

Topic: Applied marketing role in maintaining and developing Hanoi Beer, Alcohol, and Beverage Corporation trademark

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Author: Vu Tien Son

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Lecturer: Assoc.Prof.Dr. Nguyen Hoang Long

Research purposes:

- Systematically structuring the theory of trademark and marketing to apply in enterprises' trademark development in order to sustain a product brand name in the market
- Analyzing and evaluating marketing effects in maintaining and developing enterprises' trademark
- Evaluating the present significance status of Hanoi Beer trademark on Vietnam market (mainly the northern and central areas) as a result of market research and investigation and comparison with other beer trademarks.
- Suggesting marketing solutions to maintain and develop Hanoi Beer's trademark in the context of increasing demand in a competitive market

New contributions:

- In theory, the thesis explains how to utilize marketing to maintain and develop Hanoi Beer's trademark.
- As a research, this thesis offers an overall evaluation of Hanoi Beer's trademark based on both primary and secondary survey taking.
- Finding out the negative and positive factors in maintaining and developing Hanoi Beer's trademark by analyzing the strong points, weak points, opportunities and challenges according to the model

- Analyzing and evaluating the use of mixed marketing tools (4P) in maintaining and developing the trademark of Hanoi Beer, Alcohol, and Beverage Corporation
- Analyzing and evaluating the competitiveness of other beer trademarks in the market in order to obtain an effective competition technique to maintain and develop Hanoi Beer's trademark
- Pointing out extensive and scientific solutions to maintain and develop the trademark of Hanoi Beer by utilizing aggressive marketing technique