Marketing strategy of Vinamilk diary products

Code number: KT.11.08
Author: Nguyen Thu Ha
Implementing Institution: VNU University of Economics and Business
Objectives:
- Assessement marketing strategy of Vinamilk diary products.
- Case study of the Marketing course for Marketing research, Principles of Marketing, Marketing Management.
Main contents:
- Assessment of Strategic Marketing mix of products dairy Vinamilk.
- Propose some solutions to improve marketing strategy mix of products dairy Vinamilk.
Results obtained:
- Scientific results:
  - 01 article on scientific journal.
  - 01 scientific report.
- Training results:
  Reference document for courses such as Marketing Principles, Marketing Management.