Positioning the Häagen-Dazs Ice cream Franchise in Ho Chi Minh City for selected target markets

Kieu, Nhung (2012)

Vietnam in recent years, with stable growth rates and a dynamic population, has shown great potential for foreign investments, encouraging entry of international brands, especially in the Food and Beverage sectors through franchising methods. International Lifestyle JSC, a Food and Beverage managing company, has realized the market’s attractiveness and decided to bring Häagen-Dazs, a well-known ice cream brand from America into the market. In order to attain customers, compete with existing brands, and become successful in the market, Häagen-Dazs/International Lifestyle JSC has to have a well-organized plan of who their targeted segments are and build an image which customers will remember them by. The aim of the thesis is to find the targeted customers for Häagen-Dazs in Vietnamese market and found a strategy to build a comprehensive, unique positioning for the brand that will serve as a solid background for further development of the company in the future.

Most theoretical literatures used in this thesis are written by Armstrong & Kotler in several of their Marketing-related books, Marian Burk Wood, Robert Yin and many different authors listed in the References part. In addition, the researcher also used information from and data published in form of researches, news, articles, or other relevant documents and papers.
The qualitative research method was applied in the thesis to collect various points of views, and to fill in the lack in close contact with the real working sites. The thesis also included two methods of Benchmarking and Case Studies Analysis, which will be explained in detail below. All together it took more than two months to collect the all data required, mostly in June and July 2012. Moreover, the material was also collected from commissioner own researches and resources from the Internet. Many data were collected through interviews, especially in the Benchmarking part.

As a preview, Häagen-Dazs Vietnam is advised to build a premium ice cream image in Vietnam, and target abundant-resourced, brand-conscious consumers who can afford its high price and have knowledge to appreciate the values that the brand brings. However, in order to build such image, Häagen-Dazs has to also develop a synergetic marketing strategy evolving around this core image, including how it arranges its product portfolio, selects distribution channels, prices its products, promotes and communicates its values to Vietnamese consumers.

In conclusion, Häagen-Dazs owns a potential success in Vietnamese impulse ice cream sector as long as it keeps its commitment to quality and maintaining the consistence in value offering and communicating with customers. For further actions to success, it has to continuously analyzing customers’ changes in behaviors, watching out for upcoming trends and keeping track of competition.

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