

INTRODUCTION

Reasons for choosing the topic

According to the SEA 2023 report of Google and Bain&Company, Vietnam has emerged as a leading country with the highest digital economic growth in Southeast Asia Vinh (2023), becoming a potential and attractive market for foreign investment. However, it is also a big challenge for businesses that must introduce their products and services to new markets.

As recorded by the Vietnam Leather and Footwear Association in June 2022, Vietnam has a footwear consumption of about 180 million pairs/year, an average of 2 pairs/person/year (Vietnam, 2022). That also increases the trend of shoe cleaning, thereby promoting the development of the shoe care industry.

During that development journey, the internet explosion, websites, and forums made finding information easy. Therefore, customer awareness is gradually improving; consumers can buy specialized solutions and tools to professionally clean and preserve shoes, helping them be more proactive in time and saving costs.

Previously, purchasing shoe cleaning products and specialized tools often had to go through physical or professional stores, but e-commerce has brought this opportunity directly to consumers. E-commerce platforms offer many shoe-cleaning products from suppliers, allowing consumers to compare prices and quality easily. They can also search for information and reviews from other buyers to ensure they choose the best product.

Chongiyay Co., Ltd. has been operating in cleaning and shoe care solutions and tools since 2017. Through a challenging development process, the company decided to expand. Businesses scale to bring their products to more customers. To ensure consistency in communications, advertising, customer experience, and control of their shopping journey, the company has focused on developing marketing strategies across social media platforms, websites, and e-commerce platforms.

However, with the rapid development of the market, other companies have also entered this field. On the other hand, outdated working practices, lack of innovation and creativity, and inadequate planning and tight control have caused Chongiyay Company Limited to lag behind its competitors. Therefore, effective

management and development of Digital Marketing and e-commerce operations are imperative for Chongiy Company Limited.

Given this situation, the author chose "*Proposing Solutions for Digital Marketing and e-Commerce Operations of Chongiy Company Limited.*"

Objectives

The objectives of this thesis is to include three main goals as follows:

First, present the current status of the company's Digital Marketing and E-commerce channels and analyze the situation in detail.

Second, identify fundamental issues in the operational management process of those channels.

Finally, the thesis will offer solutions to develop these channels.

Research Question

Which theoretical framework is related to the current problem and solution for Chongiy LLC?

What is the current problem in operating the Digital Marketing and E-commerce channels of Chongiy Co., Ltd.?

What solutions should the company apply to develop those channels?

Research Methods

The following methods were used:

- Secondary data: Based on the time of recording, the current status of the company's Digital Marketing and E-Commerce activities.

- Desk research: First, synthesize the data, then analyze it based on the information collected to determine the current situation.

Data source: Data provided by the company from early June to the end of August 2023 as the primary source for Analysis. Using this data, the study aims to provide objective assessments and valuable insights and recommendations.

Research Focus

Digital Marketing and business activities on e-commerce platform at Chongiy Company Limited.

Research scope

- Chongiyay Company Limited.
- Date: June 1-August 31

Report layout

In addition to the introduction and conclusion, the report content is divided into three chapters as follows:

Chapter 1: Literature Review

Chapter 2: Current situation of Chongiyay Company Limited.

Chapter 3: Proposing Solutions for Digital Marketing and e-Commerce Operations of Chongiyay Company Limited.