

Developing and implementing a Marketing-Mix solution in the brand development campaign for Khanh Hoa Hair Salon in Thai Nguyen.

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Abstract: This topic aims to identify the issue of brand development for Khánh Hòa Hair Salon in Thái Nguyên, a practical need at present. The objective of the research is to build and implement an appropriate Marketing-Mix solution to enhance brand awareness and increase revenue. The method combines marketing theory with experimentation in local hair salon business operations. The expected results will bring significant practical value for brand management at hair salons, contributing to the development of the beauty service industry.

Keywords: Marketing-Mix, brand development, hair salon, Thai Nguyen, brand management