

# CHAPTER 1: THEORETICAL BASIS

## 1.1 What is E-commerce ?

In the era of digitalization and 4.0 technology, the traditional trade model is facing an increasingly growing economy and fierce competition. To meet the increasingly high and demanding customer needs, businesses are now switching from traditional commerce models to e-commerce models.

Ecommerce (*Shopify USA*), is the buying and selling of goods or services online. It involves conducting commercial transactions through websites, mobile apps, or other online marketing. Ecommerce enables businesses to reach a global audience, and provides customers with convenient online shopping experiences.

According to WHO (2018) : E-commerce includes the production, advertising, sale and distribution of products purchased, sold and paid for on the Internet but delivered and received in a tangible way, including deliverables as well as delivered products. digital information via the Internet.

Clause 1, Article 3 of Decree 52/2013/ND-CP stipulates: e-commerce activities are the implementation of a part or the entire process of commercial activities by electronic means with results fruit Internet connection, mobile telecommunications networks or other open networks

## 1.2 Comparison between traditional commerce and e-commerce

Traditional commerce models and e-commerce models have their own characteristics and benefits. Traditional commerce focuses on face-to-face transactions at physical stores, while e-commerce allows businesses to reach customers globally via the Internet. Both models can exist in parallel and businesses can choose the model that suits their needs and business goals.

**Table 1. Comparison of traditional trade and e-commerce models**

<b>Criteria</b>	<b>Traditional trade</b>	<b>E-commerce</b>
<b>Customer accessibility</b>	Limited Mainly following common forms of advertising such as: advertising in newspapers, television, hanging banners and slogans.	Various forms of advertising. Because e-commerce trading floors have abundant capital, advertising investment is promoted.
<b>Transaction time</b>	Customers need to go to a specific location to buy goods, but they will be able to buy the goods immediately.	Distribution and delivery of goods to customers takes time due to the packaging and transportation process.
<b>Product quality</b>	Product quality is good, because customers will be able to directly choose and inspect the product before purchasing.	Customers are not allowed to directly select products. Inspection of goods also depends on the policy of the trading floor unit.
<b>Diversity of goods and products</b>	Limited because each manufacturer and agent will distribute and buy and sell different types of goods.	Diverse due to the participation of many individuals, organizations, and businesses displaying and distributing all types of goods.

### **1.3 Characteristics of e-commerce**

**Personalization:** In the future, all successful e-commerce sites will differentiate between customers, not distinguished by name but by the buying habits of customers. Websites e-commerce that attracts customers will be sites that can provide customers with compatibility collaboration and high

personalization. They will use data about customers' clicking habits to create dynamic categories on their “click path”. Basically, each customer will see and find out the differences between sites.

**Instant response:** E-commerce customers expect to receive the products they ordered the same day. A major drawback of B2C e-commerce is that it takes a number of days for online customers to receive their orders. Customers are used to buying in the physical world, meaning they go shopping and can take products home with them. Most goods are sold via e-commerce (not including digital products such as software) cannot be supplied directly. In the future, e-commerce companies will solve this problem through local branches. After customers choose a product, e-commerce sites will send the buyer's request to the stores closest to their home or office. Other e-commerce sites deliver from a local branch that same day. This solution solves two problems facing customers, which are high shipping prices and long shipping times.

**Flexible prices:** In the future, prices of goods on e-commerce sites will be very dynamic. Each customer will pay a different price based on many factors:

- How many products have customers bought from the company before?
- How many ads have customers viewed on the company's website?
- Where do customers order from?
- How much can customers recommend the company's website
- How willing are customers to disclose personal information to the company?

These are not very different from the same flight but paying different ticket prices.

**Meet everywhere, anytime:** In the future, customers will be able to shop anywhere, anytime. This trend will be implemented through mobile Internet access devices by ignoring the predictability of buying patterns and factors of place and time. Mobile e-commerce devices such as the latest mobile phones that can access the Internet are widely used.

## **1.4 Benefits of e-commerce**

### **1.4.1. For business.**

**Lower costs:** Going online eradicates the require for a physical storefront, meaning lower settled costs for the commerce. Furthermore, because most e-commerce is automated, less staff individuals are required.

**Customer information:** Offering online gives the retailer get to to a goldmine of client information that's fair not open through brick-and-mortar retailing. Not as it were do online buyers regularly give their title, mail address, and phone number when checking out or enrolling on a location, but they moreover give a riches of customer behavior and statistic information, accessible through Google Analytics, that can offer assistance online retailers optimize the buyer travel and advertise more viably and accurately.

**Wider client base:** Going online with e-commerce destinations makes geological boundaries unessential. Businesses can offer their items to online clients over the nation or indeed universally. Businesses will not be constrained to clients shopping anyplace. The web moreover makes a difference businesses open retail stores to serve desires of diverse specialty groups of onlookers. By utilizing different online touchpoints, clients can be come to from each point by going where they as of now go, such as social systems, gatherings and google searches.

**Open continuously:** When offer online, trade can be open 24/7/365. Whereas client back may be down, mechanization guarantees that the rest of the deals prepare runs easily and clients can make a buy any day.

**Easier to scale up:** Less demanding to scale: Scaling up or developing a physical store requires more floor space (and related costs), staff, and rack space. By differentiate, creating a web store is basic, which is one of the less self-evident benefits of e-commerce for businesses. All a business needs is more stock, a number of advanced alters, and conceivably more capacity space, which is much less costly than a brick-and-mortar store.

### 1.4.2. For consumers

**Lower costs:** The cost of operating an e-commerce store is lower than a physical store. This is one of the biggest advantages of e-commerce. Online costs are often lower than in-store costs, and e-commerce sites may offer more discount codes and promotions that are easier to claim.

**Convenient and safe:** many good products and safer parcels for customers to shop for items from where they need them rather than going out in the COVID reality we live in. Coronavirus aside, there's so much to be said for shopping from home, without having to wander, queue, risk exposure to the climate, and all the other challenges that come with consumerism.

**Diverse product categories:** In the online sales pages, buyers can buy items from China, books from England, clothes from Paris and wonderful vintage items from the United States, all are comfortable in the water. The breadth and richness of items sold online is unmatched.

**Make more informed decisions:** Data can be collected easily across the web when making online purchases, including:

- Reviews from real customers – these are often the most appealing
- Product Description
- Video usage
- Instructions for use of goods
- Social validation

Comparison shopping is one of the outstanding benefits of e-commerce for customers, who can effectively compare items, brands and websites using side-by-side comparisons. Many comparison shopping sites exist for the sole reason of allowing consumers to compare items side by side based on cost and discount figures.

**Save time:** In an era where time can be a valuable commodity, online shopping makes a difference in saving buyers some time. Since 63% of shoppers start their shopping trips online, it makes sense to be able to shop where they live

(*Thinkwithgoogle, 2018*). There is no need to go out, shop at the store, stand in line and then return home as consumers can purchase a wider variety of items at lower prices thanks to the convenience of domestic consumers.

### **1.4.3. For society**

**Provides job opportunities:** E-commerce bridges the gap between the job seekers and job givers in the society. Human resources are able to get themselves placed in any organization by posting resumes through internet, Some organizations also permit people to work from their home. E-commerce through internet provides a global wide network to identify and train human resource too.

**Promotes cordial relationship:** E-commerce enables people to send gifts, greetings and gift vouchers to friends and relatives anywhere in the world. This promotes cordial relationship between and among individuals in the society.

**Provides a wealth of information:** People through internet are able to access any information, say from tourism to financial products. Access of global information at lower cost, just by click of a button enhances the knowledge of the people and helps them to transform into a part of a knowledge-based society.

**Less pollution:** People can buy any product or service from any location through internet without traveling from their respective home or workplace. Business associates can contact each other from their locations. Therefore, buying online will result in reducing traffic and reduces air pollution and contributes to lessen global warming.

**Online education:** E-commerce enables the students' community to learn and acquire knowledge through online. Students can complete assignments and download various kinds of information at any time. Discussions with the tutors and with other students can take place with the help of internet. Students can enroll themselves in any online educational institution and acquire global exposure at a lower cost. Online education gives an opportunity for every student to participate in virtual classroom without considering their status, gender and role differences in the society.

### 1.5 Classification of e-commerce models

- Business (B) plays the driving force in e-commerce development.
- Consumers (C) play a decisive role in the success of e-commerce.
- The Government (G) plays the role of direction, regulation and management.
- From the relationships between the above subjects, we have the following types of e-commerce transactions: B2B, B2C, B2G, C2G, C2C... in which B2B and B2C are the two most important types of e-commerce transactions.

**Table 2. Current e-commerce models**

<b>Subject</b>	<b>Business-B</b>	<b>Customer-C</b>	<b>Government-G</b>
<b>Business-B</b>	B2B <i>Through the Internet, Extranet, EDI</i>	B2C <i>Sale online</i>	B2G <i>Taxes, fees, charges</i>
<b>Customer-C</b>	C2B <i>Underbid</i>	C2C <i>Auction on eBay</i>	C2G <i>Personal income tax</i>
<b>Government-G</b>	G2B <i>Online public procurement, processes commerce, ...</i>	G2C <i>Fund to support children and students born...</i>	G2G <i>Transactions between agencies and governments</i>

## 1.5.1 Business to Consumer - B2C

### 1.5.1.1. Define



Figure 1. B2C e-commerce system cycle diagram

Source: <https://eteachers.edu.vn/mo-hinh-tmdt-b2c/>

One of the most popular types of e-commerce in the world is B2C (Business-to-Consumer), which is a form of business between businesses and customers through e-commerce. This is also known as online retail services of companies via the Internet. Businesses use electronic means to sell goods and services to consumers. Consumers use electronic means to choose, bargain, order, pay, and receive goods. Although B2C transactions account for a small proportion (about 10%) in e-commerce, they have a wide range of influence. To participate in this form of business, businesses will usually set up a website and form a database of goods and services; Conduct marketing, advertising and distribution processes directly to consumers. B2C e-commerce brings benefits to both businesses and consumers. Businesses save a lot of sales costs because they do not need a showroom or hire sales representatives, and management costs are also reduced. Consumers will feel convenient because they do not have to go to the store and have the ability to choose and compare many items at the same time.

### 1.5.1.2. Factors and roles in the B2C e-commerce model

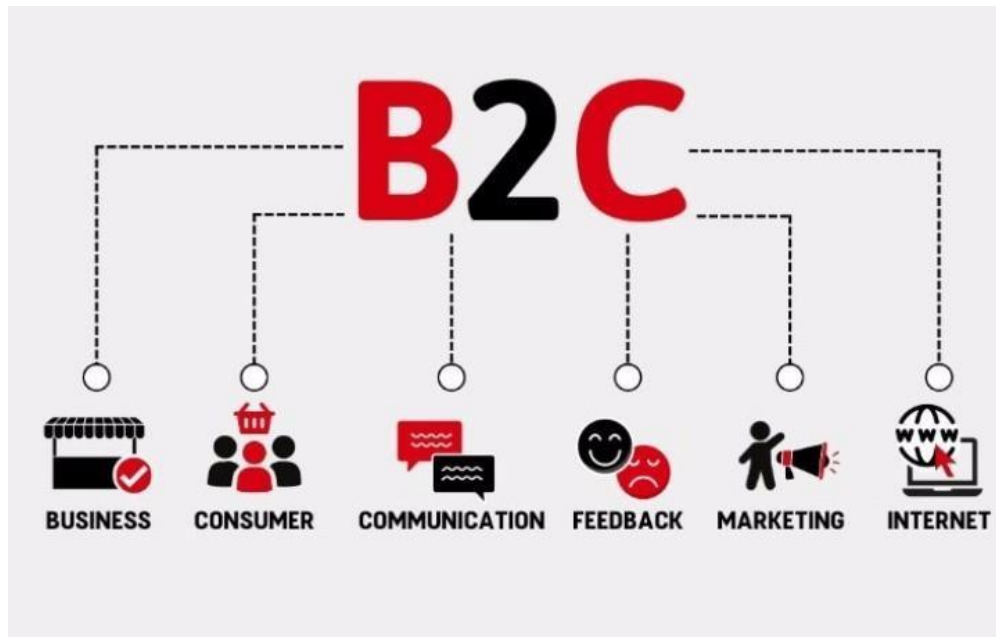


Figure 2. Factors present in the B2C e-commerce model

Source: <https://eteachers.edu.vn/mo-hinh-tmdt-b2c/>

**Business:** Using electronic means to sell goods and services to consumers (set up a website, form a database of goods and services, conduct marketing, advertising, and direct distribution processes to consumers)

**Consumer:** Through electronic means to choose, bargain, order, pay, and receive goods.

**Communication:** Use online communities (Facebook, Zalo,...) built around the common interests of potential customers so businesses, retailers and marketers can promote products and services to consumers through these communities. The model aggregates specific information such as demographic, geographic, and interest data for targeted consumer outreach, advertising, and marketing.

**Feedback:** Provide information to customers and businesses about product quality, build trust, improve service and solve problems. This helps strengthen the relationship between customers and businesses, while enhancing the online shopping experience.

**Marketing:** The strategy used by businesses is to connect with shoppers through advertising appropriate products and services. The most obvious example of this B2C model is advertising on Google, Facebook, Youtube inserted into free online content such as e-newspapers, videos, online comics, etc., which are widely available to customers. This website is free and contains advertisements for products and services on the website. In this case, the website makes money by selling advertising space.

**Internet:** Business model implemented on software, applications or websites that consumers have to pay service fees to use and access. There are cases where users can use it for free but this is limited and you will be charged for most content.

### **1.5.1.3. Sales process of the B2C e-commerce model**

For the B2C business model to operate effectively, businesses need to build a standardized sales process and optimize all stages. Three basic steps needed in the sales process:

**Step 1:** Find and attract customers through many different channels such as website, advertising, social networks (facebook, zalo, instagram, tiktok,...)

**Step 2:** Conduct Sales. After approaching customers, staff make requests, specifically answer customer questions and provide products/services.

**Step 3:** Summarize assessment results. Evaluating the performance of the B2C sales process is not limited to internal companies. You can combine the use of social networks and media to reach your own buyers and get reviews from them. This is valuable information that will help you improve the quality of your sales service and make it the best.

## 1.5.2 Business to Business - B2B

### 1.5.2.1. Define



Figure 3. B2B e-commerce system cycle diagram

*Source: Canva.com*

Business to business (B2B) is a type of electronic transaction between business and business. B2B transactions are mainly purchase transactions from suppliers, performed on e-commerce application systems or B2B e-commerce exchanges... businesses can offer, find customers, sign contracts, and make payments through these systems. At a high level, these transactions happen automatically, for example Alibaba. B2B e-commerce brings very real benefits to businesses, especially helping businesses reduce costs in collecting market information, advertising, marketing, negotiating, and enhancing business opportunities.

### 1.5.2.2. Factors and roles in the B2B e-commerce model

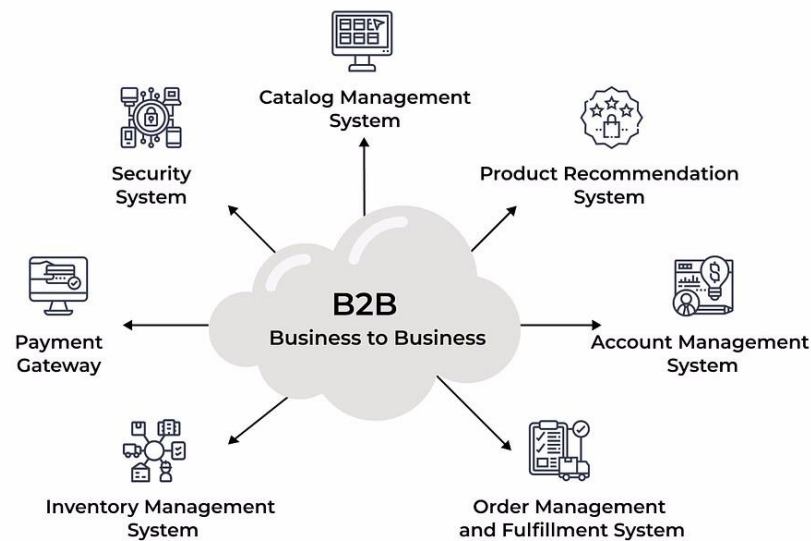


Figure 4. Factors present in the B2B e-commerce model

Source: <https://simtechdev.com/blog/b2b-e-commerce/>

**Catalog management system:** ensure that product information is managed and deployed effectively, helping to enhance the customer purchasing experience, increase the flexibility and efficiency of the sales process, and facilitate key interactions between suppliers and customers in the e-commerce model. In the B2B e-commerce model, the CMS plays an important role in managing and deploying information about the supplier's products and services. provide to customers

**Product recommendation system:** This system helps B2B customers search and discover products that suit their needs and desires. It uses algorithms and data to recommend related or similar products based on purchase history, online behavior, and other information about customers. Product recommendation systems help improve customers' purchasing experience and increase sales opportunities for suppliers.

**Account management system:** The account management system supports customer information management, from account creation and management, login authentication, personal information management, shipping and payment addresses. Account management systems help B2B customers easily manage their accounts and improve their service experience.

**Order management and fulfillment system:** Order management and fulfillment system helps manage the ordering process, process orders, track shipping and delivery progress, and provide information about the status of orders. Order processing for customers and suppliers. This system facilitates efficient order management and ensures accuracy and reliability during delivery.

**Inventory management system:** Warehouse management system helps suppliers control and manage product inventory. It helps track inventory, manage incoming and outgoing inventory, forecast demand and meet the right quantity of goods. Warehouse management systems help optimize warehouse management and ensure there is enough goods to meet customer needs.

**Payment gateway:** Payment gateway system allows B2B customers to make secure and convenient payments. It connects to various payment methods such as credit cards, bank transfers, and other online payment services to process payment transactions. Payment gateways ensure security and reliability during the payment process.

**Security system:** Security system plays an important role in protecting B2B customers' information and data. It includes security measures such as login authentication, data encryption, protection against cyber attacks and other security measures to ensure privacy and security during transactions and contact.

### **1.5.2.3. Sales process of the B2B e-commerce model**

#### **Step 1: Determine the customer's buying process**

- Assess the buyer's purchasing behavior and clearly understand the key points in the buyer's purchasing decision.
- Confirm with the customer the purchasing process developed above. Confirmation can be made by calling the customer.
- Once confirmed with the customer, develop a detailed process. At each step of the process, describe the work that customers do in different aspects such as external, internal, etc.

## **Step 2: Identify sales stages**

- After building the customer buying process, proceed to cultivate the sales stages. These sales stages must correspond to the steps in the buying process built in step 1. Take the time to review the stages in the customer's buying process in step 1 for their purpose. Is it appropriate for real-life sales situations?

## **Step 3: Determine sales goals**

- Sales goals are the results we want to aim for when selling. Set goals for your sales team at each sales stage. This goal is not only something that must be achieved but also a motivation for salespeople to try.

## **Step 4: Assess customer needs**

- This phase can help you clearly understand the best ways to source suppliers. To sell successfully, you need to supply goods based on potential customer needs.
- So the first step to take is to find out what the customer's needs are. The best method to do this is to ask the customer questions. Questions that pay attention to customers who are likely to buy not only help you identify their needs but also help them build connections, gain customer trust, and even make customers more likely to buy more than.

## **Step 5: Present the product**

- This step is extremely important in the B2B sales process to score points with customers. This stage will vary depending on your product or service and sales model. It can take the form of a face-to-face meeting or be a phone or video call, or even done over live chat.

## **Step 6: End the sale**

- This is when the sales staff finalizes exactly what the potential customer wants to buy and provides a quote, with flexible discounts to ensure the customer will not return after seeing the quote. Sales staff

need to have a specific tracking process, following up with customers to try to close the deal if they do not receive a response.

### Step 7: Stay in touch

- Staying in touch helps you increase your sales success rate. To keep customers interested, you need to be persistent and not make them uncomfortable. This will help increase engagement and communication between you and your customers. This is the final step in the B2B sales process, post-sale customer care is a way to gain loyal customers, which will help earn other potential customers from old customers.

## 1.5.3 Consumer to Consumer - C2C

### 1.5.3.1. Define

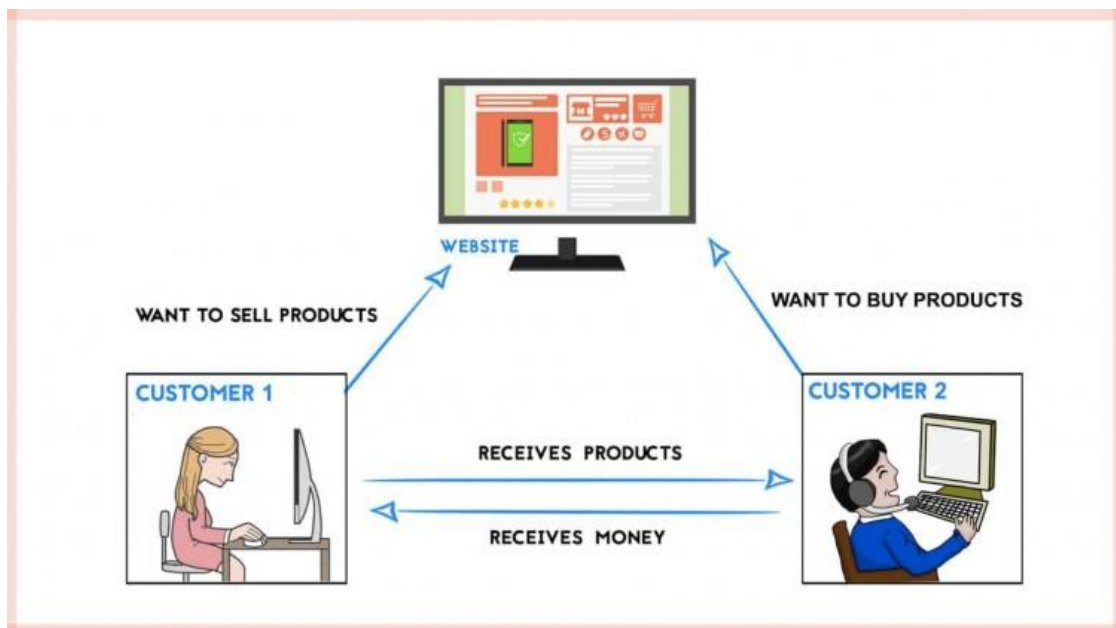


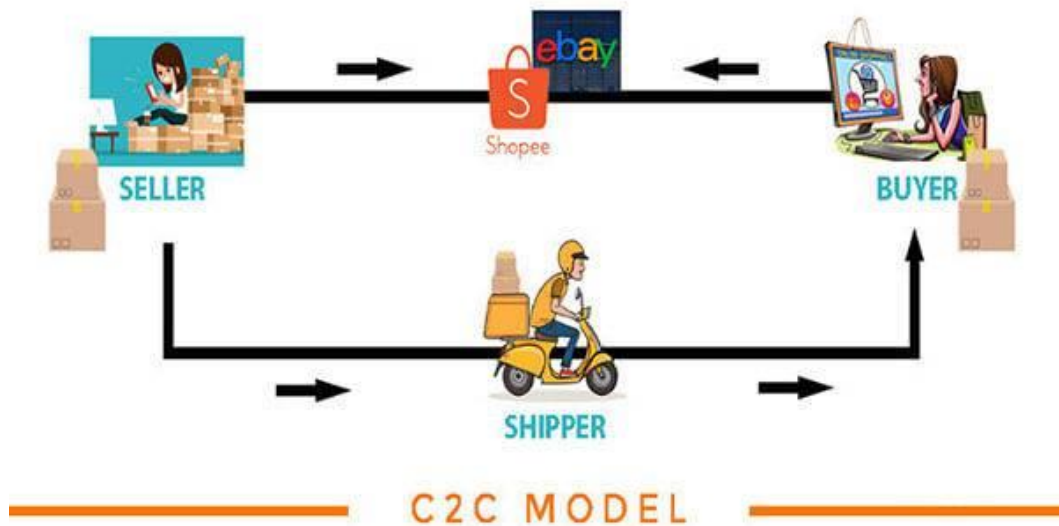
Figure 5. C2C e-commerce system cycle diagram

Source: <https://subiz.com.vn/blog/mo-hinh-c2c.html>

The Customer-to-Customer (C2C) business model is a commercial process with sales and exchange transactions with both buyer representatives and seller representatives being individuals. Typically, C2C transactions will be conducted in the online environment and through a third party, such as: platforms for buying and selling products, online goods through intermediaries, websites

with intermediary auction function, etc. All these activities are called C2C e-commerce..

### 1.5.3.2. Factors and roles in the C2C e-commerce model



**Figure 6. Factors present in the C2C e-commerce model**

*Source: <http://nganhkinhdoanhso.edu.vn/kien-thuc-ky-nang/tim-hieu-cac-mo-hinh-thuong-mai-dien-tu-pho-bien-hien-nay/>*

**Consumers:** Are people who use the service to buy or sell directly to each other in the C2C model. They can be individuals, households or small businesses.

**E-commerce platform:** Acts as an online environment for consumers to transact with each other. The platform provides tools and features that help users create and manage online stores, post products, conduct transactions, leave reviews, and interact with each other.

**Products/Services:** Are items or services posted for sale or purchased by consumers on e-commerce platforms. These products and services can be off-the-shelf goods, used goods, or services such as hotel reservations, car rentals, etc.

**Interaction between users:** The C2C model is based on direct interaction between users. Buyers and sellers can chat, negotiate, request additional information and evaluate each other to determine the authenticity and quality of the product/service.

**Payment system:** To conduct sales transactions, the C2C model needs a safe and reliable payment system. Buyers can use online payment methods such as credit cards, e-wallets or bank transfers to pay sellers.

**Reviews and feedback:** Consumers can rate and give feedback to the seller after completing the transaction. This helps build reputable and trustworthy reviews about the seller and the product/service.

**Advertising and marketing:** Sellers can use marketing tools on e-commerce platforms to advertise their products/services to potential customers. These marketing activities can include online advertising, SEO, social advertising, and email marketing.

### **1.5.3.3. Sales process of the C2C e-commerce model**

#### **Step 1: Post product information**

- Sellers create an account on the C2C e-commerce platform and post details about the product or service they want to sell. This information includes product descriptions, images, prices, special requests, and seller contact information.

#### **Step 2: Search and select**

- Buyers use search engines or recommendation systems on e-commerce platforms to search for products or services that suit their needs. They review seller information and reviews to select one or more potential sellers.

#### **Step 3: Negotiate and agree**

- After finding a suitable seller, the buyer can contact and negotiate with the seller on factors such as price, payment method, transaction conditions and delivery time. The negotiation process can take place via messages in the e-commerce platform or through other media.

#### **Step 4: Make the transaction**

- After reaching an agreement, the buyer and seller execute the transaction. Buyers usually make payments to sellers in the agreed

form, including cash transfer, online payment or using electronic payment systems.

**Step 5: Delivery and receipt**

- The seller prepares and ships the goods to the buyer according to the agreed shipping method. The buyer receives the goods and checks that the product or service is as described and expected.

**Step 6: Evaluation and feedback**

- After receiving the goods, buyers can rate and write comments about the seller and their experience. This rating and feedback helps inform others in determining the trustworthiness and quality of the seller and product or service.

## 1.5.4 Consumer to Business - C2B

### 1.5.4.1. Define

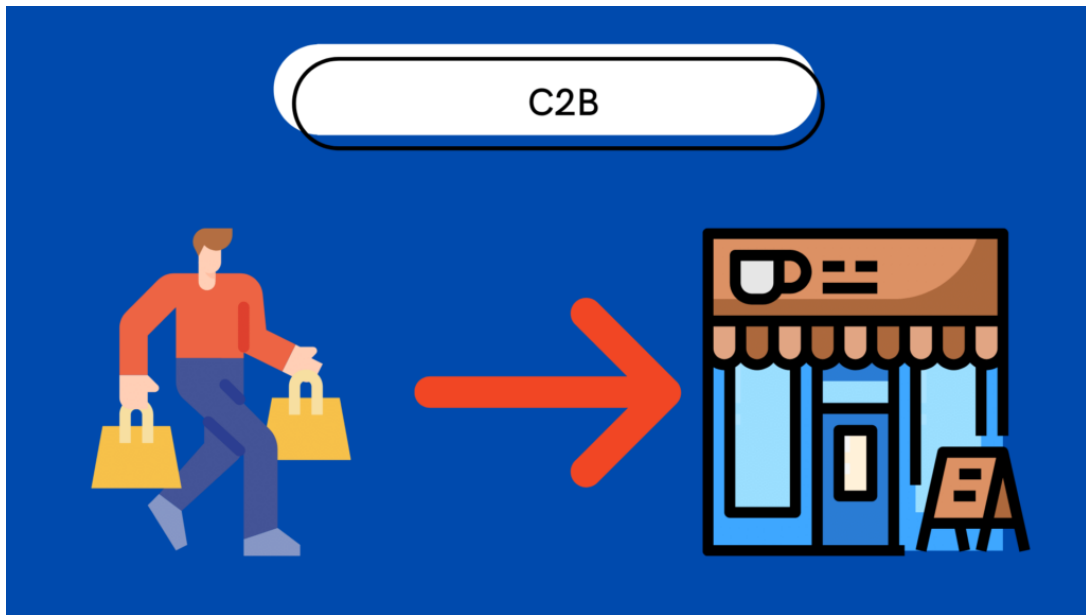


Figure 7. C2B e-commerce system cycle diagram

Source: <https://images.app.goo.gl/tWQuhburkDWukXxC9>

C2B is an e-commerce model in which consumers create value and businesses consume that value. Consumers can provide products to businesses, and businesses pay consumers. This model is a complete reversal of the traditional model in which businesses provide goods and services to consumers (B2C). In the form of consumer activity on blogs or internet forums, promoting a link to an online business, thereby facilitating the purchase of a product. Travelers writing about the apartment they rented on Airbnb with a link to their referral code and inviting others to use this link is a form of C2B e-commerce.

### 1.5.4.2. Factors and roles in the C2B e-commerce model

**Consumers:** Consumers act as providers of products or services. They can be individuals, households, or small businesses. Consumers seek opportunities to sell their products or services to businesses and expect to gain economic value from this.

**Businesses:** acting as buyers can be companies, large organizations or advertisers, distributors and retailers. Businesses need to purchase products or services from consumers to meet their business needs.

**E-commerce platform:** plays an important role in creating connections between consumers and businesses. Provides an online environment where consumers can post information about their products or services and businesses can search for, review, and purchase them.

**Feedback and reviews:** price feedback and reviews from parties play an important role. Consumers often respond and evaluate businesses based on the quality of products, services and customer experience. Conversely, businesses can also respond and evaluate consumers based on the quality of products and services provided.

**Payment:** usually made from business to consumer. The consumer provides a product or service and receives payment from the business under a specific agreement or contract.

**Advertising and marketing:** Businesses often use advertising and marketing tools to find and attract consumers who are able to provide suitable products, services or needs. Online and offline advertising media, including internet advertising, email marketing, television commercials and message boards, play an important role in connecting businesses with consumers..

**Contracts and agreements:** Consumers and businesses often establish contracts or agreements to determine the requirements, conditions and rights of both parties during the transaction process.

#### **1.5.4.3. Sales process of the C2B e-commerce model**

##### **Step 1: Search for supplies**

- Consumers (buyers) use search engines or e-commerce channels to search for businesses or suppliers that suit their needs. They review

information and reviews of businesses to select one or more potential supply sources.

**Step 2: Contact and negotiate**

- Buyers contact and negotiate with businesses or suppliers regarding their specific needs and requirements. The negotiation process can take place through online chats, phone calls, emails or other media.

**Step 3: Agreement and contract**

- After the negotiation process, the buyer and the business or supplier come to an agreement on the terms and conditions of the transaction. Terms include price, quantity, quality, delivery time and other conditions. Typically, a contract or sales agreement is drawn up to record the agreed terms.

**Step 4: Payment**

- The buyer makes payment to the business or supplier in the form agreed upon in the contract or purchase agreement. Payment methods may include cash transfer, online payment or use of electronic payment systems.

**Step 5: Delivery and receipt**

- Once payment is made, the business or supplier proceeds to prepare and deliver the goods to the buyer as agreed. The buyer receives the goods and checks that the product or service is as agreed and meets the requirements.

**Step 6: Evaluation and feedback**

- After receiving the goods, buyers can rate and write reviews about the business or supplier and their experience. This review and feedback can provide information that helps others in determining the reliability and quality of the business and product or service.

## **1.6 Form of operation of e-commerce**

### **1.6.1 Email**

Email is the easiest way for businesses to get acquainted and approach e-commerce. Using email helps businesses save costs while still achieving the goal of transmitting information as quickly as possible. Functionally, email can completely replace fax. A good email address must meet the requirements as short as possible, associated with the website address and brand of the business. The email address needs to be short so that the partner can easily remember it and avoid the possibility of mistyping on the keyboard because when typing an email address, just one wrong character will mean the entire address is wrong and the message will not be delivered. The email address needs to be associated with the website address and brand because just by reading the email address, partners can recognize your business name as well as your website address. For example, when receiving an email from, people can easily guess that this is an email from IBM company and that this company's website is . Based on the principle that the website address is associated with the brand name, in many cases the business's website address can be easily guessed. The vast majority of business websites begin with www. and the second part is .com or .com.vn. We just need to put the business's brand name between the above two parts and that's it. To increase the consistency between the website address and email address, businesses need to immediately take the website address as the root part (the part after the @ sign). Many businesses now have websites, but do not know that they have the right to use that website address for their email address, so they still have to use email addresses registered at Internet service providers such as VDC, FPT.. .

### **1.6.2 Electronic payment**

Electronic payment is the use, transfer and payment of money through electronic means as an alternative to cash exchange. All electronic payment methods have certain characteristics such as: independence, portability,

anonymity, security, ease of use, reduced transaction costs, convenience, control and traceability... Therefore, electronic payment brings many benefits to parties participating in e-commerce.

### **1.6.3 Electronics data- interchange (EDI)**

EDI is the computer-to-computer exchange of business documents in a standard electronic format between business partners. By switching from exchanging paper-based business documents to electronic documents, businesses enjoy major benefits such as reducing costs, increasing processing speed, reducing errors and improving relationships with partners.

### **1.6.4 Content**

Although consumers tend to dislike advertising in general, there may be advertising content that still attracts users' attention such as informative content, narrative appeal, and audio/visual elements. . Informational content in general is the easiest to absorb with 75% of users preferring ads with useful information in life/society and 70% of users wanting ads to provide new information about a brand or product. Products. So, conversely, as consumers become increasingly skeptical of brand information today, exaggerated truths are not highly valued, with only 33% of online users preferring them. Advertisements can attract users' attention through effectiveness and appropriate storytelling. Humorous stories are popular (73%) or interesting (69%) and touching (65%) messages can also impress potential customers. What's more, advertising can be made more attractive with good audio/visual elements such as catchy music (72%), special visual effects (58%) or celebrities (52% ).

**CHAPTER 2: CURRENT STATUS OF B2C  
MODEL AT QUANG KHAP FOOD  
PRODUCTION TRADING COMPANY LIMITED.**

**2.1 Quang Khap Food Production and Trading Company Limited.  
2.1.1 General information**



**Figure 8. Company Logo**

*Source: <https://qkfoodsaiгон.com/>*

**Business name:** Quang Khap Food Trading And Production Company Limited

**Abbreviated name:** QKFOODS

**Business code:** 0317879196

**Legal type:** Limited liability company with two or more members.

**Address:** 490 Le Van Khuong, Thoi An Ward, District 12, City. Ho Chi Minh

**Phone:** 0962.278.145

**Website:** <https://qkfoodsaiгон.com/>

**Fanpage:** <https://www.facebook.com/quangkhapfoods.saigon>

**Tiktok:** [https://www.tiktok.com/@qkfoods\\_1607](https://www.tiktok.com/@qkfoods_1607)

**Opening on:** July 16, 2023

**List of capital contributing members:** Including 4 major shareholders.

**Legal representative:** Huynh Quang Khap (Director)

**Main products:** Basa fish, Pangasius, Seabass, White Shrimp, dried varieties...  
(all frozen products)

### **2.1.2 The process of formation and development**

Quang Khap Food Trading And Production Company Limited is a leading unit in the field of seafood distribution and trade. Proud to be a reliable and trustworthy partner in the food industry, bringing quality and diverse products to customers around the world.

Committed to providing customers with fresh and high quality seafood products. With a wide network of partners. We have the ability to search and select top suppliers. Ensure the origin and quality of each product.

With strict standards on hygiene and food safety. QKFOODS is committed to providing strictly controlled seafood products, ensuring safety and satisfying customer requirements.

A team of experienced experts always work with a high sense of responsibility, from selecting incubation supplies to transporting and preserving products. Using advanced methods and modern technology to ensure products always maintain the best quality during transportation and storage.

In particular, the business not only focuses on distributing seafood products, but also considers building sustainable partnerships a top priority. Always listen and create opportunities for long-term cooperation with partners, to enhance common development and bring benefits to both parties.

With a team of dedicated experts and commitment to quality, Quang Khap Food Trading And Production Company Limited has been achieving significant achievements in the market. Hope to expand our partner network and develop with reputable partners globally.

- ✚ **Vision:** To become a leading company in the field of distribution and seafood food trade, meeting the diverse needs of customers globally, with high quality, clear origins and reliable partners.
- ✚ **Mission:** The mission of Quang Khap Company is to provide customers with high quality, fresh and safe seafood products. We are committed to improving the quality of life of consumers by providing diverse and abundant choices. Focus on respecting the environment, protecting marine resources and building a sustainable supply chain. With the spirit of innovation and dedication in service, aiming to become a reliable and excellent partner in the food industry.
- ✚ **Business philosophy:** “Food hygiene and safety” is committed to ensuring maximum food hygiene and safety. Always comply with legal regulations and apply strict hygiene measures. Ensure clean raw material sources, manage food processing and storage processes carefully. Staff are trained in food hygiene and safety. Giving customers solid confidence in product quality and safety
- ✚ **Maximum food safety:** Always comply with legal regulations and apply strict hygiene measures. Ensure clean raw material sources, manage food processing and storage processes carefully. Staff are trained in food hygiene and safety. Giving customers solid confidence in product quality and safety.
- ✚ **Core values:**
  - **Quality:** Committed to providing high quality food products, ensuring safety and hygiene and meeting the highest standards.
  - **Diversity:** Providing a diverse range of seafood products, meeting the needs and preferences of customers globally.
  - **Trusted partner:** Build sustainable partnerships, respect and satisfy the trust of customers and partners.
  - **Social responsibility:** Always comply with legal regulations and ensure our operations contribute to sustainable social development.

- Dedication: QKFOODS staff are dedicated and passionate experts, always putting the interests of customers first.
- Innovation: Always seek advanced methods and technologies to improve production processes and meet ever-evolving market needs.
- Sustainability: Committed to implementing environmentally conscious business activities, ensuring sustainability of natural resources.

### 2.1.3 Organizational structure

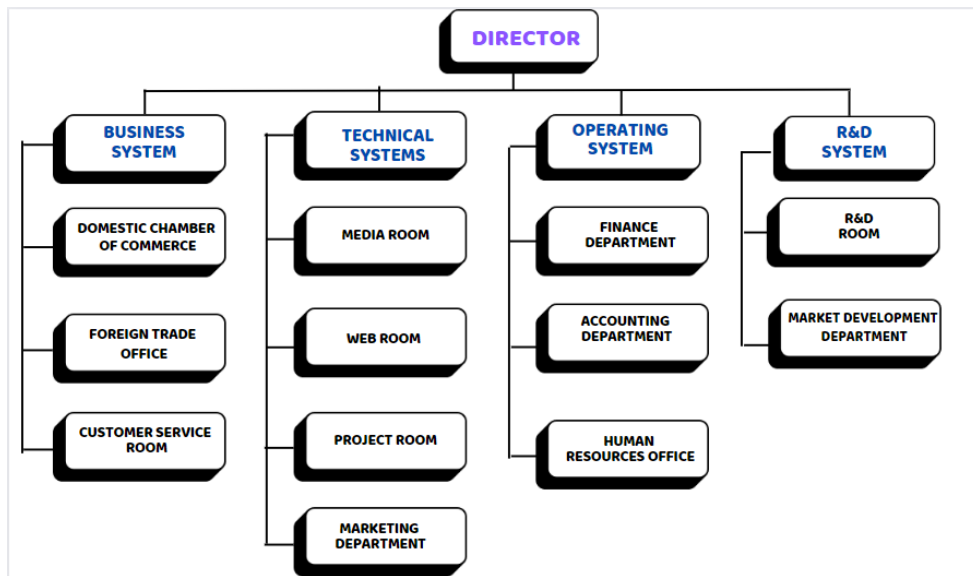


Figure 9. Corporate organizational chart

Source: QKFOODS capacity profile

Main functions and tasks of some departments of Quang Khap Food Trading And Production Company Limited.

**✚ Communications Department:** responsible for managing and operating the company's communications activities. The main function of this department is to build and maintain the company's image, create media and advertising campaigns to promote the company's products and services. The Communications Department is also responsible for managing work related to internal and external communications, including public relations management and event organization.

✚ **Marketing Department:** where marketing and advertising activities are carried out to enhance brand awareness, increase sales and build relationships with customers. This department is often involved in market research, competitor analysis, marketing strategy development, product management, advertising and promotions, as well as customer relationship management and construction. strategy of sale.

✚ **Accounting Department:** responsible for recording, controlling and reporting the company's finances. The main tasks of the accounting department include bookkeeping, monthly, quarterly and annual financial reports, revenue and expenditure management, asset management and activities related to tax and auditing. The accounting department ensures that the company complies with accounting and financial regulations, and provides accurate and timely financial information to management and relevant authorities.

✚ **Human Resources Department:** manages the company's human resources-related activities. The main functions of this department are to recruit and select employees, manage employee records, develop human resources policies and procedures, manage salaries and benefits, train and develop employees, and manage handling issues related to labor relations and legal compliance.

✚ **Market Development Department:** usually responsible for developing and implementing market development strategies to expand customer network and increase sales. The tasks of this department include market research, analyzing customer trends and needs, developing and implementing marketing and sales plans, building relationships with partners, participating in advertising and promotional activities, as well as analyzing the effectiveness of marketing campaigns and recommending improvements.

#### 2.1.4 Introduction to marketing department

The Marketing Department includes 6 main departments:

✚ **Brand Management:** This department is responsible for building, developing and managing the company's brand image. This includes defining the brand's core values, building a brand strategy, developing the logo and brand identity elements, and ensuring brand consistency across all marketing activities.

✚ **Market Research:** This department is responsible for collecting and analyzing information about the market, industry and customers. Their work includes researching and evaluating market trends, customer needs, competition, and other influencing factors. Results from this study provide the information needed to develop effective follow-up strategies.

✚ **Product Marketing:** This department focuses on marketing and promoting the company's products. Their work includes analyzing markets and customers, positioning products, developing marketing messages, developing marketing plans and pricing strategies, and supporting sales activities.

✚ **Marketing Analytics:** This department is responsible for collecting, analyzing and evaluating marketing data to measure effectiveness and better understand customers and marketing strategies. Their work includes tracking marketing metrics, analyzing data, creating reports, and making suggestions for improvements.

✚ **Digital Marketing:** This department is responsible for the company's online advertising and marketing. Their work includes social media advertising, online advertising, email marketing, search engine advertising, and content management on websites and other online channels.

✚ **Public Relations Marketing:** This department is responsible for building and maintaining good relationships with the public and other stakeholders. Their work includes writing articles, issuing press releases, organizing events,

managing interactions with the public, and building a positive image for the company.

## **2.2 B2C e-commerce model at Quang Khap Food Trading and Production Company Limited.**

### **2.2.1 Theory of Quang Khap Food Trading and Production Company Limited B2C model**

Overview of QKFOODS products

- **The concept of frozen food refers to food:** items that have been subjected to freezing temperatures to extend their shelf life and preserve their quality. Freezing is a method of food preservation that involves lowering the temperature of the food to below its freezing point, typically around 0 degrees Celsius (32 degrees Fahrenheit), which inhibits the growth of microorganisms, enzymes, and bacteria that cause food spoilage. Frozen food can include a wide range of products, including fruits, vegetables, meats, seafood, prepared meals, desserts, and more. These food items are typically processed and packaged in a way that maintains their nutritional value, texture, flavor, and overall quality.
- **The benefits of frozen food include:**
  - ↳ **Extended Shelf Life:** Freezing food helps to significantly extend its shelf life by slowing down the natural deterioration processes. It allows consumers to store food for longer periods without the risk of spoilage.
  - ↳ **Convenience:** Frozen food offers convenience as it can be prepared and consumed at any time, eliminating the need for frequent grocery shopping and meal preparation. It is particularly useful for busy individuals or those who prefer quick and easy meal options.
  - ↳ **Nutritional Value:** Properly frozen food retains its nutritional value because the freezing process helps to preserve essential nutrients. However, it's important to note that the nutritional content can vary depending on the specific food item and the freezing and storage methods used.

↳ Variety and Availability: Frozen food provides access to a wide variety of food options regardless of the season. It allows consumers to enjoy fruits and vegetables that may not be in season or readily available in their local area.

↳ Reduced Food Waste: Freezing food helps to reduce food waste by allowing excess or leftover food to be stored for future use. It enables individuals and businesses to manage their food inventory more efficiently and minimize unnecessary food disposal.

### **2.2.2 Benefits of the B2C e-commerce model.**

**Cost savings:** The B2C model brings the first benefit to companies, which is cost savings, from infrastructure costs, electricity, water to labor costs. This helps businesses increase monthly revenue and use marketing partners at lower costs.

**Communicate directly with customers:** The B2C model allows direct interaction with customers via email, SMS, push notifications and many other methods. This allows sellers to understand the needs and desires of customers and thereby shorten the distance between buyers and sellers.

**Expand customer reach:** With the development of social networks and online shopping, businesses have the opportunity to grow and reach customers on a global scale. The growing number of mobile phone users also opens up the possibility of running online marketing campaigns on mobile phones. This helps reduce outdoor advertising costs.

**Short sales cycle:** The B2C model has a short sales cycle, meaning you can make immediate profits with quick capital turnover while helping customers save time when shopping. Customers are not limited in time or place of purchase, helping to improve the efficiency of 24/7 ordering service. This also ensures a better and more convenient consumer experience for customers.

### **2.2.3 Roles and responsibilities in the B2C e-commerce model of businesses towards customers.**

**Provide high quality products and services:** Provide high quality products and services to customers. This includes ensuring that products meet customer requirements and expectations, are manufactured and delivered on time and are of good quality. Businesses need to ensure that customers get the most value from their online purchases.

**Create a good shopping experience:** Provide customers with a good online shopping experience. This includes creating a user-friendly interface, optimizing website speed, providing complete and accurate product information, and offering flexible payment and shipping methods. Experience Convenient and easy shopping experience helps build customer trust and satisfaction.

**Effective advertising and marketing:** An effective advertising and marketing strategy to attract and increase traffic to your website. This may involve using online advertising channels such as social media advertising, SEO, email marketing, or a combination of methods. Businesses need to identify the right customers and find ways to reach them effectively to increase reach and generate revenue.

**Customer service:** Businesses have a responsibility to serve their customers in the best way possible. This includes providing customer support via email, live chat, phone, or other communication channels . Businesses need to respond quickly and effectively to customer problems or concerns. Building long-term customer relationships through good service and dedication will help build customer trust and loyalty.

**Customer information security and management:** In the B2C model, companies are responsible for protecting personal data and customer accounts. This requires organizations to adopt security measures such as data encryption, two-factor authentication, and network protection. Businesses must also comply with privacy regulations such as the Privacy Shield Act.

personal data or the GDPR to ensure customer information is processed securely and accurately. according to the law.

**Complaints and Refunds:** Process to handle customer complaints and refunds fairly and quickly. This ensures that customers feel safe and secure when shopping online. Businesses need to have a clear return policy and ensure customer requests are handled effectively and promptly.

#### **2.2.4 Laws of the B2C e-commerce model in Vietnam**

B2C business model is a business model between a business and the end consumer. In Vietnam, the B2C model is governed by the following legal regulations:

##### **a) Commercial Law 2005**

The 2005 Commercial Law regulates commercial activities in general, including e-commerce activities. According to Article 26 of the 2005 Commercial Law, e-commerce is the business of buying and selling goods and providing services through the Internet environment.

##### **b) Electronic Transaction Law 2005**

The Electronic Transactions Law 2005 regulates the conclusion of electronic contracts, protecting the legitimate rights and interests of parties participating in electronic transactions. According to Article 3 of the Law on Electronic Transactions 2005, an electronic contract is a contract concluded in electronic form, whereby the parties use electronic means to enter into the contract.

##### **c) Law on protecting consumer rights 2010**

The Law on Protection of Consumer Rights 2010 regulates the rights and obligations of consumers, and the responsibilities of business organizations and individuals in protecting consumer rights. According to Article 4 of the Law on Protection of Consumer Rights 2010, consumers are organizations and individuals who purchase goods and use services of business organizations and individuals.

In addition, e-commerce activities of the B2C model are also governed by other legal regulations such as: Cyber Security Law 2018, Competition Law 2018, Investment Law 2020, Enterprise Law 2020, etc. ..

Specifically, legal regulations on the B2C model in Vietnam focus on the following contents:

**Business conditions:** Businesses operating under the B2C model need to meet general business conditions such as: business registration, a business location, and a business license for conditional business lines. ,... In addition, for specific business lines such as online sales, multi-level marketing,... businesses operating under the B2C model also need to meet specific conditions according to the provisions of law.

**Regulations on entering into contracts:** Contracts between businesses and consumers in the B2C model are concluded in electronic form. Businesses operating under the B2C model need to ensure the conditions on the content and form of electronic contracts according to the provisions of law.

**Regulations on protecting consumer rights:** Consumers have legal rights and interests that need to be protected in e-commerce activities under the B2C model. Businesses operating under the B2C model are responsible for respecting and protecting consumer rights in accordance with the law. Compliance with legal regulations on the B2C model is essential for businesses to operate effectively and protect consumer rights.

## 2.3 Social media platforms the company is using to reach customers.

Use Facebook, Tiktok and Website pages to reach and sell products on these platforms.

### 2.3.1 Facebook page

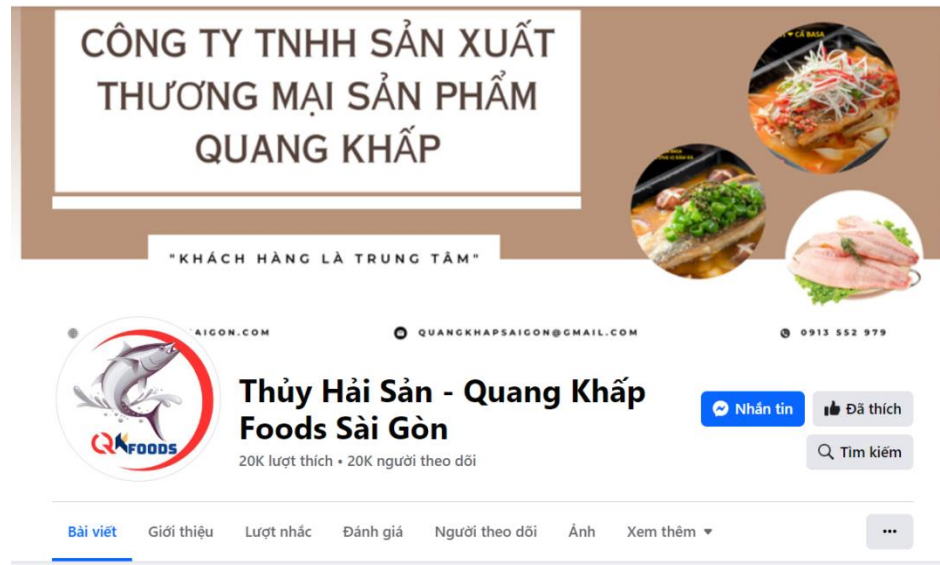


Figure 10. Interface of the company's Facebook page

Source: <https://www.facebook.com/quangkhapfoods.saigon>

Using a Facebook page is a popular method for QKFOODS to promote and reach customers. Facebook is a social networking platform with a large user base worldwide, so it provides a great opportunity to reach potential customers and build relationships with existing customers. QKFOODS has created an official facebook page. This site provides a platform to share information about the latest products, services, news and events. Customers can follow the page and receive notifications about new articles, promotions and other information from QKFOODS. On this platform, QKFOODS posts articles, images and videos related to the company's products that are designed to be quite attractive and attract customers' interest. QKFOODS has shared recipes, culinary tips and guides, and product reviews. In addition, the Facebook page is also used to interact directly with customers. Respond to comments, questions, and suggestions from customers to create rapport and build trust with customers.

The company fanpage shares good articles, recipes, tips, questions as well as knowledge related to cooking to attract people to know and follow the company fanpage.

Regarding content: QKFOODS invests in weekly content with flexible changing topics such as: cooking videos, cooking tips, company promotions,... Content is diverse in presentation formats through videos, articles, images and articles sharing links directly from websites, newspapers, etc. have the effect of attracting readers, bringing a lot of useful information and improving the conversion rate from fanpage to website.

Some articles from the company during the internship period:

**Thủy Hải Sản - Quang Khấp Foods Sài Gòn**  
23 Tháng 8 lúc 14:00 · 🌐

🇻🇳 **NHÂN DỊP ĐẠI LỄ 2/9 QKFOODS SÀI GÒN ƯU ĐÃI SIÊU GIẢM GIÁ**  
▶ Áp dụng đối với các mặt hàng: Cá Thu, Cá Bớp, Cá Rún cắt khoanh  
Chương trình khuyến mãi được áp dụng cho tất cả các đơn hàng mua online hoặc mua trực tiếp tại cửa hàng.  
👉👉 Nhanh tay inbox hoặc ghé ngay [#QKFOODS](#) nhé.  
🕒 Chương trình được áp dụng từ 22/08/2023 đến hết 05/09/2023.  
Liên h... [Xem thêm](#)

**MỪNG ĐẠI LỄ 2/9 QKFOODS SÀI GÒN**

**ƯU ĐÃI SIÊU GIẢM GIÁ**

Tận hưởng mức giảm giá sốc khi mua hàng tại QKFOODS từ 22/08/2023 đến 05/09/2023

**CÁ BỚP**  
TỪ 330.000 GIẢM CÒN 280.000 VND

**CÁ THU**  
TỪ 250.000 GIẢM CÒN 220.000 VND

**CÁ RÚN**  
TỪ 250.000 GIẢM CÒN 200.000 VND

GIẢM SỐC

👍❤️ Nguyễn Thị Nga, Bùi Thị Vân Anh và 8 người khác 4 lượt chia sẻ

👍 Thích    💬 Bình luận    ➦ Chia sẻ

Viết bình luận...

Figure 11. Post about promotion September 2



Thủy Hải Sản - Quang Khấp Foods Sài Gòn

18 Tháng 8 lúc 14:48 · 🌐



### 🐟 CÁ BASA CÓ THẬT SỰ TỐT CHO CƠ THỂ HƠN MỘT SỐ LOÀI CÁ KHÁC?

👉 Cá Basa là một loài cá nước ngọt rất phổ biến trong ẩm thực, được nuôi và đánh bắt chủ yếu ở các vùng thuộc hệ thống sông Mekong.

👉 Cá rất giàu chất đạm và axit béo omega-3, có thể cải thiện sức khỏe tim mạch và hỗ trợ xây dựng cơ bắp. Ngoài ra cũng chứa nhiều vitamin và khoáng chất quan trọng.

😊 Thịt của loài cá này có thể chế biến rất nhiều món ăn khác nhau, kể cả da và bao tử của chúng cũng chứa nhiều dinh dưỡng v... [Xem thêm](#)



Thủy Hải Sản - Quang Khấp Foods Sài Gòn

Thương mại & công nghiệp

Gửi tin nhắn

👍 Mỹ Nhung, Nguyễn Thị Nga và 5 người khác

2 lượt chia sẻ

Figure 12. This article explores the benefits of Basa fish

Source: <https://www.facebook.com/quangkhapfoods.saigon>

This is a report on each month's posting activity of Quang Khap Food Trading And Production Company Limited.

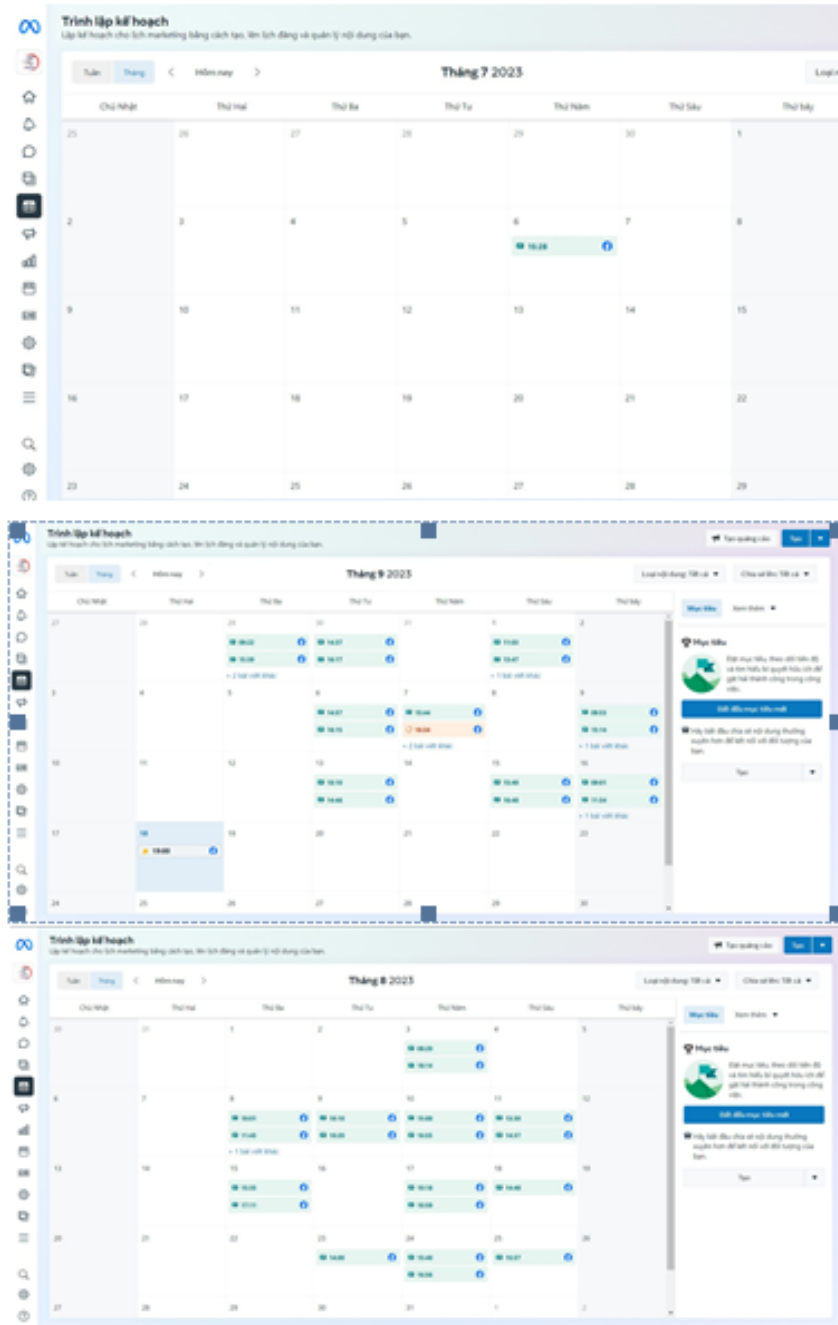
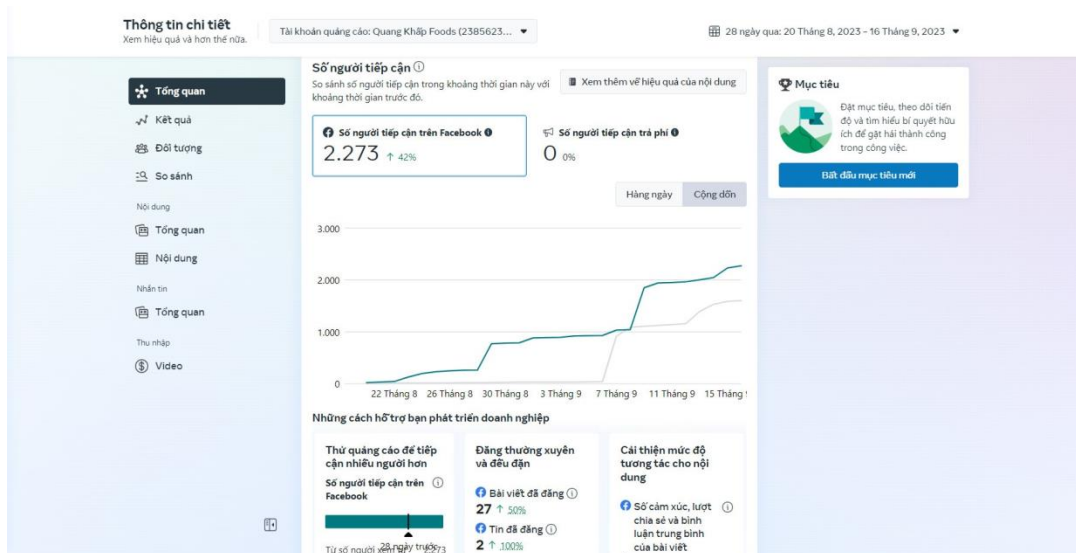


Figure 13. Posting activity every month

Source: Statistical report July August September 2023

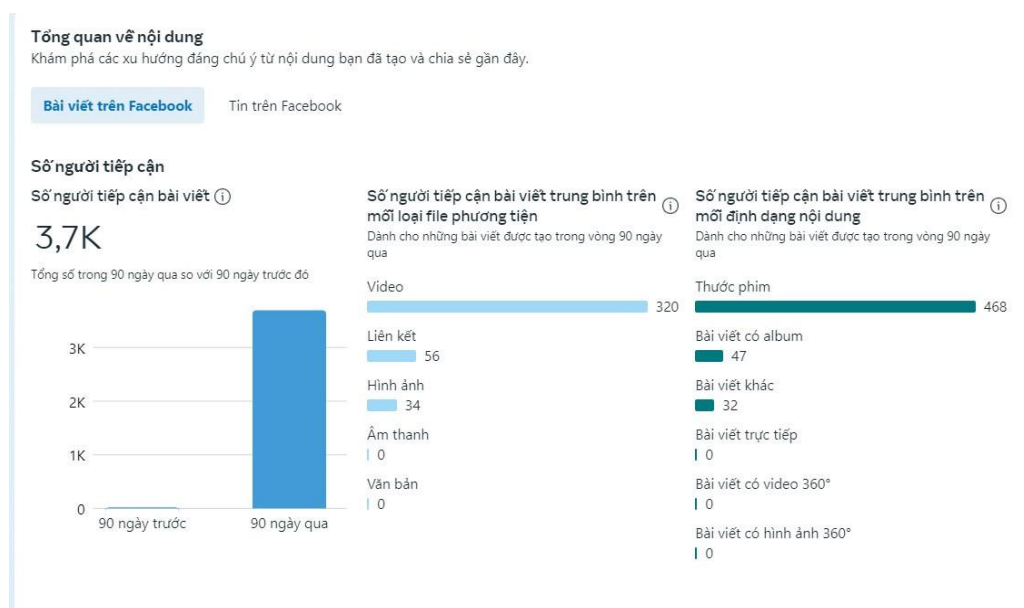


**Figure 14. Growth in company interactions and views**

*Source: Statistical report July August September 2023*

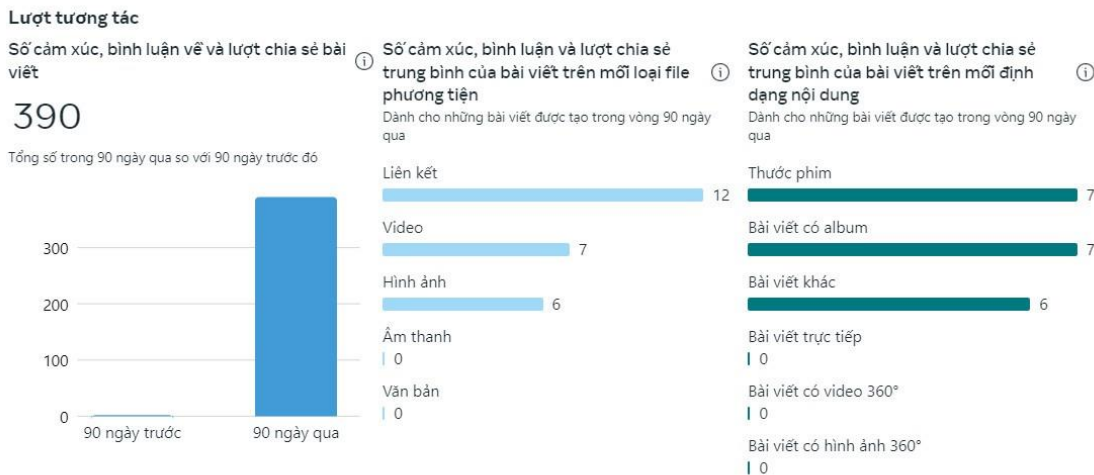
According to the above indicators, the number of people approached recently compared to before has increased significantly (up 42%).

In addition, there are also indicators such as the number of people accessing articles and page interactions also increasing compared to before.



**Figure 15. Detailed number of people reached**

*Source: Statistical report July August September 2023*



**Figure 16. Detailed interaction count**

Source: Statistical report July August September 2023



**Figure 17. Posts with the most interactions are the most effective**

Source: Statistical report July August September 2023

With effort and perseverance in posting, finding ways to increase interaction and methods to help Facebook fan pages grow, this is the result that the company has achieved.



**Figure 18. Likes and followers for 3 months**

*Source: Statistical report July August September 2023*

Overall, the figures show:

**+ Number of people reached**

The current number of people reached is 2,273, an increase of 43% compared to last month. This is a positive sign, showing that the company's page is attracting more people. This increase could be the result of engaging content or a better marketing campaign.

**+ Number of articles published:**

The number of articles published is 27, an increase of 50%. This increase may be due to improved posting frequency. However, it is more important to ensure that the quality of the article is maintained to continue to attract visitors.

**+ Number of posted news:**

The number of posted news is 2, an increase of 100%. This increase could indicate the company is adding more updates or new news to its site, which could attract more readers.

#### **Number of people reached in 90 days:**

90-day reach was 3,700 (3.7k), compared to the previous 90 days. This suggests the company is maintaining or increasing its total reach over an extended period of time.

#### **Content type (Video, Image, Footage):**

Number of videos (320), images (34), and movies (468) that have been posted. Based on this number, it can be seen that the company diversifies its content in many different forms, which can keep readers' interest.

#### **Number of interactions:**

The total number of interactions in 90 days is 390 compared to the previous 90 days. This is the most effective increase, showing that the company's efforts and perseverance have paid off and if the posting level is maintained. Combined with standard SEO content, this interaction will continue to increase in the future.

#### **Most effective posts:**

Posts about food recipes reached 746 people, 1,363% more than the average post (51 people). This shows that recipe content is attracting significant attention and has the potential to grow.

#### **Article about the recipe for making Crispy Fried Shrimp:**

Articles about Crispy Fried Shrimp recipes have 186% more reactions than the average article. This shows that the demand for content related to food recipes and menus is increasing.

#### **Likes and followers:**

Information shows that likes and followers are increasing significantly.

## Sales process on fanpage

### **Step 1: Consulting**

- Customers access product and service information through the store's facebook fanpage.
- Fanpage management staff will answer questions, provide detailed information about products, prices, promotions through comments, messages or interactive tools on Fanpage.

### **Step 2: Sales**

- Customers interested in a specific product will leave a review or send a message directly to the fanpage.
- Fanpage management staff will respond to comments or messages provide detailed information about the product, agree on price, quantity and payment method.

### **Step 3: Order processing**

- After the customer and fanpage staff agree on the order information, the staff will save the order information including product, quantity, and customer contact information.

### **Step 4: Pack**

- Fanpage management staff will transfer orders and contact information to the packaging team.
- The packaging team will prepare the product, pack it according to procedures and ensure safety and good preservation of the product.

### **Step 5: Delivery**

- After packaging is completed, the order will be transferred to the shipping unit or internal delivery staff.
- The shipping unit will undertake delivery to the address the customer has provided in the order. (Because the company's products are frozen

products, there will be express delivery within 2 hours within Ho Chi Minh City)

### Step 6: Receive goods

- Customers receive goods and check the products to ensure correct quantity, quality and agreed information.
- In case of product problems, customers can contact the supplier for support and resolution.

Because the fanpage has just been created, the number of interactions and followers is still quite limited. The company has not used any support tools to be able to share the company's articles widely, so it is difficult to gain customer trust as well as enable customers to make decisions to buy products.

### 2.3.2 TikTok:

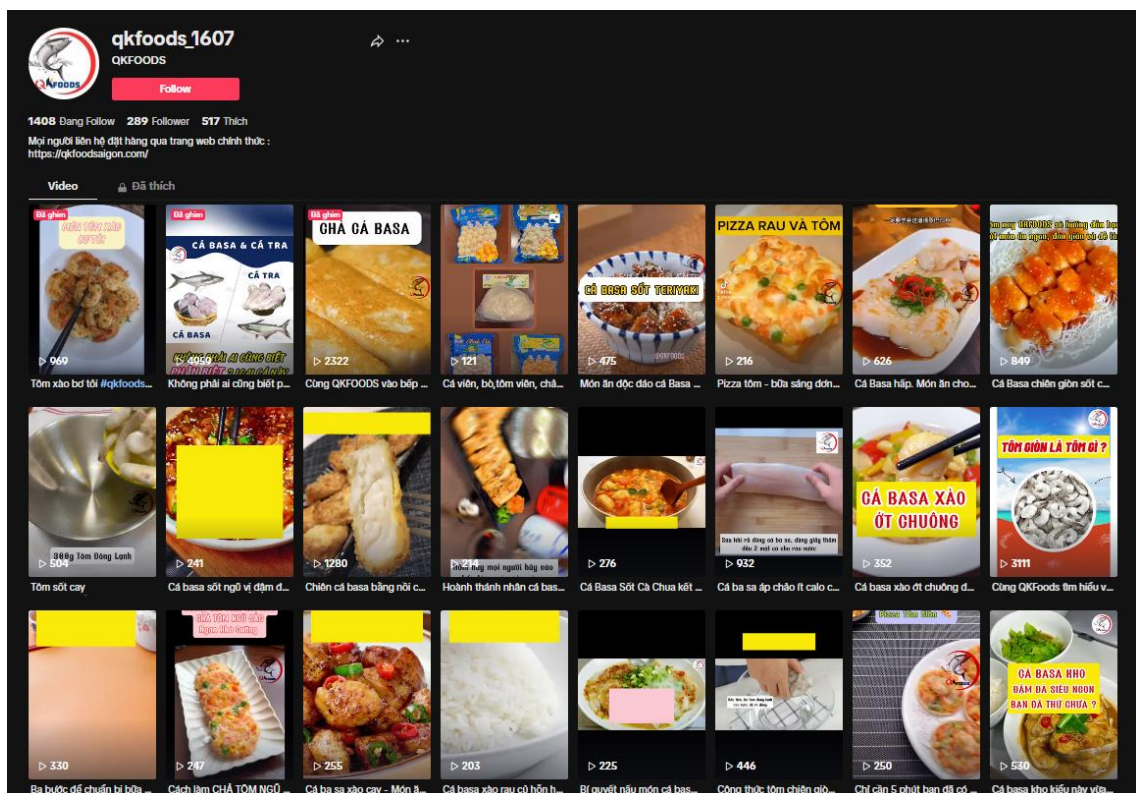
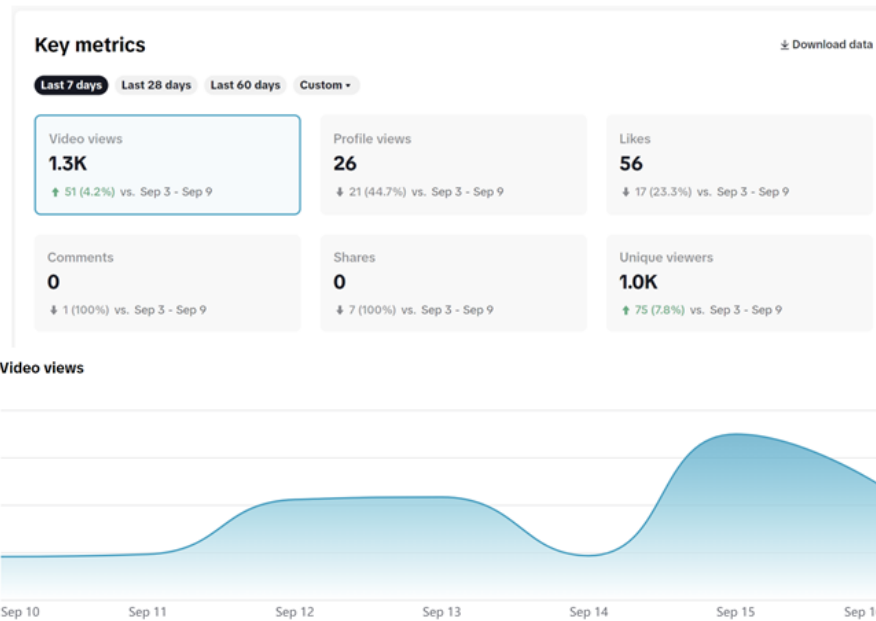


Figure 19. Company Tiktok Channel  
Source: [https://www.tiktok.com/@qkfoods\\_1607?lang=vi-VN](https://www.tiktok.com/@qkfoods_1607?lang=vi-VN)

TikTok is a popular social utility platform, especially popular for sharing short videos and creative content. QKFOODS has used the TikTok page to promote and reach customers in a creative and dynamic way.

- Create short videos and creative content related to the company's products such as: sharing quick recipes, food tips and secrets, how to make delicious dishes.
- Use music and effects to create engaging and attention-grabbing videos for viewers, create videos using slow motion, time-lapse and use special effects to increase the impact interesting for the content.
- Interaction and connection Tiktok is a particularly suitable platform to interact and connect with the community. QKFOODS interacts with viewers by replying to comments, chatting and asking for opinions.

Looking at the company Tik Tok channel data, the number of views of the Tik Tok channel is 1.3K views, an increase of 4.2% compared to a few months ago and the channel also has a loyal number of viewers, in addition it also increased by 1.0k views. The specific number of new viewers is 7.8% compared to the previous month. But compared to last month, the company's number of likes decreased by 23.3%. The decrease in the number of likes may come from the fact that the content is not diverse, the videos are somewhat similar, making the videos no longer attractive to them.



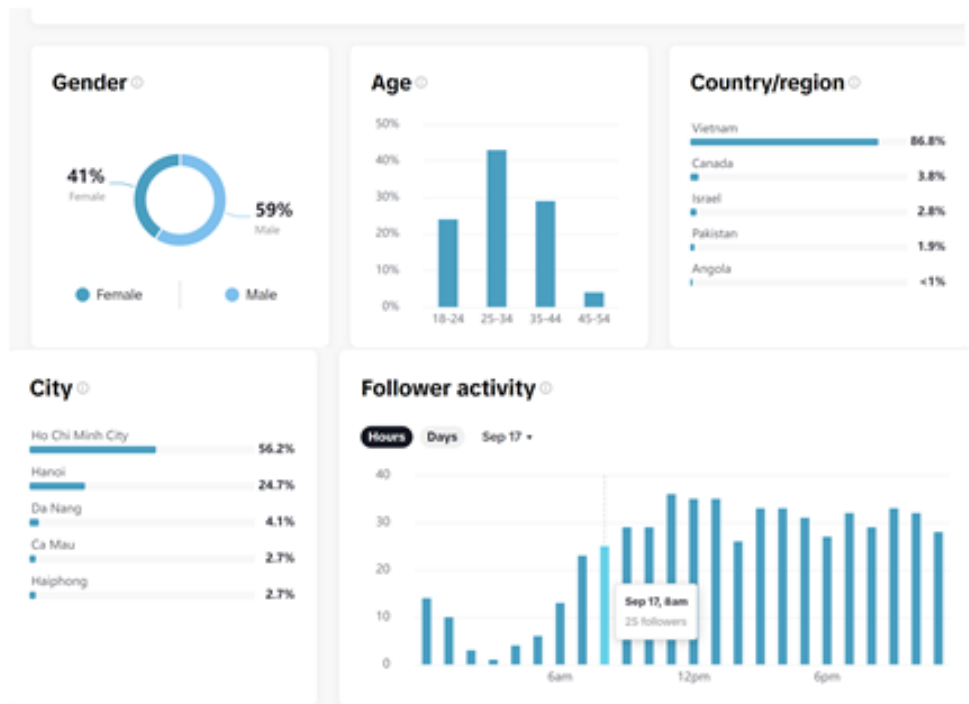
**Figure 20. Number of interacting people**

*Source: Statistical report July August September 2023*

Target customers: Targeting all audiences in Vietnam, especially big cities like Ho Chi Minh City and Hanoi.

The company's products target customer segments that are middle-aged people from 25-34 years old and the ratio of male gender (59%) is more interested than female gender (41%), the difference is 18%.

The company targets customers who like to cook, eat at home, or follow social networks, especially media channels. In addition, they also like to keep up with trends and trends and have the habit of online shopping. but do not have time to prepare food, frozen food is very suitable for them so they can prepare a meal quickly without spending a lot of time on food preparation.



**Figure 21. Reach**

*Source: Statistical report July August September 2023*

### 2.3.3 Website:

In today's fierce competition, every company needs to attract customers to use their products and services. Building a business's own website is one of the basic activities for businesses to develop their brands, promote products, and establish effective online shopping channels for businesses and production. Currently, the company has also built an official website for itself.

Initially, the company did not have an official website. But now the company has built its own Website. The company has invested 20,000,000 VND to build and develop this website to help the company have access to effectively introduce the company products to customers.

The company official website has domain name: <https://qkfoodsaiгон.com/> To be able to evaluate the effectiveness of the company website as well as the limitations that the Website is facing, it is necessary to evaluate some basic content of a website as follows:

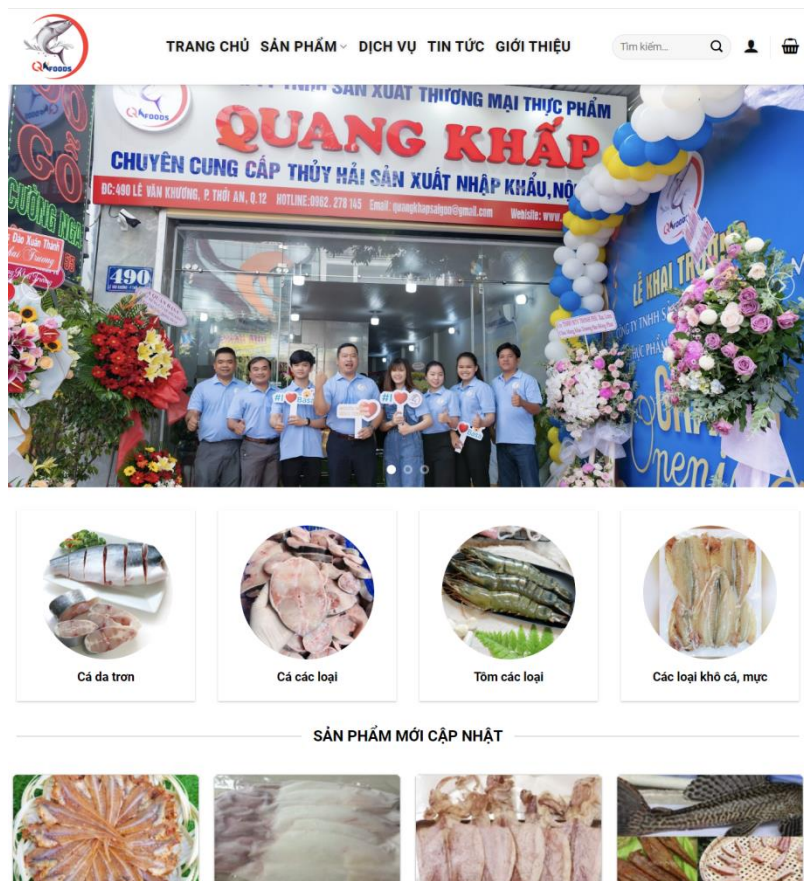


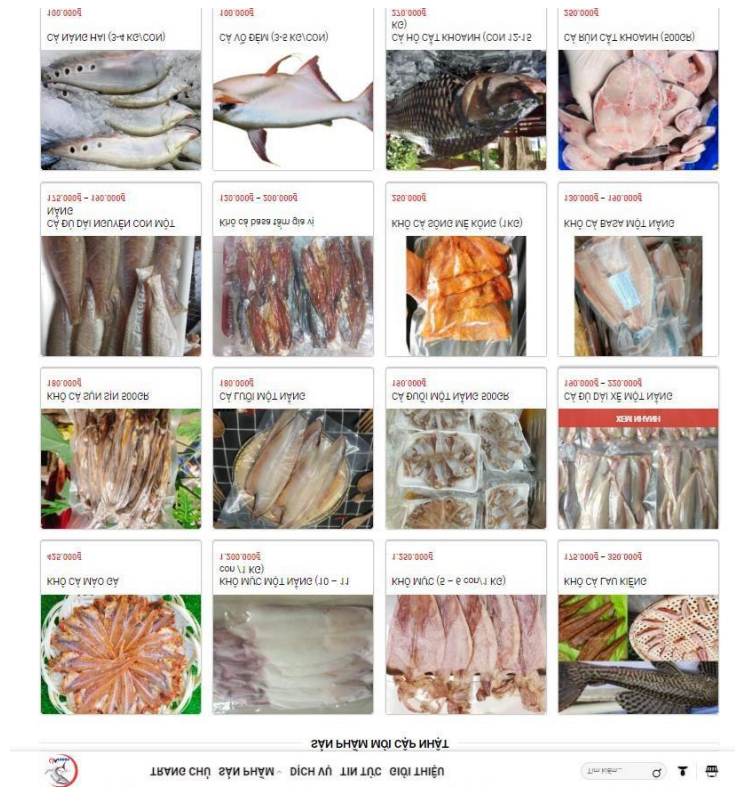
Figure 22. Home page of the website

Source: <https://qkfoodsaiagon.com/>

The company homepage is simply designed, the logo is eye-catching, and the main color tone is white, creating the feeling that viewers are not overwhelmed by too many colors displayed on a website.

For customers who do not have much Internet skills, when accessing the company's website, they can easily find the products provided by the seller, displayed in detail on the company's homepage. However, this is also a disadvantage of the website, because it displays many commercial products from partners, so it is more difficult for customers to search and choose products and cannot see detailed product content.

There is an integrated online store so customers can buy directly on the website.



**Figure 23. Product page of the website**

*Source: <https://qkfoodsaiagon.com/>*

The company product page can be displayed for each product group directly and has full illustrations and detailed information of the product group.

The company products are listed on the homepage so customers can easily grasp and search for the products the business provides. In addition, exclusive products are displayed for customers who want to learn about the company best-selling products.

Sales process and bringing products to consumers.

### **Step 1: Consulting**

- Customers visit the store's website and explore the products and services offered.
- On the website, detailed product information, description, price, and sales policy will be provided.

- Customers can find out more information by reading reviews and comments from other customers.

## Step 2: Sales

- Customers select products and add to cart on the website.

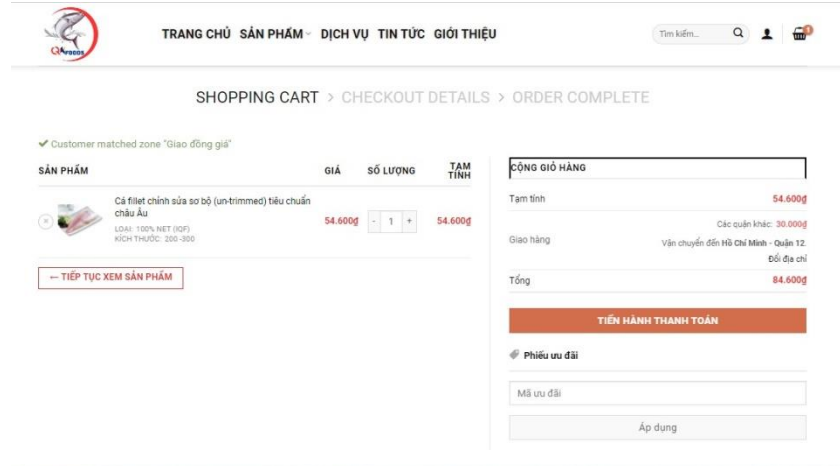


Figure 24. Shopping cart

Source: <https://qkfoodsaiagon.com/>

- Customers can proceed to pay online or save their cart to complete payment later

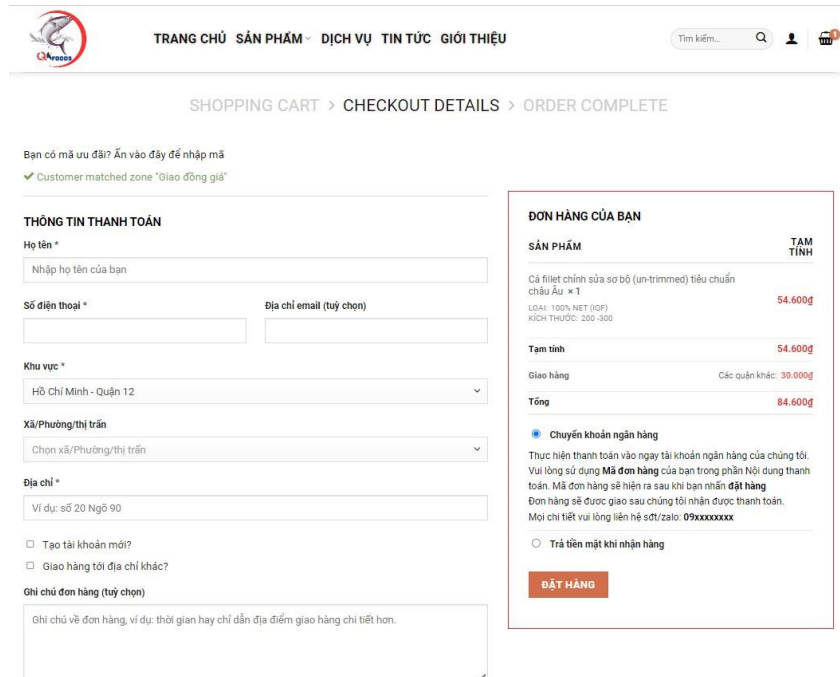


Figure 25. Checkout details

Source: <https://qkfoodsaiagon.com/>

### **Step 3: Order processing**

- After the customer completes the order, the website system will automatically send order information to the store.
- Store staff will review and confirm order information, check product feasibility and availability.

### **Step 4: Pack**

- After confirming the order, store staff will prepare the product and package it according to the process to ensure quality and safety.

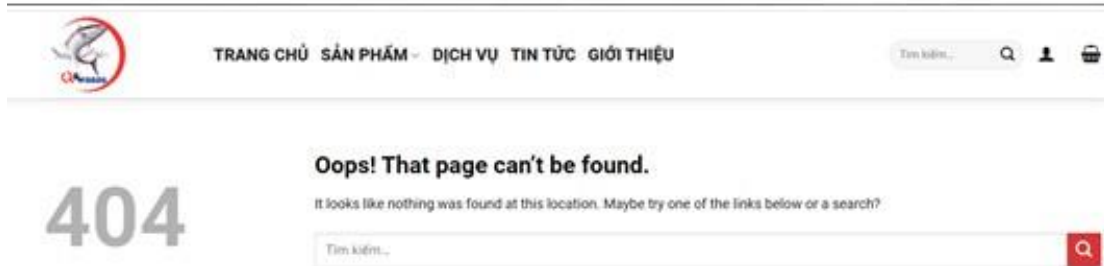
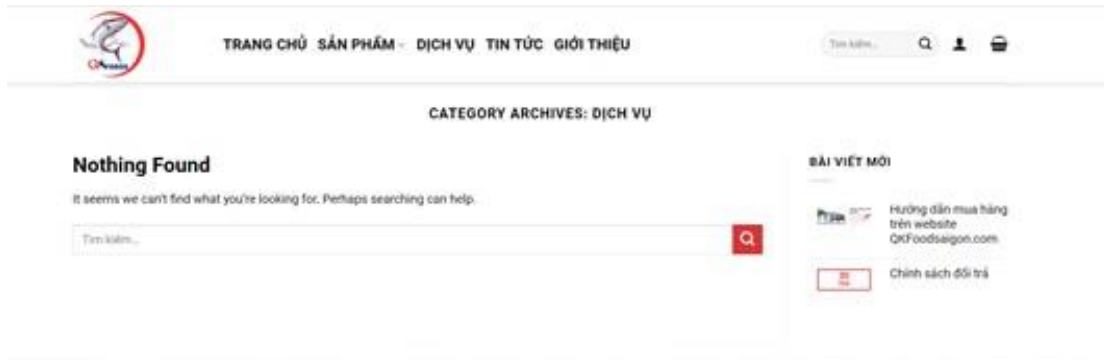
### **Step 5: Delivery**

- The order will be transferred to the shipping unit or internal delivery staff.
- The shipping unit will pick up the product from the store and is responsible for shipping it to the address the customer provided in the order.

### **Step 6: Receive goods**

- Customers receive the goods and check the products to ensure the correct quantity, quality and order information.
- In case of product problems, customers can contact the store for support and resolution.

To have a complete website like the present, the Company spent 20,000,000VND to own a separate website to serve the purpose of accessing and bringing the Company's products to customers. The company's website was just completed in September 2023. The website is still too new and has not fully updated information about the Company's services and news.



**Figure 26. Information is missing on the website**

*Source: <https://qkfoodsaigon.com/>*

# **CHAPTER 3: EVALUATING RESULTS AND PROVIDING SOLUTIONS TO DEVELOP B2C E-COMMERCE MODEL AT QUANG KHAP FOOD TRADING AND PRODUCTION COMPANY LIMITED.**

## **3.1 Factors affecting the SWOT model of Quang Khap Food Trading And Production Company Limited.**

### **3.1.1 Macro environment**

✚ Legal and management regulations: Regulations on food safety, processing procedures, environmental protection and management of aquatic resources must be complied with. QKFOODS needs to understand these regulations and ensure compliance to ensure product quality and legal compliance.

↳ Food safety: In the seafood industry, food safety regulations are very important. QKFOODS must comply with food hygiene and safety rules, such as product processing, storage and transportation procedures that ensure no danger to consumers. Failure to comply with these regulations may result in violations of the law and loss of customer confidence.

↳ Aquatic resource management: For aquatic products, there are strict regulations and management on exploitation and management of aquatic resources. These regulations aim to ensure sustainability and protect the marine environment. QKFOODS is required to comply with these regulations to ensure stable supply and social responsibility, which may impact its ability to deliver products and interact with customers.

↳ Certification and inspection process: QKFOODS always complies with certification and inspection processes related to product quality and origin. QKFOODS has food hygiene and safety certification,

sustainability certification and product quality inspection procedures.

These processes have created a barrier for rival companies, which is a strength that helps the company increase its competitiveness compared to other companies.

- ✚ Infrastructure and operations: QKFOODS encountered difficulties in moving products from application sources to customers, high operating costs and slow delivery times. Unreliable infrastructure can cause disruption in supply chain management and loss of customer trust. This can lead to dissatisfaction and a high possibility of QKFOODS losing its customers.
- ✚ Engineering and technology: An important element in the B2C model is the application of engineering and technology to optimize business processes. Information technology, order management systems, e-commerce websites and mobile applications are important tools that help increase customer accessibility and interaction. This requires QKFOODS personnel to have the necessary professional knowledge and skills to develop, exploit and manage these technologies.
- ✚ Changing consumer trends: Changing consumer trends, such as concerns about health and sustainability, can greatly affect QKFOODS' B2C model. Consumers are increasingly looking for frozen seafood products that are sustainably sourced, natural and safe. Therefore, companies need to meet these requirements by providing detailed information about product origin and sustainability certification if any, while also creating trust and uniqueness in the product to attract customers client.

### **3.1.2 Micro environment**

- ✚ Customer factor: customers are divided into two main groups including individual customers and households. Customers may need to buy frozen seafood to use in daily cooking or to organize special events. In the digital age, the demand for online shopping is increasing and customers are still very concerned about product quality and safety.

#### ✚ Competitive factor

- PT BASA
- AUVUNG SEAFOOD LIMITED COMPANY
- DONG HAI SEAFOOD LIMITED COMPANY

PT BASA is a direct competitor to QKFOODS. PT BASA is a manufacturer and supplier of products to the market for wholesale and retail distribution systems. PT BASA has a total of 5 branches in 5 different provinces and cities such as Hanoi, Hue, Da Nang, Phu Quoc and Ho Chi Minh. PT BASA products are available on most e-commerce platforms such as shopee, tiktokshop, lazada, and tiki with stable prices and quite high sales.

In addition to direct competitors in the Ho Chi Minh City market, there are also indirect competitors across the country and potential competitors can be companies, individuals, organizations. Officials are tending to join the industry and expand frozen seafood business in Ho Chi Minh City.

✚ **Substitute products:** some products of rival companies can replace QKFOODS products at any time because the products and quality of both sides are almost completely the same even in the place of farming, growing, fishing process and finished product production.

#### 3.1.3 Internal factors

##### ✚ **Business strategy:**

- **Focus on diverse products:** QKFOODS builds a business strategy by focusing on providing a diverse range of food products to customers. By ensuring that products can meet diverse consumer needs and preferences. From there the company can attract a large number of customers and create a difference compared to competitors.
- **Product quality and production process:** To build trust and confidence from customers, QKFOODS focuses on providing high quality products through compliance with quality standards and production processes strictly exported.

- **Building customer relationships:** QKFOODS creates a positive purchasing experience, responds quickly and effectively to customer requests and inquiries, and provides good after-sales service. Creating a trusting trading environment and creating positive interactions with customers can help companies build loyal and profitable long-term relationships.
- **Digital market strategy:** QKFOODS leverages online marketing channels such as websites, social networks, email marketing and online advertising to reach and attract potential customers. An effective digital marketing strategy can increase a company's brand visibility and recognition, while generating leads and increasing sales.
- **Multi-channel sales:** In addition to the store communication system, QKFOODS built an official website, a Facebook page and the company's own tiktok page to reach customers and sell online. This helps the company reach more potential customers and increase sales ability.
- **Human resources:** Because it is a newly established company, human resources are still lacking in all departments in the company, causing difficulties in determining and implementing effective follow-up strategies and affecting service delivery quality service and loss of customer trust. This can affect your ability to reach and interact with customers, while also increasing sales revenue. The lack of specialized manpower can cause the company to compete with manual competitors.
- ✚ **Production activities:** The company has farming areas in the Mekong Delta, Long Xuyen, Dong Thap, Chau Phu, and Vinh Long regions. Products are sent to packaging factories at Agrifish factory, Quang Khap factory in Chau Phu, Thanh Phu factory in Bac Lieu. After carefully packaging, it will be frozen according to strict food hygiene and safety standards and finally brought to the company's store at 490 Le Van Khuong, Thoi An Ward, District 12, Ho Chi Minh City.

- ✚ **Finance:** With the capital contribution of major shareholders such as Director Huynh Quang Khap, Deputy Director Nguyen Nhat Nam, Deputy Director Nguyen Van Phu, Strategic Advisor Nguyen Phuoc Kinh Kha, the company's financial situation is enough to Rotate and resolve issues at the company.
- ✚ **Company culture:** Developing a strong and correct company culture is essential to help QKFOODS create more capacity and competitiveness in the market. Company need to focus on developing a positive work environment and promoting collaboration and sustainable development among employees.

#### **3.1.4 External factors**

##### ✚ **Opportunities**

- Vietnam is witnessing a significant increase in internet access and the number of internet users. This helps customers easily access and shop online through e-commerce platforms and applications.
- The online payment system is developing strongly in Vietnam, including payment methods such as e-wallets, bank cards and online transfers. This makes online shopping more convenient and safer.
- Social networks and digital advertising are becoming an important part of businesses' marketing strategies. QKFOODS can take advantage of social networks to increase promotion and reach potential customers through advertising, sharing content and creating interactive relationships with customers.
- Customers increasingly tend to shop online and seek convenience, variety and time savings. QKFOODS can meet this need by providing a convenient online shopping experience, a variety of products and services, as well as the ability to compare prices and customer reviews.

##### ✚ **THREATS**

- The B2C e-commerce market is becoming increasingly competitive with the participation of many companies and competitors.
- Providing efficient shipping and delivery services is an important challenge that helps the company build a reliable, fast and safe

shipping and delivery system to ensure customers receive goods promptly. On time and in good condition.

- Information security and protection: customer information disclosure can cause serious consequences for both customers and businesses, including loss of personal information, privacy violations, or even abuse. using information for fraudulent or criminal purposes. Lack of customer trust: Some customers are still hesitant to shop online.
- Infrastructure limitations: the network is not strong enough, access to the company website and online services can become slow, reducing customer experience and causing lost business opportunities. Frequent connection loss, causing interruptions in accessing services and online transactions.
- As trends and needs change, their requirements also change depending on the priority and value that customers place on the product.

## **3.2 Evaluating the B2C e-commerce model at Quang Khap Food Trading And Production Company Limited.**

### **3.2.1 Strength**

Quang Khap Food Trading And Production Company Limited has achieved many significant achievements in the 5 months since its establishment, in developing the B2C e-commerce model.

First of all, the company has established a stable e-commerce website with basic information about the company, images of the products the company is selling, providing customers with a convenient platform to buy. Shop for food products from QKFOOSDS. The website is designed to provide detailed information about products and services, while also providing secure and convenient payment options.

The company has built an operating process to manage orders, from order receiving, confirmation, packaging to delivery. This process helps ensure fast and accurate order processing, effectively meeting customer needs.

To enhance marketing and advertising, the company has launched digital marketing campaigns to increase brand recognition and attract customers. Using online advertising channels, email marketing and social networks has helped the company reach the right customers and generate significant traffic to the website.

Quang Khap Company has placed emphasis on product and service quality. Ensure that its food products meet high standards of food quality and safety. This has created trust and confidence from customers, and created favorable conditions for building long-term relationships with customers.

Finally, the company has achieved a stable customer base in a short time since implementing the B2C e-commerce model. This development proves the efforts and efforts of the marketing department staff in the company to build and develop the B2C e-commerce model in a stable and scientific way.

### **3.2.2 Outstanding issues**

The current website has not achieved a professional structure and lacks perfection, making it difficult to attract and create trust for customers. The website interface could be improved to make it more attractive and easier to use. In addition, the content on the website also needs to be reviewed and updated to fully reflect the company's products and services.

Employees who do not have enough in-depth knowledge in the field of e-commerce may reduce work efficiency and business results will not meet expectations. Lack of understanding of trends and technology makes a company lag behind its competitors, affecting its ability to reach and interact with customers as well as its ability to take advantage of new business opportunities. In addition, employees also have difficulty managing projects and placing orders, leading to not completing projects on time or not meeting customer needs, which can

cause loss of customer trust and negative impacts. to the image and reputation of the company.

Search engine optimization to ensure that your website appears high in search results. Proper keyword research and optimized content will help increase your website's visibility in search results. At the same time, the company needs to ensure that the website is designed according to the best standards to increase user-friendliness and attract potential customers.

Competition in the e-commerce sector is extremely fierce, and this poses a challenge for the company. To compete effectively with other companies, a company needs to create a unique competitive advantage, by creating exceptional value for customers through its products, services and online purchasing experiences. . In addition, the company also needs to clearly identify target customers and develop appropriate marketing strategies to reach and attract customers.

Site setup and ongoing monitoring is essential to ensure stable and efficient operations. The company needs to have a regular testing and upgrading process to ensure that the website functions well and meets customer requirements. At the same time, monitor website performance metrics, including page load speed, bounce rate, and average time potential customers spend on site, to identify and fix potential issues museum.

### **3.3 Proposing solutions to develop the B2C e-commerce model at Quang Khap Food Production and Trading Company Limited.**

✚ Search engine optimization:

↳ Keyword Research: Conduct research to identify relevant keywords related to Quang Khap food production and commerce industry. Utilize keyword research tools such as Google Keyword Planner, SEMrush, or Ahrefs to explore high search volume keywords with low competition.

- ↳ Content Optimization: Create high-quality, unique, and valuable content for readers. Incorporate target keywords in the website's titles, descriptions, and main content. Ensure the content has a well-structured format, readability, and internal linking between pages on the website.
- ↳ Title Tags & Meta Descriptions Optimization: Optimize the title tags and meta descriptions of web pages with relevant and engaging keywords that attract users. This helps improve the display of the website in search results and increases click-through rates.
- ↳ Link Building: Build high-quality backlinks from reputable and relevant websites in the food industry. This can be achieved by creating compelling content and sharing it through social media, blogs, or other websites.
- ↳ Mobile Optimization: Ensure the Quang Khap website is optimized for a seamless mobile experience. This includes fast page loading speed, a mobile-friendly interface, and responsive layouts suitable for different devices.
- ↳ Monitoring and Evaluation: Track the effectiveness of optimization measures using web analytics tools like Google Analytics. Examine the data to understand how users find and interact with the Quang Khap website, and make adjustments and improvements to the optimization strategy accordingly.

✚ Run ads for Facebook page and Tiktok channel:

- ↳ Identify the goals company want to achieve through advertising on Facebook and TikTok. For example, increasing page traffic, enhancing brand awareness, boosting customer engagement, increasing sales revenue, etc.
- ↳ Identify target audience: Determine the target audience that Quang Khap company wants to reach on Facebook and TikTok. This includes age, gender, location, interests, and behaviors of potential customers.

- ↳ Create compelling ad content: Create unique, engaging, and valuable ad content for customers. Use attention-grabbing images, videos, and text to capture customers' attention and leave a lasting impression.
- ↳ Set advertising goals and budget: Define specific advertising goals and set a budget for your advertising campaign on Facebook and TikTok. Company can set goals such as interaction rate, video views, post engagement, or website traffic.
- ↳ Choose advertising formats and targeting: Select the appropriate advertising formats on Facebook and TikTok, such as ad posts, video ads, interactive ads... Additionally, choose target audiences based on the previously identified information about age, location, interests, and behaviors.
- ↳ Track and optimize: Monitor the effectiveness of advertising on Facebook and TikTok by using tracking and analytics tools provided by these platforms. Adjust your advertising campaign based on the collected data and optimize it to achieve the best results.
- ↳ Test and evaluate: Conduct A/B tests to evaluate the effectiveness of different advertising elements such as images, headlines, text ... Evaluate the advertising results and use this information to improve your campaigns in the future.

✚ Enhance professional expertise for employees:

- ↳ To determine training needs, the company should first identify the necessary skills and knowledge for employees in the fields of online advertising, data analysis, and project management. This can be done by referring to industry standards, researching new trends, and listening to feedback from employees.
- ↳ Based on the identified training needs, the company can establish an ongoing training program for employees. This program can include

internal courses, online courses, or participation in courses and certifications from reputable training organizations.

↳ The company should encourage employees to participate in conferences and events related to the fields of advertising, data analysis, and project management. These are excellent opportunities for them to learn from industry-leading experts and stay updated on the latest trends.

↳ For courses and participation in training events, the company can provide financial support to employees, either by covering or sharing the costs. This will encourage employees to enhance their knowledge and skills without financial barriers.

↳ The company should foster a positive learning environment and encourage employees to share their knowledge and experiences. This can be achieved through establishing discussion groups, organizing knowledge-sharing sessions, or evaluating job performance based on the application of learned knowledge.

↳ By implementing these steps, the company can effectively build a continuous learning culture and support employees in developing the necessary skills and knowledge in the fields of online advertising, data analysis, and project management.

✚ Investing in machinery and electronic equipment for company:

↳ Enhancing work efficiency: Modern machinery and electronic equipment can help the company enhance effectiveness and productivity. For example, the use of advanced computers, printers, and photocopy machines can reduce the time and effort required for administrative tasks, thereby boosting employee productivity.

↳ Improving product quality and services: Modern technology in machinery and electronic equipment can help improve the quality of products and services offered by the company. For instance, the use of advanced data analytics devices can enable the company to gather

customer information and market trends, thereby facilitating better business strategies and advertising.

↳ Saving time and effort: Appropriate machinery and electronic equipment can help the company save time and effort. For example, the use of automated machines or software tools can streamline processes and tasks within the company, minimizing dependence on manual work and allowing employees to focus on more critical responsibilities.

↳ Enhancing competitiveness: Investing in advanced machinery and electronic equipment can enhance the company's competitiveness in the market. New technologies can provide distinct advantages, enabling the company to improve production processes, optimize costs, and deliver better products and services compared to competitors.

↳ Meeting technological requirements: In an increasingly digitized world, investing in machinery and electronic equipment is necessary for the company to meet modern technological requirements. This includes using emerging technologies such as artificial intelligence, machine learning, the Internet of Things (IoT), and data analytics to leverage new business opportunities and bolster company development.

✚ Shorten the delivery time:

↳ To ensure that perishable products are delivered to customers quickly and safely, the company can invest in specialized transportation vehicles such as refrigerated trucks or cold containers. This helps maintain stable temperatures and product quality during transportation.

↳ The company can invest in cold storage warehouses or a cold storage system to ensure proper preservation of products before they are delivered to customers. This system needs to be designed to maintain appropriate temperatures and control humidity to ensure the quality of the products is not compromised.

- ↪ To save time, the company should optimize packaging and preparation processes. Using modern and automated packaging equipment can reduce the time and effort required. Additionally, ensuring that products are tightly and safely packaged during transportation is also crucial.
  - ↪ The company needs an efficient transportation management system to monitor and coordinate the shipment of perishable goods. Utilizing information technology and transportation management software can optimize routes, minimize transit time, and ensure accuracy during the delivery process.
  - ↪ To ensure an effective cold chain delivery process, the company can collaborate with experienced and specialized carriers in this field. These partners typically have existing infrastructure and specialized transportation processes to ensure the safety and quality of perishable products during transit.
- ✚ Attract customer reviews and feedback:
- ↪ Offer prompt and helpful assistance to customers throughout their shopping experience. Respond to their inquiries, concerns, and complaints promptly and professionally.
  - ↪ Actively encourage customers to leave reviews and feedback by sending follow-up emails after their purchase. Include a polite request for their honest opinion about the product and their overall experience.
  - ↪ Provide incentives for customers to leave reviews, such as discount codes, loyalty points, or entry into a giveaway or contest. This can motivate customers to share their thoughts and experiences.
  - ↪ Simplify the process of leaving reviews by providing clear instructions and user-friendly interfaces. Consider integrating review platforms directly into your e-commerce website for seamless feedback submission.

- ↪ Respond to both positive and negative reviews in a timely and professional manner. Express appreciation for positive feedback and address any concerns or issues raised in negative reviews. This shows that you value customer opinions and are committed to resolving problems.
- ↪ Highlight positive reviews on your website or e-commerce platform. This can help build trust and confidence among potential customers, as they see positive feedback from satisfied buyers.
- ↪ Regularly monitor and analyze customer reviews and feedback to identify trends, areas for improvement, and potential issues. Use this information to make necessary adjustments to your products, services, or customer support.

#### ✚ Update market trends and customer demands

- ↪ Customers are increasingly concerned about the quality and safety of frozen seafood products. Companies need to comply with food safety regulations and apply high-quality standards to ensure that their products meet customer requirements.
- ↪ Customers are also seeking value-added frozen seafood products, such as pre-packaged items, ready-to-cook products, or sustainably sourced products. Companies can research and develop a diverse range of products to meet these demands.
- ↪ Similar to many other industries, the frozen seafood sector is transitioning towards a sustainable and socially responsible model. Companies can enhance environmental protection measures, implement efficient seafood resource management, and engage in community activities to demonstrate their commitment to sustainability.

#### ✚ Improve total reward for employees:

- ↪ Setting up a structured and transparent reward program is essential to ensure fairness and promote work performance. This can involve

establishing clear goals and measuring outcomes based on specific performance criteria. Additionally, identifying different types of rewards such as monetary bonuses, commendation certificates, or promotions.

- ↪ Creating opportunities for both individual and team achievements is important. This encourages collaboration, team spirit, and healthy competition within the company.
- ↪ Rewards don't necessarily have to be monetary. Implementing non-material forms of recognition such as praise, thank-you notes, or acknowledging good work through emails, company newsletters, or team meetings can be equally effective. This often provides encouragement and boosts employee morale.
- ↪ Expanding training and development programs to provide opportunities for employees to enhance their skills and knowledge is also crucial. Rewarding employees with the chance to participate in training courses, scholarship programs, or personal development initiatives not only makes them feel valued but also creates sustainable career growth for them.
- ↪ Building a positive and supportive work environment that encourages creativity, colleague interactions, and enhances work motivation is essential. Creating social programs, team activities, and interactions between departments helps foster a sense of community within the company.
- ↪ Valuing employee opinions and feedback is important. Establishing a process for continuous listening and feedback ensures that employees have the opportunity to express their opinions, make suggestions, and receive feedback on their work. This creates commitment and high regard for employees.

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