

Global Business Environment



Title: Evaluation of Business Environment

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Amazon's Business Expansion



Amazon will expand its business to Vietnam Market from the US Market

(Barrow, 2021)

Key Issues of Vietnam



- Good Financial Outlook.
- Low Unemployment Rate
- Positive Economic Growth
- Future Wage Security

(Barrow, 2021)

Opportunities in Vietnam

- Increased Quality of Life
- Favourable Environment for Business Expansion
- Low-cost regulations to Foster a Startup Culture
- Operating a Business in Vietnam is Permitted and Encouraged by the Government.



Strategies to Utilise Opportunities

- Targeting the Industrial Zone of Vietnam
- Developing a Strong Marketing Zone
- Establishing the Company with Effort



(Barrow, 2021)

Strategies to Utilise Opportunities

- Hiring Talented Employees from Local Workforce
- Developing Strong Collection
- Being Familiar with Local Business Environment



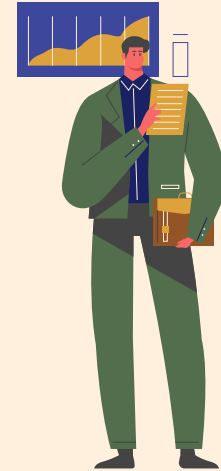
(Patrick Way, 2019)

Key Challenges in Vietnam

- Disparity Between the Country's Rich And Poor
- Scarcity Of Highly Trained Professionals
- Various Environmental Calamities

Key Challenges in Vietnam

- High Corruption Rate
- Time Consuming Administrative Process
- High Tax Rate



(Patrick Way, 2019)

Strategies to Manage the Challenges

- Separate Marketing Strategy for Northern and Southern Zone
- Giving Importance to Consumer Preference
- Active Integration With The Global Value Chains



Strategies to Manage the Challenges

Barrow (2021) The business growth handbook. London, England: Kogan Page.

Patrick Way (2019) Maximizing opportunities under the business expansion scheme. London, England: Sweet & Maxwell.