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Impacts of Vietnam on Nestle business communication strategy

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Course: Business and Management

Module: International Business Communication

Module Code: LCBB6001

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Impacts of Vietnam on Nestle business communication strategy

Background of the country



- Geographical location: Southeast Asia
- Capital city: Hanoi
- Official language: Vietnamese
- Currency: Vietnamese Dong (VND)
- Type of government: Socialist Republic
- Current leadership and political stability
- Key political issues and government policies
- Cultural norms and traditions
- Lifestyle trends and consumer behavior
- Perception of multinational companies



Nestle's Presence in Vietnam

Nestle's Establishment in Vietnam

Nestle's Market Share

Localization Strategies

Corporate Social Responsibility
(CSR) Initiatives



Political Factors - Navigating Complexity in Vietnam

- ▶ Political Stability and Challenges
- ▶ Countering Corruption through Ethical Business Practices

**Political
Environment**



Strategies for Success in Vietnam's Political Landscape

Adapting
Communication
Strategies

Upholding Ethical
Standards and
Transparency

Engaging in
Social Impact
Initiatives

Economic environment :Middle Class Growth and Labor Cost

- ▶ Vietnam's expanding middle class presents opportunities for Nestle, as consumers demand higher quality products.
- ▶ The country boasts an impressive literacy rate of 97%, providing a skilled workforce for Nestle's operations.
- ▶ Lower production costs in Vietnam compared to neighboring countries like China or Indonesia offer a competitive advantage.



The Economic Environment

Economic environment :Trade Agreements - RCEP Opportunities:



Vietnam's pivotal role in the Regional Comprehensive Economic Partnership (RCEP) highlights its economic importance.



RCEP offers access to over 600 million people, creating limitless investment opportunities for Nestle in the region.



Preferential tariffs and improved trade integration benefit Vietnam's businesses, including Nestle, in export and import transactions.



ECONOMIC
ENVIRONMENT



Sociocultural environment - Embracing Vietnamese Values



Cultural Nuances:
Nestle acknowledges
the importance of
cultural nuances in
Vietnam, especially
the significance of
familial ties and
community dynamics.

Sustainable Practices:
Nestle aligns with
evolving global norms
on sustainable
business practices
and demonstrates
adherence to ethical
standards.

Sociocultural environment -Collaboration for a Sustainable Future in Vietnam

- ▶ Growing Middle Class
- ▶ Fostering Community Engagement



Conclusion



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