SOLUTIONS IMPROVING THE SMES' EXPORTING ACTIVITIES IN SOUTHERN AREA OF VIETNAM

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ABSTRACT: *According to the objective of the project to raise the competitiveness of Vietnam's export commodities up to 2020, the orientation to 2030 has been approved by the Prime Minister on 03/8/2017. Export commodities striving to increase by 2020 gradually; the share of agricultural and aquacultural exports in developed markets such as the EU, Japan and South Korea will increase. At the same time, export commodities strive to achieve an average commodity export growth rate of 8% per year in the period 2016-2020 and an average of 9% -10% per year in the period 2021-2030. This paper objective is to find some solutions improve the efficiency of exports to the world market in the coming time. The research results showed that there were 200 managers of SMEs related to Southern Area of Vietnam who interviewed and answered about 21 questions but 188 managers of SMEs processed. Data collected from 8/2016 to 11/2017 for the managers of SMEs of Southern Area of Vietnam. The paper had been analyzed five factors affecting the SMEs' exporting activities of Southern Area of Vietnam with significance level 5 percent. Solutions are recommended for improving the SMEs' exporting activities in Southern Area of Vietnam.*

KEYWORDS: Exporting, Activities, SMEs and LHU

INTRODUCTION

Vietnam is currently exporting to some key markets such as Germany, France, the UK, the Netherlands and Italy... These are the five largest markets of Vietnam in the EU, both in terms of exports and imports, accounting for 68% of total trade with EU countries. Vietnam commodity export has advantages and disadvantages following: (1) Advantages of commodity export: The strong open market commitments under the Vietnam-EU Free Trade Agreement (EVFTA) will be an important impetus for boosting Vietnam-EU trade relations in the future. This is also a big opportunity to further expand the market for Vietnamese exports, especially those of Vietnam's strengths such as textiles, footwear, agricultural products and furniture.

Besides, Vietnam now is to continue to enjoy preferential tariffs Regulation (GSP) for the period 2017-2019, Vietnam is considered highly advantageous for businesses of Vietnam exports compared to exporters to the EU but not to the GSP. Vietnam has more than 20 years of experience in the process of economic integration in the region and the world, Vietnamese SMEs are now out of the passive and coping as the first days of opening. Although the competition is indispensable, due to the complementary nature of the trade structure of Vietnam and the EU and other markets, the competitive pressure of the EU and other markets will not be as severe as that of some familiar partners in Vietnam. This will have a positive impact on Vietnamese exporters. (2) On the challenge: according to economic experts, the legal system and policies of Vietnam are still inconsistent, consistent and stable and this is the cause of disadvantages when facing disputes and international lawsuits. For the EVFTA

Agreement, despite the fact that the tariffs and trade turnover of the two sides are nearly eliminated, Vietnamese SMEs are not fully aware of the origin issue.

In addition, the EU and other markets are demanding markets for quality and safety standards, while not all SMEs meet the requirements. In 2016, the EU has strengthened the control and quality control of products and origin for imported products, especially agricultural products and steel imported from Asia. Not only that, Europe is facing many uncertainties about the political situation, this will affect the export enterprises in the world to the EU in general and the export enterprises from Vietnam to the EU in particular. Facing this situation, the researchers had chosen topic **"*SOLUTIONS IMPROVING THE SMEs' EXPORTING ACTIVITIES IN SOUTHERN AREA OF VIETNAM*"** as a paper. This paper helps policy managers who apply them for improving policy on the management of the SMEs' exporting activities in Southern Area of Vietnam.

LITERATURE REVIEW

Firm management characteristics: It is defined as a combination of business and organization of the firms which includes how the management style, the leadership style, corporate culture, etc. In addition, firm management characteristics are related to the influence of management board in order to guide all people to reach common goals (Heskey, 1984).

Language and customs: Language as Oxford Dictionary defined as "the method of human communication, either spoken or written, consisting of the use of words in a structured and conventional way." This dictionary also defined customs as "a traditional and widely accepted way of behaving or doing something that is specific to a particular society, place, or time."

Exchange rate: Kesriyeli (1997) said it is defined as the nomination factor to translate one foreign currency to local currency. This concept refers to the power purchasing parity of goods in economic theory. He denotes that power purchasing parity is reflected through the adjustment of prices to the currency of the country when this product is exported into by the exporters. The theory of exchange rate is also related to tradable and non-tradable goods. He noted that the prices of tradable and non-tradable goods are equal everywhere of the world thorough foreign exchange rate. This means that when one consumer buy goods in one country, he/she can buy this good in another country with prices translated from a rate, namely foreign exchange rate.

Tariffs: It is defined as restriction of government towards imported products. The concept of tariffs is referred to a level of tax imposed by the government in order to protect local firms. According to Salvatore (2005), there are several types of tariffs, including (1) specific tariff, (2) ad valorem tariff, and (3) compound tariff. Specific tariff is known as the fixed amount of tax on imported goods. Ad valorem tariff is known as fixed percentage of tax toward commodity products. Compound tariff is denoted as a combination between specific tariff and ad valorem tariff and it is quoted by percentage. **By Hill, Charles W.L. (2015).**

Globalization: It is defined as economic trend whether a country's firms want to participate into international market and selling its products to other countries in order to gain more economic benefits. On the other hand, globalization is understood as process of which it fosters economic integration and cooperation, the transfers of knowledge, joint-cultural, and beneficial improvement. BY **Joshi, Rakesh Mohan, (2005)**.

The term export: it means sending of goods or services produced in one country to another country. The seller of such goods and services is referred to as an exporter; the foreign buyer is referred to as an importer. Export of goods often requires involvement of customs authorities. An export's counterpart is an import. BY **Joshi, Rakesh Mohan, (2005)**.

METHODS OF RESEARCH

- Study subjects: the SMEs' exporting activities.

- Scope of the Study: the SMEs' exporting activities in Southern Area of Vietnam and the factors affecting the SMEs' exporting activities.

This research conducted at the SMEs' exporting activities. The period was from 8/2016 to 11/2017 for the SMEs of Southern Area of Vietnam. The process of research consists two steps: a preliminary study and formal research. The study used qualitative methods through in-depth interviews with 30 exporters to examine the content and meaning of the sentences used in the scale. Formal research used quantitative methods through surveying about the SMEs' exporting activities in Southern Area of Vietnam.

+ Qualitative research: Pick up form and questionnaire.
- Analysis of data;
- Quantitative research:
+ Reliability Statistic: Cronbach's Alpha coefficient
- Exploring factor analysis (EFA).
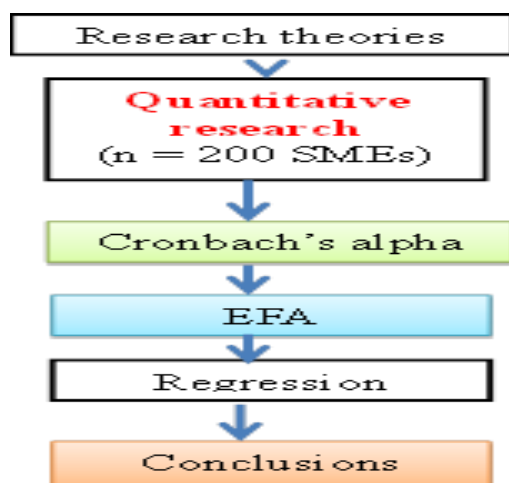- Determine the regression equation.
- Testing

Figure 1: Research process for factors affecting the SMEs' exporting activities in Southern Area of Vietnam

Statistical Treatment: After the data collected

Statistical Treatment: After the data collected, the researcher turns to the task of analyzing them. The analysis of data requires a number of closely related operations such as establishment of categories, the application of these categories to raw data through coding, tabulation and then drawing statistical inferences.

The unwieldy data condensed into a few manageable groups and tables for further analysis. Thus, researcher should classify the raw data into some purposeful and usable categories. (1) Coding operation done at the stage through which the categories of data transformed into symbols that tabulated and counted. (2) Editing is the procedure that improves the quality of the data for coding. With coding, the stage is ready for tabulation. (3) Tabulation is a part of the technical procedure wherein the classified data put in the form of tables. The mechanical devices made use of the juncture. Computers not only save time but also make it possible to study large number of variables affecting a problem simultaneously.

Analysis work after tabulation is generally to base on the computation of various percentages, coefficients, etc., by applying various defined statistical formulae. In the process of analysis, relationships or differences supporting or conflicting with original or new hypothesis subjected to tests of significance to determine with what validity data to indicate any conclusion(s). After collecting data, we use Statistical Package for Social Scientists (SPSS) software version 20.0.SPSS for analyzing data and extracting output. There are four tests applied, the order and purpose is described as following: **Descriptive statistic:** it presents the frequency, data means, standard deviation, measures of central tendency and dispersion by converting the raw data after collecting to results of factor, which express in single situation.

Data analysis: In my research, I used SPSS software version 20.0 in order to analyze the collected data. My data analysis procedure has 4 steps: first step is descriptive statistics; second step is reliability testing; third step is exploratory factor analysis; and the final step is regression analysis.

Descriptive Statistics: Descriptive Statistics is a numerical summary of a dataset. Through descriptive statistics, the quantitative descriptions presented in a manageable form; the characteristics of the sample in the method section then described. Descriptive statistics in my research present the minimum value, maximum value, standard deviation, and the mean of all variables. **Reliability Statistic:** Reliability Statistics indicate how well the items in a set are positively correlated to one another.

Exploratory Factor Analysis: EFA used to test against this problem, and method is widely accepted to inspect the value of a scale. The method for conducting an EFA is the "Principal Component Method" and "Varimax Rotation". The statistics parameters in EFA include: (1) Consider the accordance with EFA: KMO coefficient (Kaiser-Meyer-Olkin), is a criteria for evaluating the accordance of the data for EFA. The EFA is appropriate when $0.5 \leq KMO \leq 1$. (2) The criteria to determine the number of factors to be extracted: all extraction factors must have Eigen value > 1. This standard is widely accepted as the basis for adding or removing any factor. (3) We consider the hypothesis of Bartlett's Test of Sphericity (H_0) where variables that do not have correlation with the overall (overall matrix is homogeneous). When sig. ≤ 0.05, the hypothesis of correlation between observed variables is zero in the overall. This data is appropriate when the hypothesis H_0 rejected. (4) The cumulative coefficient of variance explained criteria ≥ 0.5. After EFA, those factors and variables that are unvalued rejected or combined with other factors to establish a new factor. Regression Analysis for factors affecting

the employee exporting activities: There is testing the relationship between the independent variables and the dependent variable, multiple linear regression used in my research.

RESEARCH RESULTS

Table 1: Cronbach's Alpha test for factors of the SMEs' exporting activities

	Mean	*S.D*
1. Exchange rate and economic index (ERE); Cronbach's Alpha = 0.941	*Mean*	*S.D*
ERE1: Vietnam exchange rate is very suitable for SMEs export and the volatility in the exchange rate market has been impacted to the export activity.	3.1277	1.05196
ERE2: Vietnam administrative procedures is changing quickly and very helpful for SMEs export and the volatility in the exchange rate market has been impacted to the export activity.	3.1702	1.10554
ERE3: Vietnam exchange rate policy is now very useful for SMEs export activity.	3.2872	1.01457
ERE4: Vietnam economic is growing each year and high rate impacted to the export activity.	3.1436	0.96218
ERE5: Vietnam inflation rate is low and bank interest impacted to the export activity.	3.1596	0.97348
2. Tariffs and political policy (TPP); Cronbach's Alpha = 0.925	*Mean*	*S.D*
TPP1: The Vietnam Tariffs officials have tactful attitude, civilized and courteous when communicating, behavior.	4.0638	0.91111
TPP2: The Vietnam Tariffs officials understand about master policy or tax professional and Quantitative restrictions and similar limitations create the barriers to SMEs export activities.	3.2979	1.09769
TPP3: The tax officers are proficient processes and task-solving skills and Specific tariffs create the barriers to SMEs export activities.	3.6489	1.28094
TPP4: Vietnam government supports SMEs export activities of Vietnamese firms and Vietnam political situation is very good for SMEs export activity.	3.3830	1.33730
3. Globalization (G); Cronbach's Alpha = 0.929	*Mean*	*S.D*
G1: The globalization helps SMEs export SMEs many countries and the changes of adopting innovative technology supports SMEs export activities.	2.75000	0.95696
G2: The globalization helps SMEs improve the exporting and Globalization brings more diversification and sophistication in export mechanism in the way of supporting SMEs export activities.	2.80850	0.87480
G3: The globalization helps SMEs to find new export SMEs market and the changes of adopting innovative technology supports SMEs export activities.	2.7394	0.84723
4. Firm management characteristics (FMC); Cronbach's Alpha = 0.875	*Mean*	*S.D*
FMC1: The Vietnam firm management is very good for SMEs exporting and The filtered view of individual decision makers in the firm supports SMEs export activities.	2.5426	1.24243
FMC2: The Vietnam firm managers are very reactive for SMEs exporting and Management experience towards international trade supports SMEs export activities.	2.5053	1.23884
FMC3: The Vietnam firm management characteristics are very suitable for SMEs exporting and the knowledge of competitors, industry structure, payment mechanism, money transfer and available assistance for export supports SMEs export activities.	2.7181	1.24114
5. Language and customs (LC); Cronbach's Alpha = 0.759	*Mean*	*S.D*
LC1: The website of the Language is regularly updated and provides full documentation, guidelines for customers and different language in different exported zones reduces SMEs export activities.	2.8670	1.47651
LC2: The customs offices applied online tax return filing has helped SMEs convenient and save time, costs more than the previous tax forms.	3.0266	1.42714
LC3: The customs is responsive to online tax declarations of SMEs and different customs in different exported zones reduces SMEs export activities.	2.7660	1.40986
6. The SMEs export activities (SEA); Cronbach's Alpha = 0.685	*Mean*	*S.D*
SEA1: The enterprise completely satisfied with the tariff policy, globalization, and exchange rate.	3.2181	0.58529
SEA2: The SMEs' share is developing in the world market.	3.1489	0.75229
SEA3: In general, SMEs' profit is increasing in the world market.	3.3617	0.64337

(Source: The researchers' collecting data and SPSS)

Table 1 showed that Cronbach's Alpha test for factors affecting the SMEs' exporting activities of Southern Area of Vietnam include: Five of variables surveyed Corrected Item-Total Correlation greater than 0.3 and Cronbach's Alpha if Item deleted greater than 0.6 and Cronbach's Alpha is very reliability. Mean is around 3.0 and Std. Deviation (S.D) is around 1.0.

KMO coefficient is 0.763 and the level of significance (Sig) is 0.000. Besides, Exploratory Factor Analysis (EFA) is consistent with survey data of 200 the managers of SMEs of of Southern Area of Vietnam but 188 managers of SMEs processed by SPSS 20.0. The result showed that Extraction Sums of Squared Loadings is 81.822 %. There are 18 items for factors affecting the SMEs' exporting activities of Southern Area of Vietnam.

Structure Matrix for factors affecting the SMEs' exporting activities of Southern Area of Vietnam such as there are five factors: X1. Exchange rate and economic index (ERE); X2. Tariffs and political policy (TPP); X3. Globalization (G); X4. Firm management characteristics (FMC); X5. Language and customs (LC).

KMO and Bartlett's Test for the SMEs' exporting activities such as the results showed that KMO coefficient had: KMO = 0.669 and the level of significance (Sig) is 0.000. Y: the SMEs' exporting activities. The paper had five factors affecting the SMEs' exporting activities.

Table 2: Factors affecting the SMEs' exporting activities

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.945	.170		5.564	.000		
X1	.284	.030	.503	9.353	.000	.816	1.226
X2	.158	.026	.321	6.007	.000	.825	1.213
X3	.082	.031	.131	2.602	.010	.928	1.078
X4	.112	.024	.239	4.716	.000	.917	1.091
X5	.107	.023	.244	4.677	.000	.869	1.150

a. Dependent Variable: Y: the SMEs' exporting activities

(Source: The researchers' collecting data and SPSS)

Table 2 showed that five factors affecting the SMEs' exporting activities such as the value of column t > 2, smaller significance level 0.05 and this means that the impact of the independent variables in the same direction with the SMEs' exporting activities. Moreover, Variance Inflation Factor (VIF) is exaggerated coefficient variance, when VIF value exceeding 10.0 is shown signs of multicollinearity phenomenon. While table 05 results can assert no correlation between the independent variables in the equation. Meaning no multicollinearity phenomenon by VIF values less than 10.

CONCLUSIONS AND SOLUTIONS

Conclusions

The study results showed that there were 200 SMEs interviewed and answered about 21 questions but 188 managers of SMEs processed lack of 12 samples. The paper had been

analyzed multiple regression analysis (table 2). Five factors: X1. Exchange rate and economic index (ERE); X2. Tariffs and political policy (TPP); X3. Globalization (G); X4. Firm management characteristics (FMC); X5. Language and customs (LC) that affecting the SMEs' exporting activities of Southern Area of Vietnam with significance level 5 percent. We have solutions for the managers continued improving the SMEs' exporting activities of Southern Area of Vietnam.

Solutions

Recommendations for the Ministry of Industry and Trade:

In the long run, Vietnam needs to shift from increasing in quantity to increasing in quality. In addition, export activities should not be driven by growth figures, but rather on the stability of production and socio-economic development in remote and isolated areas. Vietnam's current exports are still in the low value phase of the value chain. Therefore, it is necessary to expand to a higher value chain and especially to focus on building brand names so that products can be sold to consumers by their own brand.

The Ministry of Industry and Trade (MOIT) is now carrying out very strong reforms in simplifying administrative procedures in general and administrative procedures in import-export activities in particular. Especially, the Law on Foreign Trade Management passed by the National Assembly; in which Ministry of Industry and Trade was assigned to set up five decrees guiding this law. This is the time when the Ministry of Industry and Trade is focusing on reviewing procedures related to import and export activities to create breakthroughs and reforms in management so as to ensure strict management but on the other hand. Create ventilation for the business.

In addition, the coordination between state agencies and enterprises is necessary to create a favorable business environment, thereby unlocking the potential and capabilities of enterprises and society to put into production. MOIT is to consolidate key and traditional export markets, paying special attention to traditional (such as the US, EU) traditional export markets and the traditional export markets of Eurasia. MOIT continues negotiating, concluding and implementing bilateral and multilateral trade agreements with a view to facilitating and enhancing the competitive advantage of Vietnamese exports in the world market, especially the market EU wide.

The Ministry of Industry and Trade enhances the efficiency and innovation of trade promotion, focusing on goods with export advantages, potential markets and niche markets in order to diversify export markets. The Ministry of Industry and Trade should continue to direct the Trade Department and concerned units to speed up the implementation of measures to promote key export items, expand the market and concentrate on tapping the export advantages of Vietnam. In the EU market through the events of Vietnam's overseas week, national trade promotion, we have the establishment of B2B meetings to connect Vietnamese exporters with direct distributors in the EU. Vietnamese enterprises have the opportunity to introduce their capabilities, promote their products, and seek direct export opportunities.

The Ministry of Industry and Trade is to speed up the formulation and application of harmonized national standards systems with international standards, regional standards and foreign standards for export goods. Promote the development and guidance of the application of common standards in the main export markets, which may create barriers to trade in products and goods exported by Vietnam. The Ministry of Industry and Trade is disseminating,

consulting, training export enterprises on the application of goods quality standards of foreign markets. The Ministry of Industry and Trade facilitates small and medium enterprises to borrow capital so that they can "Innovate technology". Specifically, we should build venture capital funds to help businesses when they need capital. Make businesses easier access to bank loans than through. In addition, businesses can issue securities to raise capital. It is necessary to build a scientific and technological information system to provide up-to-date, accurate and detailed information on modern technologies so that enterprises can safely choose the most suitable technology for their operation such as its production, business. At the same time, help enterprises use the technology effectively and thoroughly, avoid causing waste.

The Ministry of Industry and Trade is to equitize technology research centers so that they can work better and at the same time deploy these centers to serve businesses more effectively, instead of having to enter technology. Technology research is from abroad as rampant as it is now. The Ministry of Industry and Trade focusing on investing in people, helping employees and managers have full knowledge and understanding to exploit thoroughly new and modern technologies.

Recommendations for the SMEs:

In order to boost exports, SMEs must first identify the export strategy and the right market strategy. On the basis of selecting markets and identifying key export items, enterprises need to choose the mode of renewing production technologies and management technologies. Export items must meet the standards required by the importing country. SMEs continue developing the market, creating the identity for the enterprise to build a solid brand to confirm the position of enterprises on the international arena. It is necessary to strengthen the vertical and horizontal cooperation to ensure the supply of raw materials and to always recognize the importance of competition and cooperation. Small and medium enterprises, which need little to strengthen cooperation, links to help each other. The management mechanism must be improved; to train and promote the leadership capacity of the corporate executives. It is important for exporters to be aware of the important role of trade associations and to closely link them with these organizations so that they can truly bridge the gap between business and government agencies. . Actively conduct trade promotion activities.

Besides, international economic integration in a globalized world, fluctuations in the market countries will impact strongly on the domestic market. This requires us to have a proper macroeconomic policy capable of forecasting and analyzing the situation, and the management mechanism must provide the basis for the economy to respond positively and positively. There is the negative impacting of the fluctuations in the world market. From this point on we can not continue to ignore the events of the world. Even very small fluctuations, if we do not actively analyze, find out the cause, forecast the trend continues and take measures to prevent our impact is very large.

Integration, the lack of links between businesses not only reduces the efficiency of production and business, reduce competitiveness but also threaten the survival of the enterprise itself. Now the competition is increasingly demanding that the cooperation and cooperation between enterprises becomes more urgent and necessary than ever. SMEs continue improve product quality in accordance with food safety standards of importing countries. Exporters must carry out a rigorous, systematic inspection of the product from input to output.

SMEs continue establishment of product quality control from the procurement of raw materials to the production of products to the time of export of products. SMEs continue to set up a dedicated research unit on the properties of the product to anticipate potential risks with extended transit times or temperature, humidity, etc. factors that may affect the product and product quality.

SMEs continue be aware of the importing country's regulations on food safety and hygiene to ensure that their products meet those requirements in order to build trust with partners and create opportunity for long-term business cooperation with partners. It is necessary to actively explore and develop a plan for adjusting the supply chain and input materials to ensure that they meet the rules of origin so that they can actually take advantage of the preferential tariff when EVFTA takes effect. It is necessary to study information in order to understand the characteristics of each market in order to ensure the success and efficiency of the export. It is necessary to ensure that all food safety and hygiene regulations are complied with, as well as to ensure the origin of the products to avoid being investigated, or to apply trade remedies.

Finally, SMEs have been exporting to the EU through the UK to pay close attention to the situation, take the initiative in developing additional export alternatives to respond promptly to situations that may occur. SMEs continue reducing costs and improving competitiveness for exports is a core issue that has long-term implications for government intervention. The urgent need of the Government to revise input costs down to a reasonable level, hedging agricultural producers, non-payment risk insurance; establishment of an export credit mechanism and export credit guarantee.

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