

### Internship Assignment Brief – Brand Partnership team

**Objective:** Support Parkway Dental's brand partnership initiatives by preparing high-quality partnership materials and conducting strategic research to facilitate outreach to multinational companies (MNCs), SMEs, educational institutions, and KOLs.

#### Key Responsibilities:

##### 1. Develop Partnership Credentials

- Collaborate with the Brand Partnership Manager to create, design, and write customized partnership credential decks tailored to different types of partners (corporates, schools, KOLs, etc.).
- Ensure all materials reflect Parkway's brand identity, including tone of voice, visual guidelines, and core brand values such as trust, professionalism, and innovation.
- Use storytelling techniques to effectively showcase Parkway's journey, core dental services, market presence, patient outcomes, and growth potential.
- Include relevant case studies, statistics, client testimonials, and service highlights to provide evidence of Parkway's credibility and value proposition.

##### 2. Research & Benchmarking

- Identify potential brand and corporate partners that align with Parkway's strategic goals.
- Conduct competitive benchmarking to highlight Parkway's unique positioning in the dental and healthcare market.
- Gather insights on successful partnership models in Singapore and Southeast Asia. Develop a reference database of best practices and case studies of successful healthcare partnerships (e.g., corporate dental programs, school health days, KOL-led community health initiatives).

### Internship Assignment Brief – Product team

**Objective:** Explore opportunities and customer behaviors in the dental tourism segment, focusing on tourists and expatriates living or visiting Districts 1, 2, and 7 in Ho Chi Minh City. Deliver insights that will guide Parkway Dental's future service offerings and strategies.

#### Key Responsibilities:

##### 1. Market Research & Competitor Benchmarking – Dental Tourism

- Conduct a regional scan of dental tourism trends across Southeast Asia (focus: Vietnam, Thailand, Singapore). Identify key success factors and service models in competing dental clinics.
- Research common motivations, barriers, and expectations of international patients.

##### 2. Customer Insight – Tourists & Expats in D1, D2, D7

- Design and implement short-form surveys and/or in-depth interviews with foreign tourists and expatriates.
- Analyze behavior patterns, pain points, service preferences, and language expectations.
- Profile customer personas based on gathered data (e.g., health-conscious digital nomads, expat families, medical travelers).

##### 3. Product Ideation & Recommendation

- Based on insights, propose 2–3 dental tourism service concepts (e.g., check-up packages, concierge support, wellness-dental bundles).

- Map out the ideal customer journey for each concept, including digital and offline touchpoints. Evaluate 3–5 local or regional competitors currently serving tourists/expats in similar districts.
- Identify best practices in pricing, communications, service packaging, and partnership strategy (e.g., with hotels, travel agencies).

### **Internship Assignment Brief – Brand communication team**

**Objective:** Support Parkway’s brand communication efforts by assisting with the localization and translation of marketing content (web, social media, and printed materials) from Vietnamese to English. Ensure that the brand’s messaging resonates with English-speaking audiences, particularly expats and international patients.

#### **Key Responsibilities:**

##### **1. Content Translation & Localization**

- Translate existing Vietnamese content (blog posts, social media captions, landing pages, in-clinic materials) into natural, brand-aligned English.
- Adapt tone and context where necessary to suit English-speaking audiences, especially expats in Vietnam.

##### **2. Content Editing & Quality Assurance**

- Review and proofread English content for clarity, consistency, grammar, and brand voice.
- Ensure medical and dental terms are used appropriately and understandably for laypersons.

##### **3. Cross-Cultural Communication Review**

- Identify potential cultural misalignments in translated content and recommend adjustments.
- Help the Brand Communication team better understand how international patients may interpret various campaign messages.

##### **4. Content Suggestion & Ideation**

- Based on market knowledge and trends, suggest ideas for English-first or bilingual social content that would appeal to expats and tourists.
- Support the team in ideating campaigns that could bridge both local and international audiences.