

RECOMMENDATIONS ENHANCING THE EFFECTIVENESS OF MARKETING PLAN AT NHA BE GARMENT CORPORATION

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ABSTRACT: *Marketing plays an important role in establishing relationships between customers and the enterprises offering to the market... The marketing function is also tasked with branding of the enterprises, participation in publicity activities, advertising and customer interaction through feedback collection. Marketing is a vital business function that is necessary in nearly all industries whether the organization operates as a for-profit or as a not-for-profit. For the for-profit garment corporation, marketing is responsible for most tasks that bring revenue and, hopefully, profits to an organization. In this paper, the process of implementation of paper researcher also performed a SWOT analysis. Based on the two engines on research results and researcher has suggested recommendations of marketing plan for Nha Be Garment Corporation. This paper had been conducting a rigorous SWOT analysis with the objective of realizing the strengths, weaknesses, opportunities, and threats, in comparison with the competitors'. Also, this paper had been analyzed the political, economic, socio-cultural, technological, natural, and demographic factors, to better understand the environment in which the business operates. Both analyses are essential to successful marketing planning.*

KEYWORDS: Marketing, Marketing plan, SWOT, Customers,

INTRODUCTION

Marketing plan can help people transfer their pictures to serve as a tool icon. For example, some Marketing plans can used by particular types of people, reflect the values and different features, so the two product have the same quality and materials could be different evaluation same as the value associated with the product. Besides, the textile industry is a long tradition in Vietnam, but the previous owner mainly serves domestic market. Only over the last decade, the development of Vietnam Textile speed averaged double numbers; one has become important economic sector, the major export sectors of Vietnam, the second exports following oil and gas industry. Vietnam textile product initially created position on domestic and foreign markets. Textile is close to 5 % of workers use the whole country (over 20 % of workers in the industrial sector), generating nearly 10 % of GDP, exports always stand second (following exporting crude oil) and contributed more than 10 % in export turnover of Vietnam.

The textile industry in our country is a key industry in the process of industrialization - modernization of the country. As essential consumer goods, textile industry annually contributed significantly to revenue especially foreign exchange income from exports. Nha Be Garment Corporation (NBC) is one of the textile business leaders Ho Chi Minh City. In recent years NBC complete the task with production targets by the State about economic and increasingly dominate the international market. A problem posed is now part of NBC versus the other competitors in the market of Vietnam is more modest than the capacity of NBC. Which one is the cause of the NBC Marketing plan is known for less than market

rivals as Viet Tien, Viet Thang, An Phuoc... so I have given the goal of improving its market share in the domestic market. The above mentioned things, the researcher had chosen the topic “**Recommendations enhancing the effectiveness of marketing plan at Nha Be Garment Corporation**” as a paper for finding out key recommendations.

LITERATURE REVIEW

Definition of a Marketing plan: Jack Welch, the former CEO of General Electric, once said, “Our most valuable assets are our intangible assets.” The intangible asset he was referring to is a Marketing plan. The Dictionary of Business & Management defines a Marketing plan as: “a name, term, sign, symbol, or design, or a combination of them, intended to identify goods or services of one seller or a group of sellers and to differentiate them from those of competitor”.

The Marketing plan amounts to a contract with the customer regarding how the Marketing plan will perform. The Marketing plan contract must be honest. Motel 6, for example, offers clean rooms, low prices, and good service but does not imply that the furnishings are luxurious or the bathroom is large.

How is marketing plans built? It is a mistake to think that advertising builds the Marketing plan. Advertising only calls attention to the Marketing plan; it might even create Marketing plan interest and Marketing plan talk. Marketing plans is built holistically, through the orchestration of a variety of tools, including advertising, public relations (PR), sponsorships, events, social causes, clubs, spokespersons and so on.

The real challenge is not in placing an ad but to get the media talking about the Marketing plan. Media journalists are on the lookout for interesting product or services, such as Palm, Viagra, Starbucks, eBay. A new Marketing plan should strive to establish a new category, have an interesting name, and tell a fascinating story. If print and TV will pick up the story, people will be hear about it and tell their friends. Learning about a Marketing plan from others creates credibility. Learning about it only through paid advertising is easy to dismiss because of the biased nature of advertising. (Philip Kotler, Marketing Management)

Marketing planning has become one of the most important aspects of business strategy. Yet it is also one of the most misunderstood. Marketing planing sometimes considered to merely an advertising function.

Marketing planning, then, is a management perspective that focuses on shaping the perceived value of the product as found in society.

Marketing strategies begin with the value proposition: the various types and amounts of value that the firm wants customers to receive from the market offering. The value proposition is valued as perceived by the firm, the value that the firm seeks to “build” into the product. In marketing, the value proposition sometimes referred to as the positioning statement. The common wisdom in business often assumes that the product value as measured by the firm and product value as experienced by the customer are identical. If the firm builds a better product, customers will experience it as such.

Marketing makes a crucial break with this assumption. Marketing emphasizes that customer value is perceptual, never objective fact. Value is shaped by the subjective understandings of customers, which often have little to do with what the firm considers to be the “objective” qualities of the product. The Marketing plan is the product as it is experienced and valued in everyday social life. The verb “to Marketing plan” refers to all of the activities that shape customer perceptions, particularly the firm’s activities.

Marketing plan Building Models

Kapferer (1997) mentions that before the 1980’s there was a different approach towards marketing plans. Companies wished to buy a producer of chocolate or pasta: after 1980, they wanted to buy KitKat or Buitoni. This distinction is very important; in the first case firms wish to buy production capacity and in the second they want to buy a place in the mind of the consumer. In other words, the shift in focus towards marketing plans began when it understood that they were something more than mere identifiers; the next three are for reducing the perceived risk; and the final three concerns the pleasure side of a Marketing plan. He adds that Marketing plans perform an economic function in the mind of the consumer, “the value of the Marketing plan comes from its ability to gain an exclusive, positive and prominent meaning in the minds of a large number of consumers”. Therefore, Marketing planning and Marketing plan building should focus on developing Marketing plan value.

SWOT Analysis: SWOT stands for Strengths, Weaknesses, Opportunities and Threats. It is a way of summarizing the current state of a company and helping to devise a plan for the future, one that employs the existing strengths, redresses existing weaknesses, exploits opportunities and defends against threats.

Strengths: Attributes of the organization there are helpful to achieving the objective. These are the company's core competencies, and include proprietary technology, skills, resources, market position, patents, and others.

Weaknesses: Attributes of the organization there are harmful to achieving the objective. Weaknesses are conditions within the company that can lead to poor performance, and can include obsolete equipment, no clear strategy, heavy debt burden, poor product or market image, long product development cycle, weak management, and others.

Opportunities: External conditions there are helpful to achieving the objective. Opportunities are outside conditions or circumstances that the company could turn to its advantage, and could include a specialty niche skill or technology that suddenly realizes a growth in broad market interest.

Threats: External conditions there are harmful to achieving the objective. Threats are current or future conditions in the outside environment that may harm the company, and might include population shifts, changes in purchasing, serious competitive barriers, changes in governmental or environmental regulations, and others.

SWOT analysis provides an efficient way to evaluate the range of factors that influence your operation, and can give you valuable guidance in making decisions about what to do next. It also provides a highly productive way to get your key personnel involved in the management decision-making process.

METHODS OF RESEARCH

SWOT matrix construction was carried out according to the following steps:

Step 1: Building a questionnaire for IFE and EFE matrix

Step 2: Interviews with 30 experts

Step 3: Using MS Excel

Step 4: Synthesis of 2 matrices

Step 5: Building a SWOT

Population and Sampling

After completing the preliminary investigations, formal research is done by using quantitative methods questionnaire survey of about 600 interviewees: the reason tested measurement models, and model and test research hypotheses. Interview about 20 marketing planning experts and 25 managers.

This study further translated versions of this application on a questionnaire survey to survey. The questionnaire is presented as follows:

The preliminary study was conducted through qualitative methods using in-depth interviews with 30 experts independently to test the content and meaning of the words and terms used in this scale to make sure they are appropriate and easy to understand. And 30 experts evaluate scores internal matrix and external matrix (to building SWOT matrix).

Preliminary results of the study will help to remove restrictions and unnecessary errors, and thus the official questionnaires will be better phrased when used for formal quantitative research.

The experts were given in-depth interviews about the meaning and content of the scale of Marketing plan Marketing. Therefore, this scale used in the formal research.

The management were given in-depth interviews about the meaning and content of the scale of Marketing plan Marketing. The end result is that all enterprises understood the content and meaning of every sentence of the scale. Therefore, this scale was then used in the formal research.

RESEARCH RESULTS**Table 1: The internal factor evaluation matrix of Nha Be Garment Corporation**

Internal Factors	The degree of importance	Classification	Score	Conclusions
Product Quality	0.09	3	0.27	Strength
Service Quality	0.08	3	0.24	Strength
Brands company	0.08	3	0.24	Strength
Place product	0.08	3	0.24	Strength
Production capacity	0.07	3	0.21	Strength
Material Purchase	0.07	2	0.14	Weakness
HR capacity	0.08	3	0.24	Strength
Leadership capacity	0.07	3	0.21	Strength
Relationship customer	0.07	3	0.21	Strength
Design product	0.07	2	0.14	Weakness
Research & Development (R & D)	0.07	2	0.14	Weakness
Financial capability	0.09	3	0.27	Strength
The information system	0.08	2	0.16	Weakness
Total	1.00		2.71	

(Source: The researcher's collecting data and Excel)

Table 1 showed that the internal factor evaluation matrix of Nha Be Garment Corporation has 9 Strengths and 4 Weaknesses. In addition, the average score is 2.71 point that is high 2.5 point.

Table 2: The external factor evaluation matrix of Nha Be Garment Corporation

External Factors	The degree of importance	Classification	Score	Conclusions
Globalization	0.08	3	0.24	Opportunity
Systems and development policy and law	0.07	3	0.21	Opportunity
Cultural and social	0.08	3	0.24	Opportunity
Human resources	0.08	3	0.24	Opportunity
Macroeconomic	0.08	3	0.24	Opportunity
Financial markets	0.07	2	0.14	Threaten
Average income people	0.08	3	0.24	Opportunity
The customer's requirement	0.08	3	0.24	Opportunity
Imported materials	0.08	2	0.16	Threaten
The competitiveness of companies	0.07	2	0.14	Threaten
Supporting industries	0.08	2	0.16	Threaten
Science and technology	0.08	3	0.24	Opportunity
Goods counterfeit	0.07	2	0.14	Threaten
Total	1.00		2.63	

(Source: The researcher's collecting data and Excel)

Table 2 showed that the external factor evaluation matrix of Nha Be Garment Corporation has 8 Opportunities and 5 Threatens. In addition, the average score is 2.63 point that is high 2.5 point.

SWOT analysis is a structured and planned method that is used to evaluate the strengths, weaknesses, opportunities, and threats of any business or venture. This analysis can be carried out not just by any business – it can also be carried out by any industry, product, place, or person. The tool collects the information from an environmental analysis and divides it into two categories – 1) internal, comprising of strengths and weaknesses, and 2) external, comprising of opportunities and threats. Once, these factors are analysed, SWOT analysis determines what are the factors and components that are necessary for the fulfilment of the objectives, and the obstacles that have to be overcome, neutralized, or minimized. While strengths and weaknesses are internal factors, opportunities and threats are usually external factors.

Table 3: SWOT matrix of of Nha Be Garment Corporation

SWOT	Opportunity: 1. Globalization 2. Systems policy and law 4. Human resources 5. Macroeconomic 6. Average income people 7. The customer's requirement 8. Science and technology	Threaten: 1. Financial markets 2. Imported materials 3. The competitiveness 4. Supporting industries 5. Goods counterfeit
Strength: 1. Product Quality 2. Service Quality 3. Brands company 4. Place product 5. Production capacity 6. HR capacity 7. Leadership capacity 8. Relationship customer 9. Financial capability	S.O: S1, S2, S3, S4, S8 + O3, O6, O7 Develop domestic market S1,S5,S6,S7,S9 + O1,O2,O5, O8 Develop oversea market S3, S7, S10 + O1, O4 Develop Human Resources	S.T: S5, S6, S10 + T2, T3, T4 Control materials S3, S4, S8 + T5 Develop brands O7, O10 + T1 Manage financial
Weakness: 1. Material Purchase 2. Design product 3. R & D 4. The information system	W.O: W1 + O1, O8 Finding others suppliers W2, W3 + O3, O6, O7, O8 Invest design department	W.T: W1 + T2 Control materials W2, W3, W4 + T3, T4 Finding partnership

(Source: The researcher's collecting data and Excel)

Table 3 showed that the researcher has 9 recommendations such as: Nha Be Garment Corporation should develop domestic market, develop oversea market, develop Human Resources, control materials, develop brands, manage financial, find out others suppliers, invest design department and find partnership.

RECOMMENDATIONS

Develop domestic market: During the period 2015 - 2020, Nha Be Garment Corporation will implement 4 programs including support to database development and updating distribution network nationwide, implementing the pilot model of selling points with the name "Build distribution warehouses in rural areas, strengthen linkages in the supply chain of domestic goods".

Develop oversea market: Nha Be Garment Corporation will implement trade promotion programs as well as international markets, diversifying export markets to avoid focusing on a few markets is One of the central goals of the industry in the future. In particular, the industry has many solutions such as the establishment of promotion offices in countries promoting import-export support; In addition, the three trade agreements of Vietnam with the EU countries, China, the Republic of Korea and the Customs Union are expected to be signed this year. It will open up new opportunities for Vietnam's import-export sector.

Develop Human Resources: Human resources play a very important role in improving the competitiveness of companies. A number of solutions to build and strengthen human resources company need to do: Actively rearranging organizations operating model to fit the model company shares, advanced technical qualifications, professional workforce of the company Policies to maintain and attract employees.

Control materials: Expansion and development of export markets is an important development strategy of the company, in accordance with the strategic development of the textile industry to "spearhead for export". For each production unit, corresponding to the production process there will be an accompanying inspection process to ensure that the product is manufactured in accordance with the process and quality in accordance with the standard. To carry out this task, apart from building a team of technicians with good professional qualifications, high skill and enthusiasm, the company also equips many kinds of advanced laboratory equipment. The quality testing requirements of national and international standards contribute to ensuring the best quality of products to customers.

Develop brands: One of the heights of the business process is to build up a prestigious brand name in the domestic and international market, especially to create a reliable brand name for all customers. Branding is an abstract notion that refers to the existence of businesses in each customer. Branding is a form of non-material asset. It does not exist in the physical form as a specific product, but plays an important role in business. Branding is different from branding in that the brand is the concept of a particular product or business enterprise, and the brand name of the product is directly printed on the package, visible directly. Branding is only indirectly exposed, because basically, it is abstract. Brand development is based on the growth of the brand in the market, which is going to expand the business, increasing the prestige, reliability and quality of the brand; It also creates new trends or more diverse business areas for brand building.

Manage financial: Currently, the company does not have a separate marketing department. Research and development activities as well as the support for the development of the company, is weak. Therefore, companies need to establish marketing department to resolve the following issues: Develop a clear Marketing plan, focusing on methods of marketing that abroad are carried out effectively. Expanding the traditional market, looking for new markets, particularly interested in the major markets.

Find out others suppliers: the Company is looking for materials or a final product to mediate; the Company also needs to find a potential supplier. They are the people who provide the Company has with important information, help Nha Be evaluate the product, track an opponent's actions and inform you of promising opportunities. If Nha Be needs to go through a wholesaler, they will help you find a partner, propose solutions to cut costs, improve product and design, and even help Nha Be organize marketing programs. Here are tips for businesses looking for suppliers.

Invest design department: Enhance research and development. Nha Be is to promote the marketing and promotion programs to promote the brand... Quickly capture market information to help companies with the right business policies. Delve into the current needs of foreign markets; make some trade promotion activities such as opening a representative office, participation in fairs, advertising...

Find partnership: Nha Be company can find strategic partners to meet development needs without having to invest too much. For small businesses or startups, consider partnering with a strategic alliance with you that can help you achieve your business goals and grow your business. Strategic cooperation is not a merger. Both companies participating in the partnership remain independent. They have their own administrative, financial and operational management. Of course, such cooperation should be guaranteed by contract specifying all terms including liability, payment, trade secret protection and who is the intellectual property, customer and goods. A strong strategic partner can help reduce costs, increase sales, and help you reach new customers. When a partner is a big name, you not only gain competitive advantage but also increase prestige with customers and suppliers.

Other recommendations

Distribution of the Company is a good configuration selected intentionally target between the Company with the distribution intermediaries and final consumers to organize delivery and reasonable movement of goods for customers potential, direct and final of the Company. Distribution physical movement of goods: These are elements that constitute the collective channel; it is an area of special material produced with the participation of organizations of different economic activities and spatial structure directly into the distribution channel. It includes the following activities: transport, sorting, revising, packing, packaging and warehouse operations. Campaign Executive distributed physical activity is a complex and diverse, there are very significant in the field of marketing it proves that this administration will create a competitive advantage in marketing.

Business rates are a key issue in the Marketing plan of the enterprise is formed as a mutual benefit derived when supply meets demand in the market and the implementation of its direct impact to the problem of Companies such as profitability, sales ... So building a proper pricing policy is a critical requirement of the Company how to sell that competitors do not object.

When the Company chose your target market and positioning on the market, then the strategic planning marketing-mix was conducted. Pricing strategies of the Company will depend on the Company's marketing objectives..

Commercial communication is a field marketing activities and special purpose was to offer orientation, dimensions and established customer relationships most favorable among the

Company and its customers with the collective prospects ability to coordinate key victorious dynamic marketing strategies and programs - mix has been selected by the Company.

Promotion is understood as a system of activities to expand their thinking, understanding of customers about the benefits, advantages and stimulate excellence, attracting potential customers, clients establish realistic and promote sales force, enhance accountability and credibility of the image of the Company trade on the target market.

CONCLUSIONS

Nha Be Garment Corporation is to expand production and business development in multiple industries, the demand for the company's capital is huge. Currently, the company has refused to order a lot of bulk because not enough machinery to perform. The company tries to receive some orders to keep customers but had to import fabric machinery without proper due where to produce. Therefore, companies need to invest in technological innovation. In the dissertation, the process of implementation of dissertation researcher also performed a SWOT analysis. Based on the two engines on researcher has suggested some marketing plan and recommendations for Nha Be Garment Corporation. The researcher also offers some suggestions for State building measures contribute to sustainable development for the textile industry and Nha Be Corporation. The researcher expects this contribution will help bring solutions to the growing company gain many benefits and contribute more to society.

The next study should survey more than 500 customers related to Nha Be Garment Corporation and managers of marketing planning. Besides, the next research should survey factors affecting marketing planning.

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