

Proposing e-Marketing solutions to enhance business efficiency for the EcomViet E-commerce Development Center - Ministry of Industry and Trade

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Abstract: In the context of digitalization strongly impacting commercial industries, the study proposes e-marketing solutions to enhance business efficiency for the EcomViet E-commerce Development Center. The project's objective is to analyze market trends and apply appropriate digital marketing strategies. The approach includes both theoretical and empirical research, based on surveys of target customers and effectiveness evaluation through quantitative indicators. The expected results will contribute to the sustainable development of EcomViet in the e-commerce field.

Keywords: E-marketing, E-commerce, EcomViet, Business strategy, Market research