

SUMMARY

Project Title: Researching Marketing mix strategy of personal care products and home care of Unilever Vietnam

Code number: KT.10.09

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Implementing Institution: University of Economics and Business - VNU

Cooperating Institution(s): University of Economics and Business

Duration: from 9/2010 - 6/2011

1. Objectives:

- Systematize marketing strategy of Unilever Vietnam
- Evaluate real situation of business of Unilever Vietnam for OMO product
- Analyze Marketing mix strategy for OMO and propose lessons for Vietnam enterprises.

2. Main contents:

- Analyze Marketing mix strategy for OMO product
- Propose main lessons for Vietnam companies.

3. Results obtained:

Scientific results:

- 01 scientific report

Training results:

Reference document for courses such as Marketing Principles, Marketing Management.