

Project title: Building and developing Vietnam tea brands in the context of international economic integration (KT.08.07)

Code: KT.08.07

Coordination: MA. Nguyen Thu Ha

Implementing institution: University of Economics and Business, VNU.

Duration: From 6/2008 to 6/2009

Objectives:

- Systematize branding theories.
- Evaluate real situation of building and developing Vietnam tea brands.
- Propose solutions for Vietnamese companies to build and develop tea brands, to enhance their competitive capacity in international economy integrating process.

Main contents:

- Evaluating the current situation of building and developing Vietnam tea brands.
- Proposing main solutions to push the process of building and developing Vietnam tea brands.

Results obtained:

Scientific results:

- 01 scientific report
- 01 article published on scientific magazine.

Training results:

- Reference document for courses such as Marketing, Branding Strategy and Management.
- Guide students to do their graduation thesis, concerning to issues of the project.