

Some Marketing Issues of Dutch Lady Milk Products and Protecting Interests of Consumers as Children

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Abstract---There are many issues to discuss in case of Dutch Lady - the company gained big achievements in recent years.

First is marketing strategy of Dutch Lady. Since the time the country move toward a market oriented economy with more competition from foreign brands, Dutch Lady has focused on an effective marketing 4P strategy as we analyzed in this study, that cause Dutch Lady to be competitive to other firms such as Vinamilk, TH True Milk, etc.

Second is the issue of protecting consumer interests as children. Children's rights are everything children need to live and grow up healthy and safe. Children's rights aims to ensure that children are not only passive recipients of adult kindness, but that they are active participants in their own development.

Therefore, children milk products need to support them to develop and improve height and intelligence.

Keywords---Dutch Lady, Marketing 4P Strategy, Protecting Consumer Interests, Children.

JEL: M1, M3, M31.

I. Introduction

Dutch Lady Vietnam is a joint venture between Friesland Foods Group.

Dutch Lady famous in the field of dairy production and Production and Export Company - Binh Duong import with total initial investment capital of 30 million USD.

In the early days, The enthusiasm for the development of the country has opened its network to become Dutch Lady Vietnam and create many favorable conditions for the company to build factory.

- Early days of development

The first commercial invoice was issued on February 28, 1996.

Dutch Lady Vietnam's products have been launched in the market and quickly accepted by consumers.

Dutch Lady Vietnam has become a successful and leading foreign enterprise in Vietnam. During the past time, Dutch Lady Vietnam has constantly researched and invested in technology to bring consumers the best quality nutritional products. With a positive contribution to the development of Vietnam during its more than 10 years of operation, Dutch Lady Vietnam was honored to receive the 3rd class Labor Medal awarded by the Party and State of Vietnam. Dutch Lady's market share is constantly increasing year by year.

Therefore, the authors chose the topic of the article "**Some Marketing Issues of Dutch Lady Milk Products and Protecting Interests of Consumers as Children**".

Research Question

Question 1: How does the author summarize the relevant research?

Question 2: What are marketing strategy of Dutch Lady and issues of protecting consumer interests as children?

II. Literature Review

Pham Van Tuan, Dinh Tran Ngoc Huy et al (2021) pointed marketing 4P has many meanings for many corps. Le, K., & Nguyen, M (2021) pointed it is meaningful for education as well and confirmed by (DTN Huy, 2015; DT Tinh, NT Thuy, DT Ngoc Huy, 2021).

Next, the author summarizes related research in the following table:

Table 1: Related Studies

Authors	Year	Content, results
Khan &Shambour	2017	Marketing sells the products or services of a business, throughout which a business needs to invite customers into a purchase. Also, marketing is key to ensuring business growth. Upon understanding the marketing mix elements, businesses and organizations can influence their existing customers to carry on their business and become loyal customers
Xuan	2019	the business environment has undergone some changes, bringing more and more complexity and occurrence of unpredictable events. In today's ever-changing global economy, companies face enormous competitive pressures that require them to become better, faster and cheaper. They need to cope with the increasingly serious challenges of the environment and need to improve their adaptability. Today, continuous performance is the goal of any company. This is because only through performance, companies can experience development and progress. Therefore, this study is to know the influences of internal variables and external variables toward company's performance for effective and efficient results.
Kee et al	2021	Dutch Lady Milk Industries Berhad is one of the most successful manufacturers and suppliers of dairy products in Malaysia. Dutch Lady supplies dairy products packed with essential nutrients and vitamins for people of all ages, ranging from infants to adults. This study aims to investigate the impact of marketing on customer loyalty. A survey through Google form was conducted among different age group people to identify the most effective Dutch Lady's marketing tools. This study showed that one of the most effective marketing tools used by Dutch Lady in Malaysia is 'free samples' under promotion tools that help consumers raise brand awareness and reach the target audience. It also helps to retain customers and create customer loyalty. Therefore, the Dutch Lady should invest more marketing strategies in giving out free samples to potential and current customers.
Bang, N.V., & Tuan, N.A	2021	reveal that brand equiqt affected by multi factors such as awareness of brand, trust (brand), as well as brand association, etc. That are influenced by advertising.
TTH Ha, NB Khoa, DTN Huy, VK Nhan, DH Nhung, PT Anh, PK Duy	2019	Marketing affect corporate governance
PN Tram, DT Ngoc Huy	2021	Educating young people according to Ho Chi Minh's thought is the foundation of our country's education

(source: author synthesis)

III. Methodology

The author uses qualitative analysis as a combination of different methods such as description, interpretation, synthesis and analysis as well as examples to illustrate from different sources such as dictionaries, libraries, literary works, newspapers, magazines and websites, to collect phrases that are commonly used in English Documents.

IV. Main findings

Overview

Dutch Lady is a brand of FrieslandCampina group, this is a combination of two leading dairy manufacturers in the Netherlands, Royal FrieslandFood and Campina. Currently the group has headquarters in 48 countries worldwide with a wide range of dairy-related products with a strong and well-known position.

Dutch Lady Vietnam Company has achieved ISO 9001 and was granted Royal Certificate by the Queen of the Netherlands in 2005. The varieties of milk are very diverse. Condensed milk and fresh milk are the mainstays, however powdered milk and yogurt products also occupy a significant market. Dutch Lady Vietnam has 5 offices: Binh Duong (headquarters), Bien Hoa, Da Nang, Hai Phong and Hanoi. The company has imported dairy cows from New Zealand in the form of borrowing and directly instructing, inspecting and caring.

Dutch Lady milk products increasingly diverse in types and flavors to satisfy most customers from children to adults. With the motto of operation is to always bring Vietnamese people a beautiful and vibrant life, the company FrieslandCampina Vietnam so far focuses on developing product lines with Prestigious products, high quality.

Marketing Strategy of Dutch Lady for Children Milk Products

Marketing strategy of Dutch Lady will therefore cover:

<p>Product</p> <p>In an FMCG industry, there is a lot of competition, in addition, brands also focus on their products created to surround customers. Since arriving in this market of 90 million people, Dutch Lady's marketing strategy immediately set out to diversify its products in the market. With Dutch Lady's products from basic milk to powdered milk and yogurt, the company focuses on developing to bring the richest "ecosystem" to users</p> <p>Dutch Lady Drink Yogurt For kids, made from quality milk High quality blends with fruit flavors Two flavors are loved by children: Orange, Strawberry.</p>	<p>Price</p> <p>Price is the only element in the marketing mix that generates revenue and profit while the remaining elements represent costs and losses. So Coming up with an appropriate pricing policy is especially important, helping Dutch Lady has an effective business strategy. The formation and movement of milk prices are influenced by many factors factors, when making pricing decisions, Dutch Lady is required to consider, and solve many problems such as factors affecting milk price, information on the prices of milk available in the market and price adjustment... Reputation and product quality: This factor significantly affects the selling price of the product. In fact, Products with high quality, guarantee, prestige, create trust for people consumption, it will allow businesses to charge high prices without causing reactions from consumers. Next is Psychological demand for dairy products Besides the factors that make up the product price such as the price of raw milk, production costs, packaging, processor profits, retail distribution, tax policy... then tastes, psychology associated between selling price and product quality Vietnamese consumers' tendency to choose the most expensive product possible also contribute to increase the price of dairy products.</p>
<p>Promotion</p> <p>Dutch Lady is a category related to health issues, in addition the company is positioned as a "clean" brand from products to personality. In addition to promoting business development and expanding distribution systems throughout the provinces, the company also regularly organizes many social activities associated with the community through employee training, development with distributors., retailers and partners, supporting farmers to develop dairy farming, supporting the development of education, directly and indirectly with authorities to improve understanding and practice of nutrition of citizen...</p> <p>Dutch Lady's marketing strategy is no exception when the company focuses on communication through traditional marketing channels such as TV, newspapers, etc. Advertising TVCs are strongly "push" in the market, covering all news channels, even during prime time frames.</p>	<p>Place</p> <p>Distribution network is an important link in Dutch Lady's marketing strategy. This is an advantage for a brand that produces and sells milk, a fast-moving consumer product that is used by consumers every day. If there is a wide distribution network, along with a reasonable location, that is a big advantage for FMCG firms. Similar to Vinamilk, Dutch Lady's distribution channel is present in all 63 provinces and cities, even in rural areas, its presence is also strongly covered.</p> <p>Dutch Lady always gives reasonable preferential policies to distributors through practical support policies for 3rd parties. Moreover, the company always helps distributors come up with the right development strategies. right. Dutch Lady's growth is demonstrated through nearly 200 outlets and more than 100,000 retail outlets nationwide. However, the drawback of Dutch Lady is that there is no exclusive distributor, but only through distribution intermediaries.</p>

(source: author analysis)

Views of Protecting Interests of Consumers as Children

Children are the happiness of every family, the future owners of the country. Caring for, protecting and educating children to become human beings who develop harmoniously both physically and intellectually. Raising awareness for parents, those who directly care for, protect and educate children, and social workers is important and necessary.

Children's rights are everything children need to live and grow up healthy and safe. Children's rights aims to ensure that children are not only passive recipients of adult kindness, but that they are active participants in their own development.

Children's rights are an integral part of human rights.

Child protection is one of four groups of fundamental rights recognized by the United Nations Convention on the Rights of the Child (CRC) in 1989. Vietnam is the first country in Asia and the second in the world to ratify the CRC. Our Party and State always pay attention to children's work to ensure the best implementation of children's rights, create opportunities for children to develop comprehensively and equally physically, mentally and spiritually. for children to become the future owners of the country.

It is necessary to thoroughly grasp and strictly implement the provisions of the law on children's rights and protection, regularly review, recommend and perfect policies and laws on children.

Promote the effective implementation of the Law on Children, include the content of the Law on Children and its guiding documents into the annual law dissemination and education work plan in localities and a number of departments and agencies. At the same time, it is necessary to well implement regimes and policies related to children, creating conditions for children in special circumstances, especially children affected by the Covid-19 pandemic, children from poor households.

Ho Chi Minh Views on Protecting Children Rights

First, In the ideological legacies left by President Ho Chi Minh, there are many articles he mentioned about children and the protection, care and education of children. This proves that children always hold a very special place for him. These correct views are a solid premise, a guideline for the Party and State to set out guidelines, policies and laws to realize the rights of Vietnamese children.

He has recognized that children are an object with basic human rights and need to be respected. According to him, children's rights are closely linked to their national rights, if the nation is not liberated, children will not be protected, cared for, or enjoy their basic rights. If the country is not rich and strong, the children will not be warm and happy. To him, children are still immature subjects physically and intellectually, needing special protection and care in all aspects, from health, learning, play, entertainment, to expressing opinions. and participate in group activities. This view of his is imbued with humanism and in line with the development trend of the world, he said: "Children are like buds on a branch, knowing how to eat, sleep, and study are good".

Then, Child protection, care and education were identified by him as a strategic issue during the Vietnamese revolution.

In the spirit and provisions on children's rights of the 2013 Constitution and the United Nations Convention, children's rights have also been institutionalized in the Law on Children approved by the 13th National Assembly, 11th session. April 5, 2016 and took effect from June 1, 2017, including 7 Chapters and 106 Articles, of which 25 rights are stipulated for children. In the process of leading the revolution, President Ho Chi Minh has constantly struggled to bring basic rights to children, because he understands that children are the future masters of the country, deciding the development of children. of the nation and nation. Protecting, caring for and educating children is a consistent, cross-cutting point in his thought. With a vision beyond the times, so far, his views on children's rights are the first scientific basis for building and perfecting the law on children's rights in accordance with the current Vietnamese situation.

V. Discussion and Conclusion

Dutch Lady Vietnam also wants to contribute to improving the quality of life for Vietnamese people through specific and practical social and community activities. Direct counseling programs for mothers are held in supermarkets, medical channels, seminars, advice on how to take care of babies from the time they are in the womb, interesting and nutritious playgrounds. Useful for the whole family on the occasion of March 8 or training courses for health workers and preschool teachers.

The development of any business needs to be demonstrated through market acceptance of the product. Only 3 years after going into operation, Dutch Lady Vietnam has expanded its factory to meet consumer demand growing and achieving high growth rates. Powering the development

This is the company's staff who have worked hard for a pride and a belief in a bright future.

- Steadily Pioneering
Recognizing the mission of contributing to improving the lives of Vietnamese people,

Dutch Lady Vietnam constantly learns about living habits, grasping catching changes in consumers' lifestyles and most importantly meet the nutritional needs of Vietnamese people.



Fig. 1: Dutch Lady Gold Product for Children

(source: internet)

Research Limitations

The author needs to do more research on other competitors and comparison.

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Conflicts of Interest

There is no conflict of interest.

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