

Thanh Le

Thesis

The textile footwear's exportation in Vietnam

Thesis

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Thesis abstract

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Today my thesis presents the exportation of textile footwear in Vietnam to all over the world in general.

This proposed plan is intended to increase the exports approximately 2-3 times in the next 3 years.

Nowadays, in our country, the textile and garment industry plays an increasingly important role in the national economy (8.55% of the total export in 2018). It not only serves the increasing and plentiful needs of people but also is an industry that helps our country solve many jobs for society and contributes more and more to the national budget. Creating conditions for economic development.

Vietnam is currently one of the top 5 textile exporters in the world with a market share of 4%-5%. Vietnam's main export markets are the United States, the EU, and Japan (accounting for over 75% of annual exports) with apparel products mainly cotton and synthetic fiber products for market segments with the mid and low level.

Currently, Vietnam has exported footwear products to over 100 countries, 72 of which have an export turnover of over US \$ 1 million. 5 markets with the largest turnover, accounting for over 82.3% of total export turnover, include the US, EU, China, Japan, and Korea.

The trade war between the US and China is increasing, starting to affect the import and export of Vietnam. According to the Vietnam Leather and Footwear Association (Lefaso), the Vietnamese leather and footwear industry still maintains a competitive advantage in traditional markets. For example, in the US market, the removal of preferential policies for footwear exported from China and India is creating more favorable competition opportunities for Vietnam's export footwear.

“As the global supply chain of footwear and handbags will give priority to choosing Vietnam more. And Vietnam also has the added advantage of being a signatory to many free trade agreements, so goods manufactured and exported from Vietnam to many major markets will receive tax incentives”, Walmart Senior Manager in Vietnam, said Vince Tran.

Promoting export activities and expanding export markets of textile and garment products play a very important role not only for each textile enterprise but also for the national economy. That is why it is seen as a strategic development direction to contribute to the modernization of our country's industry.

The export-oriented industrialization strategy has been recognized as a development model that brings countries out of backwardness and poverty and moves the country towards the world level. Along with the growth and development of the world economy, the demand on the export market is increasingly high, which inevitably requires requirements to be met. The demand for footwear is huge.

Applying Methocica methodology, which is a group of methods used in combination in a specific scientific field or subject; a system of procedures or measures to sequentially and effectively perform a scientific or economic research project. Using a combination of methods is the best way to promote the strengths and weaknesses of each method. At the same time, they support, supplement and check each other in the research process and to confirm the authenticity of scientific arguments. With this combination, to improve the persuasion of the thesis content on Vietnam's footwear export to the European market, as well as open up a new vision and create many market development opportunities.

Keywords: Exportation, textile footwear, Vietnam, sustainable development, marketing analysis, importation, marketing development, potential opportunities, marketing strategy, comparison.

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Terms and Abbreviations

SEO	Search Engine Optimization
Lefaso	Vietnam Leather and Footwear Association
CRM	Customer Relationship Management
FTA	Free Trade Agreement
EVFTA	European Union–Vietnam Free Trade Agreement

Special Symbols

&	And
%	Percentage
\$	Dollar
€	Euro

1 Introduction:

Import and export are one of the leading business fields that our State is interested in and prioritized to help goods circulation, expand markets, creating business relationships with other countries to promote the development of the economy.

It can be seen that the import and export industry is the basic stage of foreign trade with great correlation and wide impact on many other industries. Export is an indispensable industry for all countries because it brings a high source of foreign currency to increase the import of goods, create jobs for people. (Joshi, Rakesh Mohan, International Marketing, Oxford University Press, New Delhi and New York. ISBN 0-19-567123-6)

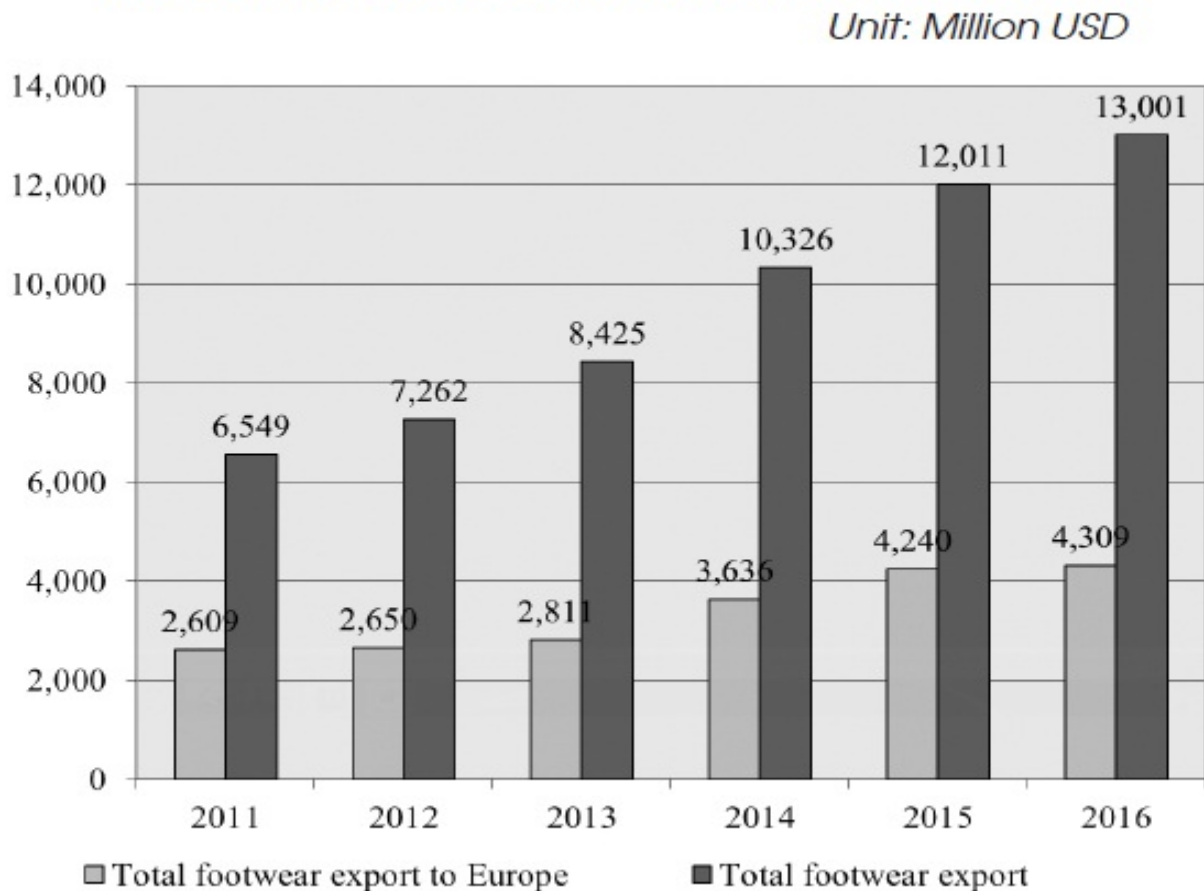
The world's leather and footwear industry is continuing to shift production to developing countries, especially countries with favorable conditions for investment, stable and peaceful politics. When Vietnam joined the WTO, the tariff was abolished, along with the policies to encourage export and production, Vietnam became a destination for investment by leather shoe manufacturers.

The Vietnamese leather and footwear industry has developed very quickly and is considered one of the main industries that boost Vietnam's economic growth. Leather and footwear are one of the three industries that bring the largest export turnover today after crude oil and textiles, accounting for over 10% of total export turnover. With about 240 businesses in operation, the leather and footwear industry is a key export industry, attracting about 500,000 employees.

In recent years, the Vietnamese leather and footwear industry has repeatedly been surprised when it continuously achieved remarkable achievements in export turnover. At this time, the leather and footwear industry has "put its name" in the top 10 of the world's top leather and footwear exporters, with only Vietnam's footwear exporting to the European market, second only to China.

According to information from the Vietnam Leather and Footwear Association (Lefaso), in 2012, the EU, becoming Vietnam's largest export market with a turnover of 20.3 billion USD, an increase of 22.5% compared to 2011 and accounting for 17.7% of the total merchandise export turnover of the country.

1.1 The role of textile exportation in Vietnam.



Picture 1. Total export turnover of Vietnamese footwear exported to EU and other countries from 2011 – 2016

Export is a basic activity of foreign trade, a very important issue of international business in Vietnam, is the inevitable development of production and circulation to create the highest economic efficiency in every economy.

Current export activities take place on a global scale, in all sectors of the economy, from consumer products to production materials, from small parts to small parts, large machines, tangible and intangible goods. Export activities can increase foreign currency earned, improve the balance of payments, increase state budget revenue, stimulate technological innovation, transform economic structure, created more jobs. Making and improving people's living standards.

However, operating in the international market, all businesses, whether experienced or just starting to participate in the business, must follow the principles of the deal to be able to last

for a long time and sustainable development. Import and export organization is considered to be relatively complicated, can vary according to the different types of import and export. In short, each enterprise must follow a sequence of stages: Selection of export products, selection of export markets, selections of coin partners.

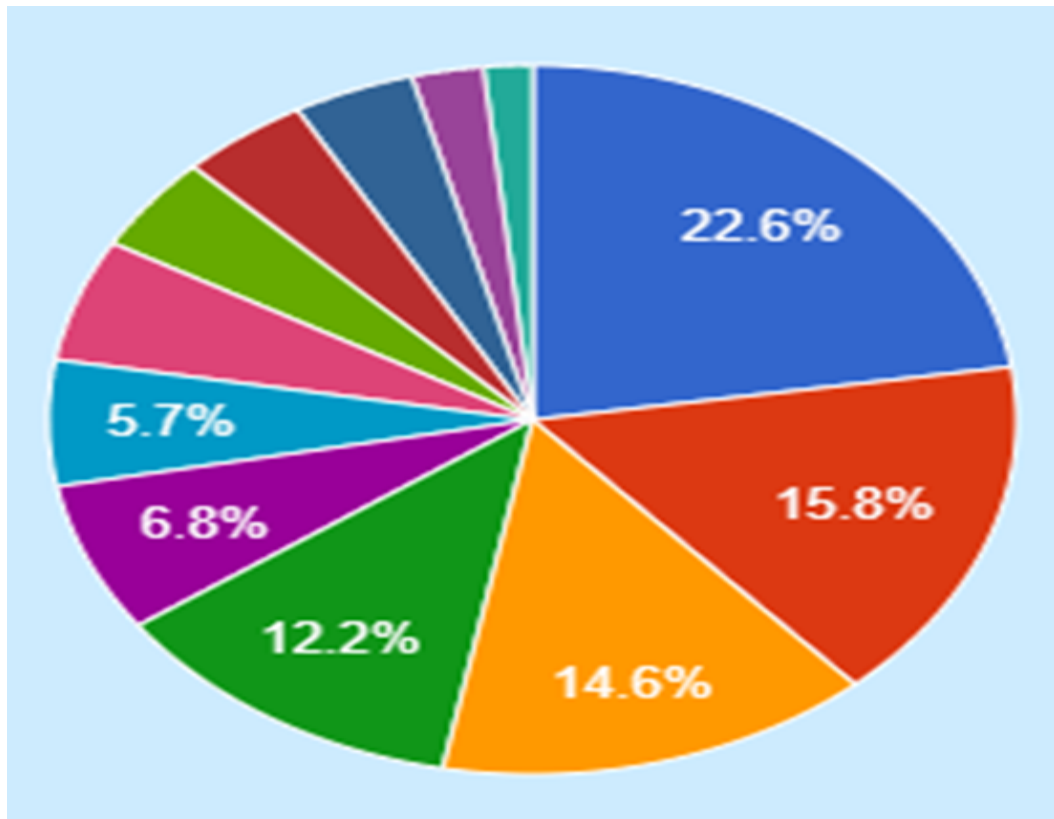
Vietnam is known for its position as one of the three main export sectors, winning footwear Vietnam is one of the top import-export sectors of great interest in the promotion strategy. Thereby, we can see that boosting the export of Vietnamese footwear is consistent with our country's conditions according to the general development trend of the region and the world.

1.2 *The potential of footwear's exportation to Finland.*

In the system of export markets of Vietnamese footwear, the European market in general and Finland in particular, has been and will become a promising market. Europe plays the role of a big market with 15 member countries (including Finland) having high and relatively stable growth. Vietnam's footwear exports have been present in almost all countries in the European Union since the Vietnamese government announced the open door policy until now. Deciding to boost footwear exports and planning to go to Finland, Vietnam is highly likely to have certain growth in terms of foreign trade, market expansion, but also improve the ability to wage war. Export market diversification strategy. Thereby, we can see that the plan to export footwear from Vietnam to Finland in particular and Europe, in general, is one of the urgent issues.

According to the statistics of the General Department of Vietnam Customs, in the first 7 months of 2020, the two-way turnover between Vietnam and Finland reached 211.15 million, of which Vietnam's exports to Finland reached 91.37 million USD, up 29.2%, Vietnam's import turnover from Finland reached 119.78 million USD, up 1% over the same period in 2019.

(22.6% Exportation Textile from Vietnam to Finland in 2019).



Picture 2. Exportation Textile from Vietnam to Finland in 2019 (22.6%)

Exports of goods to the Finnish market in the first 8 months of 2020 reached \$ 99.89 million

According to preliminary statistics of the General Department of Vietnam Customs, the export turnover of goods to the Finnish market in the first eight months of 2020 reached 99.89 million USD, up 24.82% over the same period last year...

Vietnam exports the following items: iron and steel products; phones and accessories; Footwear; textiles; groups of computers, electronic products and components; textile, leather and footwear materials and accessories; the coffee; rubber ... of which the highest export value is iron and steel products, worth \$ 38.81 million, more than 2 times higher than the same period last year, accounting for 38.86% of the export proportion...

Shoe group ranked second, earning 10.50 million USD, down 25.80%, accounting for 10.52% of export proportion; followed by textiles and garments, export value reached 7.57 million USD, down 28.18%; computers, electronic products, and components ranked third with 5.46 million USD, up 119.74%.

Several items with declining exports: raw materials for textile, garment, leather, and shoes decreased by 32.55%; wood and wood products down 27.61%; exports of machinery, equipment, tools, and spare parts decreased by 29.13%.

Goods import quotas into Finland are generally applied as the whole EU regulations. The possibility of a quota depends on whether the importer is an already existing supplier or a net importer.

Finland applies the EU's anti-dumping legislation together with the Union's import protection mechanisms. Finland's import restrictions are similar to that of other EU countries.

Import permits are required for textile products, certain types of porcelain, food, iron, and steel products. Import permits are issued by the National Customs Commission based on a review of the importer's application.

Other import restrictions include sanitary border epidemiological controls on meat and meat products, dairy and dairy products, fish and fish products. Border quarantine controls apply to live plants.

Some products are subject to mandatory standards controls and specifications, including consumer products, food, cosmetics, and paint products.

2. The relationship between Vietnam & Finland.

Vietnam and Finland have built a very good relationship. The relationship between the two countries extends from development cooperation to strengthening bilateral friendship and equity. This relationship is demonstrated through trade, investment, and business activities. Finland's interest in Vietnam's key economic sectors such as digitalization, smart city development, energy, clean and innovation technology, water, and waste management. All of these activities are aimed at supporting the goals of sustainable development as set out by the United Nations.

Vietnam and Finland also signed two important Memoranda of Understanding. In which, a Memorandum of Understanding focuses on continuing to enhance the current partnership in innovation activities between the Finnish Ministry of Economy and Development and the Vietnamese Ministry of Science and Technology. The second MOU emphasizes private trade between the Finnish Chamber of Commerce and the Vietnam Chamber of Commerce and Industry. Finland will continue to create favorable conditions for business enhancement as well as for mutually beneficial cooperation between Finland and Vietnam.

The cooperation between Vietnam and Finland is spreading in many fields. Trade exchange between Vietnam - Finland grew quite positively with two-way turnover in 2017 reaching \$ 458 million, of which exports from Vietnam to Finland reached \$ 165 million, imports from Finland to Vietnam reached 293 million USD. In terms of investment, as of mid-2017, Finland has 17 valid projects investing in Vietnam with a total registered investment capital of 21 million USD, ranking 68 out of 116 countries and territories investing in direct investment continued in Vietnam. In general, however, the economic cooperation between Vietnam and Finland is still quite modest, not commensurate with the potentials and desires of the two countries.

Penetration into the European market in general and the Finnish market, in general, is one of the top priority targets for the footwear export industry. Therefore, the need to strengthen exports of Vietnamese footwear to Finland must be further emphasized.

Firstly, Finland plays a role as one of the major markets in the Nordic region and can be seen as a major import market for Vietnamese footwear. Having a relatively high level of footwear consumption (especially in winter) is a potential market for any country in the world.

It can be seen that Finland is also a very difficult market with relatively high barriers and competition, the tastes of consumers in this country are also quite high, the demand for footwear will mostly focus on shoe winter slippers. Therefore, technical barriers can only be overcome to meet the needs and tastes of consumers in the Finnish market, but can also expand throughout the Nordic region.

Above all, footwear exports have contributed a significant source of revenue to the national budget. Besides, because the footwear industry uses a lot of unskilled labor, increasing exports to Finland will contribute to promoting the use of more labor, creating more jobs for people.

However, Vietnam's footwear industry is inherently competitive with other competitors in this market, as we are enjoying the preferential tax rates that the European Union imposes on Vietnam. But when China reached an agreement with the European market, the Vietnamese footwear industry was largely influenced by price competition.

What did Vietnam export to Finland in 2018?

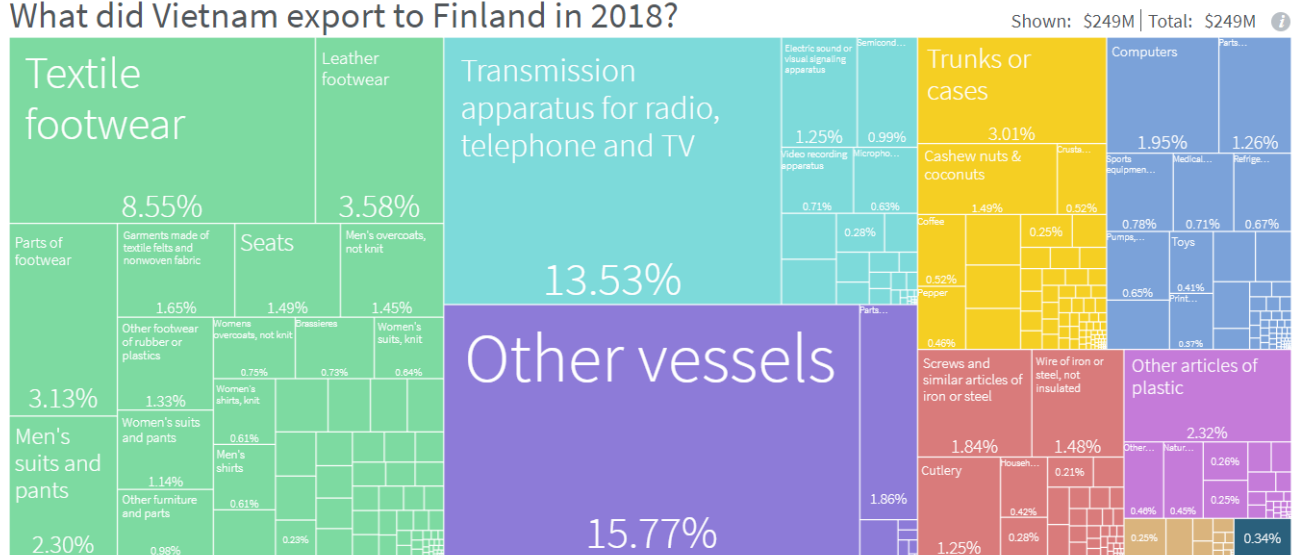


Table 1. All product of Vietnam export to Finland in 2018

Name	Gross Export	Share	Code	Sector
Other vessels	39,204,660	15.77	8906	Vehicles
Transmission apparatus for r	33,634,972	13.53	8525	Electronics
Textile footwear	21,256,315	8.55	6404	Textiles
Leather footwear	8,895,301	3.58	6403	Textiles
Parts of footwear	7,774,904	3.13	6406	Textiles
Trunks or cases	7,491,803	3.01	4202	Agriculture
Other articles of plastic	5,769,248	2.32	3926	Chemicals
Men's suits and pants	5,709,503	2.30	6203	Textiles
Computers	4,856,456	1.95	8471	Machinery
Parts of motor vehicles	4,632,642	1.86	8708	Vehicles
Screws and similar articles of	4,577,843	1.84	7318	Metals
Garments made of textile fel	4,100,962	1.65	6210	Textiles
Cashew nuts & coconuts	3,695,527	1.49	801	Agriculture
Seats	3,690,897	1.49	9401	Textiles
Wire of iron or steel, not insu	3,688,749	1.48	7312	Metals
Men's overcoats, not knit	3,606,801	1.45	6201	Textiles
Other footwear of rubber or	3,315,463	1.33	6402	Textiles
Parts and accessories for off	3,134,988	1.26	8473	Machinery
Electric sound or visual signa	3,111,041	1.25	8531	Electronics
Cutlery	3,105,193	1.25	8215	Metals

Table 2... Vietnam's main products exported to Finland.

3. The advantages and disadvantages of footwear export from Vietnam to Finland.

3.1 *The advantages of footwear's Vietnam exportation.*

Advantages:	<ol style="list-style-type: none"> 1. Firstly, concerning the European regulations on footwear exports in general and Finland in particular, Vietnamese footwear has more advantages than the two directly competing countries in the market. China and Indonesia. Vietnam footwear still receives GSP 11.9%, Indonesia has to suffer up to 17%. 2. Second, enterprises in Vietnam have a competitive advantage of having an abundant labor force, abundant manpower, and low labor cost. In addition, workers in Vietnam are considered to be able to withstand high pressure at work. 3. Third, the State's export promotion policy, coupled with an open economy and import boxes, acts as one of the perfect conditions for exporters. 4. Fourth, Vietnam is a stable environment for business, with good conditions for foreign investors to feel secure about products. 5. Fifthly, as one of the three main export sectors, footwear enterprises cooperate with the government's support with preferential policies. 6. Sixthly, at the same time, to accelerate the process of industrialization and modernization of the country.
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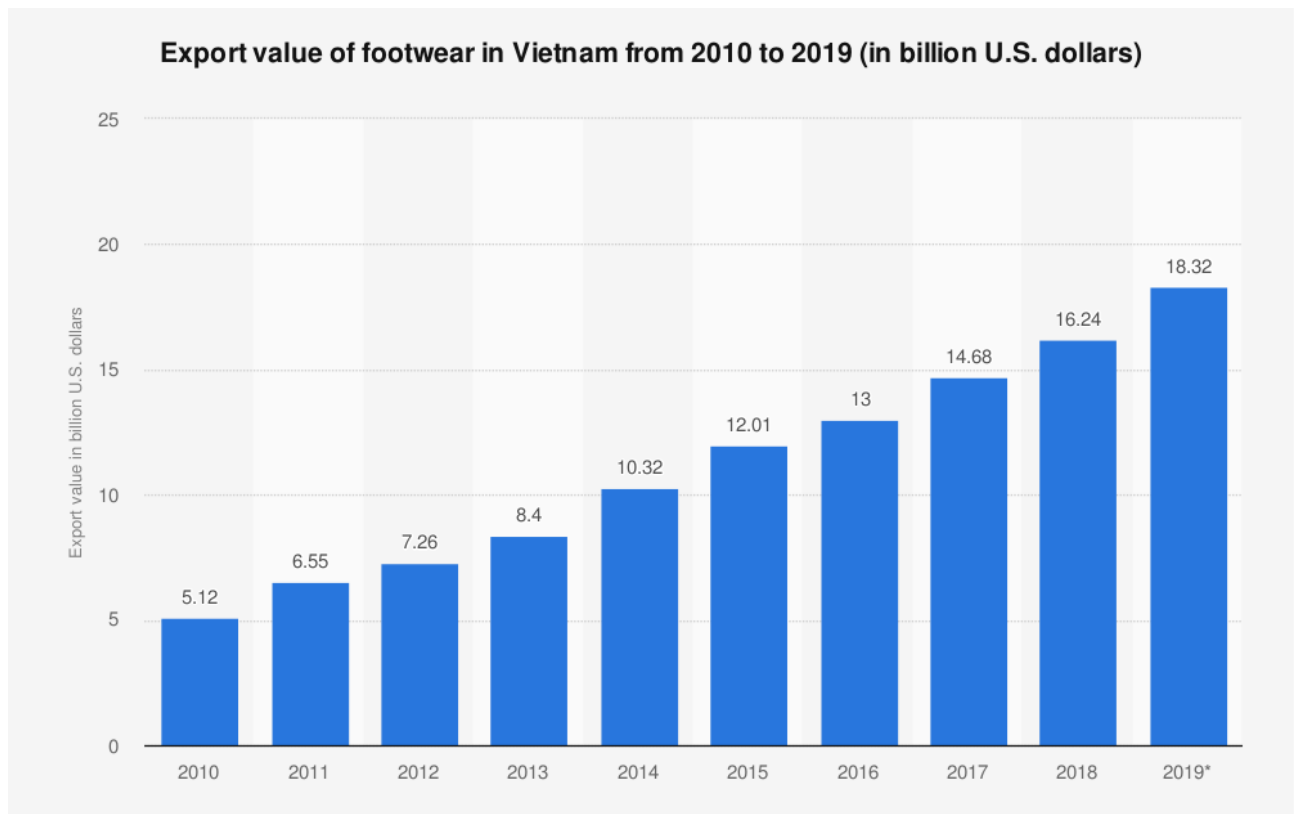
3.2 *The disadvantages of footwear's Vietnam exportation.*

Disadvantages:	<ol style="list-style-type: none">1. First, because China has just achieved WTO membership, it means that the footwear industry in China will no longer be subject to high taxes.2. Second, the design and design capabilities of the Vietnamese market compared with Indonesia and China are still inferior.3. Third, most businesses in Vietnam often have trouble with mobilizing capital.4. Fourth, the language difference also plays an equally important part, requiring managers of enterprises in Vietnam to have good language skills.5. Fifth, the banking transaction system in Vietnam is not strong enough, especially the solvency and ability of loan capital are slow and low, not reputable enough to become a transaction intermediary, obstructing return payment in import and export transactions.6. Sixth, the information technology system and the information analysis centers on Vietnam's market volatility are very weak and not nearly as good. Import-export businesses will always be in a passive position in the face of market fluctuations, which is dangerous.7. Seventhly, Vietnam's customs procedures are considered too complicated, complicated, and weak. Footwear exporters always have to wait too long. Besides, also incur storage and maintenance costs, many other risks.8. Finally, means of transport for Vietnam's import-export activities are still limited, low in terms of technical and transport capacity. Usually, there will be more foreign transport required and high cost.
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4. Achievements of Vietnam's import and export of footwear to Finland:

Activities of searching markets and export partners of Vietnamese footwear manufacturing enterprises for the past time have been and have made a lot of progress compared to the original. Footwear manufacturers have actively participated in international consumer goods fairs and exhibitions held annually in Europe in general and Finland in particular, with the same purpose to reach consumers. Using, recommend products, and find business partners. Businesses are also very active in European market survey teams organized by the state or the host city where they are headquartered, especially in the two key cities, Hanoi and Ho Chi Minh City. , through the Vietnamese trade counselors in the European Union countries to search for export markets, find partners, and so on.

The structure of Vietnam's footwear exports to foreign countries is already very diverse. The footwear export floor enterprises have also invested in technology equipment to produce all kinds of memory shoes such as ; sport shoes, half-export shoes, leather shoes, and other products. However, the share of these products in footwear exports is lower than in canvas shoes. This means that businesses have gradually diversified their products to meet the needs of European markets, fully exploiting domestic raw materials. The main reason is that the footwear manufacturing enterprises have seen the European market's demand for products: sports shoes, women's shoes, leather shoes, and so on, increasing not only the import prices higher than canvas shoes. Moreover, the exported sports shoes and women's shoe products have longer shift times, enabling businesses to produce continuously.



Picture 2. The export footwear's turnover from Vietnam to EU.

Besides, most of the main forms of export that Vietnamese footwear manufacturing enterprises are applying is outsourcing for export. Although this form has certain limitations, it is suitable for the early stages of the formation and development of the footwear industry that many developing countries have successfully applied. Because most of the footwear manufacturing enterprises for export are currently in a state of limited capital, in terms of fashion design and management to penetrate directly into the import market. The form of export processing will help businesses improve their skills, learn from management experience, and step by step approach foreign markets.

5. Orientations and views on exporting Vietnamese footwear to the Finnish market:

In the year-to-year development strategy, the footwear industry has identified the "export-oriented" target to attract foreign currencies, self-balance the conditions for production and development. With that goal in mind, the footwear industry has taken its views on enhancing its export capabilities to Finland in the coming years.

- Export-oriented viewpoint and shifting from processing to purchasing raw materials, finished cakes to ensure efficiency improvement, rapid accumulation, quality improvement, and diversification of export products.
- Prioritize the development of establishments producing chemical feedstuff raw materials to serve the industry to save foreign currency, limit dependence and create an initiative in production and business.
- To attach importance to the domestic market, to maximize the capacity to exploit the growing demand of domestic and foreign consumption.
- Focusing on designing and implementing new, beautiful designs to meet the increasing requirements of domestic and international markets.
- Fostering and improving qualifications for a contingent of technical staff, skilled workers to ensure the rapid absorption of technology transfer, striving to master in production and not depend on foreign partners.
- Focus on investment in the yard to synchronize the production line, add retail equipment, replace outdated equipment, renew technology to increase output, increase productivity, improved product quality. , reduce production costs and limit environmental pollution.

6. The comparison between Vietnam and Chile (footwear's exportation)

Political-diplomatic relations between Vietnam and Chile are increasingly close and trusted, reflected through the visits and contacts between senior leaders and leaders of ministries, sectors, and localities. Over the past years, senior leaders and leaders of ministries, branches, and localities of the two countries have regularly visited each other to discuss and plan cooperation directions.

Through the visits, Chilean senior leaders all expressed their respect and desire to develop multifaceted relations with Vietnam, affirming that Vietnam is an important part of the South-east Asia policy of Chile, ready to act as a gateway for Vietnamese goods to enter the regional market.

Vietnam also attaches great importance to its cooperation with Chile and is willing to cooperate with Chile in fields where both sides have strengths. Vietnamese leaders have repeatedly declared their readiness to act as a bridge for Chile to develop cooperation with South-east Asian countries.

Regarding cooperation mechanisms, Vietnam and Chile maintain regular and effective Political Consultation mechanisms between the two Ministries of Foreign Affairs (most recently the 5th Political Consultation session between the Ministry of Foreign Affairs of Vietnam and Chilean Ministry of Foreign Affairs in Hanoi in October 2016) and the Free Trade Council mechanism between the two countries.

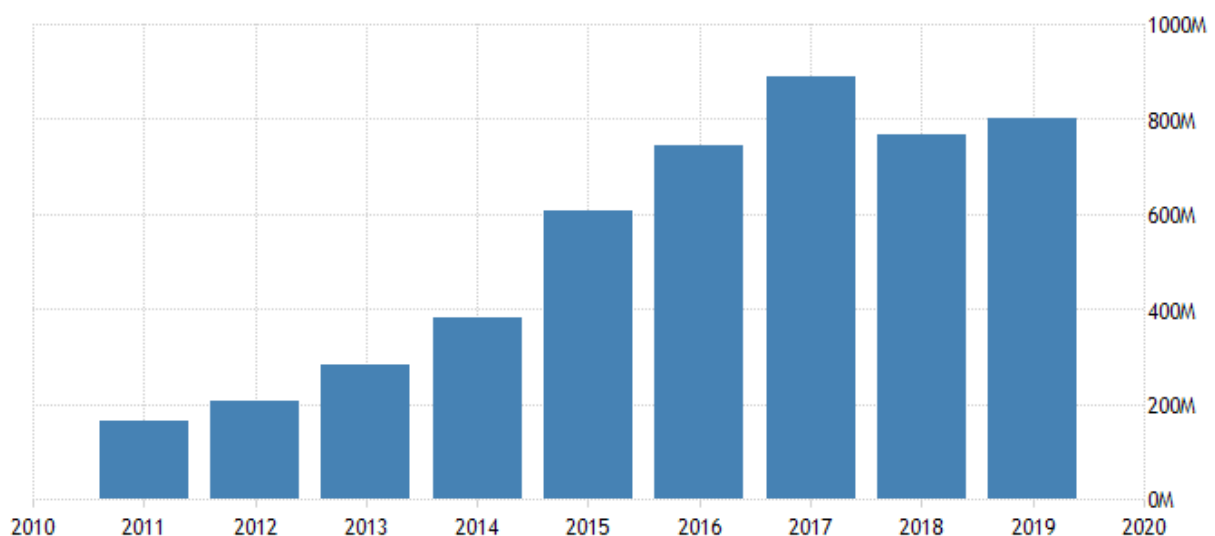
Chile–Vietnam relations refer to the current and historical relations between Chile and Vietnam. Chile has an embassy in Hanoi and a consulate in Hồ Chí Minh City; whilst Vietnam has an embassy in Santiago. The two countries are both members of the Asia-Pacific Economic Cooperation and are the main parties signing the Trans-Pacific Partnership.

Economic - trade relations between Vietnam and Chile are on the way to developing and achieving positive results, especially since Vietnam - Chile Free Trade Agreement came into effect in 2014. 2017, 4 The year after the Vietnam-Chile Free Trade Agreement came into effect, the total two-way turnover reached \$ 1.28 billion, 2.5 times higher than the turnover in 2013, the time before the implementation of the Trade Agreement. freedom of Vietnam - Chile and 24.3% increase compared to 2016, of which export turnover to Chile reached

999.3 million USD, up 24.1% over the same period, import reached 282.7 million USD 22.01% increase over the same period. This is the first year Chilean exports to Vietnam recorded growth after a period of decline from 2014 to 2016. Vietnam is currently Chile's 22nd trading partner. In the opposite direction, Chile is the third-largest export market of Vietnam to Latin America after Mexico and Brazil and is the only country in the Americas to have a free trade agreement with Vietnam.

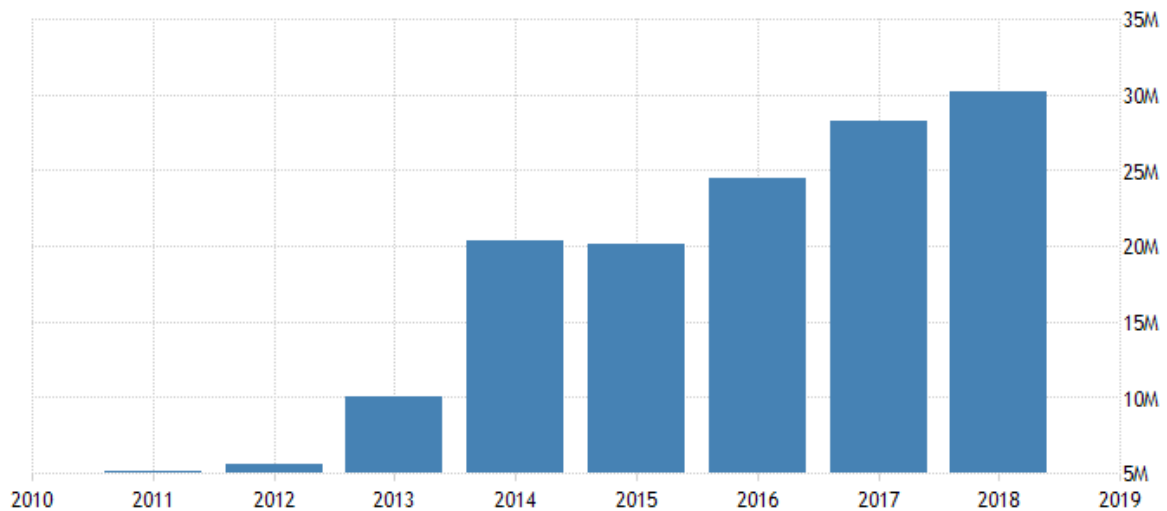
By the end of May 2018, the import-export turnover of Vietnam and Chile reached over 501 million USD. In which, Vietnam's export to Chile reached 367.57 million USD; Vietnam's import from Chile was over USD 133.87 million.

In 2017, the proportion of Vietnamese enterprises taking advantage of the preferences of Vietnam - Chile Free Trade Agreement reached 68% of the total export turnover of Vietnam to the Chilean market. In order to promote the effective utilization of the Vietnam - Chile Free Trade Agreement, the two sides agreed to continue to strengthen the communication and dissemination of the Agreement among the business communities of the two sides and promote trade promotion activities trade. The two sides exchanged the draft MOU of cooperation between the Trade Promotion Agency of the Ministry of Industry and Trade of Vietnam and the Chilean Trade Promotion Agency (ProChile) and agreed to sign the contract as soon as possible.



Picture 3. Chile imports from Vietnam (2010-2020)

Chile's imports from Vietnam were US\$800.84 Million during 2019, according to the United Nations COMTRADE database on international trade.



Picture 4. Finland imports from Vietnam (2010-2018)

However, the cooperation between Vietnam and Finland is spreading in many fields. Politically, the two countries regularly exchange high-level delegations and leaders of ministries/sectors, often support each other at international organizations, especially the United Nations, ASEM, and ASEAN-EU cooperation on the planet god of cooperation, goodwill, and mutual benefit. Trade exchange between Vietnam - Finland grew quite positively with two-way turnover in 2017 reaching \$ 458 million, of which exports from Vietnam to Finland reached \$ 165 million, imports from Finland to Vietnam reached 293 million USD. Regarding investment, as of mid-2017, Finland had 17 valid projects investing in Vietnam with a total registered investment capital of 21 million USD, ranking 68 out of 116 investment countries and territories directly in Vietnam. In general, however, the economic cooperation between Vietnam and Finland is still quite modest, not commensurate with the potentials and desires of the two countries.

Economic - trade - investment cooperation is currently Finland's top priority in relations with Vietnam. During the visit to Vietnam of the President of Finland in February 2008, the two sides signed an Agreement on Investment Promotion and Protection, which is an important legal basis to facilitate trade relations. , bilateral investment in the coming time.

Finland has set up a Consulate General in the city. Ho Chi Minh City (May 2008), opened Finpro Trade Promotion Agency Office in Ho Chi Minh City. Ho Chi Minh City (early 2009) and consular consul in Da Nang (February 2010) to meet the needs of Finnish companies who are increasingly interested in the Vietnamese market. According to a recent survey by the Finnish Business Association, Vietnam is the second-largest Asian market (after China and above India) that is of interest to Finnish businesses.

7. The exportation of Vietnam with all nations in general:

7.1 The exportation of textile footwear in Vietnam:

The Vietnamese leather and footwear industry has developed very rapidly and is considered one of the main industries that boost Vietnam's economic growth. Leather and footwear are one of the three industries that bring the largest export turnover today after crude oil and textiles, accounting for over 10% of total export turnover. With about 240 businesses in operation, the leather and footwear industry is a key export industry, attracting about 500,000 employees.

Before the opening of the economy in the 1990s, the leather shoe industry of Vietnam mainly sewed the toe of the shoe to export to the Soviet Union, but the quality was not high and the types were few. At that time, the leather and footwear industry of Vietnam faced a severe crisis due to the lack of importers. Thanks to the reform policy of the Vietnamese government, many joint ventures with foreign partners were established and the footwear industry began to find a foothold in the international market.

Currently, Vietnam's leather shoe industry ranks fourth among the eight largest exporting countries in the world, just behind China, Hong Kong, and Italy, but 90% of Vietnam's leather shoes are processed goods. Export turnover of the leather and footwear industry is still steadily growing every year. However, according to experts, the industry is currently facing the conundrum of branding, development strategy and is losing its advantage.

7.2 The role of export activities and export market expansion of textile products.

Firstly, exporting and expanding the export market of textile and garment products will create a source of income, accumulating a large source of foreign currency for the State for the import of modern production equipment, raw materials ... to generate production development to serve the industrialization and modernization of the country. At the same time, it also helps each enterprise have a basis to modernize their own production. When exporting

textile products, our country will have a large source of foreign currency income for the national economy, meeting the importation of the goods we need to ensure a balanced and stable development of the economy; help us maximize the potential of the country.

Second, export and export market expansion in general and textile products, in particular, is seen as a factor to promote economic growth and growth as it allows to expand production scale, restructuring the domestic economy, causing a chain reaction, leading to a series of other related industries to develop. As the textile and garment industry boosts exports and expands export markets, it will be forced to expand production scale and need more raw materials to serve the textile and garment industry, which will lead to the development of cotton-growing industry and related to cotton cultivation such as fertilizer, transportation, etc.

Third, the textile and garment industry boosts export activities and expands export markets will help the State and enterprises themselves to use the most effective available resources and inherent advantages of the country. The business as well as business, at the same time, to approach the development of science and technology in all fields to improve quality, increase output, and towards sustainable development for the country and enterprises.

Fourthly, carrying out export activities and expanding the export market of textile and garment products to contribute to helping the State solve the problem of employment, improve people's living standards, and bring the country out of poverty. and backward. The strong textile industry's export activities and the export market expansion mean expanding production scale and improving product quality, then the textile industry will attract more workers and help them. Having a high and stable income, the workers' skills are enhanced because they will be trained in a methodical and specific plan, and have the opportunity to access the technology and modern textile production.

Fifth, in order to promote export and expand export markets effectively, textile enterprises must constantly invest in equipment, machinery, and production technology to improve product quality. While increasing productivity can create highly competitive products in international markets. Thus, export and export market expansion also play a role in stimulating production technology innovation for the economy in general and for the textile and garment industry in particular.

Sixthly, thanks to export activities and export market expansion, the economic cooperation between our country and other countries is increasingly developing steadily and friendly. This is because exports are exchanged between countries, an expression of interdependence among countries, and the original form of external activities. Not only that, but it also creates conditions for businesses to increase their access to the outside world, from which there is an extremely rich and sensitive information source with the market mechanism; established many relationships and found many partners in import and export cooperation.

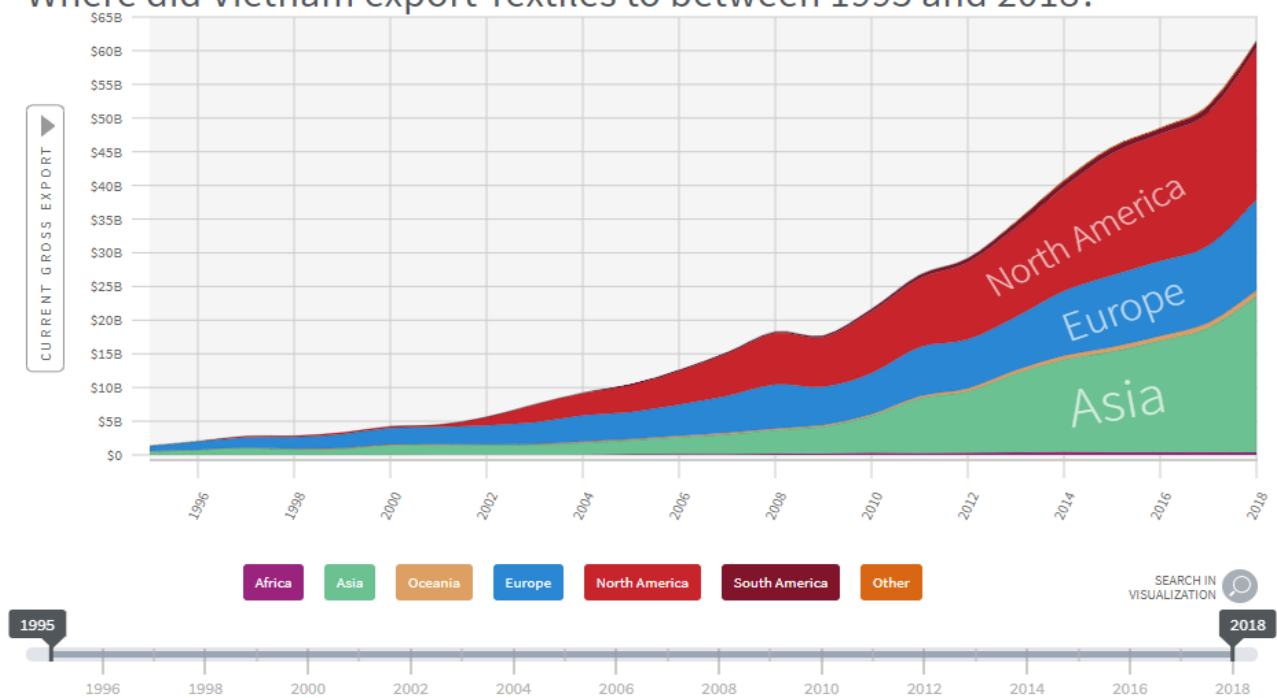
7.3 The textile footwear's exportation on Northern Europe:

The world in the 2010-2020 period has witnessed fundamental changes compared to the previous decades. That is the birth of the industrial revolution 4.0 - the revolution that is every day, every hour that radically changes the way of production, distribution, and consumption.

In addition, the impact of the world economic crisis (2008, 2012), the escalation of the US-China trade war (2018 - 2019), the rise of protectionism, the shift of The global value chain and production network in recent years have had significant impacts on the development of developing countries, including Vietnam.

This is both a challenge but also a great opportunity for Vietnam's exports, including footwear and the development of the export market in the direction of participating more deeply in the upstream stages of the chain of global value.

Where did Vietnam export Textiles to between 1995 and 2018?



Picture 5. The chart of Vietnam's textile footwear exportation 1996-2018

In the field of trade, the EU is currently one of the largest export markets for Vietnam, second only to the United States. The main products exported from Vietnam to the EU market include textiles and garments, footwear, agricultural - forestry - fishery products.

With the EU market, Vietnam is currently enjoying GSP status for footwear with a tax rate 3.5% lower than the base tax rate (12.5%). The Vietnam-EU FTA (EVFTA) signed and comes into effect in 2019 will create opportunities for export growth to EU countries. However, if leather products and bags-purses, protective shoes, and sneakers will be 0% as soon as the agreement comes into force; leather footwear products will drop from a baseline (12.5%) to 0% on a 3 to 7-year roadmap after the entry into force of the agreement.

The FTA between Vietnam and the Eurasian Economic Union (VN-EAEU FTA) in effect reduced from the base tax rate and maintained 20% for briefcase bags and 10% for leather shoes and canvas shoes...

Thus, Vietnam's footwear exports will continue to increase due to the economic recovery of the Eurozone. It is forecasted that footwear export turnover from Vietnam to Europe will

reach about 5.8 billion USD in 2020, about 8.4 billion USD in 2025, and about 11-12 billion USD in 2030.

8. Business Model Lean Canvas:

Problem: - The exportation of this product into the develop nations. - Response for the demand and supply of customers - Quality & Quantitative	Solution: - Increasing the customer's need. - Market expansion. - Supplies chain	Unique value proposition: - Feedback of clients. - Focusing on quality rate.	Unfair advantage: - Gross Export :\$9.19B - HR -	Customer segments: - Advertisers and Marketing People. - People on over the world. - Agencies & Business.
	Key Metrics: - Revenue - Investment - Capital		Channels: - PR - Individual sales - Sold on a consignment basis	
Cost Structure: - Salaries - Transportation - Marketing - Production			Revenue Streams: - Registered capital reached nearly 1.85 billion USD. - The average growth rate is about 15% / year. - Less than 20 enterprises with 100% capital of Vietnam can afford to make FOB type.	

Picture 6. The model lean canvas

The general situation of the textile footwear market in Finland.

8.1 Retailers:

According to a study carried out by the Finnish Trade Association, there are a quarter of consumers are buying diaper shoes in supermarkets. Therefore, in the general situation, we can see that the number of traditional footwear stores is decreasing, instead of a significant increase of online shoe shops.

There are some potential popular retailers at this moment:



Picture 7. Footwear's Retailers in Finland.

Tokkmani: a Finnish discount store chain, in terms of net sales in 2015 it was the largest retail chain in Finland and Nordic countries. Which is the only nationwide discount chain store in Finland and has around 200 stores nationwide by the end of 2018.

Sokos: is the largest traditional department store (S Group) in Finland, with 22 department stores operating in Finland and an online store.

Stockmann: is one of the major department stores in Finland known for its high-quality products, there are 6 local stores and an online store in Finland namely Stockmann.

Prisma: is the S Group supermarket chain (a large Finnish retail group), with 64 stores and one online store.

K City Market: is the supermarket chain of K Group (a large retail group of Finland). In Finland, there are currently 80 stores in 58 different cities.

Kookenkä: K Group's footwear chain has 35 stores in 27 different cities in Finland and one online store.

Online Stores:

With the 4.0 era, everything is gradually becoming modernized, we can buy at home with the "mouse clicks", which leads to the presence of direct store appear more and more popular throughout the years. Recently, and the number of young people using them in Finland is also increasing compared to other countries around the world.

This can also be seen as a potential way in the indirect export of the footwear industry from Vietnam to Finland, providing an opportunity for companies with an intention to export, with online stores. They are not restricted by national borders and the local market within the EU provides them with a unified regulatory environment for all brands and manufacturers.

In addition, with bilateral media, Finland has been and will be providing marketing channels for the products.

In parallel, we can see a lot of online stores for footwear in Finland such as Zalando, Brando, Ellos, Spartoo, and so on.

8.2 Finnish's footwear segmentation:

As a country located in the Nordic region, we need to study the market segment of footwear here in terms of price, volume, quality, style, and the number of consumers.

With low-cost products for the mass market, it is sold at popular retailers in the Finnish market such as Tokkmani, H&M. Usually these products are made in low-cost countries (including Vietnam).

Products that use ingredients with higher quality than the lowest segment in Finland are ranked in the mid-low priced range.

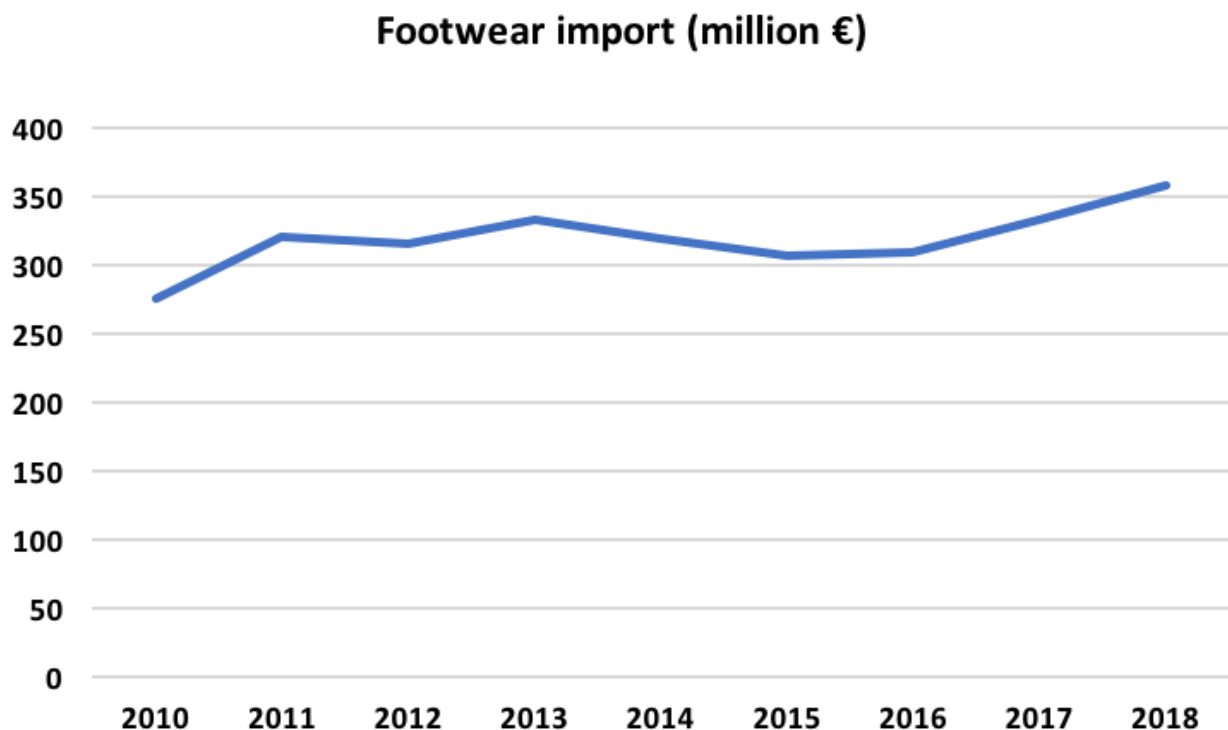
Finally, product lines that are priced higher than the average price segment and designed by individuals are listed in the premium segment on the Finnish market.

The young mass market segment is the most imported segment in Finland up to now, as its main purpose is towards the mass market and is dominated by goods imported from outside. EU. Next, after determining the appropriate price segment for the item, we will identify the group of consumers of the product (Potential Customers).

8.3 The general market in Finland.

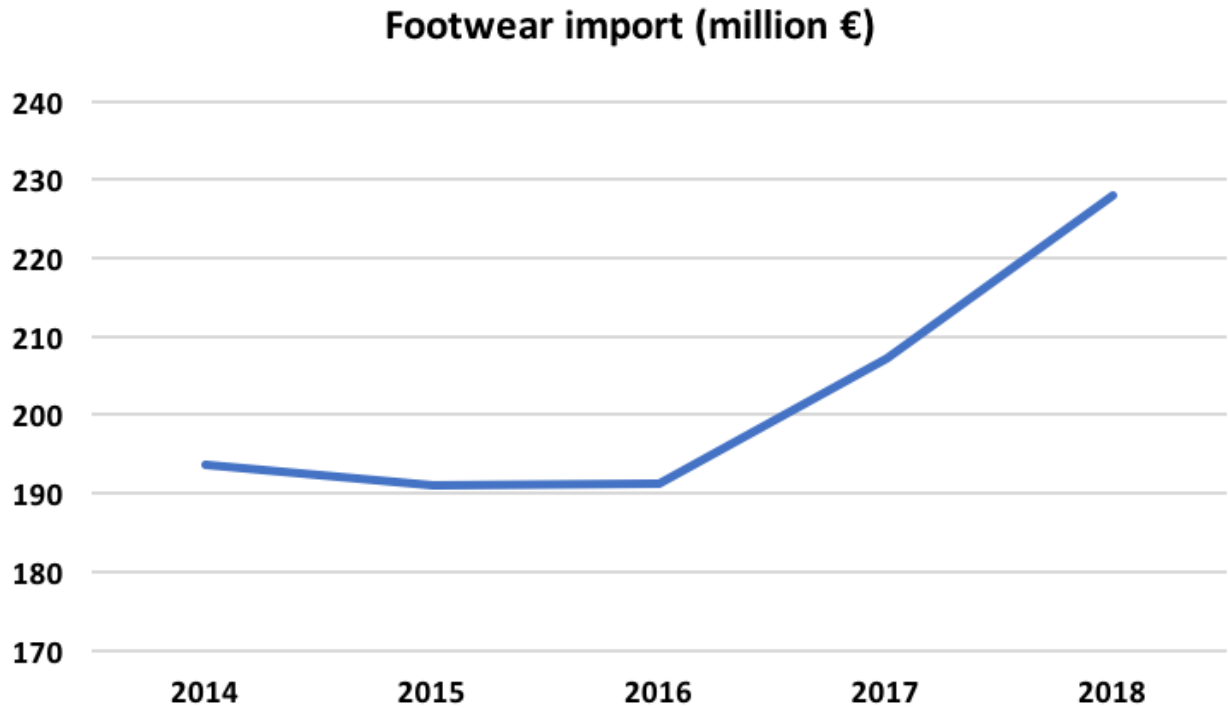
In general, in Finland in recent years, traditional footwear brands are still active and consumed at a regular rate. The production and import-export activities are also moderate. However, in response to the economic development, the current footwear industry has tended to increase in quality, they began to promote imports from countries with low prices. This is seen as a unique opportunity for manufacturers of all segments, especially a great opportunity for the low-end segment.

In 2018, the segment with the largest revenue was textiles and other footwear (€ 308 million).



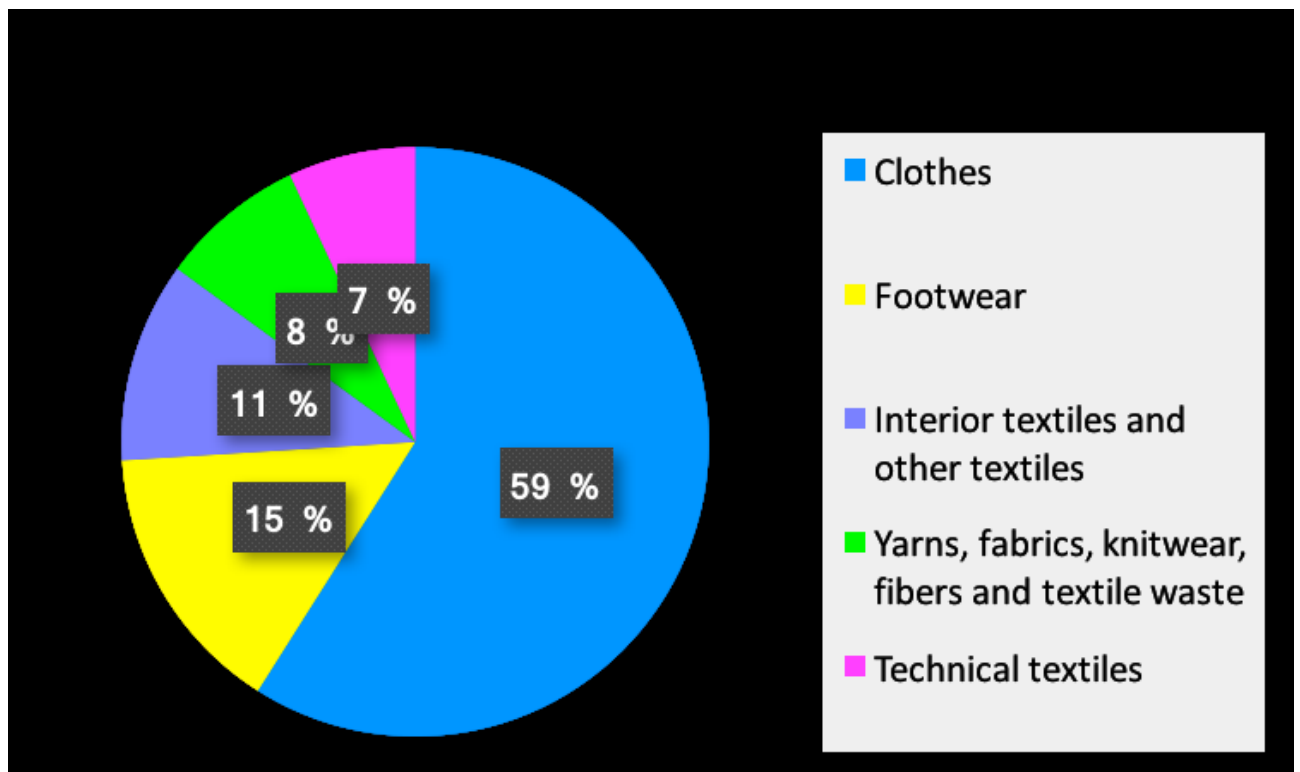
Picture 8. Footwear import to Finland 2010–2018

Footwear imports into Finland increased in the period 2010–2018, the value of clothing and footwear imports has doubled, which also offers opportunities for manufacturers outside the EU.



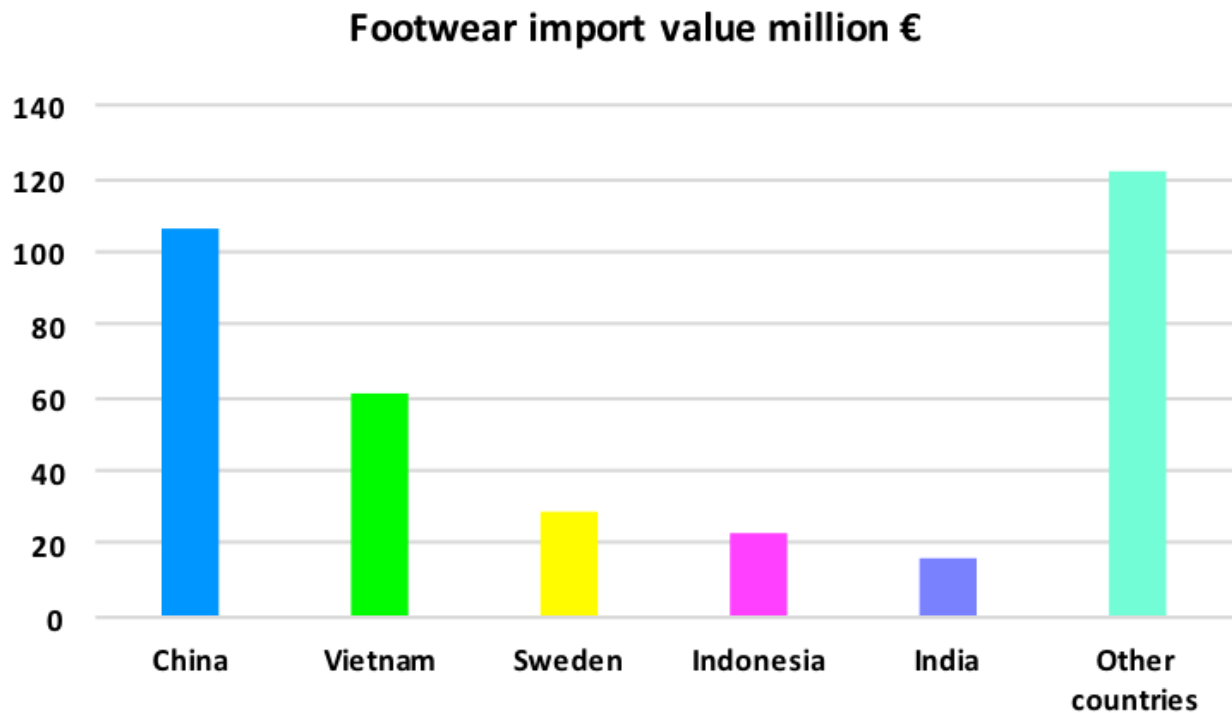
Picture 9. Footwear import to Finland 2014–2018 from outside the EU countries

In 2016–2018, footwear imports from outside the EU increased rapidly from 190 million euros in 2016 to nearly 230 million euros in 2018.



Picture 10. Share of footwear of all textile and fashion import to Finland in 2018

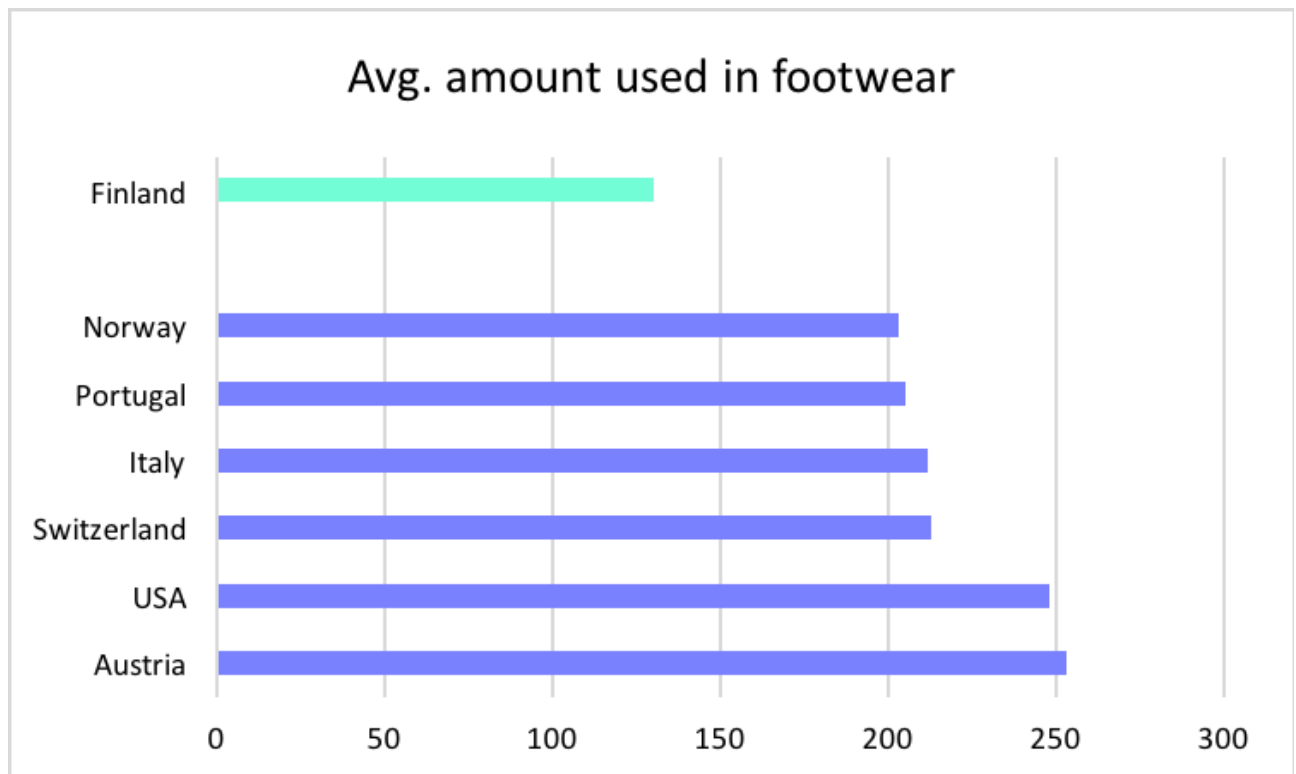
The total import turnover of textiles and fashion in 2018, footwear accounted for a good proportion, accounting for 15% of the import value. The total import value of this group is 2.4 billion euros and the value of footwear imports is 357 million euros.



Picture 11. Biggest importers of footwear to Finland in 2018

According to the above statistics, we can see that Vietnam was one of the largest footwear importers to Finland during 2018, alongside potential competitors such as China, Sweden, India, and Indonesia. Asian countries have increased their share of clothing and footwear imports to Finland over the past decades and have taken the lead in footwear imports. However, it should be noted that Asian countries have increased their share of clothing and footwear imports to Finland over the past decades and have been leading in terms of footwear imports.

8.4 Consumer preferences and products.



Picture 12. Average amount used in footwear in 2018

The Finns do not spend huge amounts of money on their footwear, leading to the fact that the Finnish footwear industry has not flourished over time. According to statistics, they use an average of € 130 per year for footwear. However, consumers like to see a good quality and low prices in the same package, creating new opportunities for manufacturers to be able to compete on low prices and high quality.

In response to the extreme climatic conditions in Finland, especially in winter, footwear manufacturers in Finland all focus on good quality and practicality, and durability. . As can be seen, the main purpose of the consumer is to aim at the durability of the footwear and its fashion design. Even with the desire to use modern footwear and trendy materials, changes in cold or wet weather often do not allow this. When designing and manufacturing products for the Finnish market, it is extremely important to take into account the requirements for four seasons (summer - dry and warm; autumn - wet and often cold; winter - wet, snowy, cold; spring - wet, usually cold). What the Finns usually want in their footwear: the material is waterproof and warm, but light and durable. Using wool and warm liners are the traditional ways to keep the frost out.

In modern apparel and footwear production, production chains can often be long and not necessarily transparent to the consumer. However, most of the footwear that the Finns buy

is imported. There are several ways to get your product to stores in Finland - usually the shorter the chain from production to the store, the cheaper the price. However, you may need the help of dealers or traders:

- Find an agent, trader, or broker.
- Find a wholesaler or importer.
- Contact the buyers directly.
- Sell directly to consumers.

When planning to export footwear to Finland, it is important to make sure your products are safe, durable, and in compliance with the law. Standardization is a tool for companies to assure customers of the quality of their products and to build trust. Ask your buyers about their requirements at an early stage to ensure smooth cooperation.

9. MARKETING STRATEGY.

Making a strategic plan for the Vietnamese footwear industry to the Finnish market.

The main sources of raw materials of the domestic industry are divided into 5 main groups as follows:

- Industry group of shoe mold, pads, soles, statistical data. Currently autonomous about 50%.
- + Types of soles and heels: Although raw materials still have to be imported such as plastic resins and auxiliaries, most Vietnamese enterprises have been able to adapt their technology to produce crickets and shoe heels. In particular, domestic enterprises have taken the initiative with nearly 100% of rubber.
- + Types of rich cheese: Currently, the country is almost completely active, except for some FDI enterprises that have to import due to the division of labor in the parent group.
- Changing the viewpoint towards export and shifting from processing to buying raw materials, selling finished products to ensure efficiency improvement, rapid accumulation, quality improvement, and diversification of export products.

To give priority to the development of establishments producing auxiliary materials and chemicals to serve the industry in order to save foreign currency, limit dependence and create an initiative in production and business.

To foster and improve the skills of technical staff, skilled workers to ensure the rapid absorption of technology transfer, strive to master in production and not depend on foreign partners. Pay attention to investing in-depth to synchronize production lines, add odd equipment, replace outdated equipment, renewing technology to increase productivity, increase productivity, and improve product quality. , reduce production costs.

In order to survive and grow, businesses need to pay attention to their reputation in the international market. The current period is a period of fierce competition, so reputation is also an advantage. Vietnamese businesses need to avoid exporting substandard products that lead their partners to cancel the contract as was the case before.

In the export sector, enterprises need to take into account the production capacity of the importing country and other importing countries to enter that market. All of these require an effective research department in place.

Improve business operations, especially import and export business operations. Business operations are all the measures and methods to stimulate the market demand, so if reasonable measures are applied in the business operations, they will achieve high efficiency in product consumption. For footwear items, specific measures can be used such as:

- Increase consumption through sample advertising and display.
- Strengthening and expanding relationships with retailers in Finland.
- Focus, pay attention to the system of retailers to consume products.
- Create all favorable conditions for customers through the agent system.

10. SOLUTIONS FOR EXPORTATION'S STRATEGY.

Reorienting the viewpoints on Vietnamese footwear exports to the Finnish market.

- Export-oriented viewpoint and shift from processing to purchasing raw materials, semi-finished products to ensure efficiency improvement, rapid accumulation, quality improvement, and diversification of export products.
- Prioritize the development of establishments that produce auxiliary materials and chemicals to serve the industry by mistake to save foreign currency, limit dependence and create an active position in production and business.

- Attaching importance to the domestic market, maximizing the use of capacity to mistakenly exploit the growing demand of domestic consumption in particular and international in general.
- Focusing on designing and implementing beautiful, new, and quality models to meet the increasing requirements of domestic and foreign markets.
- Fostering and improving qualifications for a contingent of technical staff, skilled workers to ensure the rapid acquisition of technology transfer, to master production, and not depend on foreign partners.
- Focus on in-depth investment to synchronize the production line, supplement retail equipment, replace outdated equipment, innovate technologies to increase output, increase productivity, and improve product quality. , reduce production costs and limit environmental pollution.

10.1 Make the in-depth investment, improve quality and lower the cost of products exported to the Finnish market.

- To master raw materials, be proactive in production and business, step by step shifting from processing for export to direct export, Vietnamese footwear enterprises must pay attention to in-depth investment in innovation of technological equipment. , replacing outdated machinery and equipment to improve production capacity and quality.

10.2 Select the appropriate method to actively penetrate the distribution channels in the Finnish market.

- There are many ways for Vietnamese businesses to penetrate the Finnish market: export through intermediaries, direct export, joint venture, direct investment. Each of the above methods of market entry has its pros and cons.
- Export through intermediaries: is the route that most Vietnamese enterprises applied to penetrate the Finnish market in the early period. At that time, the Finnish market was still very new and new to Vietnamese businesses. Moreover, there was not much experience in

the marketplace, so it was not possible to establish direct customer relations with Finnish retailers. As a result, the businesses exported to Finland through intermediaries that mainly rely on other Asian countries.

10.3 Promote the export promotion to the Finnish market (promote marketing activities)

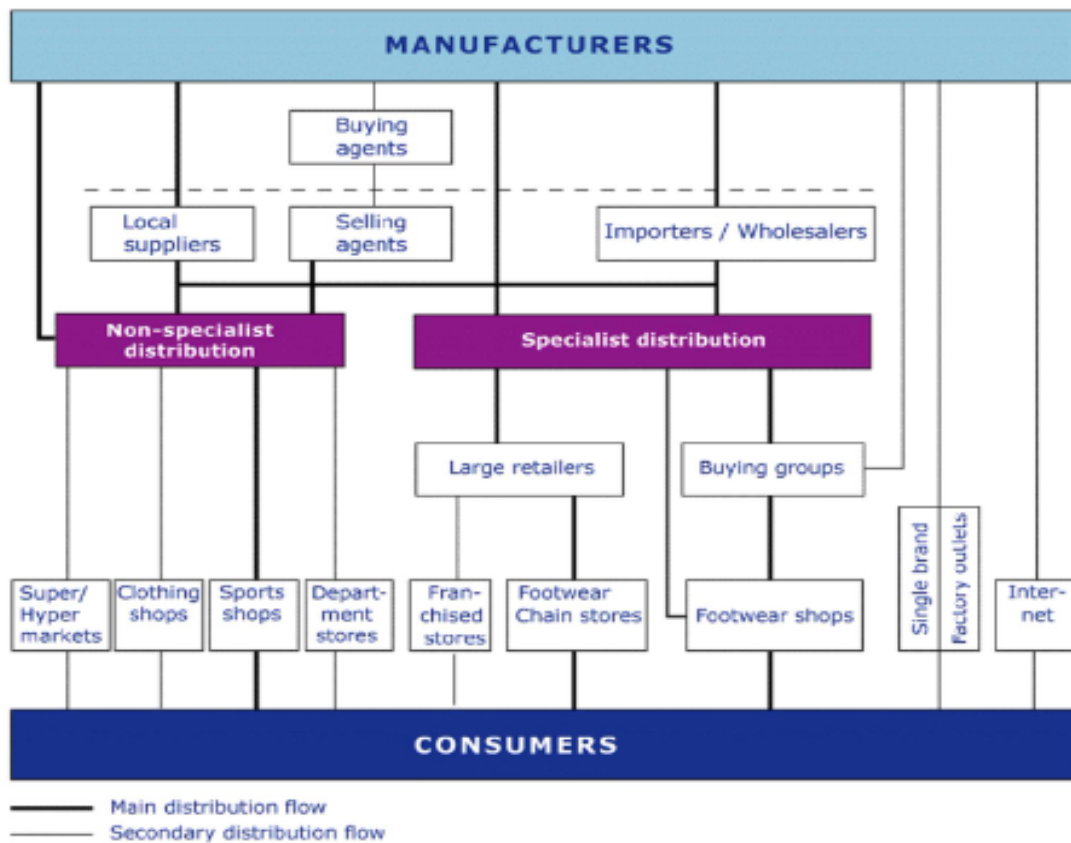
- Vietnam accounts for only a very small part of this market. Up to now, Vietnamese footwear has not been able to penetrate much directly into this market, apart from the main reason that the competitiveness of Vietnamese products is not high, also we must mention the important reason is Vietnam's export promotion is not strong enough, not much support for the introduction of goods to penetrate and dominate the Finnish market.

- Actively looking for partners to introduce products through fairs, exhibitions, and seminars.

- Research and research the Finnish market directly or through the Finnish Chamber of Commerce in Vietnam, the Vietnam Chamber of Commerce and Industry, the Department of Trade Promotion - Ministry of Trade, ... Finland's economic and trade policies, consumer demands, and tastes of the market, fluctuations in supply and demand of the market.

- Vietnamese businesses must apply Marketing operations to detect changes in tastes and consumer demand and increase investment in high-profit goods. Organize well before and after-sales services to maintain and strengthen the reputation of Vietnamese footwear with consumers.

11. THE MAIN DISTRIBUTION CHANNELS IN MARKETING STRATEGY.



Picture 13. The distribution structure of footwear in the Finland market.

11.1 Retailers _ Wholesalers:

- Provides stores that specialize in independent footwear sales.
 - Play a big role in trading with certain types of products.
 - Deal with competition from large retailers or large buying groups that have direct relationships with the manufacturer: Nike, Adidas,...
 - The tendency to specialize in the wholesale activities: supplying a group of countries-markets with certain types of products, instead of supplying a variety of products to the single-country market as before.
- As traditional shoe stores declined in number and online stores became increasingly popular in selling fashion, supermarkets have also strengthened their position in the fashion sales sector. However, we can see and choose highly reputable and potential retailers in Finland such as K City Market, Tokkmani, Lild (being mid-range retailers), then maybe including Stockmann, Sokos, and Kookenkä.

11.2 Agents:

- Independent companies located in the importing country act as intermediaries between the producer and buyer.
 - Not directly buying, but accepting the commission to work as representatives of manufacturers/suppliers/retailers.
 - In some countries-market, a sales representative is working under a contractual arrangement and accepts a commission for one or a group of the producer.
 - Some agents also act like wholesalers or distributors for stocking products and reselling to customers base on their needs.
- The following popular agents should also be considered as one of the potential opportunities for footwear export to Finland: Click shoes, Nilson shoes, Din Sko. Although they do not have as many agents as the retailers above, on the general ground, the total number of stores they have are also spread across Finland, supporting the online shopping method to reach closer to the customers.

11.3 Buying groups

- Acting as buying reps for group members (usually retail stores) and often with group branding. Some members use this brand name, others use their own one.
- Helping increase the bargaining power of independent retailers, compete with a large retail chain or low-cost chains. Purchasing groups are able to obtain attractive prices from suppliers because of large volumes of purchases.
- Can act as a credit intermediary between buyers (retail stores) and suppliers.
- The group committee selects the types of products to purchase, prior to each shopping season.
- Finnish technology company Spinnova has studied young consumers' attitudes toward clothing shopping and being environmentally friendly. According to the study, young consumers (the generation born from the early 1980s to the mid-1990s) are following a trend, wanting to consume fashion more ecologically and are willing to pay more for products. Environmental friendliness.

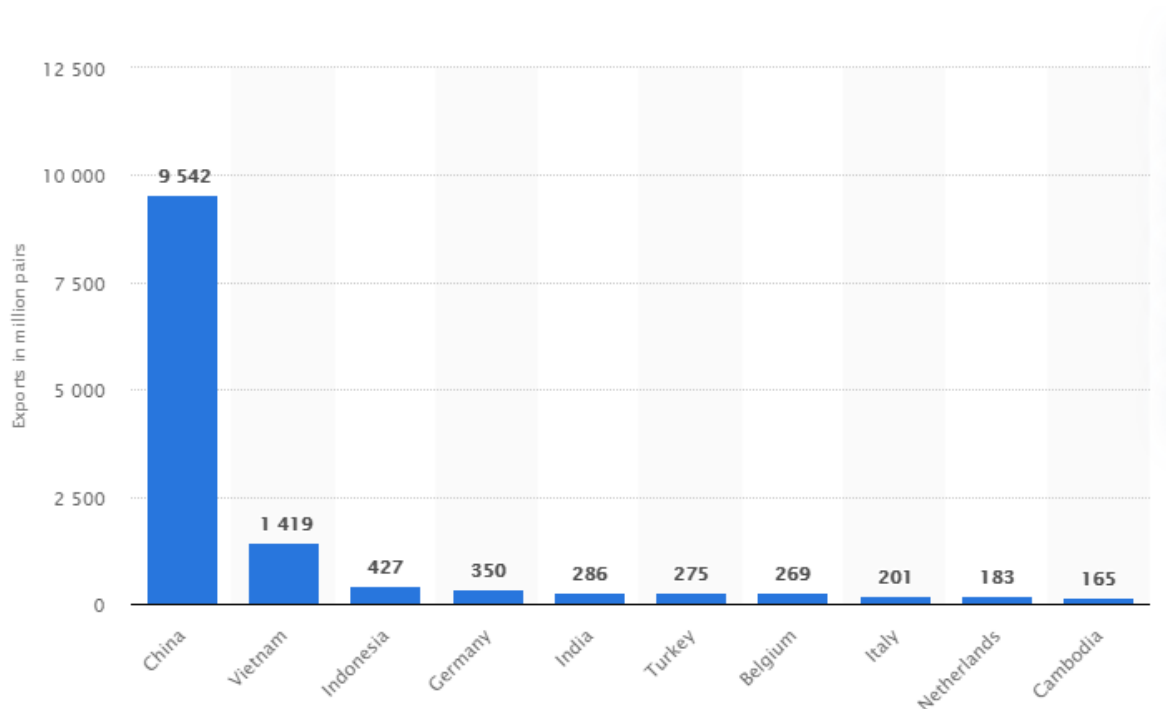
Common buying groups in Nordic countries (including Finland): Ariston Nord West Ring, Garant Schul+ Mode, and Euro shoes are the biggest buying groups for Europeans currently. The "Intersport" is the largest buying group of sneaker.

11.4 Local suppliers:

- Local suppliers are also gradually taking on the role of importers due to their price competition. Usually order in their own form with their own color, material, and label requirements and import from cheap suppliers or even purchase the footwear components to be assembled at their facility surname.
- Trending to expand their retail stores to neighboring countries, such as CJ Clarks (UK), Eram (France), Salamder (Germany). Some fashion product suppliers such as New Look, Esprit, Mexx, and H&M.

12. COMPETITIVE ANALYSES:

The footwear industry plays an important role in Vietnam's economy, especially in the context that this industry creates many jobs for workers and promotes exports, attracting a large amount of foreign currency. In the period 2010-2015, footwear export turnover averaged the US \$ 8.25 billion, one of the export categories.



Picture 14. Leading 10 global footwear exporters in 2019.

Vietnam's main importer to the world market in recent years ranks second in terms of export turnover after textiles and garments.

A prominent feature of the footwear industry is the use of simple labor. However, Vietnam is gradually losing the advantage of cheap labor because enterprises are increasingly improving machinery, applying advanced science and technology to production activities to increase added value for production. Products.

The footwear production industry is most concentrated in Asia, accounting for an average of 87% of the world's footwear production, of which China accounts for 82% of the total world footwear production. The countries in Asia including India, Vietnam, Indonesia, Pakistan, and Thailand are among the 10 largest footwear-producing countries in the world and account for 90% of the total output. of this world including China.

The three countries with an average footwear export volume of about 300 million pairs after China and Vietnam are Hong Kong, Brazil, and Indonesia. Representatives from Europe have 4 countries, namely Belgium, Italy, Germany, and the Netherlands with the average total footwear export volume less than the total number of footwear exports of Vietnam and Hong Kong. In summary of the number of footwear exports, Asia, and especially China, affirmed its important position in the world footwear export market.

According to UN COMTRADE statistics, China still maintains its unique position, being the country with the largest footwear export turnover in the world, accounting for an average of 41% of the total average footwear export turnover in the period. 2012-2015. Italy is second after China with an average export turnover of 11.3 billion USD. Although Vietnam ranked 2nd after China in the number of footwear exported during this period, Vietnam ranked 3rd with export turnover 1/5 times smaller than China and average 9, 84 billion USD during the period. this paragraph. Notably, the EU countries in turn occupy the remaining positions in the top 10 countries with the largest footwear export turnover in the world such as Germany, Belgium, the Netherlands, France, and Portugal. It can be said that although the number of footwear exported from the aforementioned European countries is smaller than that of some countries such as Thailand, Brazil, and Indonesia, Europe's export turnover is still outperformed in part by European countries' export product lines serving higher market segments with better selling prices.

- Swot Analysis related to the industry:

Improving the competitiveness for export products in general and Vietnam's footwear exports, in particular, is a process that cannot be done immediately. Therefore, the footwear industry needs to have a specific strategy to participate more deeply and take a higher position in the global value chain. To reach those positions, it is necessary to increase the application of knowledge, science, and technology to production, training, and developing human resources for the production of export products. In this race, if we slow down, the competitors ahead will have time to consolidate, and we will have less chance to step into the global value chain.

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> • Improve competitiveness compared to major footwear exporting countries such as China or India. • Increasing capital sources, technology, management experience, promoting cultural exchange, material civilization, and creative spirit. • Abundant human resources, young labor 	<ul style="list-style-type: none"> • The lack of technology. • There is no direct distribution system in foreign markets and neglects the domestic market. • The internalizing properties in each shoe are still too little. 	<ul style="list-style-type: none"> • Strengthening the design, research, and development, product diversification. • To develop footwear export activities in a sustainable direction. • To develop footwear export activities in a sustainable direction. • Increase investment in training and development 	<ul style="list-style-type: none"> • Export prices of Vietnam in the world market are at an average level. • Product quality, Vietnam has actively invested in machinery and improved the quality of human resources. • The internalizing properties in each shoe

force, and low labor cost.		of human resources.	are still too little.
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→ Based on the above SWOT analysis table, we can see more clearly Vietnam's strengths, weaknesses, opportunities, and challenges in exporting footwear to the Finnish market. However, through that, we can see that many customers are gradually coming to Vietnam, as a footwear production center of the world. When Vietnam is considered as a destination for customers who want to expand the supply of footwear to the world market, this is one of the top advantages that is appreciated. Although according to the above statistics, Vietnam has many advantages in import-export activities with foreign countries, in addition, there are also many unsustainable factors. Vietnam's economic conditions and service infrastructure are still limited, production costs are relatively high if good quality is required, labor advantage is a highly competitive factor in Vietnam, but it is not. Denying the present, it is no longer favorable as before because the labor productivity is quite low compared to the general ground. The technology level of Vietnam's footwear industry is currently at the medium and fairly medium level, still quite dependent on foreign countries in machine technology. Thereby, to be able to increase and step to success in, Vietnam's footwear industry needs to increase export turnover:

- Enhancing the ability to design models, research and develop markets and diversify products. The Vietnamese footwear industry should have a plan to train and develop a design team, promote creativity and limit dependence on foreign stereotypes.
- Developing import and export activities of footwear in a sustainable direction. Must create and build a brand and market share in the market. Currently, there are many risks due to the volatile world market and the dependence on the import of raw materials for production. To grow stronger, businesses need to maximize the production shift from countries around the world in general and each region in particular.
- Applying opportunities from FTA Vietnam- EU - EVFTA and according to ATIGA's tariff reduction schedule, the tax rate for Vietnam's footwear products will be 0.

- Increase investment in training and development of human resources. To attach importance to training a contingent of staff in designing, designing, and developing products, building a team of good marketing staff to promptly meet the needs and directly approach customers and consumers.
- Focusing on product quality and ensuring environmental regulations as well as safety for users.

The Innovation of this strategy:

- Footwear export opens a large international market for our country, the footwear export turnover is increasingly high, in 1993 it was only 118 million USD, in 1994 it was 244 million USD, in 1995 it was 388 million USD and to 1400 million USD.
- The development of footwear and footwear exports has contributed to increasing the accumulation of foreign currencies for the country, creating jobs for thousands of workers. -
- This achievement is due to the fact that we have taken advantage of the advantages of developing countries, which have potentials in the labor force and natural resources, so foreign partners are very interested in cooperating with our country in this field. On the other hand, our country has a pretty great reputation in the field of footwear export.
- Searching for export schools and partners of Vietnamese footwear manufacturing enterprises has progressed many times over the past time. Footwear manufacturers have been proactively participating in international consumer goods fairs and exhibitions held year at the water EU to next to up with the user, introducing products and looking for business partners.
- Enterprises are also very active in participating in 31st EU survey teams organized by the state or the city where the business is located, especially in Hanoi and Ho Chi Minh City, through counselors. Vietnam trade in countries in the European Union to search for export markets, find out partners, etc.

The structure of footwear export products is quite diverse. In addition to traditional canvas shoes, footwear manufacturing enterprises for export have also invested in technological equipment to produce new types of footwear such as sports shoes, exported women's shoes, leather shoes. and other products. However, the proportion of these products in footwear exports is still low compared to canvas shoes.

- This shows that businesses have gradually diversified their export products to meet the consumer needs of the Finnish market, radically differentiating the source of domestic raw materials. The main reason is that footwear manufacturing enterprises have seen the

demand for Finland's market for products such as sports shoes, women's shoes, project shoes ... increasing not only the import price but also higher than canvas shoe products. In addition, sports shoes and women's shoes for export have a long shift time, allowing businesses to produce continuously.

→ The main form of export that Vietnamese footwear manufacturers are applying is the form of outsourcing for export. Although this form has certain limitations, it is suitable for the early stages of the formation and development of the footwear industry that many developing countries have successfully applied. Because most of the footwear manufacturing enterprises for export are currently in a state of limited capital, in terms of fashion design and management to penetrate directly into the import market. The form of outsourcing for export will help businesses improve their skills, learn from management experience, and step by step approach foreign markets.

13. CONCLUSION.

The footwear industry is recognized as a strength in the economic development of many countries, especially in developing countries and in the early stages of the industrialization process such as Vietnam. Vietnam's footwear industry in recent years has always contributed a significant part to export turnover and is one of the main key export sectors on the country.

Promoting the export of Vietnamese footwear is an important task, helping in implementing the country's export-oriented industrialization and modernization strategy.

The world footwear development trend has opened up many opportunities for the footwear industry in Vietnam. However, in the process of penetrating and accessing the world market, especially the EU market, the Vietnamese footwear industry has been facing many subjective and objective difficulties that prevent the turnover from reaching its full potential levels.

In the economy there are many economic sectors coexisting, there are many opportunities for the appearance of new business lines. To stand firm in this tough competitive environment, each business must create its own foothold and find its own development direction. The general trend everywhere is that people are redirected to fast and high-profit businesses. Vietnam's leather and footwear industry in general and Vietnam's footwear exports, in particular, are a great opportunity to develop a network, it accounts with its related products for about 15% of total Vietnams exports, and many jobs.

Although we have some difficulties, there are many advantages for us: large market, long-term cooperation relationship with foreign partners, encouragement from the government is our own efforts to overcome shortcomings, promote advantages to bring Vietnam's footwear export industry to a higher level of development, together with the whole country to successfully complete the industry modernization.

In order to overcome all difficulties and challenges, the Vietnamese footwear industry will definitely find the best solutions to overcome these difficulties with efforts to promote their products and activities to market them in the world.

Vietnam is one of the major footwear manufacturers exporting to over 100 countries. Sports shoes account for a large share of Vietnam's total footwear production. However, sports shoes are mainly for export. Most of the major international sports shoe brands such as Nike, Adidas, and Reebok, have outsourcing manufacturing facilities in Vietnam.

Sports shoes are mainly exported to Europe and the US from Vietnam, as these are the top export regions in total footwear exports. In the latest research report on Vietnam's Footwear Outlook 2017, the RNCOS analyst determined that the footwear industry has grown significantly in recent years with.

Vietnam is a developing country, understanding their opportunities and challenges is important for our future, this thesis is a reflection on the opportunities that Vietnam has for increasing their exporting outcomes in an industry that is very relevant for the country and has a lot of potential. We need to make use of our strengths in order to develop, there are

many challenges in this industry like differentiation, product innovation and sustainability issues that the country and industry players have to solve and could be subject to further reflections as studies.

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