

# Reality of Applying Marketing Mix of Vietnamese Mobile Telecommunication Service Enterprises

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## **Abstract**

The group of authors researched the application of Marketing – mix strategy of Vietnam

mobile telecommunications enterprises through surveying 300 customers who are using telecommunications services of Viettel, VNPT, and Mobi Fone. After that, the group offered different solutions to improve the marketing-mix efficiency of Vietnam's mobile telecommunications enterprises in the context of extensive and complex integration.

**Keywords:** Marketing-mix, Vietnamese mobile telecommunications enterprise

## 1. Introduction

Apparently, improving competitiveness is a vital issue of every business, every country in the world. In Vietnamese market, increasing competitiveness is becoming increasingly urgent as the boundaries between countries are gradually being blurred by the need to integrate with the world's playground. Therefore, improving competitiveness has become an indispensable entity in the economy. The fiercely competitive market requires businesses to increase their competitiveness to attain absolute victory in the battle for customers and market share. In the context of Vietnam, joining international economic organizations, and signing cooperation agreements in recent years have not only opened up many opportunities for businesses but also made them face many challenges. This leads to the increase in competitive pressure of businesses.

As a result, Vietnamese businesses that want to penetrate into the market area with strict regulations, and different standards, must have an effective Marketing-Mix strategy with serious research, change in the mindset and way of working.

Although Vietnam's mobile telecommunications service market is just over 20 years old, it has developed dynamically with great achievements and positive impacts on the country's economy. Appearing for the first time on April 4, 1994 with 8,000 mobile subscribers of Mobi Fone, the mobile telecommunications service rapidly developed in both quantity and quality, creating a great impact on Vietnamese economy and society (Vu Thanh Tu Anh et al, 2012). Till now, mobile telecommunications services have become the lifeblood of individuals, organizations and businesses. According to statistics of the Ministry of Information and Communications (2019), by the end of June 2019, Vietnam had 51,128,599 mobile broadband subscribers including 3G and 4G subscribers, which was equal to 109.30% of the total as in the same period of 2018. Moreover, the heat of the mobile telecommunications service market requires mobile telecommunications service enterprises to have effective marketing solutions to improve their competitiveness, ensure market share and increase their competitiveness in the market.

In recent years, the research on Vietnam's mobile telecommunications service enterprises has been developed but not much. Its applicability is still limited. Moreover, the business of mobile telecommunications services is a conditional business related to technology, techniques, business strategies, and market capacity. Meanwhile, the competition in the market of providing mobile telecommunications services is an internal competition among domestic enterprises that do not have foreign elements, so it is necessary to conduct orientation studies for businesses. In fact, mobile telecommunications businesses will enhance competitiveness to maintain the domestic market, penetrate the international market

and integrate into the world in the following years. Moreover, the market of mobile telecommunications services before 2017 has been still in the process of development and expansion, the number of mobile subscribers has not reached the saturation point, and the economy was in the growth phase without many difficulties and challenges. Therefore, the strategy of competition among businesses develops in width, ie developing subscription, setting low price strategy, increasing accompanying service, etc.

However, until 2019, the competition has shifted to a deep focus on customers, all strategies are customer focused. Meanwhile, in-depth studies on mobile telecommunications service enterprises with specific solutions are not much, lack of uniformity, and do not really put Marketing solutions to the problem of improving competitive capability.

## **2. Literature Review**

Undoubtedly, marketing - mix is a trend that is mentioned in many studies. A product that satisfies consumers is a product that provides more benefits than its competitor's product. Furthermore, Marketing - mix is the right place to put a product or service at the right place, at the right time, with a suitable price. According to Berman and Evans (2010), marketing - mix represents a set of coordinated tactical tools that reflect managers' manageable decision parameters that affect short-term and long-term performance of retail organizations. From evaluating the effectiveness of the various tools used in marketing - mix, customers are more convenient to purchase (Pan and Zinkhan, 2006). Sankrusme and Sinee (2011) emphasize the role of marketing strategy in increasing the competitiveness of enterprises. Markus Blut et al. (2018) also put forward the view that marketing-mix research and its influence on the retail sector play an important role when providing empirical evidence on how marketing - mix examines the effectiveness of different tools and providing cross-theoretical background on the impact of retail and shopping environments on marketing-mix tools.

The main problem here is how to effectively apply marketing theory - mix into practice. Research by Markus Blut et al (2018) shows that most shopping environments influence customers' purchasing decisions. The advertising store, the atmosphere of the store plays an important role in the internet era. This provides an insight perspective on efficiency of the market combination tools and provides guidance on when to apply marketing - mix. According to Sankrusme and Sinee (2011) product strategy, price strategy, communication strategy, distribution strategy, and brand strategy focusing on customer satisfaction are the key points that bring competitive capability. These strategies are being applied and used by beer businesses in the Thai market. Agreeing with this view, Tran Thi Thap (2011) also said that the marketing-mix system consists mainly of four tools: price, product, distribution and trade promotion.

Research by Markus Blut et al (2018) shows that most of the factors related to management such as products, services, brands, prices, incentives, and distributional impact, have influence on customer satisfaction level. In addition to customer attitude, the cost of customers, the relationship and the ability to buy of the customers also strongly affect the competitiveness of the business (Elmira Manadeh, Ali Ramezani, 2016). In many cases, customers deal primarily with a store to receive specific offers and are unlikely to develop

long-term relationships. So, personal sales (communications), a mix of retail and service tenants (services), corporate (brand) and low price brands have the strongest impact on customer satisfaction (Evanschitzky et al., 2012). However, for loyal customers, it is necessary to have a specific strategy in the long term. According to Hogreve et al (2017), establishing and maintaining close relationships with loyal customers play a critical role in the strategy of many companies.

The telecommunication sector in Vietnam in recent years has affirmed its great role in the design, creation and development of information infrastructure for the country. This is the key economic sector to meet the State management requirements and contributes to national security. In reality, the development of telecommunication enterprises has a great influence on the development of the entire social economy. There is no doubt that the improvement of the marketing - mix system for telecommunications enterprises plays a very important role (Nguyen Thi Minh Anh, 2003). According to Tran Dang Khoa (2007), the business performance of Vietnamese enterprises depends heavily on the competitiveness of specific marketing solutions, especially in the context of international economic integration, which brings in many opportunities and new challenges.

At this time, systematic and strategic solutions such as solutions on markets, products and services, investment mobilization for telecommunications, infrastructure development, science and technology, improving the quality of human, play an important role in the development of telecommunication enterprises. In addition, it is necessary to increase the competitiveness as well as the ability of trade liberalization of the telecommunications industry in the context of world economic integration. This has implications for not only the telecommunications sector but also the development of the national economy (Dinh Van An, 2009). Additionally, it is necessary to establish an appropriate system of service development plans, from which to implement the plans according to the set objectives. At the same time, telecommunications businesses need to determine a reasonable budget for product development, appropriate investment, appropriate funding for research and development of new services (Tran Thi Hũa, 2011).

Many researches have been carried out by scientists in order to improve the theoretical system and solutions for the development of telecommunications industry and telecommunications enterprises and mobile telecommunications service enterprises to adapt to market signals.

### **3. Research Methodology**

#### *3.1 Research Process*

Research process is carried out following the steps below:

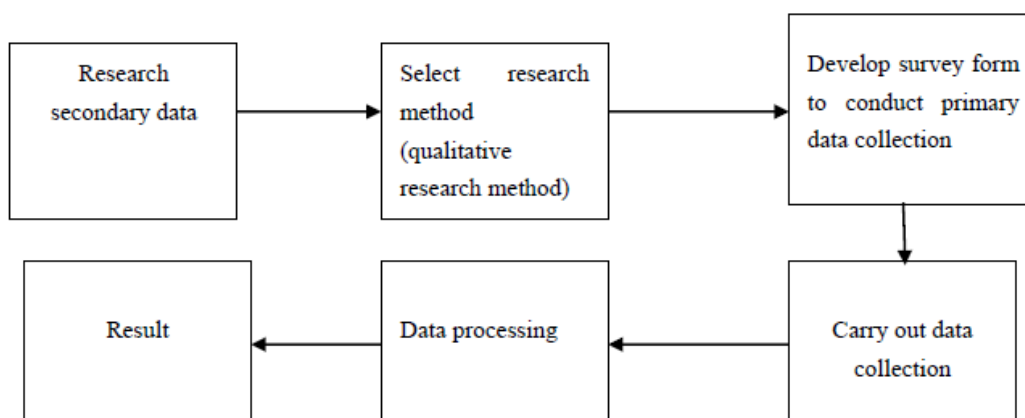


Figure 1. Data process

(Source: Authors' synthesis)

### 3.2 Data Collection Method

The author has collected the following data:

In terms of secondary data: The authors proceed to read the documents, then summarize to find the rules, phenomena, and arrange the phenomena according to their importance, based on which the research problem is identified.

In respect to primary data: The author distributes questionnaires to interview customers who are customers of Viettel, VNPT, Mobifone

+ Sampling method: Because the study was conducted in Vietnam, with a population of over 90 million people. In order to determine the sample to be representative of the overall study, the authors used the formula of William G. Cochran (1997) for the infinite population with the following selected values:

$$SS = (Z^2 \times P \times (1-p)) / C^2$$

In terms of ss, it is regarded as the sample size, Z is the value corresponding to the statistical level, with significance level  $\alpha = 5\%$ ,  $Z = 1.96$ ;  $p(1-p)$  is the variance of the alternate method. With property  $p + (1-p) = 1$ , so  $p(1-p)$  will have the greatest value when  $p = 0.5$ . C is the permissible error and can reach from 5% - 10%. Therefore, the sample after calculation with 5% error is about 300 people.

+ Content: To find out how customers are using mobile services and their feelings about each component in marketing-mix activities.

+ Approach method: Randomly collect a list of 300 customers, then make a call to invite customers to participate in interviews, and send mail.

+ After investigating, collecting information from customers, the author will process the collected data, then analyze to make some conclusions about the predicted phenomena of the

research problem.

### *3.3 Data Processing Method*

Use general analysis methods, system analysis, and statistics (using descriptive statistical analysis method to convert raw data into suitable forms for research).

Use google doc tool to collect and synthesize customer interview information, then use Excel software and its functions (count, sum, percentage, chart) to evaluate trends and suggest various solutions.

#### **Data analysis software used:**

- + Using Google tools to collect customer interview information.
- + Using Excel software to process business data, customer interview data, create charts, models, and organize data.

## **4. Research Result**

### *4.1 Product Strategy*

Products are built by telecommunications service enterprises from a deep understanding of customers: The construction of mobile products of Viettel, VinaFone, Mobifone, etc, all comes from the analysis of specific markets and customer groups' needs. In fact, each group of customers has specific needs for mobile products and services, like students often have a higher demand for messaging than the need for calling, elementary students have the need for parents to call back, fishermen wishing to receive sea weather forecasts, ethnic minority people need to answer questions about products and services with their own voice, etc

Undoubtedly, mobile telecommunications businesses aim to build high-quality mobile products and services by investing in infrastructure: Viettel Telecom has entered the mobile telecommunication market since 2004, at which time MobiFone and Vinaphone networks had 97% market share of mobile subscribers. Moreover, the psychology of Vietnamese consumers at that time always thought that mobile was a luxury product. After only 5 months of establishment until the end of 2004, Viettel quickly attracted more than 150,000 subscribers (Vu Thanh Tu Anh et al, 2012). At that time, Viettel Telecom carried out building infrastructure in rural and mountainous areas. Customers who used Viettel Telecom's mobile products and services at that time always felt that "Viettel's wave is strong". Until now, when mentioning Viettel mobile network, whether customers are in urban or rural areas, they all think that the infrastructure of the station and Viettel network quality are always ranked first among the network operators in Vietnam. This has prompted Vinaphone and Mobifone to constantly upgrade the infrastructure, bringing efficiency to customers when using its products.

In reality, service businesses are always innovating products by bringing new technologies to customers: 2G, 3G products and now 4G of Viettel, VinaFone and Mobifone have proved that. Although being born later, Viettel is always the pioneer network bringing new technologies to customers, which is also an unforgettable impression when customers think of Viettel.

Actually, Viettel is the pioneer network to deploy 4G technology in Vietnam (From the end of 2015 and also the first network to cover 4G network in the whole of Vietnam (installing 36,000 4G stations in the first quarter of 2017). It is also the first network operator that researches and produces its own telecommunication equipment and billing system to serve its business and production activities. Viettel Telecom also launched many new telecommunication products - times. The first products to be present in Vietnam market were a children's watch with navigation features, journey monitoring devices for transportation businesses, the syntax to register "individual" promotions to each telephone subscription \* 098 #, etc. Vinaphone and Mobifone also launched 4G products to satisfy the demand for more information and connectivity of customers (Source: vieteltelecom.vn/)

Mobile products and services of telecom service enterprises have emotional connection with customers: In the market of mobile telecommunications services, enterprises have provided services to the market at all 3 levels. Customers now can choose to buy mobile products of businesses not only because of the need for communication, exchange and connection of information but they also buy products because of their belief that the network will always have high quality mobile telecommunications products with good care, and take kind actions for the community.

#### *4.2 Pricing Strategy*

Because of the intangible characteristic off service, price is regarded as a very important indicator that has a strong influence on consumers' perceptions of the service quality. For customers, price is the first factor that affects their psychology and pricing products with low-price or high-price is also a way to remind customers about the product. For mobile services, the price policy of enterprises has changed according to the competition. Initiating the market of mobile services is MobiFone and Vinaphone pursuing a high price policy. However, since 2004, when Viettel has invaded and broke the monopoly position in the mobile service market, it has led to a change in the pricing strategy of MobiFone and Vina Phone (Vu Thanh Tu Anh et al, 2012).

Table 1. Customer reviews on prices of Vietnamese mobile telecommunications service businesses (Unit: %)

	Viettel Telecom	Vinaphone	Mobifone
Cheap price	94.3	40.7	44.9
High price	1.2	53.1	50.7
Suitable price	4.5	6.2	5.4

(Source: authors' synthesis from survey)

It can be said that in the previous period, the first phrase when customers thought of Viettel mobile service was the phrase related to "cheap price". In order to realize the purpose of "popularizing" telecommunication services, during the past 10 years, Viettel Telecom has also made efforts to engrave this phrase into the minds of customers and Viettel Telecom has

succeeded. This success is shown, even though Viettel's calling and messaging charges are no longer the cheapest compared to the two carriers MobiFone and VinaPhone, but a part of customers still believe that Viettel's charge is still the cheapest in the market.

However, in recent times, customers who are using mobile services of the network operators have started to respond about the network operators' deduction of unspecified charges, the customers who have just recharged have been deducted their phone account or customers only make short calls, send a few messages but the account runs out of money immediately, etc. That fact makes customers arise the feeling of anxiety that Viettel charges high fees, minus ridiculous charges, making customers' consumption skyrocket. According to the survey results from 300 customers who are using mobile services of Viettel, VinaFone, and Mobifone, when being asked: "What is the most dissatisfied service of the mobile network service provider?" 51.3% of customers reflected that sometimes they were deducted for unknown reasons, while that of Vinaphone and Mobifone were 32.1% and 29.3%, respectively.

#### 4.3 Distribution Strategy

In recent years, the telecommunications mobile service businesses have had succeeded in building distribution systems to ensure the coverage of goods, making it easy for customers to find high quality products.

Table 2. Places to buy products of customers on the market of mobile telecommunications services (Unit: %)

	Viettel		Vinaphone		Mobifone	
	Yes	No	Yes	No	Yes	No
Easy to buy products	90.7	9.3	91.4	8.6	91.3	8.7
Buy at retail points (sim card, grocery, pub ...) near living, studying, working places.	97.3		95.1		98.6	
Online stores	4.7		3.7		4.3	
Authorized dealer	3.3		4.9		2.9	
Buy via online channels (online shop, fanpage ...) of the telephone network.	2.7		2.2		5.8	

(Source: authors' synthesis from survey)

According to the survey of the authors from 300 customers using mobile telecommunications services of Viettel, VinaFone, and Mobifone, when being asked "When there is a demand for a product (for example, buying a scratch card or a network adapter), are you easy to buy that product? ", more than 90% of the respondents said that they can easily buy the products of the network when being in need, and more than 95% of customer said that they often choose to buy products from points of sale of sim cards, groceries. This illustrates that the orientation of building distribution channels of the mobile telecommunications service enterprises is very suitable with customer needs, helping customers easily experience and use the services of the network operators.



However, telecommunication service enterprises have not changed much with their distribution channel model. They have not yet developed many new distribution methods to expand the market size and increase sales volume.

#### 4.4 Mixed Promotion Strategy

Over the past few years, Vietnamese mobile telecommunications service enterprises have made successful steps in promoting communication activities to customers, expanding market share and enhancing competitiveness. Activities like advertising activities to introduce products are built and deployed by businesses regularly.

Table 3. Promotion methods to customers of network operators (Unit: %)

	Viettel		Vinaphone		Mobifone	
	Yes	No	Yes	No	Yes	No
Customers receive promotional information	93	7	92.5	7.5	92.8	7.2
Messages from the network operators	94.6		96.3		95.7	
Leaflets, banroll, etc promotion methods	7.3		6.2		8.7	
Direct selling program	5.3		4.9		7.2	
Friends, relatives	13		18.5		18.8	
Mass media channels such as newspapers, television, radio.	9		7.4		5.8	
Network operators' websites	4.7		3.7		4.3	
Others	0		0		0	

(Source: authors' synthesis from the survey)

According to Table 3.5, the ratio of customers who receive information about promotions, new products are a high proportion, which proves that advertising activities to promote products for customers are activities that are organized continually on a regular basis. In fact, the most effective means of communication is the network message sent to customers when having promotion program. The promotion rate of Viettel is 94, 6%; Vinaphone is 96.3%; and Mobifone is 95.7%.

The network has many promotions, incentive packages for customers to increase competitive advantage: Compared with the two carriers Vinaphone, MobiFone, Viettel is the network that offers a 50% promotion value of top up: on average, there are about 2 promotion programs for all mobile subscribers a month (other networks are 1 program / month) with 5-10 promotion programs to recharge cards for specific groups of customers.

In reality, enterprises build and implement many unique and differentiated customer care programs. They carry out many meaningful programs for the community and society: implementing humanitarian and charitable activities, helping the poor, and social security. In particular, in recent years, Vinaphone has actively supported connecting Vinaphone and Mobifone subscribers with messaging programs: supporting the poor through National Humanitarian Portal 1400; supporting people in disaster prone areas in the country and

internationally; supporting the "Cow Bank" program to help farmers in poor districts across the country (Source: 1400.vn/)

#### 4.5 Human strategy

Enthusiastic and thoughtful - it is the image recorded by customers about the staff of Viettel, Vinaphone and Mobifone enterprises. The enthusiasm and thoughtfulness of the staff is also reflected in the call response rate when customers call the customer service call center - this response rate reaches 99% - the highest rate in the three network operators. This response rate confirms the reputation of the quality of the staff and the quality of customer care service providers of mobile telecommunications services.

Table 4. Customer reviews about customer service of the telephone network operators (Unit: %)

Customer review on customer service	Viettel		Vinaphone		Mobifone	
	Good	No	Good	No	Good	No
	93	7	72.8	28.2	79.7	21.3
When calling the customer service center, the operator always picks up right away and answers my questions about the service	47.3		49.3		53.6	
The network's transaction activities at the shops are very professional with courteous and enthusiastic consultants.	22		30.9		31.9	
Customer complaints about the service are always handled quickly and definitely.	1.3		2.4		1.4	
The network always has regular customer care programs: giving gifts, greeting messages, etc.	40		38.3		39.5	
All of the above methods	17.3		28.4		28.8	
Others	3.3		1.2		2.9	

(Source: authors' synthesis from the survey)

However, besides a team of dedicated, thoughtful staff for customers, there is still a small number of employees who still lack professionalism and dedication when serving customers - it is also the limitation of human resource. According to a survey of 300 customers who are using Viettel Telecom's mobile services, of the 25.3% of customers who rated poor on customer service, 24% of customers said that the reason for dissatisfaction was because when calling to customer service center, the operator was often busy, the operator sometimes failed in answering all the questions and 10% of customers gave the reason that the trading activities at the store were unprofessional, the staff were not enthusiastic about the customer's questions related to products. Meanwhile, with Vinaphone, out of 29.5% of customers who rated poor on its customer service, 27% of customers said that they felt dissatisfied because when calling the customer service call center, their lines were often busy, and operators sometimes did not fully answer questions and 12% of customers cited the reason was that

transactions at the shops were unprofessional, staff were not enthusiastic with customer's questions about products.

#### *4.6 Service Provision Process*

Actually, Viettel, Vinaphone and Mobifone have built up a sales consulting process, a registration process for subscriber information, a process to handle customer complaints, a process of consulting and customer care via the switchboard. Each process specifies the number of steps and steps for customers to participate. The construction of these processes creates a professional, methodical image in providing services in the minds of customers. However, recently, the process of serving customers of the current mobile telecommunications service enterprises has appeared many inappropriate stages. Many processes have too many stages and that fact affects the access to customer services, for example: Prepaid subscriber information registration process, subscriber number recovery process, etc.

Survey results of 300 customers who are using mobile services, when being asked: "What is your assessment of customer service activities of the network that you are using?" 25.3% of customers rated it as not good, 18% of the 25.3% of customers rated it not good because the service was not handled quickly. While in terms of Vinaphone, among 27.2% of customers rated it not good, up to 18.5% of them said that the service was not handled quickly. In respect to Mobifone, among 21.3% of customers rated it not good, 17.4% of them said that the service they use was not interested and handled quickly. Hence, Mobifone is a provider of mobile telecommunications services with the best service delivery process according to customer reviews among the three largest providers in Vietnam's mobile telecommunications service market.

#### *4.7 Tangible Physical Evidence*

Among the top three leading network operators in Vietnam, Viettel Telecom is always known as the operator with the largest number, and coverage of the station's infrastructure and the best network quality in Vietnam. It is always the preferred choice of customers when they have to move to rural areas and mountainous areas. The number of BTS 2G and 3G stations of Viettel Telecom by the end of 2016 reached about 34,000; The number of BTS 2G, 3G stations of MobiFone and Vinaphone is similar: reaching about 23,000 stations. Thus, the number of BTSs of Viettel Telecom was about 10,000, which was higher than the other two carriers. Recently, Viettel Telecom continued to create a new record in the Vietnamese telecommunications market, which is to implement the installation of 28,000 4G stations within 6 months, while the networks of MobiFone and Vinaphone have not been officially announced about the installation of infrastructure for 4G network (Source: [vietteltelecom.vn/](http://vietteltelecom.vn/)). It can be said that Viettel Telecom is always mentioned as the No. 1 network operator as regards of network infrastructure. According to the survey results from 300 customers who are using mobile services, when being asked: "What do you think is the biggest advantage of Viettel compared to other carriers?" 61.3% of customers said that Viettel's biggest advantage compared to other operators was infrastructure and stations, while that of Vinaphone was 56.7%; and Mobifone was 49.3%.

## 5. Solution

### 5.1 Innovation and Product Development

*Develop key products:* Instead of building many mobile packages, incentive programs for subscribers, businesses should build key packages and incentive programs, then focus on promoting typical features of the package, of the incentive program to customers to ensure that they can remember the information about packages and programs so that when there is a need for the product, they will think about your business's products. Furthermore, it is suggested that businesses should execute the purification activities of similar products to avoid confusion for customers, creating a key strategic product in the long term, creating favorable conditions for consultants to introduce products and services for customers. With voice, messaging and data services, the list of promotion packages is up to hundreds of packages and there are not many differences. The packages are usually built on the principle of customer consumption. After that, it is built with a value higher than the current consumption. The package is divided by the day, week, and month cycle so customers do not know which package to register when being in need, making the product list become longer. Furthermore, customers cannot remember all the names of the promotional packages.

*Create for customers a package of telecommunications solutions instead of a single product:* Currently, the business sector of telecommunications service enterprises does not just stop at mobile services but has expanded a lot. Other areas such as broadband Internet service, television, solution services based on telecommunications and information technology platforms ... Therefore, instead of just selling individual products as before, enterprises can provide a telecom solution package to customers. By using mobile subscribers as a platform, businesses can advise customers to use additional 3G and 4G packages, use more service solutions based on the subscriber base, and install more appropriate information technology applications which are suitable for the needs of customers, etc.

*Completing and developing products that use high technology with low rates to support some activities like building 4G packages, building free data packages for voice, SMS, etc.*

### 5.2 Set up Suitable Pricing Policy

Enterprises should monitor the actions related to the price of competitors (pricing, discounts ...) and be proactive with the increase and decrease of competitors. Moreover, mobile service enterprises should proactively select modes of conduct on product selling prices. Through adjustments and changes in selling prices, enterprises should ensure that price decisions demonstrate the flexibility and adaptability of marketing solutions to market and customer fluctuations. On the other hand, businesses responses to changes in the market and competitors should also be taken care of. Since then, there is always a way to respond accordingly to ensure the right price image in the minds of customers.

To maintain traditional customers and develop potential customers, businesses need to ensure transparency in charging operations for customers. The pricing policy must be formulated and operated effectively through its billing system, ensuring there are no irregularities such as charging incorrectly, excluding wrong charges for customers. Every month, for both

customers using prepaid and postpaid mobile services, the service providers must send a newsletter (sent by message or email) related to the transactions that incur customer charges to ensure transparency in their charging activities (Currently the charge notification is only applicable to postpaid mobile subscribers).

### *5.3 Diversify System of Distribution Channel*

Maintain and develop traditional effective distribution channel models in recent years (distributing goods via agents, sim card, grocery stores, etc.), increase coverage of selling points to ensure that customers always feel easy to access products and services. Simultaneously, businesses need to develop a policy to support selling points that are more attractive than competitors: commission policy, image support ... to ensure that the selling point always gives priority to display and introduce products. Moreover, it is possible to win the sympathy of the selling point, thereby stimulate the mobile phone networks in distributing goods.

Combined with information technology to build and develop online distribution channels: In recent years, the number of smartphone users and technology devices such as computers and tablets in Vietnam has increased, online shopping through e-commerce sites, Facebook ... will be more and more prevalent. Therefore, telecom service businesses should focus on building their product distribution channels through online distribution channels, to ensure that customers can buy their products at anytime from anywhere. In order to create new habits for customers, businesses need to have activities, programs and policies to create buying habit for customers via online websites such as discount policies for recharge cards when customers top up online cards, discount program with a higher percentage when buying through online shops, etc. At the same time, it is necessary to set up an orientation of selling online through social networks to form a unified process, ensuring consistency and professionalism when selling products through this channel nationwide.

### *5.4 Promote Mixed Promotion Activities*

The advertising program must be more practical and effective: In marketing expenses, advertising costs account for a large proportion. Therefore, to ensure the effective communication of advertising mobile telecommunications, businesses need to carefully calculate the cost and effectiveness of advertising. Since then, there is a practical advertising strategy for customers and business efficiency, contributing to improve the competitiveness of businesses.

Be cautious when sending messages to customers: Reduce the frequency of communication about products and services to customers so that they do not mind receiving messages from the network. If the mobile phone networks message too much, it will make customers feel psychologically inhibited and will be detrimental to customers in promoting products and services later. Besides, the content of communication messages to customers should also ensure simplicity, restrict the use of professional terms and technical terms that make customers not understand the contents which need to be conveyed by mobile phone networks

*Select and implement critical promotion programs for customers and avoid deploying too*

*many programs* that customers can not remember and can not decide which promotion product to be used

### *5.5 Implement the Process of Service Provision*

Application of information technology to the process of providing services to customers, minimizing the papers and procedures that customers must write, and must provide should be put into practice. For instance, when customers come to the transaction store of Viettel Telecom to perform simple operations such as registering subscriber information or changing sim cards; instead of letting customers write notes to propose requests, store tellers can use the software and enter information. Customer information is then printed and that customer only needs to sign it to fulfill the request, In addition, instead of the bringing the ID card to the transaction store to perform services, customers can use fingerprint scanner to be identified customers. The application of this information technology not only helps customers feel simple, more pleasant to use the service, but also helps build a professional image of Viettel.

### *5.6 Promote Strategy of Human Development Activities*

*Focus on the training of personnel:* training in terms of professional skills, different skills, promotion so that they can understand the company's vision, mission and business philosophy as well as their role and influence in customer service and branding for mobile services. The smiles, eyes, attitudes, and words of staff towards customers will certainly have a great impact on the branding of mobile services in particular and enhance the competitiveness of businesses operating in the field of mobile telecommunications services in general.

*Strictly deal with employees who do not act properly with customers, and act superficially, irresponsibly at work:* Each employee has the responsibility of their business that is to serve customers well. Mostly, the lack of concentration of employees at work will immediately affect the process of using services of customers, thereby affecting the reputation of the business. For example: the product manager declared the wrong way of charging, the store employee was angry with the customer, the customer service staff did not handle the complaint completely ... all of which created a bad image of Viettel in customers' minds. Therefore, to build a brand for its products and services, Viettel Telecom needs to be very strict in handling employees' violations to deter and make employees aware of their responsibilities on the job.

*Create employee's dynamism and long-term commitment:* Enterprises should encourage the dynamism, creativity and long-term commitment of employees, maintaining the stability of personnel to implement the salary and bonus regime based on work capacity, and create an environment for employees to work and advance. These activities will absolutely stimulate employees to devote their best to serve customers, and colleagues to create high efficiency at work.

### *5.7 Strengthen the Tangible Evidence System*

The weakest point of the current mobile telecommunications service enterprises in terms of

tangible material evidence lies in the provision of images consistently in the system of retail points nationwide. The tangible material factors that make up the outward culture of the mobile service business are expressed: envelopes, business cards, working offices, equipment, costumes, branches, transaction offices, etc. This factor will create trust and become a foundation for customers to use the bank's products and services. On the other hand, if there are good staff, professional service style will be able to attract customers to the place of transaction. When customers do not have much information about the quality of products and services, they will rely on the physical evidence system. An enterprise with a specific system of material evidence will obviously have an advantage over other businesses that do not have these factors.

## 6. Solutions and Suggestions

To promote the development of a healthy, safe and efficient market for mobile telecommunications services in accordance with the orientation of Vietnam's telecommunications market development strategy to 2020 and gradually integrate into the regional and international insurance market, according to the roadmap in bilateral and multilateral agreements, negotiations, the authors have proposed a number of solutions. The solutions presented in this project were based on the theoretical foundation summarized in the process of studying the theory system of marketing solutions to enhance the competitiveness of the world's mobile telecommunications service enterprises, combine with the practice in Vietnam and always pursue the development goals of participant in the market. Not only that, the proposed solutions also contribute to the direction of lawmakers and management agencies under the viewpoint of developing, issuing and organizing the execution of legal regulations that affects business activities of telecommunication mobile service enterprises and Vietnamese mobile telecommunications service market.

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