

**I**n Vietnam today, the marketing business has taken shape and made good progress, created new jobs and a source of income for laborers of different skills, and helped with distribution in the economy. The marketing business with various marketing mix has been applied by companies in developed countries. It has become a science, or an art of doing business. The marketing operation is a useful measure to help companies cope with changes in market under the influence of the law of competition. By marketing activities, companies could find out on time the market demand and take appropriate measures to catch business opportunities and satisfy the demand. The marketing aims at finding out ways to sell goods as much and as fast as possible, earn as much profit as pos-

sible and expand company's market share. Marketing mix is used not only by economic concerns, but also by cultural, sport or social organizations as well.

sion. Their customers are not patients but doctors who have the right to prescribe medicine and pharmacists. Their task is to present all characteristics of medicines produced by the companies, about their indication, dosage, side-effects, composition and other related information. They have to put stress on the superiority of the medicine and never forget to leave the company's address or phone number before saying goodbye.

In doing their task, sales representatives of pharmaceutical company always try to learn about customers' likes, academic degree, working hours... Many small gifts (books, documents, stationery, samples, etc.) with brand name or company's name printed on them are usually given to customers. They use diverse methods to remind customers about goods they

editon at a price of VNĐ150 million, thus the intermediary can get a lot. At present, many economic concerns want to advertise on the mass media, but not all of them know how to do it or have a department for advertisement (or a public relations department) in the company, so they have to rely on professional intermediaries who have good relations with the mass media, because it's difficult to place an ad on certain newspapers or magazines, even if this ad costs a lot of money.

Many companies have had employees carry out market research. Day in, day out, these employees go around collecting information about market demand, goods consumption, consumer tastes, etc. from market-places, shops, outlets. This job is complicated and difficult because not eve-

# MARKETING BUSINESS IN VIETNAM

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sell: paying regular calls on customers, giving gifts, etc. A pharmaceutical sales representative working for a foreign company can earn some US\$100 for the first months. Their income can increase to US\$150 or 200 a month when the amount of goods they sold increases.

We usually meet sales representatives from beer, soft drink or cosmetic companies. Everyday, they go around selling goods in company's typical uniforms on which the brand name is printed. Many of them are university students, others have graduate from university of economics. They said that they earned some VNĐ500,000 or 600,000 a month plus a commission on everything they sell.

Acting as an intermediary between advertisers and sponsors is also of the marketing business. The intermediary earn no salary besides a 20% or more commission on the value of advertising contract. A company has to buy an advertisement on the back cover of a newspaper's Tết

rybody is ready to supply information about his business. They have to try their best to complete the job. Information collected will help company's management make decisions on the marketing strategy.

On the higher rank of the marketing business are makers of marketing strategy to enter the market or increase the market share, or producers who make commercials or designers of new products.

The more the market economy develops, the more necessary the marketing becomes. Many companies are looking for sales representatives now. Want ads in newspapers have told us about this.

In order to meet this requirement, many training courses in marketing have been given. In the HCMC University of Economics for example, the faculty of foreign trade-tourism and marketing has trained a lot of bachelors and a postgraduate course is given now ■