



PHONG VIET GROUP COMPANY PROFILE



Phong Viet Market Grow Solution Investment Joint Stock Company

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*WE ARE PIONEERS IN THE SEARCH
FOR SUPERIOR VALUES*



*“ COMING TOGETHER IS A BEGINNING.
KEEPING EACH OTHER IS PROGRESS.
WORKING TOGETHER IS A SUCCESS.*



ABOUT US

Phong Viet Market Development Solution Investment Joint Stock Company (Phong Viet Group) is one of the leading enterprises in the field of communication in general and online marketing in particular. With nearly 10 years of experience, Phong Viet Group constantly offers the most effective market development solutions, helping more than +1,000 large and small businesses orientate their branding roadmap, research business strategies, effective development and sustainable value creation.

DEVELOPMENT JOURNEY





VISION

Phong Viet Group aims to become a provider of the most optimal market development marketing solutions for leading businesses in Vietnam and the areas.

MISSION

We change the views of businesses on online business, accompany businesses to offer marketing solutions to develop the market, apply technology products and services on a digital transformation platform to help our customers doing business easier.

CORE VALUES



PRESTIGE

Put prestige and business ethics on top. This is our weapon of competition and honor.



HEART

Balancing the interests of customers - businesses and the community.
Always put the interests of customers as the center, consider customer satisfaction as a measure of success.



KNOWLEDGE

Put intelligence and creativity as vitality to create different values.
Promote the spirit of learning, innovation, creativity, enterprising, surpassing oneself.

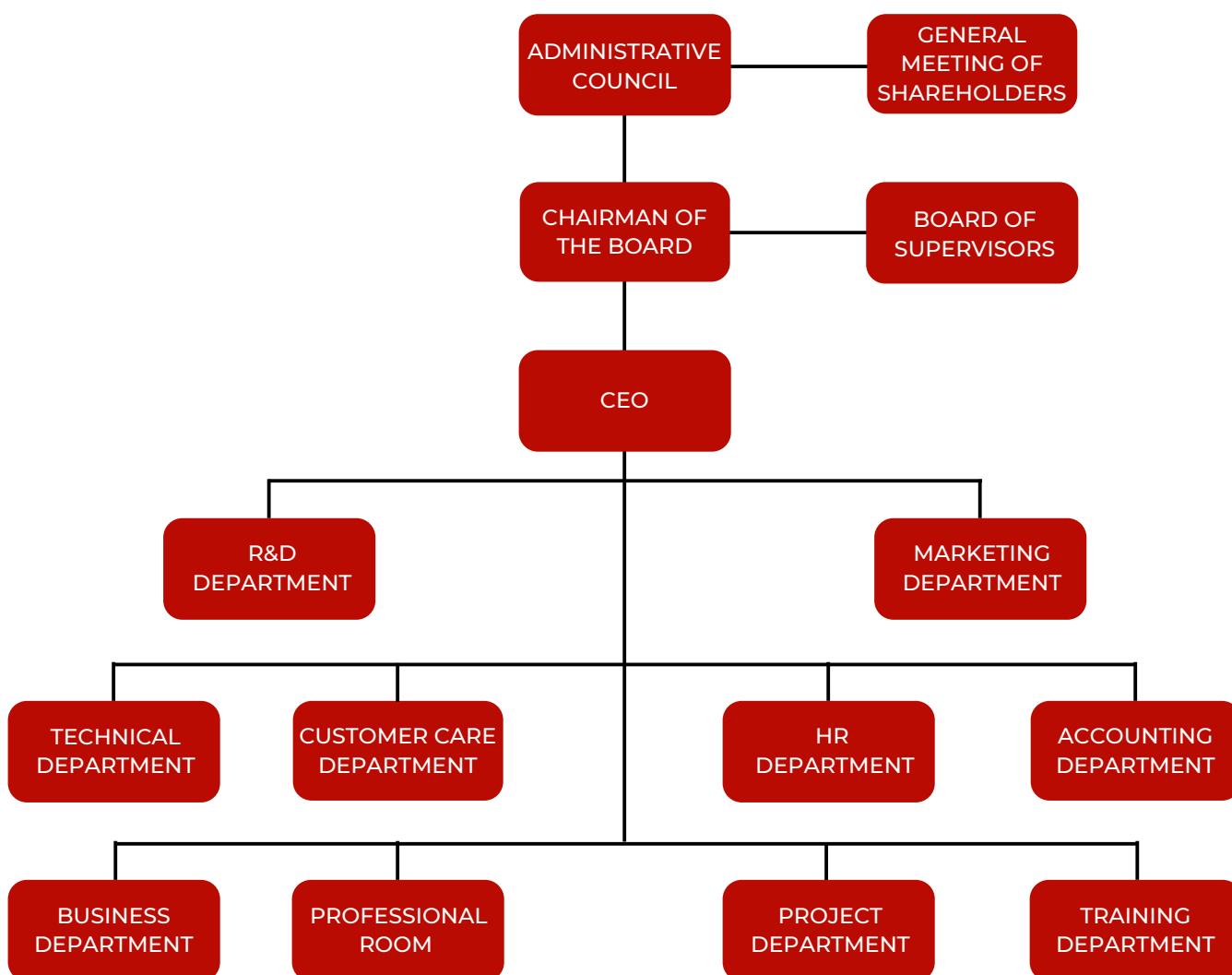


HUMANITY

Building a friendly and humane spirit in relationships with customers, partners, industry, investors and society.
Consider employees as the most valuable asset.



ORGANIZATIONAL CHART



LEADERSHIP TEAM



CHAIRMAN OF THE BOARD

HA THANH TUNG

Graduated of Finance and Banking University with a Bachelor's degree.
Over 10 years of experience in Marketing.
Financial analyst, strategic consultant
and develop projects for more than +1,000
businesses.

“
*WE ARE WILLING TO
SUPPORT PROMOTING
AND DEVELOPING ONLINE
MARKETING SOLUTIONS
FOR BUSINESSES*

“
*WE ARE ALWAYS
COMPANION WITH YOU TO
OVERCOME DIFFICULTIES
AND CHALLENGES TO
SUCCEED.*



CEO

TRUONG DUONG PHONG

Graduated with a Bachelor's degree of Information Technology University.
R&D specialist in the field of Online Marketing.
Over 11 years of experience in developing AI Technology systems applied to
Marketing Online.



CFO

LE THI LE THU

Graduated the Finance and Banking University.

Over 6 years of experience in HR and Corporate Finance Management.

More than 8 years of experience in Model Management, KOLs, Singers, Actors, MCs....



TECHNICAL DIRECTOR

NGUYEN PHUNG THANH

Graduated with a Bachelor's degree of Information Technology University.

R&D specialist in Online Marketing field.

Over 11 years of experience in developing AI Technology systems applied to Marketing Online



BUSINESS DIRECTOR

NGUYEN THI HUYEN THUONG



DIRECTOR OF R&D

TRAN THI THANH

“ *THE STABILITY OF PURPOSE
IS THE ROOT OF ALL SUCCESSFUL ENDEAVORS.*

“SIGNIFICANCE is just a NECESSARY condition,
the HEART is the must have to do the
SUFFICIENT condition.



STAFF



Not afraid of difficulties because we are always working
together and closely linked



Unity is strength



Link strength - connect success



”

The strength of the **TEAM** is that each
INDIVIDUAL is independence.
The strength of each **INDIVIDUAL** is a **TEAM**.

RED WARRIORS



Enthusiastic



Creative



Passionate



Advanced



Groundbreaking



Unique

SOLUTIONS



STRATEGY DEVELOPMENT ONLINE MARKETING AND SALES

Helping businesses position their brands and compete effectively in the market. It helps to save costs and time while helping to increase profits and revenue in a superior and sustainable way.



APPROACH

More customers



REDUCE COSTS

Run ads



INCREASE SALES

Improve sales efficiency

STRATEGIC CONSULTING MARKETING ONLINE



IDENTIFY KEY CUSTOMERS OF THE PRODUCT

Provide the most appropriate and effective approach.

PROVIDE THE MOST APPROPRIATE AND EFFECTIVE APPROACH

Help customers decide to choose your business's products, not those of your competitors.



*A RADICAL METHOD
FOR RESOLVING
THE PROBLEMS IN
ONLINE MARKETING*



MULTI-CHANNEL MARKETING



Multi-channel marketing is the key to "netting" customers in the most thorough and effective way, making it easy for customers to make purchases on any channel that is most convenient for them. An omnichannel marketing strategy allows users to decide and choose.



A “
*sustainable
breakthrough and
cost savings.*



Maximize the potential of online advertising in all aspects of marketing, contributing to market development and increasing the number of potential customers.



Provide a holistic view of the buyer's decision journey to convey the right message, at the right time, and with the right product or service needs.





SOLUTIONS

OVERALL

ONLINE MARKETING

Planning online Marketing strategy to implement advertising campaigns for the project to promote the image of the company and products.

The overall Online Marketing Service Package (MO Package) helps support businesses in proactively approaching and persuading customers to use products/services.

How can Businesses sell effectively and sustainably?

CUSTOMER APPROACH PROCESS

- PR
- Post a newspaper
- Facebook Ads
- Google Ads



CONSIDER

- Website
- Facebook
- The company



COME BACK

- Promotion
- Gifts
- Valuable information

01



SUPPORT

02

- SEO
- Evaluate
- KOLs

03



PURCHASE

04

- Fanpage
- Telephone
- Email
- Gifts

05



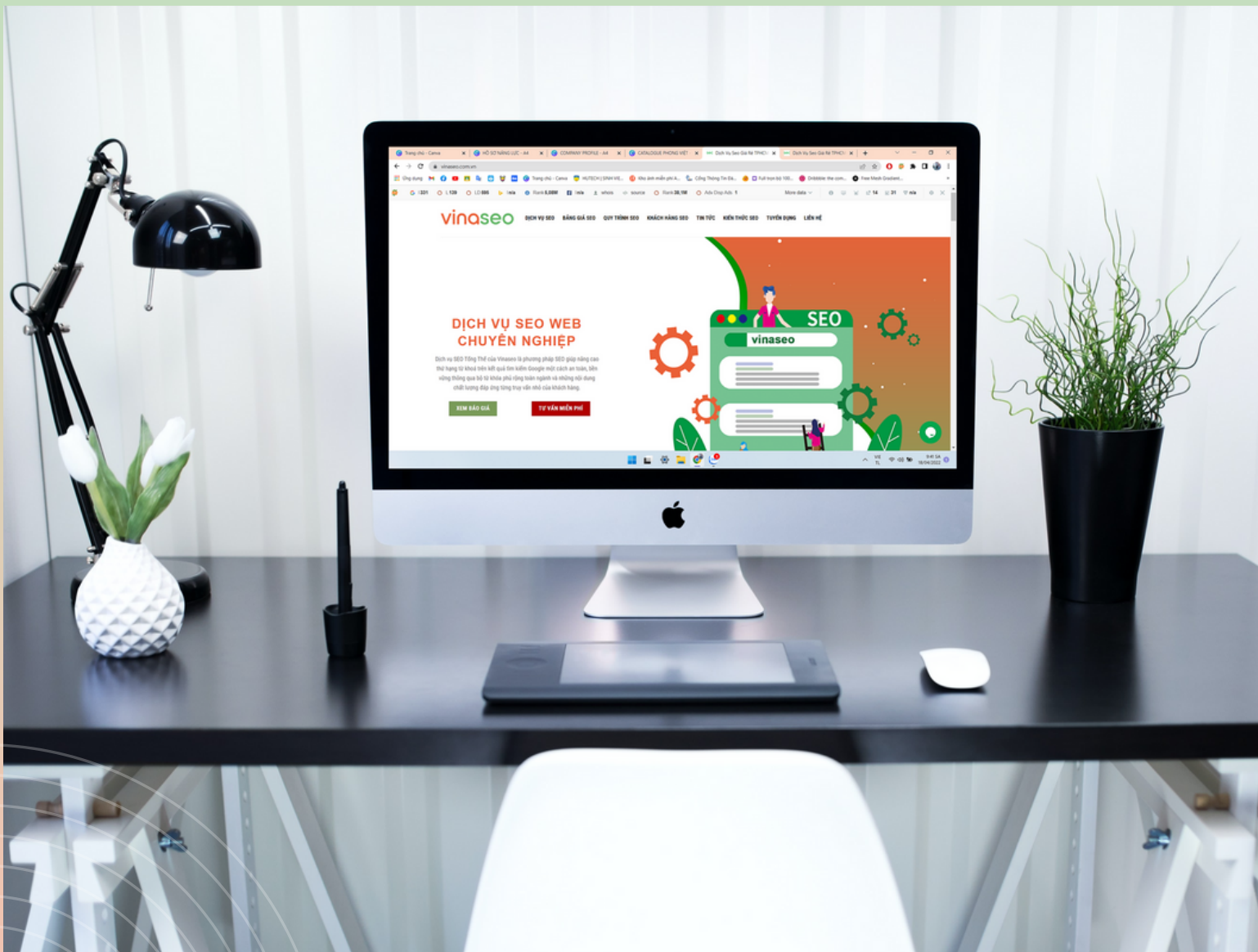
SUPPORT

SEO WEBSITE SERVICE

vinaseo

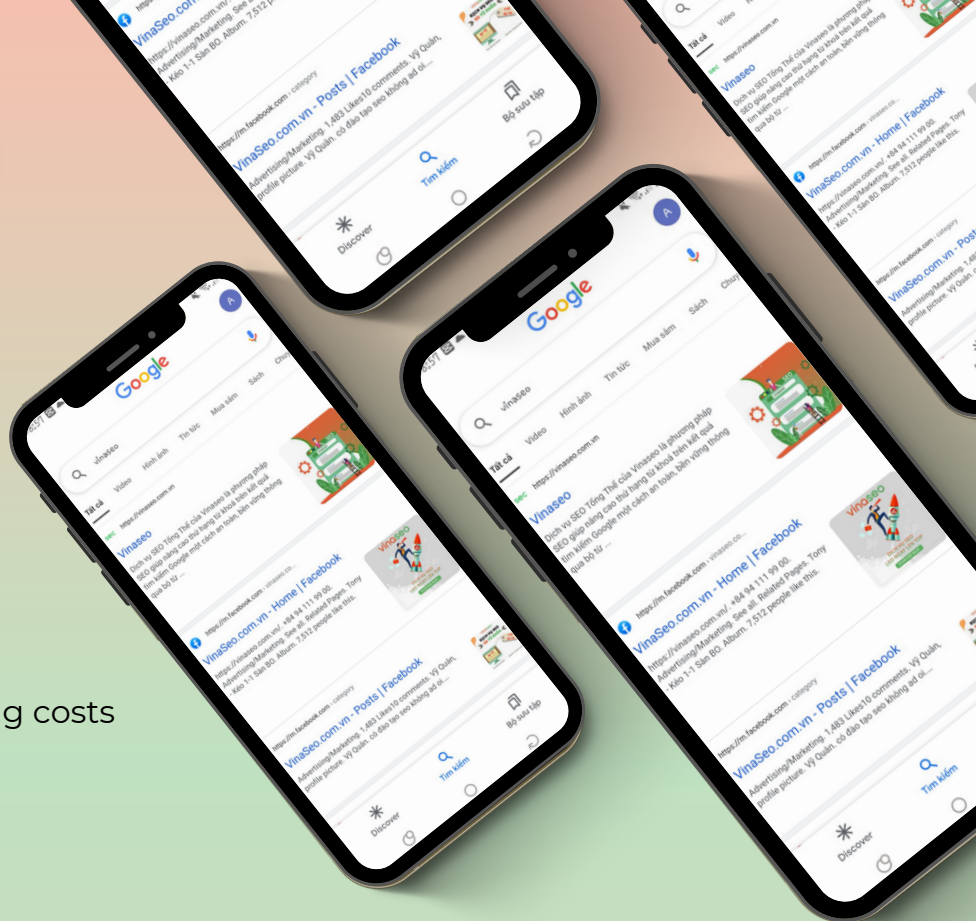
SEO (Search Engine Optimization)

Bring your website to TOP Google naturally without having to run Google Ads ads, save costs and increase business efficiency.



BENEFITS

seo



01 Reduce advertising costs

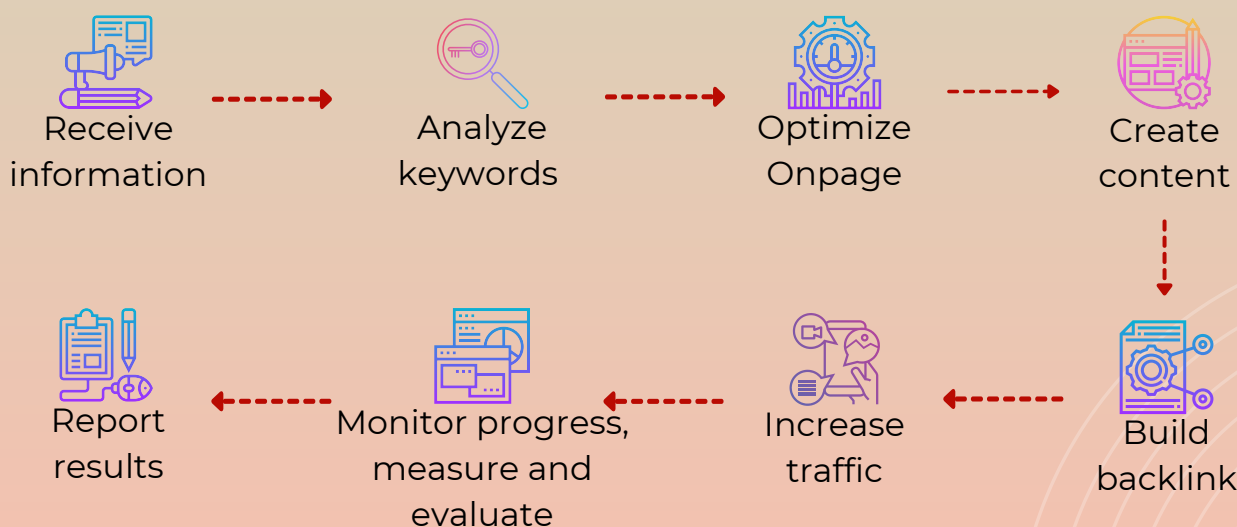
02 Increase website traffic, website ranking

03 Right approach to targeted customers

04 Increase prestige and brand identity

05 High conversion rate, help sales effectively

SEO PROCESS





AUTOMATED WEBSITE DESIGN SERVICE



Create and edit professional websites in a simple way



SEO-friendly standards for search engines



The rich interface store is constantly updated



Constantly updating with new features



Intuitive, easy-to-use administration with high customizability

WEBSITE DESIGN SERVICE ON CUSTOMER'S REQUEST

01 Website interface exclusively designed

04 Standard SEO platform

07 UX/UI design and user experience

02 Using colors, logos in sync with the brand

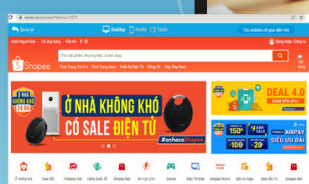
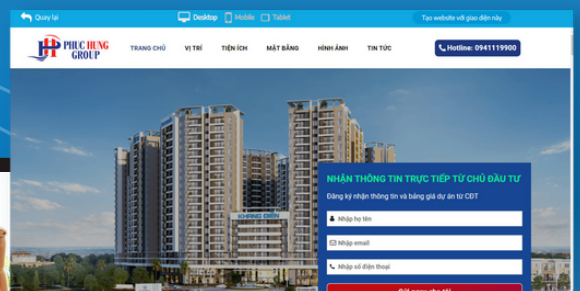
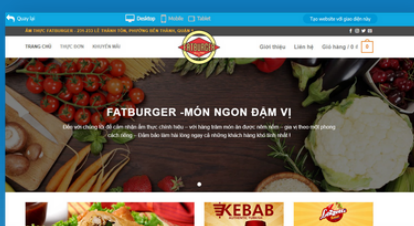
05 Social media collaboration integration

08 Website programming on demand compatible with all browsers

03 Individually programmed functional structure

06 Responsive design compatible with many mobile devices

09 Safety and security



INCREASE WEBSITE TRAFFIC SERVICE

This is a very new service. Website traffic increases means that the website has many visitors, increasing its credibility. Thanks to that, it helps Google index quickly, appreciate the website and put it on TOP faster.

- 01 Help increase Website Ranking rapidly
- 02 Help readers be more trusting when seeing steady web traffic
- 03 Bring keywords on TOP faster
- 04 Help Google index website faster.



IMPROVE REPUTATION
IN THE EYES OF CUSTOMERS





MODELS/KOLS SUPPLY SERVICE

KOLs marketing services rely on the influence of famous people in a specific field to influence the shopping behavior of a group of customers. Most consumers today tend to choose products recommended by Influencers.



APPROACH POTENTIAL CUSTOMERS
WHO ARE FANS OF KOLS

CREATE TRENDS TO ATTRACT
ATTENTION, INCREASE REVENUE



BRAND WIDELY PROMOTION

SAVE TIME, ADVERTISEMENT COSTS
FOR BUSINESSES



SOME KOLS SERVICES AT PHONG VIET



KOLs/models
supply service
/livestream



Models/KOLs
product review
rental service



Livestream room
rental service

SERVICE

LIVE  STREAM.com.vn



01

Reduce much more cost and time

Extremely high accessibility

02

03

Promote products directly to the community effectively

Bring the actual image of the product to millions of people

04

05

Increase interactivity

SOME LIVESTREAM SERVICES AT PHONG VIET



Livestream Marketing service



Livestream room rental service



Livestream models rental service

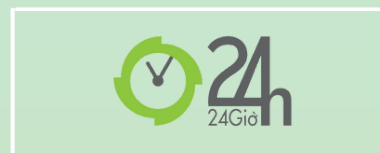


Product review service

PR SERVICE NEWS WEBSITES

The recent rapid development of the Journalism and Media Industry has spurred the development of Vietnam's newspaper advertising industry. PR articles have become an integral part of the media campaign.

PR service is often used to PR brand, spread news quickly and reach potential customers.



30+ NEWS WEBSITES



ECOSYSTEM PHONG VIET

With all the utilities that Phong Viet ecosystem provides, we are committed to bringing the most practical solutions, diverse in all fields of industry. Supporting businesses to thoroughly solve online marketing problems in all aspects with high efficiency and lowest cost.



TYPICAL PARTNERS

Accompany with Phong Viet

During the operation of Phong Viet, "Partner" is an important factor in the journey of building and developing our brand.



Thank you for the companionship of partners who have stood by and brought the Phong Viet's brand conquers Vietnamese markets and businesses.

CUSTOMERS

Accompany with the bussiness

"Customer's success is Phong Viet's success" is the motto of Phong Viet.

The Viettel logo, featuring the word "viettel" in a red, lowercase, sans-serif font.The Điện Máy Sài Gòn logo, featuring a yellow circular icon with a black 'S' and the text "ĐIỆN MÁY SÀI GÒN" in yellow and black.The J&T Express logo, featuring the text "J&T EXPRESS" in a bold, red, italicized sans-serif font.The Oneland logo, featuring a red stylized building icon inside a yellow circle with the word "ONELAND" in red below it.The Hung Phat logo, featuring a blue stylized 'A' icon above the text "Hung Phat" in blue, with "TRADING PHARMACEUTICAL CO." in small letters below.The Van Thai Land logo, featuring a blue and red stylized building icon above the text "VAN THAI LAND" in yellow.The Pacific Dental Supply logo, featuring a blue circular icon with three horizontal lines above the text "PACIFIC DENTAL SUPPLY" in blue, with "Đối tác tin cậy" in small letters below.The Misa Dental logo, featuring a blue stylized 'M' icon above the text "MISA DENTAL" in yellow.The Green logo, featuring a green stylized leaf icon above the text "GREEN" in green, with "CỬA HÀNG THỰC PHẨM HỮU CƠ" and "an toàn - sạch sẽ - hữu nghị" in small letters below.The ifalu logo, featuring a purple stylized flower icon above the text "ifalu" in purple, with "Thời Trang Nữ Thanh Lịch" in small letters below.The KNJ logo, featuring a green square icon with a white stylized flower above the text "KNJ" in white, with "Hàng gia đình - giá" in small letters below.The dothun.us logo, featuring the text "dothun.us" in blue, with "A way of success" in small letters below.The TOANEDU logo, featuring the text "TOANEDU" in red and black, with "HỌC TRỰC TUYẾN" in small letters below.The Trà Tâm Lan logo, featuring a green circular icon with a yellow 'T' above the text "TRÀ TÂM LAN" in green, with "Mang sức khỏe đến cho mọi nhà" in small letters below.The Green Solar logo, featuring the text "Green Solar" in a green script font, with "ĐEN NANG LƯƠNG MẶT TRỜI" in small letters below.

AND OVER 1000+ OTHER CUSTOMERS

We are very grateful and honored to have contributed to the success of the Customers.

EVENTS



Meeting and Socializing Party to celebrate 95 years of Vietnam Revolutionary Press Day.

Opening Ceremony of Minh Tam Accounting Software Partner Co., Ltd.



Annual National Forum event "Culture with Business".

Attending the opening ceremony of the new headquarters of The One Land company.



The 2nd ASEAN+3 Young Entrepreneurs Forum.



Cafe Startup session shared by Economist NGUYEN HOANG DUNG.

Vietnamese Business Day Celebration

Vietnamese Entrepreneurs Day Celebration

Events with different partners....



Contact us

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