



PRODUCTION BOOK



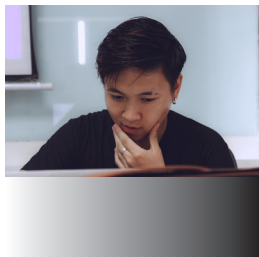
**FECON Corporation's Internal Communication Campaign:
Depicting The Image of Workers on The Construction Site**

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EXECUTIVE SUMMARY

FECON Corporation is a company that has paid great attention to internal communication since the early days of its establishment. In 2021, both to convey the President's "Change or Surrender" message, and to match the Group's new business strategy, along with the COVID-19 pandemic which is causing great impacts on the nationwide, the internal communication campaign "Depicting the Image of Workers on the Construction Site" was established. The project is implemented by members of the "Jumping Team" group and the FECON Communication Department. Through the main products (FECON Vững Niềm Tin MV, Facebook avatar frame, Video mask wearing) and side products, the campaign has spread positive energy, spiritual encouragement, solidarity to the entire FECON Company.

A campaign that is not measured by profits or huge growth numbers, but in return is a great morale encouragement and enthusiastic reception from the employees, engineers and workers who are working at FECON Corporation. Thereby, building up an image of FECON that is optimistic, resilient, and unanimous in everyone's thoughts.

Key word: Internal Communication, Owned media, Earned media, Editorial, Stakeholder.

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Chapter I: Introduction



1.1 CONTEXT

Vietnam is classified as a developing country; with industry and infrastructure not yet fully developed. This is a very good premise for the construction industry to flourish at the present time. FECON or FECON Joint Stock Company (JSC) is a company operating in the field of construction, in which the main focus is on foundation and underground works. With a vision to become the leading construction and infrastructure development corporation in Vietnam by 2025. With the criterion of taking employees as company's core and values, in recent years, FECON has focused on developing internal communication, promoting corporate culture, in order to connect, connect and motivate staff morale for the common goal of realizing the vision by 2025.



1.2 ABOUT OUR TEAM'S CAMPAIGN

Our team with 3 members implemented a project named “Depicting the Image of Workers on the Construction Site”. This is an internal communication campaign carried out by our team in conjunction with FECON Company’s Communications Department. The campaign targets all employees, engineers, and workers who have been working at FECON and its subsidiaries. Through research and observation, we see the difficulties and shortcomings in internal communication within the company, especially during the outbreak of COVID-19 and everyone has to work from home. That is one of the main reasons why our team wanted to build a communication campaign to cheer, encourage, and connect people together. Despite the social distance, we are not distant each other, spreading positive spiritual values in difficult circumstances. From there, it will contribute to maintaining the working pace of the ministries and employees between the office and the construction site. From there, it will contribute to maintaining the working pace of staffs and engineers between the office and the construction site.

1.3 BOOKS AND THEORIES

1.3.1 Theories

1.3.1.1 Communication Campaign

Internal communication is an important role in the operation of a business. It is the reciprocal interaction between company, leaders and their employees, creating a strong relationship, promoting cooperation between different departments in the company.

To achieve the best internal communication, we need a specific and consistent strategy in the following 7 steps:

1. Summary of the situation

We need an overview of the business situation, including research and analysis of what exists to

give a specific and correct direction for internal communication strategies

2. Clearly define goals

Set clear goals you want to achieve after implementing this campaign, those are the top and long-term priorities, can be considered as the destination for your campaign or any campaign. To achieve those goals, we need to make sure to use SMART Objectives: Specific, Measurable, Achievable, Relevant and Time-bound.

3. Define Audience

Outline the most important messages you need to convey to your audience. To make sure the message is complete and doesn't miss any important information, use 5W – 1H:

- What: What does it convey? What do they mean? What's in the campaign?
- Who: Who does it convey to? Who does it?
- When: When will it be started?
- Where: Where does it take place? Where is its influence?
- Why: Why do it? Why is it necessary?
- How: How to do it? How does it affect?

4. Develop messages

The communication channel you choose will depend on what you want to gain from the internal communication campaign between your business and your audience. Multiple communication channels can be used to ensure maximum effectiveness, but also consider choosing the wrong one that could cause your entire campaign to fail.

Tactics are how you approach your communications goals, and that's how you'll plan to execute your internal communications strategies.

5. Communication channels and tactics

The communication channel you choose will depend on what you want to gain from the internal communication campaign between your business and your audience. Multiple communication channels can be used to ensure maximum effectiveness, but also consider choosing the wrong one that could cause your entire campaign to fail.

Tactics are how you approach your communications goals, and that's how you'll plan to execute your internal communications strategies.

6. Measurement method

This is how you measure whether your internal communication strategies are working. List ways you can measure and stick to your SMART goals.

7. Create an possible timeline

Timelines are essential to help ensure you stay on track as you move from the planning phase to the implementation phase. Ensure your work is carried out according to the set plan, avoid unnecessary risks and costs, and have meticulous and detailed plans for the entire campaign

1.3.2 Books review

To implement this campaign, we have relied on the knowledge and skills gained after consulting books related to communication. Specifically, we research methods of media planning, internal communication, media channel selection, budget control, cost control and media risk management. The following are the specifics.

1.3.2.1 Communication Plan.

Planning is always the first step to implementing a communication campaign because it is the starting point and the preparation step for all campaign ideas. Planning helps you set goals and strategies to realize the set goals.

- Vaughan, T. (2020), *Multimedia: Making it work*.
- Joseph Straubhaar, Robert LaRose, Lucinda Davenport, *Media Now: Understanding Media, Culture, and Technology 10th Edition*.
- Larry Kelley, Kim Sheehan, Donald W. Jugenheimer, *Advertising Media Planning: A Brand Management Approach 4th Edition*.
- Sandra Moriarty, Nancy Mitchell, Charles Wood, William Wells, *Advertising & IMC: Principles and Practice*.
- Joep P. Cornelissen, *Corporate Communication: A Guide to Theory and Practice*.

1.3.2.2 Internal Communication

The role of internal communication for the organization has been assessed to be very important. Successful internal communication has a positive impact on the work environment, the staff, and the organization's ability to achieve its goals.

- Liam FitzPatrick, Klavs Valskov, *Internal Communications: A Manual for Practitioners*.
- Kevin Ruck, *Exploring Internal Communication: Toward Informed Employee Voice [4th Edition]*.

1.3.2.3 Communication Channel

Channels of communication is a marketing term used mainly in the field of internal communication of an organization. This term describes a medium, a link channel used to accomplish different tasks but for the same purpose of conveying a message. The more complex the message, the more rich the communication channels are required to ensure clarity in the interaction.

- Gerardus Blokdyk, *Communication Channel A Complete Guide*

1.3.2.4 Human resource Management

Human Resource is used to manage all employees who are working for a certain company or organization. Also the department responsible for managing employee-related resources. This is the department within a business that is responsible for all things worker related including hiring, testing, selecting, hiring, training, promoting, paying and firing employees. and independent contractors. Human resource management is a modern term, used to describe the management and development of employees in an organization. Human resource management includes overseeing everything related to the management of an organization's human resources.

- Charles R. Greer, *Strategic Human Resource Management*
- Derek Torrington, Laura Hall, Stephen Taylor, *Human Resource Management [7th Edition]*
- Ap Eigenhuis, Rob Van Dijk, *High Performance Business Strategy: Inspiring Success Through Effective Human Resource Management*
- Michael Armstrong, *A Handbook of Human Resource Management Practice [9th Edition]*

1.3.2.5 Risk management

Human resource management practitioners and management scholars have long advocated that hu-

man resources should be viewed from an investment perspective. Current practices in many organizations indicate that employees are viewed as valuable investments. However, some still view their employees as variable costs of production, while physical assets are treated as investments. When employees are viewed as variable costs, there is little recognition of the firm's contribution to their training or the costs of recruiting and training their replacements.

- M. Granger Morgan, Baruch Fischhoff, Ann Bostrom, Cynthia J. Atman, *Risk Communication: A Mental Models Approach [1st Edition]*
- Robert L. Heath, H. Dan O'hair, *Handbook of Risk and Crisis Communication*
- Timothy Coombs, *Ongoing Crisis Communication: Planning, Managing, and Responding*

1.3.2.6 Production

What do you think of when you hear the word “design”? Do you associate design with fashion, architecture, or automotive style? Design has a more universal meaning than the commercial applications that might first come to mind. A dictionary definition uses the synonym “plan”: To design indeed means to plan, to organize. Design is inherent in the full range of art disciplines as well as in the fields mentioned here.

- Stephen Pentak, *Design Basics*
- Jim Stone, *A Short Course in Photography: Digital*
- Gerald Millerson and Jim Owens, *Video Production Handbook, Fourth Edition*
- Stanley R. Alten, *Recording and Producing Audio for Media.*
- Lisa Fridsma and Brie Gyncild, *Adobe AfterEffects CC Classroom in a Book.*

Chapter II: Pre-Production



2.1 COMPANY OVERVIEW

2.1.1 Company summary

FECON Corporation was established on June 18, 2004, originally with the full name of FECON Foundation and Underground Engineering JSC. Then, on May 6, 2016, the name was changed to FECON JSC (FECON Corporation). The head office of the main company is located in Hanoi City, Vietnam.

More than 1800 staffs, engineers and workers are currently working at FECON. This is a young and highly qualified team that can ensure the company's growth for at least 10 years.

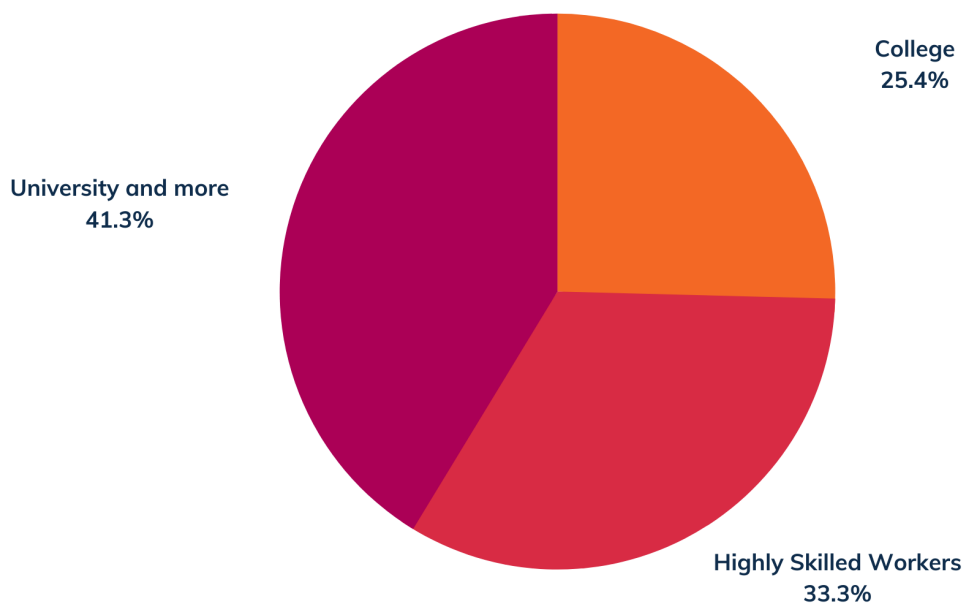


Figure 1: Classification chart of human resources of FECON.

FECON main activities in the fields of industrial and civil construction, construction of infrastructure, foundations and construction of underground works throughout the territory of Vietnam. In particular, the company focuses on industrial construction and urban infrastructure, traffic.

The current FECON group of member companies includes the parent company, 18 subsidiaries and 4

affiliated companies, operating in many different fields, creating a solid and unified system.

FECON is currently one of the leading companies in the field of construction foundations in Vietnam, and is also one of the prestigious contractors recognized according to international standards.

“The heart of FECON is always in the construction sites”. Currently, FECON has been present in more than 20 provinces and cities to implement dozens of different projects.

During 17 years of establishment and development, FECON has won nearly 30 different big and small awards. Among them are the 9 consecutive years of winning the Vietnam Strong Brand Award (From 2008 - 2017) and 4 consecutive years winning the Top 10 Prestigious Construction Contractor Award in Vietnam (From 2018 - 2021).

2.1.2 Vision, Mission, Core Value

2.1.2.1 Vision

FECON Corporation will become the leading construction and infrastructure development corporation in Vietnam by 2025, with a vision to 2030. Gradually bring the company to become the main contractor and general contractor in urban infrastructure projects, traffic infrastructure, civil and industrial construction.

2.1.2.2 Mission

FECON Corporation is always learning and creating to bring sustainable value to society through construction and investment projects.

2.1.2.3 Core value

Passion – Decisiveness:

With their passion and enthusiasm, no matter how difficult the projects are, FECON’s engineers still find a solution and strive to overcome it.

Consensus – Unanimity:

FECON takes people as the center to create solidarity, connecting leaders with workers and employees. Solidarity is the key to every project.

Honesty – Integrity:

FECON is ready to offer solutions that suit the needs of customers, and at the same time, be clear and transparent, honest in revenue and expenditure, and finance throughout the cooperation process.

Responsibility – Professionalism:

Spirit is one of the things that makes every project with FECON be completed on schedule. With highly trained human resources, determination and focus at work, FECON sets its sights on large-scale construction projects.

Growth mindset:

FECON always tries to make the following product better than the previous one, so FECON always tries every day in any project.

2.1.3 What is FECON?

2.1.3.1 Logo



Listen to the Earth, conquer the height

Figure 2: FECON's logo

2.1.3.2 Mascot



Figure 3: FECON's mascot

2.1.3.3 Slogan

“Listen to the Earth, conquer the height”

2.1.4 USP

FECON Corporation is currently the first contractor in Vietnam with experience in operating TBM tunneling robots in Metro Ho Chi Minh and Hanoi projects.

FECON Corporation is a reputable contractor and has participated in the construction of many large projects in Vietnam such as: Le Van Luong tunnel construction project, Metro Line 3 Hanoi project, Metro Ho Chi Minh City project, F1 race track project, etc.

In the system of FECON Corporation, there are 18 subsidiaries and 4 affiliated companies, which have created a wide and diverse ecosystem in many different fields. Areas in the FECON ecosystem include:



2.1.5 Who is FECON's customer?

Internal:

All staffs, engineers and workers currently and have worked at FECON.

External:

Construction industry partners, customers, investors, and the government.

2.1.6 What is Brand Personality of FECON?

FECON Corporation shows a close, serious style that is not too colorful, clearly showing the nature of corporate communication.

Brand voice

FECON displays a simple, honest, easy-to-understand language in its posts. The words are simple, easy to understand, do not have many hidden meanings, feelings, sometimes a bit lengthy, many professional words, like the character of engineering workers.



Figure 4: An image of FECON on Facebook

2.1.7 Swot

2.1.7.1 Strengths

- FECON owns a team of highly qualified human resources and engineers and is a leading capacity company in Vietnam in the field of construction.
- FECON has a great reputation in the industry when it has participated in many key projects of major cities and provinces as well as the country.
- There is a wide and diversified system with 18 subsidiaries and 4 affiliated companies.
- Has achieved many achievements and been honored in nearly 30 large and small awards nationwide.
- FECON has a sustainable development foundation, when continuously achieving profitable business results even during the COVID-19 epidemic.
- FECON has built a solid corporate image and has a good relationship with the media. FECON has almost no negative information, scandals on media channels in Vietnam.

2.1.7.2 Weakness

- Due to the characteristics of the company's operations, the coverage on communication channels is not much. The amount of interaction on social media channels and websites is not good.
- The field of activities is related to industrial and infrastructure construction, so it has not attracted much attention from the audience.

- FECON only has projects in the Vietnamese market and a few countries in ASEAN, not yet having coverage in foreign markets.
- The company's field of operation is not essential, so many construction sites have to close during the COVID-19 outbreak.
- Due to the field of operation, the images, products as well as the brand personality are difficult to attract, nor should they be too disruptive and creative.

2.1.7.3 Opportunities

- Vietnam is developing more and more, the trend of industrial construction and infrastructure is being used more and more, which is a great development opportunity for FECON.
- FECON aims to develop internal communication, so this time of COVID-19 outbreak is an opportunity to promote that work on the internet
- The image of engineers and workers is always one of the most sympathetic images to the audience when building.
- Due to the global impact of the COVID-19 epidemic, the government has plans to prevent the disease from entering Vietnam, making it difficult for foreign contractors to access the domestic construction market

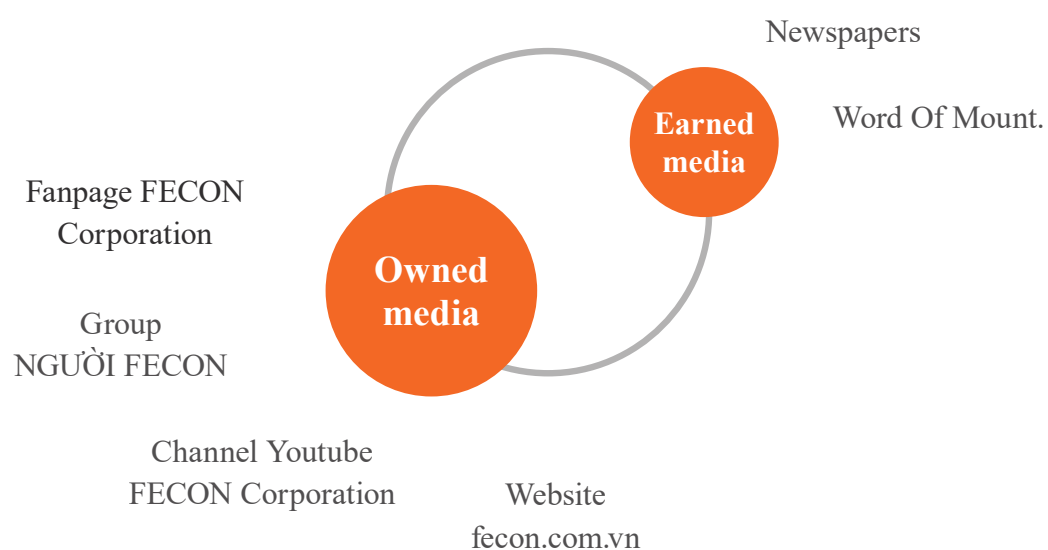
2.1.7.4 Threats

- The impact from the complexity of the COVID-19 pandemic caused many construction projects to be delayed, many domestic and foreign investors were afraid of the impact, so they decided to withdraw capital.
- Prices of construction materials in the country are increasing. Companies must have additional costs for disease prevention at construction sites.
- Many big cities are on lockdown because of the epidemic, making labor resources scarce. The risk of workers getting COVID-19 caused the whole construction site to be blocked off very high.
- The appearance of many foreign contractors with potential and attractive prices, especially contractors from China.

2.1.8 Target Audience

DEMOGRAPHIC	COMMUNICATION APPROACH	BEHAVIOUR
<ul style="list-style-type: none"> • Age: About 22 – 60. • Workers and staffs who have been working at FECON. • Ho Chi Minh City and Hanoi and some provinces are having projects. 	<ul style="list-style-type: none"> • Tone of voice: Sincerely, simple... • Key hook: Focus on online media products on social media channels and websites. • Activity towards awareness and construction. 	<ul style="list-style-type: none"> • Use social media regularly. • Regularly update internal news in the company. • Pay attention to the working environment and colleagues

2.1.9 Media Selection



2.2 CURRENT SITUATION

In the past years, many businesses often do not care about internal communication, for example, invest little money or do not build an internal communication channel, do not have a serious development plan for that field. This leads to an alarming statistic: 56% of employees are not proud of their leader (*Harvard Study, 2007*), only 29% of employees are actively engaged in their work (*Gallup Study, 2007*), 21% of potential employees do not want to stay at work (*Corporate Executive Board Study, 2010*). This leads to unsustainability in the company's development, internal disunity, and difficulty in keeping good human resources.

However, in recent years, internal communication has been focused by companies and has become a spearhead communication direction in some businesses. A few specific numbers prove it:

- 70% of communicators say they and their leaders agree on the purpose of internal communications (*Gallagher's State of the Sector report, 2020*).
- 66% of respondent believed internal communication is seen as a key driver of the employee experience (*Gallagher's State of the Sector report, 2020*).
- 72% of the leaders of the companies surveyed believe that internal communication plays a critical role in employee engagement with the company (*Gallagher's State of the Sector report, 2019*).
- 73% of the 26,000 LinkedIn members polled want a job that they feel is valued by the company itself (*Imperative global research, 2018*).



Figure 5: The importance of internal communications is directly linked to positive business outcomes

Today, businesses have a clear direction for internal communication, considering this as one of the important reasons to get a favorable business result. In Vietnam, many large corporations especially focus on internal communication and building their corporate culture such as: FPT Group, Vingroup, CMC Corporation, Vinamilk,...

Especially during the global outbreak of the COVID-19 pandemic, staffs had to work from home, offline events were canceled, so internal communication was even more concerned and invested. 41% of funding is spent researching internal communication strategies (*Top Communication Investment for 2021, Gallagher's State of the Sector report*).

From the subjective impacts (enterprises, corporations, employees) and objective impacts (COVID-19 pandemic), internal communication has become a trend of the communication industry)

2.2.1 FECON Internal communication analysis.

FECON Corporation has focused on internal communication since the early days of the company's establishment (2004), they focused on building corporate culture with internal engagement events such as: Sports Festival, FECON Award, FECON's birthday,... Activities are always aimed at an internal cohesion, putting our staff and engineers first, creating a feature in FECON culture.

Leaders and managers of FECON communication think that internal or external communication at FECON has a very thin boundary. Although an internal product, but will also be an image for external partners to look at the company. Therefore, FECON wishes, through internal communication products, to both engage employees and build the company's image with the outside. With the highest purpose: **Building the FECON brand.**

So far, after 17 years of establishment and development, FECON has always been consistent with its communication strategy: taking internal communication as the main thing.

2.2.2 SWOT of FECON internal communication

Strength:

- There are many online communication channels: Facebook, Youtube, Website.
- 17 years of internal communication development experience.
- A solid corporate culture has been built.

Weaknesses:

- Offline events are canceled due to COVID-19.
- The production of products faces many difficulties because of travel restrictions.

SWOT**Threats:**

- Communication crisis can occur from within the company itself.
- Online communication products do not convey the right message to the audience.
- Misinformation is easily accessible and spreads internally.

Opportunities:

- Employees who have to work from home are more receptive to internal communications.
- Corporate culture is a trend, there are many lessons to learn and be careful.

Chapter III: Campaign Overview



3.1 GOALS

SPREADING

Disseminating meaningful messages to contribute to building a strong internal culture and enhancing brand image with partners.

THE PREMISE

From our experiences, it will be the foundation for campaign implementation and development in the following stages. We can learn from practice and gain more experience in future activities.

BUILDING

Develop internal communication to build a strong corporate culture.

3.2 BIG IDEA

Implement a series of internal communication products to encourage and spiritually connect all members of the company during the epidemic season, distance but not apathetic. Create connections, maintain the working pace of employees at the office and at the construction site.

3.3 SMART OBJECT

Specific:

The purpose of the campaign is to address the difficulties of internal corporate communication during the outbreak of the COVID-19 pandemic and its complicated developments. Causing a lot of impact on employees, engineers as well as FECON Corporation.

Measurable:

Connecting and encouraging people in the company is a very necessary issue during the epidemic season. So this campaign is aimed at the entire FECON Corporation and will be measured through indicators on social networking sites, the company's website.

Achievable

With the aim of connecting people together during the epidemic season, the campaign's goals are towards:

- Number of reaching each post on facebook fanpage: **1200**
- Number of interactions each post on facebook fanpage: **100**
- Number of reaching each post on the Facebook group: **800**
- Number of interactions each post on facebook group: **60**
- Number of view each video on Youtube: **300**
- Number of reaching each article on Website: **150**
- Number of reaching each article on Newspaper: **500**
- Positive response rate after survey and interview reached: **60%**

Relevant:

The campaign to connect, motivate and encourage everyone in the company to come together not only during the pandemic but also in the long term, in all circumstances and times. Contributing to improving working efficiency and helping the company grow more and more.

Time-bound:

The campaign runs throughout the company's development journey.

3.4 HUMAN RESOURCE

- Communication – FECON Company.
- Contributor of FECON Communication Department.
- Staffs, engineers and workers of FECON Company.
- Externally linked media teams.
- Subsidiaries and affiliated companies of FECON.
- Other departments - FECON Company.
- The construction sites are under the management of FECON.

3.4.1 Content

Quantity

- **Leader:** 1 person
- **Member:** 4 people
- **Interns:** 1 person

Roles

Research, collect data, information to serve products, make preliminary plans, ideas and content for the company's communication products.

3.4.2 Production

Quantity

- **Leader:** 1 person
- **Member:** 3 people
- **Interns:** 2 people

Roles

Detailed planning for each project, planning props, rotating equipment; product launch planning; manage the progress of each project; Contact media teams, construction sites, key figures of the product; cost planning, request a quote.

3.4.3 Media

Quantity

- **Member:** 3 people.
- **Interns:** 2 person.
- **Externally linked media teams:** 2-5 people

Roles

Executing the products according to the script and according to the plan, the timeline is set up by the production and content management team; recommend the necessary equipment.

3.4.4 Design

Quantity

- **Leader:** 1 person.
- **Member:** 3 people.
- **Interns:** 2 people.

Roles

Make designs to serve products according to the proposed content team; Collaborate with the media team to produce the right products as required.

3.5 COST

- The cost is supported from the communication department of FECON Company.
- The cost for each product is shown in detail through the tables of each project.
- The company can afford to spend a lot of money on internal communications.

3.6 RISK

Risk	Level	Reducing method	Handling method
Accidents while working at the construction site	High	<ul style="list-style-type: none"> • Use full protective equipment when approaching the construction site. • Plan in detail what to do to minimize visit time 	Talk directly with the site manager to know which areas are safe to reach.
COVID-19 pandemic	Medium	Increase Online activities, reduce Offline activities.	Create backup plans in case of a more complicated epidemic.
Untrue information, affecting the company's reputation	High	<ul style="list-style-type: none"> • Send out press releases to ensure accurate information on media. • Maintain relationships with a number of familiar newspapers to have a solid media backing 	<ul style="list-style-type: none"> • Check information carefully before release. • Contact lawyers and government agencies when the situation becomes complicated.
Lack of Communications	Low	Use a variety, combine many communication channels.	Word of mouth communication products within the company.

Table 3.6: Communication risk of FECON Corporation

3.7 METHODOLOGY

In this project, we use both Quantitative and Qualitative Research methods:

- **Quantitative:** Content Analysis (Type, Duration, Release date, Source).

This campaign, we mainly deploy on social network (Facebook). Therefore, for quality control, we set KIPs on reach and interactive for posts

- **Qualitative:** Carefully read the important reports to analyze the content characteristics suitable for the internal communication aspect.

Qualitative Research Using methods such as: Interview, Survey, Observation, etc.

Chapter IV: Action Plan



ACTION PLAN						
Campaign		Depicting the Image of Workers on the Construction Site				
Time		19/6-30/7	18/6-10/8	20/7-30/7	27/7-30/7	15/7-13/8
Main content		Image Story: 1. Image Story Quality engineer at Quang Binh Wind Power B&T. 2. Image Story of the girls at the front desk.	News production: 1. News articles 2. FECON News June, 2021. 3. FECON News July, 2021.	Facebook avatar frame supports anti-epidemic spirit.	TikTok Video Wearing Masks	MV FECON Vững Niềm Tin.
Media Selection	Owned Media	1. Fanpage FECON Corporation 2. Group Facebook NGƯỜI FECON 3. Website fecon.com.vn	1. Fanpage FECON Corporation 2. Group Facebook NGƯỜI FECON 3. Cover letter 4. Email 5. Website 6. Youtube	1. Fanpage FECON Corporation 2. Group Facebook NGƯỜI FECON	1. Fanpage FECON Corporation 2. Group Facebook NGƯỜI FECON 3. TikTok	1. Fanpage FECON Corporation 2. Group Facebook NGƯỜI FECON 3. Youtube 4. Website
	Earned media	Sharing and repost	1. Newspaper 2. Word of Mouth	1. Avatar Facebook 2. Word of Mouth	Sharing and repost	Sharing and repost
KPI		1. Reach to posts on Fanpage: 4500-5000. 2. Post interaction on Fanpage: 200-250 3. Group posts reach: 400-450 4. Group post interactions: 100-110 5. Website article views: 400-450..	1. Reach to posts on Fanpage: 400-450 2. Post interaction on Fanpage: 40-50. 3. Group posts reach: 400-450. 4. Group post interactions: 35-40. 5. Website article views: 100-130 6. Article hits on newspaper pages: 450-800. 7. Interactions on newspaper: 100-110. 8. Video views on Youtube: 100-150	1. Reach to posts on Fanpage: 700-750 2. Post interaction on Fanpage: 50-60 3. Group posts reach: 400-450 4. Group post interactions: 30-40	1. Reach of clips written on Fanpage: 700-710 2. Clip interaction on Fanpage: 50-60 3. Group clip reach: 500-510 4. Group clip interactions: 50-60 5. Clip views on Fanpage: 450-500	1. Views on communication channels: 950-1000. 2. Reach to posts on Fanpage: 90-100. 3. Reach to posts on communication channels: 1000-1100 4. Share on Facebook: 5-10. 5. Fanpage visits increased after MV release: 600-650.
Estimated Cost		3.400.000 VND	0 VND	0 VND	0 VND	1.500.000 VN
Total Estimated Cost		4.900.00 VND				

Table IV: Action plan of campaign

Chapter V: Implementation



5.1 MUSIC VIDEO “FECON VỮNG NIỀM TIN”

5.1.1 Idea

Nowaday, Vietnam is struggling against the COVID-19 epidemic, from Hanoi, Saigon to neighboring provinces. A music video production project is deployed as a word of encouragement to all employees, engineers and workers of the company. And also through this MV, has shown everyone that, no matter what the circumstances, the FECON Company is always optimistic, loves life, is strong and will always unite, side by side, win this pandemic.

5.1.2 Content

- **Format:** Music video, based on the original beat of the song “SÀI GÒN ĐAU LÒNG QUÁ” by singers Hua Kim Tuyen and Hoang Duyen.
- **Duration:** 5:30”
- **Summary of content:** The music video begins with the epidemic situation across the country, the statement of Deputy Prime Minister Vu Duc Dam, the optimistic image of FECON staff, the MV in the form of lyric animation.

M/V FECON VỮNG NIỀM TIN			
No.1	Main Content	Time	Expression
Video opening			
1	FECON logo introduction	0:00” - 0:02”	Introduction video
		02 seconds	
2	News and epidemic situation nationwide	0:02” - 0:15”	News videos from news sources
		13 seconds	
3	Speech of encouragement from Deputy Prime Minister Vu Duc Dam.	0:16” - 0:29”	Video cut from VTV news source
		13 seconds	

No.1	Main Content	Time	Expression
The middle			
4	Best wishes to employees of FECON	0:30'' - 0:35''	Text in video
		05 seconds	
5	Optimistic smiles of FECON employees	0:35'' - 0:42''	Video compilation from YouTube channel
		07 seconds	
The middle			
6	The opening chorus	0:42'' - 1:08''	Lyric animation (Template 1)
		26 seconds	
7	Lyrics at the beginning of the song	1:09'' - 2:16''	Lyric animation (Template 2)
		66 seconds	
8	Chorus No.1	2:17'' - 2:40''	Lyric animation (Template 3)
		23 seconds	
9	Mid-song music	2:40'' - 3:01''	Lyric animation (Template 4)
		21 seconds	
10	Part 2 of lyrics	3:02'' - 3:46''	Lyric animation (Template 5)
		44 seconds	
11	Chorus No.2	1:09'' - 2:16''	Lyric animation (Template 6)
		21 seconds	
12	The last of song	4:09'' - 5:29''	Lyric animation (Template 7)
		80 seconds	

Table 5.1.2: Distribution of video duration

5.1.3 Human Resource

- **Project Management:** 1 person
- **Lyricist:** 1 person
- **Editor:** people
- **Singer:** 2 people
- **Record producer:** 1 person
- **Communication:** 3 people

5.1.4 Target Audience

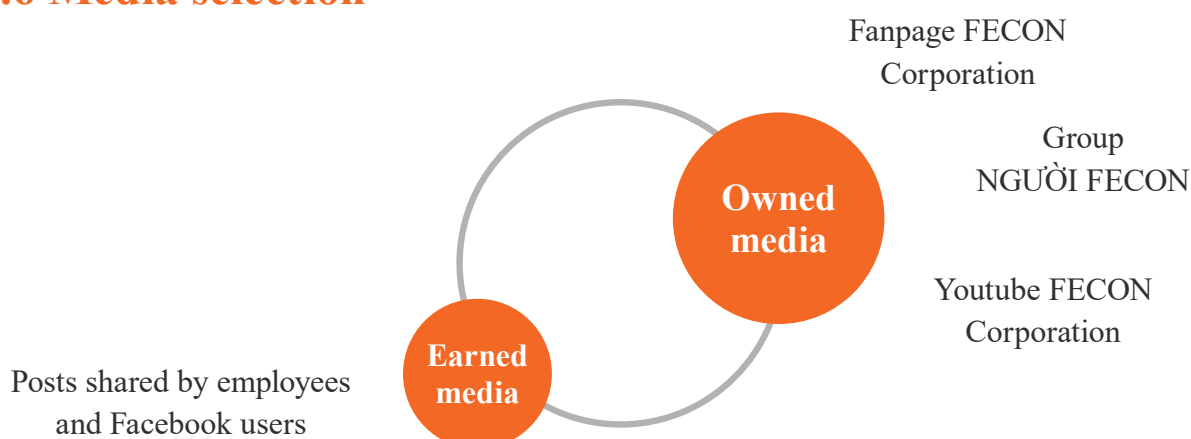
Target Audience	
Demographic	<ul style="list-style-type: none"> • Age: About 20-40. • Employees, workers, engineers at FECON Company. • Location: Working at FECON JSC, subsidiaries, affiliated companies and FECON's construction sites nationwide.
Behaviour	<ul style="list-style-type: none"> • Use social media regularly • Pay attention to news and events in the company in response to the movement activities in the company • Often listen to music through social networks
Communication Approach	<ul style="list-style-type: none"> • Tone: Inspiring, sharing, close, sincere... • Focus on social networking sites, websites related to FECON group • Like profound content, share it with the community, etc

Table 5.1.4: Target Audience of M/V “FECON vững niềm tin”

5.1.5 Stakeholders

- Communication Department - FECON Company.
- The Red Note Company - representative of singer Hua Kim Tuyen.
- Singer Pham Quynh Chi.
- Studio DEMIR Media.
- VTV24 News center.
- VTVcab News center.
- VTC NOW news board.

5.1.6 Media selection



5.1.7 Timeline

No.	Time	Type of work	Work content	HR
1	15/7	Brief	Receive brief from leader	All
			Division of work and human resource	All
2	15/7-16/7	Preparing	Reference the MVs with the same theme	All
			Brainstorm and discuss ideas for MV	All
			Make a work plan for the team	Producer
			Recommend song to use	Content
3	17/7-19/7	Preparing	Approve the song	Project Management
			Suggest ideas for the content of the MV	Content
4	20/7-30/7	Preparing	Approve the content of MV	Project Management
			Prepare video and image sources	Producer
			Write lyrics	Lyricist
			Design templates	Designer
			Edit video news	Editor
			Contact the singer	Producer
5	30/7-2/8	Production	Lyrics Editing	Lyricist
			Design Editing	Designer
6	2/8-6/8	Production	Approve lyrics and design of MV	Project Management
			Draft MV	Editor
			Contact the recording studio	Producer
7	7/8	Production	Make a song recording	Producer, Singer, Record producer
8	8/8-11/8	Editing	Editing and finishing MV	Editor
9	12/8	Approval	Approved the MV	Project Management
10	13/8	Publication	Release MV on YouTube FECON Corporation	Social Executive
			Post the MV to the NGƯỜI FECON group	Social Executive
			Release MV on fanpage FECON Corporation	Social Executive
11	13/8-16/8	Communication	Share the video and invite everyone to share	All

Table 5.1.7: Timeline of MV “FECON Vững Niềm Tin”

5.1.8 Cost

No.	Categories	Quantity	Unit price (Unit: VND)	Amount (Unit: VND)
1	Video news source	7 videos	#N/A	0
2	Image source	9 images	#N/A	0
3	Internal video source	10 videos	#N/A	0
4	Beat royalty fee	1 beat	#N/A	0
5	Cost for main singer	1 person	700.000	700.000
6	Cost for supporting singer	1 person	#N/A	0
7	Studio	1 time	500.000	500.000
8	Studio costs incurred	1 time	150.000	150.000
9	Logistics costs	2 time	50.000	100.000
10	Additional costs incurred	7 videos	50.000	50.000
Total: 1.500.000 VND				

Table 5.1.8: Budget of MV “FECON Vững Niềm Tin”

5.1.9 Result

Categories	Unit	KPI	Reality
Total number of views on the media	Reach	950-1000	730-750
Total number of MV interactions through Facebook	Reach	90-100	195-200
Total MV reach on social media	Reach	1000-1100	1590-1600
The number of MV shares on Facebook	Share	5-10	15-20
The number of people accessing the fanpage increased after the release of the MV	Reach	600-650	560-570

Table 5.1.9: Result of MV “FECON Vững Niềm Tin”

5.1.10 Risk

Risk	Level	Reducing method	Handling method
The number of views is not high	Medium	Concentrating communication on one medium. Allocate release and share time to increase social media exposure.	Calling company employees, friends to share videos. Directly tag multiple people to the video.
The lyrics have negative and offensive words.	High	Using human resources in the team to write lyrics	Strictly censoring lyrics before release
The content in the MV is offensive, distorting and not true	High	Use internal and reputable sources of information	Moderate MV carefully before release.
Copyright infringement	Medium	Send an email to the author for permission before publishing	Do not enable monetization and use ads when releasing MVs on social media channels. Do not use the song for commercial purposes
Epidemic affects recording work	Low	Contact singers in provinces not affected by the epidemic	Plan to use an existing song instead.
The singer doesn't match the song	Low	Thoroughly discuss and let the singer sing before recording.	Contact multiple singers to find the one with the best voice.
Everyone in the company did not cooperate in filming the video	Low	Take advantage of relationships to ask. Use the FECON PEOPLE group to call people.	Replace with a more viable alternative.
High costs incurred	Medium	Take advantage of available resources and products.	Contact amateur singers and small studios to save costs.
Finished production, not released	High	Find out the cause, the reason why it is not released, repair and replace it with other suitable solutions.	Work in advance with the head of the Communication Department on the production plan. All production steps are reported to the head of the department to have a method of handling when there is a problem.

Table 5.1.10: Some risks of MV “FECON Vững Niềm Tin”

5.1.11 Evaluation

Criteria	General comment
How do you rate the MV “FECON Vững Niềm Tin”?	<ul style="list-style-type: none"> • Most people were surprised when the media released this MV and almost all expressed their love for it. • Most people think that the MV was released at the right time when this is the time when the disease outbreak is strongest in the country. • A well-rounded product, carefully invested in images, effects, sound and lyrics. • Communication team should have a stronger communication strategy to make this song more popular.
What element do you feel like in the MV “FECON Vững Niềm Tin”?	<ul style="list-style-type: none"> • All respondents were most impressed with the statement of Deputy Prime Minister Vu Duc Dam. • Most people expressed interest in the new lyrics and meaning of this song. There are also some people who are impressed with the singer’s voice. • The performance of the song in the form of Lyric Animation also makes people feel surprised and consider it appropriate in this situation. • The combination of a few old internal videos of the company at the end of the MV also caused many positive reviews from viewers. • Some people are impressed with the way the MV opens with news and epidemic situation
What do you not like about this MV?	<ul style="list-style-type: none"> • The transition frames in the music part are a bit less, so it sometimes creates boredom. The movements do not yet create surprises and are often the same. • The news section is a bit short, so the emotion that part conveys has not been maximized. • The smile part is a bit short and can be replaced with the wishes of the employees in the company. • The melody should be more vibrant to create more atmosphere for everyone.
What are your feelings and thoughts after watching this MV?	<ul style="list-style-type: none"> • Many people feel happier, more optimistic and resilient after listening to the song. The spirit of self-awareness against the epidemic increased even more. • Some people feel the solidarity of FECON after listening to this song. Missing old memories with colleagues at FECON through the images in the MV. • A few people said that they also feel proud to be a FECON and feel nostalgic for the construction site after seeing the pictures in it.

* The responses above are based on online conversations with FECON employees, not a survey

Table 5.1.11: Summary feedback of some company employees after watching the MV by Focus group method.

5.1.12 Media Production

Lời cũ	Lời mới
Cầm tấm vé trên tay Em bay đến nơi xa Sài Gòn đau lòng quá Toàn kỷ niệm chúng ta Phải đi xa đến đâu? Thời gian quên mất bao lâu? Để trái tim em bình yên như ngày đầu tiên	Mình sánh bước bên nhau. Đánh bay hết cô vi Việt Nam kiên cường nhé. Triệu triệu người vững tin Người FECON chúng ta. Cùng chung tay thắng cô vi Cuộc sống mai đây bình yên như ngày hôm qua
Mình đã từng hứa, bên nhau hết tháng năm dài Yêu đến khi ngừng hơi thở, đến khi ngừng mơ Nắm chặt tay, đi hết nhân thế này Chân trời hân chân ta Vô tận là chúng ta	Đại dịch COVID, mang theo biết bao nỗi buồn Giãn cách chia lìa xã hội, khó khăn bủa vây ... Vững vàng lên! Cố gắng trong lúc này Tinh thần người FECON. Sâu tận trong chúng ta
Mình đã từng hứa đi qua hết bao tháng trầm Cho đầu mai này xa rồi vẫn không hề đổi dời Có ngờ đâu, đã sắp vỡ tan tành Nhất từng mảnh vỡ xếp vào va li	Mình từng cố gắng đi qua nắng gió công trường Giữ mãi tinh thần kiên cường vững trãi trên con đường Đắp dựng xây, kiến thiết những công trình. Trọn từng lời hát, mãi người FECON
Cứ càng yêu, cứ càng đau Cứ càng quên rồi lại muốn đi thật nhiều [Tokyo hay Seoul, Paris hay New York Đi càng xa, càng không thể quên	Cứ lạc quan, cứ cười lên. Giữ niềm tin rằng dịch sẽ qua nhanh mà Corona mau đi đi, FECON xin luôn nhớ. Nắm chặt tay, và không cách xa
Cầm tấm vé trên tay Em bay đến nơi xa Sài Gòn đau lòng quá Toàn kỷ niệm chúng ta Phải đi xa đến đâu? Thời gian quên mất bao lâu? Để trái tim em bình yên như ngày đầu tiên	Mình sánh bước bên nhau. Đánh bay hết cô vi Việt Nam kiên cường nhé. Triệu triệu người vững tin Người FECON chúng ta. Cùng chung tay thắng cô vi Cuộc sống mai đây bình yên như ngày hôm qua
Mình đã từng hứa đi qua hết bao tháng trầm Cho đầu mai này về đâu vẫn luôn còn nhau Nào đâu ai biết sớm cách chia ly Nào đâu ai biết sớm vỡ tan tành Nhất từng mảnh vỡ xếp vào vali	Mình từng cố gắng đi qua nắng gió công trường Thành phố hay tận ngoài khơi vẫn luôn kề vai Ngày mai giống tổ có khó khăn nhiều. Lòng ta vẫn mãi vững trãi kiên cường Trọn từng lời hát, mãi người FECON
Cứ càng yêu, cứ càng đau Cứ càng quên rồi lại muốn đi thật nhiều Tokyo hay Seoul, Paris hay New York Đi càng xa, càng không thể quên	Cứ lạc quan, cứ cười lên. Giữ niềm tin rằng dịch sẽ nhanh xa rồi Corona mau đi đi, FECON xin luôn nhớ. Nắm chặt tay, và không cách xa.
Cầm tấm vé trên tay Em bay đến nơi xa Sài Gòn đau lòng quá	Mình sánh bước bên nhau. Đánh bay hết cô vi Việt Nam kiên cường nhé.
Toàn kỷ niệm chúng ta Phải đi xa đến đâu? Thời gian quên mất bao lâu? Để trái tim em bình yên như ngày đầu tiên	Triệu triệu người vững tin Người FECON chúng ta. Cùng chung tay thắng cô vi Cuộc sống mai đây bình yên như ngày hôm qua
Ngày tôi chưa từng biết tôi sẽ yêu em nhiều như thế này Để rồi khi ta cách xa tim này nát ra Ngày người chưa đến mang theo giấc mơ, rồi lại bỏ rơi lúc tôi đang chờ Chờ người đến dịu xoa tổn thương tôi đã từng	Rồi ngày mai tình giấc, ánh nắng lung linh trên khắp công trường. Để rồi ta băng hết qua quãng đường khó khăn. Ngày mình chiến thắng mang theo ước mơ, tìm lại niềm vui chúng ta đang chờ. Niềm vui đó dịu xoa tổn thương ta đã từng
Cầm tấm vé trên tay Anh bay đến nơi xa Sài Gòn đau lòng quá Toàn kỷ niệm chúng ta Phải đi xa đến đâu? Thời gian quên mất bao lâu? Để trái tim em bình yên như ngày đầu tiên	Mình sánh bước bên nhau. Đánh bay hết cô vi Việt Nam kiên cường nhé. Triệu triệu người vững tin Người FECON chúng ta. Cùng chung tay thắng cô vi Cuộc sống mai đây bình yên như ngày hôm qua
Phải đi xa đến đâu? Thời gian quên mất bao lâu? Để trái tim em bình yên như ngày đầu tiên	Người FECON chúng ta. Cùng chung tay thắng cô vi Cuộc sống mai đây bình yên như ngày hôm qua

Figure 6: FECON Vững Niềm Tin Lyrics

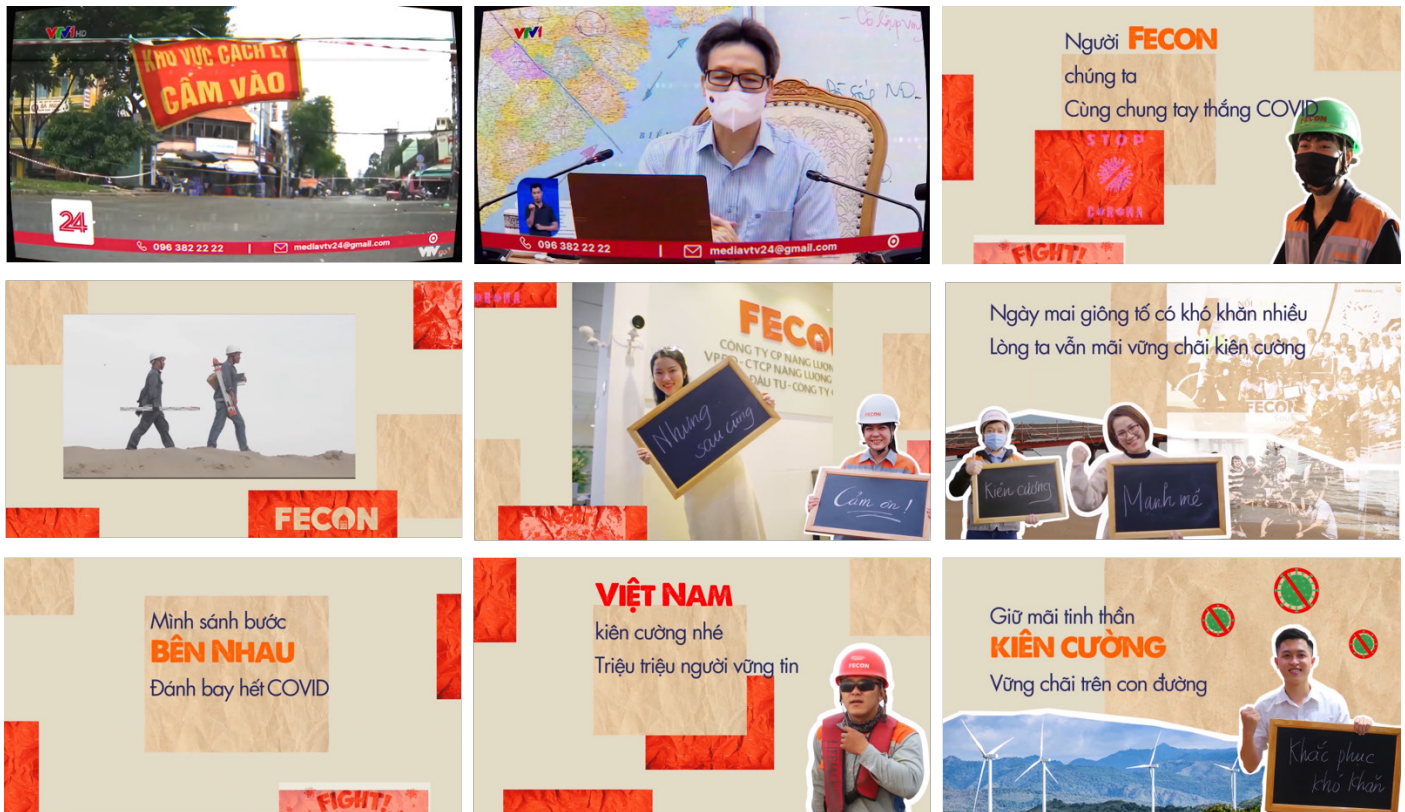


Figure 7: MV “FECON Vững Niềm Tin” on fanpage FECON Corporation



Figure 8: Some screens of MV “FECON Vững Niềm Tin”

5.2 VIDEO WEARING MASK

5.2.1 Idea

- Activities to support and encourage company employees to work together to overcome the difficult time of the COVID-19 pandemic.
- Through product to show the spirit of consensus not only in FECON's employees in particular but also in the solidarity of the Vietnamese nation in general.

5.2.2 Content

- **Format:** Short video TikTok
- **Content:** FECON staffs give each other masks to encourage the spirit of anti-epidemic
- **Detail post on facebook fanpage:**
 “Người FECON ở khắp mọi miền Tổ quốc luôn giữ vững tinh thần ĐỒNG T M - NHẤT TRÍ, quyết thắng đại dịch Covid19.
 #FECON #staytrongvietnam”

5.2.3 Target Audience

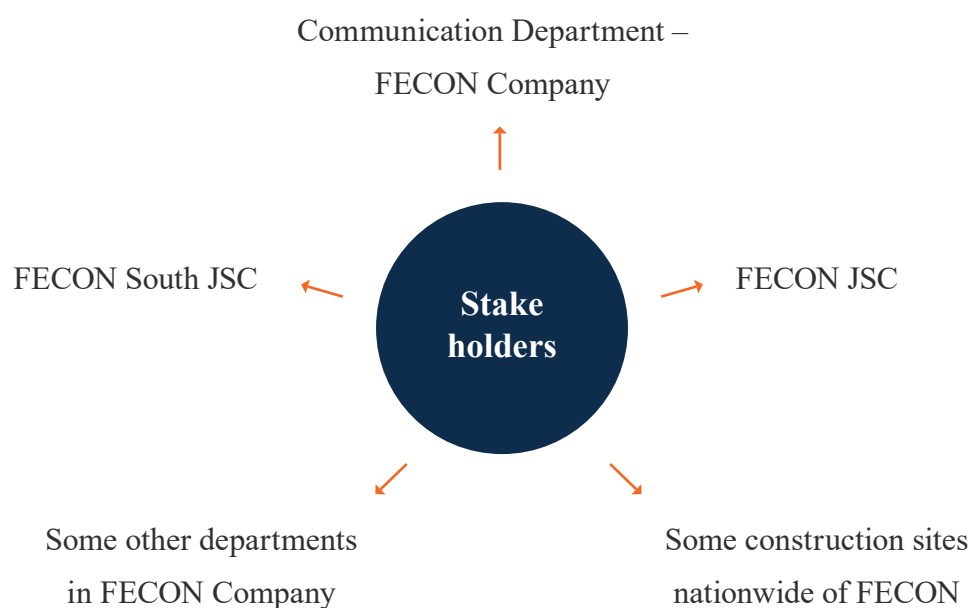
Target Audience	
Demographic	<ul style="list-style-type: none"> • Age: About 20-35 • Staff, workers, engineers at FECON. • Working at companies of FECON Corporation.
Behaviour	<ul style="list-style-type: none"> • Use social media regularly • Interested in news and events in the company
Communication Approach	<ul style="list-style-type: none"> • Tone: Sincere, reliable, motivating,... • Focus on social networking sites and communication channels • Activities aimed at creating awareness, providing information, sharing,...

Table 5.2.3: Target Audience of video Wearing mask

5.2.4 Human Resource

- Leader: 1 person.
- Editor: 1 person.
- Producer: 1 person.
- Staffs participating in video recording: 24 people.

5.2.5 Stakeholders



5.2.6 Media Selections

- Fanpage: FECON Corporation
- Group Facebook NGƯỜI FECON

5.2.7 Timeline

No.	Time	Work content	HR
1	25/7	Receive brief from leader.	All
		Brainstorm and discuss	All
		Agree on implementation content	All
2	26/7 -27/7	Inviting everyone to join.	Producer
		A how-to guide for everyone	Producer

No.	Time	Work content	HR
3	28/7-29/7	Compilation of videos people send	Producer
		Edit video according to content	Editor
		Approve video	Leader
4	30/7	Release video on Fanpage FECON Corporation	Producer

Table 5.2.7: Timeline of video Wearing mask

5.2.8 Result

Categories	Unit	KPI	Reality
Number of people reaching video on fanpage FECON Corporationon fanpage FECON Corporation.	Account	700-710	845-850
Number of people who agreed to participate in the video recording	Person	7-10	24
People who liked the video on the FECON Corporation fanpage	Like	50-60	60
The person who interacts with the video on the FECON Corporation fanpage	Account	50-60	51
Views of video on fanpage FECON Corporation	View	400-500	503
The number of people accessing the clip in the NGƯỜI FECON	Account	70-80	693
The number of people who interacted with the clip in the NGƯỜI FECON	Account	50-60	75

Table 5.2.8: Result of video Wearing mask

5.2.9 Risk

Risk	Level	Reducing method	Handling method
Lack of personnel to shoot video.	Medium	Choose people in neighboring departments, closer to you.	Rely on relationships within the company to call for more people to join
The video didn't gain much attention from people.	Low	Combine multiple communication channels in the company to share.	Tag people directly in the post. Call people to interact directly in the video

Risk	Level	Reducing method	Handling method
Affected by the epidemic don't shoot at the company.	Medium	Contact people who work on the company during the epidemic	Switch to self-recording at home, at work site.

Table 5.2.9: Risks when producing video wearing mask

5.2.10 Evaluation

Based on the evaluation KPI results table, we have the following comment:

POSITIVE POINTS

- The number of people reaching, interacting and liking the clip on the Fanpage of FECON Corporation has reached the expected KPI.
- The product is supported by everyone in the fight against the epidemic together.
- Calling for many employees from all over the country to film the clip.
- The views and reach in the FECON PEOPLE Group are interested and interacted by a lot of people.

NEGATIVE POINTS

- Due to the impact of the epidemic, there are not enough facilities to shoot better quality. Everyone shoots themselves with a variety of phones, so the video quality is not uniform.
- Actual implementation time is a few days behind schedule due to the need for many employees in many places to film and synthesize

5.2.11 Media Production



Figure 9: Video Wearing mask on Fanpage FECON Corporation



Figure 10: Some screens of Video Wearing mask

5.3. FACEBOOK AVATAR FRAME

5.3.1 Idea

- This is an activity within FECON's internal communication campaign to send positive energies and encourage each other to try to overcome the COVID-19 pandemic together.
- Increase the recognition of "FECON people" on social networking sites, to show consensus, solidarity and fire for each other. This is also a word of encouragement to all Vietnamese people during the epidemic.

5.3.2 Human Resource

- **Leader:** 1 person.
- **Content:** 1 person.
- **Designer:** 1 person

5.3.2 Content

- **Format:** Facebook avatar frame
- **Design Meaning:**
 - Main colors: orange - FECON's signature color, red: the color on the Vietnamese flag.
 - The FECON logo is at the top. The image of the Vietnamese flag is designed as if it is flying, showing indomitable and strong.
 - The words "Stay Strong Vietnam" are inside the flag, this is a very famous slogan since the COVID-19 pandemic broke out in Vietnam.
 - The diagonal stripes from the avatar are like the sun, never surrendering to difficulties. The cross-shaped motif stands right behind the flag: as a tribute to the medical teams, the people on the front lines, silently, not afraid of difficulties, behind the health and safety of millions of people. Vietnam during this epidemic.
- **Content of the post on Facebook:** Poetry, with a link to quickly change the avatar frame with the hashtags #FECON and #StaystrongVietnam.
- **Post detail:**

“Việt Nam anh dũng kiên cường
Thời xưa bom đạn chiến trường gian nan
Không để nước mất nhà tan
Cùng nhau chung sức, Bắc - Nam sum vầy
Giờ đây giặc Vít (Covid) bủa vây
Việt Nam đoàn kết đánh bay “kẻ thù”

Link thay frame avatar: <https://www.facebook.com/profilepicframes/>

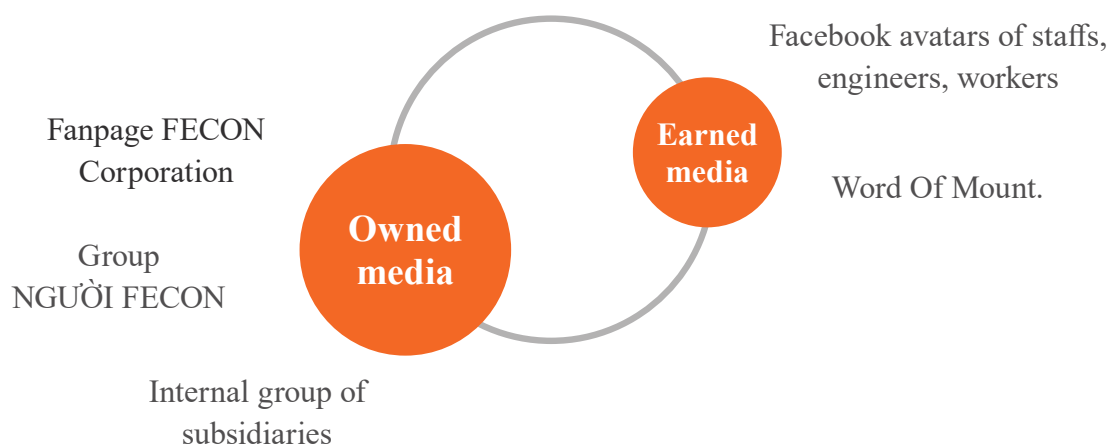
#FECON #StaystrongVietnam”

5.3.4 Target Audience

Target Audience	
Demographic	<ul style="list-style-type: none"> • Age: About 20 - 40. • Staff, engineers, workers, interns in FECON. • Working at companies under FECON JSC.
Behaviour	<ul style="list-style-type: none"> • People who tend to be active on social networks. Often follow and respond to movements. • Those who are extroverted, have a need to share and spread positive energy to the people around them.
Communication Approach	<ul style="list-style-type: none"> • Tone of voice: Serious, close, sincere, reliable and attractive. • Key Hook: strong focus on social networking sites, newspapers and some offline communication channels (OOH). • Articles calling for action, providing information, knowledge and experience.

Table 5.3.4: Target Audience of avatar frame installation

5.3.5 Media Selections



5.3.6 Timeline

The activity of FECON employees to frame Facebook avatars is expected to last for 3-4 weeks, or until the 4th wave of COVID-19 epidemic in Vietnam subsides.

No.	Time	Type of work	Work content	HR
1	20/7-21/7	Brief	Receive brief from leader	All
			Discuss and present ideas	All
2	22/7-25/7	Preparing	Frame design	Designer
			Prepare content for the post.	Content
3	25/7-27/7	Preparing	Design editing.	Designer
			Edit post content	Content
			Approve design and content	Leader
4	28/7	Production	Post a call to change the avatar frame on Fanpage	Fanpage management
			Post to the NGUỖI FECON group	Content
			Post to the group of member companies of FECON	Content
5	30/7	Production	Change avatar Fanpage FECON Corporation	Fanpage management
			Seeding in posts, changed avatars of company members	All
6	1/8 - 8/8	Publication	Post a reminder in the NGUỖI FECON group	Content
			Post a reminder in the group of member companies of FECON.	Content
			Continue seeding and calling in many forms.	All

Table 5.3.6: Timeline of avatar frame installation activity

5.3.7 Results

Categories	Unit	KPI	Reality
People reaching activity on fanpage FECON Corporation	Account	700-750	895-900
The number of people interacting with the post on fanpage FECON Corporation	Interaction	50-60	80-85
Reach the post in the NGUỖI FECON group	Reach	400-450	575-580
Interact posts in the FECON PEOPLE group	Interaction	30-40	30-35

Table 5.3.7: Result of avatar frame installation activity

5.3.8 Risk

Risk	Level	Reducing method	Handling method
The number of participants is not high	Medium	Increase calling posts on internal groups, continue seeding on Facebook, and promote word of mouth by personal appeal	Work with other department heads and project leaders in the company to call on employees of different departments to do the same
The number of people interacting on posts is low	Low	Promote the sharing of articles, call the fanpage of member companies to help share the post	Contact senior officials, managers of departments, project leaders to call employees to participate.
The number of people reaching is not high	Low	Calling people by seeding and Facebook tag	Increase link sharing of articles in internal groups of the company

Table 5.3.8: Risk of avatar frame installation activity

5.3.9 Evaluation

We held online chats with some employees and engineers of FECON about the Facebook avatar frame hanging (*Regarding the security and privacy required by the review participants, so interview details and the information of those people will not be disclosed*)

Criteria	General comment
What do you think about our avatar frame design?	<ul style="list-style-type: none"> Some people commented on the eye-catching frame design and outstanding colors. However, some people find the design not really unique. Some people want the FECON logo to stand out even more.
Do you clearly understand the message we want to convey in this activity?	<ul style="list-style-type: none"> Most people clearly understand the message conveyed through this activity. A small number of people (about 15%) reported that it was easy to misinterpret another message
How do you feel about organizing an activity to call for company employees to hang avatar frames like this?	<ul style="list-style-type: none"> Most people enjoy this kind of activity. Few people answered that they do not like such activities, just to have a movement with their colleagues.
Do you have any comments on this activity?	<ul style="list-style-type: none"> Many people said that this is a very good activity because it helps people in FECON easily recognize each other on social networks. This activity helps some participants feel more responsible to the company and the community.

Criteria	General comment
	<ul style="list-style-type: none"> Besides, a few people answered that this activity made them able to share and show their pride in being an employee of FECON. However, there are some opinions that the frequency of activities like this is a bit too much because not long ago the company had an activity to frame the FECON birthday event avatar. In addition, there is an opinion that this activity is a bit too colorful and not really necessary.
Do you have any suggestions for such activities in the future?	<ul style="list-style-type: none"> There should be more activities on social networks like this to have more opportunities for bonding among FECON colleagues working in many projects in different provinces. It is necessary to strengthen the communication activities calling for more people to participate. There should be personal tasks such as sending email calling or asking department heads and department heads to call on employees to participate. Launching the movement should announce the plan in advance so that many people do not miss the information and cannot join.

* The responses above are based on online conversations with FECON employees, not a survey.

** The number of interviewees is not all of those who have participated in the activity and there are also some people who have not participated in the activities who were also selected to be interviewed.

Table 5.3.9: Summary feedback on avatar frame installation activity of some company employees by Focus group method.

5.3.10 Media production



Figure 11: Facebook post of FECON avatar framing activity

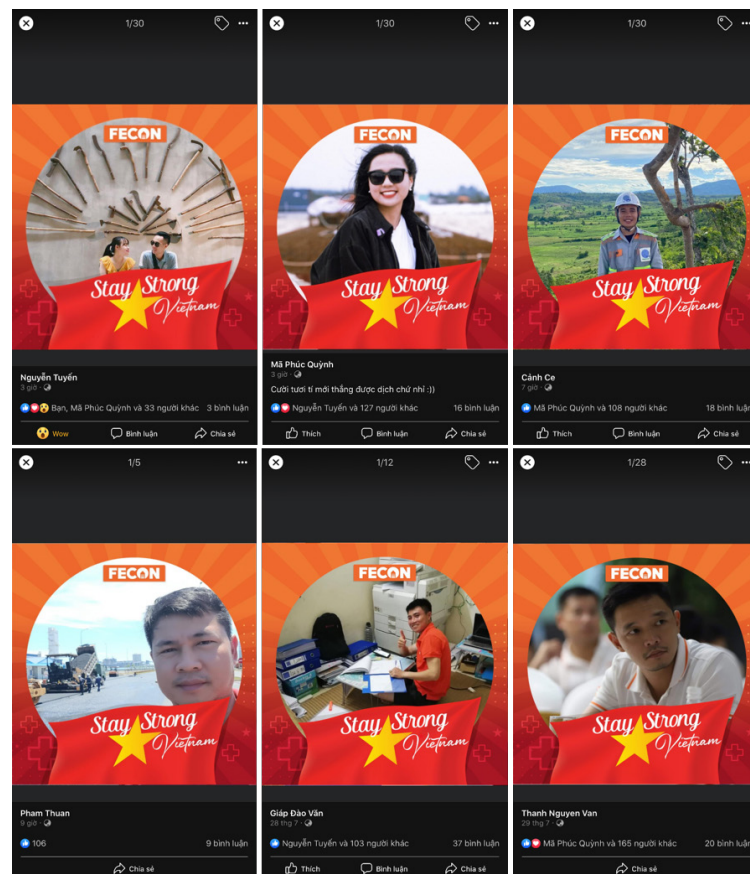


Figure 12: Some staffs, engineers and workers used frame avatar FECON

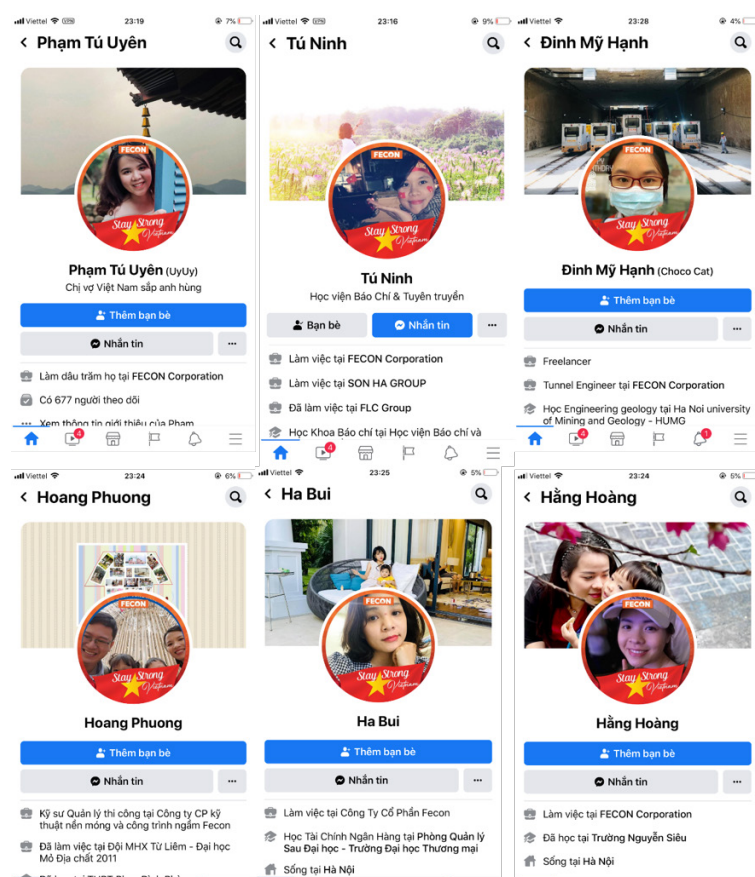


Figure 13: Facebook of FECON employees after using the avatar frame

5.4 IMAGE STORY

5.4.1 Idea

The product tells about a working day of employees and engineers at FECON. Through the images, people can better understand their work and daily life.

5.4.2 Human Resource

- **Leader:** 1 person
- **Content:** 2 people
- **Designer:** 1 person
- **Photographer:** 2 people
- **Character selection:**
 - Quality Assurance Engineer at B&T Quang Binh project: 1 person
 - FECON receptionist: 3 people
- **Producer:** 1 person

5.4.3 Target Audience

Target Audience	
Demographic	<ul style="list-style-type: none"> • Age: About 20 - 40. • Staff, engineers, workers, interns in FECON. • Working at companies under FECON JSC
Behaviour	<ul style="list-style-type: none"> • Use social media regularly. • Interested in news and events in the company. • Interested in stories about colleagues, companies, etc
Communication Approach	<ul style="list-style-type: none"> • Tone of voice: Sincere, trustworthy, inspirational,... • Focus on social networking sites, websites related to FECON group. • Like practical content, share experiences.

Table 5.4.3: Target Audience of “IMAGE STORY”

5.4.4 Stakeholders



5.4.5 Content

5.4.5.1 A day of quality assurance engineer at B&T Quang Binh wind power project

- **Format:** A series of photos articles.
- **Post content:** Talk about a day's work and life of a quality assurance engineer at the B&T Quang Binh wind power project site.
- **Post details:**

“Nhân viên kỹ sư chất lượng:

[IMAGE STORY] MỘT NGÀY CỦA KỸ SƯ CHẤT LƯỢNG TẠI CÔNG TRƯỜNG ĐIỆN GIÓ TRÊN BỜ

Nếu bạn hỏi ngày nào là bận nhất? Thì đó có thể là... ngày thứ Bảy, Chủ Nhật, Ngày nghỉ lễ hay...1 ngày của Kỹ sư chất lượng (QC) trên công trường điện gió B&T Quảng Bình. Mở mắt là 6h30 sáng, chớp mắt là 11h đêm. Trên tay hiếm khi hiếm khi rời điện thoại còn điện thoại hiếm khi nào không rung lên những thông báo, tin nhắn, email và cuộc gọi ...

Hãy cùng xem một ngày của Kỹ sư chất lượng trên công trường điện gió, họ sẽ làm những gì, bước chân của họ tắt bật trên những dải cát trắng của vùng đất ven biển Quảng Bình ra sao trong số Image story lần này nhé!”

5.4.5.2 A day of FECON receptionists

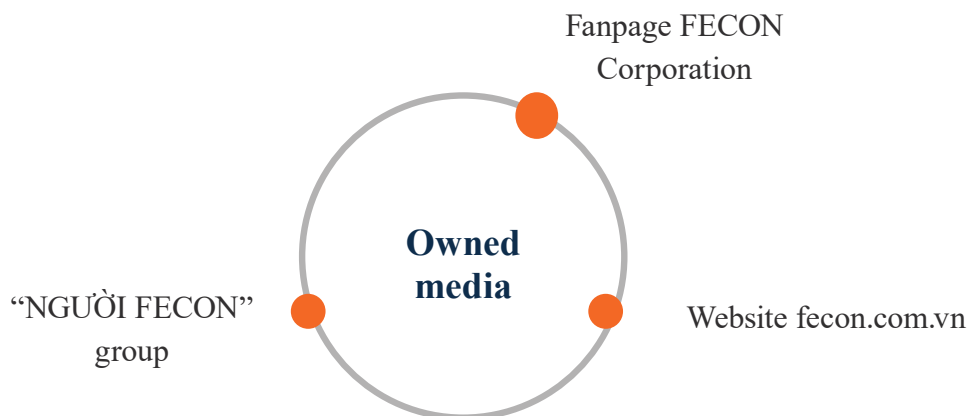
- **Format:** A series of photos articles.
- **Post content:** Talk about the daily work on the company of the front desk girls. Even the smallest jobs are carefully taken care of by the front desk girls.
- **Post details:**

“[IMAGE STORY] KHÁM PHÁ MỘT NGÀY LÀM VIỆC CỦA NHỮNG CÔ GÁI LỄ T N FECON

Đi sớm, trực muộn và chăm chút cho văn phòng là công việc thường ngày của những cô gái lễ tân FECON. Họ là người đầu tiên mà chúng ta tiếp xúc khi đến văn phòng. Khi cần cấp đồ bảo hộ, đặt vé máy bay, 5S văn phòng, sửa máy photo, máy in,... cũng đều do các cô nàng “trợ thủ hành chính” này điều phối. Và những công việc nhỏ bé ấy đang được các cô gái vừa xinh vừa đảm này nghiêm túc hỗ trợ các anh chị em mỗi ngày.

#FECON #letan”

5.4.6 Media Selection



5.4.7 Timeline

A day of a quality engineer at the B&T Wind Power site				
No.	Time	Type of work	Work content	HR
1	11/6	Brief	Receive brief from leader	All
			Brainstorm and discuss	All
			Select production ideas	All

No.	Time	Type of work	Work content	HR
2	12/6-14/6	Preparing	Choose main character of product	Content
			Write a script	Content
3	15/6-16/6	Preparing	Contact selected character	Producer
			Create a photography plan	Producer
			Contact project manager, book hotel and bus ticket	Producer
4	18/6	Transfer	Moving to Quang Binh	Producer, Photographer
5	19/6	Preparing	Meet the characters and test the construction site	Producer, Photographer
6	21/6-22/6	Production	Take a picture of the character.	Photographer
			Additional information about the project	Producer
7	23/6	Transfer	Come back to Ha Noi	Producer, Photographer
8	24/6 - 26/6	Production	Design templates and edit photos	Designer
			Create content for photos	Content
			Prepare content for the post	Content
9	28/6	Approval	Approve product	Leader
10	29/6-2/7	Publication	Post to NGUỒI FECON group	Producer
			Released on Fanpage FECON Corporation	Producer
			Released on website fecon.com.vn	Producer

Table 5.4.7.1: Production timeline of “A day of a quality engineer at the B&T Wind Power site”

A day of FECON receptionists				
No.	Time	Type of work	Work content	HR
1	17/7-19/7	Brief	Receive brief from leader	All
			Brainstorm and discuss	All
			Select production ideas	All
2	20/7	Preparing	Contact selected character	Producer
			Write a script	Content

No.	Time	Type of work	Work content	HR
3	21/7-22/7	Preparing	Prepare the room	Producer
			Create a photography plan	Producer
			Meet the characters and test rooms	Producer
4	23/7-24/7	Production	Take a picture of the character	Photographer
			Additional information about the jobs	Producer
5	26/7-28/7	Production	Design templates and edit photos	Designer
			Create content for photos	Content
			Prepare content for the post	Content
6	29/7	Approval	Approve product	Leader
7	30/7	Publication	Post to NGƯỜI FECON group	Producer
			Released on Fanpage FECON Corporation	Producer
			Released on website fecon.com.vn	Producer

Table 5.4.7.2: Production timeline of “A day of FECON receptionists”

5.4.8 Cost

No.	Categories	Quantity	Unit price (Unit: VND)	Amount (Unit: VND)
1	Cost of hotels in Quang Binh	4 days	350.000	1.400.000
2	Vehicles to the construction site	6 times	50.000	300.000
3	Cost of meal	4 days	100.000	400.000
4	Ticket of passenger car	4 tickets	250.000	1.000.000
5	Logistics costs		300.000	300.000
Total: 3.400.000 VND				

Table 5.4.8: Production cost of Image Story

5.4.9 Result

A day of a quality engineer at the B&T Wind Power site			
Categories	Unit	KPI	Reality
The number of people who reached the article on fanpage FECON Corporation.	Reach	4500-5000	5080
People who interact with posts on fanpage FECON Corporation.	Interaction	200-250	379

Categories	Unit	KPI	Reality
Article views on the FECON website	View	400-500	1169
The number of people who reached the post in the NGƯỜI FECON group	Reach	400-500	846
The number of people who interacted with the post in NGƯỜI FECON group	Interaction	100-110	84

Table 5.4.9.1: Result of “A day of a quality engineer at the B&T Wind Power site”

A day of FECON receptionists			
Categories	Unit	KPI	Reality
The number of people who reached the article on fanpage FECON Corporation	Reach	1500-1550	1140
People who interact with posts on fanpage FECON Corporation	Interaction	50-60	55-60
Article views on the FECON website	View	400-500	134
The number of people who reached the post in the NGƯỜI FECON group	Reach	400-500	783
The number of people who interacted with the post in NGƯỜI FECON group	Interaction	90-100	169

Table 5.4.9.2: Result of “A day of FECON receptionists”

5.4.10 Risk

Risk	Level	Reducing method	Handling method
The number of people reaching the articles is low	Medium	Use a variety of media	Calling people, sharing articles, links on the company’s fan-page, group and website
The number of people interacting with the articles is not high.	Medium	Calling people to increase interaction, share articles.	Increase sharing of articles on the company’s social media
Affected by the epidemic, there are no characters to take pictures.	Medium	Contact the character in advance to schedule an appointment.	Change the production schedule in line with the character’s work schedule at the company.

Risk	Level	Reducing method	Handling method
Accident on construction site while working	High	Equipped with full protective gear when going to the construction site. Plan where to go and what protective gear is needed	Talk to the site manager about equipment, protective gear when on the job site, and safe places to work
Bad weather conditions make it impossible to take pictures outdoors	Medium	Arrange to take photos of indoor scenes first	Change the production schedule until the weather is right
Can't find the main character	Medium	Make some back-up plans so that changes can be made in time	Contact the manager in advance to choose and arrange suitable characters
Equipment is not enough to take pictures	Low	Make a list of equipment to use	Contact to rent the missing equipment

Table 5.4.10: Risks when producing Image Story

5.4.11 Evaluation

Based on the evaluation KPI results table, we have the following comment:

POSITIVE POINTS

- The number of people reaching, interacting and liking to articles on Fanpage FECON Corporation is higher than the expected KPI.
- Views of the article *"A day of a quality engineer at the B&T Wind Power site"* on FECON's website were much higher than expected.
- The views and reach in the "NGƯỜI FECON" Group are interested and interacted by a lot of people.

NEGATIVE POINTS

- However, the views of the article "A day of FECON receptionists" on the company's website are quite low, much lower than the KPI.
- Internal communication is still weak, not calling for the sharing of the whole company, but only in some departments working directly with the communication department.
- The communication during the epidemic period was greatly affected by other information, so there were many limitations, leading to a low number of reach and views on the company's website.

5.4.12 Media Production



Figure 14: “A day of a quality engineer at the B&T Wind Power site” on Facebook.



Figure 15: Cover of “A day of a quality engineer at the B&T Wind Power site”

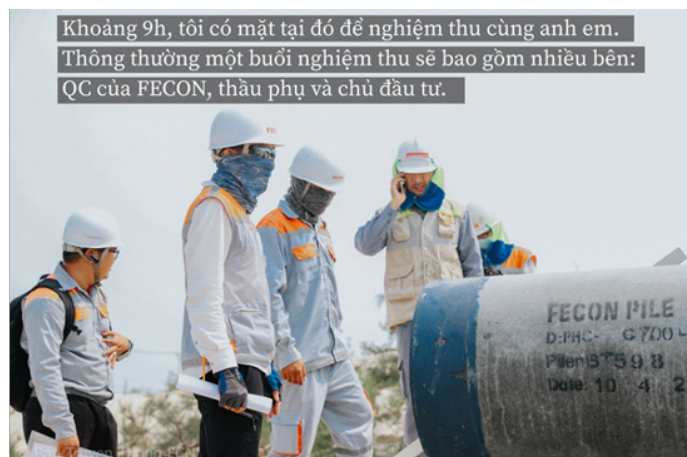
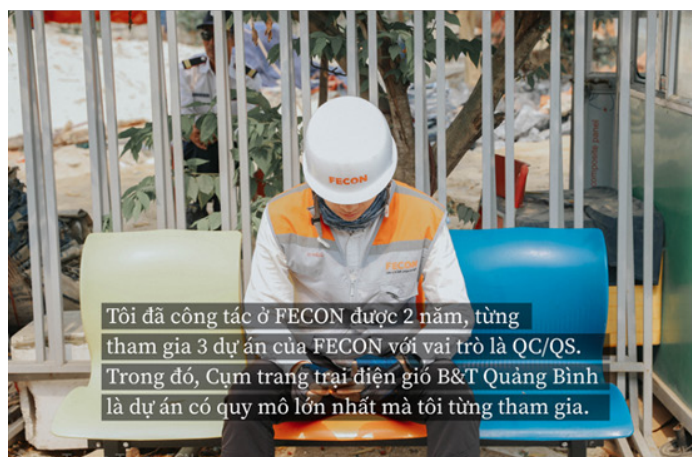


Figure 16: Some images of “A day of a quality engineer at the B&T Wind Power site”



Figure 17: “A day of a quality engineer at the B&T Wind Power site” on Facebook.



Figure 18: Cover of “A day of FECON receptionists”



Figure 19: Some images of “A day of FECON receptionists”

5.5 FECON NEWS PRODUCTION

This is a regular job of the FECON Communication Department with the main task of providing news and information about the company's activities, achievements, latest changes in working, labor and development situation. Ensure employees, engineers, workers, partners, customers, the press and all citizens can fully understand the activities of FECON Company.

Products under “FECON News” will include many products and be conveyed through different forms.

5.5.1 News articles

5.5.1.1 Human Resource

- **Leader:** 1 person
- **Analysis news and report:** 1 person
- **Press release:** 1 person
- **Media management:** 1 person
- **Translator:** 1 person

5.5.1.2 Target Audience

Target Audience	
Demographic	<ul style="list-style-type: none">• Age: About 24 - 50.• The target audience is mainly men.• Most of them are working at FECON companies. Some are partners, customers of FECON.• May be working in construction, geology, energy, real estate and similar occupations
Behaviour	<ul style="list-style-type: none">• Use social media regularly.• Habit of reading daily news on online newspapers, Facebook and similar media channels.• Pay attention to social news.• Those who tend to actively update the news according to their own interests.
Communication Approach	<ul style="list-style-type: none">• Tone of voice: Serious, close, sincere, reliable, concise, simple.• Key Hook: strong focus on social networking sites and newspapers.• The articles provide information, experience, data and domestic development situation, with the appearance of experts.

Table 5.5.1.2: Target Audience of News Articles

5.5.1.3 Article 1: “How is the key traffic project in Hanoi constructed during the epidemic season?”

5.5.1.3.a Content

- **Format:** articles, photos, press releases.
- **Main content:** Le Van Luong tunnel project - FECON Company as one of the main contractors, is considered by the Hanoi People’s Committee as a key traffic project and licensed for construction during the social distancing period.

5.5.1.3.b Stakeholders

- FECON JSC.
- Communication Department - FECON Company.
- Legal Department - FECON Company.
- Transportation Infrastructure Department - FECON Company.
- The management department of “Le Van Luong tunnel project”.
- Project manager “Le Van Luong Tunnel” of FECON Company.
- Some other departments in FECON Company.
- Some subsidiaries of FECON.

5.5.1.3.c Media Selections

OWNED MEDIA

- “NGƯỜI FECON” group
- Website: fecon.com.vn
- Cover letter
- Email for registered users.

EARNED MEDIA

- Editorial:
 - Tien Phong Online
 - Lao Dong Online
 - Dan Viet News
 - Nguoi Dong Hanh News
 - Vietnam Plus
 - Doanh Nghiep & Tiep Thi Magazine

- Bao Moi News
- Dan Toc & Phat Trien News
- Cong Ly News
- Nhan Dan Online
- Kinh Te & Do Thi News

- Word of mouth

No.	Channel	Published Date	Titles and Links
1	Tien Phong Online	31/07/2021 11:23	Dự án giao thông trọng điểm Hà Nội thi công như thế nào trong mùa dịch?
			https://tienphong.vn/du-an-giao-thong-trong-diem-ha-noi-thi-cong-nhu-the-nao-trong-mua-dich-post1361077.tpo
2	Lao Dong Online	07/08/2021 13:13	Công nhân đội nặng gấp rút thi công hầm chui Lê Văn Lương, cầu Vĩnh Tuy 2
			https://laodong.vn/photo/cong-nhan-doi-nang-gap-rut-thi-cong-ham-chui-le-van-luong-cau-vinh-tuy-2-939351.lao
3	Dan Viet News	03/08/2021 09:21	Hỏi hà trên công trường hầm chui trọng điểm, trị giá gần 700 tỷ của Hà Nội
			https://danviet.vn/hoi-ha-tren-cong-truong-ham-chui-trong-diem-tri-gia-gan-700-ty-cua-ha-noi-20210731115225755.htm
4	Nguoi Dong Hanh News	27/07/2021 11:29	6 công trình giao thông trọng điểm được thi công khi Hà Nội giãn cách xã hội toàn thành phố
			https://ndh.vn/thoi-su/6-cong-trinh-giao-thong-trong-diem-duoc-thi-cong-khi-ha-noi-gian-cach-xa-hoi-toan-thanh-pho-1296175.html
5	Vietnam Plus	26/07/2021 19:19	Kiến nghị cho thi công 6 dự án trọng điểm giữa giãn cách xã hội
			https://www.vietnamplus.vn/kiem-nghi-cho-thi-cong-6-du-an-trong-diem-giua-gian-cach-xa-hoi/729373.vnp
6	Dan Viet News	28/07/2021 14:02	Vì sao Hà Nội giãn cách xã hội, 6 dự án giao thông vẫn thi công?
			https://danviet.vn/vi-sao-ha-noi-gian-cach-xa-hoi-6-du-an-giao-thong-van-thi-cong-2021072811414206.htm
7	Doanh Nghiep & Tiep Thi Magazine	27/07/2021 09:14	6 công trình được thi công trong thời gian giãn cách ở Hà Nội
			https://doanhnghieptiepthi.vn/6-cong-trinh-duoc-thi-cong-trong-thoi-gian-gian-cach-o-ha-noi-16121072622341092.htm

No.	Channel	Published Date	Titles and Links
8	Bao Moi News	31/07/2021 11:23	Dự án giao thông trọng điểm Hà Nội thi công như thế nào trong mùa dịch?
			https://baomoi.com/du-an-giao-thong-trong-diem-ha-noi-thi-cong-nhu-the-nao-trong-mua-dich/c/39713511.epi
9	Dan Toc & Phat Trien News	27/07/2021 10:44	6 công trình được thi công trong thời gian giãn cách xã hội ở Hà Nội
			https://congly.vn/6-cong-trinh-duoc-thi-cong-trong-thoi-gian-gian-cach-o-ha-noi-192177.html
10	Cong Ly News	27/07/2021 14:53	6 công trình được thi công trong thời gian giãn cách xã hội ở Hà Nội
			https://congly.vn/6-cong-trinh-duoc-thi-cong-trong-thoi-gian-gian-cach-o-ha-noi-192177.html
11	Nhan Dan Online	04/08/2021 04:37	Nỗ lực phòng, chống Covid-19 để sản xuất, thi công an toàn
			https://nhandan.vn/tin-tuc-xa-hoi/-no-luc-phong-chong-covid-19-de-san-xuat-thi-cong-an-toan-658229/
12	Kinh Te & Do Thi News	27/07/2021 11:38	Hà Nội: 6 công trình trọng điểm được thi công trong thời gian giãn cách
			https://kinhtedothi.vn/ha-noi-6-cong-trinh-trong-diem-duoc-thi-cong-trong-thoi-gian-gian-cach-428775.html

Table 5.5.1.3: Newspaper channels list of Article 1 with titles and links

5.5.1.4 Article 2: “FECON reported profit in the 6 months of 2021 increased 39,8% over the same period thanks to Wind Power projects”

5.5.1.4.a Content

- **Format:** articles, photos, press releases.
- **Main content:** Despite the double impact of the COVID-19 pandemic and the price of construction materials, the financial position of FECON JSC is still growing compared to the same period last year thanks to the positive contribution of Wind Power projects where the company acts as the general

5.5.1.4.b Stakeholders

- Board of Directors of FECON JSC.
- Communication Department - FECON Company.
- Finance and Accounting Department - FECON Company.
- Industrial Construction Board - FECON Company.

- Investor of Wind Power projects.
- Management Board of wind power projects of FECON.
- Some other departments in FECON Company.
- Some subsidiaries of FECON.

5.5.1.3.c Media Selections

OWNED MEDIA

- Facebook:
 - Fanpage: FECON Corporation.
 - “NGƯỜI FECON” group.
- Website: fecon.com.vn
- Cover letter.
- Email for registered users.

EARNED MEDIA

- Editorial:
 - CafeF.vn
 - Bao Xay Dung Online
 - VIETSTOCK News
 - Doanh Nghiep & Hoi Nhap Magazine
 - Stockbiz.vn
 - Doanh Nhan & Phap Luat News
 - Vietnam Finance Magazine
- Word of mouth

No.	Channel	Published Date	Titles and Links
1	CafeF.vn	02/08/2021 10:53	<p>Fecon (FCN) báo lãi 6 tháng đầu năm 2021 tăng 39% nhờ các dự án điện gió</p> <p>https://cafef.vn/fecon-fcn-bao-lai-6-thang-dau-nam-2021-tang-39-nho-cac-du-an-dien-gio-20210802103610096.chn</p>
2	Dan Toc & Phat Trien News	02/08/2021 14:55	<p>FECON báo lãi 6 tháng đầu năm 2021 tăng 39% so với cùng kỳ nhờ các dự án điện gió</p> <p>https://baoxaydung.com.vn/fecon-bao-lai-6-thang-dau-nam-2021-tang-389-so-voi-cung-ky-nho-cac-du-an-dien-gio-311329.html</p>

No.	Channel	Published Date	Titles and Links
3	VIETSTOCK News	02/08/2021 16:14	FECON báo lãi 6 tháng đầu năm 2021 gần 50 tỷ đồng
			https://vietstock.vn/2021/08/fecon-bao-lai-6-thang-dau-nam-2021-gan-50-ty-dong-737-882210.htm
4	Doanh Nghiệp & Hội Nhập Magazine	02/08/2021 17:10	Lãi ròng 6 tháng đầu năm của FECON tăng 72% so với cùng kỳ
			https://doanhnghiephoinhap.vn/lai-rong-6-thang-dau-nam-cua-fecon-tang-72-so-voi-cung-ky.html
5	Stockbiz.vn	03/08/2021 11:02	FCN: FECON cải thiện lợi nhuận từ các dự án điện gió
			https://www.stockbiz.vn/News/2021/8/3/989878/fcn-fecon-cai-thien-loi-nhuan-nho-cac-du-an-dien-gio.aspx
6	Doanh Nhân & Pháp Luật News	03/08/2021 15:02	Nhờ điện gió, FECON tăng lãi gần 40% so với cùng kỳ
			https://doanhnhan.vn/nho-dien-gio-fecon-tang-lai-gan-40-so-voi-cung-ky-42134.html
7	Doanh Nhân & Pháp Luật News	03/08/2021 15:02	FECON báo lãi bán niên tăng 39% so với cùng kỳ nhờ các dự án điện gió
			https://vietnamfinance.vn/fecon-bao-lai-ban-nien-tang-39-so-voi-cung-ky-nho-cac-du-an-dien-gio-20180504224256692.htm

Table 5.5.1.4: Newspaper channels list of Article 2 with titles and links

5.5.1.5 Results

Categories	KPI	Reality
The total of views on website	100-130	160-170
Reach the post in the NGƯỜI FECON group	400-450	580-600
The number of post interactions on the Group NGƯỜI FECON.	35-40	50-55
Visits articles in newspapers	700-800	950-1000
Interactions on articles	100-110	50-60

Table 5.5.1.5.1: Result of article No.1

Categories	KPI	Reality
The total of views on website	100-130	380-400
Reach the post on Facebook	400-450	650-700
The number of post interactions on Facebook	40-50	55-60
Reach the post in the NGUỒI FECON group	400-450	680-700
The number of post interactions on the Group NGUỒI FECON	35-40	75-80
Visits articles in newspapers	450-500	850-870
Interactions on articlesFECON	100-110	160-170

Table 5.5.1.5.2: Result of article No.2

5.5.1.6 Risks

Risk	Level	Reducing method	Handling method
The number of newspapers reporting is not much.	Medium	Send Press Releases to more newspapers to increase coverage	Choose familiar newspapers or take advantage of personal relationships to work, solve problems
The number of people viewing the article on the website is not much	Low	Promote the sharing of articles, call the fanpage of member companies to help share the post	Share to internal groups to reach more people
Newspapers and fanpages appear to give bad and untrue information about what they have provided.	High	Contact that newspaper, fanpage, request to correct the information according to the truth	Contact a lawyer or authorities to clarify the matter if the matter becomes more serious
Data provided from incorrect sources	Medium	Review the data, send corrections to the parties	Work directly with relevant units and departments to directly collect data more accurately
Data and documents provided are missing	Low	Research on materials to supplement	Directly contact relevant departments for additional information
Press release sent to few newspapers	Low	Divide people to send to each newspaper topic	Make a list of media channels with clear contact information

5.5.1.7 Timeline

Channel	July, 2021											August, 2021						
	22	23	24	25	26	27	28	29	30	31	01	02	03	04	05	06	07	
TCBC																		
Newspaper																		
Group Facebook																		
Website																		
Cover letter																		
Emails																		



Preparing



Sent



Published

Table 5.5.1.7.1: Timeline released of Article No.1

Channel	July, 2021									August, 2021						
	27	28	29	30	31	01	02	03	04	05	06	07	08	09	10	11
TCBC																
Newspaper																
Fanpage Facebook																
Group Facebook																
Website																
Cover letter																
Emails																



Preparing



Sent



Published

Table 5.5.1.7.2: Timeline released of Article No.2

5.5.1.8 Media productions



Dự án giao thông trọng điểm Hà Nội thi công như thế nào trong mùa dịch?

Dự án xây dựng hầm chui Lê Văn Lương là 1 trong 6 dự án giao thông trọng điểm được UBND TP Hà Nội cấp phép cho thi công trong đợt giãn cách xã hội lần này. Công trình đang được khẩn trương thi công, công nhân được chia ba ca thi công ngày đêm, công tác ngăn ngừa dịch COVID-19 được siết chặt.

Dự án xây dựng hầm chui Lê Văn Lương được khởi công từ tháng 10/2020, với tổng mức đầu tư gần 700 tỉ đồng, dự kiến hoàn thành trong 18 tháng.

Hầm chui được xây dựng trục thông hướng đường Lê Văn Lương, đi ngầm qua nút giao Khuất Duy Tiến – Tố Hữu, có tổng chiều dài hầm và gờ chắn hai đầu là 475m.

Ghi nhận của phóng viên báo Tiền Phong ngày 31/7, trên công trình thi công hầm chui Lê Văn Lương các công nhân đang khẩn trương thi công và đều thực hiện đầy đủ việc đeo khẩu trang để phòng tránh dịch COVID-19.

Phần cống ngầm trên đường Lê Văn Lương hướng về phía đường Tố Hữu đã được thi công xong và đang trong giai đoạn hoàn thiện mặt đường.

Công nhân của nhà thầu vẫn đang hối hả thi công, đẩy nhanh tiến độ.

Công trường thi công hầm chui hiện đang triển khai 3 mũi thi công, với 38 cán bộ, công nhân hoạt động ngày đêm.

Dự án xây dựng hầm chui Lê Văn Lương hiện đang thi công phần hầm, tường chắn, hệ thống thoát nước và các hạng mục cần vượt tiến độ cho mùa mưa lũ 2021.

Trao đổi với Tiền Phong, đại diện nhà thầu FECON thi công dự án hầm chui Lê Văn Lương cho biết: "Dự án hầm chui Lê Văn Lương là dự án trọng điểm giao thông nhằm giảm ùn tắc giao thông tại ngã tư Lê Văn Lương - Khuất Duy Tiến "điểm nóng" ùn tắc giao thông..."

Dự án có nhiều hạng mục hạ ngầm nằm sâu dưới lòng đất, thi công rất phức tạp, nên chúng tôi tranh thủ khi thời tiết nắng khô để đẩy nhanh tiến độ".

"Thi công trong đặc thù mùa dịch nên đội ngũ công nhân đều tuân thủ các quy định phòng chống dịch COVID-19 đeo khẩu trang, đo thân nhiệt trước khi đi vào dự án. Đặc biệt trong quá trình thi công, công nhân giữ khoảng cách, những hạng mục khó thì chia 2 người thành 1 nhóm thi công", anh Đặng Tuấn chỉ huy trưởng công trình của nhà thầu FECON cho biết.

Sau khi hầm chui Lê Văn Lương được hoàn thành, nút giao sẽ có tổng cộng 10 làn xe theo hướng Lê Văn Lương - Tố Hữu và ngược lại, thay vì 8 làn xe như hiện nay, góp phần giải quyết xung đột giao thông tại nút giao Lê Văn Lương – Khuất Duy Tiến – Tố Hữu, từng bước hoàn chỉnh hệ thống hạ tầng giao thông Hà Nội.

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Figure 20: News Release by Vietnamese of Article No.1



How is the key traffic project of Hanoi constructed during the epidemic period?

Le Van Luong tunnel construction project is one of 6 key traffic projects licensed by the Hanoi People's Committee for construction during this social distancing period. The project is being urgently constructed, workers are divided into three working shifts day and night, COVID-19 prevention is tightened.

Le Van Luong tunnel construction project was started in October 2020, with a total investment of nearly VND 700 billion, expected to be completed in 18 months.

The tunnel was built with an axis connecting to Le Van Luong Street, going underground through the intersection of Khuat Duy Tien – To Huu, with a total length of tunnel and ledge at both ends of 475m.

According to the records of Tien Phong newspaper reporter, on July 31st, on the Le Van Luong tunnel construction site, workers are urgently constructing and wearing masks to prevent COVID-19 pandemic.

The underdrain section on Le Van Luong Street towards To Huu Street has been completed and is in the process of finishing the road surface.

Contractor's workers are still rushing construction, trying to speed up the progress.

The construction site of the tunnel is currently implementing 3 construction points, with 38 staffs, workers working all day.

Le Van Luong tunnel construction project is currently building the tunnel, retaining wall, drainage system and the items which need to be ahead of schedule for the rainy season 2021.

Talking to Tien Phong, representative of FECON contractor who is constructing Le Van Luong tunnel project said: "Le Van Luong tunnel project is a key traffic project that aims to reduce traffic stuck at Le Van Luong – Khuat Duy Tien intersection, "hotspot" traffic jams..."

The project have many items that located deep underground, construction is very complicated so we take advantages of dry weather to speed up the press".

"Construction during the epidemic period so the workers comply with the regulations on prevention of COVID-19 such as wearing mask, measuring body temperature before entering the site. In particular, during the construction process, the workers keep their distance, for difficult items, divide 2 people into one construction group", Mr. Dang Tuan – the site manager of FECON contractor said.

After Le Van Luong tunnel is completed, the intersection will have a total of 10 lanes in the direction of Le Van Luong – To Huu and vice versa, instead of the current 8 lanes, contributing to solving traffic conflicts at Le Van Luong – Khuat Duy Tien – To Huu intersection, gradually completing Hanoi transport infrastructure system.

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Figure 21: News Release by English of Article No.1



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FECON báo lãi 6 tháng đầu năm 2021 tăng 38,9% so với cùng kỳ nhờ các dự án điện gió

Mặc dù chịu tác động kép từ đại dịch Covid-19 và giá vật liệu xây dựng, Công ty CP FECON (mã FCN – HoSE) công bố báo cáo tài chính hợp nhất 6 tháng đầu năm 2021 với doanh thu thuần 1.341 tỷ đồng, lợi nhuận sau thuế hơn 50,3 tỷ đồng (lần lượt tăng 12% và 38,9% so với cùng kỳ 2020).

Trong đó, quý II/2021, lợi nhuận sau thuế của FECON là 35 tỷ đồng, tăng 66% so với cùng kỳ; biên lợi nhuận gộp là 17,6% - tuy giảm nhẹ so với 18% của quý I nhưng cao hơn với cùng kỳ (13,9%). Về tài sản, tại ngày 30/6/2021, tổng tài sản của FECON đạt 7.840 tỷ đồng, tăng 15,6% so với đầu kỳ. Đáng chú ý, các khoản phải thu ngắn hạn của FECON cũng giảm đáng kể so với hồi đầu năm, từ 3.969 xuống còn 3.194 tỷ đồng.

(Đơn vị tính: tỷ đồng)	Quý II/2021	Quý II/2020	+/- (%)	6 tháng đầu năm 2021	6 tháng đầu năm 2020	+/- (%)
Doanh thu thuần	761	760	0,1	1.341	1.188	12
Giá vốn bán hàng	626	654	4	1.102	1.101	0,1
Lợi nhuận gộp	134	106	26,4	239	187	27,8
Biên lợi nhuận gộp	17,6	13,9		17,8	15,7	
Doanh thu hoạt động tài chính	3	1,7	76	8	5,9	35,5
Lợi nhuận sau thuế hợp nhất	35	21	66	50	36	38,9
Lợi nhuận sau thuế cổ đông công ty mẹ	34	16	112	50	29	72,41

So với các doanh nghiệp cùng ngành, những chỉ số này được đánh giá tương đối tích cực trong bối cảnh thị trường xây dựng Việt Nam liên tiếp chịu nhiều tác động xấu từ đại dịch toàn cầu và giá thép tăng cao, nguyên vật liệu khan hiếm.

Theo lãnh đạo FECON, tương tự như quý I, kết quả kinh doanh tích cực là sự đóng góp của các dự án điện gió FECON đang triển khai trong vai trò tổng thầu C.BoP (tổng thầu xây dựng và hạ tầng), đặc biệt là các dự án có tiến độ thi công tốt như: Cụm trang trại điện gió B&T Quảng Bình (tổng giá trị trúng thầu 1.180 tỷ đồng), Điện gió Thái Hoà (tổng giá trị 276 tỷ đồng), Điện gió Quốc Vinh Sóc Trăng (tổng giá trị 440 tỷ đồng)...

"FECON tin tưởng có thể thực hiện mục tiêu kinh doanh năm 2021. Một phần bởi gần 10 dự án điện gió mà công ty mẹ và các công ty con đang gấp rút triển khai, đưa dự án kịp hoàn thành và đóng điện trước ngày 01/11/2021 để hưởng giá bán điện ưu đãi của Chính phủ. Mặt khác, trong thời gian sắp tới, FECON dự kiến ký thêm nhiều gói thầu khác với giá trị hợp đồng lớn; cũng với đó là kế hoạch thoái vốn từ một số dự án đầu tư...", đại diện lãnh đạo FECON cho biết thêm.

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Trong chiến lược phát triển, FECON hướng tới trở thành tổng thầu mảng xây dựng công nghiệp và xây dựng hạ tầng, trên cơ sở phát huy năng lực xuất sắc về nền móng và công trình ngầm.

Năm 2021, FECON đặt mục tiêu ký mới hợp đồng với giá trị khoảng 5.000 tỷ đồng. Tính đến thời điểm này, giá trị ký mới đạt được khoảng 1.500 tỷ đồng. Với khả năng cao trong việc tham gia 2 dự án nhiệt điện lớn vào cuối năm nay và đầu năm tới, cùng các dự án năng lượng điện gió và các dự án hạ tầng, FECON tự tin hoàn thành kế hoạch ký mới hợp đồng và kế hoạch doanh thu 3.900 tỷ đồng, lợi nhuận sau thuế 175 tỷ đồng, tạo đà tăng trưởng mạnh trong năm 2022.

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FECON reported profit in the first 6 months of 2021 increased 39,8% over the same period thanks to Wind Power projects

Despite the dual impact of the COVID-19 pandemic and the price of construction materials, FECON JSC (Stock symbol FCN – HoSE) announced the consolidated financial statement for the first 6 months of 2021 with net revenue of VND 1.341 billion, the profit after-tax is more than VND 50,3 billion (increased by 12% and 38,9% over the same period in 2020).

In which, in the second quarter of 2021, the profit after-tax of FECON was VND 35 billion, up 66% over the same period; gross margin was 17,6% - a slight decrease from 18% in the first quarter but higher than the same period (13,9%). In term of assets, on June 30, 2021, FECON's total assets reached VND 7.840 billion, up 15,6% over the beginning of the period. Notably, FECON's short-term receivables also decreased significantly compared to the beginning of the year, from VND 3.969 billion to VND 3.194 billion.

(unit: VND billion)	Second quarter/2021	Second quarter/2020	+/- (%)	First 6 months of 2021	First 6 months of 2020	+/- (%)
Net revenue	761	760	0,1	1.341	1.188	12
Cost of goods sold	626	654	4	1.102	1.101	0,1
Gross profit	134	106	26,4	239	187	27,8
Gross margin	17,6	13,9		17,8	15,7	
Financial income	3	1,7	76	8	5,9	35,5
Consolidated profit after tax	35	21	66	50	36	38,9
Parent company shareholder's PAT	34	16	112	50	29	72,41

Compare to other companies in the same industry, these indicators are considered to be relatively positive in the context that Vietnam's construction market has been continuously affected by the global pandemic and rising steel prices, scarce raw materials.

According to FECON leaders, similar to the first quarter, positive business result is the contribution of wind power project that FECON is implementing in the role of C.BoP general contractor (general contractor for construction and infrastructure), especially projects with good construction progress such as: B&T Quang Binh wind power farm cluster (total value of the bidding is VND 1.180 billion), Thai Hoa wind power (total value of bidding is VND 276 billion), Quoc Vinh Soc Trang wind power (total value of bidding is VND 440 billion)...

"FECON believes that we can realize the business target in 2021. Partly because of nearly 10 wind power projects that the parent company and subsidiaries are rushing to deploy, getting the project completed and energized before November 1st, 2021 to enjoy the Government's preferential electricity price. On the other hand, in the near future, FECON plans to sign many other bidding packages with great contract value, along with divestment plan from some investment project...", FECON leadership representative added.

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In the development strategy, FECON aims to become the general contractor for industrial construction and infrastructure construction, on the basis of promoting excellent capacity in foundation and underground works.

In 2021, FECON aims to sign new contracts with value of about VND 5.000 billion. Up to now, the new signing value has reached about VND 1.500 billion. With high possibility of participating in 2 large thermal power projects later this year and early next year, along with wind power projects and infrastructure projects, FECON is confident to complete the new contract signing plan and revenue plan of VND 3.900 billion, profit after tax is VND 175 billion, creating strong growth momentum in 2022.

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Figure 22: News Release of Article No.2



Figure 23: Article No.2's Post on fanpage FECON Corporation

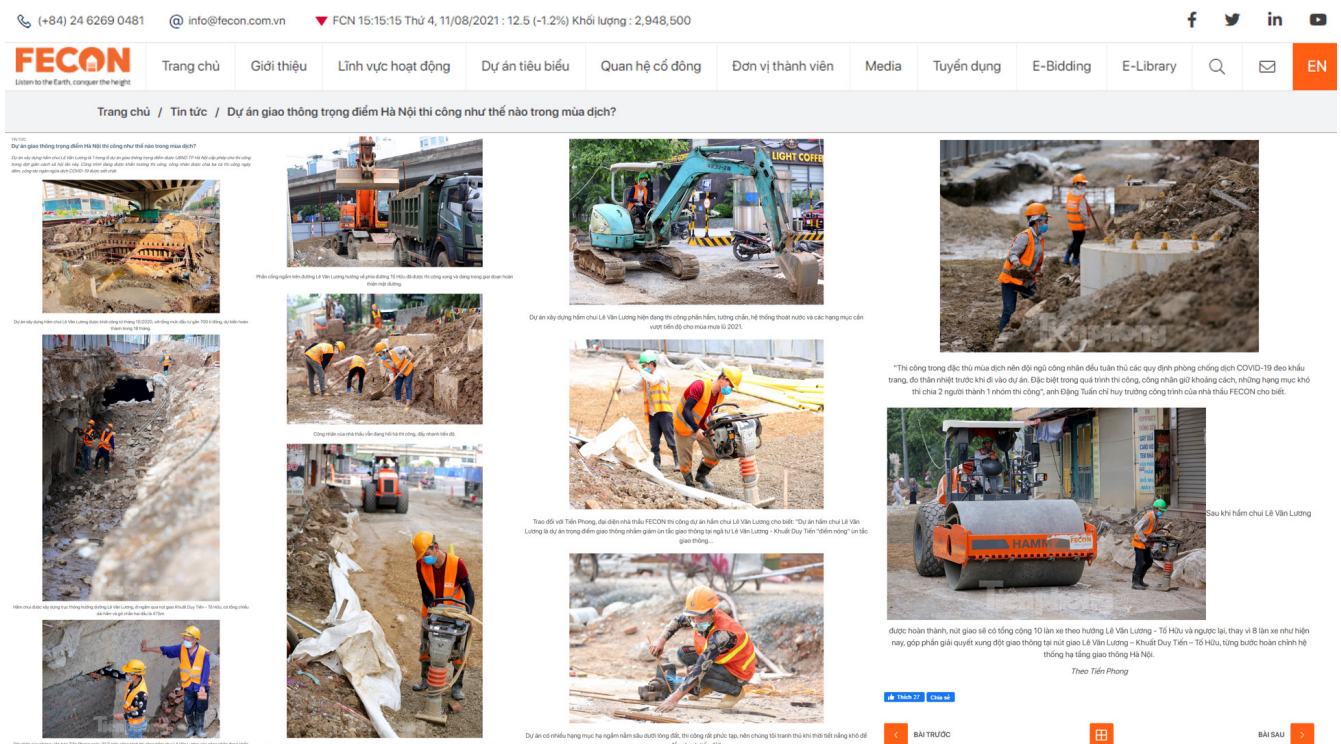


Figure 23: Article No.2's Post on fanpage FECON Corporation

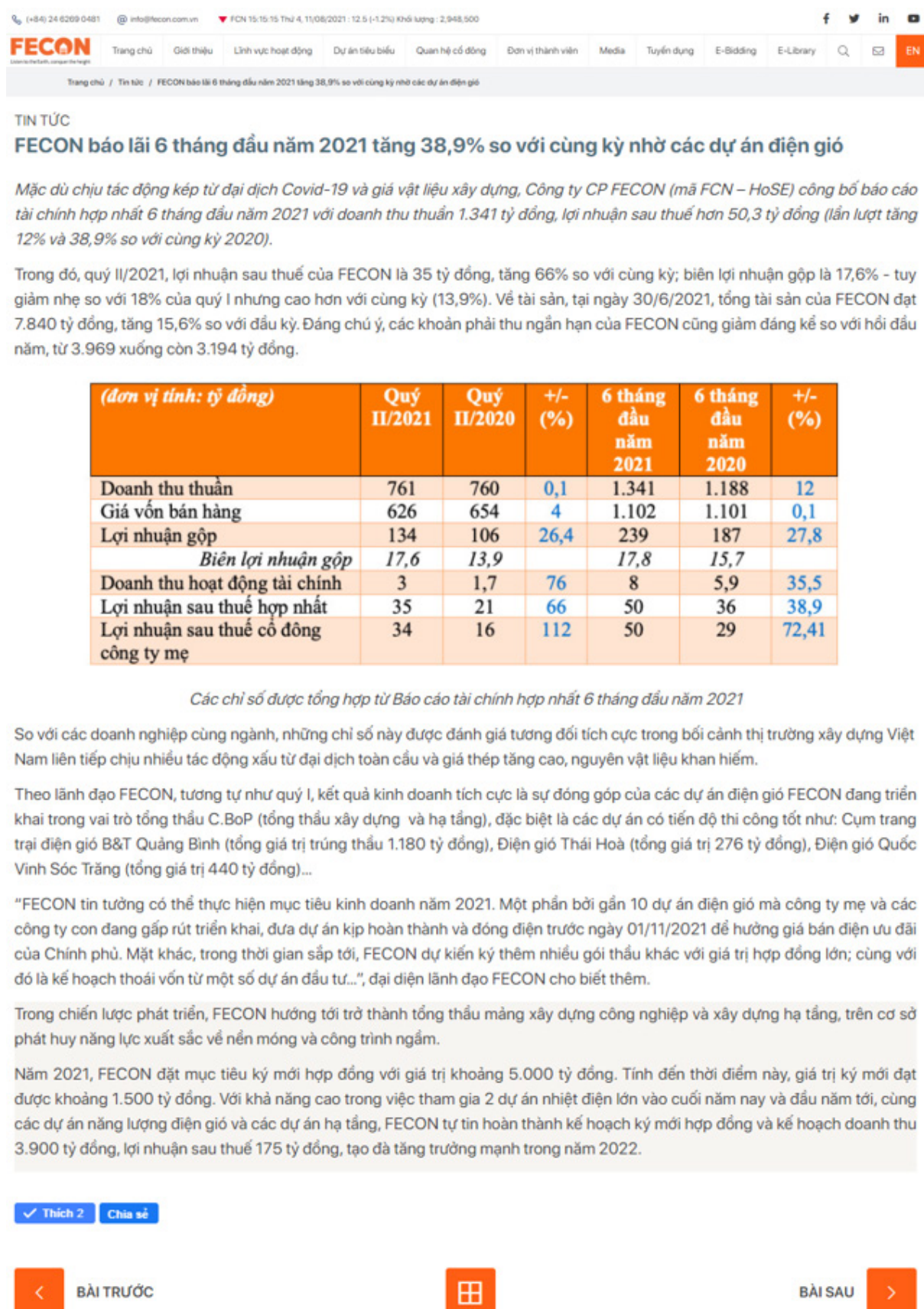


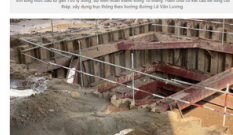
Figure 25: Article 2 on Website fecon.com.vn



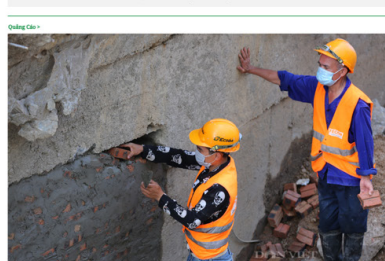

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[Thể Thao](#)
[Pháp Luật](#)
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[Giáo Dục](#)
[Sức Khỏe](#)
[Đời Sống](#)
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Hội hà trên công trường hầm chui trọng điểm, trị giá gần 700 tỷ của Hà Nội

Đã cập nhật: 12/8/2021 04:37 GMT+7



Ảnh Nguyễn Văn Minh một công nhân làm việc tại đây chia sẻ: "Thời điểm dịch bệnh có việc dễ làm là rất ít, mọi người trong công trường ai nấy đều đảm bảo quy trình 5K của Bộ Y Tế mỗi người đảm nhiệm 1 phần việc và tránh tiếp xúc với người khác".



Ảnh Đặng Tuấn chỉ huy trưởng công trình của nhà thầu FECON cho biết: "Thi công trong thời điểm dịch Covid-19 nên đội ngũ công nhân đầu tuần thì các quy định phòng chống dịch như đeo khẩu trang, đo thân nhiệt trước khi đi vào dự án. Những hạng mục khó thì chia 2 người thành 1 nhóm thi công".

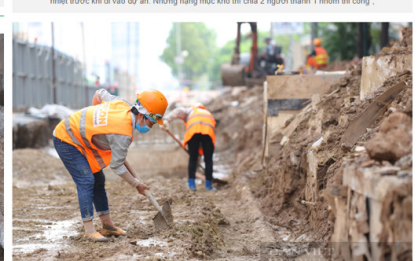


Figure 28: Article 1 on Dan Viet News

Thứ năm, 12/8/2021 | 04:37 GMT+7

Gửi bài viết



NGƯỜI ĐỒNG HÀNH VỚI MỌI QUYẾT ĐỊNH

[Chứng khoán](#)
[Doanh nghiệp](#)
[Tài chính](#)
[Bất động sản](#)
[Hàng hóa](#)
[Vĩ mô](#)
[Quốc tế](#)
[Tiểu dùng](#)
[Công nghệ](#)
[Làm giàu](#)
[Multimedia](#)

Tìm kiếm

Vĩ mô / Thời sự

6 công trình giao thông trọng điểm được thi công khi Hà Nội giãn cách xã hội toàn thành phố

- Sở Giao thông vận tải Hà Nội vừa công bố danh mục 6 dự án giao thông trọng điểm tiếp tục được thi công trong khi toàn bộ công trình xây phải tạm dừng vì áp dụng biện pháp giãn cách xã hội theo Chỉ thị 16 của Thủ tướng.
- Dự án xây dựng cầu Vĩnh Tuy giai đoạn 2 là 1 trong 6 công trình tiếp tục được thi công.



Ngọc Hà

Thứ ba, 27/7/2021, 11:29 (GMT+7)

Like 12

Share



Phó Giám đốc Sở Giao thông Hà Nội Trần Hữu Bảo vừa cho biết số đồng ý về việc 6 công trình lĩnh vực giao thông tiếp tục triển khai trong thời gian thành phố thực hiện giãn cách xã hội.



Trước tiên, dự án xây dựng cầu Vĩnh Tuy giai đoạn 2 (quận Long Biên). Dự án đang thi công trụ, bệ trụ, đúc dầm để vượt lũ 2021. Các nhà thầu đang chia nhiều mũi thi công, đồng loạt triển khai 6 gói thầu. Trên công trường có khoảng 500 cán bộ, công nhân.

Tiếp đến, dự án xây dựng hầm chui Lê Văn Lương (trên địa bàn các quận Thanh Xuân và Nam Từ Liêm). Dự án đang thi công phần hầm, tường chắn, hệ thống thoát nước và các hạng mục cần vượt tiến độ mùa mưa lũ 2021. Trên công trường hiện có 187 người.

Tiếp nữa, dự án xây dựng đường vành đai 3 đi thấp qua hồ Linh Đàm (quận Hoàng Mai). Dự án hiện đang triển khai thi công khoan cọc nhồi và làm trụ tạm để lắp dầm thép, dự kiến hoàn thành vào dịp 10/10. Hiện trên công trường có 37 người.

Bên cạnh đó, dự án xây dựng tuyến đường bộ trên cao dọc đường vành đai 2 đoạn từ cầu Vĩnh Tuy đến Ngã tư Sở, kết hợp mở rộng theo quy hoạch phần đi bằng đoạn từ Vĩnh Tuy đến Ngã tư Vọng (trên địa bàn quận Hai Bà Trưng, Thanh Xuân, Đống Đa) cũng vẫn được thi công. Đến nay, dự án đã hoàn thành hơn 70%, khối lượng còn lại là gần 20%. Các nhà thầu đang triển khai nhiều mũi thi công đồng loạt nhằm đáp ứng tiến độ dự án. Hiện trên công trường có 534 người.

Bên cạnh đó là dự án đầu tư xây dựng cầu Sông Lũ (quận Đống Đa). Dự án đang triển

Figure 29: Article 1 on Ngươi Dong Hanh News

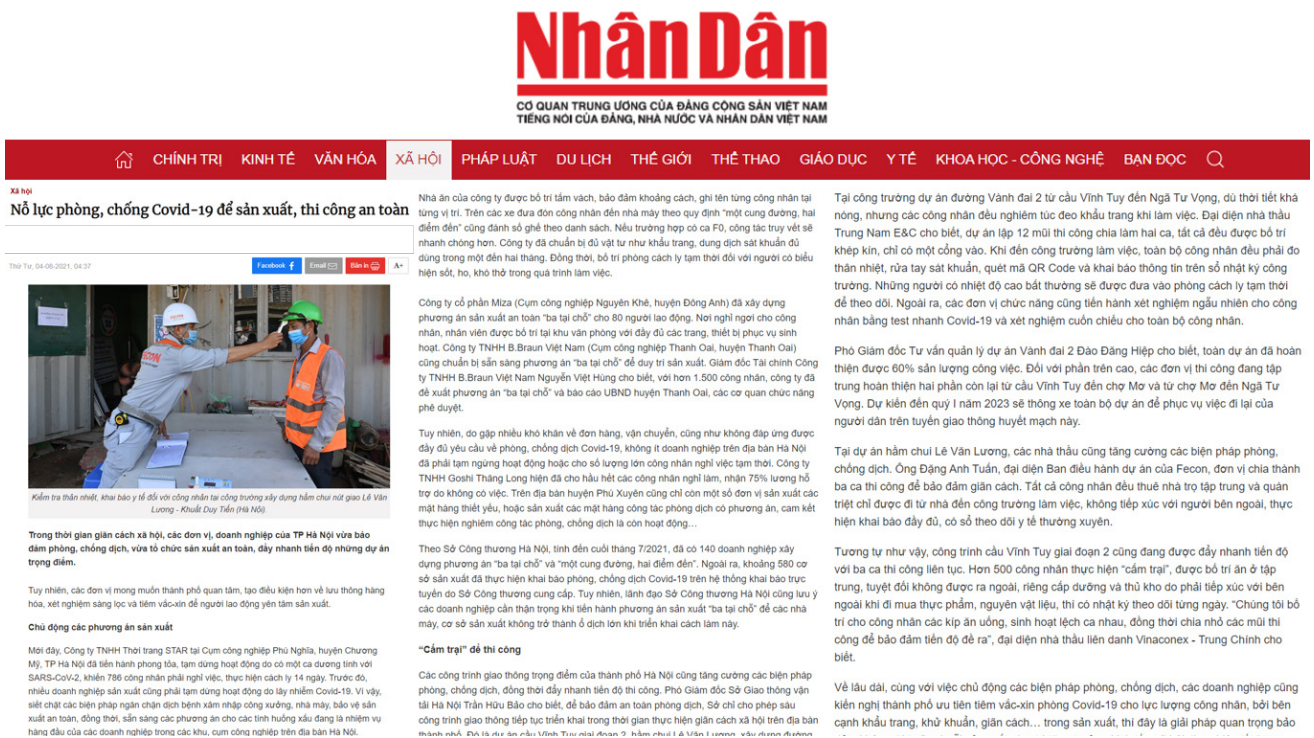


Figure 30: Article 1 on Nhan Dan Online



Figure 31: Article 1 on Kinh Te & Do Thi News

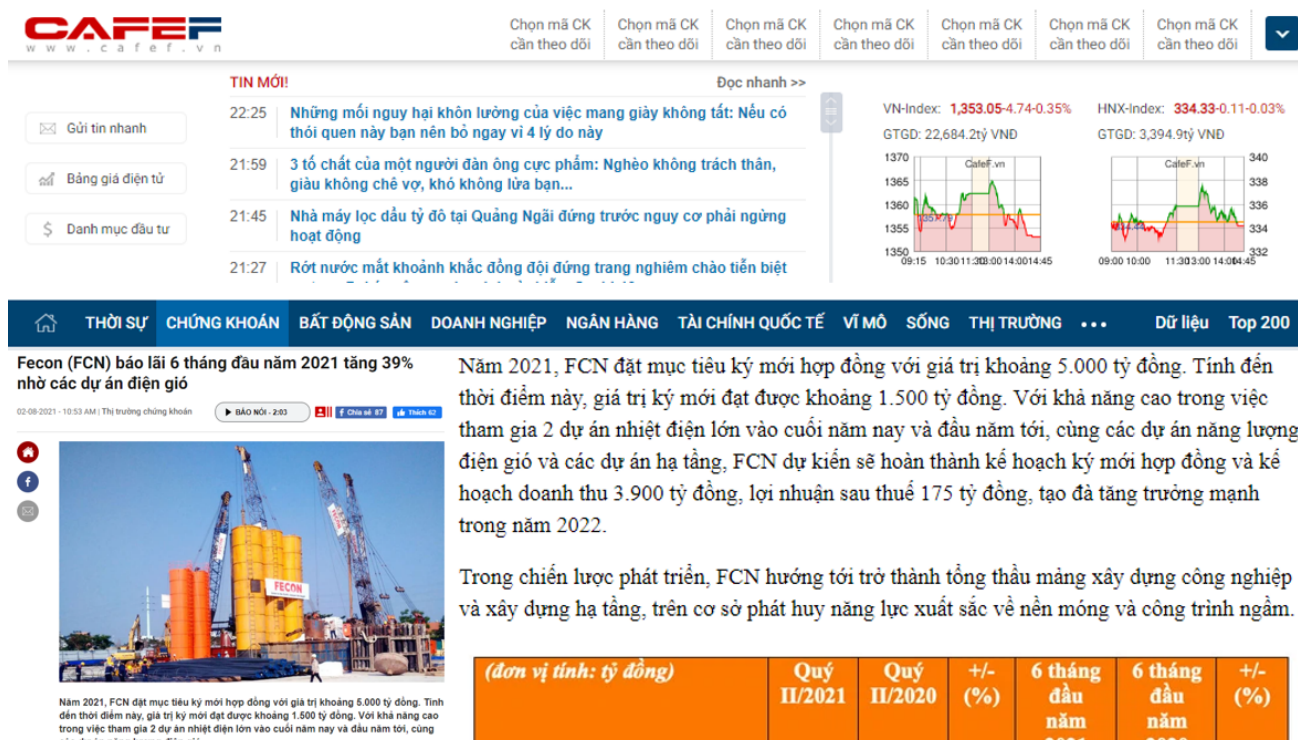


Figure 32: Article 2 on CafeF.vn



Figure 33: Article 2 on Vietnam Finance Magazine

FECON báo lãi 6 tháng đầu năm 2021 tăng 38,9% so với cùng kỳ nhờ các dự án điện gió

🕒 14:55 | 02/08/2021

▶ 0:00 / 2:16 🔊 ⋮

(Xây dựng) - Mặc dù chịu tác động kép từ đại dịch Covid-19 và giá vật liệu xây dựng, Công ty Cổ phần FECON (mã FCN – HoSE) công bố báo cáo tài chính hợp nhất 6 tháng đầu năm 2021 với doanh thu thuần 1.341 tỷ đồng, lợi nhuận sau thuế hơn 50,3 tỷ đồng (lần lượt tăng 12% và 38,9% so với cùng kỳ 2020).

(đơn vị tính: tỷ đồng)	Quý II/2021	Quý II/2020	+/- (%)	6 tháng đầu năm 2021	6 tháng đầu năm 2020	+/- (%)
Doanh thu thuần	761	760	0,1	1.341	1.188	12
Giá vốn bán hàng	626	654	4	1.102	1.101	0,1
Lợi nhuận gộp	134	106	26,4	239	187	27,8
<i>Biên lợi nhuận gộp</i>	<i>17,6</i>	<i>13,9</i>		<i>17,8</i>	<i>15,7</i>	
Doanh thu hoạt động tài chính	3	1,7	76	8	5,9	35,5
Lợi nhuận sau thuế hợp nhất	35	21	66	50	36	38,9
Lợi nhuận sau thuế cổ đông công ty mẹ	34	16	112	50	29	72,41

Trong đó, quý II/2021, lợi nhuận sau thuế của FECON là 35 tỷ đồng, tăng 66% so với cùng kỳ; biên lợi nhuận gộp là 17,6% - tuy giảm nhẹ so với 18% của quý I nhưng cao hơn với cùng kỳ (13,9%). Về tài sản, tại ngày 30/6/2021, tổng tài sản của FECON đạt 7.840 tỷ đồng, tăng 15,6% so với đầu kỳ. Đáng chú ý, các khoản phải thu ngắn hạn của FECON cũng giảm đáng kể so với hồi đầu năm, từ 3.969 xuống còn 3.194 tỷ đồng.

So với các doanh nghiệp cùng ngành, những chỉ số này được đánh giá tương đối tích cực trong bối cảnh thị trường xây dựng Việt Nam liên tiếp chịu nhiều tác động xấu từ đại dịch toàn cầu và giá thép tăng cao, nguyên vật liệu khan hiếm.

Theo lãnh đạo FECON, tương tự như quý I, kết quả kinh doanh tích cực là sự đóng góp của các dự án điện gió FECON đang triển khai trong vai trò tổng thầu C.BoP (tổng thầu xây dựng và hạ tầng), đặc biệt là các dự án có tiến độ thi công tốt như: Cụm trang trại điện gió B&T Quảng Bình (tổng giá trị trúng thầu 1.180 tỷ đồng), Điện gió Thái Hòa (tổng giá trị 276 tỷ đồng), Điện gió Quốc Vinh Sóc Trăng (tổng giá trị 440 tỷ đồng)...

Figure 34: Article 2 on Bao Xay Dung Online



Thứ Năm, 12/08/2021 | 22:53:10
 Việt Nam Singapore Tokyo
 Sydney New York London

• Cộng đồng nhà đầu tư tham gia Bình chọn IR
 • 31 định chế tài chính là Thành viên Hội đồng Bình chọn

CHỨNG KHOÁN DOANH NGHIỆP BẤT ĐỘNG SẢN TÀI CHÍNH HÀNG HÓA KINH TẾ THỂ GIỚI TÀI CHÍNH CÁ NHÂN PHÂN TÍCH

Tin mới Diễn đàn Đầu tư chứng khoán Phân tích kỹ thuật Cập nhật lời - lỗ Lịch sự kiện Chứng khoán phái sinh Doanh nghiệp A-Z

FECON báo lãi 6 tháng đầu năm 2021 gần 50 tỷ đồng

02/08/2021 16:14  0 DỊCH VỤ Thích 3

CTCP FECON ([HOSE: FCN](#)) công bố báo cáo tài chính hợp nhất 6 tháng đầu năm 2021 với doanh thu thuần 1,341 tỷ đồng và lãi ròng gần 50 tỷ đồng, lần lượt tăng 12% và 72% so với cùng kỳ 2020.

Trong đó, quý 2/2021, lãi ròng của FECON là 34 tỷ đồng, gấp đôi so với cùng kỳ; biên lợi nhuận gộp là 17.6%, tuy giảm nhẹ so với 18% của quý 1 nhưng cao hơn so với mức 13.9% của cùng kỳ. Về tài sản, tại ngày 30/06/2021, tổng tài sản của FECON đạt 7,840 tỷ đồng, tăng 15.6% so với đầu kỳ. Đáng chú ý, các khoản phải thu ngắn hạn của FECON cũng giảm đáng kể so với hồi đầu năm, từ 3,969 xuống còn 3,194 tỷ đồng.

Kết quả kinh doanh quý 2/2021 của FECON

(Đơn vị tính: Tỷ đồng)	Quý II/2021	Quý II/2020	+/- (%)	6 tháng đầu năm 2021	6 tháng đầu năm 2020	+/- (%)
Doanh thu thuần	761	760	0,1	1.341	1.188	12
Giá vốn bán hàng	626	654	4	1.102	1.101	0,1
Lợi nhuận gộp	134	106	26,4	239	187	27,8
<i>Biên lợi nhuận gộp</i>	17,6	13,9		17,8	15,7	
Doanh thu hoạt động tài chính	3	1,7	76	8	5,9	35,5
Lợi nhuận sau thuế hợp nhất	35	21	66	50	36	38,9
Lợi nhuận sau thuế cổ đông công ty mẹ	34	16	112	50	29	72,41

Theo lãnh đạo FECON, tương tự như quý 1, kết quả kinh doanh tích cực là sự đóng góp của các dự án điện gió mà Công ty đang triển khai trong vai trò tổng thầu C.BoP (tổng thầu xây dựng và hạ tầng), đặc biệt là các dự án có tiến độ thi công tốt như: Cụm trang trại điện gió B&T Quảng Bình (tổng giá trị trúng thầu 1,180 tỷ đồng), Điện gió Thái Hoà (tổng giá trị 276 tỷ đồng), Điện gió Quốc Vinh Sóc Trăng (tổng giá trị 440 tỷ đồng),...

Figure 35: Article 2 on VIETSTOCK News

Doanh nhân & Pháp luật
Thứ Năm, 12/08/2021 | LIÊN HỆ TÒA SOẠN

Từ khóa

[Covid-19](#) [Doanh nghiệp](#) [Địa ốc](#) [Tài chính](#) [Wiki doanh nhân](#) [Đời sống](#) [Công nghệ](#) [Giải trí](#) [Quốc tế](#) [Pháp luật](#)

Nhờ điện gió, FECON tăng lãi gần 40% so với cùng kỳ

Dương Huy 15:02 03/08/2021

[Thích 0](#) [Chia sẻ](#)

FECON có kết quả kinh doanh tích cực trong bối cảnh dịch bệnh và giá nguyên vật liệu tăng cao.

Công ty Cổ phần Fecon (Fecon, mã CK: FCN) vừa công bố Báo cáo Tài chính hợp nhất 6 tháng đầu năm với doanh thu thuần 1.341 tỷ đồng, lợi nhuận sau thuế hơn 50,3 tỷ đồng (lần lượt tăng 12% và 38,9% so với cùng kỳ 2020).

Riêng quý II/2021, lợi nhuận sau thuế của FCN là 35 tỷ đồng, tăng 66% so với cùng kỳ. Biên lợi nhuận gộp giảm nhẹ so với quý trước nhưng vẫn cao hơn cùng kỳ, đạt mức 17,6%.

Các chỉ số của Fecon tích cực trong bối cảnh các doanh nghiệp ngành xây dựng gặp nhiều khó khăn bởi dịch bệnh, giá thép và các nguyên liệu tăng cao. Tương tự như quý đầu năm, kết quả kinh doanh tích cực là sự đóng góp của các dự án điện gió Fecon đang triển khai trong vai trò tổng thầu C.BoP (tổng thầu xây dựng và hạ tầng). Các dự án có thể kể đến như cụm trang trại điện gió B&T Quảng Bình, Điện gió Thái Hoà, Điện gió Quốc Vinh Sóc Trăng...

Tại cuộc họp Đại hội đồng cổ đông cuối tháng 6, ông Nguyễn Văn Thanh – tổng giám đốc Fecon khẳng định, với khả năng chốt được 2 dự án nhiệt điện lớn, cùng các dự án năng lượng điện gió (khoảng 3.000 tỷ đồng), các dự án hạ tầng, dân dụng, Fecon tự tin hoàn thành kế hoạch doanh thu 3.900 tỷ đồng năm 2021.

Năm 2021, lãnh đạo Fecon ước tính lợi nhuận từ mảng xây dựng khoảng 140 – 150 tỷ đồng. Ngoài ra, công ty sẽ thực hiện thoái vốn, thu lợi nhuận từ các dự án đầu tư như điện mặt trời Vĩnh Hảo 6 (kỳ vọng mang về hơn 30 tỷ đồng lợi

Figure 36: Article 2 on Doanh Nhân & Pháp Luật News

5.5.2 FECON NEWS

5.5.2.1 Idea

This is the monthly communication activity of the communication department. The news on the company's activities, revenue, progress of ongoing projects, events related to FECON. For all employees in the company to know all the current situations of FECON.

5.5.2.2 Human Resource

- **Leader:** 1 person
- **Content:** 2 people
- **Media:**
 - **Editor:** 1 person
 - **Photographer:** 1 person
 - **Record producer:** 2 people
 - **Camera:** 2 people
- **MC:** 2 people
- **Media management:** 1 person

5.5.2.3 Content

- **Format:** Video.
- **Content:** Summary of the information of the construction progress of the projects, the signing contracts with investors, the profit and value of new contracts signed by FECON.
- **Post detail:**

“Trong tháng 6/2021, FECON đã tổ chức thành công Đại hội đồng Cổ đông thường niên với nhiều nội dung quan trọng được thông qua trước các cổ đông. Bên cạnh đó, FECON tiếp tục ký mới các hợp đồng xây dựng với tư cách là Tổng thầu. Các dự án hiện tại cũng đang được FECON tích cực đẩy nhanh tiến độ thi công về đích như DA Nhiệt điện Vũng Áng II, Hàm chui Lê Văn Lương, Dự án điện gió Quốc Vinh - Sóc Trăng,... Mời quý vị và các bạn cùng đón xem Bản tin FECON NEWS tháng 6/2021!”

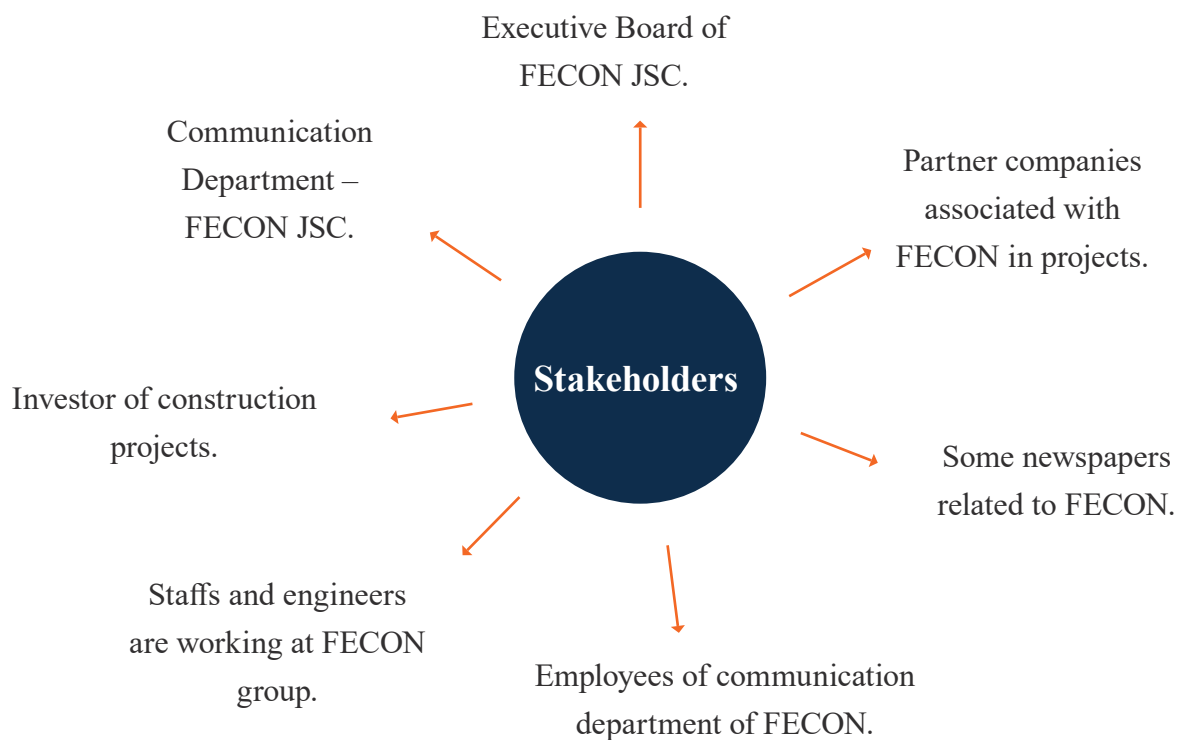
“Trong bối cảnh dịch bệnh và giá vật liệu xây dựng tăng cao, FECON vẫn ghi nhận lợi nhuận tăng 38,9% so với cùng kỳ, bên cạnh đó, việc trúng thêm gói thầu mới cũng đã giúp nâng tổng giá trị hợp đồng ký mới của FECON trong tháng 6,7 lên 1.138 tỷ đồng... Mời quý vị và các bạn cùng đón xem bản tin FCN NEWS tháng 7/2021!”

5.5.2.4 Target Audience

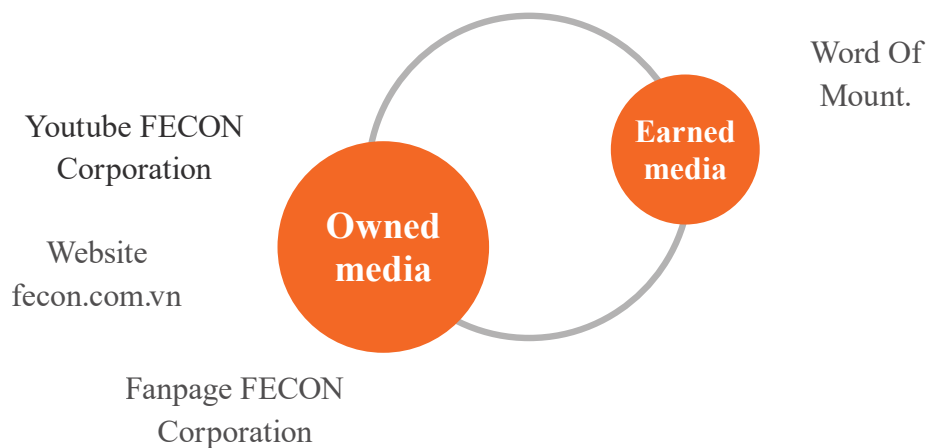
FECON NEWS	
Demographic	<ul style="list-style-type: none"> • Age: About 30-45. • Staff, workers, engineers at FECON. • FECON's partners in construction, real estate,... • Working at FECON corporation nationwide
Behaviour	<ul style="list-style-type: none"> • Use social media regularly. • Interested in the news, events, revenue of the company. • Likes to read newspapers, watch social news, use reputable information sites.
Communication Approach	<ul style="list-style-type: none"> • Tone of voice: Sincere, reliable, serious,... • Focus on social networking sites, websites, and newspapers related to FECON Group. • Enjoy watching content that is economical, accurate, reliable, etc.

Table 5.5.2.4: Target Audience FECON NEWS.

5. Stakeholders



5.5.2.6 Media Selection



5.5.2.7 Timeline

FECON NEWS June, 2021				
No.	Time	Type of work	Work content	HR
1	18/6-21/6	Preparing	Receive brief from leader	All
			Summary of the main news of the company in June	Content
			Select the information content to produce.	Leader
			Script for the video	Content
2	20/6-25/6	Preparing	Prepare information for the videoJune	Content
			Make a list of missing information	Content
			Contact departments, subsidiaries for additional information	Content
			Prepare the necessary footageJune	Media
			Make a list of missing footage	Media
3	25/6-27/6	Pre-production	Make a list available images	Photographer
			Plan to shoot additional missing footage	Media
			Contact the subsidiaries, the site will go to additional filming	Media
			Contact the subsidiaries to provide additional footag	Media
4	28/6-1/7	Production	Additional video at Le Van Luong tunnel construction site.	Media, MC
			Take additional photos.	Photographer

FECON NEWS June, 2021				
No.	Time	Type of work	Work content	HR
5	2/7-3/7	Post-production	Edit video	Editor
6	4/7-5/7	Review	Submit the video to the leader for review.	Content
			Review video, give editing comments	Leader
			Prepare captions for different media channels	Content
			Edit video according to comments from leader	Media
7	6/7	Publication	Release video on YouTube channel FECON Corporation	Media management
8	7/7	Publication	Release video on FECON Corporation fanpage	Media management
			Post videos on FECON website	Media management
			Post in the NGƯỜI FECON group	Media management
9	8/7-10/7	Communication	Send emails to subscribers to receive news from the website	Media management

Table 5.5.2.7.1: Timeline of FECON NEWS in June

FECON NEWS June, 2021				
No.	Time	Type of work	Work content	HR
1	19/7-21/7	Preparing	Receive brief from leader	All
			Summary of the main news of the company in June	Content
			Select the information content to produce.	Leader
			Script for the video	Content
2	21/7-23/7	Preparing	Prepare information for the video June	Content
			Make a list of missing information	Content
			Contact departments, subsidiaries for additional information	Content
			Prepare the necessary footage	Media
			Make a list of missing footage	Media
3	24/7-25/7	Pre-production	Make a list available images	Photographer
			Contact the subsidiaries, the site will go to additional filming	Media

FECON NEWS June, 2021				
No.	Time	Type of work	Work content	HR
4	26/7-31/7	Production	Take additional photos.	Photographer
			Voice recording	Media
			Receiving footage of subsidiaries	Media
5	1/8-2/8	Post-production	Edit video	Editor
6	3/8-4/8	Review	Submit the video to the leader for review.	Media
			Review video, give editing comments.	Leader
			Prepare captions for different media channels	Content
			Edit video according to comments from leader	Media
7	5/8	Publication	Release video on YouTube channel FECON Corporation.	Media management
8	6/8	Publication	Release video on FECON Corporation fanpage.	Media management
			Post videos on FECON website.	Media management
			Post in the NGUỒI FECON group	Media management
9	7/8-10/8	Communication	Send emails to subscribers to receive news from the website	Media management

Table 5.5.2.7.2: Timeline of FECON NEWS in July

5.5.2.8 Result

Categories	Unit	KPI	Reality
The number of reaching video on fanpage Facebook.	Reach	2000 - 2500	3759
The number of post interactions on fanpage	Interaction	75-80	106
The total of views on channel YouTube FECON Corporation.FECON group.FECON Corporation	View	100-150	150-200
The number of reaching video in NGUỒI FECON group.	Reach	950-970	1076
The number of interaction video in NGUỒI FECON group.	Interaction	50-55	45
The total of views on the website.FECON group.	View	100-150	200-250

Table 5.5.2.8: Results of FECON NEWS

5.5.2.9 Risk

Risk	Level	Reducing method	Handling method
The number of people reaching the video is low.	Medium	Combine using communication channels together	Calling people, sharing videos, video links on the company's fanpage, group and website
The number of people interacting with the videos is not high	Medium	Calling people to increase interaction and share videos	Increase video sharing on company media page
The content of the videos is also picky about viewers	Medium	Posting videos on other media channels is serious	Define your goals and choose the right media channels to post on
The time of the newsletter is too long which makes it boring to watch	Low	Summarize information that is too long or reduce the amount of information as appropriate	Select typical information, briefly summarize the information to avoid causing too much information for viewers and confusion
Collecting information from the company is missing, the content is inaccurate	Medium	Confirm information from when collected from places	Check data and information carefully before releasing the video

Table 5.5.2.9: Risks of FECON NEWS

5.5.2.10 Evaluation

Based on the evaluation KPI results table, we have the following comment:

POSITIVE POINTS

- The number of people reaching and viewing videos on FECON Corporation's Youtube channel is higher than the expected KPI.
- Video views and reach on FECON's website are also higher than the target and are interested and interacted by many people.

NEGATIVE POINTS

- The content of the news does not attract many viewers because the content is serious, terminology... picky viewers.
- The number of interactions in videos on the company's Youtube channel and website is still quite low.

5.5.2.11 Media Production



FCN NEWS | Bản Tin Newsfeed FECON Tháng 6/2021

296 views • 6 Jul 2021

4 0 SHARE SAVE ...



FCN NEWS | Bản Tin Newsfeed FECON Tháng 7/2021

159 views • 5 Aug 2021

7 0 SHARE SAVE ...

Figure 37: FECON NEWS on Youtube

TIN TỨC

FECON NEWS THÁNG 6/2021

07.07.2021 | 397 (Lượt xem)

 Thích 0  Chia sẻ

Figure 38: FECON NEWS on website fecon.com.vn

Chapter VI: Summary



6.1 FEEDBACK FROM FECON

Measure the attractiveness of the content through survey and interview

6.1.1 Survey



Figure 39: Results of survey

Results of Survey

After surveying the quality of internal communication, we received 229 responses, many of which were positive:

- The number of survey participants that we reached belonged to all 4 main target groups of the company.
- More than half of the people respondents (**51.1%**) showed interest in the company's internal communication activities.
- People's satisfaction with the company's internal communication activities is quite good: **48%**.
- **About 30% of survey respondents** are not satisfied with some communication content.
- Only 15/229 respondents (**6.5%**) felt disliked by internal communication contents which production during the COVID-19 pandemic.
- Nearly half of the respondents (**49%**) felt attracted to the innovative content of the media.
- **95% of survey respondents** were satisfied with one or more communication content.
- The Visual, Sound and Music productions received the highest rating: in order **53%, 53%, 39.6%**.
- **10%** of survey respondents gave opinions and suggestions to improve the quality of internal information.

6.1.2 Interview

After the campaign, we had a short interview with some members from the Communications Department and the president of FECON. We have received positive feedback from them.

Categories	Reviews
Feeling	Our products bring many emotions to staffs, engineers and workers FECON. That is in line with FECON's internal communication
Format	The products made by us are diverse in form, tools and software, can be used on many different media channels
Creative	The whole team has a creative and flexible way of applying old products to overcome difficulties
Content	Our content contributions are diverse and have something new and touching for everyone
Inspire	The produced products will be used for another media product of the company and have more direction on how to produce media for FECON's media department in the future

Table 6.1.2: Feedbacks received from FECON Corporation.

6.2 RESULT FORM COMMUNICATION CHANNELS

No.	Reviews	Reality
1	Number of people reaching posts	18.663
2	Number of people who interacted with posts	1.461
3	Total view of videos	1.068
4	Total view of posts on website	3.044
5	Number of new followers on fanpage	43
6	Fan page visits	1.997

Table 6.2: Total results form communication channels

Chapter VII: Conclusion

Overall, after campaign finished, we got a lot of good feedback about what we done to build FECON internal communication



7.1 LESSON LEARNED

- Adapt to the risk of changing communication plans.
- Create new, relevant, and lasting content.
- How to use effective communication channels, less expensive.
- More experience in human resource management and media production work.

7.2 SUGGEST ACTIVITIES FOR LONG-TERM MAINTENANCE.

- Content innovation, giving audiences more emotions in media products.
- Train more creative and professional staff to be the core for the next products.
- Build more offline activities to contribute to internal cohesion of the company.

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APPENDIX

Questions of survey	
No.	Reviews
1	<p>What position are you currently working in FECON Corporation?</p> <ul style="list-style-type: none"> • Office staff. • Engineer is working at the office. • Engineer is working at the construction site. • Worker.
2	<p>How often are you interested in the company's internal communications activities?</p> <ul style="list-style-type: none"> • Very interested • Care • Normal • Not interested
3	<p>How do you rate the quality of the company's media products recently?</p> <ul style="list-style-type: none"> • Very good • Good bye • Normal • Least • Very bad
4	<p>Working remotely leads to limited communication and contact between colleagues. Are you satisfied with the content of the media during the epidemic season to replace direct contact and exchange?</p>
5	<p>How do you feel about the new content from the Communications Department?</p> <ul style="list-style-type: none"> • Very attractive • Attract • Normal • Not attractive
6	<p>What do you feel SATISFIED with in the company's communication products? (Multiple options can be filled in)</p> <ul style="list-style-type: none"> • Images • Sounds • Words • Music • News • Design

Questions of survey	
No.	Reviews
7	<p>In the company's communication products, is there anything you want us to improve? (Multiple options can be filled in)</p> <ul style="list-style-type: none"> • Images • Sounds • Words • Music • News • Design
8	<p>Do you like any products made by the Communications Department in the past 3 months? (Multiple products can be selected)</p> <ul style="list-style-type: none"> • FECON NEWS • Image Story • Video Wearing mask • Facebook avatar frame • MV "FECON Vững Niềm Tin"
9	Do you have any suggestions to make the company's internal communication activities more effective?

Table 7.1: Questions of Survey

Khám phá		
	Số người bài viết tiếp cận	97.621
	Người theo dõi mới của Trang	43
	Lượt truy cập Trang	1.997
Lượt tương tác		
	Lượt tương tác với bài viết	4.069
	Cảm xúc	602
	Bình luận	59
	Lượt chia sẻ	19
	Lượt click vào liên kết	386
	Lượt xem ảnh	10
	Lượt click vào video	1.660

Figure 40: Fanpage overview

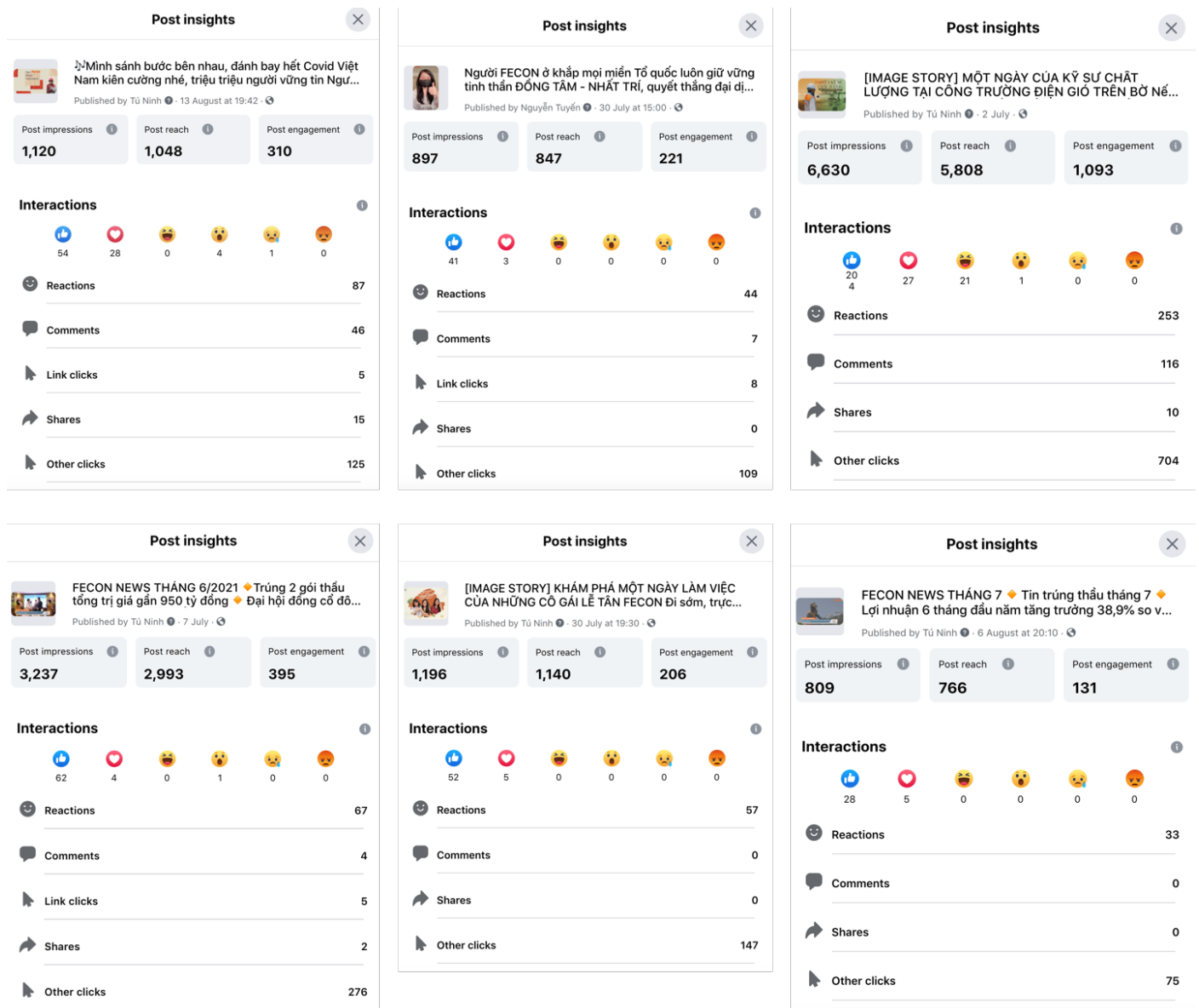


Figure 41: Post Insight on Facebook

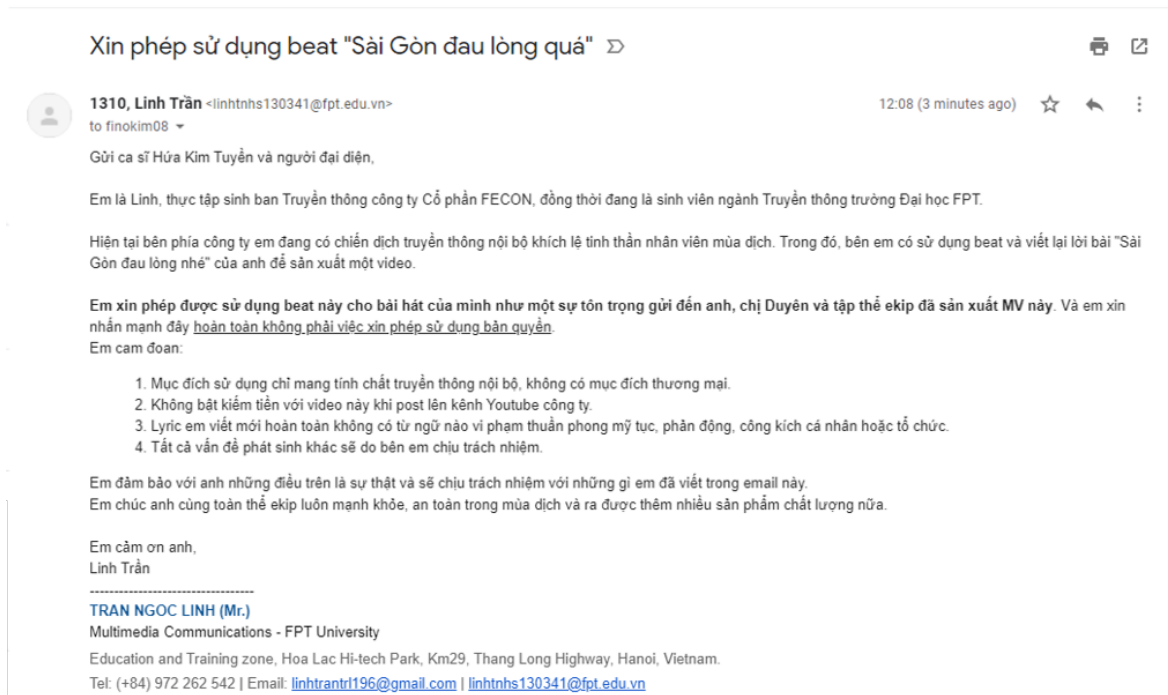


Figure 42: Email asking permission to use beat "SÀI GÒN ĐAU LÒNG QUÁ"

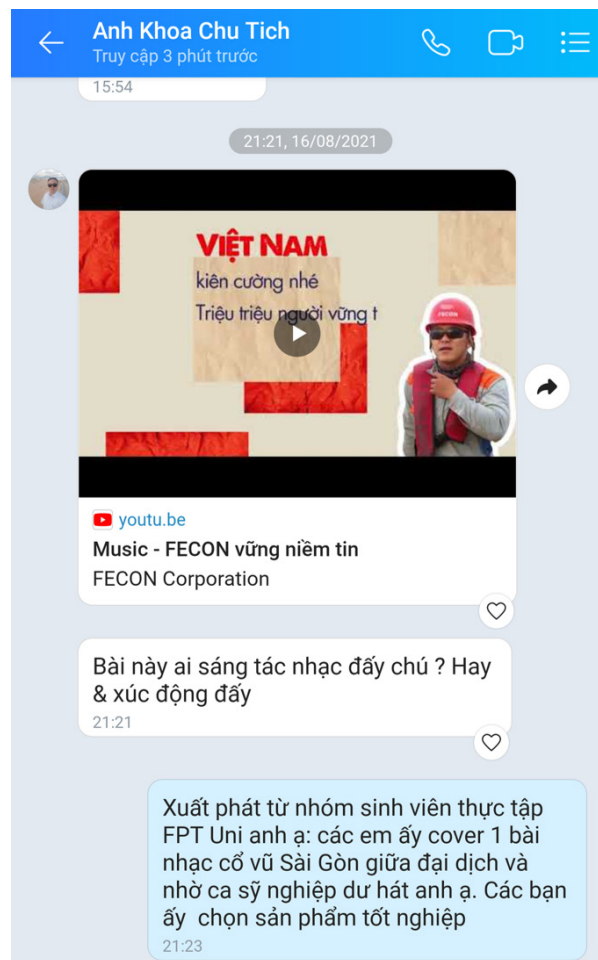


Figure 42: Commendation from the chairman of FECON Corporation

