

Marketing management system in the business operations of Kienlongbank-Hai Ba Trung Commercial Joint Stock Bank branch, Hanoi

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Abstract: In the context of increasingly fierce competition, the application of an effective marketing management system has become an urgent requirement for the business operations of the Kienlongbank Commercial Joint Stock Bank branch in Hai Ba Trung, Hanoi. This topic aims to develop a comprehensive solution to optimize the marketing management process and enhance the efficiency of banking services. Through a combination of theoretical research and empirical study, the topic is expected to identify the key factors influencing the success of marketing strategies at the Kienlongbank-Hai Ba Trung branch. The expected outcome is to provide a marketing management system tailored to the specific characteristics of the local market and contribute to the sustainable development of the bank.

Keywords: Marketing management system, Commercial bank, Marketing strategy