

Title: Exploring Internal Factors Affecting Indirect Distribution Channels of Prepaid Mobile Products:
A Case of Vinaphone Business Center in Thua Thien Hue Province, Vietnam

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ABSTRACT

This research aims to explore internal factors affecting indirect distribution channels of prepaid mobile products of Vinaphone Business Center in Thua Thien Hue province (Hue VBC), Vietnam. 162 respondents were selected to participate in this research by using census technique. They represented all the registered distributors of Hue VBC, included 42 wholesalers and 120 retailers.

Findings highlight that the majority of respondents agreed that the five internal factors involving in distribution, only one factor which is about ordering discrepancy handling, was found as negative with mean score (\bar{x} =2.32). Other factors were positively viewed by the respondents including Location (\bar{x} =2.98); Information Quality (\bar{x} =2.83); Personal Contact Quality (\bar{x} =2.71); and Distribution Intensity (\bar{x} =2.63) respectively. Despite these four internal factors, which were positively viewed by respondents, however, some sub-factors were negatively viewed as problematics. These include: 1) Distributors do not satisfy with Hue VBC's discount rate compare to other competitors (\bar{x} =2.01); 2) Complicated care policies (\bar{x} =2.16); 3) Lack of support from the new sales team (\bar{x} =2.29); 4) The unbalance of

distribution intensity ($\bar{x} = 2.30$); and 5) Wholesalers and retailers have faced difficulties doing businesses in the rainy season ($\bar{x} = 2.46$).

It should be recommended that the distributors need to find a new way to sell products like online or telephone selling and home delivery in the rainy season as well as preparing the equipment for weather resistant. Hue VBC should provide the training for unskilled employees as fast as possible as well as transfer leisured employees from other places to direct sales departments. Increase the number of sales representatives in the mountainous districts by transferring and rotating the sales forces within areas in order to provide assistances for distributors in a timely manner. Similarly, the firm needs to educate the distributors about the benefit of selling Vinaphone products not only come from discount rate but also on after-sales care service in long-term as well as adjust the policies to suit the local situation sending them to the distributors. Hue VBC also should assign the customer care team to help distributors to carry out their paperwork when they need to return or exchange products. Finally, expanding business scale for the Vinaphone's available distribution channels in suburban and mountainous areas and reducing the intensity of distributors in Hue city.