

**VIETNAM AUSTRALIA
INTERNATIONAL SCHOOL**

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# **ENTERPRISE CLASS**

## **A Written Reflection on the Application of Theories in Enterprise**

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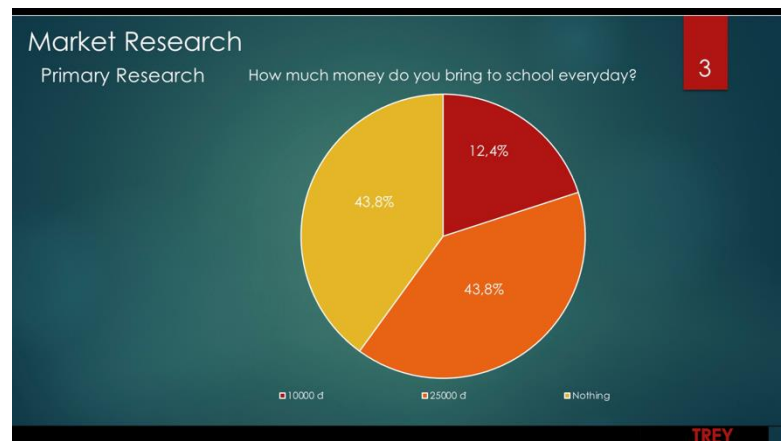
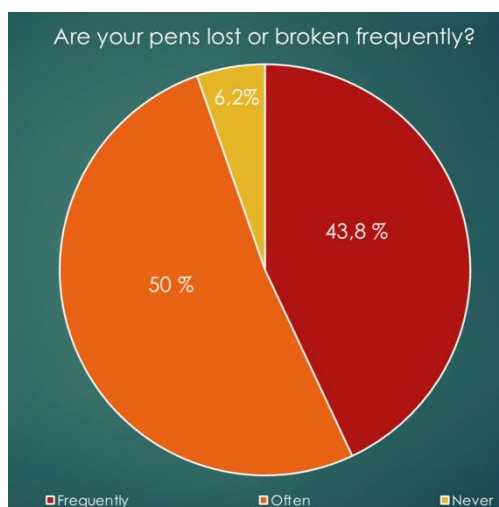
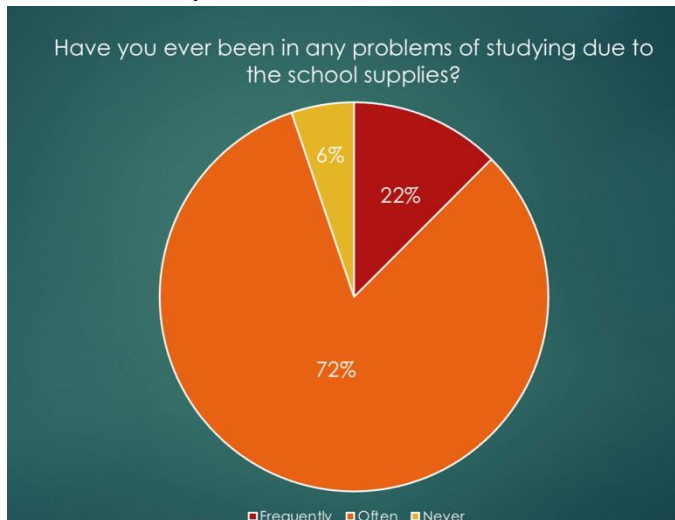
# 1. Market Research

The market research report is created to establish ideas about how the stock is brought, what factors do people consider when purchasing products.

For the ways to collect information about the market, we had planned to do a market search by using flyers, surveys, brochures, etc. At the start, we wanted to spread out around the school area as a purpose to accentuate

our established reputation.

Nevertheless, during the broadcasting, some problems were getting on our work like the loss of flyers or brochures, the lack of solidarity between teammates, and so on. We hope to be more productive and energetic in the future.



## 2.Trading responsibilities and Personal Reflection:

### **Nguyen Hoang Quoc Long: Physical shop and seller:**



Initially, when I had been doing this responsibilities of selling and looking after the shop, I was just too scared and improfessional in doing such a financial activity. Later on, after continuously doing the enterprising practice, I strated to be more active in selling my team's production ( this included the effort trying to research the information of all of the possible sources). I truly want to reach higher and stronger to assess through my future criteria.

### **Vo Hoang Gia Bao: Shop Physical and Seller**



I had come to Ink Company establishment as a fate. My job was a seller so I had to be at the shop selling things and communicating with the customers. For the first experience, the business was kind off and challenging due to the mess of deadlines. For week by week, I have been purchasing uncountable number of product and then gradually becoming more fluent. I was very proud and my next target is to keep on doing more activities like this to get better.

### **Nguyen Vinh Khang: Business Manager and Inventory Manager:**



As an official manager of the Ink Company company, my responsibilities were checking the work of my teammates , worrying about the schedule and plans for buying, making, gathering and securing the products. In the long run, I have been wondering about as much methods as possible in order to support the team better. I sometime gave my partners advises and recommendations to improve. Eventual results are pleased and examined by me and my teammates, I am proud of It, but if I have chance, I'll focus on improving skills of enterprising.

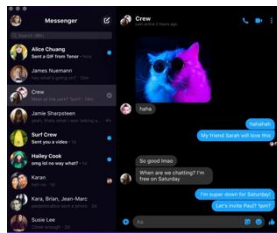
## **Le Hoang Huy: Advertiser and Financial:**



As a role of financial manager of the team, at some first weeks, i thought i just needed to finish my job which was calculating the imported products, the prices of each products we released out and also the profit that we gained. Nevertheless, i didn't expect that so many things came to me hardly, such as what are the people's need and how to keep the products varied every week. Therefore, i realized i should learn from this selling process that the patience of being a seller and always keeping myself busy in order to serve the customer. So hopefully in the early future, the things that i experienced and obtained during the Enterprise class with Mr. Fritz can be applied into reality, on the path of being the entrepreneur and become a successful business man.

### **3. Communication and Collaboration:**

We have been using to-face communication because it's convenient when we were apart contract was face-to-face as its most practical impact.



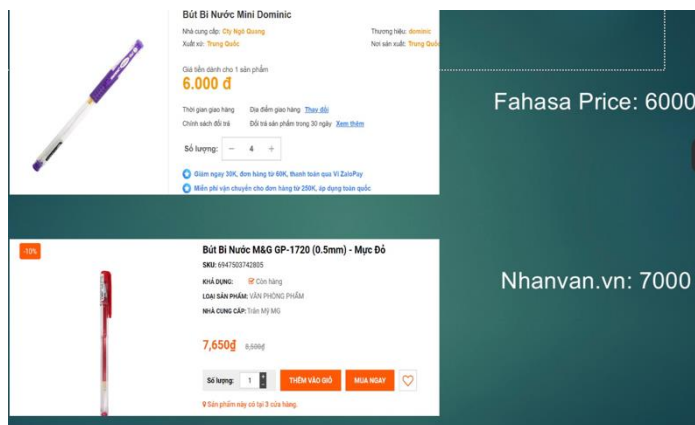
messenger app as well as face-with each other. We used app to correspond with teammates and the another way to

### **4. Pricing and Marketing strategies:**

We utterly been using the very cheap prices to attract our customers. As what we have known and researched, our business area having most of students, teachers and staffs, etc. So the cheap costs are suitable and acceptable which would have been the widest choice to attend the customers as a huge quantity.

For the marketing strategies, we had been thinking and finally all accepted to use these two golden promotions and special offers. The first one





literally is buy 3 get 1. For the second one, if there were any broken part of our products being witnessed, we would please to exchange the completely new one for our special guests.

Our strategy also have the online and offline advertisement. More digitally, the multi-functional advertisement help us verify the amount of spreading pictures and tighten the reputation of our company. This is as well the sign of full responsibilities.



In conclusion, we have learnt an important lesson that doing every will be alright when we deliberately think about any possibilities. For the business and selling activities, having a good theories of promotion like we are wearing a sturdy armor, never get afraid of the unfortunate or obstacles surrounding.

## 5. Application of business theories:

We simply and wholeheartedly consider about three kind of main theories which were:

1. **Loyal customer:** The loyal customers are people who will wholly trust our products as theirs choices are similarly connected to ours, so they would definitely go to buy our product many next times. Protecting, entrusting and specially serving the loyal customers will help the company working source enhance as well as the reputation of our establishment in many ways...
2. **Advertising:** this point help mostly for our success come true because when we advertise, customers may have chance to know about our team exist..

