

SUMMARY ON CONTRIBUTIONS OF THE THESIS

1. Thesis title: *Perfecting Marketing Strategies for Products of Dairy Enterprises in Viet Nam.*

2. Specialty: Trade Business

3. Code: 62.34.01.21

4. Full name: **Lê Thị Nguyệt**

5. Supervisors:

Supervisor 1: **A/Prof. Dr. Phạm Thúy Hồng**

Supervisor 2: **A/Prof. Dr. Hoàng Văn Thành**

6. New contributions of the thesis:

The thesis has made the following contributions:

First, Reviewing literature on issues related to product marketing strategies of businesses so as to develop the research framework for the thesis.

Second, Developing scientific and practical research methods including in - depth group interview and questionnaires to collect primary data on the current situation of the dairy industry, the impacts of the environment and the current product marketing strategies of dairy enterprises in Viet Nam.

Third, Systematizing general theoretical issues on product marketing strategies, establishing contents of product marketing strategies according to the value - based marketing process of dairy enterprises.

Fourth, Studying practices on product marketing strategies of foreign dairy enterprises in domestic and international markets including Abbott, Nestlé and FCV. The author drew some lessons on perfecting the product marketing strategies of dairy enterprises in Viet Nam.

Fifth, Researching and analyzing the environmental factors affecting product marketing strategies of dairy enterprises in Viet Nam, then clarifying the strengths, weaknesses, opportunities and challenges to the dairy industry, particularly dairy enterprises in Viet Nam.

Sixth, Studying the current situation of product marketing strategies of five typical dairy enterprises in Viet Nam (Vinamilk, Nutifood, TH Milk, IDP, Moc Chau Milk) based on secondary data collected from annual reports of the dairy industry and enterprises, the insight reports of the industry; primary data collected by in-depth interviews with experts on the dairy industry and five top executives of five enterprises in 2019 and questionnaires on 20 middle managers of five enterprises conducted in 2018. The thesis summarized the achievements, limitations and causes on product marketing strategies of dairy enterprises in Viet Nam.

Seventh, Evaluating the prospects of development and forecasting the consumption trends to identify opportunities, challenges and set strategic orientation towards new market segments for dairy enterprises in Viet Nam.

Eighth, Suggesting 5 groups of solutions on perfecting product marketing strategies of dairy enterprises in Viet Nam, namely, (1) Completing the situational analysis and identifying aims of product marketing strategies; (2) Perfecting the selection of delivered values to target customers by strategic products; (3) Improving the creation of product values to target customers by strategic products; (4) Enhancing the coordination of marketing mix tools to deliver and communicate values to target customers; (5) Boosting human resources and marketing performance and 04 solutions to support product marketing strategy development including: (6) Developing the dairy supply for production and consumption; (7) Promoting the research and development of new products; (8) Fostering M&A to exploit the finance, production capacity, technologies and market development of partners; (9) Enhancing the corporate commitments and responsibility with customers in terms of product quality, origin as well as labelling.

Ninth, Making 08 recommendations to the state administration agencies on the dairy industry to complete the macro - environment for marketing in order to facilitate the efficiency of product marketing strategies of dairy enterprises in Viet Nam.

Ha Noi, December 2019

Supervisor 1

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Ph.D. Student

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