

## **Topic: Multi-level sales management in Vietnam**

**The second prize in scientific research in University of Economics and Business - Vietnam National University**

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### **Research aims and tasks:**

- Showing correctness, legality and development potential of multi-level sales in the current situation in Vietnam.
- Finding out difficulties in managing this new kind of business for Vietnam
- Giving management suggestions so that business activities can run effectively and exploit its positive sides.

### **Topic's structure:**

Except preface, conclusion, list of supplementary documents, main contents of the topic are divided into 3 chapters:

- Chapter 1 : general introduction about multi- level sales
- Chapter 2 : situation of multi-level sales in Vietnam
- Chapter 3 : Some management suggestions

### **Research achievements:**

- Finding a comprehensive and good look on this new kind of business in Vietnam
- Analysing, evaluating and showing the situation of multi- level sales in Vietnam now
- Suggesting and explaining solutions about managing this new kind of business effectively