



**BRAND DEVELOPMENT OF SMALL AND MEDIUM  
BUSINESSES IN THAI NGUYEN PROVINCE  
IN THE INDUSTRIAL REVOLUTION 4.0**

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**Abstract**

*This study surveys 300 small and medium-sized enterprises (SMEs) of Thai Nguyen province that have completed corporate branding. The survey results show that building a strong brand has practical benefits for businesses. However, due to limited financial resources, specialized human resources, and size of enterprises, only about 60% of the total number of enterprises surveyed have the goal of expanding and developing the brand name in the near future. The approach and process of implementing brand development activities also differ between businesses, thereby affecting revenue and brand value. SMEs in Thai Nguyen province are also aware that enhancing corporate brand value is very important, especially when the industrial revolution 4.0 is having a great influence on international business trends. Based on the research results, the article suggests a group of solutions related to the management agencies and the internal of SMEs, thereby helping these enterprises to effectively deploy activities related to development. trademark.*

**Keywords:** brand, small and medium enterprises (SMEs)

### **Statement of problem in general outlook and its connection with important scientific and practical tasks**

Currently, in order to compete effectively in the market, in addition to businesses needing to innovate technology, improve labor productivity, reduce costs and attach importance to trade promotion, an important factor is businesses must build and constantly develop their brand. Brand is considered a competitive weapon of enterprises, a means of recording, protecting and showing the achievements of enterprises, it brings stability and development of market share and market, and enhances advantages competition, creating reputation and profits for businesses (DN). However, building a brand is a difficult, complicated process that consumes a lot of effort and finance of the business. Many businesses, after focusing on building a brand for a while, are assured of temporary success, do not continue to care, maintain and develop the brand (Tran Viet Dung, 2019). This will make the brand unable to spread into new markets, or even maintain its current position. Building a brand is difficult, but developing a strong and sustainable brand is even more difficult. To maintain and build a reputation for products, companies need to be proactive and creative in their brand development strategies. Brand protection and management activities need to be carried out continuously, making constant efforts with the participation of all resources in the enterprise to ensure that the brand is promoted more and more widely. In recent years, small and medium enterprises (SMEs) in Thai Nguyen province have developed in both quantity and quality, increasingly occupying an important position in the socio-economic development of Thai Nguyen province. According to statistics of the Department of Science and Technology of Thai Nguyen province (2020), out of more than 3000 SMEs in Thai Nguyen province, the number of businesses that have been, are and have the need to build a business brand account for nearly 70% - so It can be seen that businesses have realized the importance of brands for the development of enterprises. Some businesses have become more and more fully aware of the brand, boldly finding their own way on the path of building and developing their own brand. However, due to various reasons related to finance, legal procedures, scale of production, etc., many SMEs have not yet implemented brand development activities after building a brand.

In order to assess the current status of brand development activities of SMEs in Thai Nguyen province in general and the whole country in general, the authors structure the article into 5 parts including: problem statement, document overview, research model and data, research results, conclusions with the goal of studying the level of construction and development of enterprises. Simultaneously, through the results of the primary survey, the author's team assessed the awareness level, the importance of brand development, the content of implementation and the implementation process of this activity of SMEs in Thai province. Originally the past time. From there, there are evaluation results, limitations exist to suggest some groups of suitable solutions to improve the brand value of enterprises in the industrial revolution 4.0.

## **Analysis of latest research where the solution of the problem was initiated**

### **Previous studies overview**

Over the years, businesses have realized the role and meaning of branding and brand development in enhancing the value of goods and products as well as corporate value. The studies are also diverse in terms of approaches, research subjects as well as methods, methods and contents. The research results have provided many models in brand building and development, typically: Brand Identity Planning Model (BIPM) and brand equity model (CBBE). by David Aaker (1991 - 1996), Brand Resonance Model - Brand Resonance Pyramid by Kevin L.Keller (2009), 4D Branding Model (4D Branding model - The Brand Code) of Thomas Gad (2001), The Trinity of brand strategy by Carol Phillips (2012)...

Le Dang Lang (2010) [8] proposed a brand building model consisting of 8 steps: analyzing and evaluating information through marketing research activities, building brand vision, planning brand strategy, and positioning the brand. , building a system of brand identity, brand design, brand promotion, brand evaluation and improvement. In addition, An Thi Thanh Nhan and Luc Thi Thu Huong (2010) [10] also proposed a process of building and developing a brand consisting of 5 steps: building brand vision, brand positioning, brand identity system, Brand communication and brand evaluation. Nguyen Quoc Thinh (2011) [18], also came up with a brand building model including: family branding model, individual branding model and multi-brand model and to successfully build a brand name. Brands need to consider issues such as creating the environment, building commitment, choosing goals, providing information, positivity, training and development.

In the study "Brand 4.0", Piyachart Isarabhakdee (2017) [13] focused on looking at the 4.0 digital brand model in the digitalized social structure along with the introduction of the 4.0 brand strategy. Considering the structure of digitalized society, the author believes that society consists of three pillars in the form of social architecture (1) Technology direction (allows wireless communication, allows mobile connection, allows permission to live in the virtual world), (2) Life trends (communication, always connected, doing digital activities), (3) Self-affirmation tendency (desire to connect, desire at value, desire to run a business) this is the foundation and basis for branding businesses to pay attention to. The study also examines the issue of sustainable branding in the 4.0 era in association with the concept of CSR (performing corporate social responsibility) from the perspective of harmonizing the relationship of benefits and building a sustainable society. steady.

Heini Sisko (2016) reviewed the general content of branding of global companies operating in the new energy industry and focused deeply on the study of B2B branding in the digital era. and what digital media methods are used for branding. Research has also shown that, in the digital age, businesses benefit from a strong market orientation and comprehensive brand approach with integration of different functions. Branding in the digital era not only requires internal communication, but also external communication activities, also requires brand positioning according to communication themes. In each production unit, to become a leader requires an appropriate branding strategy and needs to create media content through social channels [14].

Hanna & Rowley (2014) [6] with the study "Rethinking Strategic Place Branding in the Digital Age", pointed out new perspectives in branding strategies in the digital era, 7C model in 7 brand building strategies. digital includes: Channels (Channels), Mix (Clutter), Community (Community), Chat (Chatter), Link (Communication), Co-creation (Co-creation), Brand Link (Co)-branding), the combination of 7C will create mixed brand mixes. In addition, Oliveira & Panyik (2014), concluded that "in the digital perspective, there has been rapid interaction from professional tourists and journalists through posting, commenting and share information about the brand of the business". Effective branding depends on leadership vision, brand-driven organizational culture, compatible partners, cross-departmental coordination, and business processes. Instead of expanding brand communication on websites with simple digitized logos, suggestive link lines and other elements, it is necessary to build a brand strategy in accordance with the digital vision in the internet environment. intermediaries where virtual reality experiences are taking place. Co-created destination brands are future success stories.

Studies have shown that there are many ways to develop brands in the digital age, which can help businesses improve brand value and increase economic benefits. However, it should be noted that for each type of business and business line, the process of building and developing a brand will be different. In this study, the authors will apply the above models in Carol Phillips' Brand Development Framework (2012) which will be the "skeleton", and at the same time some perspectives in building and developing a brand. The trademarks of Hanna & Rowley (2014), Heini Sisko (2016) will be integrated to make comments and assessments on the current state of brand development of SMEs in Thai Nguyen province in the period 2017 - 2019.

## **Aims of paper. Methods**

### **Research model and data**

Secondary documents

Specialized reports, published scientific reports and information and documents provided by Thai Nguyen provincial agencies: Thai Nguyen Provincial People's Committee, Department of Statistics, Department of Science and Technology, Department of Industry Trade, Department of Planning and Investment

Primary material

The authors conducted a survey in 03 administrative units with the largest number of SMEs: Thai Nguyen city, Song Cong city, Pho Yen town, accounting for about 70% of the number of SMEs in the province (2000 enterprises). According to the Department of Science and Technology of Thai Nguyen province in 2019, currently, about 70% of enterprises of the 3 localities mentioned above have been and have a need to build brands for their products. Applying the Solovin sampling formula with a total sample of about 1500 SMEs, the research sample size is 317 enterprises. The method of survey is to distribute interview forms, so to ensure the sample size, the number of distributed questionnaires is 350. The purpose of the survey: To assess the status of brand development, the level of concern of enterprises in business development and the implementation activities of enterprises to enhance the brand.

Survey results: 350 votes were distributed, 320 votes were collected, of which 300 valid votes reached 95.2%, meeting the requirements for analysis.

**Table 1. Characteristics of SMEs interviewed in Thai Nguyen province**

Unit: Enterprise

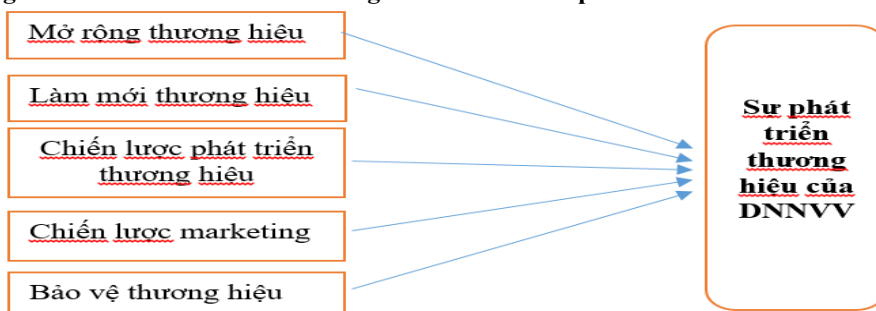
Size \ Business	Industry, construction	Agriculture, forestry, fishery	Commerce, service	TOTAL	
				Quantity	Ratio (%)
Micro enterprises	24	10	37	71	23,7
Small enterprises	53	0	75	128	42,6
Medium enterprises	57	0	44	101	33,7
<b>Total</b>	<b>134</b>	<b>10</b>	<b>156</b>	<b>300</b>	<b>100</b>

Source: Synthesized from the results of the investigation and calculations of the author's team

**Research models**

Based on the theoretical background, results of previous studies and expert interviews, the Research Team determined the factors affecting the brand development of SMEs as follows:

**Figure 1. Model of factors affecting the brand development of SMEs**



Source: Compiled by the author's team

**Research results**

**Status of brand development of SMEs in Thai Nguyen province in the period of 2017 - 2019**

The Department of Science and Technology, the Department of Industry and Trade of Thai Nguyen province, the Industry Promotion Center have supported businesses to build typical brand strategies in the province for the period 2013-2019, thereby creating more competitiveness. , helping brands have a foothold in the market, especially tea production and processing enterprises. In the three years 2017-2019, on average, more than 50 SMEs build their brands each year, but only about 11 businesses continue to develop their cor-

porate brands. It should be noted that only businesses that complete branding will continue to develop their brands, and with the number of SMEs investing in brand development every year, Thai Nguyen province is still very modest.

**Table 2. Number of SMEs building corporate brands in the period 2017 - 2019**

No	Content	Year	2017	2018	2019	So sánh 2018/2017		So sánh 2019/2018	
						±Δ	%	±Δ	%
1	Brand building		54	52	55	-2	96,30	3	105,77
2	Brand developing		10	12	11	2	120,00	-1	91,67

Source: Thai Nguyen Department of Science and Technology, 2020

Annually, the state budget expenditure for brand building and development activities accounts for about 10% of the province's total expenditure on vocational training, ranging from 500-700 million VND/year. The training courses often involve disseminating knowledge for managers and business leaders about brands, branding process, how to develop product and business brands, etc. Number of training courses operates in about 12-15 classes/year and each class will have 30-50 students (Thai Nguyen Department of Science and Technology, 2020). Particularly for tea products, the province has had many positive solutions such as focusing on doing well the management of the Tan Cuong specialty tea area according to the published geographical indication planning, thereby inviting investors to join us. with farmers to effectively exploit this "golden land". At the same time, special attention is paid to enhancing the role of linking enterprises, tea cooperatives with farmers in raw material production, attaching the interests of tea growers to enterprises and cooperating on the principle of voluntary and mutual benefit. profit.

As of the end of 2019, Thai Nguyen province currently has 919 protection titles, including 810 trademarks, 17 collective marks, 100 industrial designs, one invention, seven utility solutions and one geographical indication. tea (Thai Nguyen province in 2019) (Department of Science and Technology of Thai Nguyen province in 2019). However, more than 70% of SMEs in Thai Nguyen province do not have a methodical business strategy, do not have an annual business plan, do not have a person in charge of branding, and do not have a brand identity system. These are the main reasons why Thai Nguyen does not have many strong brands in the national brand group. The number of business brands mainly only serves the market in the province and the northern mountainous areas.

Status of brand development for small and medium enterprises in Thai Nguyen province from survey data.

During the investigation of 300 SMEs that have completed brand building, the authors focus on assessing the level of implementation of activities related to raising brand value. The specific results are as follows:

#### Brand extension

Building a strong brand by way of brand extension is the use of the power of a brand in expanding a product, expanding a market or expanding into another industry. Enterprises can develop their products to new markets to increase sales, increase production profits and improve their reputation.

**Table 3. Status of brand development activities of SMEs Thai Nguyen province from survey data**

Questions	Answers	Quantity	%
1. Does your business have a long-term brand strategy?	Yes	223	76,33
	No	77	23,67
2. Does your company raise employees' awareness of the brand?	Yes	213	70,91
	No	87	29,09
3. Does your business promote its brand and enhance product differentiation?	Yes	180	60,00
	No	120	40,00
4. Does your business participate in e-commerce?	Yes	170	56,56
	No	250	83,33

Source: Survey results and author's calculations

The survey results show that the activities to protect, manage and develop the brand have been carried out by enterprises with a relatively high rate, such as building long-term brand strategy (76.4%). , improving employees' brand awareness (70.9%), promoting the brand and enhancing product differentiation (over 60%). These are all practical activities for corporate brand development goals. Participating in e-commerce is also a matter of concern to many SMEs (56.5%). The business environment is increasingly expanding, adding services to customers through this useful tool has gradually become an inevitable trend. help businesses increase the effectiveness of communication activities. Besides, there are also a small number of SMEs that do not intend to carry out these works, although the number is not much overall. These businesses are not proactive and are not ready to invest funds in brand development activities. For example, 10.9% of businesses do not intend to promote product differentiation, 5.4% of enterprises do not build a long-term brand strategy, while these are two of the factors. basic to create competitiveness for enterprises. Thus, in fact, there are still SMEs that do not have full awareness of brand development.

During the investigation, the author group synthesized information related to strong brand building activities of enterprises in the future, the results showed that: 170/300 respondents did not intend to build a brand. The strength of enterprises in the coming time accounts for nearly 57%. The reason given is that many businesses are in the process of building a brand or just completing this activity, so businesses focus on expanding and promoting the brand to consumers more. Moreover, interviewed enterprises said that it would be difficult for them to change their production processes in the near future, because the level of response to product processing technology lines is still low and they do not have much capital to expand their investment. Therefore, there is no intention to expand the brand. Some businesses reflect that because the investment cost in building a brand is not small, businesses have not balanced enough finance in brand expansion. However, there are still 130/300 businesses that are and plan to expand their brands in the

future. However, when asked about market research, potential customers and extended products, the author received mixed answers.

With 130 votes of businesses intending to expand their products, the authors found that nearly 77% of businesses said that to expand their brands they would focus on market research, but understanding customer and customer psychology. The potential of the product has not been paid much attention when only 50% have carefully studied this issue. Most businesses said that they will expand to new products related to their main brand in order to limit business risks. Only 20% of enterprises said that they will research new products because they have a reliable business and they choose some products that are believed to be trending in the future. Basically, this group of businesses is usually medium-sized and has relatively good business results, so they will "encroach" into new fields.

It can be seen that, at present, the activity of building a strong brand name for enterprises has not been properly paid attention by SMEs in Thai Nguyen province because businesses still spend resources on expanding production scale and financial resources for commercial development. The brand is limited.

#### Brand Refresh

Rebranding is the process of creating new brand names, symbols, designs or new associations of an existing brand with the aim of developing a new brand position in the minds of customers, partners, shareholders, employees... Not only the change because of the brand image, but also the branding strategy for the product/service. Of the 300 surveyed SMEs, only 70 have been, are and have plans to renew their brands in the near future. These are mainly businesses that have built and developed their brands for 10 years or more and have good business, in the future they want to expand the product market, and at the same time make a difference from the group. businesses in the same industry. This is a rather modest result, showing that businesses have not yet realized the importance of creating new points and highlights of the brand in order to create novelty for products, retain loyal customers and attract competition. A new customer.

**Table 4. Activities performed by enterprises when rebranding**

Questions	Answers	Quantity	%
Does the business have a goal in the process of rebranding?	Yes	23	33,33
	No	47	66,67
Do you plan to hire a professional partner during the rebranding process?	Yes	37	53,33
	No	33	46,67
Does the company plan to notify customers of the brand change?	Yes	42	60,00
	No	28	40,00

Source: Survey results and author's calculations

Table 4 summarizes the opinions of 70 SMEs that have been, are and have plans to renew their brands in the future such as Quynh Minh Trading and Construction Joint Stock Company, Tan Cuong - Hoang Binh Tea Joint Stock Company, Cao Son Tea Cooperative. ,



Tan Huong Tea Cooperative, Thai Nguyen Architecture Consulting Company... Currently, there have been a number of businesses renewing their brands with the main activities including: defining goals, hiring partners, informing Publicly notify in many forms to customers about the change of their enterprises, but the level of implementation has differences in funding and human resources between enterprises. For businesses that intend to rebrand, they said they are still quite vague in the steps of rebranding and may hire a consultant to make the process faster and more convenient. Therefore, 37/70 businesses said they would hire a professional partner in the process of renewing their brand. Moreover, 60% of businesses will have many forms to notify customers about their brand change such as advertising, organizing events, participating in fairs, announcing by phone.

**Brand development strategy**

Brand development strategy is a set of guidelines, solutions, long-term plans to successfully build and develop a brand to achieve specific goals. Setting a clear strategy helps businesses locate their position in the market map, concretize plans to achieve the fastest goals and raise the value of their brand. With 05 brand development strategies, the strategy of focusing on logo design and brand identity was chosen by over 79% of SMEs, followed by Designing sales websites and building direct sales channels (74%). According to business owners, an effective brand identity system must reflect its brand personality, vision, mission and positioning. A well-designed logo has the unlimited power of communicating the essence of your brand instantly to all who experience it. At the same time, website development will be the most effective communication tool and tactic to bring experience to customers, it is good for a comprehensive brand experience for target customers. This is a strategy that has a low cost and is very suitable in the current time when online sales are developing.

**Table 5. Brand building and development policies adopted by SMEs-Thai Nguyen province**

No	Content	Votes	Ratio (%)
1	Design sales website and build direct sales channels	222/300	74,00
2	Focus on logo design and brand identity	238/300	79,33
3	Implement online media brand development strategy	154/300	51,33
4	Focus on product quality	187/300	62,33
5	Customer care policy	101/300	33,67

Source: Survey results and author's calculations

Most of the surveyed SMEs said that focusing on improving product quality and lowering product costs is the best form of competition and brand promotion. However, in the short term, implementing this policy is not easy because it involves the cost of purchasing fixed assets, renewing production lines and methods. Therefore, there are 187/300 businesses choosing this strategy and mainly those operating in the field of trade and services, businesses that are in need of renewing products, have plans to purchase machinery in the near future. next time. The policy of implementing online media branding strategy has also been targeted by businesses, but it is still mainly implemented on social networks

such as: facebook, youtube, twitter... due to relatively high payment costs, only There are 154/300 enterprises implementing this strategy. Finally, there is customer care policy with 101/300 businesses choosing to implement, accounting for nearly 34%. Enterprises all said that they realize the importance of customer care policies to their brand development, but due to limited resources: finance, human, and technology, so far, the implementation of activities This is very weak. In the coming time, SMEs in Thai Nguyen province also said that they will focus more on customer care activities to create loyal customers - an effective form of brand promotion.

#### Marketing strategy

Currently, marketing and brand communication tools are mainly used by small and medium enterprises in Thai Nguyen province, including: corporate publications such as catalogs, flyers, posters...; advertising in specialized magazines; participate in trade fairs. Other communication tools such as PR, television and radio advertising are rarely used. Businesses have not yet exploited much of the interaction between their own brands. In fact, the proportion of SMEs in the province participating in domestic and international exhibitions is at an average level. According to the Department of Industry and Trade of Thai Nguyen province (2019), on average, each SME has participated in 0.4 domestic and international trade fairs and specialized exhibitions over the past three years over the past three years. Through the survey, the authors found that the main brand communication tools used by SMEs in Thai Nguyen province recently include: the most used form of advertising by SMEs (Advertising through catalogs; advertising on the Internet). posters; advertising via the internet with 100% of respondents choosing it); promotion through participation in fairs and exhibitions is done by 80.95% of enterprises; while the least used activities are: Television advertising; radio advertising (only 14/300 surveyed enterprises do). The reason why it is very difficult for businesses to advertise on television is because the cost is too high and the local TV station has a low level of monitoring, so businesses are not too "satisfied" with this form.

#### Trademark Protection

With a modern brand protection perspective, brand protection is not just about establishing the right to be protected by law, that is, not only registering for protection of trademarks and other intellectual property objects. involved, but more importantly, must apply different measures simultaneously to protect the brand itself against external infringements and internal brand deterioration. For Thai Nguyen province, tea is considered an agricultural commodity with local strengths, so provincial leaders are very interested in activities to protect Thai Nguyen tea brand. The protection of intellectual property rights for Thai Nguyen tea products has improved the product's competitiveness and increased its economic value by 30-50% compared to before being protected, contributing to preventing counterfeiting. labels on the market; For tea makers to be more responsible for their products and also their commitment to customers. However, the construction and development of Thai Nguyen tea brand still has some problems such as: (i) Management and use of collective trademark of Thai Nguyen tea is still confusing due to the development of documents serving the public. Inadequate management, (ii) The implementation is not good, there is still the phenomenon of borrowing Thai Nguyen tea name to circulate

on the market products that do not originate from Thai Nguyen, intellectual property rights are infringed. (iii) The labeling of Thai Nguyen tea products is incomplete and not according to a unified standard. (iv) The registration of use and maintenance of barcodes and QR codes has not been paid enough attention by businesses, this is very necessary to form a trio of intellectual property protection and traceability, origin. (v) The activities of intellectual property rights enforcement and commercialization of Thai Nguyen tea products have not been paid due attention, which are also factors affecting the competitiveness of products.

According to the survey survey data, when asked "What measures have enterprises used to protect their trademarks" (note: the survey note has the note that "the measures can be selected at the same time." law"), obtained the results: only 100/300 enterprises (accounting for 33.33%) have established rights as prescribed by law (such as registration for protection of trademarks, geographical indications. ..), 169/300 SMEs (accounting for 56.19%) have applied measures to prevent trademark infringement from outside (such as reviewing the distribution system, taking measures against counterfeiting and imitation goods.). Fortunately, 214/300 businesses (accounting for 71.42%) have applied measures to prevent brand deterioration from within (such as maintaining, checking and improving product quality, building corporate culture to engage employees and create a beautiful image of the brand in the employees of the enterprise). But only 34/300 enterprises (accounting for 11.42%) know how to apply the above measures simultaneously in the process of protecting their brands.

From the above survey results and actual analysis, it shows that the issue of brand protection for SMEs in Thai Nguyen province has not been properly understood, cared for and implemented by businesses. It requires more attention and self-discipline from businesses, but at the same time, it also needs effective intervention and tighter management of state management agencies on this issue.

## **Conclusion**

In the era of technology revolution 4.0, the role of brand building and development in enterprise value is increasingly appreciated by government leaders and SMEs themselves in Thai Nguyen province. With the synchronous implementation of many programs related to procedural support, geographical indications, brand protection, organization of fairs and exhibitions to promote brands of enterprises' products, etc., local authorities have supported Helping businesses greatly improve brand value. Simultaneously, using a variety of methods and means of branding the enterprise's time and cost is reduced while still improving the efficiency and brand value of the enterprise. As a result, the revenue of SMEs has grown significantly with an increase much larger than the cost to invest in brand development and bring sustainable value to enterprises. The vast majority of businesses that build and develop brands have a revenue increase of 11% to 30%. Brand development has enhanced the reputation and trust of customers for businesses, thereby creating sustainable growth for SMEs in Thai Nguyen province over the past time..

- However, compared with the number of SMEs in the province and the number of businesses that have built a brand, the percentage of SMEs implementing brand

development activities is still very modest. Moreover, among enterprises in Thai Nguyen province that are implementing brand development, there are still many shortcomings such as: Many business leaders are not fully aware of the issue of brand development, so they have not been proactive and have not been able to develop their brands yet. willing to invest funds in brand development activities; The proportion of enterprises focusing on brand renewal activities is low; Services related to customer care have not been paid enough attention by SMEs in Thai Nguyen province; Brand marketing strategies through domestic and foreign exhibitions and fairs have not been focused by businesses; The understanding and level of brand protection of SMEs is still weak and lacking...

- The cause of this problem comes from many sides, the authors would like to give some main reasons as follows:
- Firstly, the capacity of the department in charge of the brand is still weak, there is no well-trained staff in the right specialties, there is a lack of creativity in the staff working on brand management. Moreover, most businesses do not have their own department to manage the implementation, if any, it is still mainly due to the part-time board of directors, the percentage of specialized departments assigned to manage and build brands is not high.
- Secondly, lacking the attention of the business collective, the management and participation in brand building are still mainly encapsulated within the board of directors and a few specialized departments, but have not yet attracted the entire enterprise. participating industry. The spreading of the brand is promoted within the enterprise in increasing the image of the enterprise to customers.
- Third, enterprises do not have a long-term brand development strategy, often focusing on building a number of tangible elements, belonging to the surface of the brand in the short term, while the jobs must be maintained continuously and belong to the company. depth such as enhancing product quality differentiation, sentiment and emotion towards the brand, there are few long-term strategies to implement....
- Finally, businesses lack outside help: State action programs, such as the National Brand program, are limited in many aspects and only reach a few potential companies or a few industry, but not widely advertised for the business. Another issue that needs to be considered is that associations have not yet performed well in their supporting role for members. Business associations and industry associations are also struggling to operate. Associations are lacking a legal framework to operate, and also lack capital and human resources.
- Therefore, in the coming time, to develop the brand name of enterprises in Thai Nguyen province in particular and enterprises across the country in general to meet the requirements of the industrial revolution 4.0, synchronous solutions are needed from the management agency. State and enterprises themselves. Specifically:
- Solution from the management agency:
- Raising awareness of businesses about brand issues through seminars, training, news published in the press, via the internet to be widely disseminated; Establishing brand

clubs with the advice and assistance of reputable and experienced experts on branding and protection issues.

- -Improve the legal system, policies and action programs on trademarks: There should be a consistent policy and guideline of the State in supporting the development of corporate brands; Promulgating documents guiding the enforcement of intellectual property rights, sanctions for handling infringement disputes; Simplify intellectual property registration procedures, strengthen capacity building training for staff of the Department of Science and Technology.
- -Strengthening activities to develop the supply chain of goods: it is necessary to propagate (through state management agencies and associations) about the role of the development of the supply chain of goods, in which emphasize the chain leadership role of strong enterprises in the same field; Strong enterprises - chain leaders need to classify customers, listen to signals from the market, thereby adjusting the network of "logistic" member businesses behind to ensure optimal allocation of resources, meeting best response to requirements from the market; Small businesses can merge or link together into larger enterprises, better taking on the role of members in chain.
- Solutions from the business itself
- -Strengthen resources for brand building and development: Improving the quality of human resources for enterprise brand development, raising awareness of leaders and staff about the role, importance, and skills skills in brand building and development. SMEs need to actively structure a separate branding management department to create professionalism and efficiency; Allocate and arrange a specific and scientific brand building budget, and at the same time have a specific action plan on brand building and development with clear performance evaluation criteria. to calculate the correlation between investment costs for branding with the proportion of revenue.
- -Complete the process of building and developing the business's brand: Complying with the steps in the process always ensures the science and inheritance; Assign personnel in charge of specific jobs; Provide performance measurement criteria; Evaluate the effectiveness of the steps in the process over time.
- -Apply brand protection measures for goods: it is necessary to build and perfect a brand identity system for products or businesses; Implement the process of designing brand elements that need to be done in the direction of making the most of creative sources and public opinions; Focus on creating barriers to limit brand infringement from competitors; Expand the distribution system to facilitate increased sales, strengthen the brand's position in the market; Build and maintain a corporate culture to closely bind each individual in a unified team and fulfill brand commitments.
- Applying communication measures for the brand: Increase the number and satisfaction of customers: Improve the perceived quality for customers; Create brand associations in customers' minds; Enhance customer experience activities; Increase customer satisfaction; Maintain and increase loyal customers to protect the brand.

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