

Lời mở đầu báo cáo thực tập tiếng Anh tại công ty Xuất Nhập Khẩu - Planning marketing strategy to promote the business activities of MISA Joint Stock Company

Reason for choosing the report:

Along with the development of the industrialization and modernization in Vietnam, the products are increasingly diversified, and technology is more and more developed, as the result, competition is also more and more in increasing. To be able to stand and develop in this competitive environment, It is necessary to make a difference, to attract potential customers, to raise the brand and position the brandname in the market. In particular, the companies are more and more improving their marketing programs to reach their customers easily, always requiring marketing staff to innovate their methods and strategies to keep up with the trend of their customers.

That is one of the successful keys to every business. The main purpose of the company is to improve the finance and develop business. Realizing the importance of that, MISA has focused on marketing to make a difference with other businesses. Currently there are many software in general and accounting software in particular. Choosing the reliable, convenient and suitable accounting software needs paying attention to today. This is an advantage for companies, enterprises in software research that helps produce the most reliable products for businesses. During the internship at the company, I recognized its importance and decided to learn methods, so I chose the topic "Planning marketing strategy to promote the business activities of MISA Joint Stock Company" (*Lời mở đầu báo cáo thực tập tiếng Anh*)

Limitation of the topic

- Only study on the young domestic market in general.
- Only study methods to set up good marketing strategies for business development.
- Only research on improving the prices and the quality of MISA SME.NET 2017 accounting software products and services to compete with other companies.

Researching methods

- Documentation:

Collecting information of the company:

- Inside: Written report administrative documents; annual reports, progress report, and internal documents.
- Outside: Documentary on media, internet; getting basic knowledge.
- Direct observation:

After each week of internship, the student is taken part in meetings with marketing staff that aims to set goals and methods and choose the methods to do it

XEM THÊM CÁC BÀI VIẾT

NHẬN XÉT CỦA ĐƠN VỊ THỰC TẬP BẰNG TIẾNG ANH

<https://baocaothuctap.net/nhan-xet-don-vi-thuc-tap-bang-tieng-anh/>

LỜI CẢM ƠN BÁO CÁO THỰC TẬP BẰNG TIẾNG ANH

<https://baocaothuctap.net/loi-cam-on-bao-cao-thuc-tap-bang-tieng-anh/>

KHO BÁO CÁO THỰC TẬP NGÔN NGỮ ANH

<https://baocaothuctap.net/bao-cao-thuc-tap-ngon-ngu-anh/>

CẦN HỖ TRỢ VIẾT BÀI VIẾT THUÊ BÁO CÁO THỰC TẬP TIẾNG ANH, REPORT

<https://baocaothuctap.net/viet-thue-bao-cao-tieng-anh-ngon-ngu-anh/>

TẢI 10 BÀI MẪU TẠI:

<https://baocaothuctap.net/bai-mau-bao-cao-thuc-tap-ngon-ngu-anh/>