



INCREASE BRAND RECOGNITION CAMPAIGN

GRA497_G3

FALL21

OUR TEAM



Leader
Tang Hai Dung



Member
Do Dinh Quan



Member
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Member
Phung Minh Nhat

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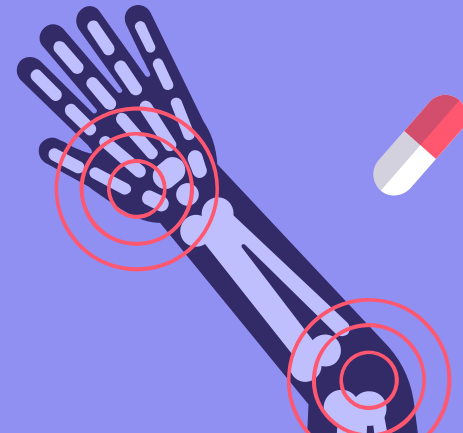
**DEVELOPMENT &
PRE_PRODUCTION**

03.

**PROJECT
EXECUTION**

04.

**POST - LAUNCH
PROJECT &
REFLECTION**





INTRODUCTION

- About The Company
- Vision, Mission & Core-Value
- Brand Identity
- USP

ABOUT TOPQUEEN VIETNAM



TopQueen Vietnam Pharmaceutical Joint Stock Company is a Vietnamese firm specialised in research, developing & producing premium functional foods, drugs and cosmetics



Vision | Mission | Core-Value



Vision

Becoming a leading
pharma-company in
Vietnam and reach out to
international market



Mission

Delivering premium
quality products &
service to help enhancing
people's wellness



Core-Value

Prestigious
Responsibility
Enthusiasm
Respect
Transparency

Brand Identity

- The logo visualise TopQueen's core-value
- The slogan, in Vietnamese "*Sức Khỏe Của Bạn Là Tài Sản Của Chúng Tôi*" indicates the top priority of TopQueen is customers wellbeing.

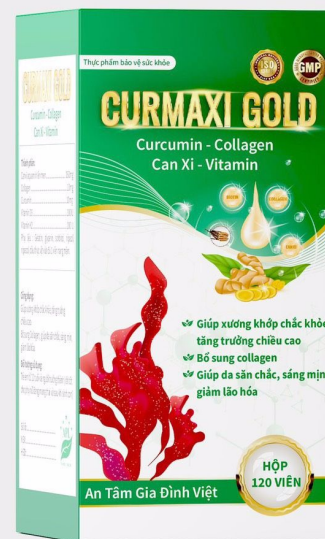


*Your Health Is Our
Wealth*

UNIQUE SELLING POINTS

- Having a GMP-WHO certified manufacturing establishment
- Self-research & developing generic drugs specialised for Vietnamese Market
- Exclusive products





02.

DEVELOPMENT & PRE_PRODUCTION



DEVELOPMENT

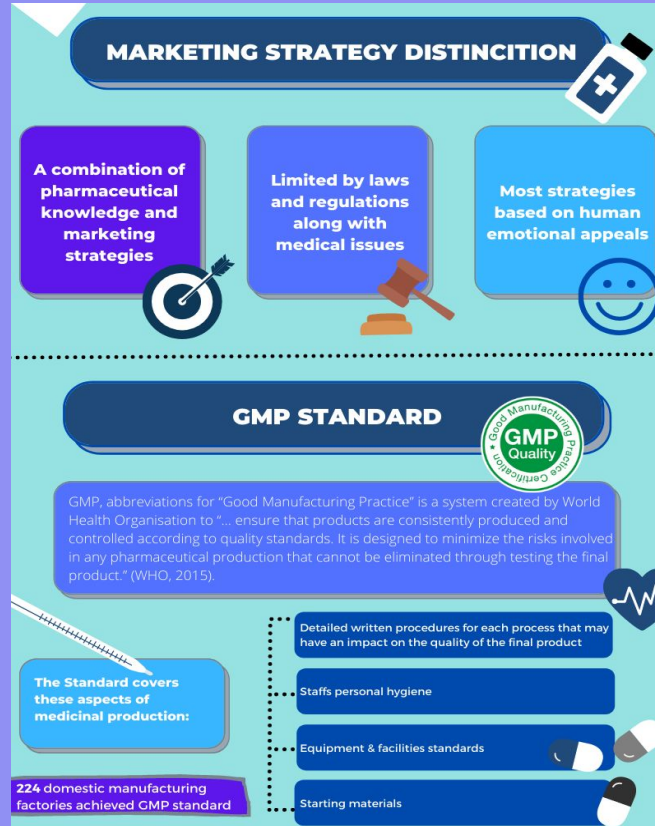


PROJECT PLANNING

1. COMPANY EXTERNAL ANALYSIS



1. COMPANY EXTERNAL ANALYSIS



PESTEL Analysis

Political

- Vietnam is one of the few countries with positive economic growth during the pandemic.
- Signing 02 new-generation Free Trade Agreements (FTAs) are CPTPP and EVFTA.
- Government supports businesses households in the context of the COVID-19.



PESTEL Analysis

Economic

- The political situation in Vietnam continues to be in a stable state.
- The State creates favorable conditions for pharmaceutical enterprises and TopQueen's products have developed.
- TopQueen's customer incentives are efficient to supply chains, timely distribution, and 24/7 pharmacies.



PESTEL Analysis

Social

- Consumer behavior preference for natural origin, organic products
- Psychological preference for foreign brands with attractive designs and packaging.
- The average life income so consumers spend more on premium health products.
- Changing perception about functional foods.



PESTEL Analysis

Technological

- Building a modern system strong enough to integrate international networks.
- The users networks in Vietnam equivalent to 73.7% of the total population but Vietnam's cyberspace is unhealthy and underrated in the world.
- New property disputes arise intellectual property, copyright,...
- Changing buying habits to e-commerce and linking with foreign partners.



PESTEL Analysis

Environment

- The highest biodiversity in the world but environmental and water pollution seriously.
- Trend of traditional medicines and organic ingredients have high potential for development.



PESTEL Analysis

Legal

- A complete and unbiased legal system is one of the economic preconditions develop.
- Legal system is improving on trademark and copyright.
- Law also affects the transportation costs and it directly impacts business costs.



Competitors analysis

Dược phẩm Hoa Linh

Hoa Linh Pharmaceutical Co., Ltd was established in 2001 is an enterprise directly producing and trading pharmaceuticals, 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.

Professional website and fanpage with strong interaction (23.6k followers). They have good brand awareness typical like appearing on major sites like VTV.vn



Competitors analysis

Bách thảo dược

Bách thảo dược was established on June 11, 2018 with mission is "Preserving and promoting the quintessence of traditional medicine". Bách thảo dược want to bring good health to millions of Vietnamese people.

Company has professional website with TVC but their fan page is not strong interaction thought they usually daily update.





TopQueen

conclusions

TopQueen need to build a professional website to increase the reputation of the company.

Fanpage need to regular activity with health topics close to customers and use infographic to increased reach on facebook compared to competitors.

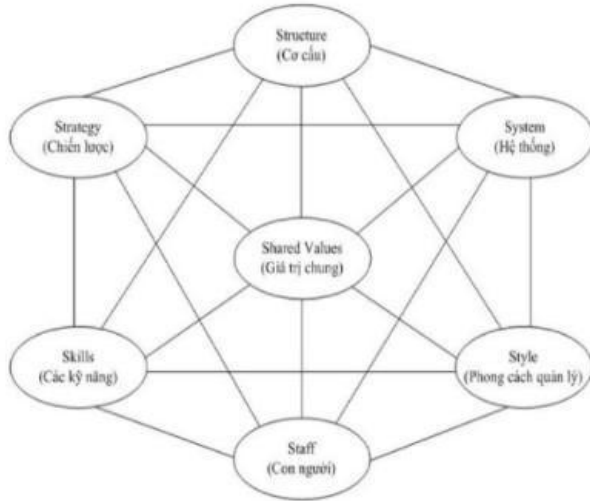
Brand positioning

- Shapes their products into the high-end customer segment.
- Prices are competitive with foreign brand.
- Quality better than foreign products because of precious natural raw materials.
- Product lines are exclusive for high-class customers.



Premium

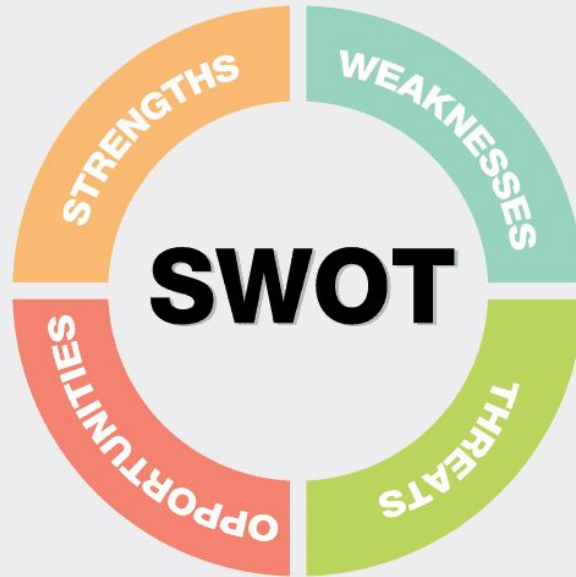
2. COMPANY INTERNAL ANALYSIS



Using 7s model to divide is internal analysis of the company

- Methods: Survey, interview,...
- Audience: the company's staff
- Target: the influence of each success factor (soft factor group and hard factor group) will fluctuate over time

SWOT



S

STRENGTHS

The enthusiastic founder has the right direction

The Internal unity company and
highly trusted

Have a WHO-GMP standard factory

Have diverse products, new products, flagship products,
USP products

O

OPPORTUNITIES

Have young human resources with high and
long-term development abilities

Have great opportunities in the field of e-commerce

Have favorable conditions from The State is currently
creating

W

WEAKNESSES

Have no specific media campaign yet

Consumers' awareness of the company's products
in the market is low

The company's brand awareness in the market is
poorer than competitors

T

THREATS

The complicated situation of the Covid epidemic

The current trend of approaching customers is
social networks

The integration makes there are too many
competitors in the market

3. RESEARCH & CUSTOMERS' INSIGHT



Primary research



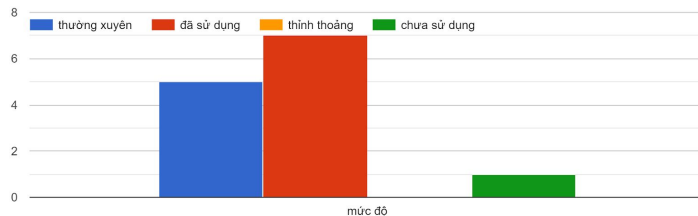
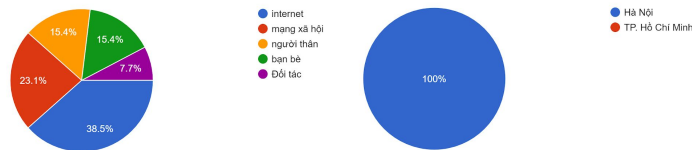
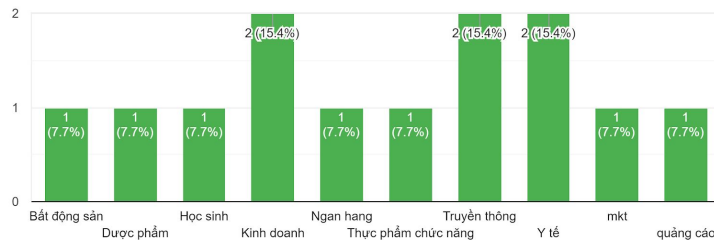
Secondary research

Primary research

We used a survey method to collect the Customers' insight data.

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.



Secondary research

We have collected search data for words related to "thuc pham chuc nang" by searching, collecting data from reliable sources:

=> **Customer demand** through trending words, key words and frequency which they are searched

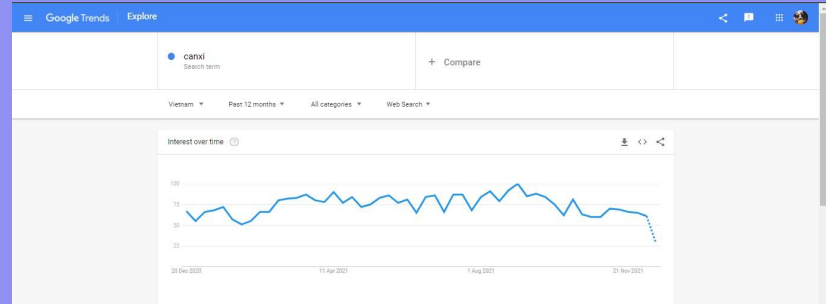


Chart "Thuc pham chuc nang"

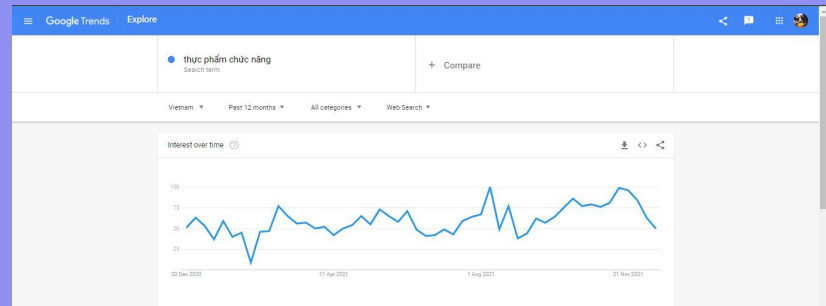


Chart "Canxi"

II. Project Planning

1. Initiating - develop project charter



Inputs



Tools & Techniques



Outputs



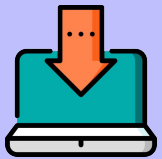
Inputs

Business documents

- Information, personnel and document about company and partners
- Documents on the Pharmaceutical market and competitors
- Ability of each teammates and company

Agreements

- Company provide necessary documents, information, human resources and the costs during project.
- Capstone team be responsible for completing work with the best benefits and has the right to use the company's resources.
- Both agree to rebuild the project accordingly if have risk (Covid)



Inputs

Enterprise environmental factors

- Company has dynamic corporate culture with an inspirational leadership.
- Good corporate infrastructure, convenient locations for teammates.
- Professional with deployable tasks and support team.
- Company finance for project favorable.

OPA

- Company a stub website but not worked.
- Documents on the ingredients of products with good content but still a primitive idea.
- A set of partners and customers with interest in helping the project achieve objectives and KPIs
- Strategic partner with professional PR-Marketing department to help.



Tools & Techniques

Expert judgment

- Project evaluated by the supervisor can be successful in terms of ideas and achieve the set goals, objectives, and KPIs.
- Project got the consensus and trust of the company and CEO.





Tools & Techniques

Data gathering

- Collected information on the company like documents, products, recipes, factories, product samples.
- Company's personnel like the CEO, director, manager.
- Through strategic partners about partners and company.
- Company's projects in the past



Direct



Tools & Techniques

Data gathering

- Used survey to identify the brand position in the market and social networks.
- Identified competitors in the market that have similarities with the company like GMP factory, mission, products,...
- Analyzing the pharmaceutical market in Viet Nam currently according to the PESTEL model.



Indirect



Tools & Techniques

Interpersonal and team skills

- Project is divided into small jobs with the most optimal teammates to avoid information disorders.
- 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 direct meetings, most meetings are conducted online.





Tools & Techniques

Meetings

- Leader conveys information to members who are not present so as not to miss information.
- All meetings were attended by the CEO, who noticed the company's interest in the project.
- Meeting with strategic partners in a short project time shows that the project is professional and seriously.





Outputs

Goal

- Increase awareness of the TopQueen brand.
- Reaffirms the values that the company is committed to bringing to customers, and through it is increasing sales revenue.

Objective

- Build and increase interact for website and fanpage.
- Building communication product is an e-catalog.
- Organizing novel events with high interaction to increase brand awareness on social networks.



Outputs

Requirements

- Teammates must sell closely according to the set timeline.
- Teammates are diligent and disciplined to get positive and beneficial feedback for the company on social networks.
- Flexible in terms of content to be able to overcome risks.
- e-catalog are delicate, professional, and interact well with viewers.





Outputs

Benefits

- Website and fanpage have positive of interactions and traffics.
- E-catalog shows the company's professionalism.
- Talkshow will marking to customers on social networks.
- Company and products are recognized to be used for future projects.
- Staffs have the experience, resources, and practical knowledge in the field of communication.





Outputs

Method

**Fanpage
Website**

High - traffic

E-catalog

professional

Talkshow

Marking

feedback

Survey





Outputs

Risks

- Covid epidemic directly affecting human resources, timeline, content,...
- Technical like website construction, stream coordination, design,...
- University's deadline.
- e-catalog are delicate, professional, and interact well with viewers.
- Media crisis and poor experience.





Outputs

Estimates KPIs

- Based on competitor data, 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 of 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

2. Detail



WEBSITE

1/11 - 12/12



FANPAGE

1/11 - 12/12



E-CATALOG

1/11 - 21/11



TALKSHOW

1/11 - 10/12

WEBSITE

Objective

- Increasing the prestige of the brand
- Update brand information such as products, company information, upcoming events, ...
- Customers have an address and method of contact with the brand

Necessary document

- Pictures and documents about the company, products, personnel, company's partners
- Website or the communication projects the company has done before
- Documents and data about the current pharmaceutical industry communication index on google analytics.

Estimated timeline website



Week 1

Research how to build a website



Week 4

Post up and run ads on Google



Week 2

Create a website, register a domain name, and TVC



Week 5

Kick-off talk show posts and run ads on Google.



Week 3

Complete website information



Week 6

Post-event

Estimated budget website

Website	2,000,000 VND
Domain name registration fee	500,000 VND/year
Filming and editing videos	2,000,000 VND
Run ads for 10 posts/200k each	2,000,000 VND
Generate 10%	1,000,000 VND
Total estimate:	7,500,000 VND

FANPAGE

Objective

- Increasing the prestige of the brand
- Update brand information and daily news.
- Customers have an address and method of contact with the brand
- Reach new customers and create a community of customers

Necessary document

- Pictures and documents about the company, products, personnel, company's partners, competitors
- Fanpage or the communication projects the company has done before
- Documents and data about the current pharmaceutical industry communication index on facebook insights.

Estimated timeline fanpage



Week 1

Research and evaluate company's fanpage on facebook insight.



Week 2

Brainstorming about topic content, approach.



Week 3

Develop fanpage



Week 4

Post about news, events, ingredients, human health then run ads on Facebook.



Week 5

Kick-off talk show posts and run ads on Facebook.



Week 6

Post-event

Estimated budget fanpage

Run ads on Facebook	500,000 VND
Design infographic 10 articles 100k each	1,000,000 VND
Generate 10%	200,000 VND
Total estimate:	1,700,000 VND

E - CATALOG

Objective

- Professionalize the company with partners and new customers to cooperate for the first time
- Convenience in company introduction
- Flexibility in development product introduction

Necessary document

- Pictures and documents about the company, products, personnel and company's partners
- Communication projects the company has done before

Estimated timeline e-catalog

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

Week 1

Week 2

Week 3

Estimated budget e-catalog

Design	1,000,000 VND
Printing (if any): 500,000 x 5 files	2,500,000 VND
Generate 10%	400,000 VND
Total estimate:	3,900,000 VND

Talkshow: “TopQueen - 10 năm 1 hành trình”

Objective

- Marking the company's 10-year development journey and gratitudes to partners and loyal customers
- Increase awareness, convey the message, vision, mission and future plan of TopQueen better on social networks
- Evaluates the effectiveness of the fanpage and team through online streaming on social networks

Necessary document

- Pictures and documents about the company, products, personnel and company's partners
- Communication projects the company has done before
- Document the capabilities of the organizes team
- Estimated financial, scale and location that the brand wants to organize

Supporter



**Miss. Pham
Thi Vui**

Communication
director of TopQueen



**Miss. Hoang
Huong Ly**

Head Marketing Manager
of TopQueen



**Mrs. Le Thi
Mai Huong**

CEO of TopQueen
Speaker



Trang Linh

Event equipment
joint-stock company

Estimated timeline **Talkshow**



Week 1

Brainstorming the Talk show content and research company documents



Week 4

Run ads on social media to kick-off events



Week 2

Pitching content with the company then editing content to match requirements



Week 5

organize events and stream on a fan page



Week 3

Complete talkshow content



Week 6

Post-event

Estimated budget **Talkshow**

Rent an office/hall half a day with a capacity of 50 people (including led screen, radio speakers, stage, ..)	3,000,000 VND
Snack bar	2,000,000 VND
Banner, poster, standee	3,000,000 VND
Support staffs (technical, transportation,..)	2,000,000 VND
2 MC	2,000,000 VND
Run ads 8 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	1,000,000 VND
Generate 10%	2,000,000 VND
Total estimate:	23,000,000 VND

Estimated Total Cost

Website	7,500,000 VND
Fanpage	1,700,000 VND
E-catalog	3,900,000 VND
Talkshow	23,000,000 VND
Generate 10%	4,000,000 VND
Total estimate:	40,100,000 VND

03. PROJECT EXECUTION



CHAPTER OVERVIEW



**PROJECT STRATEGY
& TACTIC**



**PROJECT
MANAGEMENT**



DETAIL

PROJECT STRATEGY AND TACTIC

IMC OBJECTIVES & GOALS

1. The digital age has set an impressive set of new customer relationships-building tools such as major social media platforms (Facebook)
2. To retain existing customers and expand their target audience, TopQueen must revamp its marketing communication approach by creating innovative content on social media



PROJECT STRATEGY AND TACTIC

IMC OBJECTIVES & GOALS

The 3 main objective of the campaign are:



Building a website and Facebook fan page to reinforce TopQueen's image.



Produce media products: E-catalogue.

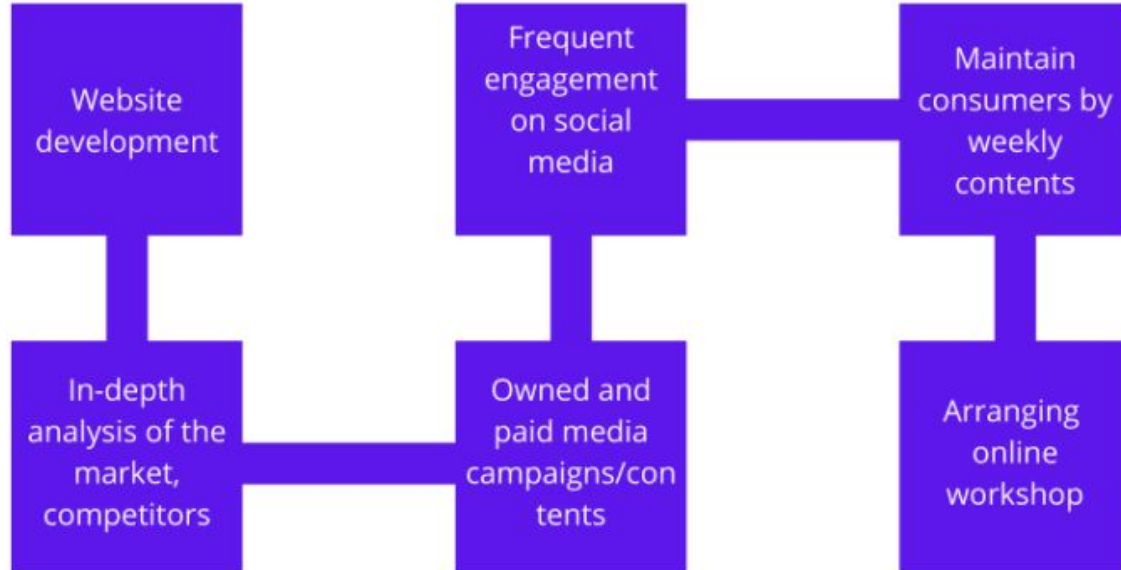


Arranging an online workshop to create a final highlight for the campaign.

PROJECT STRATEGY AND TACTIC

IMC OBJECTIVES & GOALS

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



PROJECT STRATEGY AND TACTIC

S.M.A.R.T OBJECTIVES

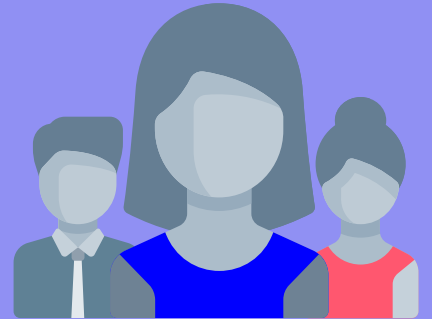
S	SPECIFIC	Increase awareness of TopQueen's product and brand name, reinforce brand position as healthy and active cosmeceuticals products seller
M	MEASURABLE	Generate brand value through the campaign and using digital media measuring tool to collect data
A	ACHIEVABLE	Using multimedia experience and easy-to-use social media like Facebook and Website to have a more effective workload
R	REALISTIC	Adding and maintaining customer through social media can improve TopQueen's profit, vale and brand image
T	TIMEBOUND	The project will last 3 month,data will be collect to conduct post-project evaluation

PROJECT STRATEGY AND TACTIC

SEGMENTATION & MARKETING



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, for the campaign purpose, we will only focus on the most appealing customer

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



TARGET CUSTOMERS

Target customer	Interested categories	Profile
	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
	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

Target customer	Interested categories	Profile
	<p>Healthcare, family, fresh air/foods, osteoarthritis, skin, hair.</p>	<p>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.</p>
	<p>Travel, sport, family, car, special occasion, technology, game.</p>	<p>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</p>

PROJECT STRATEGY AND TACTIC

CAMPAIGN MESSAGE

Our key message for the campaign are:

"Thời gian không đợi chờ một ai,

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



PROJECT STRATEGY AND TACTIC

MEDIA STRATEGY

- One of the fastest-growing types of direct marketing is Digital social media marketing.
- Using social media marketing allows companies to produce targeted and personal material, tailored to individual consumers and communities
- Cost-effective



PROJECT STRATEGY AND TACTIC

MEDIA TACTIC

Our tactics is divided into 3 major phases:



Pitching idea, Building media content



Pushing content, maintain engagement



Campaign final highlight



PROJECT STRATEGY AND TACTIC

MEDIA CHANNEL

PESO MODEL:

Website SEO
Facebook ads

P

E

Partnership
Feedback

Partnership
Customer feedback

S

O

Website
Facebook Fanpage

PROJECT MANAGEMENT



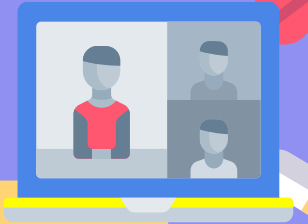
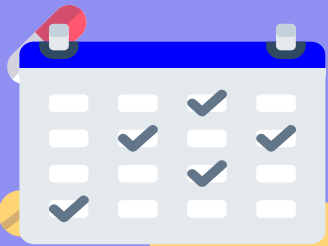
**MONITOR AND CONTROL
PROJECT WORK**



**PERFORMANCE INTEGRATED
CHANGE CONTROL**



PROJECT MANAGEMENT



MONITOR AND CONTROL PROJECT WORK

- Control scope
- Validate scope
- Monitor stakeholder engagement
- Control procurement
- Monitor risk

PERFORMANCE INTEGRATED CHANGE CONTROL

- Monitoring communication
- Controlling resources
- Quality control
- Control schedule
- Cost monitoring

DETAIL



WEBSITE

14/11 - 12/12



FANPAGE

1/11 - 12/12



E-CATALOG

17/10 - 13/11



TALKSHOW

15/11 - 16/12

OVERVIEW

STATUS:



Project Title	Increase TopQueen Brand Recognition 2021		Project Manager	Tang Hai Dung	
Project Start Date	17/10/2021	Project End Date	12/12/2021	Project Sponsor	TopQueen JSC

Project Budget

WEBSITE	6,200,000 VND
FANPAGE	500,000 VND
E-CATALOGUE	1,000,000 VND
TALKSHOW	14,328,750 VND
GENERATED 10%	2,000,000 VND

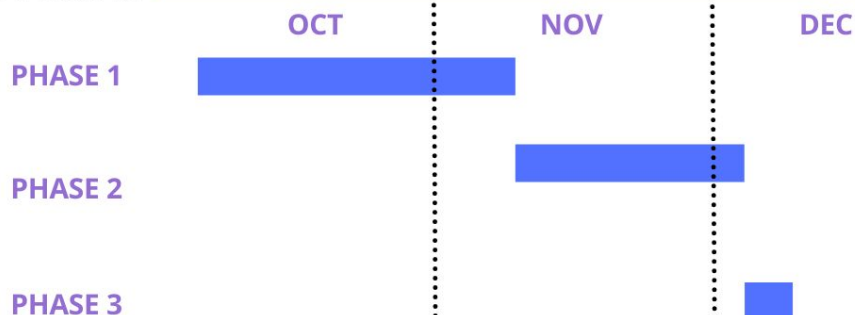
Total cost : 24,028,750 VND

Description & Goals

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

The goals of the project are to increase awareness, reaffirms the values that the company is committed of the TopQueen brand.

Timeline

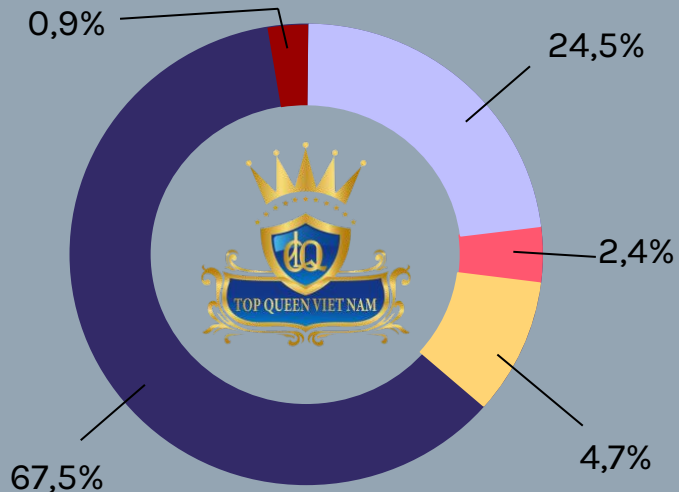


PROJECT MILESTONE

WEBSITE	21/10
FACEBOOK FANPAGE	04/11
E-CATALOGUE	13/11
ONLINE WORKSHOP	06/12

OVERVIEW

Budget allocation



Synthetic

Products	
Website	5
Fanpage	27
E-catalog	1
Talkshow	1

Website

Timeline

OCT

NOV

DEC

Tasks

PHASE 1
(17/10 - 21/10)

Preparing web template, hosting, domain

PHASE 2
(22/10 - 6/12)

Publishing contents

PHASE 3
(6/12 - 12/12)

Maintain

Implementation

- Improve the website with high reliability and user-friendly instead of website posts on the top of Google search because of short development time and company purpose
- Increase website traffic

Detail timeline website



17/10 - 19/10

Initial web page idea,
prototyping



26/11 - 28/11

Blog posting
focused on wellness



20/10 - 21/10

Finishing web page design,
registering a domain name.
Beta phase



29/11 - 5/12

Maintain



22/10 - 25/11

Blog posting focused on
product descriptions



6/12 - 12/12

Appreciation post after the
workshop. Maintain

Product

Preparing website

Consists of web templates, source codes, hosting, and contents like images, TVC, animations,...

Content

Cover topics of health care, product descriptions, and the latest news in the pharmaceutical field

Direct purchases on website

Talk show post

Success of the talk show with photos from the event, gratitude, and gifts to the guests who attended



topqueenvietnam.com

Website's Budget

Hosting	200,000 VND/year
Web templates including source codes	2,000,000 VND
Design & Optimizations	1,500,000 VND
TVC	1,500,000 VND
Web traffic boosting	1,000,000 VND
Total	6,200,000 VND

Fanpage

Implementation

- Facebook's policy does not allow ads for pharmaceutical content, so Fanpage focus on the health, benefits of the ingredients and ads for The Talk Show.
- Using a free platform to increase engagement is more affordable so advertising budget was not approved.

Content

- Health content with infographic accessible to reach potential customers
- Continuously posting articles when customers see that the business is active, trustworthy, and interested
- Kick-off Talkshow and post-event

Fanpage

Timeline

OCT

NOV

DEC

Tasks

PHASE 1
(1/11 - 7/11)

Research, evaluate, brainstorm
about topic content

PHASE 2
(8/11 - 28/11)

Airpost-Canxi topic on Fanpage
(boost reaction, seeding)

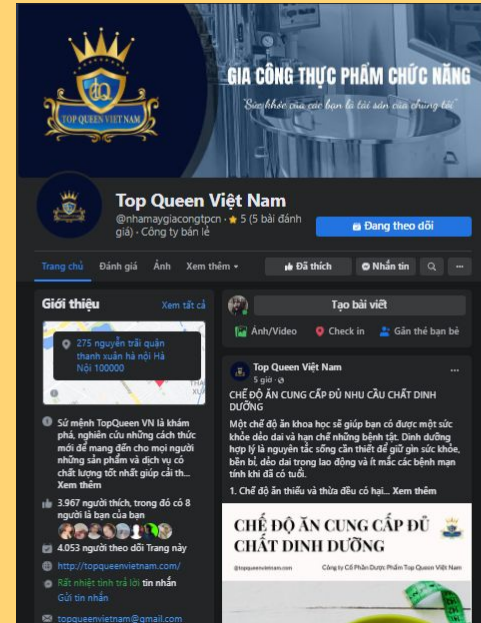
PHASE 3
(29/11 - 5/12)

Airing post, video Kickoff talkshow
(boost reaction, seeding)

PHASE 4
(6/12 - 12/12)

Summary Talkshow, survey and feedback
(boost reaction, seeding)

Product



Detail timeline for the fanpage



1/11 - 3/11

Research, evaluate, brainstorm about Canxi topic content



29/11 - 4/12

Airing post promotional contents for the upcoming Talk Show



4/11 - 7/11

Write and design to air post. Set timeline to air post and learn how to run seeding, increase reaction



5/12

Air post-stage set up for talk show



8/11 - 28/11

Post on fanpage



6/12 - 12/12

Appreciation post after talk show
Maintain

Fan page's Budget

Incurred	500,000 VND
Total	500,000 VND



E-Catalogue

Main theme

The comprehensive professional design with bright tone, mainly white-blue

Content

Basic information, mission and vision about the company to introduce with partners, contractors and potential customers.

Contains the most featured products like CurmaxiGold, Collagen +A, E, C, chlorophyll synergy.

E-catalogue

Timeline



Product

TẠI SAO NÊN LỰA CHỌN TOP QUEEN?

Với phương châm: "Sức khỏe của bạn là tài sản của chúng tôi", Top Queen nỗ lực hết mình để làm việc và tạo ra những sản phẩm chất lượng tốt nhất cho khách hàng.

Top Queen mong muốn sẽ nhận được sự ủng hộ, hợp tác của khách hàng và đối tác để chúng tôi có cơ hội cung cấp sản phẩm và dịch vụ chất lượng với giá thành hợp lý.

TẠI SAO NÊN TIN TƯỞNG LỰA CHỌN CỦA CHÚNG TÔI?

- Chất lượng sản phẩm cao
- Chất lượng dịch vụ chuyên nghiệp
- Quy trình làm việc chặt chẽ
- Hệ thống máy móc hiện đại
- Đội ngũ nhân sự được ưu tiên đào tạo trình độ nghiệp vụ và chuyên môn cao



CHLOROPHYLL SYNERGY

DETOX, ĐẸP DA, HƠI THỞ THƠM MÁT

Diệp lục tố – Chlorophyll Synergi được sản xuất bởi Công ty Cổ phần Dược phẩm Top Queen Việt Nam. Với nguyên liệu Chlorophyll nhập khẩu 100% tại Đan Mạch.

Sản phẩm có hương vị bạc hà nhẹ nhàng, thơm mát của diệp lục giúp người sử dụng có trải nghiệm dễ uống, nhưng vẫn đảm bảo không có các chất tạp phẩm, hóa chất. Thức uống có tác dụng rất tốt đối với những người muốn cải thiện tình trạng da, giải độc cơ thể, có thói quen không ăn rau xanh.

HƯỚNG DẪN SỬ DỤNG

- Đối với người bị nám da, mụn trứng cá: Pha 5ml/1lit uống thay nước lọc hàng ngày.
- Đối với trường hợp bị đau dạ dày, đại tràng... pha 5 ml với 50 ml nước uống trước bữa ăn 15 phút.



- Được nghiên cứu và sản xuất bởi Công ty Cổ phần Dược phẩm Top Queen Việt Nam với nguyên liệu 100% nhập khẩu từ Đan Mạch.
- Với nguyên liệu 100% tự nhiên, ngay cả vị ngọt cũng được thay thế đường bằng cỏ ngọt.
- Diệp lục tố Synergi có dạng nước nên dễ dàng pha và hòa tan với nước, có vị bạc hà phù hợp với cả trẻ em trên 2 tuổi.
- Ngoài tác dụng tuyệt vời của chất diệp lục, nó còn chứa chất Methol giúp điều trị hen suyễn và trị các bệnh phổi.

HƠI THỞ THƠM MÁT

CƠ THỂ KHỎE MẠNH

KHÁM PHÁ NGAY



THÔNG TIN LIÊN HỆ

- Địa chỉ: Số 31 – 33 Lô 15 Khu làng nghề Hà Thái – xã Duyên Thái – Thường Tín – Hà Nội
- Điện thoại: 0855.296.866
- Website: topqueenvietnam.com

Giá bán

560,000 VND/HỘP

Feedback

Internal

Company evaluates E-catalog accessible, creative, and fully content their wants to aim for.

The CEO has used E-catalog and satisfied with it.

Capstone team rate it as a professional product that carries messages.

Guest

We used surveys to get feedback from guests.

Guests highly rate the product, beautifully designed, informative, modern, and professional.

They want to own one and get in contact with designers to design for them.

Sau chương trình, hãy chia sẻ cảm nhận của bạn nhé

23 responses

Nhiều buổi nói chuyện hơn, nhưng nên làm qua mạng để đảm bảo an toàn cho mùa dịch

Tổ chức nhiều lễ ra mắt để nắm bắt tin tức sản phẩm mới

Nên tổ chức vào buổi sáng để có nhiều thời gian trò chuyện hơn

Chương trình được làm với một bầu không khí ấm cúng, gần gũi

Sản phẩm catalogue làm rất tốt với một tinh thần tích cực. Phần chia sẻ của diễn giả có rất nhiều thông tin hữu ích

thích cái file có thông tin của topqueen làm rất chuyên nghiệp

file thông tin của công ty bằng kỹ thuật số rất tiện. Ảnh đẹp nội dung hay. Nên để xuất in ra bản cứng

Design rất sáng tạo. có catalogue rất tiện khi mang cho đối tác xem

chị Huệ cho em xin bạn Design về làm 1 bản catalog chuyên nghiệp ở công ty em nhé =))

E-catalog Budget

Design	1,000,000 VND
Total	1,000,000 VND

Talkshow: “TopQueen - 10 năm 1 hành trình”

A passionate program of the capstone team and Top Queen company

Anniversary program, marking a milestone of 10 years with many changes

Gratitude to the trusted customers, retailers, partners who have accompanied the company for a long time

Vision is transformation from a traditional production base to the mass market



Talkshow

Implementation

The talk show had been postponed many times, scale was not as large as planned and many guests unable so to ensure safety, scale is less than 20 people.

Due to the company's internal request and the privacy of the guests, we did not stream the talk show.

The cost of organizing and producing the Talk Show has been approved by the company.



Talk show: “TopQueen - 10 năm 1 hành trình”

Goal

- Increase awareness of Top Queen in the market and to promote and sell company products

Objective

- Summarising developments over the past 10 years and gratitude to partners, loyal customers.
- Announcing upcoming projects, initially access to a large customer base online
- Evaluate the effectiveness of fanpage and the team building on social networks

Talkshow: “TopQueen - 10 năm 1 hành trình”

Timeline

OCT

NOV

DEC

Tasks

PHASE 1
(15/11 - 5/12)

Kick-off event communication

PHASE 2
(6/12)

Talkshow: "Top Queen - 10 năm 1 hành trình"

PHASE 3
(7/12)

Post-event

Kick-off



Detail timeline **Talkshow**



15/11 - 4/12

Kick-off



6/12

Talkshow: “TopQueen - 10 năm 1 hành trình”



5/12

Set up



7/12

Post-event

Participants



CEO An Phuc Linh
Do Van Ha



Director of strategy
Tran Manh Hung



market manager
Dao Manh Nhat



CEO TopQueen
Le Thi Mai Huong



TopQueen advisor
Le Thi Hue



Technician
Pham Hoa My Le



Logistics
Hoang Huong Ly



MC
Do Dinh Quan



Logistics
Pham Thi Vui



Coordinator
Tang Hai Dung

Guest

Speaker

Organizers

Product Talkshow



Design



Content

Talk show's Feedback

Internal

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

Guest

- We used surveys to get feedback from guests after the talk show.
- Guests appreciate Talk show is professional and attractive.
- Guests appreciate the organizers are considerate, cheerful, and caring.
- Guests feel comfortable with the brand.

Sau chương trình, hãy chia sẻ cảm nhận của bạn nhé

17 responses

Chương trình diễn ra rất chín chu, 10/10

Chương trình tổ chức chưa được tốt, nhưng nội dung truyền tải sâu sắc

Chương trình đem đến một hình ảnh TopQueen toàn cảnh, gần gũi hơn

Chương trình rất hay với những chia sẻ rất thú vị từ diễn giả

Chương trình có nội dung sâu sắc

Nội dung hay chia sẻ sâu sắc

Tổ chức chuyên nghiệp

Chuyên nghiệp, thú vị, chia sẻ sâu sắc

Sản phẩm đẹp, công phu, đầu tư

Talk Show's Budget

Set up and decoration	7,328,750	VND
Gifts and flowers for Speaker	2,000,000	VND
Cameraman	500,000	VND
Lighting	1,000,000	VND
Micro	500,000	VND
Logistics	1,000,000	VND
Gifts for Guests	2,000,000	VND
Total	14,328,750	VND

A decorative graphic consisting of several stylized pills and capsules in red, white, and yellow colors, arranged in the corners of the slide.

EVALUATION & REFLECTION

OVERVIEW

POSITIVES

- Budget used effectively
- Good engagement on Facebook
- The 10th anniversary event went greater than expected
- The website has entered beta phase
- Partnership between TopQueen & An Phuc Linh.

DOWNSIDES

- Project timelines had to changed 2 times
- Lack of communication
- Failed to remove a negative result about TopQueen on Google.

KEY PERFORMANCE INDICATOR

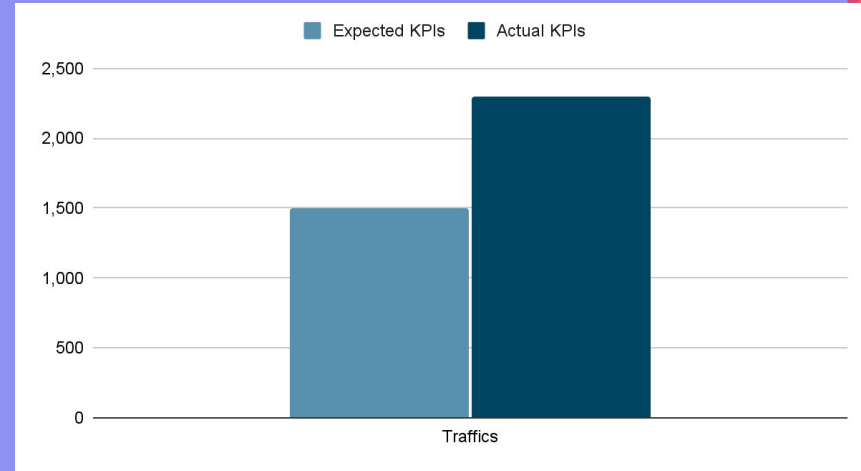


WEBSITE

Expected Traffics: 1,500

Result: 2,303

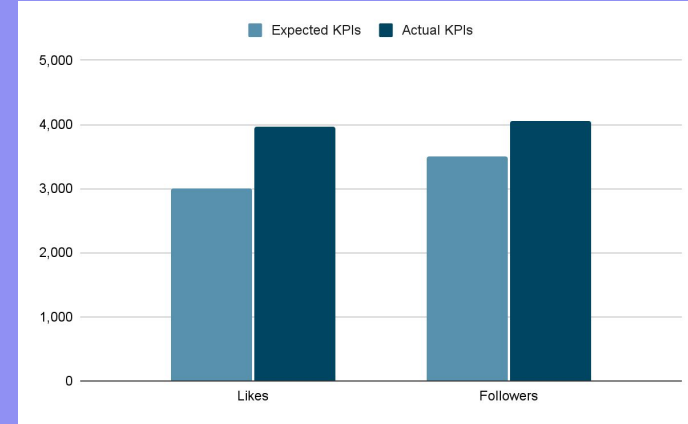
- The result surpassed expectation
- For a beta website, this is a milestone



FAN PAGE

- Total followers: 4,047 (1.15% greater than initial KPI)
- Total likes: 3,965 (1.32% greater than initial KPI)

All stats are organic interactions on Facebook



40

Average INTERACTIVES
per Fanpage Facebook post

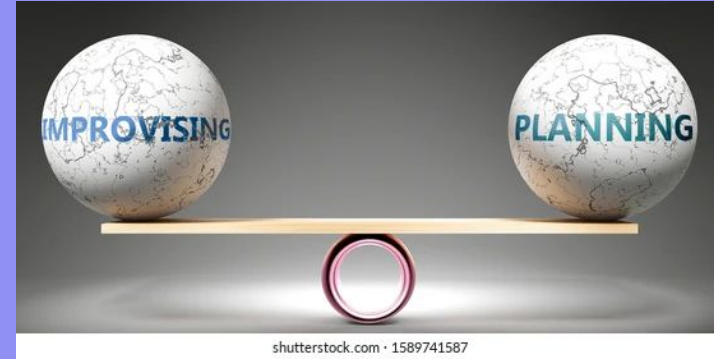


REFLECTION

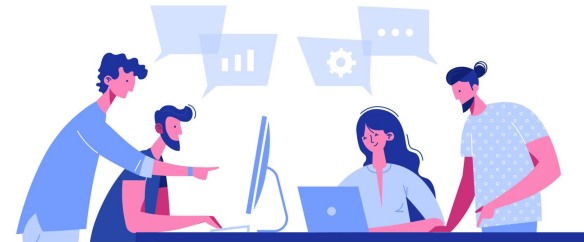


LESSONS LEARNED

- Improvisation is key
- Communications between project members are vital
- The KPI need to be considered carefully before the project started



KPI (Key Performance Indicators)



SUGGESTIONS & RECOMMENDATIONS



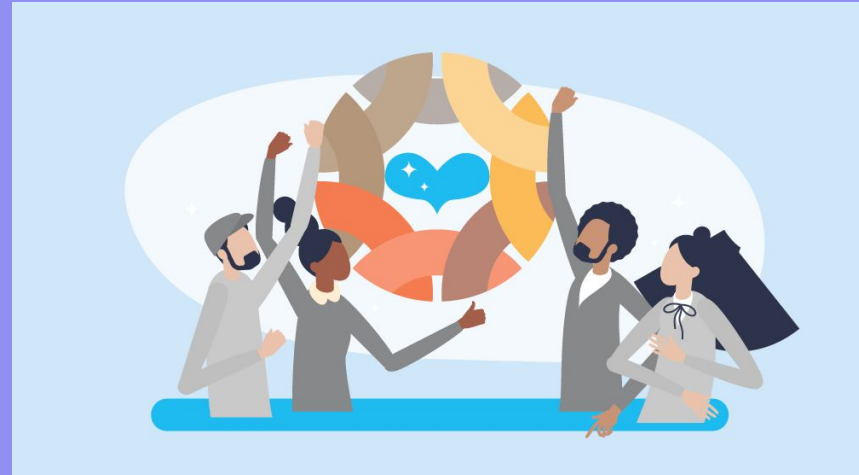
COMMUNICATION CAMPAIGN

- Creating viral contents
- Maintaining the presence on social media & the web
- Increase communication campaign frequency



ORGANISATION'S CULTURE

- Internal communication is vital to an organisation
- Helping employees be aware of the organisation values
- Create positive attitude towards organisation's members



THANK YOU FOR LISTENING



