

Assignment internet marketing

[Technology](#), [Internet](#)



Therefore, BestBuy an e-shop with fifty years of experiences in selling products on the internet so they have succeeded to get through the economic crisis. 2. Highlight background information Best Buy Vietnam is one of the largest Direct Television, E-shop Company in Vietnam distributing throughout Vietnam since 2002 specializing in distributing western origin consumer goods such as kitchen items, fitness, and household products and cosmetics via retail stores, internet and direct marketing channels.

Besides that, BestBuy Vietnam will have a " Big Box", Best Mall which is bigger than the Best Mall in China. And you should know that BestBuy is in top 5 of the e-shop in over the world generally and in Vietnam particularly. The first thing is to confirm all activities of BestBuy Vietnam always put the quality on the top with slogan is " Quality is our honor", BestBuy frequently find the ways to reduce the cost to provide the preferential policies and reasonable price for the customer. The goal of BestBuy Vietnam is maintaining the positions of customer care services are leading in Vietnam.

Not only this, BestBuy always innovate everything from smallest to the biggest such as in attitude marketing, improving product's quality, and taking care passionately and advising customers to help BestBuy become successful on the path of rebranding the Vietnam market. Past 10 years ago, it is too long with rebranding process, but with BestBuy, ten years past also marked a Journey full effort to strive to reach and serve customers. Ten years are enough time for BestBuy to prove its position, the trust that the consumers in Vietnam dedicated for BestBuy.

II. Electronic - Customer relationship management System review (E-CRM) 1 .

Secondary market search: BestBuy Vietnam is one of the largest Direct Television, E-shop Company in Vietnam, so BestBuy Vietnam is more difference than other e-shop such as 123. n, SCJ television shopping or ebay. vn. For BestBuy, we will believe BestBuy put the quality on the top so what are different than other websites and other television shopping. Thus, I have a research about comparing BestBuy, SCJ television shopping and 123. vn BestBuy Vietnam SCJ Television shopping 123. n Customer Purchases BestBuy is a big boss in selling products on television and on the internet. With the powerful workforce, has the most prestigious product's quality. BestBuy has three headquarters in Hanoi, Ho Chi Minh city, Da Nang City. All products from Best Buy are rovided by Best Buy from American and Europe. With BestBuy policies, customer can change the new stuff if it has problem and customers do not like products, they can take the products to shop, they can receive their money back on SCJ Television is from SCJ are provided by almost from American. SCJ has two headquarters in Hanoi, Ho Chi Minh city. With SCJ's policies, customer can change the new product if it has problem. 123. vn is an online shopping website providing both Vietnam's and overseas' products from selected products, customers can buy secure products with the commitment from the providers in 123. n. You can replace a broken product in 7 days or take back your money Service and support contact All information will be update automatically in all of social media such as social network, social search, on television. And if you need supports, you can contact to hotline, official website or you can send the email or send question from 24/24.

Customer will have home warranty. Information will be up on the official website and on the television. And if you need support you can call the support service. All necessary information will be uploaded to 123. vn. In case you need supports, you can all hotline, send email or send questions from email 2417, 123. vn will answer it as soon as possible. Sales force Contacts Both of them have a powerful sales force contact. This sales force will contact to the customer by the internet or the phone when the customer need to buy something on their website. 123. n is Just online shopping center, and it is a intermediaries who ad supplier's products but not sell products directly to customer so they do not have sales forces contact Sales experience BestBuy is a big company from the United States. This company has a lot of eadquarters in over the world generally and Vietnam Particularly. This company was established in 1966 So BestBuy has a lot of experiences in selling product on the internet and on the television. SCJ Television Shopping is a company from Korean. This company has a lot of headquarters in Asia. Company was established in 1994, so they have a lot of experiences on selling products on the television. 123. vn is an e- shop. This e-shop is established for selling products on internet. This e-shop is established by VNG in 2006. Because almost products are game online. So they still young in the selling products. . Online survey BestBuy always have survey for customer to Judge the customer service, website, products and attitude. Because of these reasons, BestBuy has become a most successful company on e-shop and on Direct Television.

This survey is created for helping BestBuy to improve them. <https://docs.google.com/forms/d/ISPBLJH03CP81SW8VEQC5U46ajxgaspl-xh1RIJ4S3uomewform1> . Have you ever gone shopping on the internet? Yes, I have done it Never done it 2. Which page do you want to visit for buying product online? BestBuy Vietnam sq Hotdeal. vn Other: 3. Have you ever bought products on BestBuy Vietnam? Yes No 4. Can you rate the information from website of BestBuy Vietnam? 2 3 4 5 the best Select a value from a range of 1 , the best, to 5, the worst,. the worst 5.

If you have opportunity to get discount off buying products on BestBuy Vietnam, do you want to try it I will want to try it I do not believe on discount off Do not everything 6. Which do you buy products from our company Beauty care product Sport equipment Electronic accessories Kitchen appliances Household accessories 7. What do you think we should change to improve BestBuy Vietnam website (You can write everything what is in your mind) Some charts about the customer's expectation: 1 . Strengths: BestBuy Vietnam has 5 strengths and it inherits from the BestBuy.

It includes Powerful Global Home Product, Strength in Size, BestBuy Mobile, Cash Cow, Geek Squad. Because of 5 strengths, BestBuy has confirmed brand on the S-shaped country. Powerful Global Home Product: BestBuy is one of the most company is succeeded on selling household for everyone from over the world. Therefore, BestBuy Vietnam inherits all essences from BestBuy, from the brands to the products quality. Customer will be satisfied with BestBuy Vietnam. All products from BestBuy Vietnam always have the

evaluation from the old customers so the new customer will see the effective from the products before they buy.

Strength in Size: With powerful in size, BestBuy totally confirmed them on Vietnam country. They have three 3 headquarters in three big cities such as Ho Chi Minh City, Da Nang City, Hanoi. Otherwise, they have a lot of outlets in provinces. BestBuy Vietnam has created 80 percent of its consumers from the outlets. Besides that, they have attracted more than 20 million viewers in one year. **BestBuy Mobile:** BestBuy Vietnam follows the BestBuy to create plan to get the BestBuy Mobile to Vietnam. BestBuy Mobile is growing up by the day.

With three hundreds outlet focus on selling mobile and tablet and devices connecting to the internet is creating income for BestBuy by day. **Cash Cow:** With selling products on the internet and on direct television. It has made a lot of money for BestBuy and it made about 1.5 million in free Cash flow a year. **Geek Squad:** It is customer services for the customer want to fix their Electronic Computers which they bought from other retailer and it out of warranty. Geek Squad can help customer to ix if their products do not have warranty anymore. And now Geek Squad becomes a reaction force to fix the product quickly. . **Weaknesses:** Because of some fake retailers, it effects to the BestBuy Vietnam and it totally makes BestBuy Vietnam has stuck in attract the attention to the customers. Besides, with appearing competitors competitive fiercely in the market such as SCJ TV shopping, 123. vn. In addition, in production progress, some products are not good at quality so it can effect to the BestBuy brand. **3. Opportunities:** With policies of BestBuy,

BestBuy is advertising on direct television and on the he company or get reasonable prices when they buy products.

Moreover, BestBuy want to be the best e-shop in Vietnam and it is a goal for BestBuy want to become succeed. To promotion, BestBuy has created the brand to become the most successful brand in over the world generally and Vietnam particularly, 4. Threats: A lot of problems are threatening to BestBuy Vietnam: The economic situation in Vietnam are changing by the day with promoting from the world economic, BestBuy has a lot of competitors to against with them and they have to get thought or being passed thought. The Taxes from the Vietnam policies has ffected to BestBuy such as place, prices and product.

It can make the BestBuy have to raise the price and lose the customer to other e-shop. For BestBuy, they will have faced to the problem are popular on selling products on the internet is the fake products and it make company lose human resource, money, time and customers and BestBuy maybe close some outlets. 4. The use of electronic customer relation marketing: As you see the chart, comparison, the SWOT about shopping online are being popular in Vietnamese and with the development of technology helps buying products online become normal, reasonable, convenient.

Besides that, the chart can show us to know which e-shop is the best for customers and consistent with the cultural, people and lifestyle of Vietnamese. Moreover, with globalization, BestBuy joined to Vietnam to become a successful e-shop and direct television shopping. Besides, BestBuy are successful to become the most website selling products on the internet

and change the shopping habits of Vietnamese, and these reasons make the economy of Vietnam are growing up day by day.

However, with the Vietnam market, BestBuy has been fighting with a lot of competitors to get the customers to the company. With BestBuy, Vietnam market is a big field for growing up on selling product online when the globalization are developing and BestBuy still growing up from 2002 to 2013 with a lot activities to surprise customers to attract to shopping online. With doing that, it makes BestBuy become an e-shop have more customers than other e-shop. Although BestBuy succeed to change shopping habits of Vietnamese.

But BestBuy has get though hard time and when it is succeed, BestBuy has confirmed their brand on Vietnam market particularly and over the world generally. Finally, with the successful, BestBuy has a lot of confusion from customers bout the quality products, customer care or attitude marketing. On the other hand BestBuy has improved the fail and change policies to get the best things for the customer. With BestBuy, customer, quality products are the most important. Like their slogan " Quality is our Honor".

III. Conclusion: I think BestBuy has a lot of opportunities for Vietnam market. Because with fifty years of experiences to sell product on the internet. Besides that, BestBuy Vietnam also inherits from the BestBuy to confirm them in Vietnam BestBuy Vietnam is developing more and more on selling products. So they can reach their goal is become the umber one of the e-shop in Vietnam. Moreover, with the customer's opinion, BestBuy Vietnam can improve their quality product and rebrand in Vietnam.