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## Managing the Global Environment: Analysis of the Vietnamese Market for Clothes Manufacturer

Miriam Mennen

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Essay from the year 2006 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 62 % - B, University of Sunderland, course: Managing the Global Environment,

language: English, abstract: Situation: 'Quborsquo;, an Italian clothing company, which produces casual wear of medium quality, wants to expand its international operations to Vietnam. The country is, with a population of 84.9 million and a GDP growth rate of 7.1%, an emerging Southeast Asian economy with a high potential of successful foreign trade. (The Economist, 2006, p110) 'CODE Management consultancy' was asked to analyse the Vietnamese culture, the environment and ethical issues which might occur in the new location. In order to successfully expand manufacturing of 'Quborsquo; to Vietnam, the following report will deal with cross-cultural and environmental issues of Vietnam facing the company. Additionally the market will be analysed and possible management challenges as well as ethical issues will be outlined, guaranteeing 'Quborsquo; a successful market entry.