

Building a digital brand for Kengphone mobile phone store

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Abstract: In the context of an increasingly dynamic and fiercely competitive technology market, building a digital brand has become extremely important for mobile phone retail businesses. This topic aims to research and propose effective strategies for building and maintaining the digital brand of the Kengphone store. Through practical analysis and the application of a multi-dimensional approach, from theory to experimentation, the topic hopes to contribute to the sustainable development of the business as well as create added value for customers by enhancing brand awareness.

Keywords: digital brand, mobile business, marketing strategy, phone store, Kengphone