



**INSTITUTE FOR BRAND AND
COMPETITIVENESS STRATEGY**

PROFILE OF BCSI

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OPEN LETTER!

Institute for brand and competitiveness strategy is a top organization, which is specialized in researching; consulting; transferring science and technology applications in brand building and development, competitive strategy, corporate governance, steady enlargement; supporting not only local brands and businesses but also local competitiveness.

Nowadays, in a flat world, everything can be copied, intimated excepts for brand philosophy. To many large enterprises, corporations, “ Strategy can be changed, Mission and Vision can be adjusted but not Brand philosophy” is the lodestar leading them to the road to success, affirming their position and impression in the market, creating the difference between them and other competitors.

In the context of the present, competitiveness of global market is becoming a battle among brands, along with normal “price and quality battle”. The lack of full awareness of brand leads to the shortage of not only strategy, intensive investment, but also the profession in marketing in general and brand reputation building in particular; makes some enterprises can't recognize their target customers' consumption characteristics, demand, taste...; therefore they don't have direction before developing products and approaching customers. The lack of interest in invisible asset - means brand, together with the lack of thorough market, customer locating and added value trust created by brand prevented the investment for building and developing brand.

From the fact above, it is necessary to have a specialized organization which studies cases about building, governing and developing for enterprise brand, local brand with long-term strategy based on a constant competitiveness capability improvement. In addition to these studies, there are essential recommendations for locals and enterprises' policy making, planning in order to develop steadily in long-term through providing high quality products and services for human evolution. Simultaneously, this organization implements activities of research, consult, educate and transfer to improve weaknesses in brand building and developing of enterprises and locals.

Institute for brand and competitiveness strategy would prefer to send cooperating invitation to our partners include individuals, units, organizations and enterprises who are interested and want to associate with us to implement activities to construct, improve, make plans and develop brand, enhance competitiveness capability in business.





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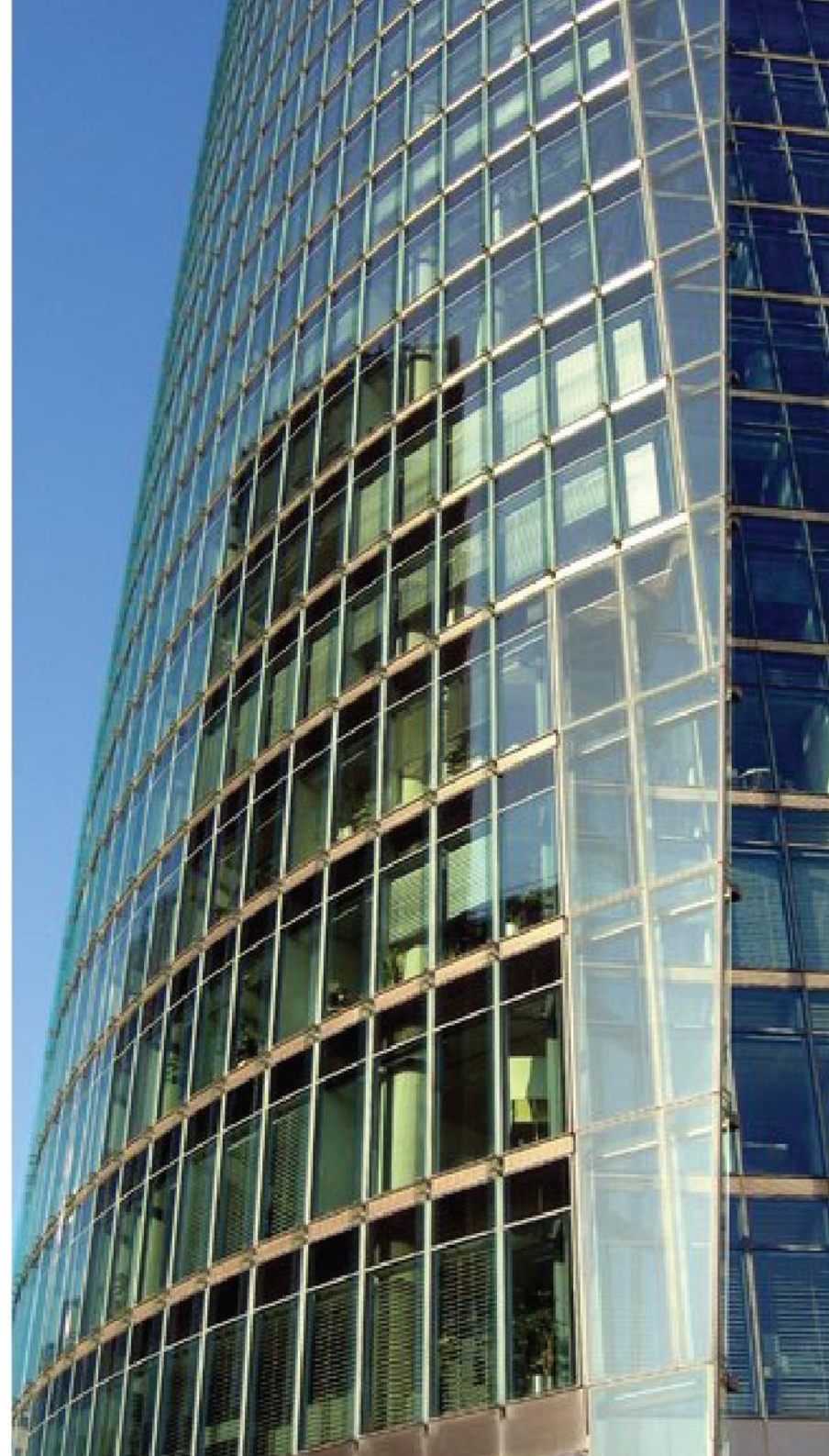
PART I : GENERAL INTRODUCTION

1 NAME AND SHORT NAME

- ◆ Name: Institute for Brand and Competitiveness Strategy
- ◆ Short name: BCSI
- ◆ Address: 3rd Floor, Block C, La Thanh Hotel, 218 Doi Can Str, Ba Dinh Dist, Hanoi
- ◆ Phone: +84 24 62 9191 37
- ◆ Email: info@bcsi.edu.vn
- ◆ Website: www.bcsi.edu.vn

2 HISTORY

Institute for Brand and Competitiveness Strategy is a science and technology organization which operates under Science and Technology Law, Decree number 08/2014/NĐ-CP date January 27th 2014 of Government regulating in detail to instruct performing some articles of Science and Technology Law, Circular number 03/2014/TT-BKHCN date March 31st 2014 of Ministry of Science and Technology and related documents; owns a seal and bank accounts and operates under independent accounting method.



A close-up photograph of a hand holding a glowing incandescent lightbulb. The word "Brand" is written in a white, sans-serif font across the middle of the lightbulb's glass. The filament of the bulb is visible and glowing with a warm, orange-yellow light. The background is dark and out of focus.

Brand

3 FUNCTIONS AND MISSIONS

- ◆ Gathering dedicated scientists and professional staffs to study, advise, transfer science and technology applications in Brand build and development, competitive strategy, corporate governance, steady enlargement, advisement, training, local brand and business competitiveness supporting.
- ◆ Researching theory and practical experience of Brand and Competitiveness Strategy
- ◆ Educating and training corporate governance staffs in economy and economic sectors
- ◆ Advising for domestic and foreign enterprises about Brand and Competitiveness Strategy, Business cooperation and association.
- ◆ Organizing forums, conferences, seminars about strategy, brand, competition; gathering and offering enterprises' aspiration, petition to policy-making agency in Viet Nam
- ◆ Informing and publishing Brand and Competitiveness Strategy printing.
- ◆ Mission of the Institute : Providing solutions, proposals and optimal management to locate, improve, construct brand, enhance competitiveness capability for partner agencies; therefore support promoting, increasing business performance, approaching customers .

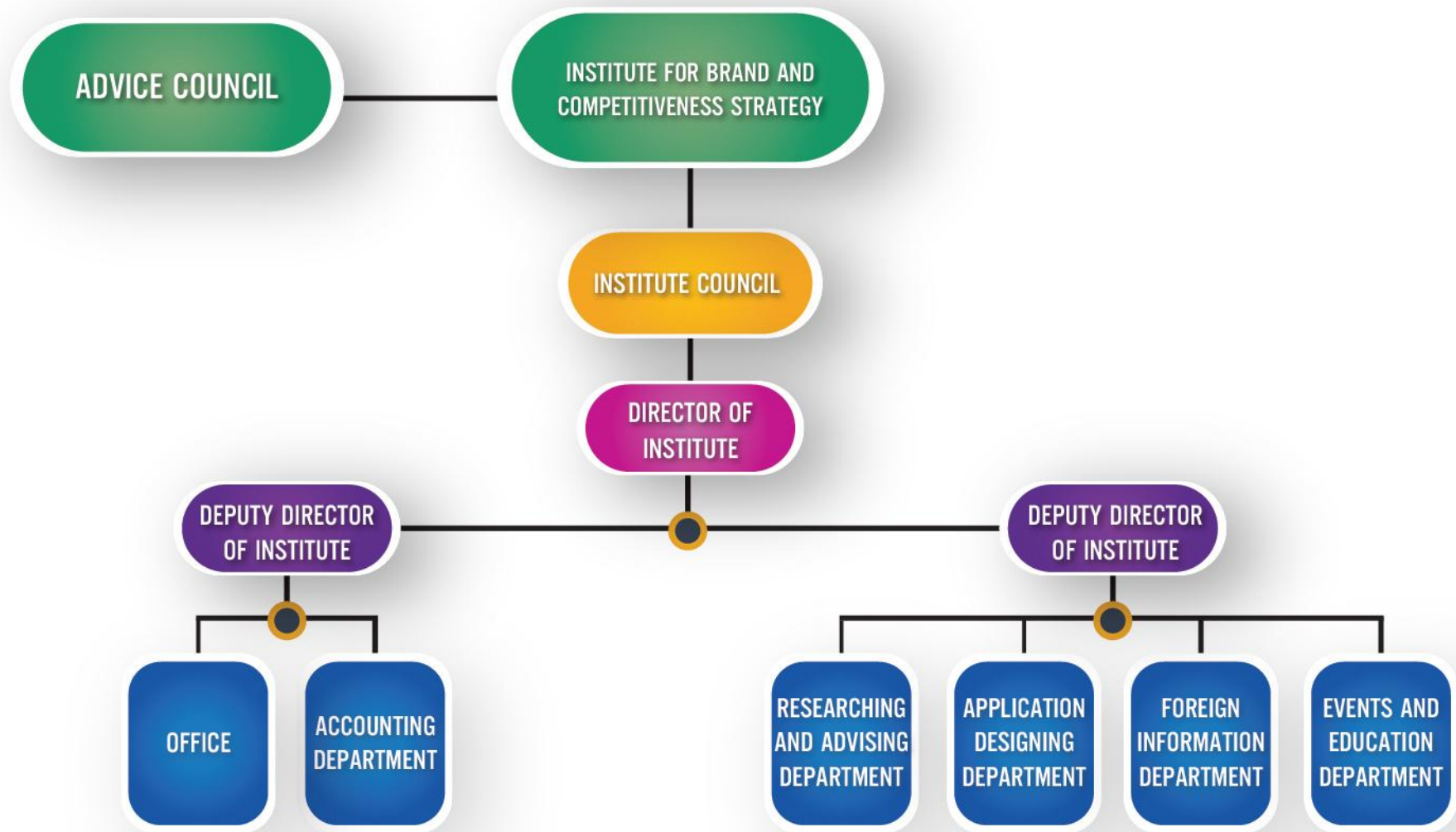
4 RANGE OF OPERATION

- ◆ Researching consultancy, transferring Science and Technology applications in range of brand building and developing, competitiveness and enterprise administration strategy.
- ◆ Carrying out projects in the range of competition and branding.
- ◆ Training, instructing enterprise administration staffs in economy and economic sectors.



PART II: HUMAN RECOURCES

1 ORGANIZATIONAL STRUCTURE OF THE INSTITUTE



2 INSTITUTE LEADERSHIP



Assoc.Prof, Ph.D NGUYEN VAN NAM
President of Institute Council



Ph.D VO TRI THANH
Director of Institute



Mr NGUYEN MANH HA
Deputy Director Of The Institutue

3 SCIENCE COUNCIL AND CONSULTANTS OF THE INSTITUTE



Assoc.Prof, Ph.D NGUYEN QUOC THINH
President of Science council of Institute for
Brand and Competitiveness Strategy



Assoc.Prof, Ph.D NGUYEN BA UAN
Member of Science council of Institute for
Brand and Competitiveness Strategy



Assoc.Prof, Ph.D NGUYEN HONG THAI
Member of Science council of Institute for
Brand and Competitiveness Strategy



Assoc.Prof, Ph.D NGUYEN THI TUYET MAI
Member of Science council of Institute for Brand
and Competitiveness Strategy



Ph.D TRAN DUC THUNG
Member of Science council of Institute for
Brand and Competitiveness Strategy



Ph.D DINH THI THANH VAN
Member of Science council of Institute for Brand
and Competitiveness Strategy



Ph.D TRAN THI BICH HANG
Member of Science council of Institute for Brand
and Competitiveness Strategy



Master VU XUAN TRUONG
Member of Science council of Institute for Brand
and Competitiveness Strategy

PART III: TRAINING PROGRAMS AND SERVICES OF BCSI

BCSI is a professional unit in building and developing brand. We provide a thorough service of building and developing brand, from setting up campaign, creating brand name, logo, designing and performing brand media program.

With the strength of expert teams working in Professional Advisory Council of the Institute, BCSI has already been confident to build up training topics particularly for each enterprise.



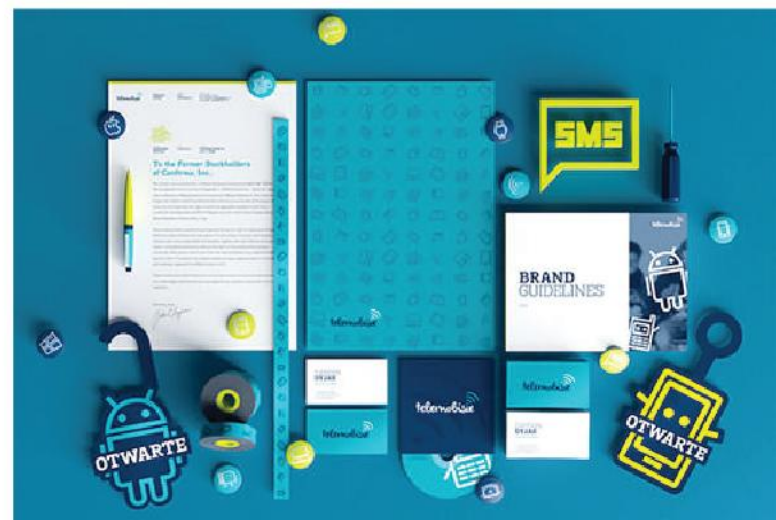
A TRAINING

1. International standard steady brand building training course
2. Brand Manager training course
3. Brand Director training course
4. Marketing director training
5. Communication – advertising specialist training
6. Brand Startup training course
7. Personal brand building training course
8. Brand competitiveness strategy planning training course for Small and medium-sized enterprises (SMEs)
9. Competitiveness strategy training course for enterprises



B SERVICES

1. Brand identity system building
2. Brand managing and maintaining
3. Brand consulting





COMPLETED COURSES

1. Public

- ◆ Leadership Innovation - 21st Century Vision
- ◆ Leadership Styles and Methods for Developing Modern Enterprise Leadership Skills
- ◆ CEO và nghệ thuật quản trị nhân sự (CEO and Human resource management)
- ◆ Negotiation in business
- ◆ Presentation - Inspiring leader
- ◆ Financial management for manager
- ◆ Marketing Manager
- ◆ Strategic Marketing
- ◆ Digital Marketing
- ◆ Sales Manager
- ◆ Copywriter
- ◆ Media - Advertising officers
- ◆ Event Manager
- ◆ The basic issues when participating in trade fairs and exhibitions
- ◆ Brand Manager
- ◆ Sustainable branding
- ◆ Personal branding
- ◆ Brand building and developing for local farm produce
- ◆ Eastern culture in building corporate culture



2. Inhouse

- ◆ Communication crisis management
- ◆ Shareholder relations
- ◆ Updates on the new Law on Insurance
- ◆ Training Conference "Trade promotion in brand building and development"
- ◆ Purchasing management in enterprises
- ◆ Improving management capacity for middle managers
- ◆ Enterprise brand management from strategic thinking to actual deployment
- ◆ ...Other designed training courses as requirements





PART IV: COOPERATION AND PARTNERSHIP OF BCSI

- ◆ Enhance association ability and cooperate with international organizations, reputable universities of researching programs, transferring, participating and training modules about competitiveness and brand strategy. To 2020, attempt to cooperate with 30 international reputable training and researching organizations and implement 100 training modules about strategy, brand and competitiveness in Vietnam

Associate to hold survey activities for experience studying, training, educating,

- ◆ seminars, conferences, forums related to registered areas by Institute. Attempt to implement 5 seminars, 3 forums, 2 surveys and 10 training programs for 500 managers .

Cooperate with compiled agencies, transfer documents of training programs,

- ◆ scientific research projects to present to authorities for approval, contribute to model replication and broad application in locals. Combine with Alpha Joint stock Company to translate and publish textbook and book series about brand and competitiveness strategy in Vietnam

Associate with communication agencies in Vietnam to hold symposiums in order

- ◆ to propagate and enhance enterprises' awareness about brand building, strategic management, strategic competition and steady development.

Select and construct collaborator team and cooperate with scientists of management,

- ◆ governance for brand, strategy and competitiveness

COOPERATION AND PARTNERSHIP OF BCSI



Brand Finance®

VPSF
DIỄN ĐÀN KINH TẾ TƯ NHÂN



TalentPool
Lifelong Learning Partner

VietinBank

 **MY HEALTH**



V MCG
VIET MANAGEMENT CONSULTING
GROUP



 **eacelife**
Fostering a healthy life for people

VIBIZ.VN
Vietnam Business Monitor

nielsen
.....



 **alpha books**
knowledge is power

KANTAR TNS.



PART V: PHOTOS OF ORGANIZATION'S OPERATION



Institute for brand and competitiveness strategy (BCSI) combined with Vietnam Internet Association and Vietnam Digital Communications Association to organize the seminar “ Business brand building in digital era” on January 12th 2017





BCSI combined with Enterprise Development Agency (Ministry of Planning & Investment), Vietnam Small and Medium Enterprises Association to organize the seminar : “Competitive strategy for small and medium enterprises” on January 16th 2017



BCSI combined with Vietnam Trade Promotion Agency - Ministry of Industry and Trade
to organize the seminar “Brand strategy associated with green development” on April 19th 2017





BCSI combined with Ministry of Industry and Trade to organize the forum “Vietnam Export Promotion in 2017” on April 20th 2017



BCSI combined with Economic Information Center (Central Economic Committee) to organize the seminar
 “State-owned enterprise renovation and private company development” on May 30th 2017





BCSI combined with Vietnam Economic Times to organize the forum “Vietnam consumer tendency in 2017” on May 25th 2017



BCSI combined with Economics and Forecasting Journal (Ministry of Planning and Investment) to organize the forum
 “Vietnam Enterprise development in 2017” on June 22nd 2017





BCSI combined with Financial Security Department and investment currency to organize the forum
 “Financial Security and Business Competition” on July 25th 2017 in Hanoi



BCSI combined with Vietnam Internet Association and other related units to organize Business Conference
“Digital Era and National start-up” on October 25th in Hanoi





The forum Businesses, entrepreneurs with the agricultural movement in the new rural construction on November 30th 2017 in Hanoi



The seminar Corporate Culture and Business ethics on December 5th 2017 in Hanoi





The seminar “Energy economics and prospects” was organized by Vietnam institute of economics and BCSI on December 14th 2017 in Hanoi



BCSI combined with Vietnam University of Commerce to organize the seminar “Brand management towards the future” on December 27th in Hanoi





In collaboration with the Vietnam Trade Promotion Agency (Ministry of Industry and Trade) held the Vietnamese Brand forum with the theme "Brand with integration and sustainable export development" on April 20th 2018, at International Convention Center (11 Le Hong Phong, Hanoi)



In collaboration with the Vietnam Trade Promotion Agency (Ministry of Industry and Trade)
held the "Vietnam Export Promotion Forum 2018" in Hanoi on April 24th 2018



In collaboration with the Journal of Economics and Forecasting (Ministry of Planning and Investment) held the "Enterprises implementing social security and green growth" program on May 22nd 2018



In the morning of June th6, 2018, the Center for Intellectual Property Technology Application (IPTA) in collaboration with the Institute for Brand and Competitiveness Strategy to held "Anti-counterfeiting, Intellectual Property Rights" seminar.





In collaboration with the Journal of Economics and Forecasting (Ministry of Planning and Investment) held the Vietnam Business Forum 2018 to evaluate the current situation of the business picture, on June 19th 2018

Institute for brand and competitiveness strategy with honor is always willing to associate with domestic and foreign agencies, organizations, enterprises, individuals for development.

SINCERELY THANKS!





BCSI

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