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Business analysis for Nguyen. Hoang Group in Vietnam using SWOT matrix

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Abstract

At present, opening the door to international integration in terms of culture and economy is very critical. That is why it is impossible to avoid market risks for businesses. Since then, the SWOT analysis is indispensable that businesses must analyze and understand. Education development is an extremely important tool in the overall development strategy of Vietnam. Through the promulgation and implementation of the education development strategy, the goals have been realized, especially in the current context of fundamental and comprehensive reform of education. The study of how to develop a strategy for the education sector helps us to take advantage of the available methods and experiences as well

as avoid the shortcomings, so that Vietnam can position education sector in the future. Nguyen Hoang Group (NHG), a leading Vietnamese corporation in education industry has created a complete international education ecosystem, from preschool to doctorate, from international integration model, international bilingual model to fully international model, including 50 educational institutions, spanning 18 provinces and cities across Vietnam with more than 65,000 students and more than 4,000 employees. NHG proves that, thanks to education, Vietnam can not only enter the world confidently, but also rise strongly in the future.

Keywords: Nguyen Hoang Group, SWOT matrix, business analysis

1. Introduction

Urgency of the research problem

Education and training is considered a top national policy, one of the important driving forces contributing to the development of the country, a necessary condition for mobilizing human resources, a fundamental factor for development society. Therefore, Nguyen Hoang Group always focuses on recruiting and training employees through each stage of development to meet the needs of lecturers for training professions. Over the years, to ensure education quality is a top priority, NHG established a 17-member NHG Education Quality Assurance Council - with the function of advising on guidelines and policies on quality assurance. Quantity; approve the results of quality control and internal ratings; supervise the implementation of the quality assurance work of the schools; participate in connection with domestic and international quality accreditation systems. The Council will also monitor, review and provide suggestions to support the activities of the Education Quality Assurance Board of NHG. However, NHG needs to look further into the future with strategies from the SWOT analysis in this ever-changing world. That is what the whole NHG group needs to pay attention to the most. In order for NHG in the future to still improve the quality of the teaching staff and the quality of the output for students, it is always higher and higher than that.

The importance of the study for management practice

Depending on the way of looking at the management problem, there are different interpretations. Therefore, when researching, we try to look at the problem from many different angles to see the basic characteristics, as well as the changing laws and trends in enterprises. On November 7, 2006, Vietnam officially joined the WTO, bringing many opportunities but also many challenges for Vietnamese enterprises. With the trend of industrial revolution 4.0 is creating many drastic changes in the field of English teaching and using English as a language of instruction. Some trends have emerged in Vietnam, especially the use of artificial intelligence, connecting to the internet from students' personal devices with the main learning resources such as interactive teaching videos.

2. Theoretical basis

2.1 Business analysis matrices

The BCG matrix is a classic theoretical model of the life cycle of a product (or a brand), made by researchers at Boston Consulting Group.

To this day, the Boston matrix is still an important tool, widely used in marketing and in business strategy analysis at large enterprises around the world. In this matrix, we will deeply analyze two aspects of this matrix (corresponding to the vertical and horizontal axes of the matrix), namely.

- **Market share:** Currently, the market share of the product in the market is low or high.
- **Market growth:** The number of potential customers in the market with growth prospects or not.

How to set up the Boston matrix.

- **Star:** Represents products that can compete well in the market, which has other strong competitors.
- **Dairy cows:** Represent products with low growth rate, but still occupy a large share of the market
- **Question mark:** Represents products located in a high-growth market, but with a limited market share.
- **Dogs:** Represents products that fall into unattractive, low-market shares in those markets.

CPM matrix (Competitive Profile Matrix) is a model identifying the main competitors of the company and the strengths and weaknesses of the public relative to the strategic position of the competitive firm. To build a competitive image matrix, it is necessary to go through 5 steps.

- **Step 1:** Make a list of about 10 key factors that have an important influence on the competitiveness of the company in the industry.
- **Step 2:** Rank the importance from 0 (Not Important) to 1 (Very Important) for each factor. The importance of each factor depends on how much it affects the company's competitiveness in the industry. The sum of the importance scores of all factors must be equal to 1.
- **Step 3:** Determine the weight from 1 to 4 for each factor, the weight of each factor depends on the company's ability with the factor, where 4 is good, 3 is above average, 2 is average, 1 is weak.
- **Step 4:** Multiply the importance of each factor by its weight to determine the score of the factors.
- **Step 5:** Add the scores of all factors to determine the total score of the matrix.

2.2 SWOT matrix

The SWOT analysis process can follow the following steps:

- **Step 1:** List all your strengths and weaknesses
- **Step 2:** List all the opportunities exist in the future. Then, one by one, list all the threats that exist in the future.
- **Step 3:** Plan Action-Review your SWOT matrix to create an action plan that addresses each of the four areas of the SWOT matrix.

SWOT Matrix is understood that the letters SWOT stands for: Strengths, Weaknesses, opportunities, threats. Strengths are the capabilities and resources that give companies a competitive advantage. The essence of strength is the added value from the value chain for customers that competitors cannot create. For example, the strength of a product may be that it is cheaper than its competitors in the market. But that cheap nature stems from input costs, product creation costs, marketing costs, etc. Just like strengths, a list of weaknesses is also important. The company's revenue will suffer because customers perceive this as a poor brand. Or customers consider a company's products or services to be unreliable or expensive. Similar to strengths, the nature of weaknesses also originates in the value chain. The opportunity illustrates the

move a company can make to strengthen its position. The list of opportunities may include listing extensive sources of cash and financing. Such an opportunity for a company to rapidly grow market share by spending more money on Marketing. Threats are similar to weaknesses. A threat in the SWOT matrix shows how vulnerable a company is to developments in the market. The plan needs to be detailed. A company that doesn't see any danger ahead is in big trouble. The worst thing for the company is being attacked by a threat that is not foreseen in the plan. SW describes factors for internal company; OT describes the external forces for the company.

Strategy development

SWOT analysis can be used effectively to formulate an organizational or individual strategy. The steps required to perform a strategy-oriented analysis include identifying internal and external factors, selecting and evaluating the most important factors, and identifying existing relationships between features inside and outside.

Combine and transform

One way to use the SWOT matrix is to combine and transform. Matching is used to find competitive advantage by combining strengths with opportunities. Another tactic is to convert a weakness or threat into a strength or opportunity. An example of a transformation strategy is finding new markets. If threats or weaknesses cannot be converted, a company should strive to minimize or avoid them.

Business plan

As part of developing strategies and plans to enable the organization to achieve its goals, the organization will use a systematic/rigorous process known as corporate planning. The SWOT matrix together with PEST/PESTLE can be used as the basis for business and environmental analysis.

Marketing

In many competitor analyses, marketers build detailed profiles of each competitor in the market, focusing specifically on their relative competitive strengths and weaknesses using a SWOT analysis. Marketing managers will examine each competitor's cost structure, profit sources, resources and capabilities, competitive positioning and product differentiation, degree of vertical integration, historical response to the competition, industry development and other factors.

3. Research methods

Research method is the synthesis of tools (solutions, methods, and technological processes, paths) to assist us in the process of collecting data, data, knowledge and information in the process of scientific research. Science is defined at the most general level as a system of knowledge drawn from practical activities based on the proofs and affirmations of scientific research methods). The very nature of scientific inquiry rests on careful observation, applying the rigorous skepticism we feel about observed phenomena. From there find out the laws of those phenomena and make hypotheses based on observations. Test and measure deductions drawn from testing and based on empirical findings to screen or eliminate hypotheses.

3.1. Data sources and methods of collection

Data collection is an extremely important stage for the study

of socio-economic phenomena. However, data collection is often time-consuming, labor-intensive and costly. Therefore, it is necessary to have a firm grasp of data collection techniques.

3.2. Research methods

3.2.1 Observation method

Observation is a method of collecting data by controlled recording of events or human behaviours. This data collection method is quite handy and is often used in conjunction with other methods to cross-check the accuracy of the collected data, including.

Direct and Indirect Observation: Direct observation is making observations while the event is happening.

Camouflage and overt observation: Camouflage observation means that the subject being studied is unaware that they are being observed.

Observer with equipment: Human observation means using human senses to observe the object of study.

Structured or Unstructured Observation: Is the observation of which behavior first, which behavior later. In contrast, unstructured observation is not limited to observing behavior.

3.2.2 Method of interviewing

Interview is a question-and-answer session between an interviewer on one side and an interviewee on the other through some form of contact. In practice, the forms of contact in the interview are quite diverse.

Types of contact in the interview.

- Direct interview
- Interview by mail
- Telephone interview
- Email interview

3.3 Research process

- **Step 1:** Identify and clarify the research problem
- **Step 2:** Research related theories and evaluation models
- **Step 3:** Determine the research model
- **Step 4:** Build the scale and questionnaire for the research
- **Step 5:** Investigate, collect and process research
- **Step 6:** Analyze research data
- **Step 7:** Presenting the research results
- **Step 8:** Conclusion and recommendations, perfecting the research

4. Research results and discussion

4.1 Business analysis for Nguyen Hoang Group using SWOT matrix

4.1.1 Strength

1. The long-term development process should create a brand and reputation in the hearts of customers.
2. There are many educational institutions spanning 18 provinces, so it is easy to attract students and students from many countries different regions.
3. Management is clearly divided in many segments, so it is easy to manage in separate segments.
4. Experienced and highly qualified teaching staff will impart a lot of knowledge for students and students.
5. Modern facilities, fully equipped to create attractiveness and professionalism.
6. International standard curriculum gives learners the best experience in the learning process.
7. Diverse bilingual and study abroad programs to meet different requirements for each subject.
8. Occupying a high market share in the field of education.
9. Wide teaching scale - spanning from preschool to

graduate school.

10. Abundant capital helps businesses easily implement projects and implement plans.
11. A clear plan helps the brand of the business get closer to customers.
12. Business development based on vision, mission, core competencies
13. Clear strategic direction, modern and effective strategy implementation tools. Having a sense of social responsibility, environment and culture. The company has its own identity.

4.1.2 Weakness

1. The staff of the hospital is large, so it is necessary to have a wide and tight management system.
2. The Board of Directors has many segments, so it is difficult to agree on all opinions.
3. The number of students is large, so there should be strict management regulations to ensure output quality.
4. Difficulty in preventing cheating in big competitions because the number of contestants to control is too much.
5. There are still many unemployed graduates.

4.1.3 Opportunity

1. Vietnam's young population of school-age students is high.
2. The State creates conditions for the field of education.
3. The development of society entails increasing knowledge requirements of the people, so it is necessary to have a quality education system.
4. Learn from experience from advanced education in the world.

4.1.4 Challenge

1. It is necessary to develop the education and training network to meet the increasing demand.
2. Must prepare new curricula and learning materials to improve the quality of education.
3. Infrastructure must be developed to keep up with the development trend of the times.
4. Must have flexible improvisation to deal with unexpected situations such as natural disasters, epidemics.

4.2 Discussion of the results of business analysis

Nguyen Hoang group is a relatively large-scale company, an educational group with many schools and member companies, with great potential for development, a relatively early established company, including 50 educational institutions. Education, spanning 18 provinces and cities across the country with more than 65,000 students. Nguyen Hoang Group proves that thanks to education, a country, a developing country like Vietnam can not only enter the world with confidence, but also reach out strongly in the future.

4.3 Suggestions for improving NHG's business performance using SWOT matrix

1. Pay more attention to marketing strategy, continue to expand the market and diversify many types of business. Especially high-quality schools have strong development potential, and have a competitive edge.
2. Further strengthen the supervision of capital use and asset management in the production and business process to have a reasonable use plan.
3. Focus on developing more limited business areas, increase investment attraction from financial business activities, promote large financial investment, and create

conditions to increase the company's market share.

4. Increase the exploitation of possible potentials in production activities to generate increasing profits, to develop the scale and quality in the business field.
5. Constantly supplement and rearrange the labor force to be reasonable and scientific, constantly improving the professional qualifications for each employee. Organize training in combination with screening and supplementing skilled human resources. Strengthen alliances with businesses in the same industry to support each other's development.
6. SWOT analysis is the analysis of external environmental factors that enterprises face (opportunities and threats) as well as factors in the internal environment of enterprises (strengths and weaknesses). This is a difficult job, requiring a lot of time, effort, cost, ability to collect, analyze and process information in the most effective way.

5. Conclusions and recommendations

5.1 Conclusion

Investment in education is not only an investment in a business field, but also an investment in the development of people as well as the whole society in the future. In the school environment, each person is trained not only in knowledge but also in etiquette, culture, life skills. Humanity, those are the studies and experiences of the generations handed down until now. It helps people's knowledge and worldview to expand, helping them to have a certain understanding and a multi-dimensional view of everything in life. From there, each person will form a direction for themselves in the future. And also from education, people learn how to treat people, not only their own way of life but also how to treat people around them, their obligations to their families and their responsibilities to their family. Development of society, obligations to the motherland and fatherland. Through more than twenty years of investing in education, Nguyen Hoang Group has trained countless elite citizens, contributing significantly to the development of the country. With abundant capital, modern facilities, excellent staff, Nguyen Hoang group has been constantly developing and expanding. By 2020, there will be 50 educational institutions, spanning 18 provinces and cities across the country with more than 65,000 students and more than 4,000 employees, from which the corporation's resources can be seen immensely mighty and strong. Currently, Nguyen Hoang group is the largest group specializing in education in Vietnam with educational levels ranging from Kindergarten to Postgraduate. With such large resources, the Group's biggest difficulty is to manage a system that is too large in terms of people and facilities, but this can be solved by optimizing the management system, clear division of work for each functional level. In terms of challenges for the Group, which is the reform of the State's education policy, the leadership must have flexibility to adapt to new policies as well as changes in society, bad situations arise. But with an excellent and experienced leadership team, it is very possible.

5.2 Recommendations and suggestions

For leaders of NHG

The leadership of Nguyen Hoang Group is clearly divided into each level in the member units. That makes each unit easier to operate because there is a clear division of functions. But it is limited in that all member units will find it difficult to reach consensus when discussing a common issue. Moreover, because people are from different regions,

the cultural specificity will be affected. Since then, leaders in member units will have many different opinions and ways of thinking, which creates a rich creativity but is also limited in terms of consistency. Nguyen Hoang Group's leadership can help leaders in member units become more cohesive by setting up periodic exchanges or creating collective activities such as festivals, teambuilding for everyone to have a space to exchange, learn, as well as understand each other better. Thereby creating common ground and cohesion among member units as well as between the group's leadership and member units. A team that wants to be strong is nothing more than solidarity, when and only when all unite towards a common goal will the collective develop and become strong.

For leaders of the university system in NHG

In the university system, the majority of students are adult students. Here, two types of students are gathered, students who have graduated from high school and have worked but have a need to improve their qualifications. Therefore, the audience is quite mixed and has many components. And these practitioners come from different regions, so the customs and habits also have certain differences. Therefore, it is not easy to manage these practitioners. Although at the university level, the leadership's attention to students is not as much as that of lower-level students, but as both a leader and a teacher, the leadership needs to try its best to create the best conditions to support them. Students acquire knowledge on the path of knowledge. At the same time, the leadership should establish a department to support the students in life. Although it is said that students at this level are already mature, their age and life experience are still immature, and need the support of the school's leadership who are also the parents who have gone before them to be more stable. in the future step.

For leaders of the rest of NHG's business units

In the remaining business units of Nguyen Hoang group, it is mainly the Institute for Study Abroad Cooperation and all levels below the university level. In which the system of schools below the university level is the majority. With the Institute of Study Abroad, the leadership only needs to have expertise and meet the needs of students and parents, providing them with the most suitable option for their children's future. As for the system of schools below the university level, the age of students ranges from about 4.5 years old to 18 years old, because of different ages, at each level of leadership, it is necessary to have appropriate management. At this age is the age when students form their character and concept of life, so special attention is needed from the leadership to support them in the process of developing both physically and mentally. Especially the students in puberty, they have physiological and psychological changes to become adults, so there will be confusion, sometimes rebellious and impulsive. At this stage, they really need the tolerance and full support from the leaders as well as the homeroom teachers to guide them in the right direction, to avoid pitfalls.

5.3 Solution for coordination between universities and the rest of NHG's business units

At Nguyen Hoang group, the education system stretches at many levels from preschool to graduate school, so this is an ideal choice for parents when they want their children to receive an education through, unified. Undeniably, although the tuition fees in private schools are somewhat higher than in public schools, here students will get more experiences such as regular extracurricular activities, life skills training

sessions, thereby helping students to be more active and creative than just studying theory on books. Therefore, if it is possible to coordinate well between universities and the remaining member units of Nguyen Hoang group, it will surely train a lot of talents for the country as well as for the society. Although the students' education levels span many levels, they all have the same goal of learning knowledge, cultivating life skills, and preparing for the future. Since then, the leadership of the corporation, the universities, and the rest of the business units need to work together to create the best learning conditions and environment for the students. The system of preschools is a place to nurture students from the very beginning, to shape basic moral rules. Coming to the primary school system, this is where students begin to acquire basic knowledge and begin to have a clearer view of life. Through the system of junior high schools, at this stage the students have formed their personality and begin to have their own personality. Up to high school, students at this time have gradually become more mature and able to think for the future. At the university level and higher, students have clear opinions and are quite mature. Although the level of study is different, it is a principled incremental development, universities and other units can completely work together to support students in the best way. On a monthly, quarterly and yearly basis, the member units of Nguyen Hoang group can arrange to have meetings, exchanges to learn from experience and consult with long-time seniors in the industry. From there, understand more about the psychophysiology of practitioners of different ages and the management of other units, then filter out useful and applicable information to their units. At the same time, it is possible to invite experienced seniors to lecture some seminars on issues that students of their age group are interested in and need to know, also for the trainees to see the success of their work. Forebears to motivate them to continue their efforts on the path of knowledge pursuit. Between units, it is also possible to organize seminars to discuss and research on issues of concern in the industry or unexpected situations (such as the Covid epidemic situation, switch to online learning entirely). how it should be implemented), the exciting situation that society is interested in all the things that can support each other to make the process of training students and developing the corporation good. In high school is the most difficult choice for students, university units and study abroad support institutes can come to educate students on the path that they can choose according to their ability. Experts can tell children what they can achieve if they study abroad and what it will be like if they stay in the country to study. From there, let the students consider and choose the path that they think is most suitable for themselves in the future. When units of Nguyen Hoang group can work well together, it will surely help the group become stronger and also provide the young generation of Vietnam with the best learning and development environment. Education development is a long and not easy path, but if you have the heart, you will definitely train increasingly elite talents, become the mainstay of the country, and contribute to the development of the whole society.

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