

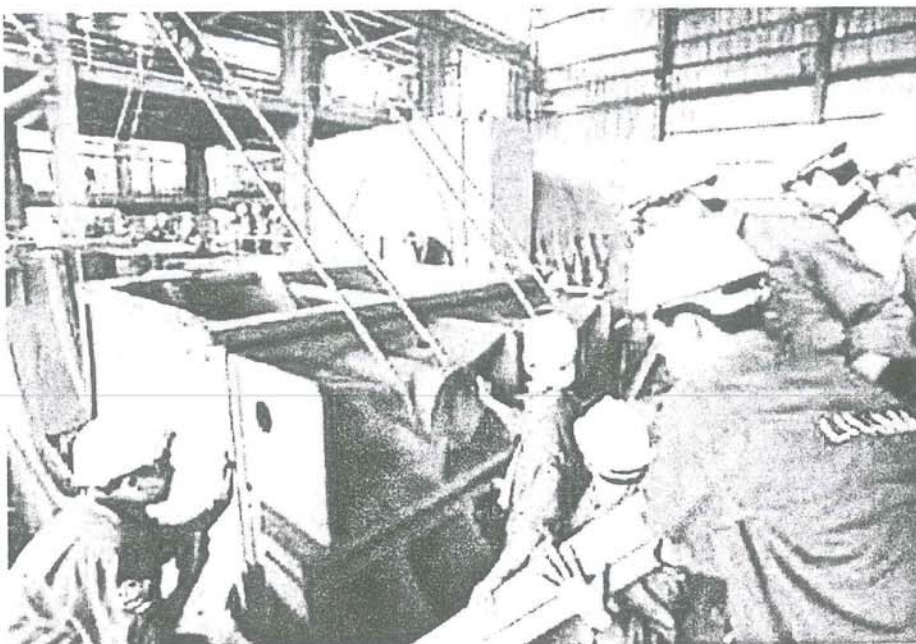
# The Role of Marketing Management in the Success of Đồng Nai Civil Industrial Construction II

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The Đồng Nai Civil Industrial Construction II was a small and loss suffering company in the past and it was on the brink of bankruptcy. Under the new director, the whole company has beefed up their solidarity and made the best use of their knowledge to repay debts and become one of major company in Noảng Nai. Its success is based on the marketing management.

Marketing has become a familiar term to the business circle since the economic reform in Vietnam. The business climate in Vietnam has experienced various and constant fluctuations and keener competition. Local companies are facing both opportunities and challenges. To survive the competition, they should adapt themselves to the market and orient all of their activities towards the market demand. In other words, they should understand and apply creatively and systematically market theories to their businesses.

The Company paid its attention to the management for social benefits and modern marketing management which advised companies not to cause harm to society while meeting the market demand and making some profit. The company can earn some profit by satisfying the market demand rather than paying attention only to its products or luring customers. The company should identify the market demand and produce goods or services to meet the demand, that is,



to work out its business strategy to make profit without causing harm to society and customers.

To achieve this aim, the company should identify its target market, develop new and suitable products and supply them to customers at reasonable prices. The company could use various instruments for encouraging customers to buy its products but it should be sure that its products are better than one from its rivals because the customers' satisfaction depends on comparison between value and benefits they receive when using the products and the sum of money they spend on it.

Marketing is a science that provides knowledge needed for dealing with relation between the organization and the outside

world. It reflects the business philosophy of the company and the end results of all operations of the company. It requires that these operations must be oriented towards customers and affirms that the success of the company is determined by customers.

Marketing is also an aspect of the business management with its own functions and tasks, therefore it requires a professional labor force, including marketing manager and experts. All operations of the company could be seen as marketing activities, from generating ideas about new products, producing them and introducing them to the market. Acquiring knowledge of the marketing is not enough, the company

should work out the marketing strategy and carry it out in an effort to improve the company performance.

In short, marketing is a science and art that aims at securing success for the company. It points out that the company should pay attention to factors beyond control of the company, such as natural, social and cultural environment, demographic and economic aspects of the target market, competition, technological and scientific advances, changes in political and legal life, etc. The company should identify its market segments in order to orient its marketing strategy towards its target market, that is, to identify the customers' demand and present positions of its products. ■