but environmental concerns are increasingly shaping tenant preferences. Sustainable practices, such as using energy-efficient materials, integrating renewable energy sources, and promoting waste reduction, can enhance UniHouse's appeal to environmentally conscious tenants. Balancing development with environmental preservation will also align the company with government initiatives and global sustainability trends.

2.2.4. Technological

Advancements in technology provide UniHouse with opportunities to enhance its offerings and streamline operations. Features like smart home systems, automated utilities, and digital booking platforms can improve tenant satisfaction and operational efficiency. However, implementing and maintaining these technologies requires continuous investment and innovation. UniHouse should prioritize technology integration to stay competitive and cater to the expectations of tech-savvy tenants.

2.2.5. Political

The political environment in Hoa Lac is favorable for housing development, with government policies promoting urbanization and infrastructure improvements. Compliance with local housing regulations and zoning laws is critical to avoiding

operational disruptions. Proactively addressing regulatory changes and engaging with policymakers can position UniHouse as a responsible and forward-thinking organization. However, potential policy shifts or increased taxation could pose challenges, requiring UniHouse to remain agile and adaptive.

2.2.6. Cultural

Hoa Lac represents a unique blend of traditional Vietnamese culture and modern urban lifestyles, influencing tenant preferences. UniHouse must balance these aspects by offering living spaces that respect cultural values while incorporating contemporary amenities. Additionally, fostering a sense of community through shared spaces and events can enhance tenant experiences and create a loyal customer base. Adapting to evolving cultural trends and maintaining cultural sensitivity will strengthen UniHouse's market presence.

3. Porter's Five Forces

Porter's Five Forces are examined in relation to the Hoa Lac, Thach The rental room market in that district sheds light on important factors influencing UniHouse's competitive environment. A thorough grasp of the complex dynamics affecting competitive advantage and strategic decision-making is made possible by this analytical approach.

3.1. Competitive rivalry

The district's competitive rivalry examines how fiercely current rental service providers compete with one another. Crucial factors include the market growth paths, differentiation tactics used, and the number of rivals. To create a strong position in the face of competition, UniHouse needs to manage the complexities of market expansion, create distinctive value propositions, and evaluate the effects of exit obstacles.

3.2. Bargaining power of suppliers

The ability of suppliers to negotiate has a significant impact on operational resilience in the room service rental industry. One important factor is the concentration of providers, especially those offering rental lodgings vital resources and services. Notably,

the balance of power is greatly impacted by the distinctiveness of the services provided, the cost of switching, and the reliance on certain providers. To maintain a strong supplier connection and minimize any weaknesses, UniHouse has to manage these elements.

3.3. Bargaining power of buyers

One of the main factors affecting pricing tactics and customer satisfaction is the bargaining power of renters and consumers. Tenants' negotiating power is influenced by a number of factors, including the sheer number of people looking for housing, the perceived uniformity of rental services, and the ease with which they may obtain information. Furthermore, switching costs are a critical factor that must be taken into account, which means UniHouse must take calculated measures to accommodate tenant preferences without sacrificing profitability.

3.4. Threats of new entrants

UniHouse must have a keen understanding of the threat posed by new competitors as it positions itself in this dynamic market. Analyzing entrance barriers, which include financial needs, brand awareness, and legal restrictions, offers valuable information about the opportunities or problems that new competitors may pose. A strategic landscape that requires skillful navigation to strengthen the market position against potential entrants is created by the interaction of economies of scale, distribution channel access, and current brand loyalty.

3.5. Threats of substitute products

In the rich tapestry of Hoa Lac's renting room market, the threat of substitutes warrants an examination of alternative housing alternatives for tenants. The accessibility and attraction of these replacements, together with considerations of price-performance trade-offs, highlight their importance to industry profitability. The ease of transferring between alternative housing options, as measured by switching costs, offers a subtle issue for Hanoi Haven Rentals in securing and retaining its renter base.

In conclusion, the Porter's Five Forces analysis reveals the critical factors influencing UniHouse's position in the Hoa Lac, Thach That rental market. Competitive

rivalry necessitates strong differentiation and value propositions, while managing supplier relationships ensures operational stability. Tenant bargaining power highlights the need to balance customer satisfaction with profitability. Additionally, the threats of new entrants and substitutes require strategic agility to address challenges and seize opportunities. By addressing these forces effectively, UniHouse can establish a sustainable competitive advantage in the market.

4. SWOT analysis

4.1. Strengths

- *Tax advantages:* Property owners may qualify for tax deductions on expenses related to their rental properties, such as mortgage interest and property taxes.
- *Consistent demand:* The rental market remains strong, as many individuals and families choose to rent rather than purchase a home.
- *Flexible management options:* Owners can manage their rental properties themselves or opt to hire a property management company to handle daily operations and tenant selection.
- *Steady passive income:* Rental properties provide a dependable income stream, with regular rental payments covering expenses and generating passive income.
- *Long-term value appreciation:* Real estate generally increases in value over time, making it a favorable long-term investment.

4.2. Weaknesses

- *High initial investment:* Purchasing rental properties requires significant capital, which can be a barrier for potential investors.
- *Late or unpaid rent:* Delayed or missing rent payments can disrupt cash flow and profitability.

- *Ongoing expenses:* Maintenance, repairs, property taxes, and insurance can reduce overall profits.
- *Tenant turnover:* Frequent tenant changes can lead to vacancies, additional marketing, and higher screening costs.
- *Legal complexity:* Landlord-tenant laws differ by state and can be complex, requiring time and effort to navigate.

4.3. Opportunities

- *Short-term rentals:* Platforms like Airbnb have increased the popularity of short-term rentals. Property owners can earn higher rental income by offering their properties for short-term stays, particularly in tourist areas or high-demand locations.
- *Corporate rentals:* Companies often provide temporary housing for relocating employees or those on business assignments. Property owners can partner with businesses to secure a steady stream of tenants and long-term leases, ensuring stable income.
- *Student housing:* College towns offer an opportunity to cater to students by providing affordable housing options, which typically have high occupancy rates. However, this requires frequent repairs and maintenance, as well as managing peak seasons.

4.4. Threats

- *Economic recessions:* In times of economic downturn, fewer people may be able to afford rental properties, leading to decreased occupancy rates and revenue.
- *Tenant turnover:* Constant tenant turnover can negatively impact business stability by lowering occupancy rates and raising costs for tenant screening and preparing the property for new tenants.

- *Legal issues:* Landlords may face legal challenges, such as disputes with tenants or eviction lawsuits, which can damage their reputation and financial standing.
- *Natural disasters:* Events like floods, hurricanes, or tornadoes can severely damage rental properties, leading to costly repairs or rebuilds.
- *Regulatory changes:* Rental property owners must comply with various legal requirements. New or updated regulations can increase operational costs and lower profitability.

III. Segmentation

1. Define the market

1.1. Geographical scope

UniHouse is located in the Hoa Lac area of Thach That District, Hanoi, a rapidly developing region with a concentration of leading educational, technological, and industrial centers. Hoa Lac is home to major universities such as Vietnam National University (VNU), FPT University, and various technical training institutes. Additionally, the area hosts the Hoa Lac Hi-Tech Park, a key technology hub in Northern Vietnam. With its improving transportation infrastructure, including roads connecting Hanoi and neighboring areas, Hoa Lac presents a prime location for rental services.

1.2. Target customers

- *Students:* This segment mainly consists of students from universities in the Hoa Lac area. Their needs focus on affordable rental options, basic amenities, proximity to their schools, and a safe living environment.
- *Young professionals and office workers:* These individuals primarily work at the Hoa Lac Hi-Tech Park and nearby industrial zones. They prefer housing close to their workplaces, offering privacy, modern amenities like high-speed internet, and opportunities for community engagement.

1.3. Market needs

Market analysis and surveys have identified the following key needs of potential customers:

- *Affordable pricing:* Rent must align with the average income of students and young workers, ranging from VND 3-4 million per month.
- *Modern amenities:* Essential features include high-speed internet, air conditioning, fully furnished spaces, and communal areas.
- *Convenient location:* Proximity to schools and the hi-tech park to save travel time and costs is a top priority.
- *Sustainable living environment:* Increasingly, customers value eco-friendly spaces that incorporate renewable energy and natural elements.
- *Value-added services:* These include cleaning, fast maintenance, and community events to enhance the living experience.

1.4. Competitors

The current rental market in Hoa Lac features the following competitors:

- *Individual landlords:* Many local landlords offer private rooms or houses but often lack modern amenities and professional management.
- *Large real estate projects:* Some real estate companies have begun offering rental apartments, but the high rental prices make these options unsuitable for most students and young workers.

UniHouse can leverage the weaknesses of competitors, particularly the lack of consistency in amenities and services, to establish itself as a leader with modern management and superior offerings.

1.5. Unique Selling Points (USP)

UniHouse has identified the following differentiators to build a competitive advantage:

- *Prime location:* Proximity to major universities and the hi-tech park ensures maximum convenience for tenants.
- *Modern amenities:* Fully furnished spaces with high-speed internet, energy-saving systems, and high-standard facilities.
- *Sustainable living:* Green solutions such as solar energy, water recycling systems, and green spaces within the premises.
- *Value-added services:* Free cleaning, 24/7 quick maintenance, and community events to foster a positive and engaging living experience.
- *Competitive pricing:* With affordable rents ranging from VND 3-4 million per month and flexible discount policies, UniHouse caters to the budget of its target customers.

In conclusion, UniHouse aims to provide modern rental solutions tailored to the diverse needs of students, young professionals, and other groups in Hoa Lac. With standout features such as location, amenities, and services, UniHouse not only meets basic needs but also creates a unique and sustainable living experience.

2. Segmentation method

2.1. Demographic segmentation

- *Age:* Based on the survey dataset, despite all respondents being 21 years old, we can infer two main age groups:
 - *Students (18-22):* Generally have lower monthly income and expenses, and prefer affordable accommodation near universities.
 - *Working professionals (23-40):* Typically have higher monthly income, are willing to pay more for privacy and amenities, and prefer locations near workplaces
- *Gender:*

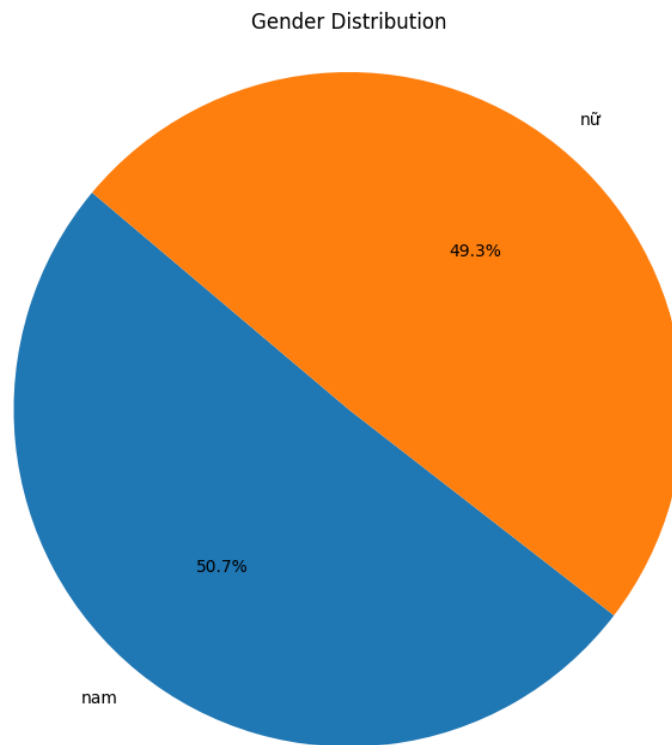


Figure 3: Gender Distribution pie chart

This pie chart depicts the gender distribution of respondents from a rental survey. The largest portion of the survey's respondents is male, making up 50.7% of the total, as indicated by the blue section of the chart. The orange section represents female respondents, who constitute 49.3% of the surveyed population. This information suggests that males are a predominant demographic in the context of this rental survey, which could influence rental marketing strategies, property features, and service offerings to cater to the interests and preferences of this majority group. Marketing targeted at the female segment should also be considered given its substantial representation.

- *Job:*

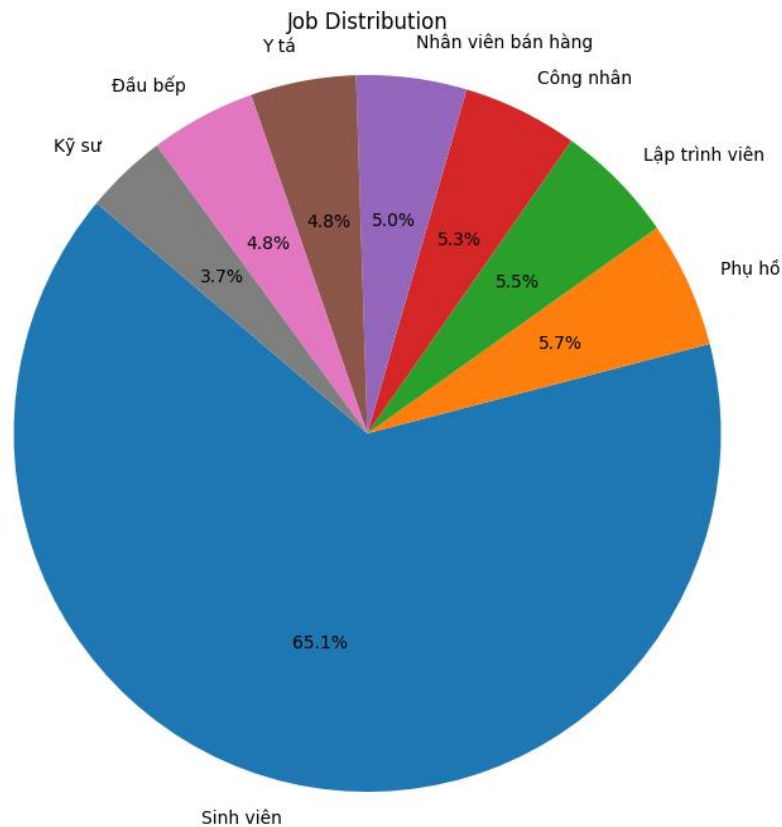


Figure 4: Job Distribution pie chart

The pie chart shows the job status of respondents in a rental survey, differentiating between students and working professionals. A significant majority, 65.1%, of the respondents are students, which could reflect the survey's demographic or the proximity of rental properties to educational institutions. Working professionals make up a total 34.9% of the respondents, representing a substantial but smaller fraction compared to students. This data suggests that rental demand in the surveyed area is strongly driven by the student population, which could be those seeking housing near their educational institutions.

2.2. Geographic segmentation

- *Rent requirement:*

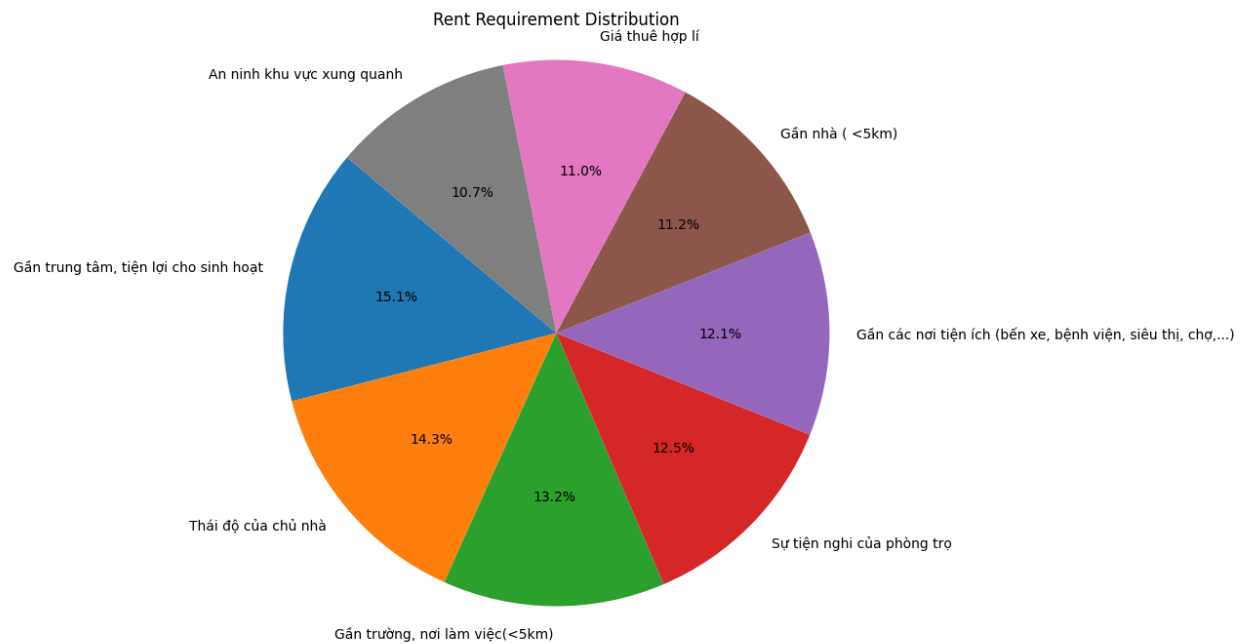


Figure 5: Rent Requirement Distribution pie chart

The pie chart illustrates the demand for rental housing based on a survey, focusing on geographic location factors. Proximity to the center accounts for 15.1%, proximity to schools and workplaces for 13.2%, proximity to amenities for 12.1%, and proximity to home for 11.2%. Altogether, geographic location factors make up 51.6% of the total demand. This significant percentage highlights the importance of geographic location in rental housing decisions, likely reflecting the characteristics of the survey area or the proximity of rental properties to educational institutions and amenities.

2.3. Psychographic segmentation

- *Rent Priority:*

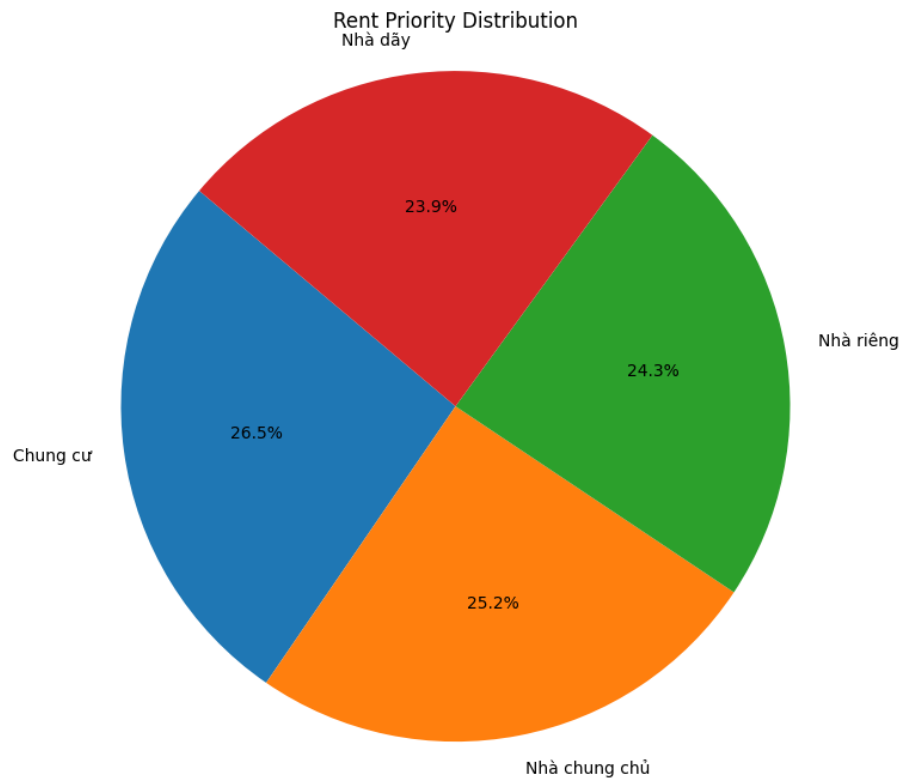


Figure 6: Rent Priority Distribution pie chart

The pie chart illustrates the types of housing that tenants prioritize when renting. Apartments are the most preferred type, making up 26.5% of responses, followed closely by Private houses at 25.2%. Shared housing with the owner and row house are slightly less preferred at 25.2% and 23.9%, respectively. This distribution indicates a relatively even split in housing preferences, with apartments having a slight edge. This could be due to factors like perceived convenience, security, and modern amenities often associated with apartment living. The strong preference for private houses may reflect a desire for more space, independence, and a sense of community. Landlords should consider this diverse demand by offering a range of housing options to cater to different needs and preferences, ensuring a diverse portfolio that appeals to a wider range of potential tenants.

- *Past Moving Reason:*

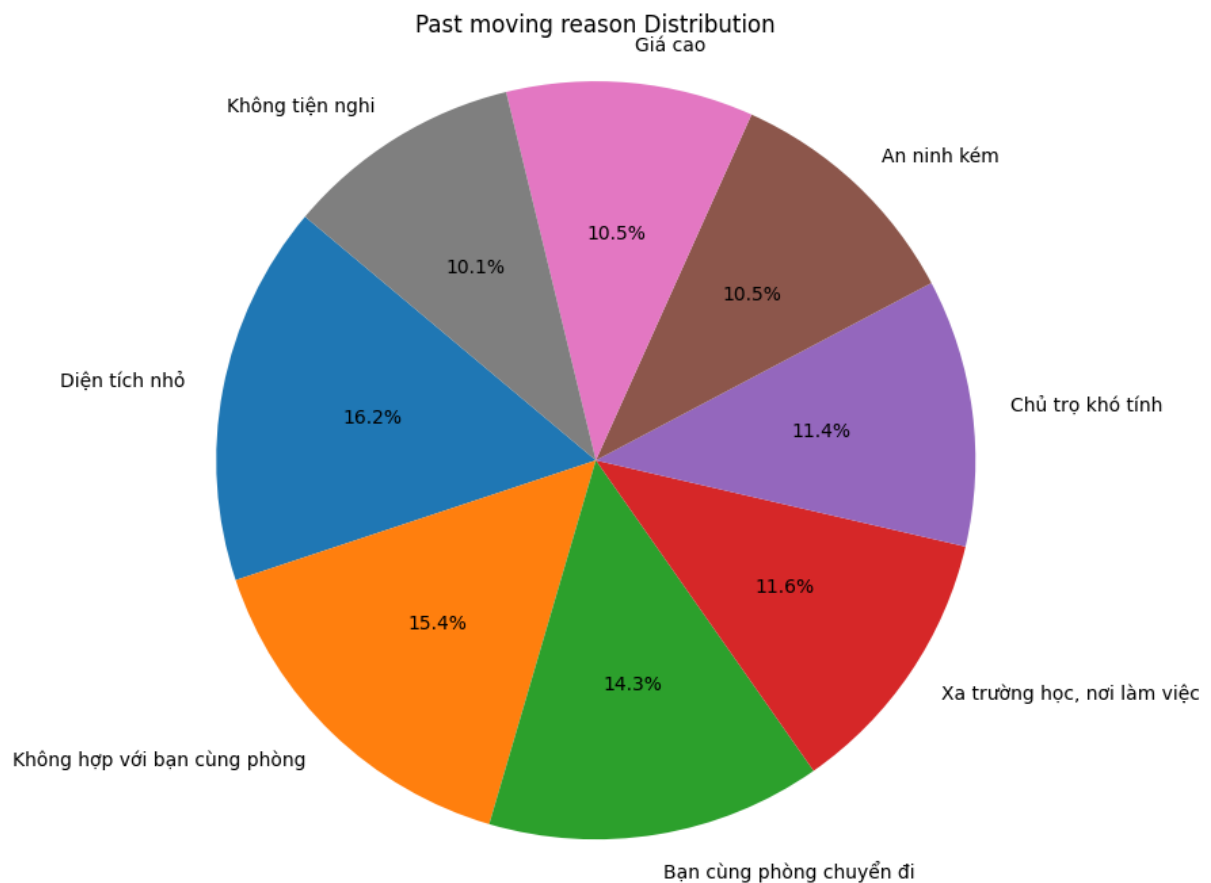


Figure 7: Past moving reason Distribution pie chart

The pie chart illustrates the various reasons why tenants have moved in the past. "Small area" is the most common reason, accounting for 16.2% of responses, followed by "incompatible with roommates" at 15.4%. Several reasons cluster around 10-11%, including "high price," "lack of amenities," "poor security," "landlord is difficult," "far from school/work," and "roommates moved out." This distribution suggests that tenants prioritize space and compatibility with roommates. The variety of reasons highlights the diverse needs and preferences of tenants, reminding landlords to consider factors like room size, amenities, security, and fostering a positive landlord-tenant relationship. Addressing these concerns can potentially improve tenant retention and reduce turnover.

- *Rent info*

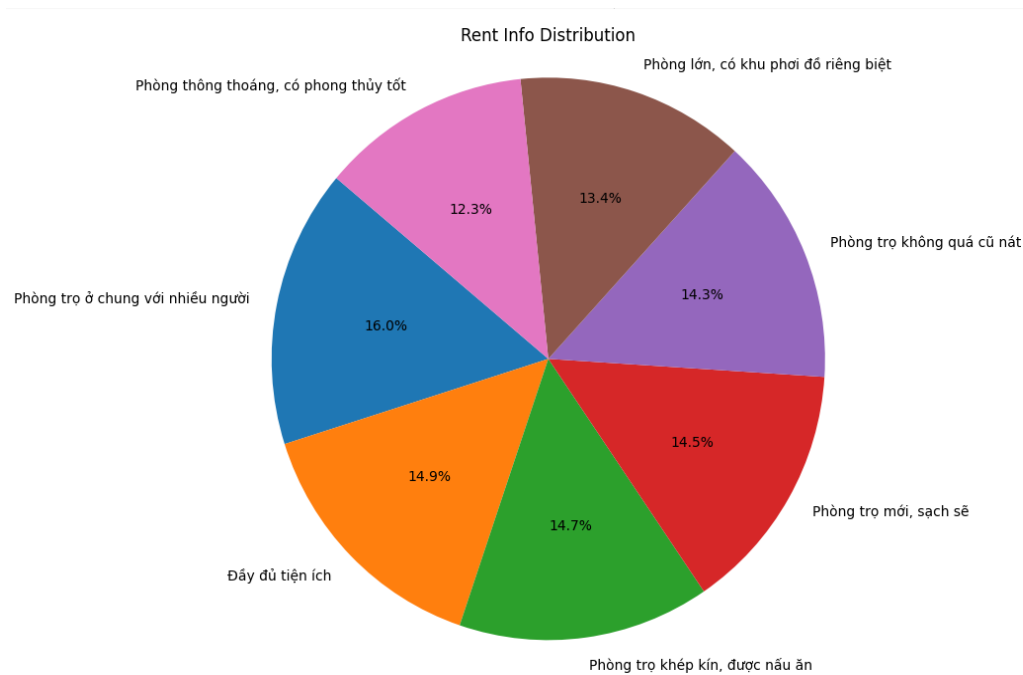


Figure 8: Rent info Distribution pie chart

The pie chart, titled "Rent Info Distribution," displays the various factors that influence tenants' decisions when seeking rental information. Shared rooms with multiple people is the most influential factor, accounting for 16% of responses. Several other factors cluster around 14-15%, including Full amenities, Private rooms with cooking allowed, New and clean rooms, Rooms that are not too old, Large rooms with separate drying areas, and "Fairy rooms with good "feng shui". This distribution suggests that tenants prioritize practical considerations like the ability to share a room with others, the availability of amenities, and the condition and features of the room itself. Landlords should highlight these aspects in their rental listings and marketing materials to attract potential tenants. Providing clear and detailed information about room features, amenities, and the overall living environment can significantly influence tenant decisions.

- *Would Recommend:*

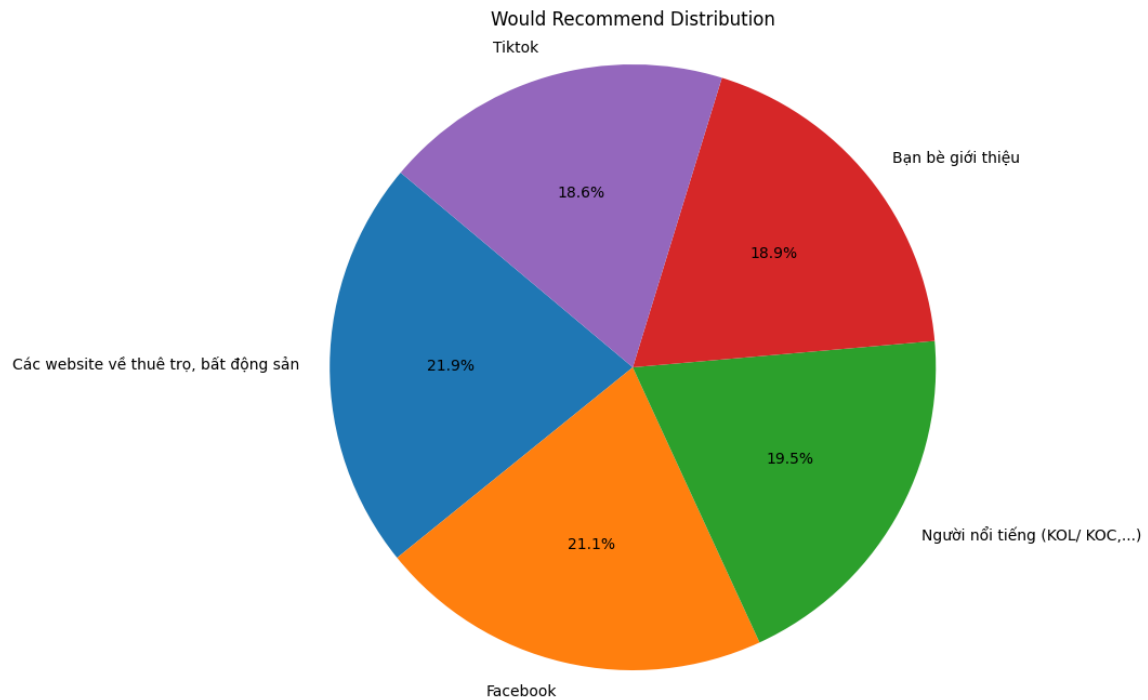


Figure 9: Would Recommend Distribution pie chart

The pie chart illustrates the preferred channels tenants would use to recommend the rental service. Rental and real estate websites are the most popular channel, accounting for 21.9% of responses. Facebook and Influencers/KOL/KOC follow closely at 21.1% and 19.5%, respectively. Friend referrals and "TikTok" are slightly less preferred at 18.9% and 18.6%. This distribution highlights the importance of online platforms, particularly specialized websites and social media, in tenant acquisition. Leveraging these channels through targeted advertising, collaborations with influencers, and active engagement can significantly increase visibility and attract potential tenants. While traditional word-of-mouth referrals remain relevant, landlords should prioritize a strong online presence to reach a wider audience and effectively promote their rental services.

- *Service Satisfaction:*

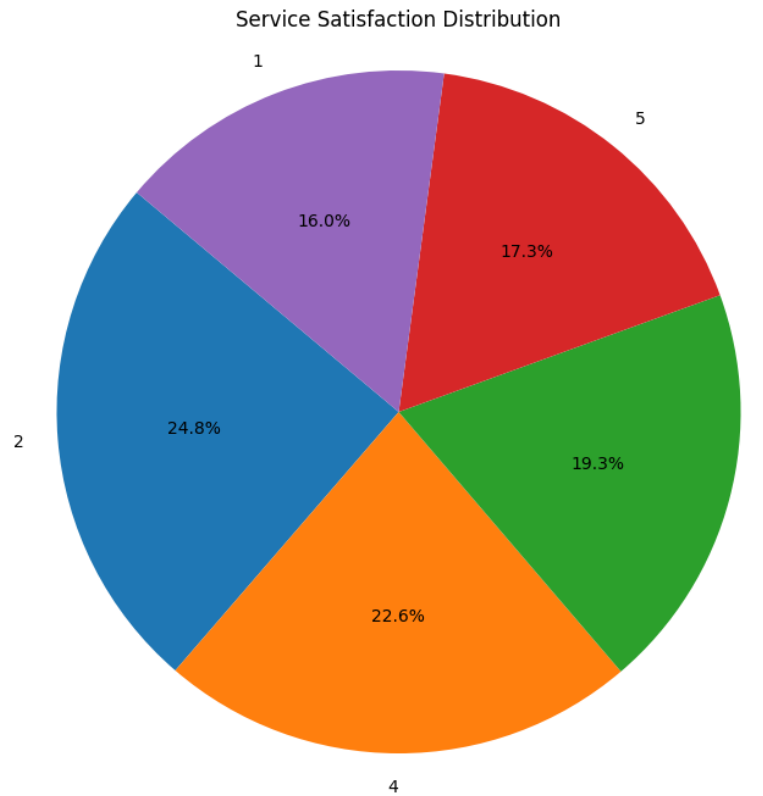


Figure 10: Service Satisfaction Distribution pie chart

Based on the service satisfaction pie chart, it is evident that the proportion of dissatisfied customers (levels 1 and 2) accounts for 40.8% of the total respondents, reflecting that a significant portion of customers feel that the service has not met their expectations. Notably, customers at level 2 represent the largest proportion at 24.8%, indicating that this group should be prioritized for improvement through measures to enhance service quality. Meanwhile, neutral customers (level 3) make up 19.3%, suggesting that they are on the fence between satisfaction and dissatisfaction. This group holds significant potential to be converted into a higher satisfaction group if UniHouse implements appropriate strategies. The highly satisfied customer group (levels 4 and 5) accounts for a combined 39.9%, with level 4 at 22.6% and level 5 at 17.3%. While this is a relatively positive percentage, it still does not surpass the dissatisfied group. This indicates that UniHouse needs to focus on improving customer experiences to increase the number of fully satisfied customers.

2.4. Behavioral segmentation

- *Room Type:*

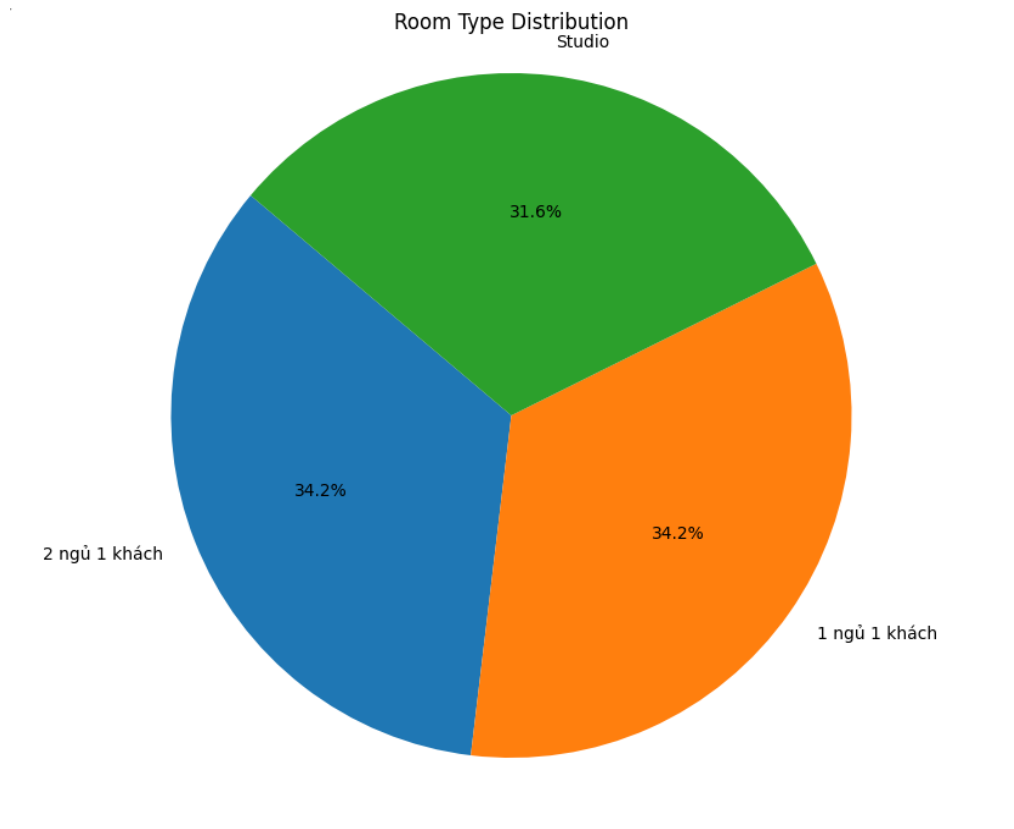


Figure 11: Room Type Distribution pie chart

The pie chart illustrates the distribution of room types, showing three categories:

- + *1 người 1 khách and 2 người 1 khách:* These two types together represent 34.2%, making them the most common room types.
- + *Studio:* This type accounts for 31.6%, making it the least common among the three.

The chart indicates that the number of 1N1K and 2N1K units is equivalent and significantly higher than the number of studio units. The prevalence of 1N1K and 2N1K units can be attributed to factors such as market demand, flexibility, economic efficiency, and the ability to serve a diverse clientele.

- *Monthly Expenses:*

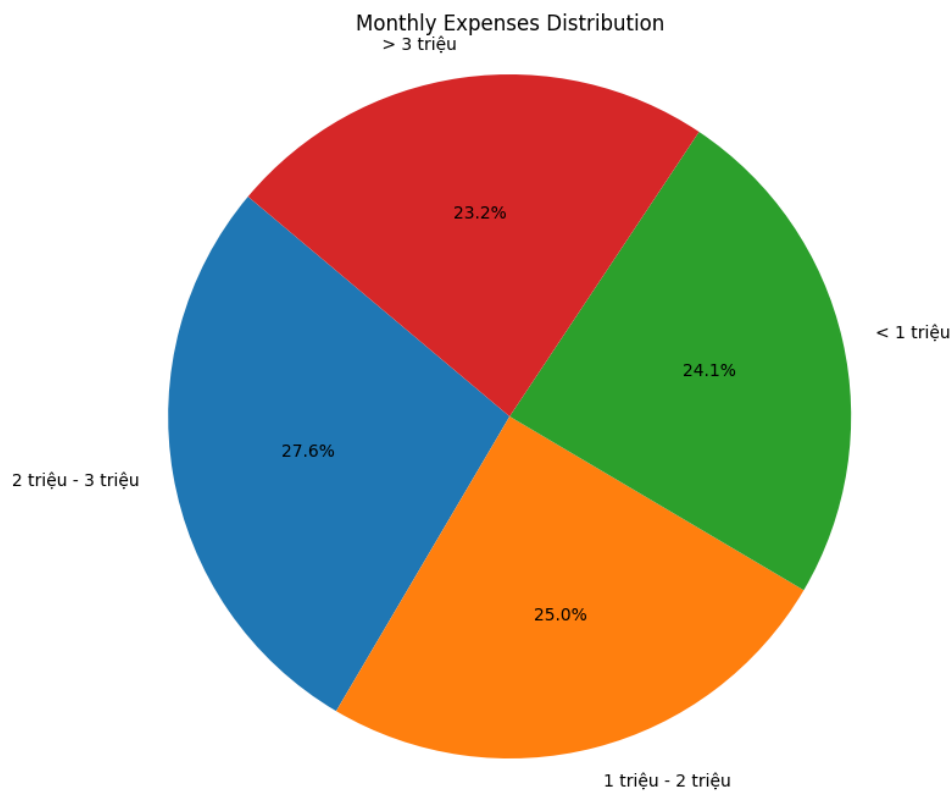


Figure 12: Monthly Expenses Distribution pie chart

The pie chart illustrates the distribution of monthly costs, divided into four categories. Key observations include that the highest cost falls within the 2 million to 3 million VND range, accounting for 27.63% of the total cost. The second highest cost is in the 1 million to 2 million VND range, making up 25% of the total cost. The lowest cost is in the greater than 3 million VND category, which accounts for 23.25% of the total cost. Overall, costs are relatively evenly distributed across different categories, except for the highest cost category. This distribution suggests that the most popular room rental price range in the Hoa Lac, Thach That, Hanoi area is between 2 million to 3 million VND, which is affordable for many individuals, particularly students and young workers. The market supply and demand dynamics indicate that there may be more rooms available in this price range, leading to a higher concentration of tenants. Additionally, rooms in this price range likely meet the basic needs for amenities and location, making them attractive to tenants.

- *Monthly Income:*

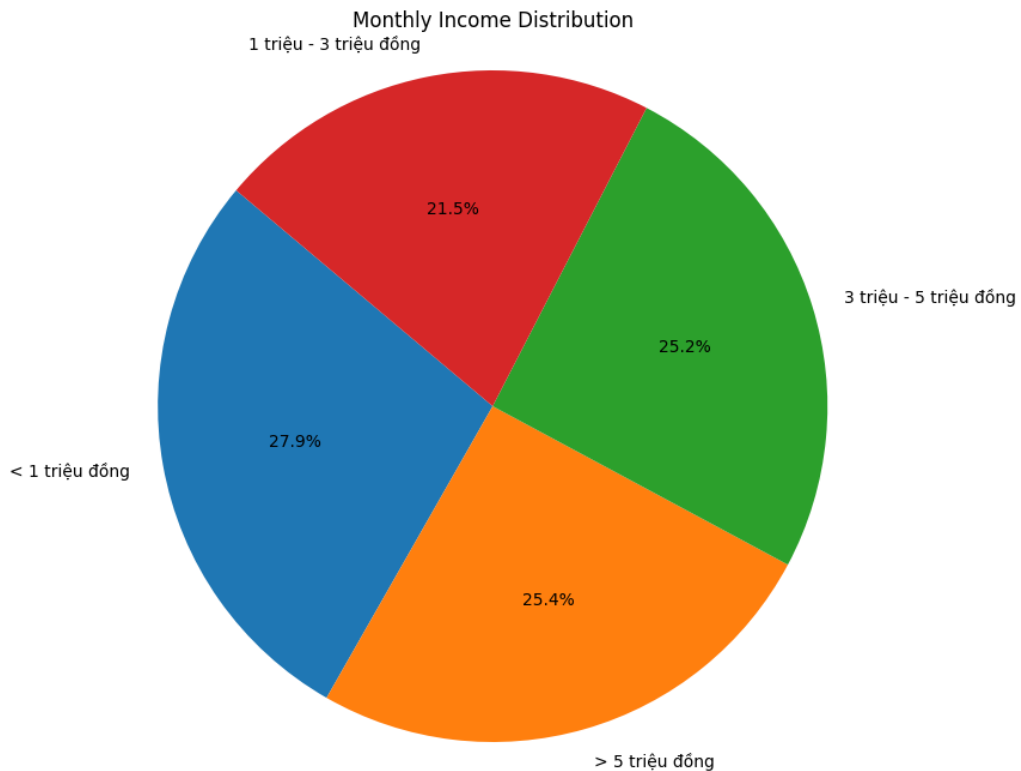


Figure 13: Monthly Income Distribution pie chart

The pie chart illustrates the distribution of monthly income across four categories. The most common income bracket is "less than 1 million VND," comprising 27.9% of the total, closely followed by the "3 million - 5 million VND" bracket at 25.2%. The smallest portion, at 21.5%, is the "1 million - 3 million VND" group. This relatively balanced distribution suggests that a significant portion of potential tenants, likely students or those new to the workforce, have limited earning capacity, driving demand for budget-friendly accommodation. This could put downward pressure on rental prices, requiring landlords to balance affordability with profitability. The "3 million - 5 million VND" and "greater than 5 million VND" brackets, likely representing young professionals or those with more established careers, present an opportunity for landlords to offer rooms with better amenities. This income distribution likely reflects the large student population in Hoa Lac and emphasizes the need for landlords to develop competitive pricing strategies tailored to the dominant income groups.

- *Preferred Number of Roommates:*

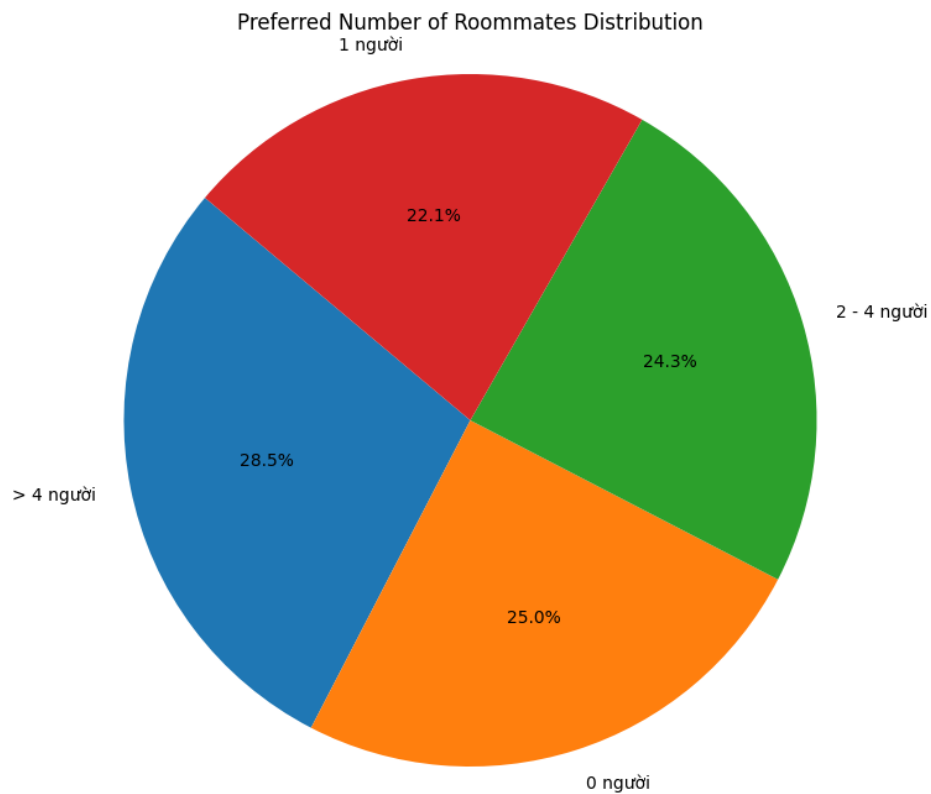


Figure 14: Preferred Number of Roommates Distribution pie chart

The pie chart illustrates the preferences of individuals regarding the number of roommates they desire. The most preferred option is "more than 4 people," accounting for 28.5% of respondents, followed closely by "0 people" (living alone) at 25%. Preferences for "2-4 people" and "1 person" are relatively lower, at 24.3% and 22.1%, respectively. This distribution indicates a significant demand for both shared living spaces and individual rooms. The popularity of shared living could be attributed to factors like affordability and social interaction, while the preference for living alone may reflect a desire for privacy and independence. Landlords should consider offering a variety of room types and sizes to cater to these diverse preferences, potentially including larger rooms or apartments for groups and smaller, more private rooms for individuals.

3. Attractiveness of the target segment

To evaluate the attractiveness of different segments, we consider the following factors:

3.1. Market size and growth potential

- *Students:* The proximity to major universities like Hanoi National University and FPT University ensures a steady influx of students seeking accommodation. The continuous enrollment of new students each academic year provides a consistent demand for rental properties.
- *Working people:* The presence of the Hoa Lac High Industrial Park attracts a significant number of professionals and workers. As the industrial park expands and more companies establish operations, the demand for nearby housing is expected to grow.

3.2. Stability and consistency of demand

- *Students:* The academic calendar creates predictable cycles of demand, with peaks at the beginning of semesters. Students typically stay for the duration of their studies, providing stable occupancy rates.
- *Working people:* Professionals and workers often seek long-term accommodation, leading to lower turnover rates compared to students. This segment values stability and convenience, contributing to consistent demand.

3.3. Affordability and willingness to pay

- *Students:* This segment is highly price-sensitive but willing to pay for essential amenities and convenience. Affordable pricing (2-4 million VND) combined with necessary amenities makes this segment attractive.
- *Working People:* This segment has a higher willingness to pay for private and comfortable living spaces. Rooms priced over 4 million VND with flexible amenities cater to their needs, making them a lucrative target.

3.4 Competitive advantage

- *Students:* The strategic location near universities and the provision of essential amenities at affordable prices give a competitive edge. The focus on creating a conducive environment for studying and socializing enhances attractiveness.
- *Working people:* Proximity to the industrial park and the availability of private, well-equipped living spaces provide a significant advantage. The ability to offer flexible lease terms and high-quality amenities further strengthens the appeal.

3.5. Potential for customer loyalty and retention

- *Students:* Building a strong community and offering incentives for long-term stays can foster loyalty among students. Positive experiences can lead to word-of-mouth referrals and repeat occupancy.
- *Working people:* Providing a stable, comfortable living environment with excellent amenities can result in high retention rates. Long-term contracts and personalized services can enhance customer loyalty.

3.6. Alignment with business objectives

- *Students:* Targeting students aligns with the objective of maintaining high occupancy rates and ensuring a steady revenue stream. The focus on affordability and essential amenities supports the mission of providing accessible housing.
- *Working people:* Catering to working professionals aligns with the goal of offering premium rental services and achieving higher revenue per unit. The emphasis on privacy, convenience, and quality amenities supports the vision of creating a desirable living environment.

4. Define your target segment

4.1. Demographic segmentation

UniHouse's primary demographic comprises young adults, including both male and female tenants. These individuals fall into two main subgroups:

- *Students:* This group primarily consists of individuals aged 18-22, who are pursuing higher education at nearby institutions such as Vietnam National University (VNU), FPT University, and other colleges in the Hoa Lac area. Students typically have limited financial resources, relying on support from family or part-time jobs. Their housing preferences lean toward affordable, functional spaces that provide essential amenities, such as Wi-Fi, laundry facilities, and basic furnishings.
- *Young professionals:* This subgroup consists of individuals aged 23-35, who are at the early stages of their careers. They may be employed at the Hoa Lac Hi-Tech Park, nearby industrial zones, or within local businesses. Young professionals generally have higher monthly incomes compared to students and prioritize more private, comfortable accommodations with advanced facilities. Their housing choices often reflect a balance between affordability and quality, as they value convenience and lifestyle upgrades.

4.2. Geographic segmentation

UniHouse caters to individuals who need housing near educational institutions, workplaces, and essential services within the Hoa Lac area, Thach That district. This region is a growing urban hub that attracts a steady influx of students, professionals, and families due to its strategic location and development potential. There are key geographic factors influencing the target segment include:

- *Proximity to universities:* The area is home to major universities such as VNU and FPT University, which draw a large population of out-of-town students seeking nearby rental options to reduce commuting time and costs.
- *Access to workplaces:* The Hoa Lac Hi-Tech Park and surrounding industrial zones attract young professionals who prefer accommodations within a short distance of their offices. This eliminates the need for long commutes, saving time and energy.
- *Connectivity and infrastructure:* The area's developing infrastructure, including improved roads and public transportation, makes it an attractive destination for tenants looking for convenient access to both urban centers and local facilities.

4.3. Psychographic segmentation

The target audience's psychographic profile highlights their values, attitudes, and lifestyle preferences, which shape their rental decisions.

- *Safety and cleanliness:* Tenants prioritize safe neighborhoods and well-maintained properties. Features such as gated access, surveillance systems, and regular cleaning services significantly influence their choice of accommodation.
- *Convenience and amenities:* Modern amenities are a crucial factor. Tenants look for properties equipped with high-speed internet, private kitchens, air conditioning, and furnished interiors. They also appreciate shared community spaces for studying, socializing, or relaxing.
- *Proximity to essential services:* The target segment values easy access to supermarkets, pharmacies, restaurants, and public transportation, as these contribute to their convenience and quality of life.
- *Community and environment:* Many individuals prefer a living environment that fosters a sense of community. For instance, students often enjoy social interactions with peers, while young professionals seek opportunities to network. A sustainable and eco-friendly approach, such as green spaces or energy-saving initiatives, also appeals to tenants who are environmentally conscious.

4.4. Behavioral segmentation

The behavioral tendencies of UniHouse's target segment reveal patterns in their housing preferences and expectations:

- *Living arrangements:*
 - *Solo living:* A significant portion of tenants, particularly young professionals, prefer living alone for privacy and independence.
 - *Shared living:* Students and budget-conscious individuals often opt for shared accommodations with one or two roommates to reduce costs. However, even in shared spaces, tenants expect sufficient privacy, clear house rules, and harmonious living conditions.

- *Tenant priorities:*
 - *Positive landlord relationship:* Tenants value transparent communication, professional management, and prompt responses to maintenance issues. A landlord who fosters trust and reliability is more likely to retain tenants.
 - *Focus on experience:* Beyond basic housing, tenants seek a positive living experience. This includes clean surroundings, organized community events, and additional services like free housekeeping or flexible rental terms.
- *Loyalty and referrals:*

Tenants are likely to recommend rental services if they are satisfied with their experience. Positive word-of-mouth through social circles, online reviews, and social media significantly impacts the reputation and attractiveness of rental services like UniHouse.

IV. Key success factors

For the topic of developing marketing strategies for room rental services in Hoa Lac, Thach That district, Hanoi, Vietnam, with a specific focus on 30-40 rooms for rent, here is an evaluation of each factor, including scores and rationale, as well as specific scenarios for the given context:

1. Reasonable price

Factor	Rationale	Score
Major profit impact	With a limited number of rooms, competitive pricing is essential for achieving high occupancy rates. In a competitive market, offering reasonable prices can boost profits by attracting more customers.	9

Main activities of the business	Pricing strategy is fundamental to all corporate activity, including promotions and contract negotiations. It is also an important consideration for cost-sensitive categories such as students and young professionals, who are projected to make up a sizable portion of Hoa Lac's target market.	8
Major change in performance	While crucial, pricing alone may not result in an instant significant performance shift unless combined with other criteria like location and services provided.	7
Large dollar involved	Lowering prices may diminish profits, therefore the impact on high dollar transactions is moderated. The primary focus should be on volume and occupancy.	3
Total		27

A reasonable price approach is critical in the room rental industry, especially when targeting budget-conscious demographics like students and young professionals. Competitive price can differentiate a service in a crowded market and increase volume, but it must be carefully balanced with quality to maintain profitability.

2. Good location

Factor	Rationale	Score
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Major profit impact	The location is a major lure for renters, which helps explain higher prices. A desirable location near colleges, economic hubs, or attractions might increase occupancy and allow for greater prices.	9
Main activities of the business	Almost every aspect of a company is influenced by its location, including marketing reach, property value, and cooperation prospects with local firms or organizations.	10
Major change in performance	A strategic location may result in a favorable shift in performance by attracting high-quality tenants and maybe allowing for a greater frequency of short-term rentals at premium pricing.	6
Large dollar involved	Location is a crucial driver of rental pricing, which has a direct influence on income. Prime sites frequently result in greater rental rates and revenue.	10
Total		35

The location is a major selling element and frequently a top consideration for tenants. A desirable location can fetch higher rental rates and attract a consistent stream of renters. Marketing efforts must emphasize closeness to necessary services and facilities, since this is a criterion that might justify a market premium.

3. Department quality

Factor	Rationale	Score
Major profit impact	Quality rooms can attract customers who are ready to pay more for comfort or a better living experience. This is especially true if rivals in the region provide poorer quality.	7
Main activities of the business	The quality of rooms has an influence on maintenance operations, customer happiness, and brand reputation, all of which are key business tasks.	8
Major change in performance	Improvements in room quality may boost performance over time, since pleased renters are more likely to remain longer and suggest the service to others.	6
Large dollar involved	The investment in quality may result in increased rental rates, but this is offset by the expense of improvements and upkeep.	5
Total		26

The quality of the rooms is closely related to client happiness and can have an influence on the brand's reputation. High-quality rooms might attract a certain clientele that is ready to spend extra for more comfort and amenities. Quality should not be sacrificed since it is critical to long-term success and may sustain a higher price plan.

4. Customer service

Factor	Rationale	Score
Major profit impact	Excellent customer service may result in increased retention rates and recommendations, which are critical for profitability, especially in a service company like room rentals.	8
Main activities of the business	Customer service is crucial to operations, affecting tenant acquisition, support, and satisfaction.	8
Major change in performance	Good customer service may make a substantial difference in performance by increasing tenant loyalty and word-of-mouth marketing.	7
Large dollar involved	Investing in customer service may result in significant cash advantages via recurring business and premium service offerings, which can justify higher rates.	7
Total		30

Customer service quality has a substantial influence on tenant retention and recommendation rates. In the room rental industry, where experiences spread fast via word of mouth and online evaluations, outstanding customer service may become a distinctive selling point and contribute to a favorable brand image.

V. Positioning

1. Value proposition

UniHouse is built on five key pillars: strategic location, competitive pricing, modern facilities, a connected community, and professional support services. These are the core factors that set UniHouse apart and establish its superior value in the market.

1.1. Strategic location

UniHouse is situated in a prime location at the heart of the Hoa Lac area, providing residents with easy access to key educational, work, and living hubs. With just a few minutes' travel to major universities such as Vietnam National University, FPT University, and the Military Technical Academy, UniHouse offers maximum convenience for students and lecturers. Particularly, being adjacent to Hoa Lac Hi-Tech Park – home to numerous technology companies and research centers – UniHouse effectively meets the housing demands of young professionals and employees.

The well-connected transportation network in Hoa Lac is another advantage, with convenient access via the Thang Long Boulevard, allowing residents to easily commute to Hanoi's city center or surrounding areas. Additionally, the proximity to external amenities such as markets, supermarkets, convenience stores, and clinics ensures that all basic needs are met near the accommodation. The strategic location of UniHouse not only saves time and commuting costs but also facilitates residents' focus on work and study.

1.2. Competitive and flexible pricing

Pricing is a key factor for customers, especially students and early-career professionals. Understanding this, UniHouse offers competitive rates tailored to the financial capabilities of its residents. Pricing is designed to be flexible, with various room types and attractive discount policies to cater to diverse needs. For long-term tenants, UniHouse provides special packages, such as discounts for 6-month or 1-year contracts.

Additionally, UniHouse runs enticing promotional programs like free first-month rent or gifts for referring friends. Shared amenities such as a fully equipped kitchen and modern laundry facilities also help residents save on daily living expenses. With reasonable and flexible pricing policies, UniHouse ensures that all residents can enjoy a high-quality living space without financial stress.

1.3. Modern amenities and high-quality facilities

UniHouse is designed to provide a modern and convenient living environment that fully meets both basic and advanced needs of its residents. Each UniHouse room is fully furnished with essential items, including a bed, wardrobe, study desk, air conditioner, and water heater, allowing residents to move in immediately without additional purchases.

In addition to private spaces, UniHouse offers well-equipped shared areas. The shared kitchen is fully stocked with cooking utensils, making meal preparation simple for residents. The laundry room, equipped with modern washing machines and dryers, saves time and effort. Notably, communal spaces such as relaxation rooms or group study areas encourage resident interaction and engagement.

UniHouse also emphasizes technology and safety with free high-speed Wi-Fi and a 24/7 security system. These modern facilities ensure that residents enjoy a convenient, safe, and comfortable living experience.

1.4. Building a connected community

UniHouse is not just a place to live; it's also a space for fostering a connected and friendly community. To achieve this, UniHouse regularly organizes community activities such as skill workshops, cultural exchange events, sports clubs, and resident gatherings. These activities provide opportunities for residents to meet, connect, and build relationships.

Additionally, communal living spaces at UniHouse are designed to encourage interaction and communication among residents. Clear, friendly, and civilized living rules ensure a harmonious and peaceful environment. UniHouse is not merely an

accommodation but also a space where residents can grow personally and find support from a vibrant community.

1.5. Professional support services

UniHouse is committed to providing professional support services to ensure residents feel secure throughout their stay. The management team at UniHouse is always available 24/7 through a hotline or mobile app to assist with any issues related to rooms, facilities, or administrative procedures.

The rental process at UniHouse is transparent and easy to understand, with no hidden fees, ensuring the rights of all residents. Regular maintenance and cleaning services keep rooms and shared spaces in optimal condition. Particularly, UniHouse's modern management app allows residents to conveniently track contract details, bills, and support requests.

With comprehensive support services, UniHouse delivers peace of mind and satisfaction to residents, enabling them to focus on work and study without worrying about arising issues.

In summary, UniHouse is a superior rental housing project in the Hoa Lac area, offering a strategic location, competitive pricing, modern facilities, a connected community, and professional services. The project not only meets accommodation needs but also provides a meaningful, comfortable, and sustainable living space for its residents. UniHouse asserts its position as the most comprehensive and optimal solution for students, lecturers, young professionals, and employees in Hoa Lac, contributing to the area's development in the future.

2. Positioning map

The positioning map of room rental services in Hoa Lac is built upon two key criteria: pricing (from unreasonable price to reasonable price) and service quality (from bad service to good service). Below is a detailed analysis of the various service types represented on the map, highlighting the competitive position and unique characteristics of each type.

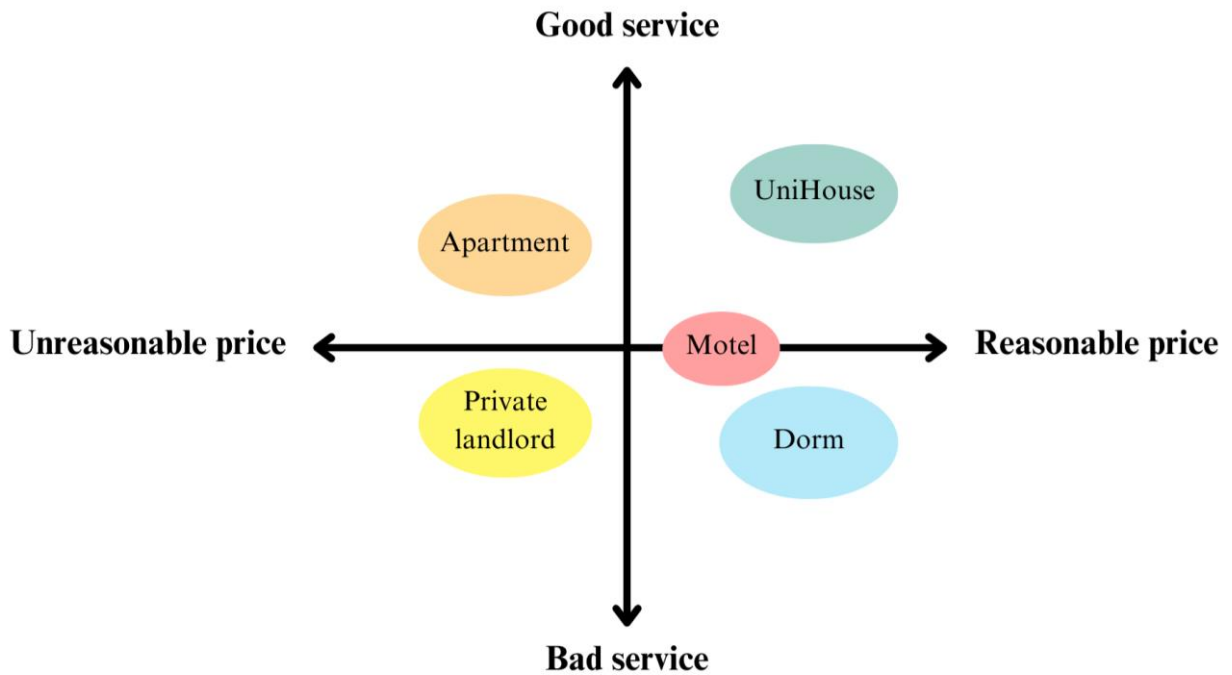


Figure 15: Positioning map

- ***Unihouse - High-quality service at a reasonable price***
 - + *Position on the map:* Located in the upper-right corner, UniHouse is positioned as a service that provides high-quality accommodation at reasonable pricing, striking a balance between cost and value.
 - + *Analysis:*
 - UniHouse targets customers who prioritize comfort, modernity, and safety. The rooms for rent at UniHouse are typically fully furnished with items like beds, wardrobes, air conditioners, desks, and other amenities that suit daily living needs. The strength of UniHouse lies in providing a safe living environment with 24/7 security and quick management support.
- The pricing at UniHouse is positioned as affordable for students, middle-income workers, and employees at high-tech zones or universities near the Hòa Lạc area. This makes UniHouse a reliable option in the room rental market.
- *Strengths:*
 - Excellent service quality, modern, and comfortable living environment.

- Reasonable pricing that provides good value, easily accessible to the target audience.
- Builds a reliable and stable brand image.
- *Weaknesses:*
- To maintain competitive advantage, UniHouse must continuously improve service quality and facilities.
- Unreasonable price increases or a reduction in quality could cause UniHouse to lose its competitive edge.

- ***Motel – Moderate Service at a Reasonable Price***

- *Position on the map:* Located near the center of the map, Motels are associated with reasonable pricing but offer average service quality.
- *Analysis:*
- Motels are typically designed to serve short-term stays for business travelers, tourists, or people needing temporary accommodations. The amenities at Motels usually meet basic needs such as beds, private bathrooms, and clean spaces. However, the service quality at Motels is not highly rated due to a lack of investment in facilities and additional services like communal spaces or regular management support.
- While the pricing is reasonable, Motels struggle to retain long-term customers due to insufficient differentiation from other services that offer better quality at similar prices.
- *Strengths:*
- Suitable for customers who need short-term stays.
- Affordable pricing, accessible to those only requiring basic services.
- *Weaknesses:*

- Lacks amenities and additional services, making it less appealing for long-term tenants.
- Poor competitiveness in higher-end market segments.

- ***Dorm – Low cost with basic service quality***

- *Position on the map:* Found in the lower-right quadrant, Dorms represent a low-cost accommodation option but provide minimal service quality.
- *Analysis:* Dormitories primarily serve students, low-income workers, and those prioritizing cost savings over living experience. Typically, dorms feature small rooms, shared facilities, and limited amenities, offering a practical solution for budget-conscious individuals. However, the limited space, lack of privacy, and subpar facilities often result in low customer satisfaction.
- *Strengths:*
 - Low pricing, suitable for customers with tight budgets.
 - Effective at attracting price-sensitive customers.
- *Weaknesses:*
 - Unsuitable for customers seeking quality or long-term accommodation.
 - Weak competitiveness if customers are presented with similarly priced alternatives offering better quality.

- ***Private landlord – Poor service at an unreasonable price***

- *Position on the map:* Situated in the lower-left quadrant, Private Landlord services are characterized by low-quality accommodations paired with unreasonably high prices.
- *Analysis:* This category typically refers to privately managed rental properties. Common issues include deteriorating facilities, lack of amenities, and minimal

customer support. Moreover, the pricing often does not reflect the quality provided, leading to dissatisfaction among tenants.

- *Strengths:*

- Often attracts customers when there is a shortage of other options.

- *Weaknesses:*

- Inability to meet customer expectations.
- Unreasonable pricing leads to a lack of trust and a high risk of losing customers.

- ***Apartment – High-quality service at an unreasonable price***

- *Position on the map:* Located in the upper-left quadrant, Apartments are identified as high-quality accommodations with pricing that exceeds the affordability of most target customers.

- *Analysis:* Apartments offer premium services, including spacious living areas, luxurious furnishings, professional management, and excellent security. While these features cater to affluent customers, the high rental cost makes Apartments inaccessible to the majority of tenants in Hoa Lac, particularly students and average-income workers.

- *Strengths:*

- High-quality service, meeting the needs of high-income customers.
- Suitable for those with high incomes and demanding living standards.

- *Weaknesses:*

- Pricing is not competitive in the local market.
- Difficult to maintain a stable customer base.

In summary, the various service types on the positioning map reflect the diversity in pricing and service quality in the room rental market in Hoa Lac. While UniHouse stands out as the ideal choice due to its balance of quality and affordability, other types such as

dorm, motel, Private landlord, and apartment require strategic adjustments to improve their positions on the map and attract target customers more effectively.

3. Kind of positioning research

To develop a comprehensive marketing strategy for a rental service in Hoa Lac, Thach That district, Hanoi, with 30-40 rooms, a Positioning Map is an effective research tool. This tool not only helps UniHouse identify its position in the market but also aids in building a clear positioning strategy, focusing on key factors such as pricing, service quality, and amenities. Below is how I would use a Positioning Map for UniHouse, with the main competitors being Dorm, Motel, Private Landlord, and Apartment.

Purpose of Positioning Map

- Identify UniHouse's position in the market compared to its main competitors.
- Visualize how target customers (students and young professionals) perceive UniHouse based on key factors: pricing, service quality, amenities, and privacy.
- Identify opportunities for UniHouse to stand out and create differentiation in the market.

Steps to create a Positioning Map

- *Identify key positioning factors:* To create a Positioning Map, it is essential to determine the most important factors for the target audience. Based on market analysis, the following factors are prioritized:
 - *Pricing:* The target customers of UniHouse, including students and young professionals, often have limited budgets. Affordable pricing is a decisive criterion when choosing accommodation.
 - *Service quality:* This includes customer support, maintenance, cleanliness, and safety standards.
 - *Amenities:* Attractive features such as high-speed Wi-Fi, modern furniture, air conditioning, and common living spaces are significant draws for customers.

- *Privacy*: The ability to provide private rooms, which is particularly important for young professionals or those who value personal space.
- *Gather data from target customers*: To obtain reliable data, the following activities should be conducted:
 - *Customer surveys*: Collect feedback from students and young professionals about their perceptions of UniHouse and its competitors.
 - *Competitor assessment*: Ask target customers to rate factors like pricing, service quality, and amenities of dorms, motels, private landlords, and apartments on a scale (example: 1-10).
 - *Interviews*: Conduct in-depth interviews to gain deeper insights into the factors customers value most and their dissatisfaction with competitors.
- *Draw the Positioning Map*: Using the collected data, plot the Positioning Map on a 2D grid. For example:
 - *X-Axis*: Pricing (Low to High)
 - *Y-Axis*: Service Quality (Low to High)

UniHouse, along with its main competitors, will be positioned on the map based on customer perceptions. This visualization highlights the differences between UniHouse and competitors such as dorm, motel, private landlord, and apartment.

- *Analyze the Positioning Map*
Once the map is created, analyze it to identify critical insights:
 - *Competitive clusters*: For instance, dorms and motels might occupy the "low price, medium service quality" area, while Apartments may fall into the "high price, high service quality" zone.
 - *Market gaps*: If the map reveals an opportunity to occupy the "affordable price, high service quality" position, this could be a competitive advantage for UniHouse.
 - *Alignment with target audience*: Evaluate whether UniHouse's current position meets the expectations of its target customers.

- *Refine UniHouse's positioning strategy*

Based on the analysis, UniHouse can refine its positioning strategy to capitalize on opportunities and address challenges:

- *Highlight core values:* If customers value modern amenities at affordable prices, UniHouse should focus on communicating these strengths.
- *Differentiate from competitors:* For example, if competitors like Dorms and Motels do not emphasize service quality, UniHouse can position itself as “affordable housing with high-quality services.”
- *Enhance marketing campaigns:* Messages such as “Affordable private rooms with modern amenities, ideal for students and young professionals in Hoa Lac” can help UniHouse attract the right audience.

In conclusion, the Positioning Map is a powerful tool to help UniHouse position itself effectively in the market, optimize its marketing strategy, and best meet the needs of its target customers.

VI. Marketing Strategies and Development

1. Marketing objectives

As UniHouse begins its quest of establishing itself as a prominent rental housing provider in Hanoi's Thach That district's Hoa Lac neighborhood, our marketing objectives are meant to be both ambitious and practical, carefully adjusted to meet the specific needs of our target customer:

- *Increase occupancy rate:* Within one year, we hope to reach an 80% occupancy rate throughout our inventory of 30-40 rooms. This will assist to develop a strong presence in the local market and increase brand awareness.
- *Brand recognition and reputation:* Unihouse plans to dominate the Hoa Lac area's room rental industry in two years by adopting a complete strategy. Its goal is to improve exposure and engagement by leveraging a strong online presence, an SEO-optimized website, and targeted digital marketing in addition to traditional advertising and local relationships. UniHouse will regularly evaluate performance

indicators to adapt and assure progress toward its objective of becoming the number one choice for room rentals in the Hoa Lac region, with an emphasis on great customer service, community participation, and consistent communication.

- *Customer satisfaction and retention:* A key aim is to achieve a 90% customer satisfaction rating by the end of the first year. This includes delivering good service, maintaining high room quality standards, and creating a sense of community among residents.
- *Sustainable growth and expansion:* UniHouse prioritizes quality while adding or enhancing its portfolio of properties by 10% a year in order to achieve sustainable growth. This includes remodeling existing properties or making smart purchases of new ones. Monthly gatherings and facilities like parks and shops will foster a vibrant community by fostering connections among locals. High-quality living spaces are ensured by conducting ongoing quality evaluations, getting resident input, and putting eco-friendly policies into place. A supportive and pleasurable living environment can be continuously improved through routine assessments and adaptable tactics.
- *Connection through events and community activities:* To promote relationships between local citizens and educational institutions, we will plan seminars, networking events, and community activities in the area. In addition to strengthening brand familiarity, this promotes community bonding.
- *Diverse digital marketing channels:* UniHouse aims to maximize its digital reach in the Hoa Lac area through a multifaceted strategy. This includes targeted online advertising via platforms like Google Ads and display banners, alongside retargeting campaigns to re-engage potential renters. Social media presence on platforms such as Facebook and Instagram involves curated content, paid ads with precise demographic targeting, and active community engagement. The website is optimized for user-friendliness, SEO, and personalized experiences, featuring an intuitive booking system. Additionally, email marketing campaigns and newsletters cater to lead nurturing and customer engagement. Continuous analysis and A/B testing across all channels drive optimization for enhanced performance and increased room bookings within the target area.

- *Strategic alliances with local businesses and educational institutions:* Through the implementation of a variety of projects, UniHouse hopes to establish strategic alliances with nearby businesses and educational institutions. Working together with educational institutions entails developing internships, organizing instructional activities, and providing student housing options. Exclusive resident discounts, cooperative marketing, and specialized services are all part of partnerships with neighborhood companies. Supporting regional causes and planning community-focused events are the main goals of community engagement projects. Building relationships and exploring potential future collaborations are made easier by networking events and regular communication channels. These initiatives seek to strengthen community ties, broaden the outreach network, and offer residents more value.

These objectives are intended not only to direct UniHouse's immediate operating goals, but also to set the groundwork for long-term growth and success in the active and competitive rental room market of Hoa Lac, Thach That district, Hanoi.

2. Marketing mix

2.1. Product strategy

- ***Core value:*** The core value of UniHouse is to offer professionals, students, and others connected to the local institutions, businesses, and industries reasonably priced, safe, and practical living alternatives. This dedication meets the basic demand for affordable and easily accessible lodging while guaranteeing that the rooms are secure, clean, and equipped with basic utilities like power and water. The main factor influencing people's decision to purchase our Hoa Lac home is our emphasis on price and convenience.
- ***Actual value:*** The actual value of UniHouse extends beyond the basic requirement for housing and includes material features that improve daily life:
 - *Location:* Our rooms are well located near industries, colleges, and large corporations, making them perfect for both working professionals and students. Stressing how easy it is to commute adds a lot of appeal to potential renters.

- *Room features:* Our rooms have lots of natural light, good ventilation, and comfort. A bed, workstation, and storage area are among the essential pieces of furniture that are carefully arranged to provide inhabitants' fundamental needs.
- *Utilities and amenities:* Residents benefit from reliable internet connections, crucial for students and professionals. Additional utilities such as electricity, water, and heating/cooling systems contribute to a comfortable living environment.
- *Security:* We place a high priority on tenant safety by implementing sufficient security measures, such as CCTV monitoring, safe locks, and, in some situations, the presence of a security guard, to guarantee everyone's peace of mind.
- *Community and environment:* To promote a feeling of community among residents, common spaces like kitchens, lounges, and restrooms are kept immaculately. Our goal is to establish a community where people feel supported and connected.
- *Proximity to educational and industrial hubs:* The actual value of our product is found in its advantageous position, which offers quick access to important businesses and industries in Hoa Lac as well as educational institutions like FPT and VietNam National University. In addition to saving time, this lowers our residents' transportation expenses.
- *Modern and comfortable facilities:* Our rooms provide modern conveniences and comfortable furnishing, such as dedicated study spaces and fast internet. These elements improve their overall living experience by meeting the unique demands of professionals and students.
- *Security and safety:* We place a strong emphasis on security by using cutting-edge access control systems, surveillance equipment, and other safety elements to give our residents peace of mind about their wellbeing.
- *Flexible lease options:* We provide flexible lease terms to meet the various demands of our tenants. Our leasing alternatives accommodate a range of tastes and needs, whether they are searching for longer-term housing options or short-term rentals throughout the school year.
- ***Augmented Value:*** enhances the allure by providing extra services and advantages that set us apart from competitors:

- *Support services:* Tenants benefit from prompt maintenance and repair services, as well as the availability of a caretaker or manager to answer any problems they may have.
- *Flexible lease terms:* Tailored lease choices meet the different needs of students and professionals, including semester-based leases for students who want flexibility in their living arrangements.
- *Community building activities:* Regularly scheduled community activities let residents engage with one another, creating a feeling of community in our living spaces.
- *Partnerships for additional services:* Collaborations with local businesses provide exclusive services such as cheap laundry and food delivery, increasing our residents' convenience and affordability.
- *Technology integration:* Implementing a user-friendly digital platform allows for smooth rent payments, maintenance requests, and community participation, employing technology to improve the tenant experience.
- *Health and wellness facilities:* Fitness facilities and wellness programs are easier to access, especially for younger people who place a high emphasis on health and wellbeing.
- *Community building:* To promote a feeling of support and belonging among inhabitants, common spaces, social gatherings, and internet platforms are carefully chosen to enhance community-building activities.
- *Exclusive discounts and partnerships:* Established relationships with local companies result in special discounts for residents, which extend to adjacent restaurants, cafés, and other services, adding value to their living situation.

2.2. Price

- *Competitive pricing strategy:* Determine competitive rental prices by analyzing nearby properties. Consider providing discounts for longer leases or up-front payments.

- *Flexible payment plans:* Offer payment flexibility, such as monthly payments, to students and young professionals.
- *Additional value:* Include utilities or services such as cleaning, maintenance, and parking in the rent to increase perceived value.
- *Student discount:* Collaborate with adjacent educational institutions to provide exceptional deals to students.

2.3. Place

- ***Online Presence:***
 - *Property rental websites:* List your rooms on prominent rental websites. Ensure that each ad contains clear, professional images of the rooms and common areas, as well as a detailed explanation of the facilities.
 - *Social media marketing:* Create social media profiles on sites popular among our target demographic (such as Facebook, Instagram, and LinkedIn). Provide monthly updates that highlight the property, community activities, and testimonials from delighted tenants.
 - *Search engine optimization (SEO):* To boost visibility in search engine results, we optimize our web material with relevant keywords (for example, "rooms for rent near FPT University/VNU" and "affordable student accommodation in Hoa Lac").
 - *Online bookings:* Set up an online booking system to make it easier for prospective renters to reserve a room.
- ***Local Community Engagement:***
 - *University networks:* Work with universities to get featured on their housing sites. Networking with university housing departments and student services can help us immediately contact our target market.
 - *Local business partnerships:* We collaborate with local companies to provide discounts or special offers to our renters. This not only benefits our renters but also contributes to the development of a strong community network.

- *Student organizations and alumni groups:* Collaborate with student organizations, clubs, and alumni groups to promote. They can assist with word-of-mouth marketing and distribute fliers or promotional materials.
- *Community boards and newsletters:* Post advertising on community boards at local cafés, libraries, and universities. Consider advertising in university bulletins and local community periodicals.
- *Strategic locations:*
 - *Highlight proximity to key areas:* In all marketing materials, stress the property's closeness to colleges, major employers, and shopping malls. Highlight the ease of getting to these destinations from our location.
- *Access to public transportation:* Describe how public transportation is accessible from our property. Provide information on neighboring bus lines, rail stations, and bike-sharing services.
- *Safety and neighborhood:* Emphasize the safety and charm of the neighborhood. Highlight any neighborhood watch programs, low crime rates, or community events that make the region appealing to residents.

2.4. Promotion

- *Objective of promotion:*
 - *Awareness:* Within the next 6 months, raise awareness of our rental properties among 60% of professionals working for local enterprises and 70% of FPT and VNU University staff and students.
 - *Interest and desire:* Within the next four months, boost website traffic by 50% and target audience queries by 40% by emphasizing the special qualities, conveniences, and advantages of our accommodations.
 - *Brand building:* Create a powerful brand identity that, according to three-month brand awareness studies, appeals to at least 60% of students and young professionals as a secure, reasonably priced, and community-focused choice.

- *Conversion:* Within the following five months, acquire at least 25% of long-term tenancies and turn at least 30% of the target audience's queries into real room reservations.
- *Loyalty and referrals:* Encourage 40% of current renters to actively market our apartments through word-of-mouth and referrals in order to foster tenant loyalty and boost tenant-sourced inquiries by 35% over the course of the following six months.
- ***Promotion, Tools and Media:***

Digital Marketing:

- *Social media campaigns:* For frequent postings, targeted advertisements, and interesting material, use sites like Facebook, Instagram, and LinkedIn that are well-liked among students and young professionals.
- *Content marketing:* To increase SEO and engagement, create a blog with pertinent information, such as student guides, community events, and living advice in Hoa Lac.

Traditional advertising:

- *Print media:* Place advertisements in regional magazines, newspapers, and scholarly journals.
- *Flyers and posters:* Distribute flyers and posters in university campuses, local cafes, and community boards.

Partnership and Sponsorship:

- *University partnerships:* Collaborate with academic institutions to offer official housing listings and support organizations or activities for students.
- *Corporate tie-ups:* Make arrangements with surrounding businesses to provide housing options for employees.
- *Referral programs:* Put in place a scheme whereby existing renters are compensated for introducing new tenants.
- ***Activities:***

- *Online content creator:* Create interesting information that highlights the lifestyle benefits of renting a room, such as blog entries, video tours, and testimonies from existing renters. Distribute this article on real estate listing websites and social media platforms.
- *Launch campaign:* To announce the availability of rooms and highlight the unique selling characteristics, start a launch campaign utilizing both conventional and digital media.
- *Social media engagement:* To interact with possible renters, grow your following, and improve your online visibility, do Q&A sessions on social media.
- *Influencer partnerships:* To evaluate and advertise our homes, work with regional blogs or influencers, particularly those that target students and young professionals.
- *Feedback and testimonials:* Invite existing renters to post about their experiences on the internet. Make use of gratifying testimonies in our advertising.
- *Seasonal promotions:* Provide exclusive offers or discounts during periods of high demand for rentals, such as the beginning of a school term or significant hiring times for businesses.

CONCLUSION

In summary, this analysis and marketing strategy for UniHouse provides a solid foundation for understanding and addressing the housing needs of students and young professionals in Hoa Lac, Thach That district. UniHouse's focus on affordability, high-quality amenities, and strategic location differentiates it from competitors such as dorms, motels, and private landlords and apartment. The incorporation of customer insights into room types, roommate preferences, and property features allows UniHouse to tailor its offerings effectively, ensuring a competitive edge. The Positioning Map highlights UniHouse's ability to fill market gaps by providing high-quality services at reasonable prices, meeting the demands of its target audience.

Despite the comprehensive approach, there are limitations to the study. First, the data collected relies heavily on short-format ratings, which may not capture nuanced customer preferences or long-term trends. Additionally, the absence of simulations and market share

data limits the ability to predict customer behavior under various scenarios or assess the competitive impact of UniHouse's strategies. Furthermore, the analysis does not account for external factors such as economic shifts, policy changes, or fluctuations in housing demand that may affect the rental market dynamics.

Future research should address these limitations by incorporating longitudinal studies and simulations to predict market share and customer behavior under different scenarios. Detailed qualitative interviews or focus groups could provide deeper insights into customer preferences and decision-making processes. Expanding the scope of the study to include external market influences such as regulatory changes or economic conditions would also enhance the robustness of the analysis. Additionally, further exploration into the sustainability practices and technological innovations that UniHouse could adopt may unlock new opportunities for differentiation and long-term growth in the rental housing market.

By addressing these limitations and pursuing further research, UniHouse can refine its strategies and strengthen its position as a leading rental housing provider in the region.

CONTRIBUTION

No.	Student Name Student ID	Tasks	Contribution
1	Nguyễn Thị Ngọc Lan 20070943	<ul style="list-style-type: none"> ● Part 1: Data analysis and outcome ● Part 2: Developing the strategies + Marketing objective	20%
2	Nguyễn Mai Trúc 20070997	<ul style="list-style-type: none"> ● Part 2: Developing the strategies + Key success factor + Positioning	20%
3	Nguyễn Thị Hương Sen 20070976	<ul style="list-style-type: none"> ● Part 2: Developing the strategies + Introduction + Business analyst	20%
4	Chu Thị Thu Cúc 20070908	<ul style="list-style-type: none"> ● Part 1: Data analysis and outcome ● Part 2: Developing the strategies + Segmentation	20%

5	Bé Hằng Nga 20070961	<ul style="list-style-type: none"> ● Part 2: Developing the strategies + Marketing mix ● Conclusion 	20%
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