

Developing a customer approach strategy and promoting bitter tea products for Hoàng Đào Trà enterprise - Tân Cương - Thái Nguyên.

Duong Van Hoa

Abstract: In the real-world business problem of Hoàng Đào Trà, building an effective strategy to reach customers and promote bitter tea products is an issue that needs to be studied. The objective of this project is to identify factors influencing customers' purchasing decisions and design appropriate marketing plans to increase revenue. The research method combines traditional marketing theory with experimentation to evaluate the effectiveness of advertising campaigns. The expected results contribute to the sustainable development of the business and provide flexible solutions for expanding the market of bitter tea products.

Keywords: Procurement designation, product marketing, marketing strategy, Hoàng Đào Trà enterprise, promotion of bitter tea