

Improving the efficiency of sales management for Ban Mai Equipment Joint Stock Company in Hanoi.

Pham Thi Mai Phuong

Abstract: This topic aims to analyze the actual context and causes of limitations in the sales management activities of Ban Mai Equipment Joint Stock Company, thereby identifying the objective of solving the problem of improving management efficiency. Through a combination of theoretical research and experimentation at the company, the topic hopes to provide suitable improvement solutions to optimize the sales process. The expected results are highly applicable and contribute to the sustainable development of the enterprise.

Keywords: Sales Management, Ban Mai Equipment Joint Stock Company, Hanoi, Performance Improvement, Business Solutions