

FPT UNIVERSITY

Capstone Project Document

TOP QUEEN

Increasing Brand Recognition 2021

GRA497_G3

This document has been approved by the supervisor Dr.VVN 15/12/2021



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PROJECT OVERVIEW

PROJECT OVERVIEW

In the following section, we will have a closer look about our Campaign to raise TopQueen's brand recognition Communication plan, the section is divide into 6 step.

Step 1

ABSTRACT

In this section, we will have an overview of TopQueen's brand awareness campaign.



INTRODUCTION

An overview of the project, the company and the theories that we used for research.

Step 2

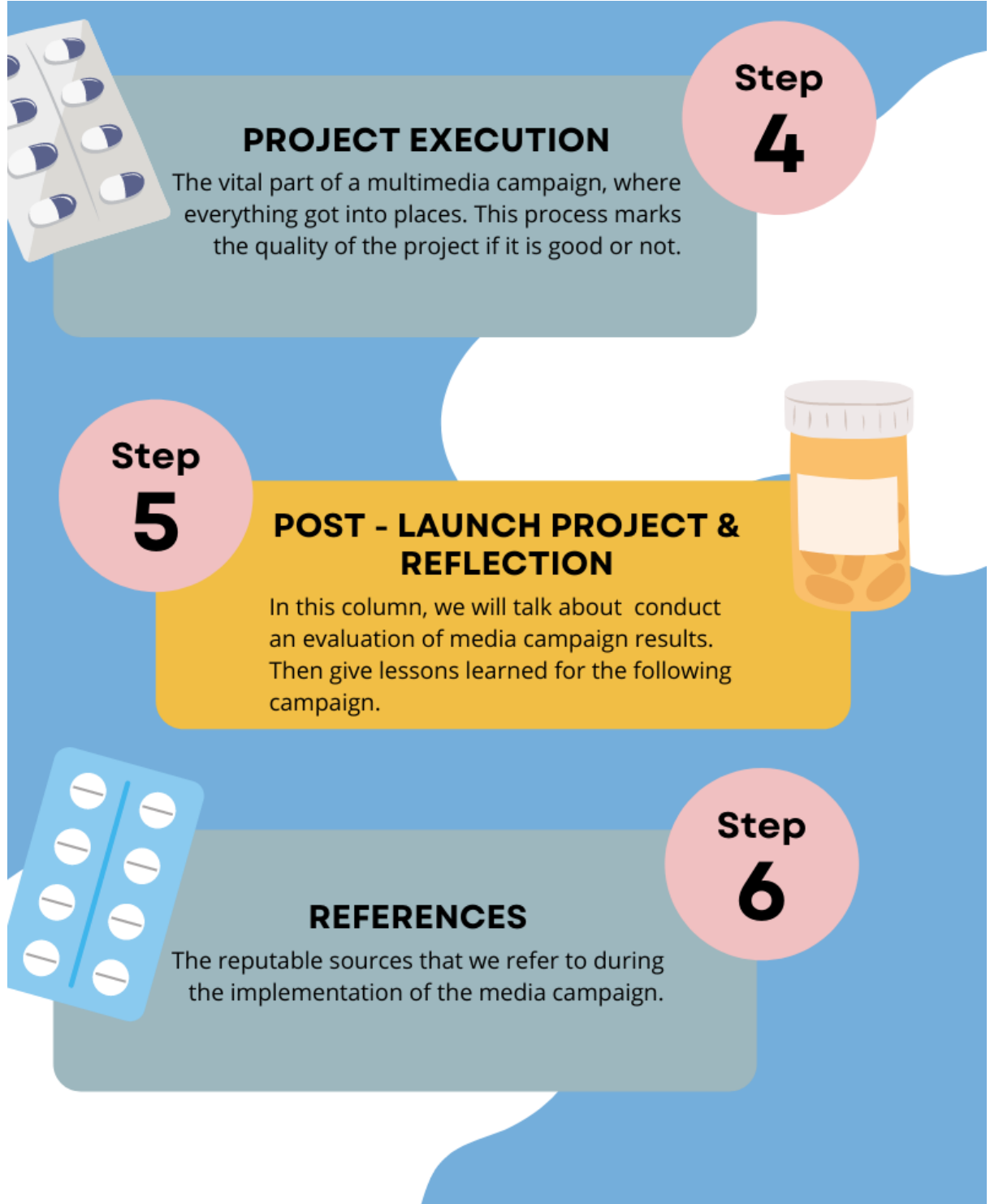
Step 3

DEVELOPMENT AND PRE_PRODUCTION

The development stage of our project, where we delve deeper into our project's preparation process and the overview of the proposed project. The planning process of many elements involve in our project.



PROJECT OVERVIEW



FIGURES

- **Purdue University:** “What is Primary Research and How do I get Started?”
• https://owl.purdue.edu/owl/research_and_citation/conducting_research/conducting_primary_research/index.html
- **Oxford Reference:** “secondary research”
• <https://www.oxfordreference.com/view/10.1093/acref/9780199590230.001.0001/acref-9780199590230-e-1622>
- **Project Practical:** “Organizational Process Assets (OPA) Explained With Examples”
• <https://www.projectpractical.com/organizational-process-asset-opa-explained-with-examples/>
- **The Economic Times:** “Definition of ‘Unique Selling Proposition’”
• <https://economictimes.indiatimes.com/definition/unique-selling-proposition>
- **Brilliant Metrics:** “What is PESO model for marketing?”
• <https://www.brilliantmetrics.com/knowledge/blog/what-is-the-peso-model-for-marketing/>
- **7S analytical model:** “McKinsey 7S Model”
• <https://corporatefinanceinstitute.com/resources/knowledge/strategy/mckinsey-7s-model/>

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ABSTRACT

In recent years, the Vietnamese Pharmaceutical Market has witnessed significant growth as we join the group of highest growth markets in the Asia region with a total market value of over \$559.9M ([BritCham Vietnam, 2021](#)). In other words, Vietnam has become a high-value market for both domestic and foreign departments. Understanding the need of customers as well as the desire to create a 100% “Viet brand” for Vietnamese people with premium quality, competitive pricing, Top Queen Viet Nam was founded to fulfill that dream.

The following thesis consists of two main activities: Reinforcing the brand image of Top Queen Vietnam within the mind of old customers and a highlighted talk show to celebrate the 10th anniversary of Top Queen’s birthday. Both activities started with situational analysis so the team can have a general view of what was going on, what to do to improve the situation using renowned models like SWOT, PESTLE. The following step is production, where a range of activities was done to boost the image of Top Queen on social media & web presence by engaging audiences using a fresh approach while the team worked on planning the talk show at the end of the project. After that is the post-production phase where we sum up what had been done compared to the initial objectives at the beginning of the thesis, summarise the whole process to find out what could be improved for the next implementation as well as collect valuable information for future uses.

Chapter 1: INTRODUCTION

INTRODUCTION

In this section, it is an overview of the project, the company and the theories used for research.

Step 1

PROJECT INTRODUCTION

An overview, including: project name, abbreviation and 3 main phases for TopQueen's multimedia communications project.



THEORIES

Theories that we use to conduct research on aspects (branding, external, internal, proposed communication channels) for the campaign.

Step 2

Step 3

COMPANY OVERVIEW

About the company with its strategic vision, mission, core values and USP that TopQueen owns.



1. PROJECT INTRODUCTION

Our capstone project is "Top Queen – Increasing Brand Recognition 2021"

English name:

"Communication campaign: Increasing Brand Recognition For Top Queen Pharma JSC,".

Vietnamese name:

"Chiến dịch truyền thông tăng độ nhận diện thương hiệu cho Công ty Cổ phần dược phẩm Top Queen".

Abbreviation:

#TopQueenVietNam, #SuckHoeCuaBan,
#TopQueen_BanDongHanh, #ChamSocSuckHoeNgayNgayHomNay,
#10nam1hanhtrinh, #branding, #BoSungCanxi, #Hotroxuongkhop, #Curmaxi,
#Collagen.

TopQueen's multimedia communications campaign will include 3 main phases by the end of 2021:

Phase 1: Pitching idea, Building media content

Phase 2: Increase engagement, branding

Phase 3: Final talk show to highlight the campaign

2. THEORIES

2.1. Branding Recognition

Brand Recognition indicates the level of public recognition (or target market of an organization) about the services and products that the business provides, and has been confirmed about the brand. Brand recognition is most successful when people can articulate a brand without being explicitly exposed to the company's name, but only through visual cues such as logos, slogans, etc..., and the color.

To measure brand recognition and effectiveness of advertising campaigns, many companies will conduct surveys on a research group to support and test recalls in time to unexpected problems. With products similar to existing products, brand recognition leads to higher sales.

Distinguish brand recognition and brand awareness

Brand awareness is the level of familiarity and memory of your target customers about your product or service.

Brand Awareness has two types: Brand Recall and Brand Recognition. "Brand Recognition" is brand recognition, which simply means that you recognize a brand when you see it. And "Brand Recall" means that you can think of a certain product and immediately visualize the brand, for example, in Vietnam, when you asked about the smartphone, consumers will immediately be thinking of the iPhone, and if it is the electric car, they are thinking Vinfast,...

So, Brand Awareness includes when you see the brand name, you know what the brand sells, and when you remember the product type, you remember the brand. Brand Recognition is just the beginning of Brand Awareness.

Brand awareness brings benefits:

Increasing trust and strengthening that trust of customers, connecting consumers with brands and loyalty will have a direct impact on the company's revenue. Increase the brand value in the market with positive customer feedback. Make the marketing process more convenient with less cost and higher efficiency. Create associations.

2.2. Communication Campaign:

Marketing communications is a fundamental part of a company's marketing. Marketing communications are all messages and media used to interact with consumers through social media, television, advertising, etc.

Marketing communications goals are usually long-term goals, geared toward future branding. Marcom's goals could be:

- Increase customer awareness
- Impact on purchase intention
- Promote trial purchases
- Change your attitude
- Switching brands

Different tools are used to attract the target audience combined with 4Ps (Product, Price, Place, Promotion) in the Marketing mix to help the business achieve its goals. The following are important tools used:

- Advertisement
- Promotion
- Social network
- Direct Mail & Catalogues
- Email Campaigns & Newsletters
- Trade Shows, Webinars, & Seminars
- Interactive marketing
- Direct sales

2.3. Pestel for external analysis

2.3.1. PESTEL Analysis

PESTEL analysis is a structure/ tool used by marketers/PR firms to analyze and monitor factors in the macro-environment (the external marketing environment) that affect an organization, company, or industry. PESTEL analysis is used to identify threats and weaknesses used in SWOT analysis.



PESTEL stands for: the Political, Economic, Social, Technological, Environmental, and Legal factors of the external environment.

- **Political elements** include government policy, leadership, and change. Foreign trade policy; internal political issues and trends; tax policy; Regulatory and deregulation trends.
- **Economic elements** include current and projected economic growth. inflation and interest rates; employment growth and unemployment; personnel expenses; the impact of globalization; disposable income of consumers and businesses; Possibility of change in the economic environment.
- **Social elements** include demographic data. Consumer attitudes, and purchasing patterns; population growth and employment structure; socio-cultural change; ethnic and religious movements.
- **Technological elements** influence the marketing of new ways of producing goods and services. A new way to communicate with the target market.
- **Environmental elements** are important in pollution targets, nature, and animals.
- **Legitimate elements** safety; copyright; marketing and purchaser rights and laws; product labeling and product safety.

In this project, we used Pestel for external analysis of TopQueen company.

2.3.2. SWOT

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. SWOT analysis is a well-known business analysis model (or matrix) for all businesses that want to improve their business situation by orienting properly and building solid development foundations.

Businesses can use SWOT analysis to clarify investment goals and identify objective - subjective factors that can affect the process of achieving that goal.



SWOT analysis includes the following aspects:

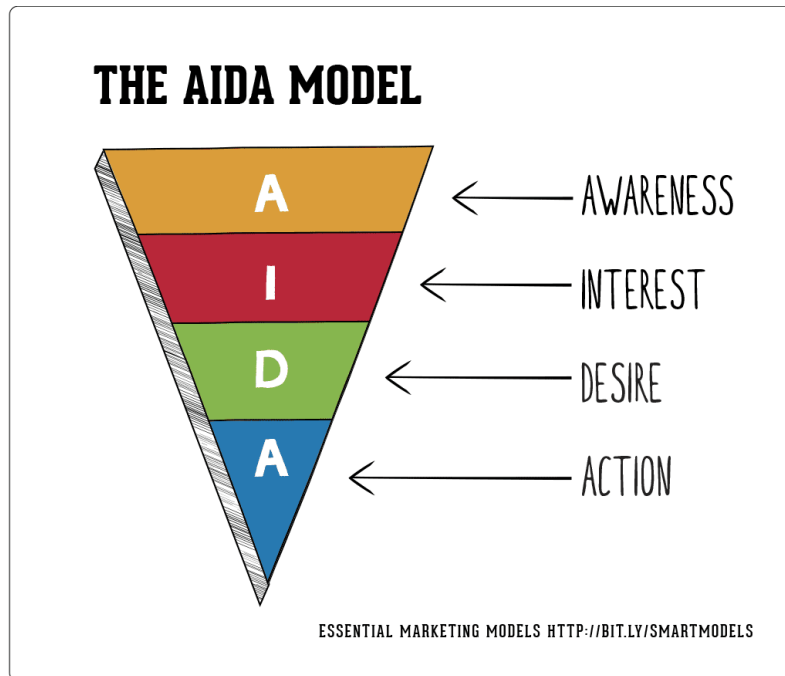
- **Strengths:** The unique point of the business or project that gives it a competitive advantage over competitors.
- **Weaknesses:** The characteristics of the business or project that make the business or project weaker than the competition.
- **Opportunity:** Environmental factors that can be exploited to advantage.
- **Challenges:** Environmental elements that can harm the business or project.

In this project, we used SWOT analysis for internal analysis of TopQueen company.

2.3.3. AIDA Model

AIDA stands for Attention, Interest, Desire, and Action.

The AIDA model identifies the cognitive stages that a customer goes through in the process of purchasing a product or service. These are the 4 factors that have formed a psychological transformation process of the customer in the buying process where the buyer goes back and forth at each stage, to assist them in making a successful purchase.



- **Awareness:** creating brand awareness or association with your product or service. It is necessary to reach and attract people's attention to the content you want to convey. can use a lot of different methods such as comparison, using impressive words, repeating many times... to arouse the interest and curiosity of people around.
- **Interest:** Create interest in the benefits of your product or service, and enough interest to encourage buyers to start doing more research.
- **Desire:** Arousing the desire, desire of customers for your product or service through 'emotional connection', expressing your brand personality. Shift consumers from "like" it to "want" it.
- **Action:** When customers have full interest, interest, and desire, they can agree with your topic, suggestion, introduction, or accept to use the product.

2.3.4. S.M.A.R.T Objective

S.M.A.R.T Objective is intelligently set objectives of an individual, group, or organization in business activities or the like. These goals, when implemented, will be most effective.



“S.M.A.R.T Objectives” with the following meanings:

- **Specific:** A goal is considered wise then the first step needs to be planned. The more specific and understandable the planned building, the more effort and determination to implement to the end of the goal-setter.
- **Measurable:** Always tie your goals to specific metrics. Make sure that the goal is measurable.
- **Attainable:** A goal that is highly appreciated is the feasibility factor when implementing. It is necessary to make a plan that can be completed, following conditions and capabilities.
- **Realistic:** Ensure that the goal goes to the final destination.
- **Time-bound:** Setting clear milestones motivates the performer to understand the process of completing the goal.

2.3.5. Customer Insight

Customer Insight is the hidden pains, desires, and gains that influence the behavior and purchasing decisions of potential customers.

Customer Insight is difficult to define accurately and completely. Even for experienced marketers. However, it is an extremely valuable asset for marketers. Customer Insight along with industry understanding will help businesses have ideas for a marketing strategy, event, or sometimes just a content marketing template. Users will have to say, "Great, why is it so true to me". This will have a very strong positive effect on brands and products.

However, applying customer insight to business is very difficult. Businesses should combine Customer Insight with Brand Insight to reach deep into the desires of customers. Determining Customer Insight consists of 3 steps:

- Data collection & analysis.
- Interpret and analyze data to find insights.
- Rely on insights and take specific actions.

2.3.6. Primary research

According to [Purdue university](#) “Primary research is any type of research that you collect yourself. Examples include surveys, interviews, observations, and ethnographic research”. Primary research usually takes a long time to collect but it has the most valuable information for the project

In this project, we used primary research by surveys and sometimes directly with company and customer to collect customer insight so that you can easily dictate the right communication tactics to properly influence your potential customers.

2.3.7. Secondary research

According to [oxford reference](#), secondary research is “Research using information that has already been compiled and formatted”. Secondary research is available and easy to collect but is not close to the needs compared to primary research and the quality of information is not new. In this project, we used secondary research by data of the company and customers, then used methods like SWOT, PESTLE,... to analyze the trend of media access of customers so that they can choose the right media to influence potential customers.

2.3.8. Organizational process assets (OPA)

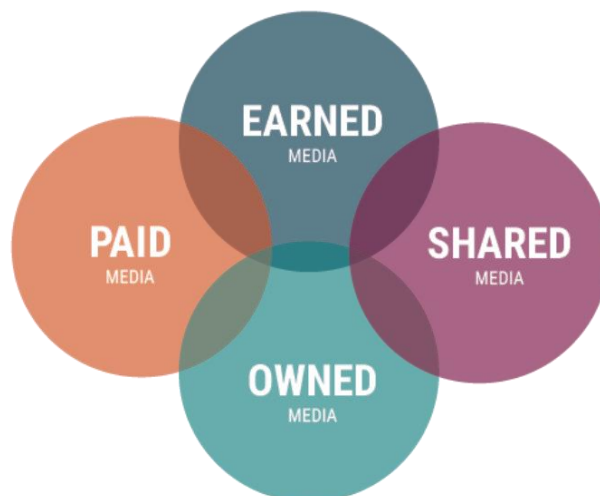
According to [projectpractical.com](#), “Organization Process Assets include all the information from the organization that is needed to ease the management of the project”. OPA is all documents including all assets related to the way organizations are involved in the project that may affect the success of the project. OPAs include plans, policies, procedures, and guidelines. It also includes the organization’s knowledge base such as historical information, lessons learned. In this project, we used OPA to develop the project to collect all the company's data, experience, resources in lessons learned to be able to develop the best project possible.

2.3.9. Unique Selling Proposition (USP)

According to [TheEconomicTimes](#), “Unique Selling Proposition or USP is the one feature or the perceived benefit of a good which makes it unique from the rest of the competing brands in the market. It is that very reason which motivates a buyer to purchase that product even though it might be costlier than other products”. In this project, we use USP to talk about what makes TopQueen stand out from its competitors.

2.3.10. PESO model

According to [Brilliant Metrics](#), “PESO stands for “paid, earned, shared, owned,” and serves as a means of segmenting all of the marketing channels at a brand’s disposal into discrete groups. It allows us to look at our efforts through any one of these four lenses (paid, earned, shared, owned), to see if there are opportunities to integrate additional channels into our new or existing programs. The model also allows us to make sense of and to organize the channels in which we are currently investing.”



- **Paid:** Exchanging money for distribution, whether an ad or content
 - **Earned:** Trading valuable content for an established authority's audience
 - **Shared:** Amplifying content through your own audience
 - **Owned:** Aggregating an audience that seeks you out for content and then distributing your content to that audience
- In this project, we used PESO model to determine media strategy.

3. COMPANY OVERVIEW

3.1. About the Company

Top Queen Vietnam Pharmaceutical Joint Stock Company

TOP QUEEN VIETNAM PHARMACEUTICAL JOINT STOCK COMPANY is an enterprise that researches and produces high-grade functional foods. TOP QUEEN VIETNAM has a functional food factory that strictly adheres to GMP standards. Established in 2010, when functional foods have not been well received, Topqueen's orientation is to produce premium functional foods that meet the specific requirements of all customers. Target customers are businesses dealing in pharmaceutical products, functional foods, and cosmetics.

3.2. Vision, Mission, Core Value

3.2.1. Vision

Top Queen Vietnam will have the opportunity to actively contribute to public health to improve millions of lives every day and become a leading pharmaceutical company in Vietnam and move to the International market.

3.2.2. Mission

Top Queen Vietnam's mission is to discover, research, and develop new ways to bring people the best quality products and services to help improve and enhance people's health.

3.2.3. Core values

Prestige - Responsibility - Enthusiasm - Respect – Transparency

- **Prestige:** Ensure our products and services are served at the best quality possible
- **Responsibility:** Your health is our responsibility
- **Enthusiasm:** By using our knowledge, TopQueen will produce the best product for everyone
- **Respect:** Respect are earned through customer experience
- **Transparency:** We commit ourselves to bring harmony and trust to our customers.

3.3. Brand Identity

3.3.1. Logo



Top Queen Vietnam has a crown-shaped logo with luxurious lines showing the CEO's original goal of women's health and beauty. The main color is green-yellow, showing sincerity, professionalism, and serious investment in the company's products. Showing the core value of the company is creating trust, responsibility, and enthusiasm for Vietnamese health.

3.3.2. Slogan

“Your health is our wealth”(Sức khỏe của bạn là tài sản của chúng tôi). The main highlight of the slogan is to show the positive values that TopQueen brings to customers, and the health of customers is the most valuable asset of the company.

3.3.4. USP

According to “Chapter 1: Introduction, title 2.3.9. Unique Selling Proposition (USP)”. TopQueen's product is the company's USP. The company is one of the few pharmaceutical companies that self-research and manufacture generic drugs exclusively on the Vietnamese market. The company is confident to be at the forefront of leading technology in health products with the investment in building a GMP-certified factory. With its own factory and such a large production capacity, the customers that the company especially targets are large product consumers such as retailers, drug stores, wholesalers,... A specific example of the company's product is the upcoming Curmaxi Gold. It is the first calcium supplement on the market with collagen for women's health and beauty. The first calcium product is soft capsules rather than hard capsules on the market. That's because this is the first organic calcium product instead of inorganic calcium products and also has a beautiful effect on collagen and vitamins. And so many products of the company are a specialty. The enthusiasm of the company CEO, after having the opportunity to work and experience. That is the proprietary product that differentiated the company in the market.

4. SUM UP

From there we **have an overview** of the project, the company, and the theories that **will be used**. From there, **develop ideas for development**, including market, customer insight, proposed communication tools, and pre-production.

Chapter 2: DEVELOPMENT AND PRE_PRODUCTION

DEVELOPMENT AND PRE_PRODUCTION

The development stage of our project, where we delve deeper into our project's preparation process and the overview of the proposed project. The planning process of many elements involve in our project.

Step
1

DEVELOPMENT

In this section, we analyze internally and externally to make recommendations on platforms, channels, and communication tools that can be easily accessed and Increasing brand Recognition



PROJECT PLANNING

In this section, we collect brand data, conduct analysis, create and evaluate ideas. From there, give a current project, proposed project with channels, tools, media platform and budget.

Step
2



1. DEVELOPMENT

1.1. COMPANY EXTERNAL ANALYSIS

PHARMACEUTICAL INDUSTRY DISTINCTION & STANDARD



MARKETING STRATEGY DISTINCITION

A combination of pharmaceutical knowledge and marketing strategies



Limited by laws and regulations along with medical issues



Most strategies based on human emotional appeals



GMP STANDARD



GMP, abbreviations for "Good Manufacturing Practice" is a system created by World Health Organisation to "... ensure that products are consistently produced and controlled according to quality standards. It is designed to minimize the risks involved in any pharmaceutical production that cannot be eliminated through testing the final product." (WHO, 2015).

The Standard covers these aspects of medicinal production:

Detailed written procedures for each process that may have an impact on the quality of the final product

Staffs personal hygiene

Equipment & facilities standards

Starting materials



224 domestic manufacturing factories achieved GMP standard



1.1.1. PESTEL Analysis

According to “Chapter 1: Introduction, title 2.3.1. PESTEL Analysis”.

- **Political**

The political situation in Vietnam continues to be in a stable state, with serious decisions on stabilizing the situation, focusing on fighting the epidemic and economic recovery. The requirements for pharmaceutical sources are extremely strict based on the official dispatch of the Ministry of Health No. [4369/QĐ-BYT](#) 2019, on requirements for assessment of quality, legal documents, and production process. According to Law on Pharmacy No. [105/2016/QAH13](#), the State creates favorable conditions for pharmaceutical enterprises, especially giving priority to research on biotechnology, preparation technology, and generic drugs and facilitates registration of procedures that TopQueen's products have developed. TopQueen's customer incentives are efficient supply chains, timely distribution, and 24/7 pharmacies.

- **Economic**

According to [Tổng cục thống kê](#), Vietnam is one of the few countries with positive economic growth during the pandemic. According to [Bảo Lao động](#), interbank interest rates suddenly increased again in the second quarter of 2021. According to [Bộ công thương](#), Vietnam's online business still achieved an admirable growth rate of up to 30% per year, the period from 2016-2020. Signing 02 new-generation Free Trade Agreements (FTAs), including the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) and the Free Trade Agreement between Vietnam and the European Union (EVFTA) is a supporting factor for Vietnamese goods to increase their competitiveness in Europe. According to [Bảo tuổi trẻ](#), the bond market in 2021 becomes more exciting than ever.

Due to extensive economic integration, Vietnam's economy has been heavily affected by the COVID-19 pandemic. According to [solieukinhhte.com](#), Vietnam's GDP per capita growth rate in 2020, decreased compared to 2019. According to [Dangcongsan.vn](#), the tourism industry was heavily affected by the epidemic, down 78.7 % compared to 2019. According to [General Statistics Office Of Vietnam](#), the number of unemployed people of working age in the first 6 months of 2021 is more than 1.1 million people, an increase of 101.7 thousand people compared to the same period last year. And according to [Bộ kế hoạch đầu tư](#), the number of businesses withdrawing from the market in the first eight months of 2021 is 85,500, up 24.2% over the same period in 2020. According to the General Statistics Office, the average inflation in 2020 reached 2.31%, within the target area and many economies around the world showed signs of recovery in the first quarter of 2021.

Consumer behavior changes as customers move from in-store shopping to online shopping. The Government issued Resolution No. [105/NQ-CP](#) on supporting businesses, cooperatives, development opportunities, the has and business households in the context of the COVID-19 epidemic.

- **Social**

Domestic enterprises understand the customer insight, consumer behavior and preference for natural origin, organic products and this source of raw materials is the strength of domestic firms. Consumers have a psychological preference for foreign brands, sophisticated and attractive designs, and packaging that TopQueen in particular and brands in Vietnam, in general, are developing. Asian culture is still quite shy when it comes to delicate and feminine products while one of TopQueen's key products is feminine hygiene solutions. According to [NielsenIQ](#), the average life expectancy and income of Vietnamese people are increasing, so more and more people are interested in health care, creating favorable conditions for the development of diverse types of health products. Consumers increasingly want to spend on premium health products. Perspectives on aesthetics change, people with beautiful appearance and appearance have more opportunities in life (earning money, getting acquainted, exchanging, ...) and the concept of health care, beauty from the outside. In terms of functional foods, more and more attention is paid, but also need to be distributed according to social class and viewpoint.

Some negative businesses cause many people to lose faith in functional foods and multi-level sales, but gradually there has been a change in the population's mentality when it comes to functional foods, no longer thinking that it is a scam.

- **Technological**

Recently, science and technology have received a lot of attention in Vietnam, especially in the process of globalization. Many of our achievements in mathematics, mechanics, physics, etc. have been evaluated abroad. Building a modern information infrastructure system by applying digital technology, satellite communication, fiber optic cable... strong enough to integrate international and regional information networks. diagnose diseases, prevent dangerous infectious diseases and create Covid vaccines. According to [Ecommage](#), the number of social network users in Vietnam in January 2021 is equivalent to 73.7% of the total population. The number of mobile connections in Vietnam in January 2021 is 154.4 million people. The average time per day mobile usage has grown in 2020 by 25% due to the impact of the epidemic. But according to [Microsoft](#), Vietnam's cyberspace is unhealthy and underrated in the world have but is improving gradually after the epidemic. Although technology has developed, there is still a long gap compared to the region and the world. New property disputes arise intellectual property, copyright, trademark, geographical indication, industrial design. But technology also creates many opportunities for development such as marketing products, advertising on many social networks, different platforms easier. More diverse forms from TVCs, reels, short videos,... changing buying habits to e-commerce and linking with foreign partners.

- **Environment**

Vietnam is one of the countries with the highest biodiversity in the world with natural ecosystem types, rich genetic resources, endemic resources, and the potential to develop precious and natural plant varieties with quality production material. But environmental pollution, especially water pollution, has become increasingly serious in Vietnam. Air pollution shows signs of increasing, especially in big cities, when our country's economy develops towards industrialization and modernization, many urban areas and cities are formed seriously. Biodiversity in our country is rapidly declining, the extinction rate of species is high, causing a decrease in the source of production materials in both quantity and quality, increasing the cost of environmental treatment for the production and processing sectors. safe handling of food.

But there are also opportunities for development, when our country has an abundant source of input materials, no need to import, which helps to reduce production costs when the demand for protection and health care increases and opportunities for development, expand products (due to the appearance of some new diseases) with the current trend of traditional medicines, organic ingredients, high potential for development in our country.

- **Legal**

A complete, unbiased legal system is one of the non-economic preconditions of business. According to Decree No. [92/2021/NĐ-CP](#), a 30% reduction in corporate income tax will partly help businesses in the complicated Covid situation. Enterprises need to carefully study the legal and political factors to ensure that they can come up with an effective market strategy. The degree of perfection, change and law enforcement in the economy has a great influence on the organization and implementation of business strategies of enterprises. The legal system is improving on counterfeit goods, poor quality goods, and trademark copyright. And the law also affects the cost of circulation, transportation costs, import, export, logistics and it directly impacts business costs.

The full report analyzing the PESTEL model of the Vietnamese pharmaceutical industry that the capstone team analyzed: [PESTLE](#)

1.1.2. Competitors analysis

1.1.2.1. Competitors

Dược phẩm Hoa Linh:

Overview:

Hoa Linh Pharmaceutical Co., Ltd was established in 2001 by doctors (pharmacists and doctors), is an enterprise directly producing and trading pharmaceuticals, food, cosmetics, health care. Hoa Linh continuously invests in facilities and human resources to create and provide the best quality products to meet the health care needs of consumers.

Hoa Linh Pharmaceutical always puts the prestige of product quality on the top, the guideline in all activities of the company. Therefore, Hoa Linh Pharmaceutical's 2 factories in Phung Industrial Park and Dong Van Industrial Park are invested with the most modern production lines in Vietnam, all factories are certified with GMP, GLP, GSP, CGMP and comply with strict compliance. strict ISO 9001:2015 standards.

Because Hoa Linh is a company specializing in the production of medicinal products, the company attaches great importance to the supply of input materials. The company has a specialized cultivation area specializing in supplying medicinal herbs for the factory, besides it is also a partner of reputable pharmaceutical suppliers.

Hoa Linh Pharmaceutical has been trusted by customers for decades with product brands that have a strong foothold in consumers' minds such as Da Huong Feminine Hygiene Solution, Bao Thanh Cough Medicine, Toothpaste. Ngọc Chau herbal medicine... Hoa Linh's products are not only familiar to domestic consumers but also become trusted products in countries such as Taiwan, Korea, Malaysia... Contributing to the construction national brand, enhancing the reputation of Vietnamese goods, Hoa Linh is proud to produce Vietnamese goods.

Communication platform: [fanpage](#), [website](#)

- **Bách thảo dược:**

Overview:

Bách Thảo Đường was established on June 11, 2018, with an area of nearly 8,000 m² and an investment of 120 billion VND. Bach Herbal's mission is "Preserving and promoting the quintessence of traditional medicine" owning production lines for nuggets, powders, instant teas, tablets, film-coated tablets, sugar-coated tablets, and hard capsules, soft capsules, gels, syrups, solutions, mixtures, liquid, thick, soft, and dry to bring good health to millions of Vietnamese people. The Botanical and Herbal Medicine Factory achieved GMP certification in 2019 in An Duong economic zone, Hai Phong city to produce not bring healthy foods and cosmetics, medicinal herbs, and herbs for domestic and foreign markets (Asia and European).

Communication platform: [fan page](#), [website](#)

- **VIETMEC**

Overview:

Vietnam Pharmaceutical Joint Stock Company (VIETMEC) is known as a clean pharmaceutical company. For VIETMEC, product quality is the top goal. VIETMEC has always been loyal to the line of pharmaceuticals and health protection food products derived from natural medicinal herbs.

VIETMEC's products are all developed from traditional remedies of the nation along with the application of advanced science, creating a line of pharmaceutical products of natural origin, safe and with outstanding features in supporting and disease treatment.

Vietnam Pharmaceutical Joint Stock Company - VIETMEC always puts the highest enthusiasm and responsibility in each product to preserve the good image of the brand as well as the trust of customers for the products and services that the Company offers. The company has diligently researched and developed.

Communication platform: [fan page](#), [website](#)

-

- **HADU79**

Overview:

HADU79 PHARMACEUTICAL JOINT STOCK COMPANY is one of the many-year enterprises in the field of directly manufacturing and trading pharmaceuticals, functional foods, nutritional foods.

With a long-term vision, a view of sustainable development, the leaders and team of pharmacists are constantly making efforts to continuously research and develop the best health supplements for people, especially the human body. Vietnam by combining the quintessence of traditional Eastern medicine and modern Western science. The factory uses GMP standards to produce healthy products. HADU79 was born with the mission to bring the "best nutritional value" to the health of you and your family!

With the criterion "LIVE SAFETY - LIVE QUALITY" together with the combination of experts and research institutes, we have launched a lot of food lines to protect health for the family.

Communication platform: [website](#)

1.1.2.2. Compare communication strategy with competitor

Before launching the media campaign

	TopQueen	Dược phẩm Hoa Linh	Bách thảo dược
platform	Website	Website Fanpage	Website Fanpage
Website	Information only: company, factory, products, mission, address, and contact method. Pictures were taken directly on the phone without design.	Post routes include company introduction (vision, mission, personnel, ..); News like specialized news, activities, sales,... They have affiliates and contact. They run SEO keywords: functional foods, tablets, GMP,... Their website design is beautiful with creative product images. And show their professionalism.	Post routes include an introduction about the company, profession TVC, and daily news like specialized news, activities, photos,... They have Affiliates and contact on their website. Run SEO keywords: functional foods, tablets, GMP,... It is a good website with user experience that shows that elaborate and professional investment.
	=> TopQueen has no topic line: specialized, activities, sketchy news system, and incomplete website		
Fanpage	None (pause update)	Their fan page with strong interaction (23.6k followers). They have a system of posts, events, and beautiful images, daily events with professional TVC. They Invest in images with KOLs. Have a good seeding system. They have good brand awareness typical like appearing on major sites like VTV.vn	Their fan page brings pre-production has good interaction with 2k followers. There is an easily accessible article system with images and good content. But it is a poor interaction and seeding.

Table 1

Before launching the media campaign

	TopQueen	VIETMEC	HADU79
platform	Website	Website Fanpage	Website
Website	Information only: company, factory, products, mission, address, and contact method. Pictures were taken directly on the phone without design.	Post routes include company introduction (vision, mission, personnel, ..), daily specialized news, activities, sale affiliates, and contact. Their website can show clarity of information (posting financial statements) and run SEO keywords: functional foods, tablets, GMP,... on Google. They have a large and transparent customer system Their website has a user-friendly experience showing their design profession.	Post routes include company introduction (vision, mission, personnel, ..), daily events are updated continuously with specialized news, activities, sale affiliates, and contact. They have clarity of information (posting financial statements) and run SEO keywords: functional foods, tablets, GMP,... on google. But they haven't invested much in terms of image yet
	=> TopQueen has no topic line: specialized, activities, sketchy news system, and incomplete website		
Fanpage	None (pause update)	Their fan page is designed with professional content and images. Fanpage has a good following (5k followers) but the post does not have many interactions.	None
	=> Because of the specific nature of the pharmaceutical industry, it can be seen that Top Queen and many competitors do not focus on building fan pages but they focus on building websites to reach old customers and customers who buy in bulk.		

Table 2

1.1.3. Brand positioning

[According to NielsenIQ](#), the more Vietnamese people pay attention to their health, and especially during the time of the Covid epidemic, the more they are placed on top. According to [the report by the Ministry of Health](#), Vietnamese people are willing to pay about 27% of their total income for medical expenses. With such a large purchasing power market, TopQueen's products are aimed at customers who can afford to pay for a health product of the best quality. Top Queen's products focus on quality with rare ingredients and high technology. Exclusive products on the market are also focused on delicate packaging to conquer the most demanding customers.

Top Queen shapes its products into the high-end customer segment. Top Queen's products are more expensive than domestic products, but the prices are competitive with products imported from abroad. The quality is better than foreign products because of the advantage of having precious natural raw materials in the country. Top Queen's product lines are exclusive and luxuriously designed for high-class customers.

Top Queen has been operating for 10 years with a large capital and self-manufacturing factory, so Top Queen also places big brands in the industry with many years of experience as competitors. Build unique qualities to position yourself in the market. After 10 years of working, now Top Queen is investing in communication to increase its brand awareness in the eyes of high-end customers.

1.1.4. Customers' behaviors

Top Queen is currently a pharmaceutical brand specializing in supplying products in large quantities to retailers and strategic partners, so currently, the main customer group that Top Queen is targeting are loyal domestic customers who have been cooperating with the company. Therefore, the analytical customers will be the owners of the company, the businessmen who are running the business of trading pharmaceutical products who have been with the company for a long time. Factors influencing consumer behavior are:

Cultural factors:

Domestic business owners who want to promote and develop quality domestic products and believe in Vietnamese products.

Social factors:

• **Social factors:**

Community	Sensitive to changes in the community
Social network	Mainly use Zalo for business and fan page Facebook, website in research
Social class	High class
Family	Influenced by family in shopping and teammates in business
Status	Married

Table 3

• **Personal factors:**

Age	From 30 above.
Occupation	Business owners
Lifestyle	Liberal, comfortable, careful in business, prestigious
Personality and appearance	Comfortable

Table 4

• **Psychological factors:**

Motivation	Earning money, bringing quality products to the market, Vietnamese brands are well received by consumers.
Perception	Selective attention: People tend to only pay attention to what they need.
Understanding	Understand the value of quality and reputation when doing business.
Beliefs and attitudes	Belief in the quality of the product.

Table 5

1.2. COMPANY INTERNAL ANALYSIS

1.2.1 Overview

Top Queen focuses on investing in standard factories, modern production lines, and training a team of professional and methodical technicians. Over the past 10 years, the company has developed a research room, office, and production facility with 80 members and is aiming for 300 members. The company's leadership apparatus includes:

- Mrs. Huong: CEO of TopQueen Vietnam.
- Mr. Kim: Sales Director of TopQueen Vietnam.
- Mr. Binh: Assistant sales director of TopQueen Vietnam.
- 80 workers of TopQueen Vietnam.

1.2.2 Methods of implementation:

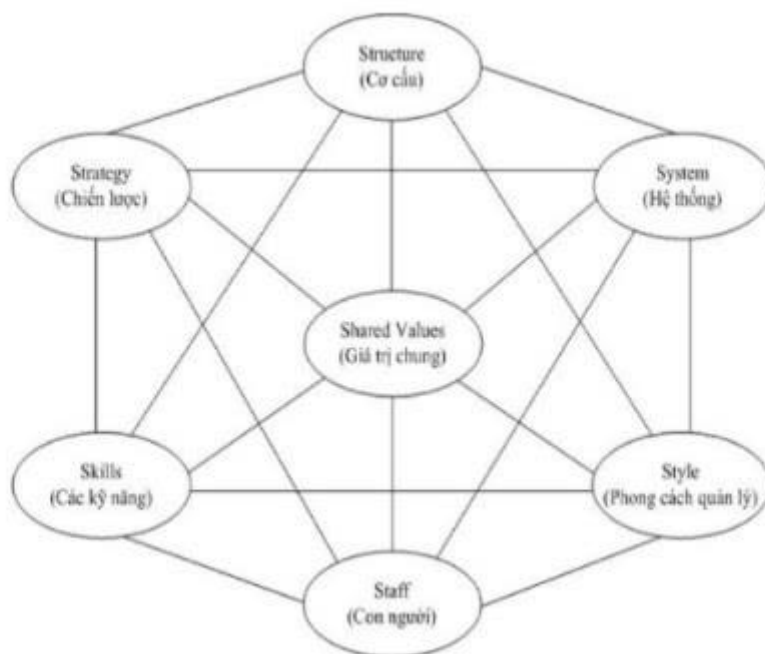
To obtain information for this report, the group has conducted the following methods of collecting documents and information:

Task	Object	Method
Interview	Important staffs	During the interview process, ask, analyze, and filter information according to a predetermined frame of questions. Based on the actual answers, conduct an extended interview to thoroughly understand as well as find out the outstanding issues in the company's operations.
Research documents	Staffs	National status of TopQueen Company, the team interviewed, collected, high-quality, and researched relevant documents of the company
Working discussion	CEO of TopQueen Vietnam	Coordinating in building and proposing contents related to the process of analyzing the company's internal factors Giving opinions, evaluating and initial appraisal of the contents, proposals, of the group related to the work content
Investigate and poll	Employees of TopQueen Vietnam	During the evaluation and analysis of internal factors, the team conducted surveys and polls to build the list of the strong point and the main point of the company, the strength of these factors on the company's operations, and evaluate and analyze the internal factors of the platform for communication development

Table 6

1.2.3. Analytical method:

In the process of analyzing favorable fulfill the internal factors of the company, the team consulted and based on the 7S analytical model according to the content of the book "In Search of Excellence" (including seven factors starting with the letter S: Structure, System, Strategy, Shared Values (common values), Skills, Style (management style), Staff. is divided into 2 groups: soft factor group and hard factor group, the influence of each success factor will fluctuate over time.



|

1.2.4. SWOT TopQueen

According to “Chapter 1: Introduction, title 2.3.2 SWOT TopQueen”.

1.2.4.1. Strengths

The enthusiastic founder has the right direction with the profession. They have financial resources and a certain relationship with the government and investors. The Internal unity company and highly trusted. They have a WHO-GMP standard factory with 80 workers, fully licensed according to the current regulations of the state. They have a stable source of customers and potential strategic partners with many diverse products, new products, flagship products, USP products that are developed and brought to market continuously. They always apply science and technology to production to make competitive prices in the market.

1.2.4.2. Weaknesses

They have no specific media campaign yet. The management of human resources is limited in quantity and quality. TopQueen consumers' awareness of the company's products in the market is low. The company's logo and brand identity are not in line with the trend and the company's message, slogan, and slogan have not reached consumers yet. The company's brand awareness in the market is poorer than competitors that they have to build in a long time.

1.2.4.3. Opportunities

TopQueen have young human resources with high and long-term development abilities. They have great opportunities in the field of e-commerce. The State is currently creating favorable conditions for enterprises in general and the pharmaceutical, cosmetic and generic drug industry in particular. The opportunity to develop products with natural materials, organic products is a trend and has an abundant supply in the country. Now is the time for a great possibility of integration when the country is increasing its regional integration (ASEAN) and Europe (EVFTA). TopQueen has been approaching and researching new science and technology to make products, develop better products. Their mid-range and high-end products have the opportunity to develop when people's living standards are improved and more attention is paid to health consumption.

1.2.4.4. Threats

The complicated situation of the Covid epidemic makes the problems arising in personnel and production difficult to predict. The company's Expanding customer base needs to pay more attention to product packaging and appearance. It is still a lot of negative effects on the economy during the Covid pandemic. Nowadays, the current trend of approaching customers is social networks, the internet requires companies to reach out to customers if they want their products to have a foothold in the market and not be inferior to competitors when they have built a brand identity online for a long time. And last but not least, integration makes there are too many competitors in the market and big competitors from abroad.

1.2.5. Research & Customers' insight

1.2.5.1. Primary research

According to [the report](#), although the Covid epidemic has affected all industries, the pharmaceutical industry still has many development opportunities when domestically produced products only meet 47% of customer demand.

The current consumer trend is interested in health products, natural/organic origin, and high-quality products, good packaging is produced in the country and the high-end customer group, there are many development opportunities.

To collect the Customers' insight data we used a survey method through

which we obtain the data:

- Ages:

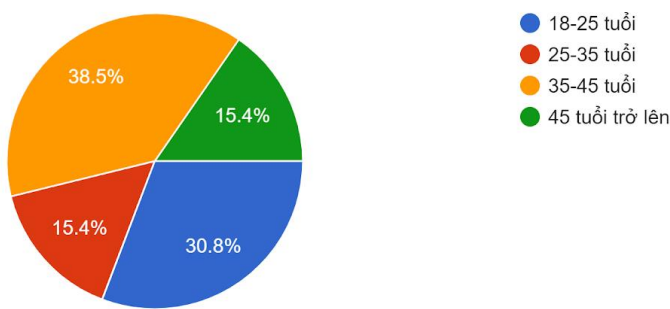


Chart 1

- What media do you know the brand through?

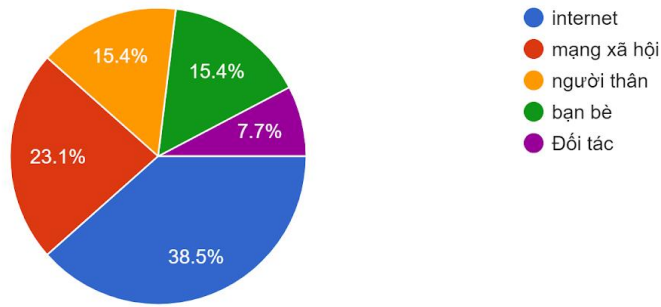


Chart 2

- Do you use functional foods?

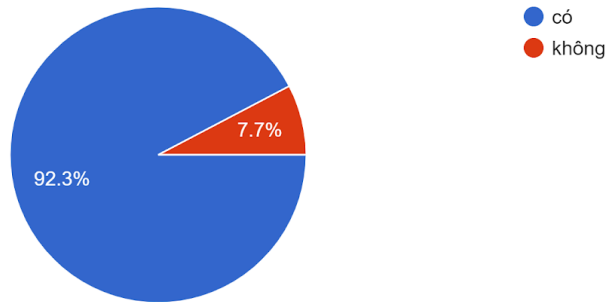


Chart 3

- Do you use Top Queen products?

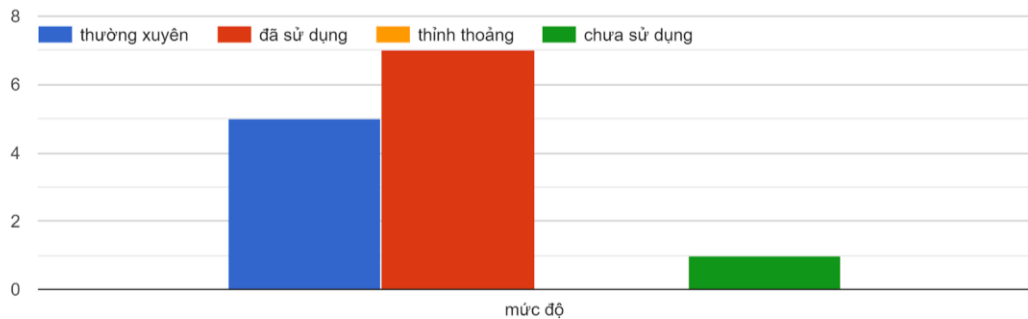


Chart 4

- Through responses, we can see TopQueen's customer's insight are people living in Hanoi working in all occupations and divided into two age groups:
- Adults (over 35 years old) use TopQueen products regularly and know the brand through the internet, friends, and family.
 - Young people (18 to 35 years old) have used TopQueen's products and know the brand through the internet and social networks.

Form survey: [Survey](#)

1.2.5.2. Secondary research:

1.2.5.2.1. Overview

In the past few years, health and wellness have become a major concern for global populations. In the most recent report published by McKinsey & Company, it is shown that the global market in this particular industry is worth more than \$1.5T, with estimated growth annually around 5 to 10%. People involved in the research stated that better nutrition is among their concerns of being healthy, apart from a tasty diet. In terms of supplements, as the data said “41 percent to 21 percent, that if they had to choose between more natural supplements and more effective ones, they would choose the more natural option.” According to these numbers, it is good to say that the supplements market is full of potential for a business firm to step in.

1.2.5.2.2. Keyword trends

For this thesis, our Capstone Project Team suggested that using a website as a promoting tool would benefit Top Queen in the long run. To confirm our idea, we conducted a small research on two particular keywords “Thực Phẩm Chức Năng” and “Canxi” to see how people “google” things related to the subjects mentioned. The results are shown in the two charts below.

- “Thực Phẩm Chức Năng” - <https://trends.google.com.vn/trends/explore?q=th%E1%BB%B1c%20ph%E1%BA%A9m%20ch%E1%BB%A9c%20n%C4%83ng&geo=VN>
- “Canxi” - <https://trends.google.com.vn/trends/explore?q=canxi&geo=VN>

From the data illustrations, we conclude that using a website to promote Top Queen's image happens to be the most effective in terms of digital presence and following global trends.

“Thực phẩm chức năng”: <https://tool.toponseek.com/keyword-analytics/th%E1%BB%B1c+ph%E1%BA%A9m+ch%E1%BB%A9c+n%C4%83ng>
<https://trends.google.com.vn/trends/explore?q=th%E1%BB%B1c%20ph%E1%BA%A9m%20ch%E1%BB%A9c%20n%C4%83ng&geo=VN>

“Canxi”:
<https://tool.toponseek.com/keywordanalytics/canxi?country=vnhttps://trends.google.com.vn/trends/explore?q=canxi&geo=VN>

2. PROJECT PLANNING

2.1. INITIATING - DEVELOP PROJECT CHARTER

2.1.1. Inputs

2.1.1.1. Business documents

To develop the project charter, Capstone team needs to:

Firstly, it is the business brochure, information, and document about TopQueen JCS pharmaceutical company. The documentation on the ability of company personnel to coordinate the project and the business documents, information about partners, strategic partners (An Phúc Linh company*).

Secondly, we need documents on the Pharmaceutical market that the company is doing business (PESTEL Pharmaceuticals) and documentation of TopQueen's competitors.

Lastly, we need to document the ability of each team member (CV).

(*) Website strategic partnership: <https://anphuclinh.net/>

Fanpage strategic partnership: https://www.facebook.com/anphuclinh68/File_ho_so_nang_luc_An_Phuc_Linh.

2.1.1.2. Agreements

The company side will provide necessary documents, information, and human resources about the company's business and operation process and the company will settle the costs during the working process.

The project team will be responsible for completing the proposed work per the implementation plan with work efficiency to ensure priority and achieve the best benefits. The project team has the right to use the company's resources and documents during the working process.

The two sides agree to rebuild the project accordingly if there is an unnecessary risk for example from the Covid epidemic.

2.1.1.3. Enterprise environmental factors

After meeting at TopQueen company, the Capstone team found that the company has a fun and dynamic corporate culture with an inspirational leadership team. They have a good corporate infrastructure, convenient locations for the movement of teammates. A professional business environment with clearly arranged information arrays, many resources, and deployable tasks. Enterprises have regular team support people to be able to update information for the project. And favorable company finance for project implementation.

2.1.1.4. Organisational process assets (OPA)

According to "Chapter 1: Introduction, title 2.3.8. Organizational process assets (OPA)".

The company had a stub website (IAMHERE.com) with social media posts about product ingredients. But did not meet the media expectations and worked. They have documents on the ingredients of each product, but in terms of content and uses, the goal is still a primitive idea. They have a strategic partnership with a professional PR-Marketing department, so it has a lot of help from strategic partners. And TopQueen has a set of old customers with a great interest in helping the project achieve objectives and KPIs.

2.1.2. Tools & Techniques

2.1.2.1. Expert judgment

The project is assessed by experts through interviews as being successful in terms of ideas and achieving the set goals, objectives, and KPIs. The project is agreed and trusted by the company and the CEO.

2.1.2.2. Data gathering

- Direct:

The information collected on the company like documents, products, recipes, factories, product samples,... We collected information from the company's personnel like the CEO, director, chief manager, person in charge of department management, project coordinator as well as from experts such as project supervisor and experts sharing about the field that the company invited. And in the meeting with strategic partners we collected information about partners and companies to know better. The last, we collected information from company's project in the past.

- Indirect:

Teammates collected primary documents to assess the company's coverage on the Internet. We used survey to identify the brand position in the market and social networks. We identified competitors in the market that have similarities with the company like GMP factory, functional foods,... and analyzing the pharmaceutical market in Viet Nam currently according to the PESTEL model.

2.1.2.3. Interpersonal and team skills

The project is divided into small jobs with the most optimal members to avoid information disorders about the company. The leader plays the role of communicator, exchange, and contact with partners to supplement and provide information and project progress.

Exchange methods of direct contact via zalo, phone call, and social media. In addition to face-to-face meetings (at the office, factory, company, partner) most meetings are conducted online.

Work content	Platform	Members
Capstone meeting	Zalo, Facebook	Team and supervisor
Project meeting	Facebook	Team and TopQueen supporter.
Meeting with strategic partnership	Zoom	The marketing department of partnership, team, and TopQueen supporter.
Content meeting	Zalo, meet	Team content and TopQueen supporter.
Design meeting	Zalo	Team design and TopQueen supporter.

Table 7

2.1.2.4. Meetings

Most meetings are attended by enough team members. Teammates actively collect, receive and share information to complete the project. The leader conveys information to members who are not present so as not to miss information. Supervisors in meetings work as a bridge and provide information to help the project succeed.

All meetings were attended by the CEO, who noticed the company's interest in the project. Being assigned the task of meeting with strategic partners in a short project time shows that the project is professional and seriously invested in individual and collective efforts.

2.1.3. Outputs

Based on research, competitors data, we come up with a detailed communication project for TopQueen Company with these channels and KPIs.

2.1.3.1. Project charter:

- **Introduction**

Communication campaign: Increasing Brand Recognition For Top Queen Pharma JSC.

- **Goals**

The goals of the project are to increase awareness of the TopQueen brand. Help brand reaffirms the values that the company is committed to bringing to royal customers, and through it is increasing sales revenue.

- **Objectives**

The objective is to build and interact with the company's official website and fan page on Facebook. Building communication products is an e-catalog for the company and organizing novel events with high interaction to increase brand awareness.

• **Requirements:**

The capstone team must closely according to the set timeline. Teammmates are diligent and disciplined with objectives that increase awareness with positive, beneficial feedback for the company. Building on the social network, which the company has paused rolling out. The project is flexible in terms of content to be able to overcome risks from the Covid epidemic. Products e-catalog are delicate, beautiful, and interact well with viewers. Overcoming unexpected risks from communication crises.

• **Benefits**

The company has a website and fan page with a stable high number of interactions and visits along with positive feedback about the company. The product and company are widely recognized to be used for communication and later consumption of the product. E-catalog shows the company's professionalism to customers. Talkshow conveys content to guests and receives positive feedback. After the project, staff have the experience, resources, and practical knowledge in the field of communication.

• **Method**

Build a website, TVC, a fan page for the company with high traffic. Build e-catalog/catalog to increase brand awareness. Organize an event about the company's 10-year journey. The last is to send surveys, get direct feedback to improve.

• **Risk**

The project has risks of the Covid epidemic directly affecting human resources, talk shows, content,...The risks of technical things like website construction, online talk show coordination, design,...The timeline gets trouble because in the process of implementing the team must ensure learning at school.. And the risk of a media crisis.

• **Estimates KPIs**

Based on research, competitors data, from the company's inside analysis status quo, KPIs can be drawn for the campaign

category	KPIs
Website	On top of Google search with related keywords Have 1,500 traffics website Diverse content Successfully converted into an order
Fanpage	Have 3.000 likes Have 3.500 followers Fanpage Facebook have medium 30 likes per post Positive community feedback Post up regularly Diverse content
E-catalog	80% of surveys received good feedback. The product is printed in hard copy. Completed on time (4 weeks).
Talkshow	Have at least 50 guests to attend. 80% of surveys get positive feedback

Table 8

- Pre-approved finance**
 The team has not yet approved the budget before the project
- Participants**
 FPT University’s capstone project team is an agency. TopQueen Pharmaceutical Joint Stock Company is a client and Trang Linh Event Equipment Joint Stock Company is coordinating events.
- Request project approval**
 The project has a clear implementation plan with timelines. Ensure work progress and content accessible to project participants.
- Role/responsibility**
 The company provides information, human resources, data, documents, tools, and costs to implement the project. The capstone team is responsible for completing the project on schedule and effectively as planned and Trang Linh Event Equipment Joint Stock Company is responsible for providing invoices, price lists, and clear documents on project construction and production costs.
- Assigned project**

Assigned project	Sponsor
FPT University capstone project team: Team leader: Tang Hai Dung Members: Do Dinh Quan, Pham Hoa My Le, Phung Minh Nhat.	TopQueen Pharmaceutical Joint Stock Company. CEO: Le Thi Mai Huong.

Table 9

2.2. DETAILS

2.2.1 Website

2.2.1.1. Objective

Increasing the prestige of the brand name in the pharmaceutical industry requires professionalism and high reliability. Update brand information such as products, company information, upcoming events, ..., creates tools to distribute products to customers, retailers and help customers have an address and method of contact with the brand.

2.2.1.2. Necessary document

The Pictures and documents about the company, products, personnel. OPA about the website or the communication projects the company has done before. Documentation on the pharmaceutical industry and competitors in the market. Documents about the company's partners and customers. Documents and data about the current pharmaceutical industry communication index on google analytics.

2.2.1.3. Supporter

Miss. Pham Thi Vui - Communications director TopQueen and miss. Hoang Huong Ly - Head marketing manager Top Queen.

2.2.1.4. Estimated Timeline

From 1/11 to 12/12



Weeks	1/11 - 7/11	8/11 - 14/11	15/11 - 21/11	22/11 - 28/11	29/11 - 5/12	6/12 - 12/12
Content	Research how to build a website	Create a website, register a domain name, and TVC about the company.	Complete website information.	Post about news, events, ingredients in products, human health to run ads and start to run ads on Google.	Kickoff talk show posts, post videos about a talk show and run ads on Google.	After the talk show posts, collecting survey data, feedback, and running ads on Google.
Frequency Tasks			Improve website structure	2day/post	1 day/post (consists of 2 normal posts and 2 talk show related posts)	2day/post

Table 10

Tasks	Cost
Website	2,000,000 VND
Domain name registration fee	500,000 VND
Money for filming and editing videos:	2,000,000 VND
Money to run ads	2,000,000 VND
Generate 10%:	1,000,000 VND
Total estimate:	7,500,000 VND

Table 11

2.2.2. Fanpage Facebook

2.2.2.1. Objective

The objective is increasing the prestige of the brand name in the pharmaceutical industry requires professionalism and high reliability. Fanpage will update brand information like products, company information, upcoming programs, ... and daily news. The fan page will remarket loyal customers and it is a company’s tool to distribute products to customers, retailers,... with address and method of contact with the brand. Fanpage will be a tool to reach new customers who use social networks a lot and create a community of customers who know the brand.

2.2.2.2. Necessary documents

Fanpage needs pictures and documents about the company, products, personnel. OPA about the website or the communication projects the company has done before. Information about the industry and competitors in the market. Documents about partners, old customers of the company, and documents and data about the current pharmaceutical industry communication index on facebook insight.

2.2.2.3. Supporter

Miss. Pham Thi Vui - Communications director TopQueen and miss. Hoang Huong Ly - Head marketing manager Top Queen.

2.2.2.4. Estimated Timeline

From 1/11 to 12/12

Weeks	1/11 - 7/11	8/11 - 14/11	15/11 - 21/11	22/11 - 28/11	29/11 - 5/12	6/12 - 12/12
Content	Research about company documents. Evaluate company's fanpage on content, image, level, and reach on facebook insight.	Brainstorming about topic content, approach.	Post on the fan page	Post about news, events, ingredients in products, human health then run ads on Facebook.	Kickoff talkshow post. Post videos about talk show Run reaction every post.	After talk show posts, collect survey, feedback. Run reaction every post.
Frequency			2 day/post	2 day/post	1 day/post (consists of 2 normal posts and 4 talk show posts)	2 day/post

Table 12

2.2.2.5. Estimated budget

Tasks	Cost
Run ads on Facebook	500,000 VND
Design infographic 10 articles	1,000,000 VND
Generate 10%:	200,000 VND
Total estimate:	1,700,000 VND

Table 13

2.2.3 E-catalogue

2.2.3.1. Objective

Professionalize the company with partners and new customers to cooperate for the first time. Convenience in brand introduction and flexibility in product introduction when developing new products with partners and customers.

2.2.3.2. Necessary document

E-catalog needs pictures and documents about the company, products, personnel. OPA about the communication projects the company has done before and the documents about partners and cooperation of the company.

2.2.3.3. Supporter

None.

2.2.3.4. Estimated Timeline

From 1/11 to 21/11

weeks	1/11 - 7/11	8/11 - 14/11	15/11 - 21/11
content	Research company documents and brainstorm about the content of the e-catalog.	Take photos of the company, products, and personnel then create an e-catalog.	Complete e-catalog.

Table 14

2.2.3.5. Estimated budget

Tasks	Cost
Design	1,000,000 VND
Printing (if any): 1,000,000 x 10 files	2,500,000 VND
Generate 10%:	400,00 VND
Total estimate:	3,900,000 VND

Table 15

2.2.4 Talkshow:Top Queen: “10 năm 1 hành trình”.

2.2.4.1. Objective

Talkshow gratitudes to partners, loyal customers, access to a large customer base online, marking the company's 10-year development journey. Talkshow will Increase awareness of Top Queen in the market and part to promote and sell company products.

Talkshow will convey the message, vision, and mission of TopQueen better on social media. It evaluates the effectiveness of the fan page and the team building the fan page through online streaming on social networks, and part to create a customer community group on the social media.

2.2.4.2. Necessary document

Talkshow organizes need pictures and documents about the company, products, personnel. OPA about the communication projects the company has done before. Documents about partners, loyal customers of the company. Document the capabilities of the capstone team. Information about the estimated financial position of payments and information about the size and location that the brand wants to organize.

2.2.4.3. Supporter

Mrs. Le Thi Mai Huong - CEO of TopQueen as speaker. Miss. Pham Thi Vui - Communication director of TopQueen company. Miss. Hoang Huong Ly - Head Marketing Manager of TopQueen, and the Trang Linh event equipment joint-stock company

2.2.4.4. Estimated Timeline

From 1/11 to 11/12

week	1/11 - 7/11	7/11 - 14/11	14/11 - 2/12	15/11 - 5/12	6/12 (15h30 - 17h)	7/12 - 11/12
content	Brainstorming about the Talkshow content and research about company documents.	Pitching content talk show with the company. Editing content to match requirements	Complete talkshowcontent. Design banner, poster, standee,... for events. Planning the logistics of the event. Create media content for the event. Prepare an online streaming platform and how to run ads for the event.	Air post on social media to kickoff events.	Present event. Offline events and stream on a fan page.	Post after the event: thankful, companion,... Survey to collect feedback and data. Post flashbacks after the program.
Frequen cy				2 posts/week	2 posts	3 posts

Table 16

2.2.4.5. Estimated budget

Tasks	Cost
Rent an office/hall half a day with a capacity of 50 people (including led screen, radio speakers, stage, ..)	5,000,000 VND
Snack bar	1,000,000 VND
Banner, poster, standee	4,000,000 VND
Support staffs (technical, transportation,..)	1,000,000 VND
MC:	1,000,000 VND
Run ads posts on Facebook	2,000,000 VND
Professional streaming equipment	5,000,000 VND
Streaming technical support team: 2 people	1,000,000 VND
Seeding stream	2,000,000 VND
Generate 10%:	
Total estimate:	23,000,000 VND

Table 17

2.3. ESTIMATED TOTAL COST

Tasks	Cost
1.Website.	7,500,000 VND
2.Fanpage	1,700,000 VND
3.E-catalogue	3,900,000 VND
4.Talkshow	23,000,000 VND
5.Generate 10%	4,000,000 VND
Total	40,100,000 VND

Table 18

3. SUM UP

In this part, which is the preparation process for the project, we **analyze the current situation of the company in many aspects**: externally (through PESTEL model, competitors and their communication strategies, ..), internal (based on SWOT model, customer insight,...). From there, **recommend appropriate tools, platforms, and communication channels**. Finally, we **create a communication plan** for the Company and put it into practice.

Chapter 3: PROJECT EXECUTION

PROJECT EXECUTION

The vital part of a multimedia campaign, where everything got into places. This process marks the quality of the project if it is good or not.

**Step
1**

PROJECT STRATEGIES AND TACTICS

In this section, we apply the aforementioned theories to research and recommend communication channels (paid media, earned media, shared media,...), platforms (Website, Facebook) and tools (Fanpage Facebook) suitable for the campaign



PROJECT MANAGEMENT

The process and methods that we apply to monitor (scope, stakeholder engagement, quality) and performance management (resources, quality,...) of the project

**Step
2**

**Step
3**

DETAILS

The detailed description of the items (Website, Facebook Fanpage, E-catalogue, Talkshow) including: timeline, content, budget,... that we made in the whole project.



1. PROJECT STRATEGIES AND TACTICS

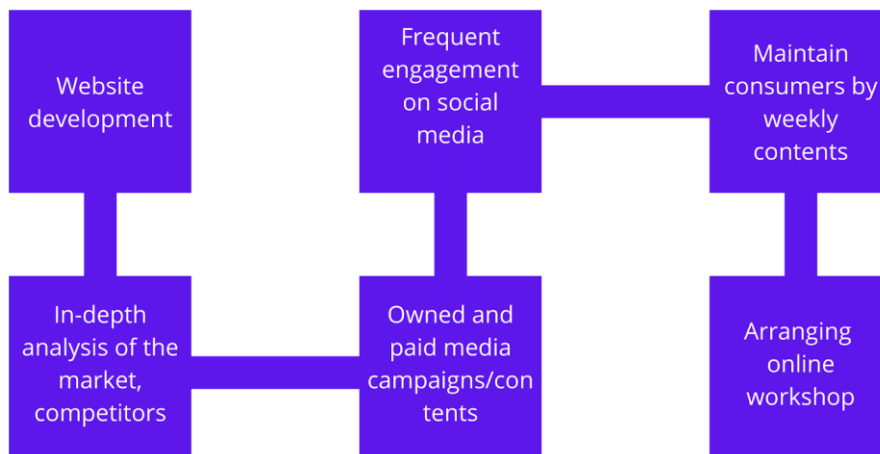


1.1. IMC OBJECTIVES - GOALS

The digital age has set an impressive set of new customer relationship-building tools such as major social media platforms such as Facebook and YouTube. Customer-engagement marketing aims to make a brand a meaningful part of customers' lives by encouraging a direct, interactive, and continuous audience involvement in In-molding brand conversations, experiences, and community ([Kotler, 2018](#)). The important goal of this advertising and marketing communications plan is to construct TopQueen`s social media. Since TopQueen doesn`t have a internet site, constructing one will enhance the brand`s consciousness in addition to recognition and trust.

An powerful advertising and marketing communications plan must try to offer facts approximately any product attributes and produce messages that spotlight the ones key attributes regarded to be vital to consumers. By differentiating the product, advertising and marketing communications offer the client with a purpose to choose that unique product over competitors. To maintain current clients and increase their goal audience, TopQueen ought to revamp its advertising and marketing communicate technique through growing progressive content material on social media, internet site through growing the frequency of advertising and marketing sports and constructing social media engagement. The targets might be finished thru a chain of steps to be able to involve:

Below are each step to reach the project's goal precisely



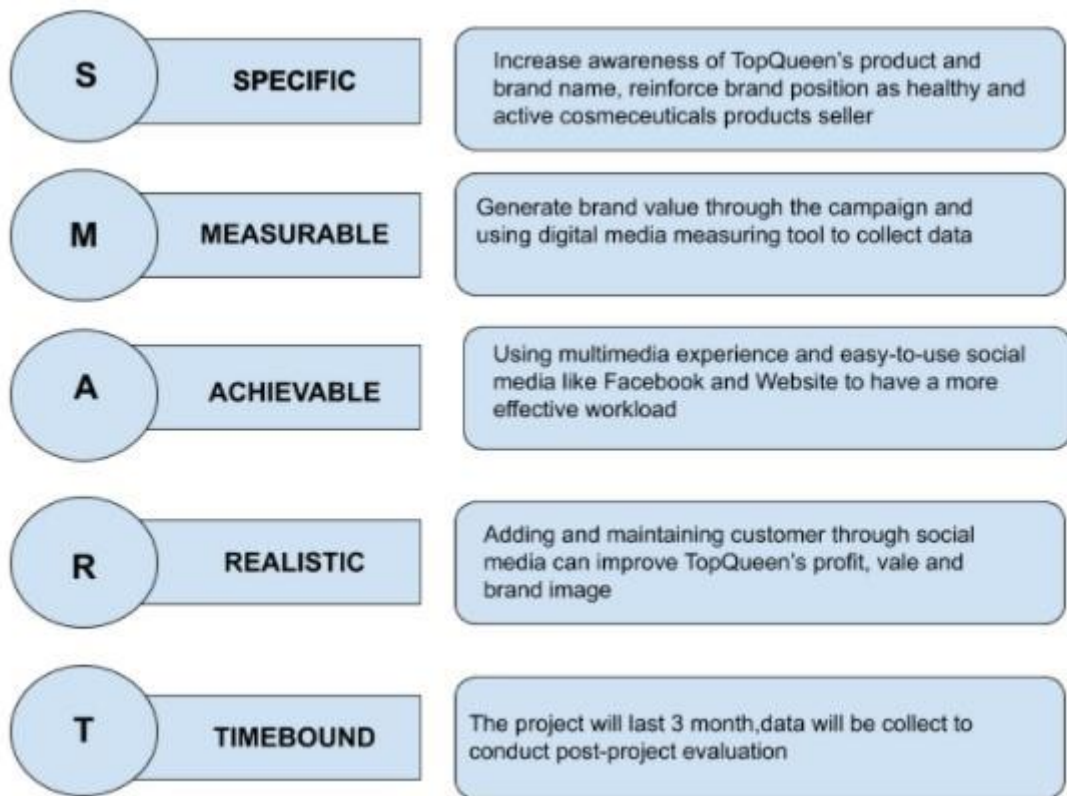
The three Main Objectives of the campaign are:

- Building a website and Facebook fan page to reinforce TopQueen's image.
- Produce media products: E-catalogue.
- Arranging an online workshop to create a final highlight for the campaign.

• S.M.A.R.T OBJECTIVE

According to "Chapter 1: Introduction, title 2.3.4. S.M.A.R.T Objective". Setting and attaining goals is one of the most essential skills of successful entrepreneurs and business leaders. The clearer the goals are, the easier it is to achieve them.

In order to do this, the SMART mechanism follows five main determinants that contribute to clarifying and detailing the goal clearly and clearly, which are identified by the letters of the word SMART as follows:



By collecting all of the above, we reach the following goal:

In 3 following months, TopQueen will be setting up a multimedia campaign to increase the brand's image and awareness, reinforce the brand as a healthy and active cosmeceuticals product by using Multimedia communication experience and easy to use and measurable digital media such as Facebook, and Website to add more customers through media marketing to increase TopQueen brand's image

1.2. SEGMENTATION & TARGETING

1.2.1. Segmentation

TopQueen's product can be suitable for a wide range of consumers, from a kid at the young age of then to 60-years-old pensions earners, the company's medicine and dietary supplement has affected many, since it can be used on all age group, however, since TopQueen is a drug manufacturer and distributor, we will connect to our customer through wholesale business.

To better identify the target market, we will use **demographic segmentation**.

1.2.2. Target customer

The company's main product lines focus on women's health and beauty such as collagen, vitamins, calcium supply collagen, So the main customer segment will focus on females.

Target customer	Interested categories	Profile
Female (Age 25-40) Single	Healthcare, Beauty, fashion, pet, jobs, travel, workout, skin and hair	Has average income (>20,000,000 VNĐ) Live in Urban/Sub Urban area Have a healthy lifestyle Has been using TopQueen product/services Interested in natural/organic products.
Female (Age 25-40) Married	Healthcare, family, good-looking, schools for kids, Houseware, sale-off, online shopping.	Has average income (>20,000,000 VNĐ) Live in Urban/Sub Urban area Has been using TopQueen product/services Focus on family health/matters Often search for products online or e-commerce. Interested in natural/organic products.
Female (Age 40-55) Married	Healthcare, family, fresh air/foods, osteoarthritis, skin, hair.	Has average income (>20,000,000 VNĐ) Live in Urban/Sub Urban area Have a healthy lifestyle Looking for a quality product for skin and hair Believe in the quality of domestic products. Interested in natural/organic products. Good quality, not paying attention to the price.
Male (Age 25-40) Married	Travel, sport, family, car, special occasion, technology, game.	Average income (>20,000,000 VNĐ) Live in Urban/Sub Urban area Their family member have a healthy lifestyle Often search for products online or e-commerce. Officer. Interested in natural/organic products. Nice packaging, good quality, not paying attention to the price

Table 19

1.3. CAMPAIGN MESSAGE

1.3.1. Key message:

“Time doesn’t sit around to wait for anyone.

Let TopQueen be a part of your new productive and healthy lifestyle.”

(Vietnamese)”Thời gian không đợi chờ một ai,

Hãy để TopQueen trở thành một phần trong cuộc sống Khỏe và Năng động của bạn”

A recent international survey conducted by [Deloitte \(2021\)](#) on Millennials worldwide shows that major concerns among these groups are career prospects, anxiety about life, and a trend towards more healthy lifestyles. Therefore, TopQueen’s message aims to provoke a sense of urgency in millennials to become more proactive, more productive, more successful while also maintaining a healthy body and mind.

1.3.2. Message appeals:

The key message will be communicated using **both rational and emotional appeals**:

- **Rationale:** provide the receiver with information regarding the product's ingredients and its
- **Emotional:** use light, blueish-white pictures of TopQueen's products to represent the healthy and energetic lifestyle

1.4. CAMPAIGN PROPOSITION

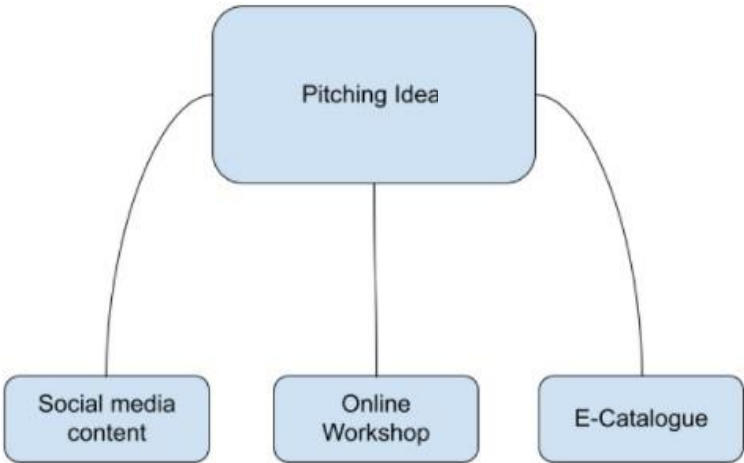
Social media platform based:

In this digital age, customers are well informed, connected, and empowered by online information, by creating messages and market offerings that engage customers. Many businesses can learn how to practice marketing by attraction rather than an intrusion, therefore a business-customer relation can be increased by using online, mobile, and social media marketing. In the case of TopQueen Vietnam, the campaign will be focused on interactive communication through social media platforms: Facebook and TopQueen's official website. Facebook, one of the largest social media networks available, has a tremendous impact on its users. This social media platform targets well-defined target users with specific kinds of content to engage various businesses' customers. Social media provides brands with the ability to extend user engagement, brand recognition, and customer retention.

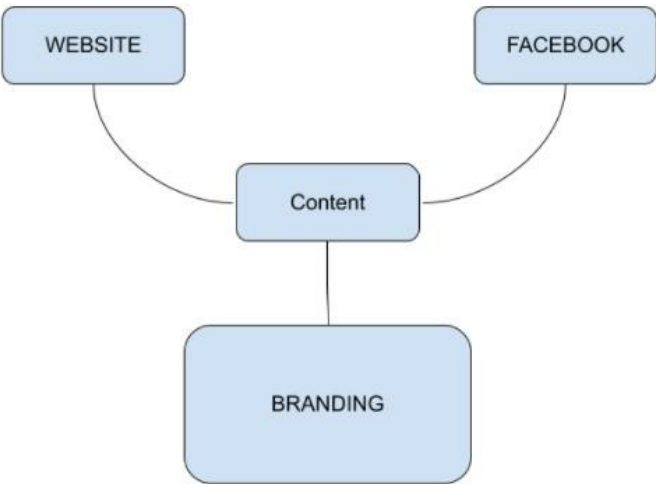
1.5. MEDIA STRATEGY

One of the fastest-growing types of direct marketing is Digital social media marketing. Taking this into consideration, this type of strategy will be used to increase brand awareness for TopQueen, the aim is to directly engage with customers. The majority of brands use social media and websites to communicate with consumers and wholesalers. Using social media marketing allows companies to produce targeted and personal material, tailored to individual consumers and communities. Social networks are interactive platforms that allow customer participation and conversations, they are also timely and immediate, customers can be reached anytime and anywhere with relevant and timely brand content. Social media also leads to real-time marketing, companies can create content to match current trends. Additionally, this type of marketing is very cost-effective, low costs are particularly advantageous for small businesses such as TopQueen. Nevertheless, social media and internet marketing also present some shortcomings, for instance, results are hard to measure as companies are still attempting to figure out how to use them efficiently. Our main tactics for TopQueen's multimedia project is shown as tactics below:

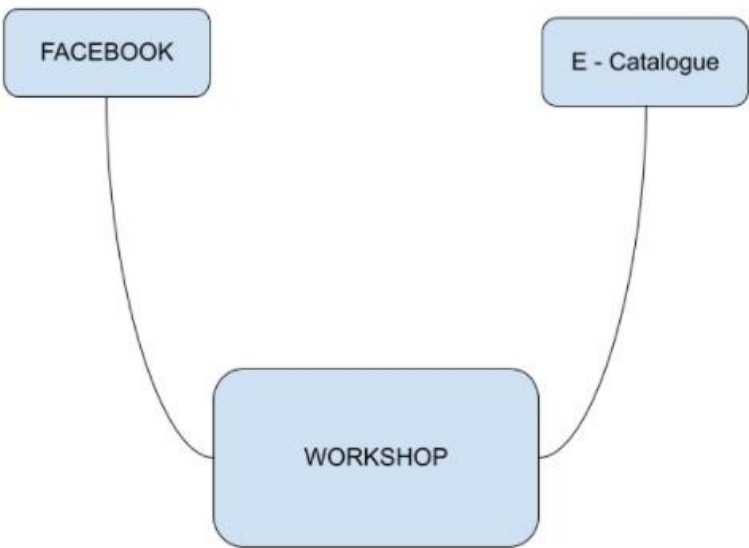
Phase 1:



Phase 2:



Phase 3:



1.6. MEDIA CHANNEL

PESO MODEL:

According to “Chapter 1: Introduction, title 2.3.10. PESO model”. In order to build a stable and measurable strategy, we must rely on the PESO model to indicate what type of media we aimed for this campaign.

- **Paid media:** This association with TopQueen paid services to draw more attention, TopQueen paid media include: SEO website post on Google, run Facebook ads to kickoff Talkshow: “TopQueen: 10 năm 1 hành trình”.
- **Earned media:** The brand’s earned media can be built by the customer feedback factor and how well the brand relates with its partner. TopQueen has a lot of strategic partners, typical is An Phuc Linh pharmaceutical company, with their [website](#) selling direct TopQueen’s products.

- **Shared media:** This can include TopQueen’s partnership, reputational customer profile, customer feedback. TopQueen has a lot of strategic partners and loyal customers, Typical is An Phuc Linh pharmaceutical company, with a [fanpage](#) that has a highly interactive communication channel ready to share posts and public relations for Top Queen’s Talkshow.
- **Owned media:** This includes TopQueen’s content in both social media platforms(Facebook) website and E-catalogue, the content will be created based on the brand insight, products information, infographic.
 Facebook Fanpage: Provide information about TopQueen and products, posting healthcare-related posts and customer service.
 Link: [TopQueen Vietnam](#)
 Website: Provide more detailed information about the company’s products and services, mission and vision, contact info.
 Link: [TopQueen Vietnam](#)
 E-Catalogue: [Link](#)

1.7. BOUNDARIES OF THE PROJECT

Category	Boundaries
Website	Post on top of the search keywords Order products on the website.
Fanpage	Posts with stable interactions Have themes of content
E-catalog	Attractive themes.
Talkshow	Get attention on the fan page Both online and offline get positive feedback Guests feel comfortable

Table 20

2. PROJECT MANAGEMENT

2.1.1. All Meeting Minutes

- Report 6/9: [brainstorming](#)
- Report 11/9: [outline event](#)
- Report 12/9: [brainstorming](#)
- Report 13/9: [brainstorming proposal](#)
- Report 14/9: [brainstorming brief](#)
- Report 15/9: [brainstorming](#)
- Report 16/9: [Prepare before meeting with CEO](#)
- Report 17/9: [Prepare before meeting CEO](#)
- Report 19/9: [brainstorming](#)
- Report 20/9: [brainstorming](#)
- Report 22/9: [Outline brief](#)
- Report 23/9 với CEO TopQueen: [Take note of meeting gist](#)
- Report 28/9: [research pharmaceutical market](#)
- Report 2/10: [Brief project with CEO](#)
- Proposal 2/10: [Proposal](#)
- Report list câu hỏi 3/10: [Prepare questions to research](#)
- Report timeline chiến dịch 8/10: [Pitching timeline project](#)
- Report 6/10: [take note mission of member](#)
- Report 15/11: [Prepare university report](#)
- Report 28/11: [Produce university report](#)
- Report 25/12: [research structure PMI](#)

2.2.2. Project management checklist

TOPQUEEN PROJECT MANAGEMENT CHECKLIST

THE FOLLOWING 10 ATTRIBUTES ARE TOPIC OF
HOW TO MANAGE A GOOD AND CONSISTENT
PROJECT, IT'S DIVIDED INTO 2 MAJOR PART

MONITOR AND CONTROL PROJECT WORK

VALIDATE SCOPE

Examine project documents, project plans, and performance data to make decisions about changes to deliverables, performance information, and new project data updates.

CONTROL PROCUREMENTS

Manage, audit, and check performance documents and project agreements to pay project costs and update project asset data.

CONTROL SCOPE

Analyze project documents, work efficiency, and project organization process to update project management plan and work performance information to change the plan to suit the work situation.

MONITOR STAKEHOLDER ENGAGEMENT

Analyze data and communicate with stakeholders about project assets, project production processes, and project plans to update project documents and project management plans.

MONITOR RISKS

Analyze and conduct meetings with teammates on project planning, performance and report on work results to update arising risks for solutions.

2.2.3. Performance integrated change control



3. DETAILS
3.1. OVERVIEW

Project Charter

STATUS: Green circle icon

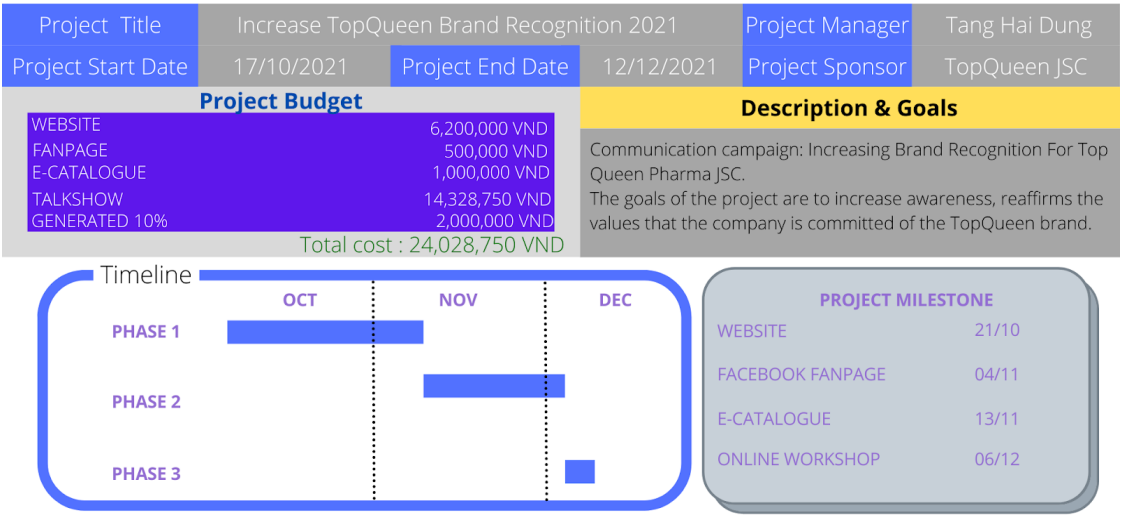


Chart 5

Due to the complicated development of the COVID-19 epidemic, TopQueen has requested to reduce the media budget to focus on operating the company.

3.1.1 Timeline

From 17/10 to 12/12, The project is divided into 3 major phases:

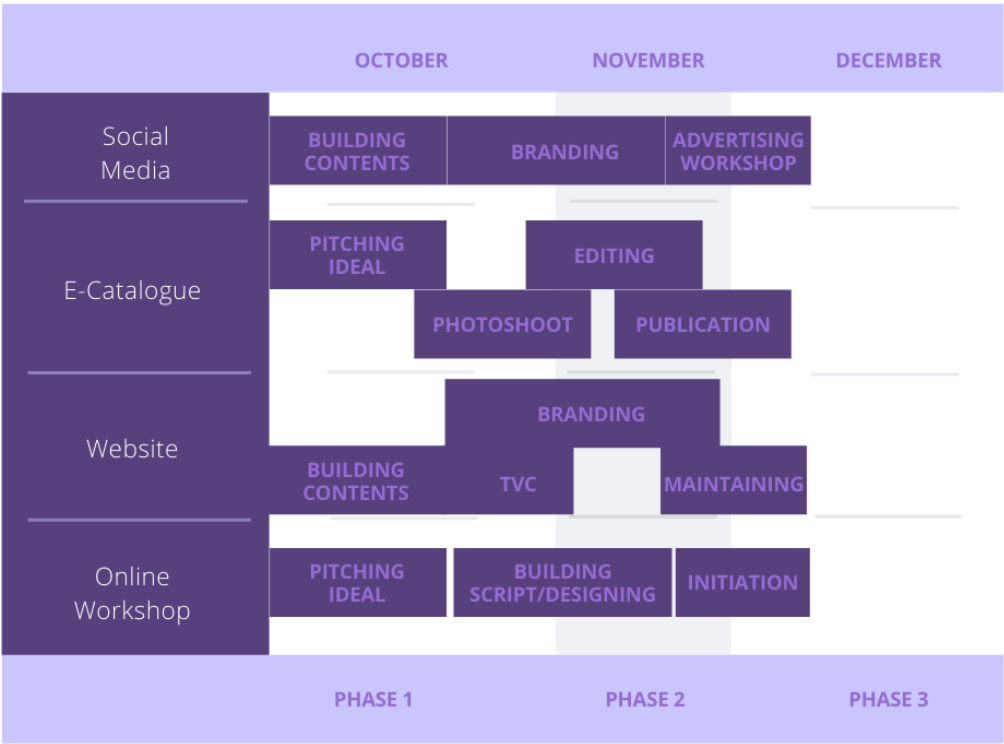


Chart 6

3.1.2. Budget

Tasks	Cost
1.Website.	6,200,000 VND
2.Fanpage	500,000 VND
3.E-catalogue	1,000,000 VND
4.Talkshow	14,328,750 VND
5.Generating 10%	2,000,000 VND
Total	24,028,750 VND

Table 21

Budget allocation:

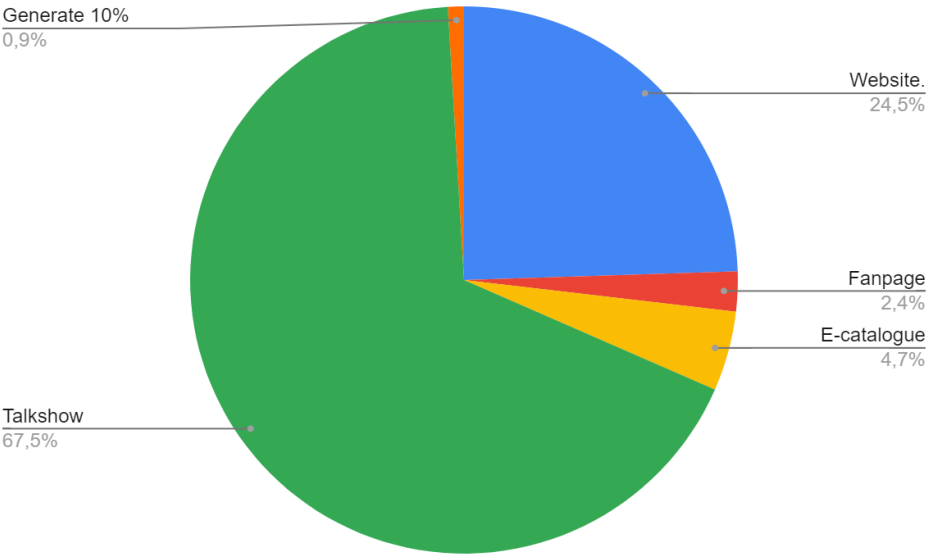


Chart 7

3.1.3. Products:

Tasks	Products
Website	5
Fanpage	30
E-catalog	1
Talkshow	1

Table 22

3.2. WEBSITE

3.2.1 Overview

A verified website indicates the online presence of a business. According to [RM-Solution](#), 90% of global shoppers said they did research online before going to a store. The number of people buying things online globally has increased to 2.14B ([Statista, 2021](#)). From these specific numbers, it is clear that having an optimized website will benefit the company in both sales and client reaches.

3.2.2. Implementation

The first objective in the pitching project was optimize website posts on Google search. But in the actual situation the Covid epidemic, environmental factors, and too short a time. The company changed their goal, wants to build a website with high reliability and user-friendly. In the stage of running ads, SEO posts to get to the first page of Google search are paused temporarily. Focus in improve the website and increase website traffic.

3.2.3. Timeline.

From 17/10 to 12/12

Phase	Timeline	Tasks
1	17/10/2021 - 21/10/2021	Preparing web template, hosting, domain
2	22/10/2021 - 6/12/2021	Publishing contents
3	6/12/2021 - 12/12/2021	Maintain

Table 23

3.2.4. Detailed timeline

Weeks	17/10 - 19/10	20/10 - 21/10	22/10 - 25/11	26/11 - 28/11	29/11 - 5/12	6/12 - 12/12
Tasks	Initial web page idea, prototyping	Finishing web page design, registering a domain name. Beta phase	Blog posting focused on product descriptions.	Blog posting focused on wellness	Maintain	Appreciation post after the workshop Maintain

Table 24

3.2.4.1. Preparing website

Our website consists of web templates, source codes, hosting, and contents like images, TVC, animations,...

3.2.4.2. Content

Top Queen's web contents will cover topics of health care on a daily basis, product descriptions, and updating viewers of the latest news in the pharmaceutical field.

Due to Facebook's strict policies on medical-related posts, our website will be the place to post product descriptions and direct purchases.

3.2.4.3. Talk show post

Posts about the success of the talk show with photos from the event, gratitude, and gifts to the guests who attended.

Gratitude to the partners who have accompanied the company.

3.2.5. Product

[Top Queen Website.](#)

3.2.6. Budget

Tasks	Cost
Hosting	200,000 VND
Web templates including source codes	2,000,000 VND
Design & Optimizations	1,500,000 VND
Filming video	500,000 VND
Edit video	1,000,000 VND
Web traffic boosting	1,000,000 VND
Total:	6,200,000 VND

Table 25

3.3. FANPAGE FACEBOOK

3.3.1 Overview

Facebook is the social networking platform with the largest number of users in the world, with more than 2.7 billion people (74 million people [in Vietnam](#)). Using Facebook as a tool to promote the TopQueen brand is necessary with the ability to reach new customers but extremely widely and remarketing to old customers.

3.3.1.1. Fanpage

Similar to the website, the use of a fanpage Facebook also creates a legal representation of the business, to provide and manage information of TopQueen and its products for visitors. Fanpage on Facebook also has great tools in controlling the number of people accessing and interacting with the fan page (Facebook Insight)

3.3.1.2. Content

Writing articles on Fanpage is the fastest way to communicate with your audience and reach potential customers. TopQueen will make the most of its Fanpage by continuously posting articles when customers see that the business is active, trustworthy, and interested in them. Writing articles also increases credibility because the closer the content is, the easier it will be to reach customers.

3.3.2. Implementation

After researching and working, it was found that Facebook's policy does not allow advertising for content about the pharmaceutical industry, so the articles on the fan page focus on the health and benefits of the ingredients in the product and focus on advertising for The Talk Show.

In the process of working, based on many criteria such as environmental factors, degree of influence, Covid pandemic, project scale. The company realized that it is not necessary to spend a large amount of money on advertising, but using a free platform to increase engagement is more affordable in terms of cost and organization size. Therefore, the event advertising budget was not approved.

Link [Free interactive boost platform](#).

3.3.3. Timeline

From 01/11 to 12/12

Phase	Timeline	Tasks
1	01/11/2021 - 07/11/2021	Research, evaluate, brainstorm about topic content, approach.
2	08/11/2021 - 28/11/2021	Airpost-Canxi topic on Fanpage Facebook Set: boost reaction, seeding
3	29/11/2021 - 05/12/2021	Airing post, video Kickoff talk show, collect survey feedback Set: boost reaction, seeding
4	06/12/2021 - 12/12/2021	Airing post summary Talkshow Set: boost reaction, seeding

Table 26

3.3.4 Detailed timeline

Weeks	01/11 - 03/11	04/11 - 07/11	08/11 - 28/11	29/11 - 04/12	05/12	06/12 - 12/12
Tasks	Research, evaluate, brainstorm about Canxi topic content	Write, design, find pictures to air post. Set timeline to air post Learn how to run seeding comments, increase reaction	Air Post on Fanpage Facebook Set: seeding comment, boost reaction	Airing post promotional contents for the upcoming workshop	Air post-stage set up for talk show	Appreciation post after the workshop Maintain

Table 27

3.3.5. Product

[Fanpage facebook Top Queen.](#)

3.3.6. Budget

Tasks	Cost
Incurred	500,000 VND
Total:	500,000 VND

Table 28

3.4. E-CATALOGUE

3.4.1 Overview

Communication by Catalog is one of the most indispensable tools when building an image for a business. By taking beautiful pictures of product samples, a Catalog/lookbook can make a strong first impression for customers. new customers contact, because a beautiful set of photos also means good quality of the business. The richer the catalog with content and well-designed images, the better the brand's distinctive points of difference and USP will be conveyed. And so the success it brings is similar to a sales tool. The main purpose of the E-Catalogue is to improve the brand’s identity as well as introduce TopQueen to more potential customers.

Main theme: The comprehensive design of the catalog will have a bright tone, mainly white-blue

Content: The Company’s E-catalogue contains basic information about the company to introduce the company in front of partners, contractors, potential customers, the company’s mission and vision in the future. The catalog also contains some of TopQueen’s most featured products (CurmaxiGold, Collagen +A, E, C, chlorophyll synergy) to act like an alternative website and sales tool.

- Table of contents:**
- **Intro:**
On the company’s catalog intro, there would be an opening statement to thank customers, partners, and potential stakeholders for using TopQueen’s products and services, how the company wishes to fulfill everyone’s dream of achieving a healthy and energetic lifestyle, and finally, a brief description of the company model. The intro letter is made by using harmonic and light, soothing colors like white and blue to fully deliver a faithful opening message for the viewer.
 - **About us (TopQueen Company)**
A detailed description of the company, including a slogan, date of operation, the scale of the company, orientation. Once again using light blue and white to create an atmospheric point of view about the company for viewers, images of TopQueen are also included.
 - **Company’s Core Value**
This page emphasizes the company's core values, vision, and mission to further increase trust and recommendation for customers.
 - **Company’s Featured Product**
In this part of the catalog, three main products of the company are shown, products are respectively Curmaxi Gold, Chlorophyll Synergy and Collagen +A, E, C. Each of them is represented with their theme (i.e color, usage), have their product description and price.
 - **Outro:**
Similar to the intro, the outro thanks customers, partners for trusting and using TopQueen products and services, the company message for customers, to following Survey daily and farewell.

3.4.2. Implementation
Produce E-catalogue as planned.

3.4.3. Timeline.
From 17/10 to 13/11

Phase	Timeline	Tasks
1	17/10/2021 - 20/10/2021	The initial thought of the catalog concept, make a brief table of contents for the catalog, survey the products that can be used in the catalog.
2	21/10/2021 - 28/10/2021	Photoshoot, post-production for photography
3	29/10/2021 - 13/11/2021	Initiate editing E-catalogue on editing software

Table 29

3.4.4. Production.
Editing software used: Adobe Photoshop CC2015, Canva Online Editor
Product: [E-catalogue](#)

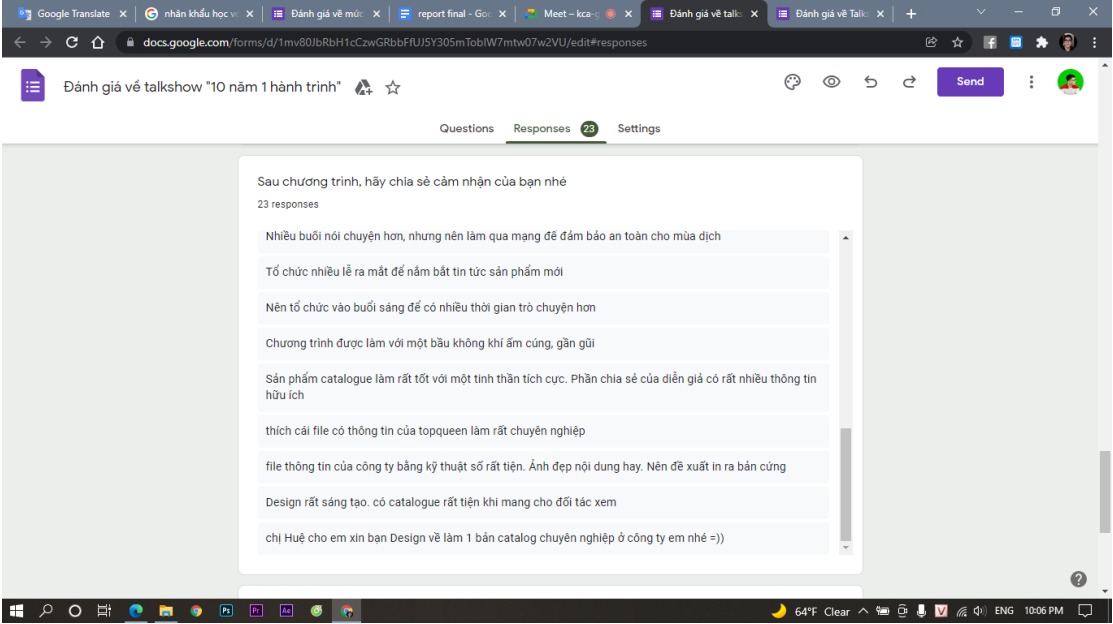
3.4.5. Feedback

Internal

The company evaluates the communication product (e-catalog) as good, beautiful, accessible, creative, and fully conveys the content that the company wants to aim for. The CEO has used the product (e-catalog) and is satisfied with it. Capstone team rate this E-catalog as a complete, professional product that carries many company messages.

Guest

To launch the e-catalog at the talk show we bring for guests and partners to view and evaluate. So we used surveys to get feedback from guests. Guests highly appreciate the product, beautifully designed, informative, modern, and professional. Want to own for themselves, get in contact with designers to design for them.



Survey

3.4.6. Budget

Tasks	Cost
Design	1,000,000 VND
Total:	1,000,000 VND

Table 30

3.5. TALKSHOW: “TopQueen - 10 năm 1 hành trình”.

3.5.1 Overview

Talkshow: “10 năm 1 hành trình” is a passionate program of the capstone team and Top Queen company. This is an anniversary program, marking a milestone of 10 years with many changes. Wishing to be a celebration of the company, gratitude to the trusted customers, retailers, partners who have accompanied the company for a long time. This is an event for the company to look back on its development over 10 tumultuous years and its future vision, the transformation from a traditional production base to the mass market.



3.5.2. Implementation

The talkshow has been postponed many times due to the Covid epidemic. The talkshow scale was not as large as planned because the impact of the epidemic made many guests unable to participate and many activities could not be organized. The Capstone team and the entire company are enthusiastic about talkshow and hope it can be on the date. The talkshow could be delayed organization and collect data late because of the Covid epidemic when the Capstone team had to complete the university's capstone deadline. The cost of organizing and producing the talkshow has been approved by the company. Due to the company's internal request and the privacy of the guests, strategic partners, we were not streaming talkshow online. The main target audience of the talkshow are partners, wholesalers, retailers, and factories with large company's product consumption. The epidemic situation, so to ensure safety, the talkshow's scale is less than 20 people.

3.5.3. Goal and objective:

3.5.3.1. Goals

The goals of the talkshow are to increase awareness of Top Queen in the market and to promote and sell company products.

5.3.2. Objectives

The objectives are gratitude to partners, loyal customers, access to a large customer base online, summarising developments over the past 10 years, announcing upcoming projects, and initially promoting new products. Convey the message, vision, and mission of Top Queen to customers. Evaluate the effectiveness of the fan page and the team building the fan page on social networks and marking the company's 10-year development journey.

3.5.4. Participants:

No.	Name	Position	Importance
1	Mrs. Le Thi Mai Huong	CEO - Speaker	Very important
2	Mr. Do Dinh Quan	MC	Very important
3	Mr. Tang Hai Dung	Coordinator	Very important
4	Miss Pham Hoa My Le	Technicians	Very important
5	Mr. Phung Minh Nhat	Content Editor	Very important
6	Miss. Hoang Huong Ly	Logistics	Important
7	Miss. Pham Thi Vui	Logistics	Important
8	Mr. Do Van Ha	Guest - Strategic partner	Very important
9	Trang Linh Event Equipment Joint Stock Company	Event holding company	Very important

Table 31

3.5.5. Timeline

Phase	Timeline	Tasks
1	15/11/2021 - 5/12/2021	Kickoff event communication
2	6/12/2021	Talkshow: Top Queen - 10 năm 1 hành trình
3	7/12/2021	Post after event

Table 32

3.5.6. Detailed timeline

[Timeline talkshow "Top Queen: 10 năm 1 hành trình"](#)

3.5.7. Product

3.5.7.1. Content

Posts demo

[Post kickoff on the fan page.](#)

Script

[Script of Talk Show: "10 năm 1 hành trình"](#)

Post-production material

[Post-production material](#)

3.5.7.2. Design

[Standee and Backdrop.](#)

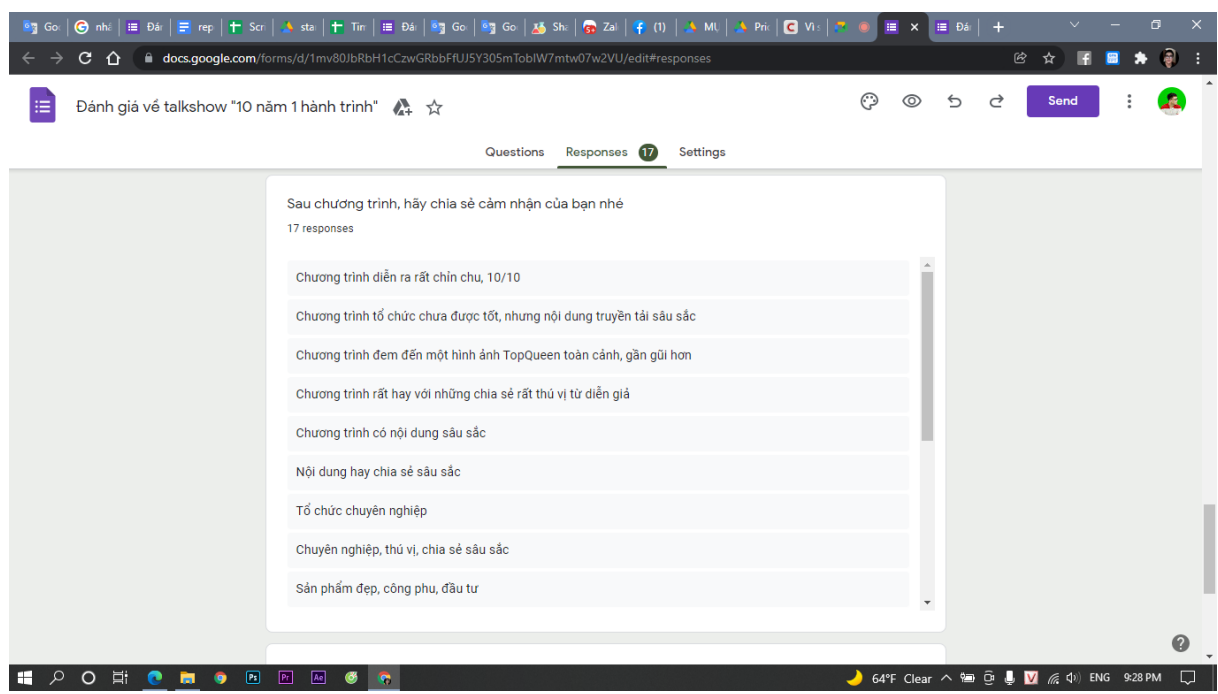
3.5.8. Feedback

3.5.8.1. Internal

Although the Talkshow scale smaller than the plan, it still achieves the set objective. The Capstone team and company evaluate the Talk Show as successful without risks during the event. The Capstone team and company had gained many valuable experiences and lessons when participating in the program. The CEO was satisfied with the program.

3.5.8.2. Guest

The capstone team used surveys to get feedback from guests after the talk show. Guests appreciate the Talkshow's content, professional and attractive. Guests appreciate the organizers. Guests feel comfortable with the brand. Talkshow rated by guests as considerate, cheerful, and caring.



• [Survey](#)

3.5.9. Budget

Task	Cost	Note
1.Set up and decorate	7,328,750 VND	Trang Linh event equipment JSC,
2.Gifts and flowers for Speaker	2,000,000 VND	
3.Cameraman	500,000 VND	
4.Lighting	1,000,000 VND	
5.Micro	500,000 VND	
6.Logistics	1,000,000 VND	
7.Gifts for Guests	2,000,000 VND	
Total	14,328,750 VND	

Table 33

4. SUM UP

In this section, we **research, adjust and select the most suitable** communication plan, channel, tool, and platform for the company. Then **proceed to allocate** a timeline, expected KPIs, and detailed content. Next, when we **put the project into practice**, we will **work together to managerment the project to achieve** the best results. Finally, **after completing the project**, we will **conduct an acceptance test, project evaluation, and draw lessons for the following projects**.

Chapter 4: POST - LAUNCH PROJECT & REFLECTION

POST - LAUNCH PROJECT & REFLECTION

In this section, project closing and evaluation. We evaluate the project through products, KPIs achieved and limitations, strengths and weaknesses, lessons learned for the following campaigns.

Step 1

PROJECT EVALUATION

In this section, we measure campaigns by actual products, engagement KPIs and expected engagement KPIs on Facebook Fanpage, Website, feedback for E-Catalogue and Talkshow.



REFLECTION

We summarize the limitations in the process of implementing communication campaigns (communication, management, evaluation,...) and draw lessons learned for the following communication campaigns.

Step 2

1. PROJECT EVALUATION

1.1. OVERVIEW

1.1.1. Positive points

Our campaign has shown to effectively use the budget as planned. The campaign helped boost interactions on Top Queen's official Facebook page by engaging audiences using informative posts that touch readers' concerns rather than just focus on "sale-oriented" posts. The campaign played a vital part in the partnerships between The campaign plays an important role in connecting with customers, in which An Phuc Linh - representing a popular customer file. The brand new catalog designed by us had left positive impressions for leaders of the two organizations. Top Queen's new website, empowered by our vision, has gone live (beta) and after some further technical adjustments to optimize the page, will become a new contact channel for customers shortly. Top Queen's 10th-anniversary event was more successful than expected.

This document has been checked plagiarism by @Grammarly 15/12/2021

1.1.2. Downsides

Some of our initial ideas had to be terminated due to the impact of Covid - 19. The timeline had to change 2 times due to schedules changes in the company's head. The lack of communication between the media team and the company's members was also a negative point although the overall process was good. Despite the team's efforts, we failed to remove a negative search result related to TopQueen on Google.

1.1.3. Compare communication strategy with competitors.

After launching the media campaign

After launching the media campaign

	TopQueen	Dược phẩm Hoa Linh	Bách thảo dược
platform	Website	Website Fanpage	Website Fanpage
Website	<p>The TVC makes the website more professional. The website was more user-friendly with specific post routes and topics.</p> <p>The website was easier for customers to contact the company and daily news was constantly updated.</p> <p>The website was designed with clearer and more professional product images, and products can be ordered directly on the website.</p>	<p>Post routes include company introduction (vision, mission, personnel, ..); News like specialized news, activities, sales,...</p> <p>They have affiliates and contacts.</p> <p>They run SEO keywords: functional foods, tablets, GMP,...</p> <p>Their website design is beautiful with creative product images which shows their professionalism.</p>	<p>Post routes include an introduction about the company, profession TVC, and daily news like specialized news, activities, photos,...</p> <p>They have Affiliates and contact on their website.</p> <p>Run SEO keywords: functional foods, tablets, GMP,...</p> <p>It is a website with a good user experience, which shows elaborate and professional investment.</p>
	=> TopQueen has a professional in design and content. The website has a more user-friendly experience. Keeping up with the trend of website design with competitors and easier to run ads and SEO on google.		
Fanpage	<p>The fan page has 4k followers in 3 weeks and continues to increase steadily. Posts get high natural engagement on social networks. (average 50 reactions/post).</p> <p>Fanpage display is professional with creative image design. The posts are creative with clever content for the community, not for selling products. Reaching young customers using many social networks.</p> <p>Event kickoff posts generate great interest.</p>	<p>Their fan page with strong interaction (23.6k followers).</p> <p>They have a system of posts, events, and beautiful images, daily events with professional TVC.</p> <p>They Invest in images with KOLs.</p> <p>Have a good seeding system.</p> <p>They have good brand awareness typical like appearing on major sites like VTV.vn</p>	<p>Their fan page has good interaction with 2k followers.</p> <p>There is an easily accessible article system with images and good content. But it is a poor interaction and seeding.</p>
	=> TopQueen although not as highly interactive as Dược phẩm Hoa Linh because of the short time to build page. But it has also surpassed Bách Thảo Dược with more interactive content and interesting infographic design, reaching more users.		

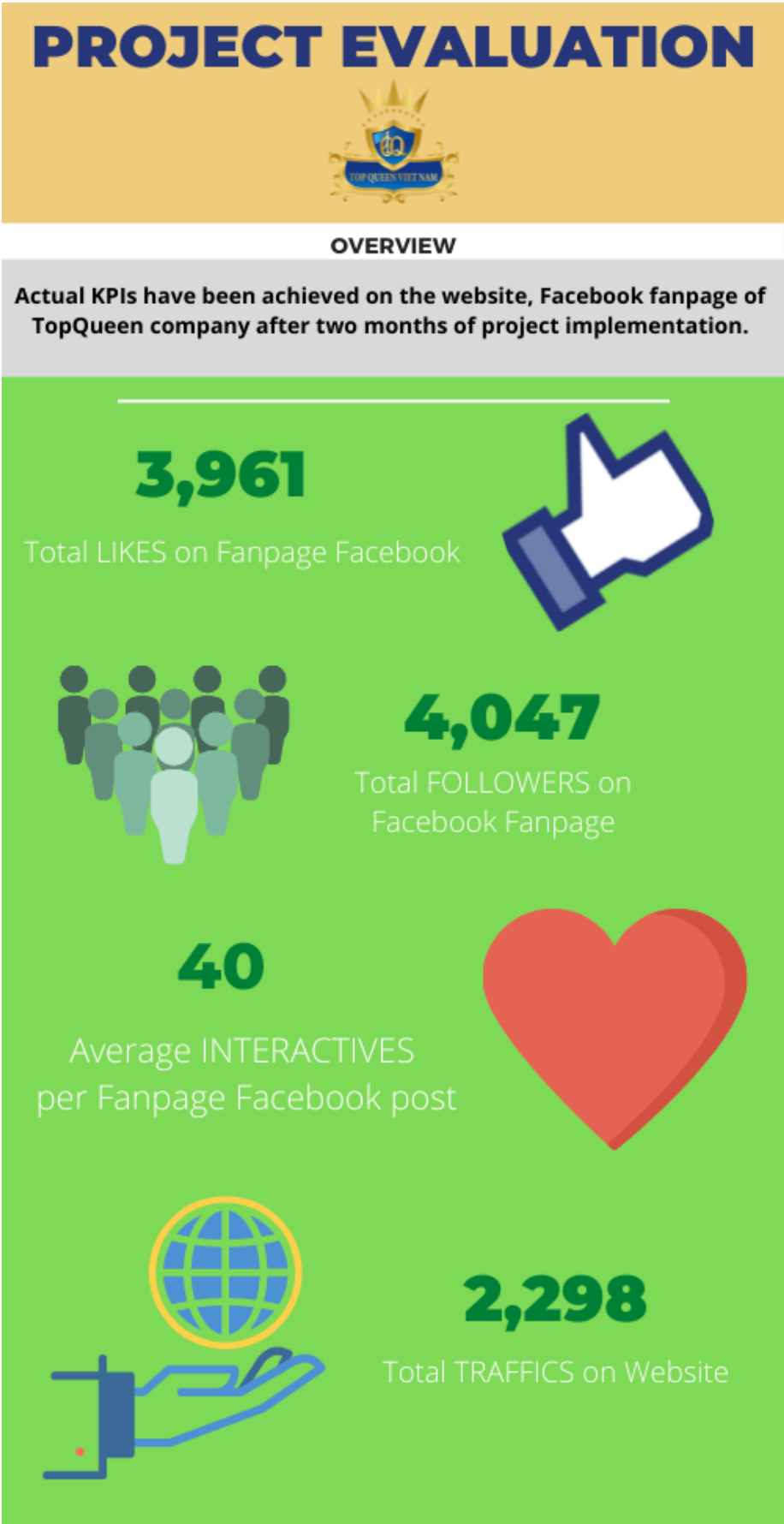
Table 34

After launching the media campaign

	TopQueen	VIETMEC	HADU79
platform	Website	Website Fanpage	Website
Website	The TVC makes the website more professional. The website was more user-friendly with specific post routes and topics. The website was easier for customers to contact the company and daily news was constantly updated. The website was designed with clearer and more professional product images, and products can be ordered directly on the website.	Post routes include company introduction (vision, mission, personnel, ..), daily specialized news, activities, sale affiliates, and contact. Their website can show clarity of information (posting financial statements), running SEO keywords: functional foods, tablets, GMP,... on Google. They have a large and transparent customer system. Their website has a user-friendly experience showing their design profession.	Post routes include company introduction (vision, mission, personnel, ..), daily events are updated continuously with specialized news, activities, sale affiliates, and contact. They have clarity of information (posting financial statements) and run SEO keywords: functional foods, tablets, GMP,... on google. But they haven't invested much in terms of image yet
	=> TopQueen has become more professional in design and content. The website is more user-friendly. Keeping up with the trend of website design with competitors. Easier to run ads and SEO on google.		
Fanpage	The fan page has 4k followers in 3 weeks and continues to increase steadily. Posts get high natural engagement on social networks. (average 50 reactions/post). Fanpage display is professional with creative image design. The posts are creative with clever content for the community, not for selling products. Reaching young customers using many social networks. Event kickoff posts generate great interest.	Their fan page is designed with professional content and images. It also has a good following (5k followers) but the post does not have many interactions.	None
	=> Although TopQueen receives more interaction because it is newly built, with online article content and professional and youthful images, it will soon gain the same number of followers as VIETMEC.		

Table 35

1.2. KPIs:
1.2.1. Overview



1.2.2. Website



Chart 8

Chart described Traffic of the “TopQueen Việt Nam” Website

Source: [Google Analytics](#)

Traffic nature:

	Expected KPIs	Actual KPIs
Total Traffic	1,500	2,303

Table 36

1. 2.3. Fanpage Facebook:

Likes and Followers:

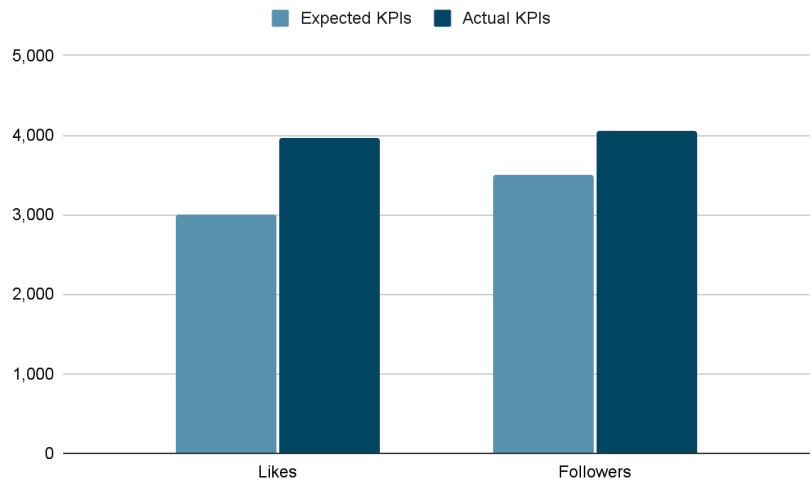


Chart 9

Chart described Likes and Followers of the “Top Queen Việt Nam” Fanpage

Source: [Facebook Insight](#)

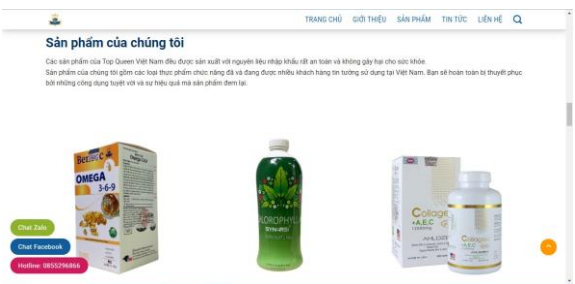
Reach and Organic Impression:

	Expected KPIs	Actual KPIs
Total Likes	3,000	3,965
Total Followers	3,500	4,047

Table 37

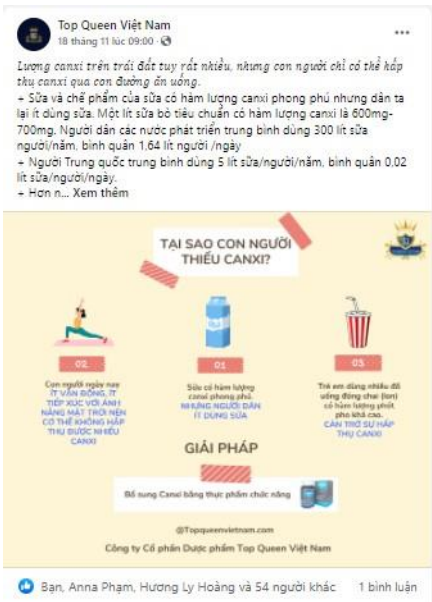
1.2.4. Products

• Website:



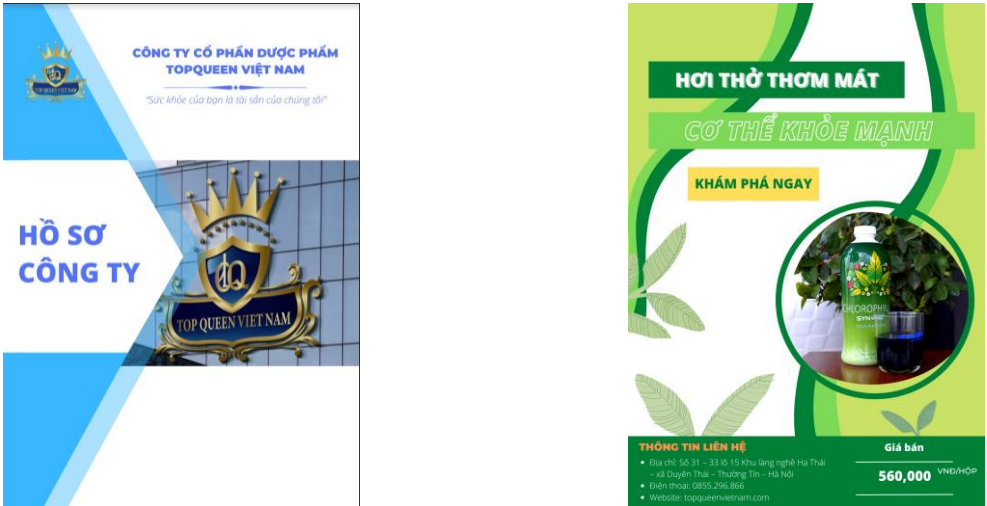
Demo website TopQueen Viet Nam

• Fanpage Facebook:



Demo Fanpage Facebook TopQueen Viet Nam

- E-Catalogue:**
<https://drive.google.com/file/d/12K4CA0paKMUdirwBMPikF31x2q4x5ly4/view?usp=sharing>



- Talkshow:**
https://drive.google.com/file/d/1nZ3JYHmR_C7EMb4H8whFhrvE8qETPwDw/view?usp=sharing



Demo Talkshow “TopQueen: 10 năm 1 chặng đường”

1.2.5. Sum up

A good PR campaign is necessary for any business and Top Queen is no exception. A well-executed campaign can bring Top Queen a lot of benefits, one of which is increasing brand trustworthiness.

1.3. SUMMARY

In 10 years of operation, this is the first time Top Queen invested in a communication campaign. Although it is not the best, the campaign managed to gain the company's engagement and trustworthiness on the market, along with a brand new business partnership with another company. After considering various factors, our team has come up with a list of methods that could be used in future campaigns when everything comes back to normal (when Covid-19 is under control).

- **Channel:**

A website is a must for a company working in the pharmaceutical sector since it shows the integrity & transparency of its products & services as well as being a verified source of information for customers. However, using social media platforms can also create advantages in how the company interacts with potential customers, leading to potential acts of purchase.

- **Internal Communication Campaign:**

According to an article published by [Harvard Business Review](#), internal communication is vital for a company's growth. It is important to make sure that employees are aware of what their organization trying to achieve so as they will feel like they are playing an important role in "the machine", which eventually, lead to positive attitudes towards the company after which will be distributed externally to the world through the way employees talk about their organization, like the way [GSK](#) did with their campaign in 2019.

- **PR:**

A good PR campaign is necessary for any business and Top Queen is no exception. A well-executed campaign can bring Top Queen a lot of benefits, one of which is increasing brand trustworthiness.

2. REFLECTION

2.LESSON LEARNED

2.1.1. Theory and knowledge

The project encountered many difficulties from the epidemic and the teamwork time led to the need to change the content and timeline many times, so the actual project is very different from the fictional project at university. TopQueen is a pharmaceutical company that does not have many documents and the pharmaceutical/functional food industry in Vietnam does not have many documents available to investigate. This makes it difficult to analyze according to structure, applying our knowledge (internal analysis, SWOT, primary and secondary information,...).

However, using our knowledge and some improvisation (primary analysis, secondary analysis, competitor analysis, SWOT, SMART,...), we managed to determine suitable communication tactics. By applying theories in practice, the project was more professional, saving a lot of time and costs. The team has gathered a lot of knowledge and lessons after the project about both theories and professional knowledge from the pharmaceutical industry.

2.1.2. Teamwork

Although the team are very enthusiastic and creative, due to external factors, Covid and inexperience in actual projects, our work was delayed. The group was flexible in the work based on the ability and strengths of each member. Each member are very responsible for work and able to handle pressure to bring

2.1.3. Risk and failure

The project faced a great risk due to the epidemic, causing the work to be delayed compared to the planned timeline and teammates began to experience progress pressure. The capstone team quickly fixed it, flexibly changing the content and how to proceed to offset the timeline.

The epidemic has affected the meeting time with the company, leading to a lack of project materials. The Budget and timeline are difficult to settle with the company.

The pharmaceutical industry has to be aware when it comes to running communication on platforms and the company's goal is to increase brand recognition but not attract too much attention. KPIs had to be researched carefully to match the goals.

Despite their best efforts, the team could not unpin TopQueen's negative post down from Google search.

2.1.4. Stakeholder engagement

The stakeholders involved in the project are professional and have practical skills, the project team has learned a lot of knowledge and skills.

Due to a lack of practical experience and communication skills, the work exchange is sometimes ineffective, affecting the morale in meetings.

2.1.5. Internal communication

The teammates do not meet each other much due to the epidemic, communicate mainly online, and do not understand each other well, so internal communication is weak. teammates tend to do projects that are not affiliated with each other. Communication within the team makes a clear impact when the project begins to have difficulties and pressures but fortunately, this situation does not happen often, the members are relatively sociable.

2.2. SUGGESTIONS AND RECOMMENDATIONS

Firstly, about the TopQueen company, the recommendation is to change the brand identity to easily reach a large customer base on social networks if the goal is to increase brand awareness. The company should have many communication campaigns in the future and continue to maintain content, articles, and image designs with the objective are social health. The company also has a lot of good content that can go viral such as exclusive products, precious ingredients, product launch programs,... that need to be continued in the future. TopQueen should expand to e-commerce.

Finally, the Capstone team needs to have more time to communicate to improve teamwork skills for better future projects. Deepest analysis of unpredictable risks caused by the epidemic and solutions. Understanding the importance of a 10th-anniversary timeline and the skills to collect documents, information, and benefits of face-to-face meetings with the client are very important.

2.3. ACKNOWLEDGE

Dear FPT University and lecturers,

The Capstone project could not have been successful without the support and facilitation of FPT University and its lecturers. We especially extend our sincerest thanks to them. Thereby, the project can be successful thanks to the dynamic, hard-working and energetic team members.

First, I would like to sincerely thank the team members for always being positive and working hard together to overcome the most difficult times.

Secondly, I would like to express my deep gratitude to friends and family, classmates at MC1401 have greatly helped the team with their words of encouragement and valuable suggestions throughout all stages of the project.

Thirdly, thank Top Queen Pharma JSC. Especially Pham Thi Vui - marketing director, Hoang Huong Ly - head of communications and especially Le Thi Mai Huong - CEO of Top Queen who has created the most favorable conditions for the team to work and experience practical knowledge in the field. Sincere thanks for the valuable materials, suggestions, and help to the team to complete the graduation project.

Last but not least, I would like to express my deepest thanks to the Supervisor & Instructor - Mrs. Vu Viet Nga enthusiastically guided and accompanied us throughout this arduous journey. We would like to express our sincere gratitude and appreciation to Mrs. Vu Viet Nga. Her enthusiastic and sometimes resolute guidance. Without her word of encouragement, it would not have been possible for us to complete this project.

3.. SUM UP

In the closing and evaluation of the project. We **conduct acceptance testing and evaluation through the KPIs achieved in practice**. From there, **generalize the limitations, strengths, and weaknesses** that the group encountered and **give lessons learned** for the next communication campaigns. Finally, our sincere **thanks to the stakeholders**.

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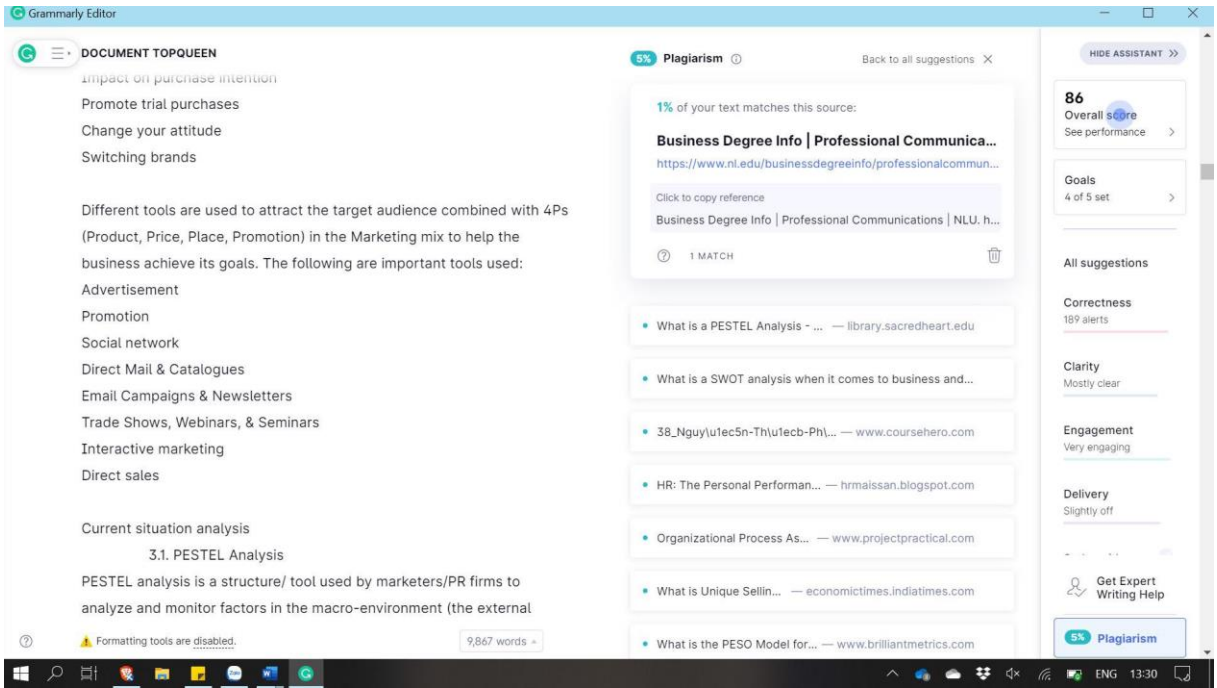
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APPENDIX



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