Summary of master thesis

Phát triển dịch vụ ngân hàng bán lẻ tại Ngân Hàng TMCP Việt Nam Thịnh Vượng Chi Nhánh Thăng Long”

Learner Vu Quang Chung

1. General information:
1.1. Full name: Vu Quang Chung
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2. Summary of the results of the thesis:

The thesis is divided in four chapters dealing with issues:

Chapter 1: Overview of research and rationale for developing retail banking.
Chapter 2: Methodology and thesis design
Chapter 3: Actual situation of the development of retail banking services of Vietnam Prosperity Bank, Thang Long Branch.
Chapter 4: Solutions for developing retail banking services of Vietnam Prosperity Bank, Thang Long Branch.
Using the theoretical factual foundations and the basis presented in chapters 1 and chapter 3 and the research methods used in chapter 2 and chapter 4, the author proposes the following solutions:

- Solutions for developing improving financial capacity.
- Solutions for developing facilities
- Solution for modernizing banking technologies.
- Solutions for developing customer policy.
- Solutions for developing advertising activities
- Solutions for enhancing customer consultation and support.
- And some other solutions.

The results of this research can be applied in the development of retail banking services of commercial banks.

3. Applicability in practice:

The theoretical factual foundations and the basis presented in the thesis can be used as reference materials and solutions proposed by the author can be applied in the development of retail banking services in Vietnam Prosperity Bank, Thang Long Branch and similar branches of VPBank.

4. Further research directions:

We can research development of retail banking services in branches in particular and Vietnam Prosperity Bank in general.