

Telemarketing should be applied to business doing in order to integrate the Vietnamese economy into the world's one.

Selling goods is essential to success. In this era of information boom, application of telemarketing is very necessary. Skill at applying it will be improved over time but it depends on how managers use their capital, how universities train salespersons, how network of telecommunications is developed...

Many businesses have applied telemarketing variables to selling their products but outlay they allocated to this work was small. Personal selling is still the commonest approach.

Therefore, in order to get business

paign, sale promotion and supplying many other services such as:

- Marketing: investigating customers' need, forecasting the development of various industries and their products, supplying information to businesses to help them decide on strategies and policies for doing business at certain period.

- Marketing research: gathering, recording and analyzing information about potential customers; making a list of customers and their needs.

- Carrying out advertising campaign.

- Making plan for telemarketing.

- Acting as operator for company customers.

- Doing packaging and delivery.

- Collecting overdue debts.



+ A service center could provide valuable information which is hard to find, especially advisory opinions drawn from experience.

At present, there are many service centers of this kind, especially foreign advisory companies which are very alert to possible changes in the market. They gathered information about Vietnam market and sold it to foreign investors. They had more profound experience of foreign markets than Vietnamese managers did. Although there is no well-established telemarketing center in Vietnam, but Vietnamese managers should pay full attention to this service. Foreign businesspersons could have certain knowledge about the Vietnam market, but they can't stand comparison with us, but we are so worried about foreign markets that we cannot think about domestic one. In the meantime, we can't compete successfully in foreign markets and our business runs easily into trouble. This doesn't mean that we pay no attention to foreign markets, but each company had better determine their stepping stones on the path to success and gather enough information before thinking of an effective competition in foreign markets.

Thus, independent telemarketing center is a real need. It can help Vietnamese companies develop their businesses but hasn't been brought to attention of Vietnam managers and marketing colleges yet.

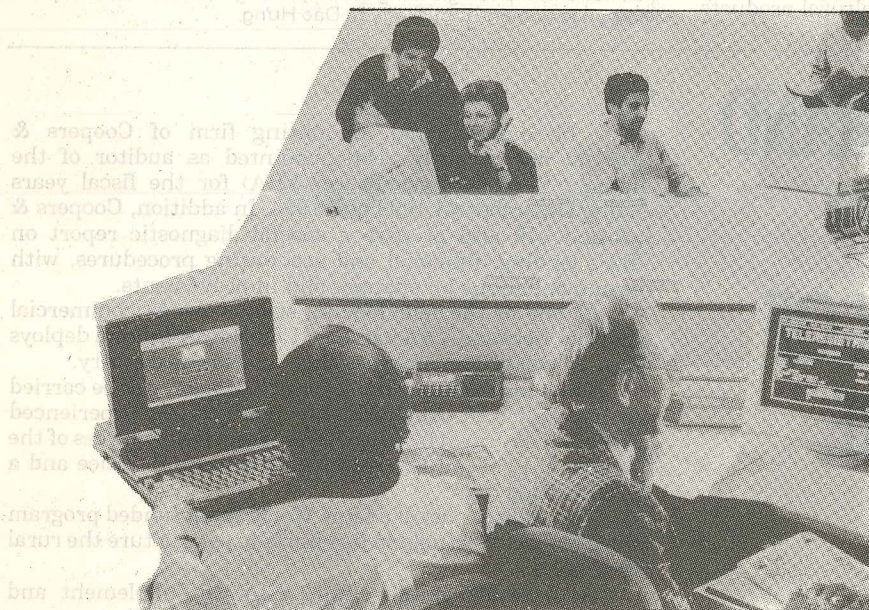
b. Forming telemarketing department in a company

This department existed in big businesses in foreign countries. Although these businesses recognized advantages of independent telemarketing centers, they formed telemarketing centers of their own because of the following advantages:

- The company can control all activities of this department. This is the

ON APPLYING TELEMARKETING TO THE VIETNAMESE ECONOMY

by PHẠM THỊ THU PHƯƠNG



opportunities on time and compete with foreign companies. Vietnam businesses should apply various telemarketing variables.

In managerial aspect, the application of telemarketing could be developed under two ways:

a. Forming independent center of telemarketing

This is a service center helping businesses carry out marketing cam-

- Providing after-sales services.

In short, this telemarketing center could supply any services as required. Experience from foreign businesses showed that there were many reasons why a business bought services from telemarketing center:

- + Organizing a telemarketing center requires big investment at first and large expenditures later (land and offices, equipment, salary...)

best way for the company to stand well with its customers, because the company wants to learn about any changes in customers' need and taste in order to adjust its strategy if need be. On the other hand, it can change its telemarketing plan on time easily.

- Expenditures for management of a telemarketing department could be reduced after a period of time. This could be worked out by comparing these expenditures (after a period of time) with total fee paid to independent telemarketing center.

It's reasonable to form a telemarketing department in a company, and decision on or against this formation depends on the size of the company, the skills of its managers, etc.

Vietnamese businesses had better employ telemarketing variables suitable to present and future conditions of the domestic market in order to develop our economy. Both independent telemarketing center and telemarketing department of a company should carry out the following tasks so as to fulfil their main functions:

- + Selecting market segment (that is the scope of center's activities).
- + Selecting target market: determining who its customers are, where they are, what they want and do, etc.
- + Selecting telecommunication equipment and appropriate material basis for the center, including office equipment, working conditions for personnel, etc.
- + Making plan for center's operation and schedule of its implementation.
- + Recruiting and training sales representative of center: This is an important work because personnel could be a decisive factor in the success or failure of a telemarketing center.
- + Making incentive scheme to encourage center's personnel to work hard. An appropriate scheme could produce good effect on center's performance.

In short, telemarketing has been so far considered as part of marketing mix of a company, but with the present development of telecommunication means, time has become a decisive factor. Telemarketing could help companies survive competition and develop by supplying information, attracting new potential customers, etc.

In Vietnam, the application of telemarketing will depend on existing conditions of the domestic market. Managers and advisors should study this problem in order to find out the best solution ♣



20,000 - TONNE CONTAINER PIER AT BẾN NGHÉ PORT

by TRẦN TỬ TRUNG & NGUYỄN THẾ TÂN

By the end of 1994, Bến Nghé Port celebrated High Quality Certificate and High Quality Medal awarded by Ministry of Construction to the 20,000 tonne container pier at Bến Nghé Port. This work, according to Bùi Văn Xương, undersecretary of Communications and Transportations, reflected the long view of HCMC authorities in preparing for new opportunities in the world markets, reducing cost of exporting Vietnam goods and making them more competitive. Bringing this pier into operation instead of using transit ports of neighboring countries can save us some hundred US dollars per container and increase volume of importing and exporting goods by 20 or 25 per cent.

Building infrastructure is a precondition for development. That means we should take a long view in investment. Building this pier has increased remarkably capacity of loading and unloading goods of Bến Nghé Port (from 850,000 tonnes in 1993 to 1.4 million tonnes in 1994).

This achievement didn't come from nowhere, but from the strategic decision of HCMC authorities, from the determination of Bến Nghé port directorate and personnel, and from the help of other related organizations (materials suppliers, construction company...) All of them have co-operate to complete this work economically and perfectly. For example, in buying steel and iron, Port directorate has gather information about steel market and imported them instead of buying from other importers, this resulted in reducing cost by VND3.7 billion. As a result of this way of working, Port directorate has spent only VND28,988,951,523 instead of an outlay of VND34,832,974,000 approved by the government. VND5.8 billion have been saved.

This work was highly appreciated by Ministry of Construction. High Quality Certificate and Medal were awarded to Bến Nghé Port not only for technical quality of this work, but also for its economization. HCMC authorities and other industries and organizations shared the joy with Bến Nghé Port in completing this work.

There can be, however, some defects in this work which we should repair afterward, but we can believe that Bến Nghé Port will increase its capacity year after year ♣