Improving the business efficiency of Tien Nam Printing Industry and Trade company limited.

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Major: Business Administration
Publishing year: 2014
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Research purposes:

System of a theoretical basis for the effectiveness of the enterprise business.

Analysis of the business activities of Tien Nam Printing Industry and Trade company Limited in recent years, clearly the advantages, limitations and causes of these limitations.

On the basis of the analysis on the status of business operations of the company in recent years, based on forecast results for the business environment, the ability of the company to develop and propose some solutions to improve efficiency of business for the company in the future.

New contributions:

As references for the subject of business administration, contributing to clarify the causes affecting the business efficiency of enterprises in Vietnam; Present, assess and analyze, in general, the current status of the business efficiency of Tien Nam Printing Industry and Trade company limited, on the capital and manpower, resulting in the production of company business over the period 2011 - 2013, analyzes the strengths and weaknesses of the company in this period, as well as the market situation in the country and the world. Thereby the company may consider the feasibility of the solutions proposed in this thesis to apply in practice in order to improve the efficiency of production and business activities of the Company.