Introduction report - hoạt động bán hàng - (Lời mở đầu báo cáo thực tập tiếng Anh)

Background

Nowadays, the open policy of the market economy with the participation of many economic sectors has put businesses in a fierce competition. In order to survive and develop in today's competitive conditions, businesses must implement many measures such as: marketing and promoting products, improving the quality of sales staff, pricing policies, designing the most optimal distribution channel, etc. One of the most important measures that every company cannot ignore is customer care. Customer care plays a key role in a consumer-oriented marketing strategy. In fact, in Vietnam, although many firms have realized the importance of customer care activities, they have not yet built up a good customer care strategy to implement. Improvement of management and customer care is an urgent job, which helps businesses overcome weaknesses in the implementation process, improve their reputation and brand, and avoid losing customers.

Reasons

Vietnam Lighting Company Limited operates in the field of electrical equipment. This is a very important field of the economy, as goods delivered to customers need a dedicated transportation team, it also attracts a lot of businesses to participate. Therefore, it can be said that this is a very competitive business environment, competitors are always using competitive forms of price and service quality to attract customers. Leaders of Vietnam Lighting Co., Ltd. have determined a strategy to improve their competitiveness through customer care tools, which is the most important job to help the company create a strong position and build a sustainable brand in the eyes of customers. However, the company's customer care strategy may still have shortcomings. The author conducted a situational study to point out the strengths and weaknesses of customer care at Vietnam Lighting Co., Ltd., then propose some potential solutions to improve the customer service, helping the firm increase its competitiveness compared to other competitors in the industry.

Objectives (Lời mở đầu báo cáo thực tập tiếng Anh)

Based on the theoretical basis for customer service, the study aims at analyzing current situation at Vietnam Lighting Co., Ltd. to find out strengths to promote and weaknesses to overcome. Then it analyzed factors affecting sales management at Vietnam Lighting Co., Ltd. Identify opportunities to take advantage of and threats to avoid. It also provided solutions to improve sales management at Vietnam Lighting Co., Ltd. effectively.

research methodology

The study was carried out using the statistical and descriptive method: to collect data and assess the situation to give an overview of customer care activities at Vietnam Lighting Co., Ltd. The next method was analysis and comparison: aims to compare and contrast data and information in the past to find out the causes and have appropriate solutions to improve the performance of the company in the coming time.

Outline

In addition to the table of contents, introduction, conclusion and references, the article is structured into 6 chapters:

Chapter 1: Background of company
Chapter 2. Introduction to customer care department
Chapter 3: Basic Concept
Chapter 4. Job Description
Chapter 5. Finding And Experiences
Chapter 6: Conclusion & Recommendation

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