

**Project title: Building the brand model for Bat Trang
traditional trade village's pottery: Reference model for
Vietnamese traditional trade village**

Author: Nguyen Bao Ngoc

Class: QH-2006-E International Economics

Instructor: Dr. Vu Anh Dung

Prize: Third prize of university level 2010

Summary:

Objectives:

The objectives of this research is to study brand and brand models and from that to select the most suitable one in applying for the Bat Trang traditional trade village's pottery.

Main contents:

By answering the question of “which brand model is the most suitable for the product of a traditional trade village like Bat Trang and how to apply” the contents of the research include:

- Reviewing theoretical foundation on brand concept and brand models and from that to select the most suitable one for the pottery of Bat Trang traditional trade village.
- Studying the current situation of Bat Trang pottery brand based upon the brand model of Kapferer and, thereafter, recommending solutions to improve the brand model for the pottery product of Bat Trang.

Results obtained:

Firstly, the study systematizes theoretical foundations on brand concept and brand models (i.e. of Aaker, AMA, Keller and Kapferer) and based upon that to assess the limitations of each model. As the result of this review and assessment

the study suggests to select the brand model conceptualized by Kapferer as the most suitable one for the pottery product of Bat Trang traditional trade village.

By using the Kapferer's brand model to analyze and assess the current situation of the Bat Trang pottery brand this study points out its weaknesses, limitations and challenges. Several solutions are recommended in order to improve and build the brand for Bat Trang traditional trade village. Furthermore, Bat Trang represents some common unique characteristics of Vietnamese traditional trade villages. The developed brand model for Bat Trang, therefore, can be applied for other Vietnamese traditional handicraft trade villages.