

Strategic Business Analysis of Nguyen Kim Electronic Supermarket

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Abstract: *As the official representative of an authorized firm from the leading electronic world, the development of Nguyen Kim is going to build and develop the system electronics supermarket chain most modern, extensive and head of Vietnam. In the future, the system Mall Saigon Nguyen Kim will be expanded to 38/64 Province, Ho Chi Minh City, Hanoi, Can Tho, Binh Duong, Hai Phong, Da Nang and then other provinces across the country. In addition, a long term goal that Nguyen Kim aims to become powerful corporations listed on the stock market in Vietnam and abroad. Nguyen Kim implement strategic moves such as signing with a professional consultant, improve and enhance the training of human resources policies and standards for the quality of customer service, strengthen and develop center customer service professional, Focus promote e-commerce activities, opening at the center of mass of the provinces and cities nationwide, the construction of trade center with 10 large-scale modern major cities across the country.*

Keywords: Nguyen Kim, Electronics Store, Vietnam market, trade center, economic

1. Introduction

Founded in 1992 from a shop or business-Electronics Refrigeration, the Center developed the first power plant in Vietnam in 1996 and renamed JSC Nguyen Kim Trading in 2001. During the past year, Nguyen Kim has maintained the position of retail brand of a particular power plant in Vietnam is consumer choice and trust. Not only confirmed its leading position in the country but also abroad Nguyen Kim as the regional electronics retailers only power plant in Vietnam three consecutive years (2007-2008-2009) is ranked the top 500 retailers in Asia Pacific by Asian retail Association Pacific and ranking awarded [1], [2].

Currently, Nguyen Kim organizations operate, direct sales in 03 shopping centers, including 02 regional centers in Ho Chi Minh City and 01 in Hanoi center. Besides, Nguyen Kim also founded the Center of General Sales Professional Sales for the project, the company, the Center for E-Commerce promoting business online. With over 2,200 professional staff, and the achievements, plus separate position on the Vietnam market and solid reputation in the customer's mind, Nguyen Kim always be trusted as a leading representative of Vietnam Men are the authorized electronic groups directly organized procurement preference program for consumers. At the same time, Nguyen Kim has always been chosen as the venue showcasing, introducing, launching new products, the latest technology of the firm [3], [4], [5]. This has put a bridge Nguyen Kim to Vietnam consumers quick access to the most advanced technology; improve the rights of people shopping on par with developed countries in the region and around the world.

2. Resource assessment capability based on a value chain of Nguyen Kim

2.1 Basic Operation

Based on the quality policy of Nguyen Kim and modern service policy "customer focus". The policy can fulfill customers' rights when buying goods as follows: Every genuine - Best Prices - Professional services - 100% free of materials, installation and delivery. It is what has made Nguyen Kim has been strong in marketing activities in attracting customers to purchase.

Products at Nguyen Kim is very diverse with over 5000 product categories including refrigeration products, appliances, electrical appliances, telecommunications: mobile phones, computer ... with stable quality, and be strictly inspected before display. Additionally, goods supplied by reputable brands, top quality such as: JVC, LG, Panasonic, Philips, Samsung, Sanyo, Sony, Toshiba, Electrolux, Canon, Nikon, Kodak, JBL, Jamo, Moulinex, Nokia, Sony Ericson, Motorola In addition to the sources of domestically produced goods, Nguyen Kim has maximum exploitation of the water sources in the region or in the world to provide timely latest products of this industry [6], [7].

Nguyen Kim offer price policies that are "best price" will also create customer confidence when shopping at Nguyen Kim. And when customers believe is the best buy in the perception of the customer, the customer will be more satisfied with the amount you spent and the value you receive.

Based on the quality policy of the Nguyen Kim Nguyen Kim has business motto is as follows: "All for customers, all of our customers." This motto has been ingrained in all employees at Nguyen Kim. It is indicated by the customer service in sales at Nguyen Kim. In the service attitude of the

staff at Nguyen Kim staff are always enthusiastic, dedicated consultants' goods and affable welcome customers as soon as the customer enters Nguyen Kim. Staff enthusiasm not only for customers that wish to purchase but do not have the customer's purchasing needs.

2.2 Additional activity

In addition, Nguyen Kim to express interest in customers after purchase, and the aim to actively care products to customers, not waiting for customers when problems new product by calling Nguyen Kim, as well as helping clients secure when shopping at Nguyen Kim. Nguyen Kim Supermarket stations established customer care 06/2008 working on. That is, do not wait until customers need, every 5-7 days buyers, station call and send staff home to check the operational status of the machine, in case of a technical error, technical staff will direct contact with genuine repair or exchange to other products to customers, or if the customer has not used properly, it will be directed.

For customers who have used the past 6 months, the station staff will also take place the expertise to carry out maintenance. If the product is still under warranty which damaged station will be responsible to contact the carrier to reflect the complaints of customers, making repairs faster. All are free.

Advertising activities, promotions are expressed as follows: From 2003 to the present, the advertising activities of Nguyen Kim is paying more attention to the form of TV ads, newspapers, radio and the events are sponsored by Nguyen Kim succeeded by attracting large numbers of customers. Specifically, as the temperance movement funded Sea Games 22 in 2003 has been the electronics giant JVC, LG, Panasonic, Philips, Samsung, Sony, Sanyo and Toshiba strongly supported, particularly in the form of financial direct support for the football team of Vietnam and Vietnam athlete won the gold medal partly contribute to raising incomes for athletes, more movement is evoked from the donor movement for sports fans of the country. Nguyen Kim again with the electronics giant JVC, LG, Panasonic, Philips, Samsung, Sony, Sanyo and Toshiba is committed to sponsoring men's soccer team participated Vietnam Sea Games 23.

3. The competitiveness of Nguyen Kim

3.1 Brand name

A survey of customer perceptions of the brand in the electronics center in Ha Noi, the consumer says Nguyen Kim's trademark brand reputation, customer trust, brand gives visitors customers peace of mind when deciding to purchase appliances when needed and purchase their appliances, the brand preference Nguyen Kim than the brand at the center of other electrical appliances. This is demonstrated by the One-way ANOVA analysis, the scale brands with 10 points, scoring brand Nguyen Kim is 6/10.

Brand Nguyen Kim also expressed through modern service policy "customer-centric". Implement specific policies

Nguyeon Kim: Every genuine - Best Rates - Professional services - 100% Free of materials, installation, delivery. All of the above policy was Nguyen Kim comply with their commitments in recent years.

Nguyen Kim also spent more customers with added value, such as display of goods visible types of goods, nice and easy product selection and through surveys of customer awareness about the display of goods in the electronics center in Ha Noi with 10-point scale, the Nguyen Kim has 7/10 point.

3.2 Finance

General financial situation of Nguyen Kim is satisfactory. Besides, Nguyen Kim currently has stakes in several banks and companies. For example, in Vietnam Eximbank, Nguyen Kim to invest 152 billion to buy shares of Eximbank Vietnam (Source: Information from Marketing - Nguyen Kim) or Nguyen Kim has a stake in the Company Store of Electric City, Nguyen Kim bought a 33% stake in the capital of 30 billion dong of chemical Technology company Electric City (Source: www.seaco-vn.com) [8],[9]. Through which we see the financial situation of Nguyen Kim is quite strong and Nguyen Kim if there is demand for loans, the bank or other credit organizations will be willing to loan for Nguyen Kim. Nguyen Kim is active quite effectively by current and Nguyen Kim has a stake in Eximbank with some money to buy shares up to 152 billion and some other companies.

3.3 Staff

Nguyen Kim has always put the issue to the forefront personnel decisions to the survival of the business. Current workforce of Nguyen Kim is 1380 people, of which 15% University colleges - accounting for 12% intermediate, 73% of the remaining secondary and lower secondary education. A number of personnel issues to note at Nguyen Kim is now: On training: Currently, the capacity of the Department of Human Resources - Administrative (NSHC) is not qualified to be able to train all staff current members. The training is mainly due to the growth unit conveys the experience for employees [10].

Currently, Nguyen Kim, volatility senior personnel (company executive) very quickly. According to internal data, Nguyen Kim, then within 3 years from 2008 to 2010: a 6 times higher staff turnover levels. This is due to the General Manager wanted gray matter thoroughly exploited to serve the business work. Therefore, it causes psychological discomfort for middle managers and staff.

3.4 Operations management

Strategic planning exercise undertaken by the Board of Directors should mobilize the collective strength in strategic planning. The business plan of the department in the first quarter, there was a close collaboration between the head unit and the business unit in order to prevent the import of goods imported does not match the actual business situation. That is the quarterly business plan proposed by the head of department must be combined with parts imported goods.

Each department submitted to the Board of Directors and on the basis that the Board of Directors make in your business plan. The organizational structure of Nguyen Kim is too focused on the Director-General. As with many things at the same time to focus on the general director should normally incident backlog of work and not processed timely information will also affect the work of the department functions. Leadership is done quite well at the company, the department coordinated with each other, in order to implement the strategic plan of the Board of Directors to complete the delivery to target overall public company. The control of financial, sales, inventory, costs are quite well done through computerized software. In summary, the management at Nguyen Kim generally done quite well at the company, and it is also one of the reasons that Nguyen Kim has existed and developed in recent years.

3.5 Information Technology

Nguyen Kim with information technology so that the computerized application at Nguyen Kim pretty good. It is shown by the following factors: use software Nguyen Kim BM (Business Management) in the computerization of business activities in the stages of management, execution, monitoring. Besides, Nguyen Kim implement networking between departments, so information access, processing, linking data to serve sales, purchasing, delivery of goods ... is pretty good. The main computer at the center of the basis for the implementation of paperless office goals. And this also helped the Center does not save much less expensive. The center also has established contacts directly and quickly to serve customers through networking, email and web pages.

4. Nguyen Kim EFAS and IFAS models

4.1 Nguyen Kim EFAS model

Testament to our strategy, Nguyen Kim Supermarket chain shopping center Saigon Nguyen Kim also has 9 retail center and in 2015 there will be a series of retail centers across major cities in country. No outdone, other businesses such as a joint stock company Pico, Electronics Bazaar Supermarkets have developed strategic electronics supermarket chains across the country in his future [11]. Cholon electronics stores have gone Hanoi supermarket "Home Center" (HC) and also developing Pico electronics supermarket chain 10 nationwide.

Table 1: Nguyen Kim opportunities

No.	Important level	Classifications	General Important
Economic growth	0,1	3	0,3
Consumer demand	0,15	4	0,6
Business Environment	0,05	3	0,15
The open door policy of the state economy	0,1	3,5	0,35
Supplier prestige goods	0,1	4	0,4

While some small businesses are increasingly crumbled before the fluctuations of the economy, many large

enterprises invested the business to strengthen its foothold in the domestic market. Besides, when the distribution of official foreign retailers from entering the Vietnam market under the WTO roadmap Nguyen Kim appliance centers in particular and electronics stores nationwide say all share the common concern that foreign competitors.

Results show that the total number of critical points of Nguyen Kim reached 3,225 - quite reach. This shows the ability of Nguyen Kim reacts to external factors is quite good in the pursuit of strategies to take advantage of external opportunities as economic growth stable economic environment business improvement, reduction of import tax, per capita income increases, spending of consumers shopping on the rise, consumers prefer shopping in appliance centers, and suppliers of goods established credit.

Table 2: Nguyen Kim challenges

No.	Important level	Classifications	General Important
The issue of natural	0,05	2,5	0,125
The rise of the supermarket system new	0,1	3	0,3
Unhealthy competition on prices and trade fraud	0,05	2	0,1
The expansion of the investment retail giant multinational	0,2	3	0,6
The VN's trade agreements with ASEAN and the	0,1	3	0,3

However, Nguyen Kim needs to pay attention to those factors affecting the success that Nguyen Kim has not responded well as issues rainstorms, floods much; increase in new electronics center; Unhealthy competition on prices and commercial fraud; investment and the expansion of the retail giant multinationals.

4.2 Nguyen Kim IFAS model

Over the table we can see some important point's total of 2,875 shows Nguyen Kim had average internal environment - quite the important strengths: Brand, promotions, goods, goods display, move the serving staff, after sales services, prices, system applications in computer management and financial situation. And this is also the core competencies of Nguyen Kim.

Table 3: Nguyen Kim opportunities

No.	Important level	Classifications	General Important
Brand	0,1	4	0,4
Goods	0,15	3	0,45
Staff	0,15	3,5	0,525
After sales service	0,05	3	0,15
Technology	0,05	3	0,15

Core competencies that all knowledge, technology, skills and experience base for business activities of enterprises and gives individual characteristics. However, Nguyen Kim still many weaknesses as senior staff turnover, training and developing a team of staff, staff qualifications and long term advertising.

Table 4: Nguyen Kim opportunities

No.	Important level	Classifications	General Important
Staff turnover	0,1	2	0,2
Qualified staff	0,15	3	0,45
Long-term advertising	0,05	2	0,1
Method of administration	0,1	2,5	0,25
Organizational Structure	0,1	2	0,2

5. Strategic Assessment of Nguyen Kim

Pricing policies of Nguyen Kim is implemented "best price" (price genuine), and the survey of customer perceptions, they said Nguyen Kim has good prices. Thus for import parts business when negotiating with suppliers, they must try to achieve the requirements of Nguyen Kim commitment to customers. Want to achieve the best prices are of course committed to the relatively large number (or purchase in the form of plots) for the supplier. Moreover, import parts business should be based on brand Nguyen Kim, strong financial ability to negotiate with suppliers to achieve the best price.

Nguyen Kim strengths in branding, promotions, goods or display goods, service attitude of staff, after sales service and price. Nguyen Kim offer differentiated strategies to limit risk from rising new centers of power plant; unfair competition and fraudulent pricing and open trade and investment by retail giant multinationals. For corporate clients, Nguyen Kim needs to maintain and develop forms of contracts with customers the company provides "Coupons" because the current in Hanoi, Nguyen Kim Supermarket Electric Center this unique form.

Besides, Nguyen Kim also need to expand the sales network. Currently Nguyen Kim made online sales channel, but sales have not been as expected. However, this popular sales channel in the future when society develops, people's income is improved, and the customer's time is limited, the option of online shopping is effective effective and convenient because it takes less time to go to the customer.

Besides the strategy widely advertised to all strata of the population in recent years to cater for short-term promotions. Nguyen Kim should have a long-term strategy to advertising recall images Nguyen Kim in customer awareness.

6. Conclusions

Through analysis, we found no Nguyen Kim Supermarket is an appropriate investment for the long term and its human resources. Nguyen Kim only time can give the manager a short training at the training center specializing in management. In addition, the senior staff turnover also negatively affect the development model of Nguyen Kim.

Therefore, the plans and policies of prevention research and development when given to limiting the foregoing and Nguyen Kim to help strengthen and grow the business situation in the turbulent current. There is a special policy for the award of research and development to boost their motivation. If the program of study they offer high practical

significance, it will help create a competitive advantage for the future or Nguyen Kim to help overcome the environmental risk from competition as today.

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