Summary of Master’s thesis: “Vietnam retail market development solutions after acceding to WTO”

Vuong Chi Viet

1. General information

1.1. Topic: Vietnam retail market development solutions after acceding to WTO
1.2. Author: Vuong Chi Viet
1.3. Major: International business and economics
1.4. Publishing year: 2014
1.5. Supervisor: PhD. Nguyen Thi Phi Nga

2. Research purposes and tasks:

Research purposes:

The thesis generalizes theories of retail field and retail market field, as well as issuing analyses and general evaluations to research and point out Vietnam retail market facts, since then proposing solution groups of activating and developing Viet Nam retail market after acceding to WTO.

Research tasks:

- Describing the basic theories of retail markets
- Learning on law environment and superstructure impacting on retail action in Vietnam.
- Analysing and Evaluating Vietnam retail market development facts in the past period of time.
- Analysing chances and challenges of retail enterprises in the stages of Vietnam compliances with WTO engagement.
- Research on global experiences in developing retail market; suggest Viet Nam retail market development solutions after acceding to WTO.
3. New contributions

This thesis was conducted in order to outline overview picture of developing retail market in Vietnam after acceding to WTO; to analyse not only Vietnamese retail and distribution enterprises but also civilized and model distribution foreigner enterprises through supermarket, shopping centre system and convenience stores. The thesis evaluates preliminarily the changes of awareness and behaviour of Vietnamese consumers through a survey “Awareness and behaviour of consumers about Supermarket relating to other retail types” implemented in Hanoi in 2013. The thesis analyses and generalizes confident data and documents to point out achievements as well as reduction and reason on developing Vietnam retail market since then propose solution groups of activating and developing Viet Nam retail market to impulse the development of Vietnam retail market after acceding to WTO.