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Thương mại điện tử (Trường Đại học Công nghệ thông tin, Đại học Quốc gia Thành phố Hồ Chí Minh)



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Câu 3:

Company Name: NatureSuds Vietnam

Reason for Choosing the Topic: NatureSuds was born out of the recognition of the growing demand for natural skincare alternatives in the face of the harsh chemicals present in many industrial soaps. We aim to provide a solution that not only caters to skincare needs but also aligns with environmental sustainability.

Vision: To be a leading provider of natural skincare products in Vietnam, promoting a holistic approach to personal care that harmonizes with nature.

STAGE 1 SITUATION ANALYSIS - WHERE ARE WE NOW?

How are we performing?

SWOT Analysis for NatureSuds:

S:

1. **Rich Natural Resources:** Unique soap formulations utilizing Vietnam's abundant natural resources.
2. **Local Farmer Support:** Contribution to the agricultural sector, promoting sustainability and supporting local farmers.
3. **Cultural Alignment:** Aligned with Vietnam's cultural appreciation for natural remedies and traditional ingredients.
4. **Online Business Potential:** Tapping into a global market through online business.
5. **Health and Beauty Trend:** Meeting the rising demand for natural health and beauty products, ensuring high revenue potential.

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1. **Supply Chain Challenges:** Potential difficulties in maintaining a consistent supply chain for natural ingredients.
2. **Consumer Education:** The need to educate consumers about supporting local farmers and the positive impact on rural communities.
3. **Seasonal Ingredient Dependency:** Relying on seasonal availability for certain ingredients, affecting product consistency.

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1. **Rising Interest in Local Products:** Capitalizing on increasing consumer interest in supporting local businesses.
2. **Government Initiatives:** Aligning with government initiatives supporting local resources and sustainable practices.
3. **Online Business Growth:** Expanding the reach through online platforms.

4. **Health and Beauty Market Boom:** Leveraging the growing demand for natural health and beauty products.

T:

1. **Imported Ingredient Competition:** Competing with imported ingredients perceived as exotic or higher quality.
2. **Climate Change Impact:** Potential disruptions due to climate change affecting ingredient availability.
3. **Market Saturation:** Facing increased competition for consumer attention and loyalty in the natural skincare and beauty market.

What are our distinctive competitive (marketing) advantages?

NatureSuds possesses several distinctive competitive advantages:

1. **Chemical-Free Formula:** The soap is crafted without NaOH and utilizes pure essential oils, making it safe and suitable for all, including pregnant individuals.
2. **Health-Conscious Approach:** The product is gentle and healthy for the skin, avoiding harsh chemicals commonly found in industrial soaps.
3. **Market Differentiation:** In contrast to industrial soaps that rely on chemical reactions, NatureSuds leverages natural ingredients like bitter melon, kale, and rose to provide effective and safe cleansing.

How effective is our Marketing Mix?

- **Product:** Diverse, chemical-free skincare range with unique features like local sourcing and cultural alignment.
 - **Price:** Competitive pricing within the natural skincare segment, with potential for value-added pricing due to unique selling points.
 - **Place:** Strong online presence through the official website and popular e-commerce platforms, offering personalized experiences through AI.
 - **Promotion:** Successful use of social media platforms like TikTokshop, incorporating advanced technologies such as Chatbox, and consistent engaging promotional campaigns.
- ➔ The company strategically aligns its diverse and chemical-free skincare products with competitive pricing, a robust online presence utilizing AI, and engaging promotional strategies on platforms like TikTokshop. This comprehensive approach resonates well with market trends and consumer preferences, contributing to the overall effectiveness of the marketing mix.

Are we focusing on the best segments with the right type of customer? (Phân khúc khách hàng tốt nhất mình chọn)

NatureSuds Vietnam's primary customer segment is:

- Gender: Female
- Age: 16 – 40 years old
- Occupation: Office professionals
- Location: Ho Chi Minh City
- Income: >3 million VND
- Psychographics: Interested in natural skincare products and those that provide body care and skin nourishment. Additionally, they have a habit of making online purchases and frequently browse social media for shopping.

Are we using the most appropriate channels for communication and distribution? (Kênh truyền thông phù hợp, tại sao?)

Sales Channels Distribution for NatureSuds Vietnam:

1. E-Commerce Platforms (40%):

- **Platforms:** Lazada, Shopee.
- Focuses on creating a sense of urgency and sale hunting psychology for NatureSuds products.
- Utilizes various promotional strategies to attract and engage price-conscious consumers.

2. Social Commerce (TikTok Shop - 30%):

- **Platform:** TikTok Shop.
- Targets a younger audience by leveraging TikTok's popularity.
- Utilizes live streaming and collaborations with influencers to enhance brand visibility and appeal.

3. Official Website (30%):

- Establishes credibility and provides detailed information about NatureSuds products.
- Emphasizes brand storytelling, product information, and quality assurance.

What uncontrollable event(s) or trend(s) can impact my business? - Risk & Threats

Climate Change Impact:

- **Risk:** Disruptions in the supply chain due to climate change affecting the availability of certain natural ingredients.

- **Threat:** Limited access to key ingredients, potentially leading to production challenges.

Imported Ingredient Competition:

- **Risk:** Competition from imported ingredients perceived as more exotic or of higher quality.
- **Threat:** Consumer preference shifting towards international brands with perceived premium ingredients.

Economic Downturn:

- **Risk:** Economic downturn affecting consumers' purchasing power.
- **Threat:** Reduced demand for premium natural skincare products, impacting sales.

Market Saturation:

- **Risk:** Saturation in the natural skincare market, leading to increased competition for consumer attention and loyalty.
- **Threat:** Difficulty in differentiating NatureSuds in a crowded market.

Technological Advancements:

- **Risk:** Emergence of new technologies or skincare methodologies.
- **Threat:** Potential disruption of traditional skincare practices, requiring adaptation and innovation.

STAGE 2 SET OBJECTIVES WHERE DO WE WANT TO GO?

Business Mission: NatureSuds is dedicated to crafting high-quality soaps using natural ingredients abundantly available in Vietnam. Our mission is to offer effective skincare solutions while minimizing environmental impact, fostering a healthier and more sustainable lifestyle.

Business Objectives:

- Expand market share by 20% in the next fiscal year.
- Increase revenue through innovative natural skincare product lines.
- Capture a significant market share among Gen Z and Millennials in the natural skincare segment.

Marketing Objectives - Business Development:

- Achieve a 15% increase in sales within the next quarter.
- Establish NatureSuds as the preferred brand for natural skincare solutions.

Marketing Communication Objectives:

- Generate a 30% increase in website traffic through digital marketing.
- Increase social media engagement by 25% over the next quarter.

- Achieve Top 1 ranking on Google searches for natural skincare produce.

STAGE 3 STRATEGY HOW DO WE GET THERE?

Segmentation:

- Demographic: Females aged 16-40, office professionals.
- Location: Ho Chi Minh City.
- Income: >3 million VND.
- Psychographics: Passionate about natural skincare, body care, and frequent online shoppers.

Targeting: NatureSuds emphasizes females aged 16-40, especially office professionals in Ho Chi Minh City, earning above 3 million VND. The brand targets those passionate about natural skincare, body care, and online shopping, with a significant social media presence.

Positioning: NatureSuds positions itself as the epitome of "Gentle and Genuine Beauty," offering high-quality, natural skincare tailored to its target market. With a commitment to authenticity, sustainability, and a seamless online shopping experience, NatureSuds aims to resonate with its tech-savvy audience.

STAGE 4 TACTICAL PLAN HOW DO WE IMPLEMENT THE STRATEGY?

Communication Tools:

1. Digital Marketing:

- Use social media platforms (Facebook, TikTok), Google Ads, and email marketing.
- Implement AI-driven personalized interactions to enhance user engagement.

2. Influencer Collaborations:

- Collaborate with local influencers to promote NatureSud products.
- Leverage influencers to showcase products through diverse channels.

3. Online Workshops:

- Conduct online workshops to emphasize authenticity, sustainability, and technology integration.
- Showcase the brand's commitment to innovation and engage with the target audience.

Message and Consistency:

- Consistently emphasize the values of "Gentle and Genuine Beauty" across all communication channels under the "NatureSud Vietnam" brand.

- Maintain a consistent brand message highlighting the brand's commitment to authenticity, sustainability, and a seamless online shopping experience.

STAGE 5 ACTION PLAN

Gantt Chart

Task	Start Date	End Date	Duration (days)	Responsible	Costs (\$)
Research and analyze market demand	1/1/2024	30/1/2024	30	Marketing Team	1,000\$
Develop and design sample products	15/2/2024	25/2/2024	10	Marketing Team	500\$
Trial launch of "NatureSud" products	26/2/2024	20/3/2024	25	Marketing Team	300\$
TikTok Campaign with KOLs	21/3/2024	11/3/2024	20	Marketing Team	250\$
Collaborative Workshop Online	12/3/2024	20/3/2024	8	Marketing Team	1500\$
Continuous Social Media Engagement	20/3/2024	Ongoing	Ongoing	Marketing Team	1000\$ per month (estimated ongoing cost)

