

Analysis of the impact of factors on the business operations of tea products in Thai Nguyen Province

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Abstract: This study focuses on evaluating the impact of internal and external factors on the tea business operations in Thai Nguyen province. The context for selecting the topic is the current situation, where the tea industry is developing but still faces many challenges regarding quality and production efficiency. The research objective is to identify the main factors affecting tea business performance and propose improvement solutions. The method combines theoretical and empirical analysis, based on statistical data and actual surveys from manufacturing plants. The expected result is the development of a comprehensive quality management system for the tea industry in Thai Nguyen province, contributing to enhanced competitiveness and sustainable development.

Keywords: research on tea business, Thai Nguyen province, quality management, impact analysis, manufacturing plant