



## Analysis of the brand management strategy of Vinhomes real estate group

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### Abstract

This article analyzes the brand management strategy in the real estate field of Vinhomes under VinGroup. The article goes into practice and presents how to make a successful brand in the real estate sector, from which other corporations can copy and learn to be able to have similar successes.

**Keywords:** brand management, real estate, Vinhomes

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## 1. Introduction

### 1.1. Research overview

Nowadays, people's demand to live and work in big cities is increasing day by day. The real estate market is one of the markets with an important position and role in the national economy, having a direct relationship with the financial and monetary markets, the construction market, the material market. construction, labor market. Therefore, any business or corporation requires the right strategies and plans to lead the business to develop in a stable direction. And one of those strategies is of course indispensable brand management strategy. Because in the current digital age, it is very necessary and urgent to promote the brand and bring the corporation's brand to consumers. Building this strategy is an essential part of every business, it holds an important and leading position not only with real estate corporations. Each business will have its own strategies, directions, and brand colors, but all with the purpose of providing policies, strategies, goals and principles in building and developing their own brand. Building a brand is not only a day or two, it is formed for a long time and is solid, each name, a brand is a process of distilling from research theories, feat and investment. A brand can be thought of as a logo in terms of color, in terms of a tagline, that differentiates it from its competitors. However, these signs are only external manifestations, the true essence of brand management is to bring what the signs show into the minds of customers. Brand management in the real estate business, like corporate governance, includes creation, maintenance, development and close association with each other. Vinhomes is one of the leading real estate corporations in promoting its brand, creating a solid position in the current market.

### 1.2. Urgency of the research problem

*Every business wants to create the best brand in the market, to have a foothold in the business and to develop the business. A reputable brand will help customers trust, trust and create a buzz in the product consumption market. To build and develop the brand of your business you need a brand strategy.* Therefore, each business always sets out policies and strategies to deal with fluctuations in the market. And for real estate businesses, the management of their own brand is an indispensable thing. Brand is the most valuable asset of every business. Only when the brand of a real estate enterprise is prestigious, quality and strong, the number of consumers trusting and using it will increase. Therefore, the study of brand management strategy in each corporation is always prioritized and focused.

There are real estate businesses that have spent hundreds of thousands of billions of dong to promote their brands, increasingly raising their names in the domestic and international markets. That is right and creative. It is for these reasons that no real estate corporation ignores its own brand management. In fact, there are still hundreds of thousands of ways to promote the brand of each business, but not all corporations can effectively promote it. One can mention the real estate business group Vinhomes, the bright spot in the brand management of this group is a bright spot of the topic.

### 1.3. Significance of the study for management practice:

Corporations are divided into segments with different management roles. This division will help the management to be logical and respond well to each of its segments and departments. This research will help reduce the pressure in real estate management. With rich land capital and increasingly integrated development with other countries, the real estate market is increasing, so the management needs to be strict and decisive. Fluctuations in the stock market, banking, new government policies, and foreign investment capital flows are always important and essential issues. Issues around are always a concern for the real estate market if they do not know how to moderate, adjust stable prices appropriately, and reputable brands. Many real estate companies opened but could not survive for too long because of the lack of brand stability. Most corporations and businesses focus on investing in quality, but forget that the brand is the first thing that any business wants to develop must also prioritize. This makes it difficult to establish a business position in the current market economy. Inherently, the development of real estate always comes with risks, the risks of image and brand. Up to now, when the market becomes more competitive, when free trade agreements are being signed, and Vietnam joins the playing field of global trade, the design and positioning, setting up the brand identity system, developing the brand with integrated marketing programs is impossible not to think about. Research is not only to analyze the environment and position of oneself but also of competitors, it creates a mechanism to solve problems and problems effectively, bringing important benefits to customers. corporation, creating an exclusive and strong brand. Therefore, this research will help the management work to be promoted more, connect the fastest to customers in need and improve the life and socio-economic development of the region. At the same time, it also helps businesses maintain stable development in the current market economy, not fall behind and grow without thinking.

### 1.4. Objectives of the study

Systematize the theoretical basis of financial analysis of real estate investment projects to plan brand development strategies for the company. Evaluate real estate investment and business projects from the most objective perspective according to the current legal system, considering the achieved and unsatisfactory aspects. From there, some solutions are proposed to improve the quality of project financial analysis and brand creation. Through the process of researching the topic, I want to master the expertise in financial analysis of real estate investment and business projects; unique, rich and exclusive brand management strategies in today's diverse economy; consolidate and refine acquired knowledge.

## 2. Theoretical basis

### 2.1. Brand management strategy

#### 2.1.1 What is brand strategy?

Brand management is the process of building customer trust in a brand, not a product. It is also understood as the process of maintaining that brand's position in the market with thousands of other brands in the same field. Brand strategy is a long-term plan for the development of a business. To position your brand in the eyes of consumers, impress your target customers.

#### The role of brand strategy

**Brand building, image promotion:** Applying the right strategy helps businesses promote their image and brand more easily. Thereby reaching more customers, helping to increase brand awareness effectively.

**Make a difference:** In business strategies, there is always a plan to build a difference for the brand. Wanting to have a strong foothold in the market requires businesses to dare to be creative, to dare to be different and to stand out.

**Successfully connecting with consumers:** Is helping businesses successfully connect with consumers, with their potential customers. Once effective brand promotion, connecting with guests becomes easier than ever.

**Maintaining customer loyalty:** It is constantly improving the value of the business, constantly meeting the needs of customers. Besides, it brings many great experiences for customers to buy and use their products/services.

**Get brand orientation in line with competitive environment,** focus resources on branding. Ensure consistency in implementing decisions on brand building and development. Minimizing the risks that may be encountered in building and developing the brand of the business. Detect and overcome weaknesses in brand decisions, improve the effectiveness of decision execution. Contribute to enhance brand value through public image and trust in branded products.

#### 2.1.3. Steps to build a brand strategy

##### Step 1: Identify your target customers

Target customers are the group of potential customers that businesses target. You need to identify in the list of customers who really have a need to use the product or service of the business and are willing to pay to buy it.

##### Step 2: Determine the competitive position in the market

It is necessary to conduct an analysis of the advantages and disadvantages of competitors and at the same time determine their competitive position in the market to be able to come up with successful brand strategies. From there, it is possible to find the key to developing the brand, learning and creating the advantages of competitors to create a difference.

##### Step 3: Identify growth opportunities

Identifying the trends and development opportunities of the target market will help businesses easily determine the right direction and best fit with the brand strategy of the business. Besides, grasping the change of trends also helps businesses promptly change and redirect their brand strategy so as not to be outdated compared to other businesses.

##### Step 4: Identify the core value of the brand

The core values of the brand are the essential and enduring elements that help guide the behavior of each member of the business. Therefore, businesses need to identify the core values of the brand if they want your business to develop sustainably.

**Step 5: Brand positioning**

In the process of building a brand strategy, brand positioning is considered the most important step to help customers quickly associate your business's products. This helps your business create a unique position and stand out from other competitors.

**Step 6: Brand Management**

To maintain the image and position of the business in the market, you need to take the step of brand management. Because when not implementing the management, the business will quickly become blurred in the perception of customers.

**2.2. Brand management strategy in real estate business:****2.2.1. Current market situation:**

The real estate market has always had fierce competition with many different segments and investors. However, after the Covid 19 epidemic, everything became more drastic. Many popular segments such as affordable apartments or low-cost townhouses, although in high demand, are not easy to sell. Or with the higher-end segment such as shophouses or villas, many investors are still hesitant about profits and prices. Customers are getting smarter and more alert, before making any decisions, they look carefully to compare the amount of capital spent and the profit they earn.

Many businesses look to marketing in many ways to promote their products to customers. With this strategy, many companies have succeeded when the company's sales signal increased more than before, more effective than finding traditional customers such as distributing leaflets or telesale. However, the benefits that come with it, if you do not understand this business strategy, it is possible that your business may be buried or worse, bankrupt. In the case when you put all your efforts into investing and strategizing a project that is still hot at the moment, after a period of sudden market fluctuations, the Covid pandemic as an example, you may be pressured. The force of interest from lending to marketing causes extremely heavy consequences.

**2.2.2. Three real estate business strategies:****Media Management**

With the goal of reaching potential customers and bringing your business's brand to them, media management is a way to bring information about your products to integrate delicately and attract people. See through the drama you've been up to. It can be a video promoting the product, the corporate culture, or the market of the product.

There are usually two trends to communicate in this way. It is positive and negative. Positive is to provide customers with accurate and useful information, to bring about the number of customers who have a real need; The negative is to attract readers with catchy headlines, hot news.

**Banners, posters, flyers**

This way, businesses will market directly with customers, helping to localize the area and audience to easily target the right potential audience. By hanging banners and posters near the project area, handing out leaflets in adjacent residential areas, making consultation and answering questions closer and more convenient.

However, this method is quite picky about customers. With leaflet distribution, you should only do it when your product is aimed at low and middle workers. If you are in the higher-end segment, you should consider other strategies. Not to

mention when you hang banners or advertising posters, many factors such as rain, sunshine, or someone accidentally or intentionally breaks it, it will not be effective but the cost is extremely expensive.

**Digital Marketing**

Technology is increasingly developing, and the application of technology in businesses will help optimize profits. This is the reason that many business owners are now using popularly and methodically to bring in profits through marketing strategies, both effective and long-term. There are many places to deploy and build real estate marketing plans for your business such as using websites, digital channels, media plans and PR for business projects.

**2.3. Brand management strategy and business strategy:**

The first thing that every company, business, or corporation wants to develop is to have the best direction and strategy. The business strategy of an enterprise is likened to a path, a step, and is the key to operating the business to achieve certain goals, plans and success. So what is the concept of business strategy? "Strategy consists of the basic long-term goals of an organization, and the choice of ways or course of action, and the allocation of essential resources to realize those goals." (Alfred Chandler). In the process of marketing planning, building a brand management strategy is one of the most basic and challenging steps for businesses. This helps businesses create a strong foothold and increase their competitiveness in the market. An enterprise's brand management strategy is a set of principles for building and developing a strong brand in the market. Brand strategy is a functional strategy, derived from business strategy and governed by business strategy. Brand strategy has strong links with other functional strategies such as human resources, finance, marketing, etc. Brand strategy is an important "key" to realize business strategy. In addition to brand vision and philosophy to build a brand strategy, business strategy is also an indispensable element. These two factors are inherently complementary, but there are still opposing views surrounding this mattress. Some businesses in Vietnam have shared that they build their brand without considering business strategy. They believe that business strategies are always changing, so it is correct to define a brand that only needs to focus on brand vision and philosophy. Brand positioning needs to convey very clearly the value of benefits that a brand brings to customers that is outstanding compared to competing brands. The market is always changing and the needs of customers are also very diverse. The value that the brand wants to communicate also needs to change accordingly. After all, brand strategy is one of the important tools to realize business strategy. Brand strategy needs to resonate with business strategy, brand philosophy and brand vision.

**3. Research method****3.1. Data sources and methods of collection:**

Methods of collecting secondary data, data sources for the study of the topic include:

- Information related to the topic in newspapers, magazines, websites of the Ministry of Industry and Trade, the Ministry of Construction, the Ministry of Planning and Investment, the General Statistics Office, the State Bank, the electronic communication portal of Ho Chi Minh City Hanoi.

- In addition, there are sources of data that the author collects indirectly through the method of recording, fieldwork, accessing websites, researching articles, journals, scientific research works. previously related.

After collecting data, carry out data processing steps such as sorting, editing, filtering, analyzing by graph.

### 3.2. Research Methods

After the data has been collected data processing methods are qualitative and quantitative to create the research content. After collecting the necessary information related to the research process, another important job is to analyze, synthesize and evaluate the data. Some of the methods used to do this are as follows:

- Document review method: This method aims to summarize, review the collected documents and have an orientation for how to use those documents.
- Comparative method: to consider the analytical criteria by comparing the data with a baseline indicator. This method is used in research to obtain specific indicators of the volume, value and growth rate of the research problem in the analysis period. At the same time, compare the results of surveys, interviews, and evaluation criteria in order to summarize research results in a general way.
- Statistical methods: including collecting, synthesizing, presenting data, calculating the characteristics of the research object in order to serve the process of analysis, prediction, decision making, in order to generalize. compile the data for easier analysis, evaluation and conclusion.
- Visual forecasting method: To synthesize opinions of experts, scientists, administrators in the field of real estate business; based on their sensitivity and experience to forecast changes in scale, market and innovation trends in business and management in the coming time.

In addition to the above methods, the study also used the methods of charts, graphs, and questionnaires.

## 4. Research results and discussion:

### 4.1 Overview of business strategy of Vinhome Group Wholesale strategy contributes 2/3 of Vinhomes' sales in 2019

- Hoa Binh issues pre-qualification documents for project investors with more than 346 billion VND
- Mistakes at the projects of Phuc Son Group Joint Stock Company in Vinh Phuc

In 2019, Vinhomes pre-sold 60,100 apartments, 65% of which came from the wholesale strategy at Vinhomes Ocean Park, Vinhomes Smart City and Vinhomes Grand Park.

Vinhomes Joint Stock Company (Code: VHM) ended 2019 with record BUSINESS RESULTS; net revenue is 51,826 billion dong, up 34% and profit after tax is 24,206 billion dong, up 64%. The subsidiary of the GROUP is also the enterprise with the highest net profit in the stock market. Vinhomes' gross profit margin is also a desirable figure, especially in the real estate sector, at 53%. Even in the fourth quarter, it increased to 71%. The aforementioned results of Vinhomes in 2019 came from pre-sales of 60,100 apartments, up 4 times the previous year. In addition, the number of orders but not yet paid according to the company's

announcement was worth up to VND 91,400 billion, up 31%. 58,300 pre-sale apartments of Vinhomes come from three big projects Vinhomes Ocean Park, Vinhomes Smart City and Vinhomes Grand Park. The company deploys effective marketing campaigns, along with the ability to pre-sell impressive projects thanks to the number one real estate developer brand in Vietnam. As for the Vinhomes Grand Park project, District 9, Ho Chi Minh City, Vinhomes said that it has sold 99% of the apartments launched in just two weeks. Many other projects that have just opened for sale are also reported with similar sales. It is impossible not to mention the role of real estate wholesale strategy, in fact this activity contributed to 65% of Vinhomes' total sales in 2019, equivalent to about 38,800 pre-sale apartments. In which, about 11,000 apartments were transferred to an Asian investor, the transaction is expected to be completed in the first quarter of 2020.

In 2020, Vinhomes plans to launch 46,300 apartments, 88% of which will continue to come from three big projects. The goal of the company is to maintain the ability to pre-sell and wholesale transactions with reputable partners to maintain stable profits. Besides, newly launched projects include Vinhomes Galaxy, Vinhomes Wonder Park and Vinhomes Dream City. For sales, Vinhomes will replace the agency sales model with direct sales and online sales implemented in stages, applying technology to increase efficiency. A notable point in Vinhomes' business strategy since 2020 is the research and development of industrial park real estate, which is expected to be a new growth engine for the company. Vinhomes also said that it is calculating 6 projects with potential profit, concentrated in Hai Phong city.

Vinhomes and Masterise shake hands to cooperate in business

According to the cooperation agreement, Vinhomes and Masterise Homes will make the most of the available advantages from both sides to jointly create high-class values for customers at the LUMIÈRE Boulevard project. Specifically, Masterise Homes will focus its resources on the construction and quality management of the project, ensuring that residents have a green living experience according to international standards. Meanwhile, Vinhomes plays an exclusive business role, bringing the LUMIÈRE Boulevard project to market quickly.

Right from the moment it appeared on the market, LUMIÈRE Boulevard has impressed investors not only by taking advantage of two leading real estate developers in Vietnam but also by possessing an expensive location in the capital city. Vinhomes Grand Park is the busiest market in Thu Duc City.

The project is adjacent to Ring Road 3, Nguyen Xien - Long Phuoc Street and adjacent to many arterial intersections. From LUMIÈRE Boulevard, residents only take a few minutes to walk to Vincom Mega Mall, Rodeo shopping avenue and a cluster of utilities located in Vingroup's "all-in-one" ecosystem such as: Vinmec Hospital, Vinschool school, Avenue of Lights, 36 ha central park leading in Southeast Asia... With unique green architecture and privileged utility system, LUMIÈRE Boulevard is considered as one of the green architecture. The largest 3D space in Ho Chi Minh City with a construction density of only 28% and a greening area of up to 4 hectares. Surrounding the two sides of the building are 24 vertical gardens, combining the internal landscape with green carpets, capable of generating 125 million liters of oxygen per year, LUMIÈRE Boulevard offers the freshest



living space. in Thu Duc City. The project includes 5 towers named after different flowers and plants, respectively Angelica, Bayan, Camelia, Daisy, Erica - meaning in terms of mental health, creating a positive inspiration for the projects. resident. The reception hall of each tower is also delicately designed specifically for each type of flower and plant when represented by patterned details on the carpet, on the wall and the elevator. All to bring fresh air, full of natural breath every day.

LUMIÈRE Boulevard - One of the largest 3D green architecture in Ho Chi Minh City (Picture illustration).

In addition, residents of LUMIÈRE Boulevard also enjoy a private and high-class life with dozens of international standard internal facilities such as: 65-meter Olympic-sized 2-storey spaceship swimming pool, Jacuzzi pool, etc. outdoor sports area, international standard gym, outdoor cinema area, amusement park with many natural experiences for children to freely explore... Assessing the potential of the project, Ms. Hoang Thuy Vy - Vinhomes Region 6 Sales Director affirmed: "With the outstanding advantages of the LUMIÈRE Boulevard project and the available potential from Vinhomes and Masterise Homes, I believe that the project will bring a boom to the real estate market. in Thu Duc City in particular and Ho Chi Minh City in general in the coming time". Representative of Masterise Homes, Mr. Gibran Bukari - Sales Manager - expressed his belief: "The handshake between Masterise Homes and Vinhomes - 2 leading real estate brands in Vietnam - will bring opportunities to many people. have easy access to international standard green living space with the best service, helping them to have valuable living experiences at LUMIÈRE Boulevard."

#### **Handshake between two leading brands**

The strategic cooperation between the two "big guys" Vinhomes and Masterise Homes has caught the attention of experts and investors. Mr. Do Dinh Vinh - General Director of V.Homes trading floor (Thu Duc City) - said that this cooperation will create more earthquakes in the real estate market when it brings high-end products, plans and designs. advantage of each side.

"Products like LUMIÈRE Boulevard already have a reputation and a place in the market thanks to their international standard quality and unique style. The tower was developed by Masterise Homes which is a leading real estate developer when the Owning a respectable portfolio of branded products in the market, Vinhomes is a leading real estate investment, trading and management company, a pioneer in leading the Vietnamese real estate market. This cooperation is expected to set a new sales record", Mr. Vinh analyzed. According to the distribution units, in the context of the supply has not yet prospered, the cooperation between the two real estate "giants", Masterise Homes and Vinhomes, is even more meaningful and brings positive signals to the market. Exploiting and maximizing the available advantages of the two leading names to develop the LUMIÈRE Boulevard project will contribute to reducing costs, improving product value and setting new standards, contributing to raising the bar quality of life for customers.

#### **4.2 Brand management strategy of Vingroup**

##### **Location is a big advantage**

According to customer surveys, the most important factor is the location of the apartment. The location is related to the nearness of the apartment complex

with administrative, educational and commercial centers. The location factor is more and more interested in the Marketing strategy of the Vinhomes project. This is something that consumers consider when buying an apartment. Vingroup's customers often aim for the convenience of using the apartment. Therefore, the first Vinhomes Marketing strategy is to prioritize a favorable location. This makes it easier for customers to circulate. Especially in big cities when the traffic is difficult.

##### **Brand of Vingroup**

The great success of Vinhomes Marketing strategy is the brand element. Vingroup investors create trust for investors and users. Factors that create the level of the project. It is a project belonging to an investor with a great reputation and reputation. Therefore, Vinhomes's strategy is to launch the market in association with the Vingroup brand.

##### **Communication is promoted on Social Media**

Referring to the Vingroup brand, users always have a certain trust. Investors have strong media coverage. Vingroup's projects launched to the market have received positive feedback. The projects are widely advertised in the media.

And Facebook is a popular channel with 83% of real estate posts. Marketing strategy of Vinhomes is that all projects focus on building content. Next is the effective interaction on Fanpage. For example, Fanpage projects Vinhomes Central Park, Vinhomes Metropolis, Vinhomes Time City, Vinhomes Ba Son District 1.

The interaction of these Fanpages is positively evaluated. Quality videos reach more customers. Average rate of 2.2 comments/post. Videos or short films capture the interest of many customers. The project is associated with the living dream of many people. Enhance the value of enjoying life.

That's why there is a saying "Form is temporary - Class is forever". This sentence is true about Vinhomes proving that the strategy has all the elements to create success. And the grain of the whole campaign is hard to find. Looking at the current number of projects of Vinhomes, it can be seen that Vingroup is acquiring Vietnamese real estate projects.

Despite receiving harsh criticism from Phu My Hung, FLC, etc., Vinhomes is dominating and alone a frontline in Vietnam's real estate industry. It must be said that Vingroup has been really successful and has affirmed its own position and position.

Vingroup is the first enterprise in Vietnam to choose the high-end real estate market segment with the system including: Trade centers, high-class offices, apartments. With the identification of potential audiences are young entrepreneurs with decent income and affordability for a modern apartment in a prime location. Vingroup has succeeded in building and affirming the quality of the brand compared to the customer's expense.

In addition to high-class apartments and a system of commercial centers and offices, Vinhomes branded offices bring service utilities to customers. Besides, in the field of real estate with the system of Vinpearl and Vinpearl Land also attract the attention of many customers.

Brand and quality are one of the factors that affect the success of any product in the market. With Vingroup's brand, always focus on investing in the quality of products and services, so their products always receive the trust and satisfaction from customers.

### For the real estate sector, Vingroup has become a brand and quality built on three factors

- Real estate projects are always built on "golden" lands with prime locations in major cities of Vietnam.
- Vingroup is the only real estate company with the same project quality.
- Modern and convenient architecture and ecosystem with a complex of schools, hospitals, amusement parks bring many utilities to users.

### 4.3 Brand management of Vingroup

The Vinhomes real estate business and management brand under Vingroup is valued at 343 million USD, ranking third in the list of 10 most valuable brands in Vietnam this year. In particular, in the prestigious Top 10, Vinhomes is the only private enterprise and the only brand in the field of real estate. Vinhomes is currently the leading real estate brand in Vietnam, developed by Vingroup, with a series of high-class projects such as Vinhomes Times City, Vinhomes Royal City, Vinhomes Riverside, Vinhomes Central Park. Vinhomes real estate products are always ensuring the exact commitment of progress, construction quality and infrastructure system, synchronous utilities and outstanding service quality. In particular, Vinhomes urban areas are always at the forefront of establishing a tight security system, modern fire protection system, ensuring a safe living environment for customers.

In addition, the investor continuously improves the quality of life in urban areas and is considered by the market as the leading real estate developer in Vietnam.

Ranking of the 50 most valuable brands in Vietnam 2015 released by Brand Finance in cooperation with Mibrand - a company specializing in brand strategy consulting in Vietnam. Brand Finance's assessment has confirmed the prestige and strong influence of Vinhomes, Vincom, and Vinmec brands in the market. At the same time, the fact that up to 5 brands are present in the Top 50 most valuable brands in Vietnam in 2015 has shown the leading scale, stature and overall value of the Vingroup brand at the national level.

### Brands in the investment fields of Vingroup

#### Vincom, Vinhomes, Vincy – Real Estate

Vingroup has 3 invested brands: Vincom, Vinhomes and Vincy.

**Vincom:** is the leading retail real estate brand in Vietnam. Currently, Vincom is managing and operating 19 trade centers across the country with 3 branch brands with 4 product lines: Vincom Center, Vincom Mega Mall, Vincom Plaza and Vincom. Vincom is passionate about bringing customers the experience of modern shopping - entertainment - culinary space, international comfort with branded products such as: Vincom Center Ba Trieu, Vincom Center Metropolis, Vincom Center Tran Duy Hung, Vincom Center Nguyen Chi Thanh, Vincom Mega Mall Thao Dien, Vincom Plaza Go Vap, Vincom Plaza Thu Duc.

**Vinhomes:** is the number 1 real estate brand in Vietnam operating in the field of development, transfer and operation of residential real estate with a system of apartments, villas and commercial townhouses with high-class services. Vinhomes' projects all have prime locations in key cities and provinces across the country. Prominent projects such as: Vinhomes Time City, Vinhomes Royal City, Vinhomes Riverside, Vinhomes Metropolis, Vinhomes Green Bay.

**Vincy:** is a great real estate product line of Vingroup.

VinCity projects will be planned according to the model of a closed urban area with synchronous infrastructure and services. Prominent projects such as: VinCity Ocean Park (Renamed Vinhomes Ocean Park), VinCity Smart City (Renamed Vinhomes Smart City), VinCity Grand Park (Renamed Vinhomes Grand Park).

## 5. Conclusion and recommendations

### 5.1. Conclusion

In addition to sharp thinking, sustainable business strategy, and strong financial capacity, one of the reasons for the success of this Group is the companionship in affirming the living standards of customers. According to a representative of Vinhomes, the first thing outlined by the Group before constructing a project is not technical drawings but solutions that contribute to serving the ultimate high-class life.

The fact has also shown that Vinhomes' projects when launched on the market are welcomed by exchanges because they bring many superior values compared to other investors such as: always ensuring a commitment to progress., diversifying the infrastructure system, synchronous utilities and outstanding service quality, tight security system and high isolation, increasing the green coverage of the project to bring a healthy life,... part of creating a high-class life for residents.

Thanks to its unique sales and promotions policies. Remember last year, this group ordered to give lucky customers a real estate project Vinhomes Central Park super yacht worth more than 1 million USD.

Resonating with bold anti-epidemic initiatives and philanthropic activities honored at home and abroad.

Brand and product quality go hand in hand. It is not possible to build a brand too well without developing the finished product.

Vinhomes is highly appreciated by the community and public opinion not only for its prestige with customers in each product, but also for creating the image of an economic group that is always aiming to contribute good values to the community. copper. Not only building a brand with a flashy exterior, but also paying great attention to how to build a sustainable business.

Over the years, Vinhomes is a real estate enterprise with good business performance.

Despite the gloom of the real estate market, has maintained very good sales progress for most of its projects.

Appreciate the commercial projects that Vinhomes is leasing with the current high occupancy rate.

These stable income generating assets will play a big role in maintaining cash flow for the company as well as partially solving the liquidity problem.

Strongly believe in the executive ability of the company's board of directors, who have extensive experience in managing domestic and foreign enterprises.

Therefore, Vingroup's shares are evaluated as a reasonable equivalent. On that basis, would you recommend to invest in this company.

### 5.2. Suggestions and suggestions

There should be appropriate capital mobilization policies, policies to encourage and support the private economy to invest in the fields of high technology application and research and development activities.

It is necessary to promote the development of human resources, especially university training, vocational training,

and training of high-quality human resources to meet the needs of the country's economic development.

It is necessary to continue to create conditions for the Innovation Network Connection Program to continue to promote and contribute to attracting the brains of the overseas Vietnamese team. The private economic model will have good conditions to invite scientists to work, thereby contributing to national development.

It is necessary to create conditions for attracting foreign investment in supporting industries.

Speed up project construction

Reduce the amount of debt in the total capital of the company

Promote capital management as well as projects.

The city should also propose to the Government to reduce taxes for small and medium enterprises; accelerate the completion of industrial clusters and parks so that enterprises can have production premises; creating favorable conditions to export items such as masks to foreign countries when meeting domestic demand.

### 5.2.1. For brand managers of Vinhomes group

On February 28, the Board of Directors of Vinhomes Joint Stock Company officially approved the election of the Chairman of the Board of Directors, the dismissal and appointment of the General Director and the change of business registration contents.

Accordingly, there have been changes in the top-level personnel at this largest real estate enterprise in Vietnam. Specifically, Mr. Pham Nhat Vuong - who was previously Chairman of the Board of Directors of Vinhomes, has officially left this position. At the same time, Mr. Vuong also proposed to elect Mrs. Nguyen Dieu Linh, General Director, to be the Chairman of the Board of Directors of the company and has been approved by the Board of Directors since February 28.

After leaving the top leadership position at Vinhomes, Mr. Vuong still holds the role of a member of the Board of Directors and is the representative of Vingroup's capital in this company.

Along with that, the management board of Vinhomes also approved the dismissal of Ms. Nguyen Dieu Linh from the position of General Director and appointed Ms. Luu Thi Anh Xuan to this position with a term of 5 years.

According to information from this business, Ms. Nguyen Dieu Linh was born in 1974 and has worked for 13 years at Vingroup.

Before joining this real estate group, she was a lawyer at Ngo Migueres & Partners law firm in Hanoi from 1996-1999.

The first senior leadership position Ms. Linh held at Vingroup was a member of the Board of Directors of PFV Joint Stock Company, and held the position of Deputy General Director of Vingroup in 2008. By 2011, she was appointed as Vice President. Chairman of the Board of Directors and the person disclosing information of the corporation.

In 2018, Ms. Linh continued to be elected as the General Director cum Vice Chairman of the Board of Directors of Vinhomes and recently the Chairman of the Board of Directors.

Meanwhile, Ms. Luu Thi Anh Xuan was born in 1970. She used to work in the banking industry as Deputy General Director of VPBank in the period 2007-2010 and 2012-2014. She was also introduced as the General Director of Vinhomes Real Estate Business Co., Ltd

### 5.2.2. For leaders at all levels at Vinhomes Group

At Vingroup, each specific position will have its own mandatory standards, but all members meet the requirements: have professional qualifications, determination to develop career, and sense of responsibility. and high morale. Managers at the Group are those who fully promote the core values of Vingroup, showing enthusiasm, steadfast bravery, dare to think, dare to do, dare to take responsibility, have good organizational and management capacity. For senior management positions, the recruitment requirements are quite strict with mandatory standards of work experience, logical thinking ability, quick judgment, effective analysis and problem solving. Those members have formed a strong team with the same goal of common development of the Group.

Vingroup employees always take the initiative and creativity in work under the leadership of a team of leaders, who are able to manage both flexibly and methodically, creating a prestige and class of Vingroup in the market.

Under the leadership of the Group, Vingroup people always carry their own culture with their own identity. That culture is imbued with humanity, friendliness, and discipline; was built and nurtured by the wisdom and constant creativity of the staff.

After a long journey of growth and development, it is the people of Vingroup who have created good values, contributing to the success of the Group today.

### 5.2.3. For researchers in real estate brand management

Trade value Brand has become a very important part that brings many benefits to businesses. The success of a brand depends a lot on the level of customer perception and evaluation. Brand value brings many benefits to businesses, helping businesses increase sales and expand market share. The success of a brand depends a lot on the level of customer perception and evaluation. Therefore, determining the components constituting brand value is a very necessary job. Vinhomes projects are complex urban projects, large-scale, synchronously developed infrastructure with many utilities and services, making the most of the advantages of the Vingroup ecosystem. As a result, Vinhomes is considered a community builder, not only providing the market with individual real estate products, but also giving residents a quality, civilized, green and clean living environment. and modern, contributing significantly to changing the face of Vietnam's cities.

### 5.3. Solutions to improve the efficiency of brand management in the real estate business:

Identify and research the target market: Real estate agents and businesses should focus on the right target market for their real estate project; strives to become the leading real estate enterprise in that market.

Expand your real estate marketing budget: Investing more budget in your real estate marketing campaigns is another important factor in increasing sales in the real estate sector. The thing to keep in mind here is that your spending must be properly allocated and targeted to the target audience for your real estate project.

Building a project website and using digital marketing channels: These jobs need to be implemented strategically and properly. This will bring great potential in reaching the target customers.

Drive sales through word of mouth marketing: New



customers easily choose projects when they are recommended by relatives or friends.

Respond to customer needs quickly: It is very important to answer customer inquiries as quickly as possible. Otherwise you run the risk of losing those customers. Always ensure that you respond to customer inquiries as soon as possible. It is impossible to delay responding to today's customer inquiries into the next day. Responding to customer inquiries quickly will increase the reputation of the business.

Regularly posting news about real estate projects: This is considered an effective method, including news about investors; about the project's utilities; benefits of home owners, vivid images of the project; or simply about the progress of a real estate project. Existing and potential customers will appreciate information from such newsletters. Branding: Brand is the name of the project, the name of the investor or even the real estate trading floor. Success does not come from haphazard marketing plans without a plan; instead, it comes from developing and following the plan you have laid out.

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