

Topic: Applying the mixed promotion variable of marketing mix to attract foreign direct investment into Ha Tay

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Research purposes:

- Offering the best solutions to flexibly attract foreign direct investment into Ha Tay by applying mixed promotion variable of marketing mix
- Studying the rationale of application of the five tools of mixed promotion variable: advertisement, sale promotion, exhibition, direct sale, and public relation
- Practically, the essay points out the promotion mixture activities in Ha Tay the period 1988-2005

New contributions:

- The essay explains the dialectic relation between mixed promotion variable and foreign direct investment to attract activities by utilizing mixed promotion tools to attract foreign direct investment into Ha Tay
- Evaluating the situation of mixed promotion activities to attract foreign direct investment in Ha Tay in the period 1988-2005 in order to point out successes and limitations
- Suggesting the solutions to exploit the application the mixed promotion variable into attracting foreign direct investment in the next period