

UNIVERSITY OF ECONOMICS HO CHI MINH CITY
SCHOOL OF INTERNATIONAL BUSINESS – MARKETING



**PROPOSAL FOR A DIGITAL PLATFORM COMMUNICATION STRATEGY TO
ENHANCE BRAND AWARENESS OF FOX OFFICE AMONG BUSINESS
CUSTOMERS**

Student full name: Vu Bich Phuong

Major: Marketing

Class: DH47MR001

Instructor: PhD. Dinh Tien Minh

Ho Chi Minh City – Year 2024

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Year 2024

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Sincerely thank you!

Ho Chi Minh City, 12 October 2024

Student's Signature

Vu Bich Phuong

ENDORSEMENT

My name is Vu Bich Phuong, the author of the report “Proposal for a digital platform communication strategy to enhance brand awareness of Fox Office among business customers”. This internship report is written by myself and has not been copied from any other organization or individual's work. I hereby declare that the data and research results in this thesis are truthful. Any help in preparing this report has been thanked and the information cited in the report has been acknowledged and authorized for publication. I will take full responsibility for my commitments.

Student's Signature

Ho Chi Minh City, 12 October 2024

Vu Bich Phuong

**EVALUATION AND CONFIRMATION BY THE ENTERPRISE/ORGANIZATION
ON A PRACTICAL SEMESTER**



**TRƯỜNG ĐẠI HỌC KINH TẾ TP.HCM
KHOA KINH DOANH QUỐC TẾ - MARKETING**

BẢNG ĐÁNH GIÁ CỦA DOANH NGHIỆP

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Đến thực tập tại doanh nghiệp trong thời gian từ: 05/08/2024 đến 13/10/2024

Sinh viên được thực tập và làm việc tại bộ phận/phòng: Marketing

Tại công ty TNHH Truyền thông Tập thể TRÍ HD ASIA (TRHD ASIA)

Thời gian làm việc trong tuần: 05 ngày/tuần

Học kỳ doanh nghiệp là cơ hội giúp sinh viên tiếp cận môi trường làm việc thực tiễn, chuyên nghiệp tại doanh nghiệp. Chúng tôi kính đề nghị Ông/bà - người phụ trách thực tập của sinh viên - đánh giá quá trình thực tập của sinh viên tại doanh nghiệp theo bảng tiêu chí dưới đây.

Xin vui lòng đánh giá quá trình thực tập của sinh viên tại Doanh nghiệp theo các tiêu chí sau (bằng cách khoanh tròn vào mức độ tương ứng):

Tiêu chí đánh giá	Chưa đạt	Cần cải thiện	Đạt yêu cầu	Khá	Tốt
1. Kiến thức chuyên môn (nắm vững kiến thức và công cụ sử dụng trong lĩnh vực thực tập)	1	2	3	4	5
2. Kỹ năng nghề nghiệp cá nhân (khả năng ra quyết định, khả năng lập kế hoạch và tổ chức công việc, quản lý thời gian hiệu quả, kỹ năng văn phòng...)	1	2	3	4	5
3. Kỹ năng làm việc nhóm (thành viên tích cực hoặc lãnh đạo nhóm hiệu quả, giao tiếp tích cực, đóng góp tốt cho nhóm ...)	1	2	3	4	5
4. Thái độ thực tập (trung thực, tác phong chuyên nghiệp, thân thiện, ý thức kỷ luật, chủ động học hỏi, sáng tạo, yêu thích công việc...)	1	2	3	4	5
5. Mức độ hoàn thành nhiệm vụ (thực hiện công việc đúng yêu cầu, đúng thời hạn, đảm bảo chất lượng công việc)	1	2	3	4	5
6. Hiệu quả đóng góp của khóa luận tốt nghiệp đối với công ty (đề tài thú vị, cần thiết; thể hiện hiểu biết tốt về DN; giải pháp khả thi, thực tiễn; hiệu quả đóng góp cao)	1	2	3	4	5

(Lưu ý: Mục tiêu chỉ 5 và 6 sẽ tính điểm hệ số 2, tổng điểm tối đa là 40 điểm).

Trân trọng cảm ơn sự hỗ trợ của quý doanh nghiệp.

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Hoàng Thị Thanh Hằng

**EVALUATION FORM OF THE PRACTICAL SEMESTER REPORT BY THE
INSTRUCTOR**

STUDENT NAME: _____ **STUDENT ID:** _____

CLASS: _____ **COMPANY/ORGANIZATION:** _____

CRITERIA	MAX. POINTS	MARKED BY INSTRUCTOR
Part 1: Internship dairy	15	
1. Content (<i>detailed, specific, following the internship process, lessons learned ...</i>)	10	
2. Presentation (<i>follow the format regulations and reference styles, professional structure</i>)	5	
Part 2: Internship report	55	
1. Content (<i>Good business understanding, practical content, suitable for the training program, logical, complete, creative in identifying problems or recommendations...</i>)	25	
2. Independent research skills (<i>Complete and appropriate document research, information evaluation/analysis, appropriate research methods, following the schedule...</i>)	10	
3. Problem solving skills (<i>Identify the problem accurately, develop a proposal based on appropriate expertise, develop practical and feasible solutions ...</i>)	10	
4. Presentation (<i>The writing style is clear, concise, free of grammatical errors, and presented following regulations....</i>)	5	
5. Attitude and behavior (<i>Professional, honest, progressive, time management, proactive, positive...</i>)	5	
TOTAL	70	

Instructor name: _____

Signature: _____ **Date:** _____

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LIST OF ABBREVIATIONS

Brief	Plan requirements
KPI	Key Performance Indicator
SEO	Search Engine Optimization
SEM	Search Engine Marketing
PR	Public Relations
CTA	Call To Action
Webinar	web-based seminar, an online seminar

ABSTRACT

The topic “Proposing a communication strategy on a digital platform to increase Fox Office’s awareness of business customers” was carried out with the main research objectives; that is, describing the portrait of the target customer group, analyzing and evaluating the behavior of the target customer group on the digital platform, thereby proposing a suitable communication strategy. The author chose the desk research method, qualitative research and quantitative research to produce accurate research results; serving to solve the proposed research objectives.

With the desk research method, the author analyzed data from internal information sources and other relevant secondary data sources; thereby determining and evaluating the current communication activities of the enterprise. In the qualitative research, the author interviewed Fox Office’s customers and industry experts to identify factors to support the construction of a quantitative research questionnaire. Then, the author conducted a survey through Google Form with a sample size of 215. The quantitative survey will help the author evaluate the behavioral preferences of customer groups on digital platforms. Along with the collected results, the author analyzed and used them as a basis to propose communication strategies on digital platforms to enhance brand recognition.

The goals, KPIs are set and the target customer portrait is also drawn before implementing the proposed activities. The proposed strategy will include an overview communication plan, a detailed communication plan and costs for those activities.

INTRODUCTION

1. Internship background

During my internship at TRIHD ASIA Variety Media Company Limited, I had the opportunity to learn and experience in a professional media environment. TRIHD Media Company Limited operates in 3 main areas: Media Product Production - Media Training - Office Service Rental.

Although TRIHD and Fox Office's media channels have deployed many media activities and content lines to serve the communication work of TRIHD in general and Fox Office in particular. However, despite being interested in development, Fox Office's media channels have not really brought about the expected results. Most of Fox Office's customers find this office rental service provider through real estate brokers. Therefore, finding solutions to optimize media channels to raise the awareness of the target customer group towards Fox Office is extremely necessary.

In that context, topic “Proposing a communication strategy on a digital platform to increase Fox Office’s awareness of business customers” was born to solve existing problems and provide practical solutions, contributing to improving the operational efficiency of Fox Office's digital communication channels. The internship not only helped me better understand issues in the field of communication and marketing, but also created opportunities for me to apply the knowledge I learned into practice, while developing the necessary skills for my future career.

2. Reason for choosing the topic.

In the current digital age, people are increasingly accessing more sources of information, and human behavior is constantly changing. In addition, the impact of the Covid-19 pandemic has made digital technology a potential and opportunity for many businesses to apply to communication activities. Using digital platforms not only helps businesses adapt to current trends but also helps businesses' communication activities become more novel and diverse, helping to ensure the effectiveness of the business situation. Applying digital technology also helps businesses grasp the psychology and behavior of customers more comprehensively and quickly

Currently, TRIHD ASIA, especially Fox Office - a coworking space service provider in Ho Chi Minh City, has not focused much on digital communication activities and has not achieved clear results in these activities. This is also one of the reasons why Fox Office is not yet known to many target customers.

Digital platforms provide valuable analytics and feedback that allow Fox Office to track brand awareness, measure the effectiveness of brand activities and campaigns, and make strategic adjustments based on real-time reported and measured data.

Additionally, compared to traditional marketing channels, digital media often provides a more cost-effective way to reach and engage a large audience. This can be especially beneficial for optimizing marketing budgets and achieving higher returns on investment.

Digital platforms provide valuable analytics and feedback mechanisms. This allows Fox Office to track brand awareness, measure the effectiveness of communication efforts, and make data-driven adjustments to strategies in real-time.

The stage of proposing the proposed strategy is also the stage when the demand for coworking space services is on a downward trend during the year. Therefore, proposing a communication strategy to enhance brand awareness for Fox Office is reasonable.

For the above reasons, "Proposal for a digital platform communication strategy to enhance brand awareness of Fox Office among business customers" is a suitable topic for the current situation of the brand, helping to concretize communication activities; at the same time contributing to increasing the brand recognition of Fox Office.

3. Research Objectives

- Describe the target business customer group, analyze and evaluate the behavior of the target customer group on digital platforms.

- Propose a communication strategy on digital platforms to increase Fox Office's awareness of corporate customers.

4. Research Object and Scope:

Research Object: Customer profile, the behavior and preference of the target business customer group of Fox Office on digital platforms.

Scope of Research:

- **Space scope:** Ho Chi Minh
- **Time scope:** Research conducted from 05/08/2024 - 13/10/2024

5. Research Method:

- **Desk research:** Through internal data sources and information from the Internet, analyze and synthesize to draw conclusions
- **Qualitative research:** Conduct interviews with Fox Office customers and industry experts to learn about some factors that influence customers' behavior and preferences on social networking platforms; and refer to some communication solutions.
- **Quantitative research:** Conduct surveys with target audiences. The survey results will be analyzed to help better understand the behavior and preferences of the target group on digital channels.

6. Structure of the Thesis:

INTRODUCTION

CHAPTER 1. COMPANY INTRODUCTION

1.1 Company overview

1.2 Organizational structure

1.3 Business situation

Chapter 1 summary

CHAPTER 2. ANALYSIS OF THE RESEARCH PROBLEM

2.1. Situation analysis

2.2. Methodology and implementation steps

2.3. Research results

Chapter 2 summary

CHAPTER 3. PROPOSED SOLUTIONS

3.1. Proposed basis

3.2. Proposed digital communication strategy

3.3. Evaluation of the proposed plan

Chapter 3 summary

CONCLUSION

REFERENCES AND APPENDICES

7. Limitations of the research:

In the field of B2B marketing behavior, there are many different theories and models applied to understand target customers in the deepest way. However, this study only uses the 5C's awareness marketing mix theory. In addition, the study is limited to studying customer profile, the behavior and preference of the target business customer group of Fox Office on digital platforms living in Ho Chi Minh City. In addition, the recommendations are only suitable for the specific situation at Fox Office.

CHAPTER I: COMPANY INTRODUCTION

1.1 Company Overview

1.1.1 Company Overview



Figure 1.1. Logo of TRIHD ASIA Variety Media Company Limited

TRI HD Media Company's full name is TRI HD ASIA Variety Media Company Limited (TRIHD ASIA). The media unit was established in 2014 with the original name of TRI HD Media Company Limited, operating in 3 main areas: Media Product Production - Media Training - Office Service Rental.

With a young, dynamic and experienced team in the field of producing television programs, TVCs, Viral films, Sitcoms..., organizing events and media training, along with constantly updating modern media trends, TRIHD ASIA has been and is a media partner of organizations, universities, businesses, associations, domestic and international television stations.

Head office: 3rd Floor, VOV Building - No. 7 Nguyen Thi Minh Khai, Ben Nghe Ward, District 1, HCMC.

Hanoi Office: 1208 DN1, HANOI CENTRE POINT Building - 27 Le Van Luong, Thanh Xuan, Hanoi.

Website: <https://trihd.vn/>

Hotline: 0979 892 873

Email: info@trihd.vn

Fanpage:

TRIHD: www.facebook.com/TRIHDASIA.Media

Fox Office: https://www.facebook.com/FOX.OfficeVietnam/?locale=vi_VN

1.1.2 History of formation:

- December 15, 2014: The company was established and named TRI HD Media Company Limited and the representative is Ms. Hoang Thi Thanh Hang. Main business areas: production of movies, videos and television programs.
- After several years of operating in the media field, the company changed its name to TRI HD ASIA Media Company Limited.
- In 2019, C.UP Academy officially launched with practical media courses that are loved by many students: Course on making videos on the phone, course on 7 steps to make sales closing clips,... and courses 1.1 for CEOs and Leaders.
- November 28, 2019: The opening ceremony of FOX Serviced Office, TRIHD's office rental service, took place successfully.
- With the goal of building a professional co-working space, connecting and sharing values together to become more successful. On the first day of launch, FOX successfully connected a deal between a Singaporean partner and a Vietnamese enterprise.
- Currently, TRIHD is promoting FOX Serviced Office rental services in parallel with MEDIA and Media Training.

1.1.3 Business scope:

- In the field of Media:

TRIHD ASIA has the strength of producing TV programs for young audiences, especially school-age children, with a network of KOLs who are famous young people with many achievements in the fields of study, art, entertainment, sports... in Ho Chi Minh City and nationwide. TRIHD ASIA is also a partner in producing media products and organizing events for NGOs such as: Transparent Food Association, Association of High-Quality Vietnamese Goods Enterprises...; TV stations in Vietnam such as: Ho Chi Minh City Television, SaigonTourist Cable Television and international radio and television stations such as: Fuji Radio (Japan), TBS Radio (Japan)...

TRIHD has broadcast TV shows for school-age children on CHANNEL 18 (SCTV18), FPT Television and 02 TRIHD youtube channels: C.UP Channel and NANCIEZZ Channel. These are programs built according to trends close to the tastes of young people and the style of Social Media, but the quality is according to broadcast television standards.



Figure 1.2. Teen Tag - TV talk show produced by Tri HD Media Company Limited.

- About media training

TRIHD ASIA is known for its professional media courses with high applicability for groups of learners from students to working people, from professionals to those who study to apply media in work and life. Effective training of skills in the MEDIA field. Update the latest MEDIA trends. Professional lecturers are working in real jobs and practicing on real projects of students. In addition, C.UP Academy's media channel constantly shares new and useful knowledge and information about the media industry.

In addition, the media training section also builds a community Group called C.UP Media Community for young people who love Media and Startups. From a large community called C.UP Media Community, there will be many small groups branched out according to majors and become clubs such as: Events, Design, Branding, Content, Photography, MC- Host, Film Makers... C.UP Media Community hopes to create many playgrounds with interesting activities for young people to express their personality, abilities, aspirations and passions, thereby

connecting with mentors, experts in many fields as well as Funds and investors... to help make young people's dreams come true.

C.UP Media Community is a non-profit community. The value it creates for its members is orientation, knowledge, connection, career opportunities... and nurturing the dreams of young people. From this incubator, successful members will continue to inspire and become mentors for the next generations.



Figure 1.3: C.UP Academy Logo.

- About the full-service office rental service - FOX Serviced:

TRIHD ASIA is also known as an address supporting domestic and international businesses with the shared office space of FOX Serviced Office in the center of District 1 - Ho Chi Minh City, along with the best support services for businesses. Put into operation since 2019, the full-service office service FOX Office has developed sustainably through the Covid - 19 pandemic. Up to now, FOX has been operating for nearly 3 years.

Full-service office is a service that provides a designed and equipped office, along with many other office utilities to help businesses operate effectively and save costs. With a convenient location, located right in the center of District 1, on the 1st, 2nd and 3rd floors of VOV building - Voice of Vietnam, this place receives a lot of attention from young entrepreneurs, foreign subsidiaries, representative offices in Vietnam,...

In 2023, officially changed its name to FOX OFFICE and new logo.



Figure 1.4. FOX Office Logo

- About Nanciezz media channel:



Figure 1.5. Nanciezz channel logo.

Nanciezz is a media channel for young people, sponsored and produced by TRIHD ASIA Variety Media Company. The columns on Nanciezz focus on sharing knowledge and popular trends in beauty, fashion, lifestyle... tips on travel, study abroad, DIY... that are loved and cared for by Gen Z. Nanciezz's goal is to build community media projects, inspire positivity and

encourage young people to live purposefully, dare to dream and be responsible for themselves, their families and the surrounding community.

The channel's host is Nanciezz - Dinh Thuan Nhan, born in 2005 with a great passion for media. At 13 years old, he was the first Vlogger to have a vlog broadcast on television in Vietnam. At 15 years old, he entered university, becoming a student majoring in Communications at PSB Academy (Singapore). At 16 years old, he was nominated for the WeChoice Award 2020, Hot Youtube category.

Nanciezz creates content on many different topics, aimed at young people. In addition to entertainment and fun, the Nanciezz channel provides knowledge about English, clothing, beauty, etc. Categories on the Nanciezz channel:

- Nanciezz Vlog
- Fanciezz English
- Nanciezz Travel
- Beauty Holic
- Nanciezz Challenges
- Nanciezz Review
- Summer Date – Date with summer.

1.2 Company Overview:

1.2.1 Organizational Structure of Departments in the Company:

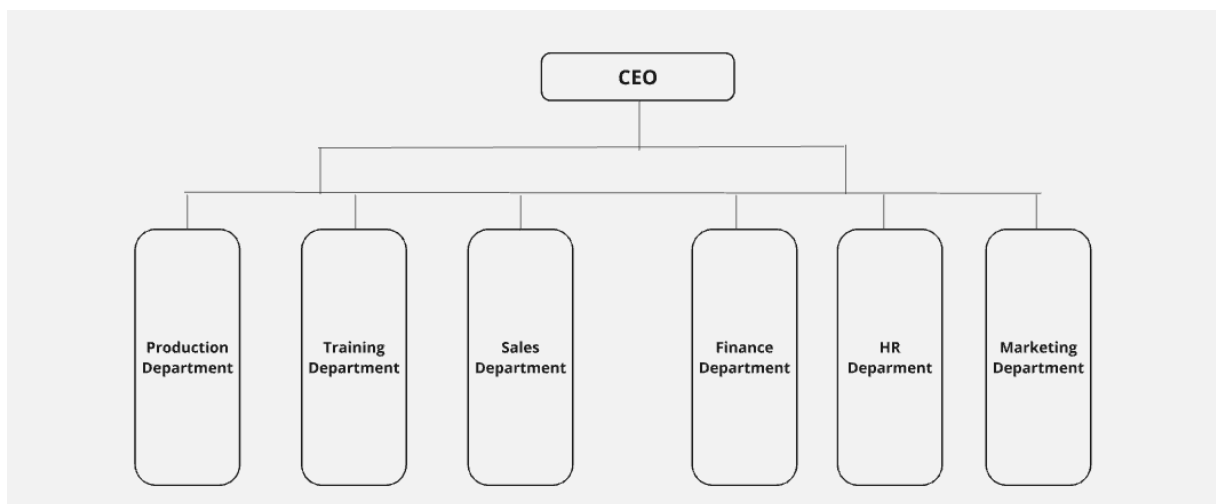


Figure 1. 6. Organizational chart of TRIHD ASIA company.

The organizational structure of TRIHD ASIA follows a functional and service-based model. The company is divided into several smaller teams, each assigned specific tasks. Each department or group plays a different role, contributing to the overall operations of the company. This structure allows for the division of staff based on the services provided and their functions, enabling employees to concentrate their collective strength on fulfilling their roles as part of a cohesive unit.

1.2.2 Specific tasks and functions of each department:

Department	Main function	Specific tasks
CEO	Lead and manage the entire company	Plan strategies, make important decisions, represent the company, supervise the operations of departments
Production Department	Production of media products	Conceptualize, write scripts, film, edit, design graphics, organize events, manage projects...
Training Department	Organize training courses on communication	Design training programs, select lecturers, organize classes, evaluate training results...
Sales Department	Customer Development and Sales	Search for potential customers, service consulting, contract negotiation, customer care...
Administration - Human Resources Department	Human resource management and office administration	Recruiting, training, evaluating employees, building salary and bonus policies, managing office supplies, assets...
Accounting Department	Corporate financial management	Accounting for income and expenditure, financial reporting, tax management...

Marketing Department	Branding and product promotion	Market research, building marketing strategies, implementing advertising and communication activities...
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1.3. Business situation

1.3.1. In 2022:

Media Production: TRIHD ASIA has produced and released many TV shows, TVCs, Viral films, and Sitcoms. Due to the impact of the pandemic, production activities have slowed down somewhat but still achieved certain successes thanks to digital transformation and online content production.

Media Training: Despite the decrease in the number of in-person courses, the company has expanded online courses, helping to maintain revenue and expand the international market.

Serviced Office Rental: As many businesses switch to remote working, the demand for office rental has decreased. However, TRIHD ASIA has flexibly converted office space into online meeting rooms and small studios, helping to minimize losses.

Revenue in 2022:

+ Media Production: 10,093,801,000 VND

+ Media Training: 5,021,854,000 VND

+ Office Rental Service: 3,431,856,000 VND

=> Total revenue: 18,547,511,000 VND

1.3.2. In 2023:

Media Production: The company has recovered strongly with many large projects, including reality TV shows and TVCs for major brands. The recovery of live events also helped increase revenue.

Media Training: The number of live courses increased again, combined with online courses, helping to increase revenue significantly.

Serviced Office Rental: Demand for office rentals began to recover, especially flexible and multi-purpose spaces.

Revenue in 2023:

+ Media Production: VND 15,135,501,000
+ Media Training: VND 10,093,801,000
+ Serviced Office Rental: VND 4,208,429,000
=> Total revenue: VND 29,437,731,000

1.3.3. In 2024 (Forecast):

Media Production: TRIHD ASIA is expected to expand its international market, especially in Southeast Asia and Japan. The growth of digital content and streaming platforms will be the main driving force.

Media Training: Continue to expand specialized courses and cooperate with universities and large enterprises to improve training quality.

Serviced Office Rental: Demand is expected to continue to increase, especially for flexible workspaces and technology-related services.

Forecasted revenue in 2024:

+ Media Production: VND 20,547,541,000
+ Media Training: VND 9,068,110,000
+ Serviced Office Rental: VND 5,238,456,000

CHAPTER 2: ANALYZE RESEARCH PROBLEM

2.1. Situation Analysis:

2.1.1. Current Situation:

Appearing in Vietnam for nearly 10 years, Coworking Space has only created a new trend in the dynamic office community in the past few years. In the past 4 years, the Vietnamese economy has suffered many serious consequences due to the COVID-19 pandemic. Many businesses have had to downsize and cut staff to save costs. This has led to a situation where many frontage and prime locations have been returned to investors.

- The COVID-19 pandemic has passed, along with the needs of businesses, the coworking space and Flexible Workspace market in Vietnam has become more and more bustling. The bustle is shown through the following specific numbers:
- Vietnam is in the TOP 50 countries in the world with the highest growth rate of coworking space per capita.
- Top 20 markets with the largest number of Co Working spaces in the world.
- 47.5 days with a new Coworking Space opening is a number that shows the growth rate of the coworking space market in Ho Chi Minh City.

Investors are participating more in a potential market like Vietnam. And Fox Office is one of those brands. However, competition is inevitable because more and more investors see the potential of this type of service in the Vietnamese market. This requires Fox Office to not only invest in product quality but also invest more in its communication activities. In recent years, Fox Office has not focused much on communication activities on digital platforms. This is also one of the reasons why the brand has not had wide coverage in the Vietnamese market. With the constant development of science and technology and the Internet, digital communication activities such as advertising through videos, images and social networking sites (such as Facebook, Instagram, ...) have more and more opportunities for development. Promotional activities for products and services of businesses have also become more effective. To achieve marketing goals, each brand will have different approaches to target customers. Communication strategies on digital platforms will help brands diversify the ways to reach customers; at the same time, help brands quickly grasp customer psychology and propose solutions to meet their needs. For that reason, "proposing a communication strategy on digital platforms" is a suitable topic for the current situation of Fox Office, helping to specify communication activities; at the same time, contributing to increasing brand recognition in today's competitive market.

2.1.2. Research Objectives:

- Describe the target customer profile, analyze, and evaluate the behavior of the target customer group on digital platforms.
- Propose digital communication strategies to increase Fox Office's awareness among business customers

2.2. Research method and steps:

2.2.1. Desk research:

2.2.1.1. Objective:

Collect and analyze internal data sources and relevant external information from credible internet sources related to the company.

2.2.2. Qualitative Research

2.2.2.1. Objective

Collect information to build a survey questionnaire for quantitative research. Identify factors that influence customers' behaviors and preferences on social media platforms based on expert opinions. Also, refer to communication solutions proposed by experts.

2.2.2.2. Theoretical basis model

FIGURE 6.2 The 5Cs of the awareness marketing mix



Figure 2.1. The 5Cs of the Awareness Marketing Mix

This model is extracted from pages 87 and 88 of the section “The early buyer journey stage - generating awareness” in the book “B2B Digital marketing strategy - How to use new frameworks and models to achieve growth” by Simon Hall. After receiving the booking and verifying that the goods are in full compliance with the regulations, the road/rail freight department will be responsible for arranging suitable vehicles and drivers to the pick-up location to deliver the goods to the place designated by the customer.

The awareness marketing mix, or the 5Cs of awareness, includes:

- Customer Profile: Understanding our customers, assuming the target customer segment is clearly defined.
- Customer Journey: Understanding the customer journey, especially during the awareness stage.
- Communicated Messages: Identifying which messages resonate with the customer, addressing potential challenges or concerns, or simply grabbing their attention.
- Channel Mix: Refers to marketing communication channels used to generate awareness in the B2B space, including digital advertising (targeting, retargeting), SEO, online PR, content syndication, and influencer marketing.
- Content Mix: Involves selecting the appropriate content formats for the buyer’s journey, where formats like videos and banners may be more effective, while formats like SlideShare may be less suitable.

2.2.2.3. Reason for Choosing the Model:

The awareness marketing mix (5Cs of awareness model) helps identify the best ways to generate digital awareness for coworking space services among target customers

Each "C" in the model plays a crucial role in enhancing awareness. It helps to clearly identify the target customer profile, understand which messages resonate most with them, and determine the most effective communication channels to reach customers during the awareness stage. Additionally, it guides the selection of the most appropriate and impactful content formats to engage customers at this stage of their journey. By understanding business customers’ preferences for content and channels, the company can determine the next steps to reach the most potential customers. For example, when selecting channels, businesses may consider using outbound, inbound, or a combination of both. Outbound channels include direct mail and outbound emails, while inbound channels include blogging, social media, and SEO.

Thus, this model is appropriate for describing the target customer profile, analyzing and evaluating the behavior of coworking space customers on digital platforms. Based on these results, the author can propose a digital communication strategy to increase Fox Office's awareness among its target customers.

2.2.2.3. Implementation method

- **Format:** In-depth Interview

- **Target group 1: experts**

+ Ms. Le Thi Hue Linh: Lecturer of Digital Marketing at Ho Chi Minh City University of Economics (UEH)

+ Ms. Anh Nguyet: Head of Marketing Department of TRIHD ASIA

- Research sample size: n=2

- **Reason:** Interview with experts with experience in the field related to the topic being implemented to get the most general view of communication strategies and factors affecting customers. In addition, they have a lot of experience and knowledge and can contribute to the proposal of communication strategies. Therefore, interviewing two respondents in these positions will be suitable for the goal of the topic.

- **Target group 2: Customers who are using Fox Office services**

- Research sample size: n=5

- **Reason:** Interviewing respondents who are using coworking space services will help understand their portraits, their behaviors and preferences on digital platforms, and understand their insights. They will provide the author with their perspectives and their desires. Therefore, interviewing two respondents in these positions will be suitable for the research objective.

2.2.3. Quantitative research

2.2.3.1. Objectives

Conduct the survey based on a questionnaire built according to the 5C theoretical model and based on information from qualitative research. From there, draw conclusions about the interests, behaviors, and habits of the target customer group on the digital platform through statistical methods and data processing.

2.2.3.2. Implementation method

- Form: Online survey questionnaire in Google Form format sent to respondents via social networks and the Internet.

The author uses a database obtained from customers who have used Fox Office's services as well as customers who come to Fox Office with the need for coworking space services. In addition, the author also uses a database collected from customers who have contacted real estate brokers in the market who have cooperated with Fox Office.

- Subjects: People who have used/are using coworking space services, or are looking for a coworking space service provider. They are the people who have the greatest impact on the decision to choose a coworking space service provider for businesses in Ho Chi Minh City, using digital platforms to search for information.

- The research sample size is determined by the formula:

$$n = \frac{z^2(p.q)}{e^2} = \frac{1,96^2(0,168.0,832)}{0,05^2}$$

Including:

- **n** is the sample size
- **z** is the distribution value corresponding to the 95% confidence level ($z=1.96$)
- **p** is the estimated percentage of the population

p = 0.168 with 16.8% estimated according to the proportion of active enterprises with production and business results at December 31, classified by capital size in Ho Chi Minh City. Of which, the number of enterprises with capital scale under 0.5 billion VND (accounting for 8.2%), the number of enterprises with capital scale from 0.5 to under 1 billion VND (accounting for 8.6%) compared to the total number of enterprises in Ho Chi Minh City in 2022 (**General Statistics Office in Vietnam**)

$$q = 1 - p = 1 - 0.168 = 0.832$$

- **e** is the allowable error ($e = \pm 0.05$)

$$\Rightarrow n = 215$$

\Rightarrow Select the survey sample size as **215**

- Survey name: Survey on the portrait of corporate customers of coworking space services: preferences, behaviors on digital platforms.

- Survey Google Form link: <https://forms.gle/h33UpXgF7bYPeyqG9>

2.3. Research results

2.3.1. Desk research result

2.3.1.1. General assessment of brand communication activities on digital platforms

Fox Office mainly carries out brand communication activities through the Facebook platform. Specifically, the latest events or posts about the brand's coworking space services are almost only posted on the Fanpage. This makes the brand unable to fully exploit communication activities and has not created diversity in its promotional activities. In addition, activities on the Fanpage do not have diverse content; at the same time, the brand has not created many communication campaigns or run ads on this platform. This is also one of the reasons why the brand does not have wide coverage in the market.

2.3.1.2. Activities on the Fox Office Fanpage

- **About the frequency of activities:** The Fox Office Fanpage has a rather sparse and irregular posting frequency
- **About the content of the posts:** The content is quite on point, the fanpage posts content related to coworking space, revolving around daily life in the office. However, the content is only at the right level, not deep and complete, up-to-date and truly brings remarkable value to the target customer file.
- **Structure and style:** It can be seen that Fox Office's posts are divided into small paragraphs. The titles of the posts are often capitalized and written as concisely as possible. The posts provide life tips in the form of images and have captions with many words. Therefore, fanpage posts can create boredom because customers can see many posts with the same structure and writing style.
- **Regarding the design of images on Fanpage:** The images are designed quite eye-catching and clear, expressing the true spirit of the post content and the products mentioned. Images of the space at Fox Office as well as the main information are always presented fully and accurately; focusing on what the post wants to convey. There is always the appearance of the 2 main colors of the brand, red and yellow.
- **Regarding the presentation format of the content:** Most of the content is presented in the form of images with captions containing many words, sometimes in the form of short videos or images. However, text and images still dominate, the appearance of short videos is not much.

2.3.2. Qualitative research result

Summary of Respondent Insights

Industry and Company Size:

- Respondents work in software production, IT, fintech, and electronic ticket sales.
- Company sizes range from 5 to 100 employees, predominantly small (under 50 employees).

Key Factors in Office Selection:

1. Price: Most critical for many, especially startups; cost optimization is a priority.
2. Geographical Location: Affects employee and partner accessibility, enhancing satisfaction and connections.
3. Employee Needs: Importance of a comfortable, quiet environment with amenities like high-speed internet.
4. Service Quality: Support services (event organization, maintenance, technical support) enhance employee satisfaction.
5. Office Area and Facilities: Sufficient space and amenities (parking, meeting rooms) are essential.

Challenges in Information Search:

- Most respondents found information easily accessible; a few noted issues like unclear pricing or overwhelming amounts of information.

Expectations for Coworking Spaces:

- All respondents expect coworking spaces to meet criteria such as reasonable prices, convenient locations, and full facilities.
- Awareness of coworking services varied: some knew about them 9-10 years ago, others after Covid, primarily through online channels (Google, Facebook).

Search Methods:

- Respondents primarily used Google and Facebook to find coworking space providers, with some using real estate brokers.

Attention-Grabbing Factors:

- Attractive utilities, compelling titles, and impressive visuals captured attention; clear messaging about benefits is crucial.

Desired Information:

- Respondents seek clear details on price, area, amenities, and contract terms

Content Preferences:

- Preferred content formats include short videos and images with minimal text, allowing for quick, clear communication. Customer engagement strategy:

Customer engagement strategy:

Organize webinars on work efficiency.

Provide useful content such as experience sharing, industry events.

Optimize website to increase visibility.

Create attractive content on Fanpage.

Customer concerns:

Price, location, quality of facilities, safety, office design.

Benefits of shared space, increased productivity, networking events.

Requirements for communication messages:

Understand customer preferences and needs.

Follow current trends.

Avoid offensive messages, consistent with brand values.

Authentic and easy-to-understand content.

Encourage customer participation.

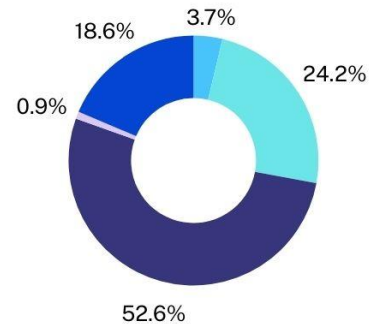
2.3.3. Quantitative research results

- Information about Customer profile of B2B:

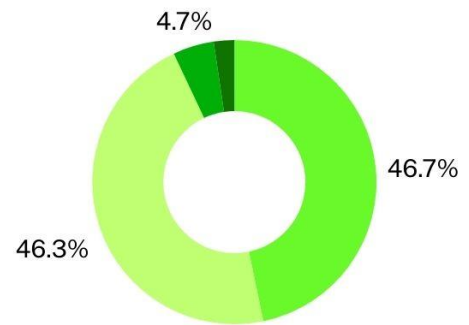
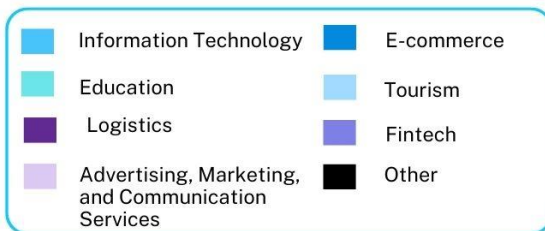
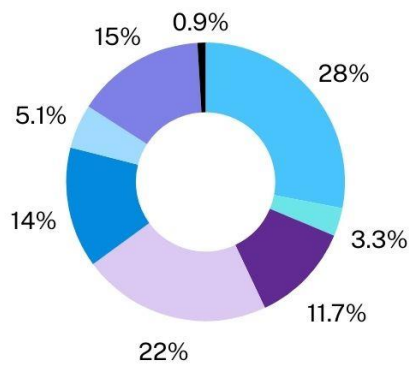
CUSTOMER PROFILE



Male respondents make up **12%** more than **female** respondents



➤ The **majority** of the respondents are aged between **25 and 54**



- The **majority** of respondents' companies have a number of **employees** ranging from **3 to 50**.
- The companies of the respondents **span various fields**, but **most** are in the areas of **information technology, logistics, marketing, and e-commerce**.

Figure 2.2. Customer profile

The number of male respondents is 12% higher than that of female respondents. This shows that Fox Office's target customer base has a higher proportion of males than females. Almost all respondents are between the ages of 25 and 54, with the age group from 35 to 44 accounting for the largest number at 52.6%.

The size of the companies of the respondents mostly ranges from 3 to 50 employees, with the proportion of respondents working in companies with 3 to 20 employees accounting for 46.7% and the proportion of respondents working in companies with 21 to 50 employees accounting for 46.3%. Only a small proportion (7%) of respondents work in companies with 50 or more employees. This shows that coworking space services attract and appeal to small and medium-sized companies with a small and moderate number of employees.

The respondents' companies are often related to business fields such as information technology (with 28% of respondents choosing this field, accounting for the largest proportion), followed by advertising, marketing and communication services (22%), finance and technology (15%), e-commerce (14%), logistics (14%). The remaining few will do business in some fields such as: education (study abroad consulting), tourism,... It can be seen that companies with a need for coworking space services will work across most fields. However, businesses with a need to use coworking space services are often businesses whose company activities are mainly carried out through operations, office work and working on computers. Manufacturing companies rarely have a need to hire this service. But this can still happen when these manufacturing companies need a representative office in a province/city/country. It can be seen that, in addition to being a suitable choice for small businesses and startups in the service sector, coworking space service is still one of the top choices for businesses working in any field that need to set up a representative office in Vietnam, in Ho Chi Minh City.

CUSTOMER PROFILE

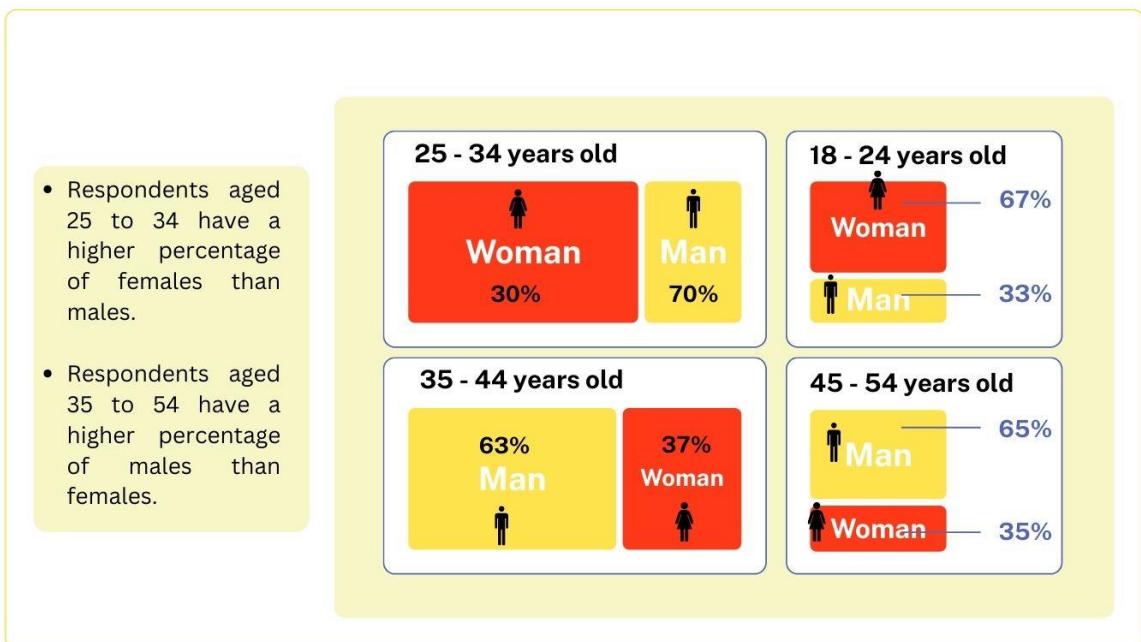
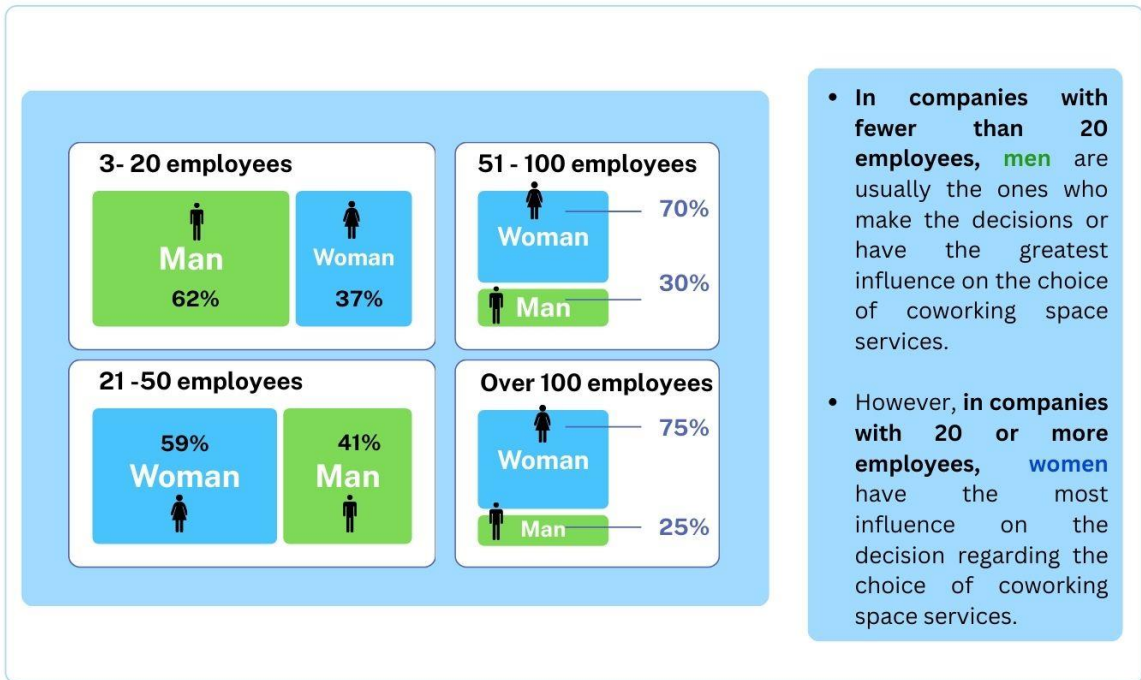


Figure 2.3. Customer profile

In companies with a size of 21 - 50 people or 51 - 100 people, the people who have the most influence on the decision to choose coworking space services are women, most of them are between the ages of 25 - 34. They often know about this service through friends, relatives, colleagues or more precisely from their bosses. They have not known about this service for long, only recently.

For companies with a size of 3 - 20 people, the people who have the most influence on the decision to choose coworking space services are often the founders of these companies. Most of them are men (however, not all, there will still be cases where they are women), most of them are between the ages of 35 - 54. They have a lot of knowledge and they often know about this coworking space service when this service first entered the Vietnamese market.

This is understandable because when the company is small, the founder always wants to optimize costs and participate in many activities of the company. When the company is larger, they are often very busy and do not have much time to spend searching for information about products and services, so they delegate these decisions to subordinates and they are only the ones who make the final approval decision.

CUSTOMER PROFILE

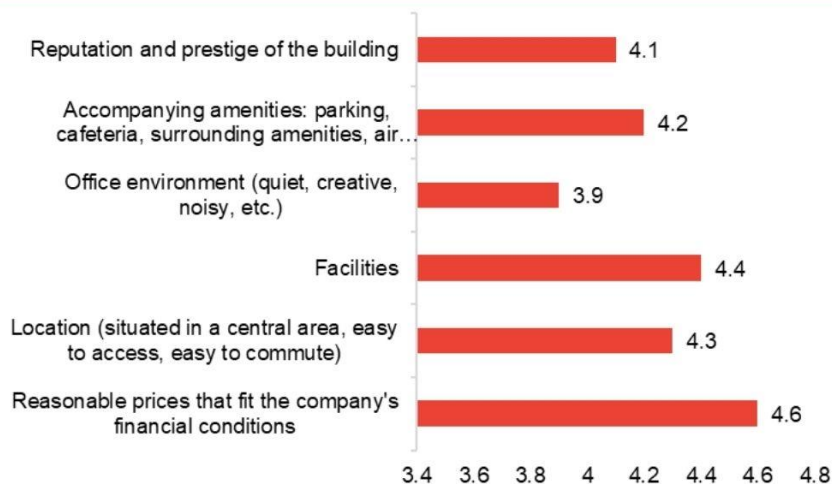
The criteria that your company considers when choosing a coworking space service are...



- Price
- Location
- Facility conditions

are the 3 **criteria** that customers consider the **most** when choosing a coworking space service.

The most important criteria when choosing a coworking space service is...



Reasonable prices that fit the company's financial conditions is the **most important criterion** for respondents when choosing a coworking space service

Figure 2.4. Customer profile

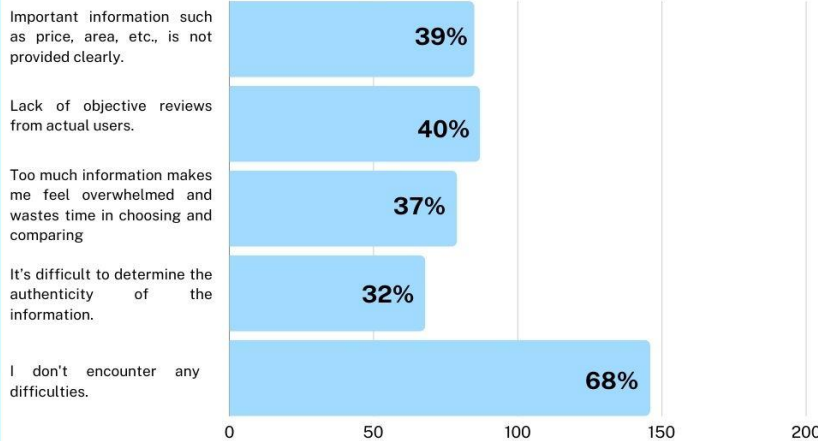
According to the respondents' feedback, their company will provide a set of criteria before choosing a coworking space service provider. The results show that Reasonable price, suitable for the company's financial conditions; Geographical location (located in the center, easy to access, easy to move) and building facilities are 3 criteria that appear in almost all companies' criteria when choosing an office for the company with the rates of 95%, 92% and 90% respectively. Accompanying utility criteria such as: parking, canteen, utilities around the building, air conditioning after office hours, stable internet connection, security... and Prestige, reputation of the building, also appear quite a lot in the criteria of the business (accounting for 83% and 79% respectively). In addition to the core criteria listed above, businesses also put forward some criteria on Office environment (quiet, creative, noisy, etc.); Reception service, cleaning and security system, surveillance cameras, fire prevention and fighting.

The average score of respondents when assessing the importance of the above factors is quite high at 4.25. This proves that for their company, the more criteria the building meets, the better. What they need is a harmonious combination of criteria so that they can use the best service. Reasonable price, geographical location and facilities are considered the 3 most important factors for companies when they consider choosing a coworking space service.

Reasonable price, suitable for the company's financial conditions and Geographical location (located in a central location, easy to access, easy to move) are the 2 criteria that respondents consider the most important in the set of criteria. This is completely reasonable. Because the majority of customers of coworking space services are small-scale businesses, startups, their top priority is to optimize costs and save costs for the business. Besides, they really want the company office to be located in a central location, easy to move, easy to access. It is noteworthy that the criteria of Prestige and reputation of the building received high ratings from respondents. This proves that for reputable companies, the reputation of office buildings is quite important. Because it contributes to creating a professional image for the company, bringing a sense of trust to customers and partners.

CUSTOMER PROFILE

The difficulties in searching for information about coworking space services are..



• The **majority** of respondents **did not encounter any difficulties** in searching for information about coworking space services.

Customer expectations for coworking space services are...

- **Help my company optimize costs**
- **Good facilities**
- **Convenient geographical location**

are the **3 things** that customers **expect the most** from coworking space services

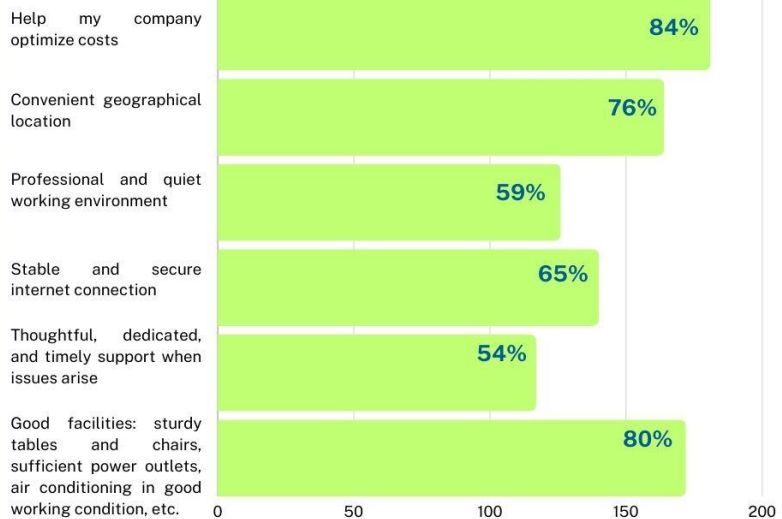
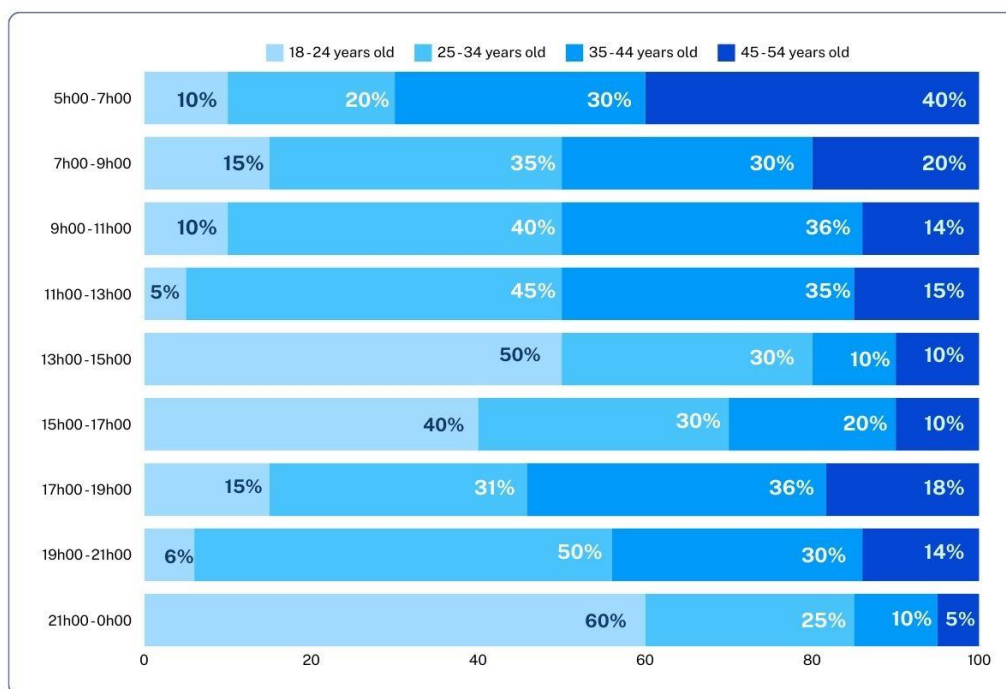


Figure 2.5. Customer profile

68% of respondents said they had no difficulty finding information about coworking space services. The rest said they encountered some difficulties such as: not being clearly provided with important information such as: price, area,... Too much information makes them overloaded, wasting time choosing and comparing. Difficult to determine the authenticity of the information. Lack of objective evaluation from actual users.

The selection rate of the options are all over 50%. This shows that respondents expect coworking space services to provide them with as many benefits as possible. However, it would be better if the coworking space service met the criteria they initially set for the coworking space service. Help my company optimize costs, Good facilities, Convenient geographical location are the 3 things that customers expect the most from coworking space services.

CUSTOMER PROFILE



The usage hours of Facebook vary for each age group

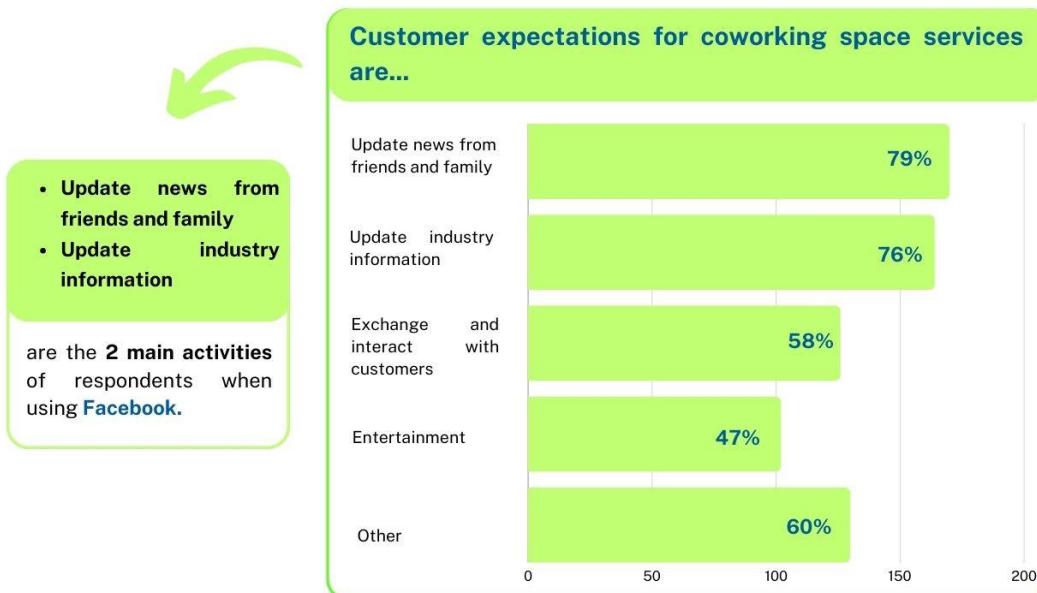
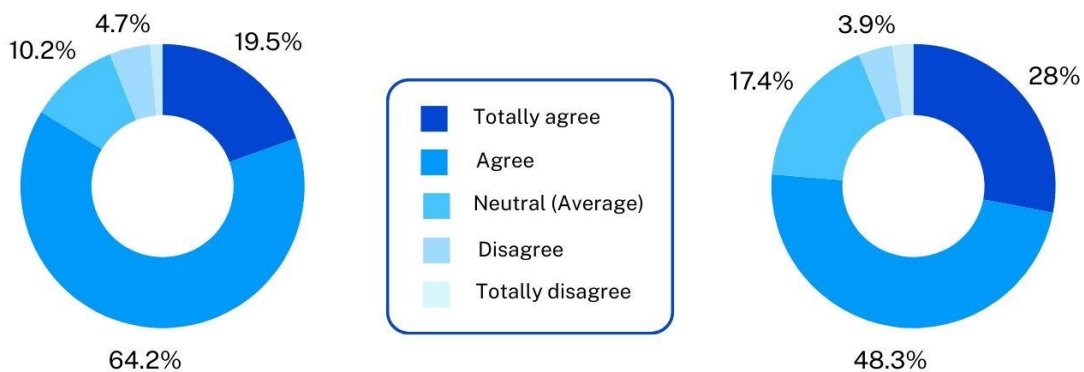


Figure 2.6. Customer profile

The time frames from 9:00 - 11:00, 11:00 - 13:00 and 19:00 - 21:00 are the time frames that the target customer group of coworking space services often use Facebook. In which, the 25 - 34 group often uses Facebook from 11:00 - 13:00 because this is the age group whose free time often falls during the lunch hour when they take a lunch break after half a day of work. The 35 - 44 group often uses Facebook most during the time frame from 19:00 - 21:00, this is the time when they go home after a day of work and spend time with family and entertainment.


The statistical results show that respondents use Facebook for many different purposes. Most respondents use Facebook to update news from friends and relatives (accounting for 79%) and update professional information (accounting for 76%). Next, they also use Facebook to communicate and interact with customers (58%), and for entertainment (47%). 60% of respondents use Facebook for other purposes such as: shopping, updating social information, searching for information about a service/product, building a personal brand, expanding networking, tracking recruitment information, etc.

CUSTOMER PROFILE



- **83,7%** of respondents **agree** that they are **aware** of a provider offering coworking space services **through review pages of various coworking space providers** that appear on **Google** when they search for information about this service.

- **76,3%** of respondents **agree** that a service provider's **frequent appearance** on these review pages **increases** their **trust** and **positive impression**.



- **78%** of respondents **highly value** the role of a **company's website** in **their awareness** of that company.

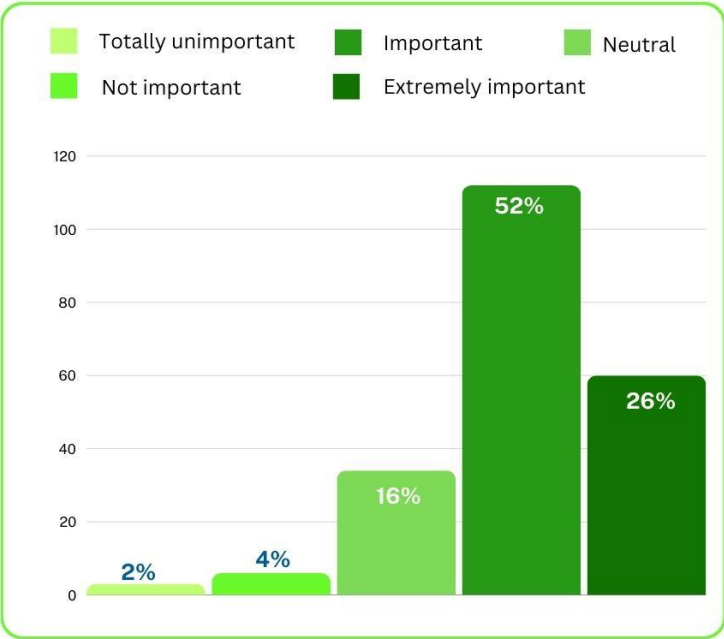
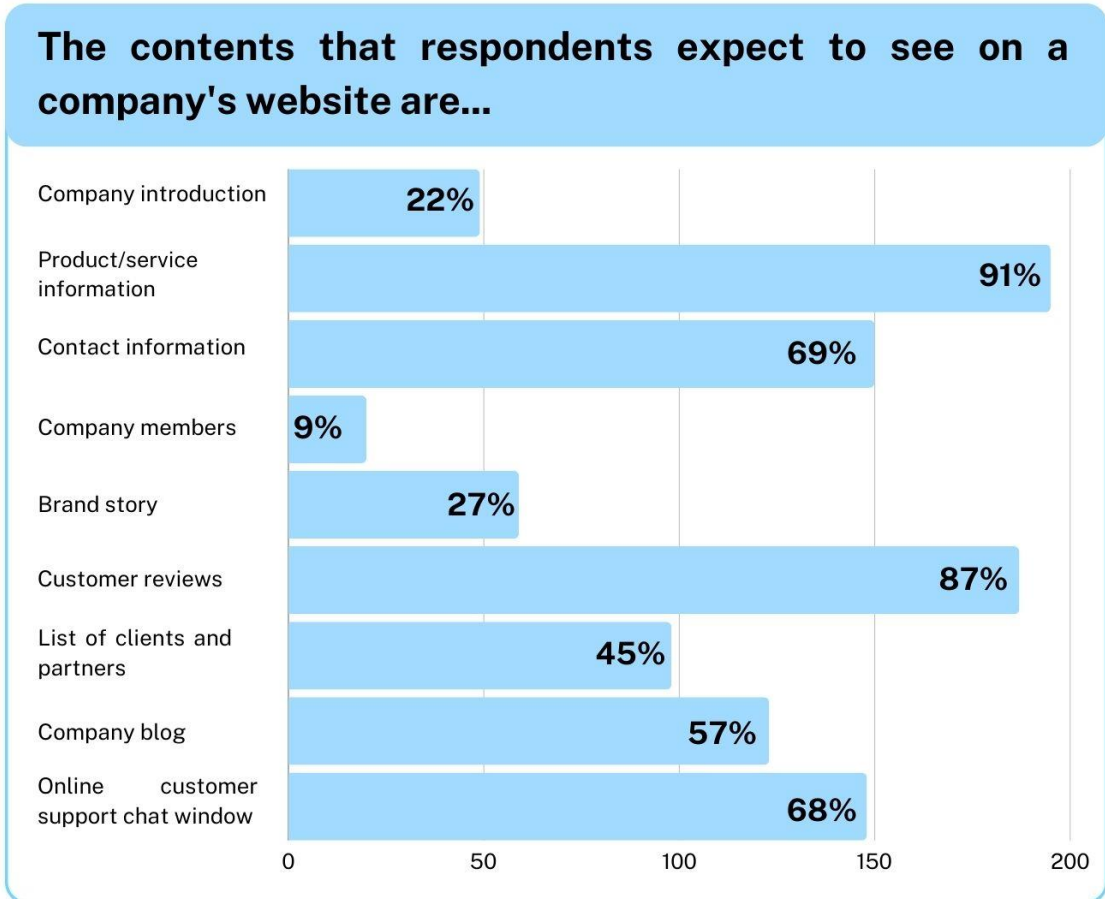


Figure 2.7. Customer profile



CUSTOMER PROFILE



- **Product/service information**
 - **Customer reviews**
 - **Contact information**
 - **Online customer support chat window**
- 4** types of content that respondents **want to see** on a **company's website**.

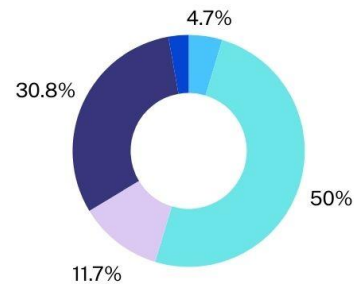
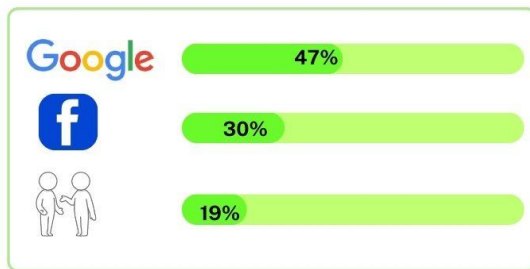
Figure 2.8. Customer profile

83.7% of respondents agreed that they are aware of a provider offering coworking space services through review pages of various coworking space providers that appear on Google when they search for information about this service. 76.3% of respondents agreed that the service provider's frequent appearance on these review pages increases their trust and positive impression. It can be seen that if you want to increase awareness of your company's products and services, making your products and services appear on these reputable review channels is also a quite effective way.

78% of respondents highly appreciated the role of a website in their awareness of a company. This proves that a website plays a very important role in the existence and development of a company in the present and in the future. This is also one of the effective support tools in promoting information, promoting products and business services.

Product/service information (91%), Customer reviews (87%), Contact information (69%) and Live chat window (68%) are the types of content that respondents expect to see on a company's website the most. Some information that respondents also expect to find on a company's website are customer list, partners, company blog and Company introduction. Others such as information about company members, brand story are not expected much by respondents.

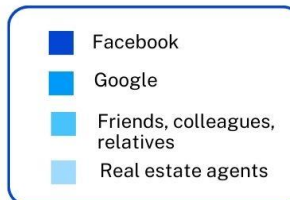
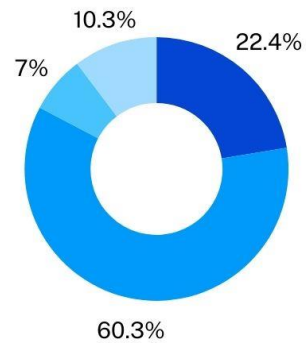
CUSTOMER JOURNEY (AWARENESS STAGE)



- **77%** of respondents are aware of coworking space services through **digital platforms** such as **Google** and **Facebook**.



➤ **Most respondents became aware of coworking space services 1 to 3 years ago.**



- The impressions of respondents when they first learned about coworking space services are **quite diverse** and **multifaceted**. However, most respondents have a generally **positive impression** of this service.
- **Google** and **Facebook** are the two **main channels** respondents use to find providers of coworking space services

Figure 2.9. Customer journey (awareness stage)

77% of respondents learned about this service through digital channels such as Google and Facebook. The rest learned about this service through friends, relatives, colleagues and attending seminars and webinars.

Up to 50% of respondents learned about coworking space services 1-3 years ago. This is understandable. Covid 19 has caused difficulties for the world economy in general and Vietnam in particular, and hybrid working has become popular. The concept of coworking space has been mentioned a lot during and after the pandemic. 30.8% of people learned about this service quite a long time ago, about 5-10 years ago when this service first entered the Vietnamese market.

Most people will have a fairly positive impression of coworking space services. They feel curious about this service, find it interesting, feel that this is a good opportunity for them to interact with many companies in the startup community, an opportunity to expand their networking. They also feel that this form will help save costs for businesses, a creative solution for startups, SMEs,... However, besides positive opinions, there are also some respondents who think that this form of service will sometimes bring inconvenience if soundproofing and security factors are not well implemented, some factors are not adjusted as desired because it is a shared space,...

60.3% of respondents find coworking space service providers through Google, 22.4% through Facebook, 7% through friends and relatives, 10.3% through brokers. It can be seen that Google is still the target channel that customers use to search for information about services and find service providers.



COMMUNICATED MESSAGES

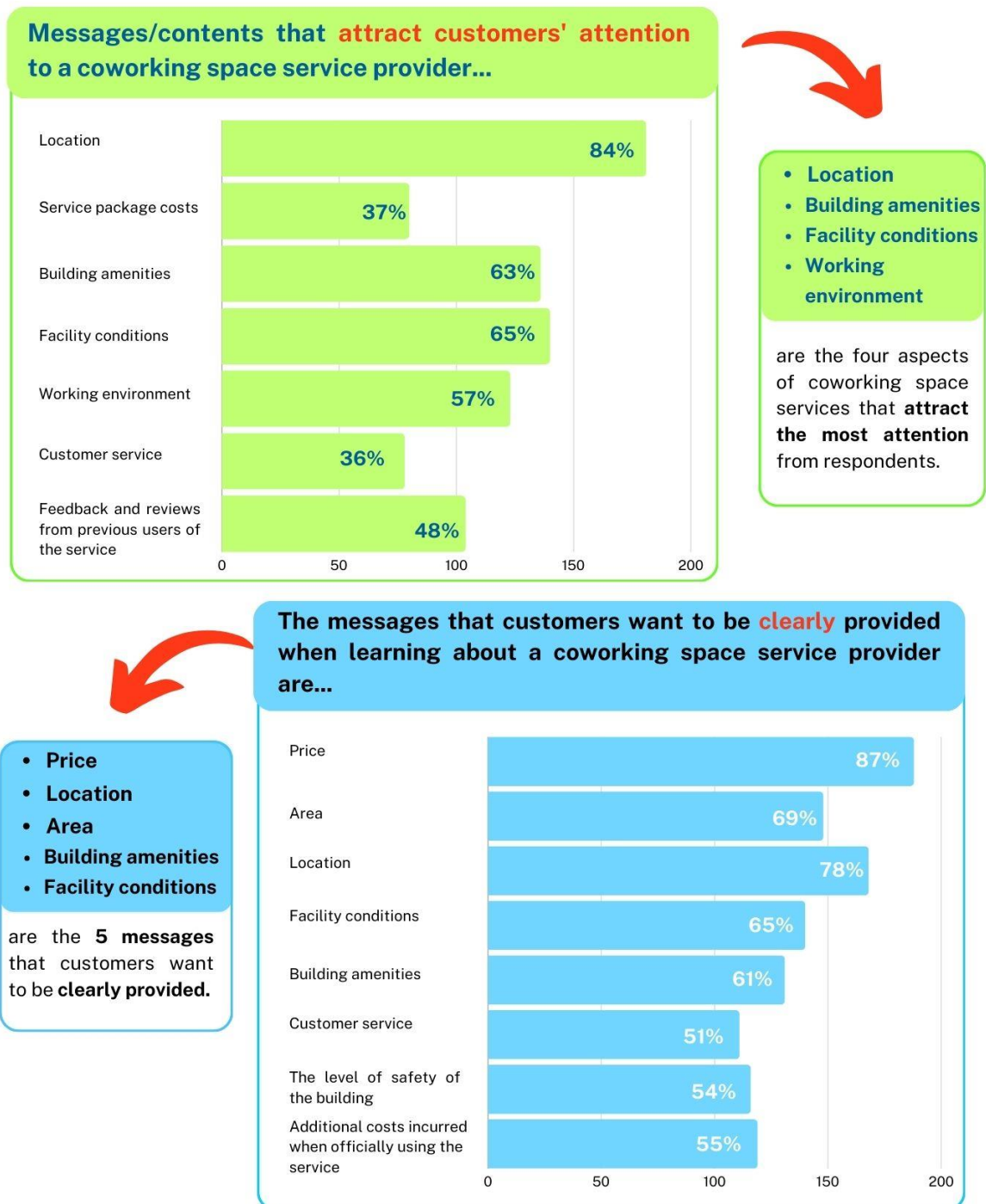


Figure 2.10. Communicated message

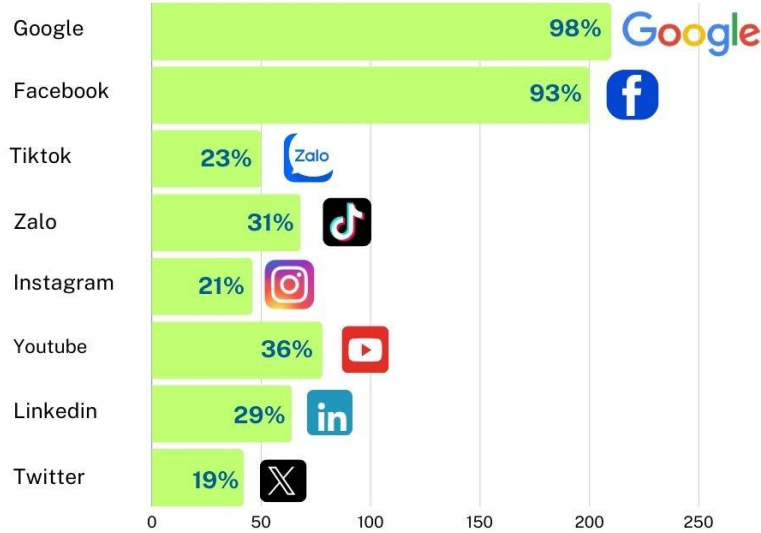
Location, facilities, building amenities and working environment are the four contents about coworking space services that respondents pay the most attention to. This shows that the more coworking space service providers focus on the benefits that coworking space services can bring to customers' businesses, the more customers will pay attention and be interested in your service.

The results show that price is the information that respondents want to be provided most clearly (accounting for 87%). Next is the building location with a rate of 78%. Then comes information about area (69%), facilities (65%) and building amenities (61%). Some respondents want to know more information about the safety of the building, the hygiene of the building, the costs incurred when officially using the service, and support services during the use of the service. The percentage of all information that respondents want to be provided more clearly is quite high (over 50%), which shows that respondents want to be provided with clear, detailed, as much information related to the service as possible.

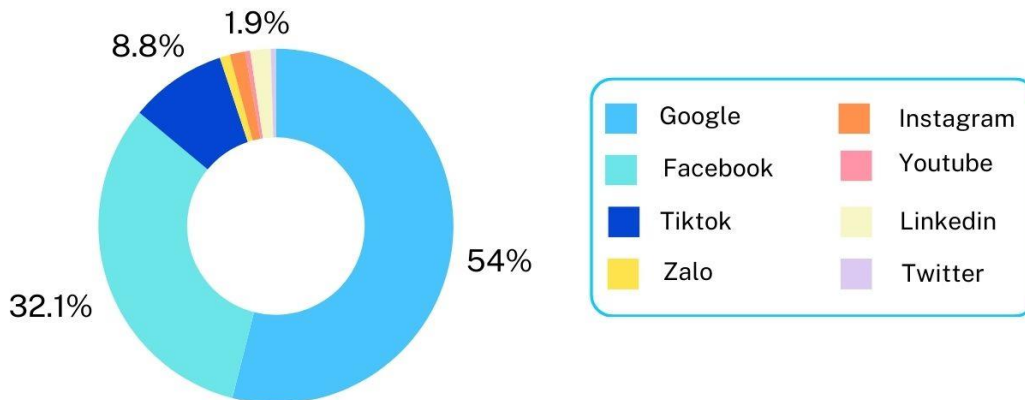


CHANNEL MIX

The channels that customers commonly use to search for information about products/services are...



- **Google** and **Facebook** are two **channels** that respondents commonly use to search for information about products or services.



- **54%** of respondents believe that **Google** is the **most effective** channel for searching for information about products/services.

Figure 2.11. Channel mix



CONTENT MIX

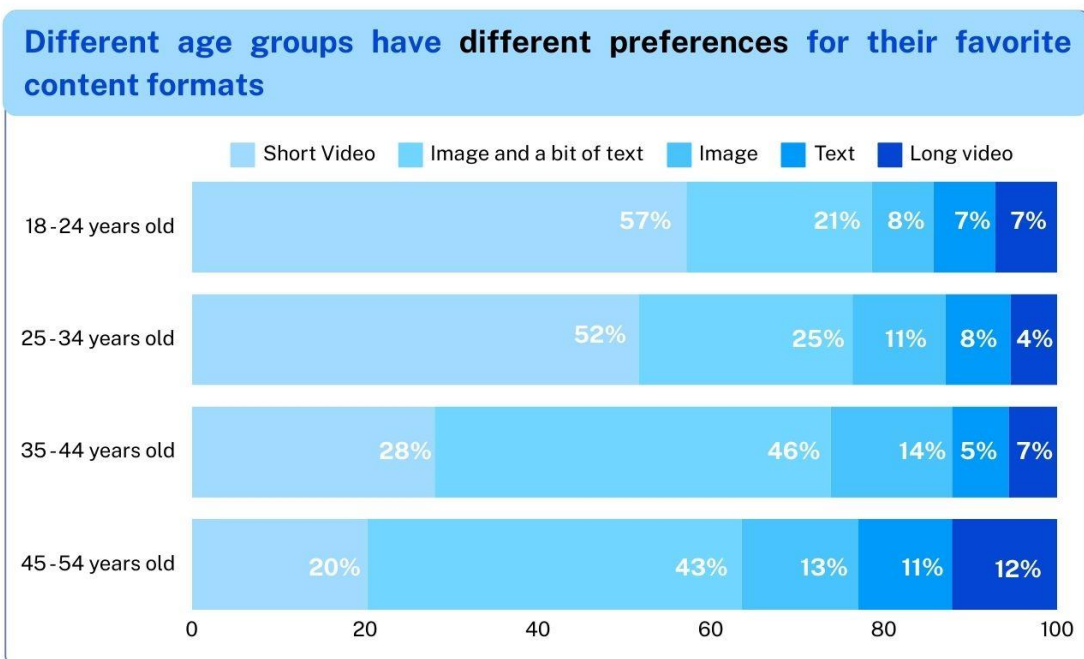
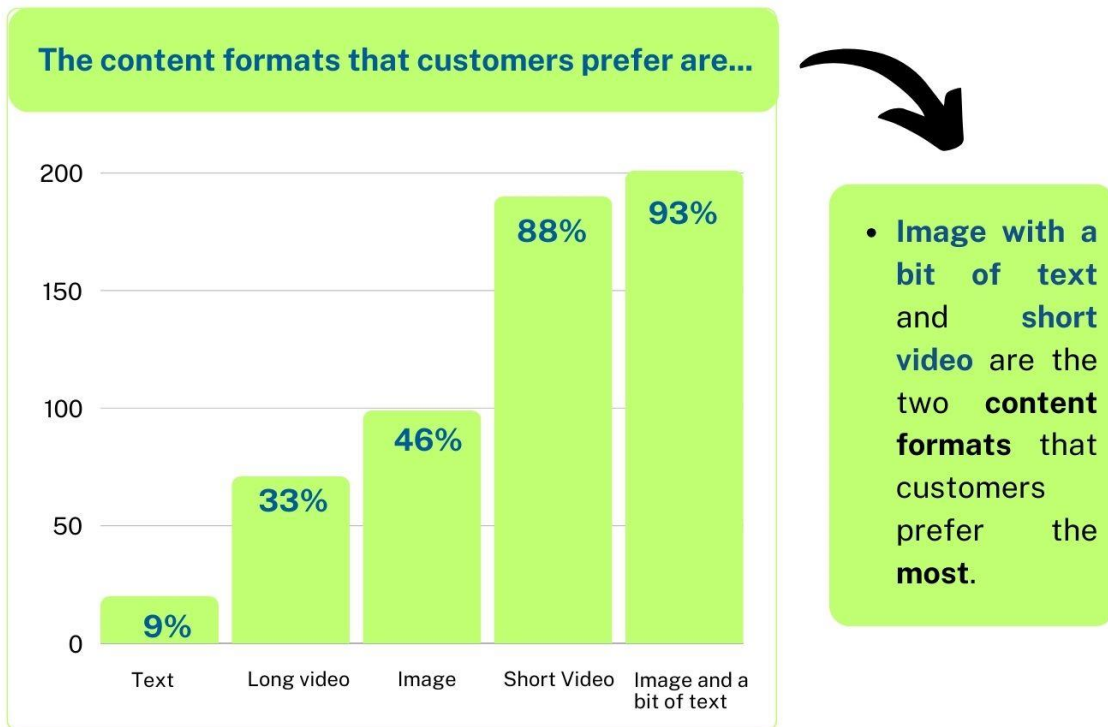


Figure 2.12. Content mix

Google and Facebook are the two channels that respondents often use to search for information about products/services. Respondents also think that Google and Facebook are the most effective channels for searching for information. About 36% of respondents also search for information via Youtube and 31% of respondents search for information via Tiktok. Channels such as Zalo, LinkedIn, Instagram, Twitter are rarely used by respondents to search for information.

The preferred content format chosen by respondents is Text with images (less text) and short videos (reels, tiktok, etc.) with 93% and 88% respectively. This result shows that this group of people likes content that is presented visually, shows the right focus, is easy to understand and does not take too much time to understand and watch.

Different age groups have different preferred content formats. In the 18-24 and 25-34 age groups, they mainly prefer to consume content presented in the form of short videos. Meanwhile, the 35-44 and 45-54 age groups prefer content presented in the form of images and a bit of text.

Chapter 2 Summary

Chapter 2 clearly states the research method and steps to collect information to serve the research objectives. Qualitative research methods and quantitative research methods are implemented based on the theoretical model of The 5Cs of the Awareness Marketing Mix. The results show that the brand needs to focus on building a website channel and improving the fanpage channel, helping to increase recognition and attract more customers. In addition, the results of the desk study show the current status and effectiveness of the brand's communication activities on social networking platforms, helping the author have a more realistic view of the brand's situation. In addition, the research results have provided data for the author to evaluate the behavior and preferences of the target customer segment on digital platforms. From there, it is the basis for proposing solutions and strategies to improve the brand's communication activities on digital platforms to increase brand recognition.

CHAPTER 3: PROPOSED SOLUTION

3.1 Proposed basis:

After analyzing the research results, the author found that Fox Office has the following 2 main problems:

- + There is no separate website to promote the coworking space services provided by Fox Office.
- + The Fanpage channel has not received recognition and interaction from the target customer file.

Therefore, to solve the research objective of increasing the level of awareness of corporate customers for Fox Office and solve the problem raised after conducting research and analyzing the research results, the brand needs to:

- + Build a separate website for Fox Office.
- + Improve the content on the Fanpage and combine Facebook Ads.

And based on the analysis from the research results, I have obtained clear, complete bases and a solid foundation for the step of proposing a communication strategy on a digital platform to enhance the recognition of the Fox Office brand as follows:

- All respondents work in Ho Chi Minh City.
- Most respondents responded that they search for information about a product or service through Google and Facebook. Most of them know about coworking space services through digital channels (mainly Google and Facebook). They also said that these are the two channels they think are effective in finding information. 78% of respondents highly appreciate the role of a website in their awareness of a company. Therefore, the communication plan proposed in this report will focus mainly on Facebook and Website. At the same time, using additional paid tools such as Google Ads and Facebook Ads to maximize the effectiveness of the campaign.
- 83.7% of respondents agree that they are aware of a provider offering coworking space services through review pages of various coworking space providers that appear on Google when they search for information about this service. 76.3% of respondents agree that the service provider's frequent appearance on these review pages increases their trust and positive impression. Therefore, the recommended communication strategy will include PR activities on reputable review sites or newspapers to increase brand awareness as well as the trust of the target customer group in the services provided by Fox Office.

- Because it is a group of corporate customers, the customer journey when purchasing a product/service will be different from that of an individual customer. The process is longer, the selection criteria are clearly listed, many people participate in the purchasing process, the selection and consideration of products/services are carried out carefully and closely. Especially those participating in the purchasing process have a high level of education, multi-dimensional perspectives, they do not have much time. Therefore, the content must be presented concisely, easy to understand, clear and focused. This is the reason why the content proposed in the communication plan below will be presented in the form of short videos or images with a little text.

- The time frames from 9:00 - 11:00, 11:00 - 13:00 and 19:00 - 21:00 are the time frames that the target customer group of the coworking space service often uses Facebook. Therefore, when scheduling posts in the communication plan, it is necessary to pay attention to these time frames so that the post reaches as many people in the target customer file as possible.

- Price is the information that respondents want to be provided most clearly (accounting for 87%). Next is the building location with a rate of 78%. Then comes information about the area (69%), facilities (65%) and building amenities (61%). Some respondents want to know more information about the safety of the building, the hygiene conditions of the building, the costs incurred when officially using the service, and support services during the use of the service. The percentage of all information that respondents want to be provided more clearly is quite high (over 50%), which shows that respondents want to be provided with clear, detailed, and as much information related to the service as possible. Therefore, when proposing to build content for the website, the author focuses on providing complete information that the target customer group is interested in.

- Authenticity is one of the things that this customer group is interested in. Therefore, the content on Facebook and the website needs to be authentic and highly trustworthy. This is the reason why in the proposed communication strategy section, the author recommends using a 360-degree website.

- According to expert Hue Linh, Fox Office should organize webinars. Because according to experts, webinars are still one of the popular forms of marketing because they provide the target customer group with valuable information for them. Organizing webinars is also a form that helps narrow the gap between customers and service providers. At the same time, this is also a way to collect contact information of the target customer file without making them suspicious

or uncomfortable. This is the reason why in the solution recommendation section, the author suggests organizing a webinar.

- Both experts also added that once they know what this group likes, businesses only need to provide information that interests them. In addition, businesses can update current trends and trends to be able to subtly integrate them into their content. In addition, it is necessary to research their behavior and interests to create a series of content that suits their interests. In addition, it is necessary to thoroughly understand the needs and interests of the target customer group, avoid giving out messages that are too offensive, causing anger to the majority just to please a small group of people. In addition, it is necessary to ensure that the communication message is always consistent with the brand and easy to understand. In addition, the content provided needs to be authentic. Finally, when providing this content and messages, it is necessary to encourage customers to participate by creating polls, Q&A, or sharing opinions.

3.2. Proposed digital communication strategy

3.2.1. Portrait of target audience

Business Field

+ Mainly: Information technology, financial technology, logistics, advertising services, marketing and communication, e-commerce.

+ Minority: Education (study abroad consulting), tourism, and some other fields.

Characteristics: Businesses that need to use coworking space often operate mainly in office environments and computer work.

Company Size

Main target: Small and medium-sized enterprises, usually from 3 to 50 employees.

Distribution:

+ From 3 to 20 employees: Usually the founder (male, age 35-54) decides to choose the service.

+ From 21 to 50 employees: Respondents are mainly female, know about coworking through friends and colleagues.

Service Selection Criteria

Most important:

+ Reasonable price (cost optimization).

+ Geographical location (central, easy to move).

+ Facilities (full amenities).

Additional criteria:

+ Attached amenities (parking, wifi, security).

+ Reputation, reputation of the building.

+ Working environment (quiet, creative).

Information Search Behavior

+ Main search channels: Google, Facebook.

+ Information needs: Clear about price, location, area, facilities.

+ Difficulties encountered: Incomplete information, information overload, difficult to determine authenticity.

Perception and Impression of Coworking Space

+ Most have positive impressions: Networking opportunities, cost savings, creativity.

+ A few have slightly negative impressions: Can be inconvenient if the space is not soundproofed or security is not guaranteed.

Digital Platform Behavior

+ Like to consume content: Text with images and short videos.

+ Facebook usage time frame:

9:00 - 11:00, 11:00 - 13:00, 19:00 - 21:00.

+ Purpose of using Facebook: Update news, interact with customers, entertain, search for product/service information.

3.2.2. KPIs

Facebook:

+ Followers: Increase by 20% in 6 months.

+ Engagement Rate: Increase by at least 15% compared to the previous 3 months.

+ Reach: Increase by 30% per month for Fanpage posts.

+ Video views: Increase by 40% compared to the previous 3 months.

Website:

+ Website Traffic: Aim for 300 - 500 visits in the first month.

+ Bounce Rate: Decrease to below 50% in 3 months.

+ Newsletter Sign-ups: Achieve at least 50 sign-ups in the first month.

+ Average Time on Page: Achieve at least 1-2 minutes for main page and service pages.

3.2.3. Insight, Big idea, Key message

3.2.3.1. Insight

Business customers: They have a deep understanding and appreciate efficiency in work. They are looking for a space that is not only for working, but also a place to promote productivity, creativity and improve management.

Real needs: Businesses often face high fixed costs, and a flexible workspace will help them optimize their budget and increase competitiveness.

3.2.3.2. Big Idea

"Flexible Solution for a Sustainable Future": Fox Office is not just a workspace, but a sustainable business model. We provide a solution that optimizes operating costs, helping businesses save and invest in other areas of development.

3.2.3.4. Key Message

"Fox Office: Invest in the Future, Not in Cost": Choosing Fox Office, you not only save on office rental costs, but also receive smart working solutions, from modern facilities to professional support services, helping you focus on the goal of sustainable development for your business.

3.2.3.5. Overview plan

Fox Office's goal is not to maintain the life cycle of coworking space tenants. Because Fox Office believes that when a business reuses Fox Office's services, they will have difficulty in negotiating prices and benefits for the company. Therefore, Fox Office's priority goal is to focus on increasing brand awareness among the target customer base so that as many people as possible know and trust Fox Office's services.

OBJECTIVES OF THE PLAN			
	<p>Increase brand awareness for Fox Office with the message "Flexible Solutions for a Sustainable Future". Convey content that shows Fox Office is a reputable, trustworthy, professional unit for businesses to set up offices and is also one of the leading businesses in the field of office sharing in Ho Chi Minh City.</p>		
Timeline	Phase 1: Trigger (01/11/2024 - 15/11/2024)	Phase 2: Awareness (16/11/2024 - 15/01/2024)	Phase 3: Engage and Amplify (05/01/2025 - 31/01/2025)
Objective	<ul style="list-style-type: none"> - Make target customers aware of the existence of Fox Office and understand what coworking space service is. - Make target customers put coworking space service on the list of options when looking for an office for the company. 	<ul style="list-style-type: none"> - Convey the message “Fox Office - the ideal working space for your business, optimizing costs, maximizing efficiency”. - Affirm the prime location of Fox Office at VOV building and outstanding amenities such as 24/7 air conditioning, flexible working space. 	<ul style="list-style-type: none"> - Create interaction between users and the brand to increase discussion. - Demonstrate to users the benefits customers receive when using Fox Office's coworking space service.
Keyhook	<p>Social discussion: Create a discussion about what is the right working format for employees and choosing the right office for small, newly established companies to optimize costs and maximize efficiency.</p>	<p>Fox Office Website Development</p>	<ul style="list-style-type: none"> - Webinar - “Risk Management in Business” - Fox Office Tour

<p>Supporting Tactics</p>	<p>Create Facebook advertising campaigns and use Facebook Ads to reach your target audience accurately.</p> <p>Seeding in groups to get more people to know and participate in the discussion</p>	<p>Design an intuitive, easy-to-use website that provides complete information about Fox Office, service packages, workspace images, and customer success stories.</p> <p>Use SEO to optimize the website so that keywords related to coworking space, Fox Office, shared office in Ho Chi Minh City... appear high on Google search results.</p> <p>Use Google Ads on Google to reach customers who are looking for related services.</p> <p>Focus on content:</p> <ul style="list-style-type: none"> + Create in-depth blog posts: Write detailed articles about the benefits of working at Fox Office, comparing it with other types of offices. + Create visual images showing comparisons of costs and utilities between Fox Office and traditional types of offices. + Introductory video: about the workspace at Fox Office, focusing on the prime 	<p>+Increase interaction on social networks:</p> <ul style="list-style-type: none"> + Create content that promotes customer interaction with Fanpage + Write articles introducing webinars and office tours on Fanpage and Website.
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		location, modern amenities and flexible workspace. - PR and communication: Post PR articles on news sites and newspapers to introduce Fox Office and its outstanding advantages.	
Channel	Facebook, Facebook Ads, Facebook group	Facebook, Website, Google Ads, SEO	Facebook, Website

3.2.3.6. Detailed plan

WEBSITE:

a. Website category and website goal:

Fox Office's website is a Brand site, focusing on promoting the Fox Office brand, helping to reach the right target customer group. Brand site helps Fox Office effectively convey the value of products or services, provide the latest financial and business information, share the experiences of business owners in overcoming challenges encountered in the business process, cost optimization solutions, increase business efficiency... The website provides diverse, attractive, valuable content to attract attention and retain target customers effectively. At the same time, Fox Office's website will also provide an engaging user experience to encourage customers to take action. The main goal of the website is to raise brand awareness, strengthen customer trust, thereby increasing conversion rates.

b. Website Features

➤ About the interface

In terms of color, Fox Office's website uses the correct colors in the brand identity including: red and yellow.

In terms of logo, Fox Office's logo appears in many positions (top left corner, bottom left corner, top middle, ...) and whenever users access any small page of the website, the logo appears. The repetition of the logo many times will increase the ability to remember the brand

In terms of technology, Fox Office's website will be integrated with 360-degree rotation technology. This technology helps people when visiting Fox Office's website to view information about coworking space services to access Fox Office office space in the most realistic and intuitive way. In addition, this technology will make people feel excited and interested when interacting with the website, helping to increase and decrease the Bounce Rate for the website.

➤ **About the content**

The website conveys information about the company, detailed information about the products and services that Fox provides such as: prices, area, building location, accompanying utilities, etc. In addition, the website also provides contact information, supports answering customer questions, provides feedback from customers who have used Fox Office's services. At the same time, the website also provides knowledge, shares experiences in the business process, updates information, news, and the latest economic and market situation.

➤ **Components on the website:**

- Navigation bar

Home	Fox Office	Blog	News	Support
- Slogan -Brand Story - About Fox Office (vision, mission, core values)	- Provide detailed information about Fox Office's coworking space service: price, area, location, accompanying utilities, images, reviews from customers who have used it,...	Providing content related to finance, business, technology, real estate, sharing business experiences, recruitment information,...	Provide updated information on the situation and trends of the world economy, economic indicators, finance, technology,...	- Contact - Frequently asked questions from customers for Fox Office

- CTA (Call to action) button: “Let’s chat”, “Contact now - phone number”
- Regarding contact information, the website footer displays the headquarters location, social media channels, and contact information (email, phone number) of Fox Office so that users can easily access those channels to better understand and follow the brand.

➤ **Note:**

- In addition, when building a Fox Office website, you should note the following:
- When searching for the name of Fox Office on Google, customers may mistype the brand name during the information search process. Therefore, to ensure that customers can still find the brand, the brand should buy back domain names that are similar to the Fox Office name and domain names that customers may confuse when searching for the brand. This should be done if the brand has enough budget to pay
- When building a website, you need to optimize the page loading speed so that customers do not have to wait. Long waiting times will increase the bounce rate. This will have a negative impact on the website.
- Another thing to note is that the website should be optimized for different devices. This means that the website must display well and be optimized on all devices such as phones, laptops, tablets, etc.
- Articles on the website must be presented in a keyword-optimized format, focusing on SEO to increase website rankings and increase website credibility.
- Use SEM to increase website visibility and increase website traffic.

➤ **Summary of the content of the articles on the Fox Office Website blog:**

Topic	Article Name	Main content
Finance	Effective Cash Flow Management for Startups	Tips for managing cash flow and optimizing operating costs, especially for early stage startups. Providing supporting tools and software.

Business	Building a strong personal brand in the digital age	Share strategies for building your personal brand online, attracting potential customers and partners. Connect with the benefits of coworking space in building relationships.
Technology	Applying AI technology to business operations	Introducing useful AI applications for businesses, from process automation to customer data analysis.
Real estate	Flexible office trends post-pandemic	Analysis of office real estate market trends, the rise of coworking space and other flexible office models.
Business experience	The secret to building an effective team in a startup environment	Share experiences in recruiting, training and managing human resources for startups. Emphasize the benefits of an office located in a convenient location, in a prestigious building, helping to create trust for partners and attract talent.
Finance	Sources of investment capital for startups	Synthesize potential investment sources for startups, from venture capital funds to startup support programs.
Business	The art of effective negotiation and closing sales	Share negotiation skills, persuade customers and close sales successfully.
Technology	Top 10 effective online marketing tools for businesses	Introducing useful online marketing tools to help businesses reach target customers and increase sales.

Finance	The Importance of Cash Flow Management in Business	Explains cash flow management, how to monitor and forecast cash flow, and the importance of maintaining a steady cash flow for business growth.
Real estate	Benefits of choosing a Coworking Space in a central location	Analyze the advantages of locating offices in central areas, convenient traffic connections, close to potential partners. Contact the coworking space service.
Recruitment	Attractive job opportunities at companies with offices at Fox Office	Post recruitment information of businesses operating here.
Macroeconomics	Global inflation situation and its impact on businesses	Analyze inflation, forecast trends and provide advice to businesses on how to respond to economic fluctuations.
Tip	Choosing the Right Place to Trust: A Guide to Choosing the Ideal Coworking Space for Your Business	Things to note when choosing coworking space service
Real estate	Benefits of Using Coworking Space Services	Compare traditional office rental and coworking space, emphasizing flexibility, cost, and amenities.
Technology trends	Metaverse and its potential future applications	Explore the world of Metaverse and its potential applications in business, entertainment, education...

Real estate	Top A-Class Office Buildings in Ho Chi Minh City	This article introduces outstanding Grade A office buildings in Ho Chi Minh City, emphasizing the outstanding features and benefits for businesses when choosing a workspace here.
Business experience	Work-Life Balance Secrets for Entrepreneurs	Share methods for time management, stress reduction and maintaining balance between work and personal life.
Webinar information	Webinar - “Risk Management in Business” - An Event Not to Be Missed at Fox Office	Announcement of upcoming webinar at Fox Office, announcement of webinar information and how to register to attend the webinar.
Fox Office Tour Information	Explore Fox Office: Modern Coworking Space - maximum efficiency, optimal cost	Provide information about Fox Office tour to experience the unique coworking space, where creativity and connection happen every day, introduce the diverse facilities and services that Fox Office provides

WEBINAR - “RISK MANAGEMENT IN BUSINESS”

➤ Reason for organizing the webinar:

-Purpose: Through the webinar, provide information about the target customer file to get closer to the target customer file, collect the contact method of the target customer file. At the same time, through the webinar, introduce Fox Office's services to the target customer file. This is also an opportunity for Fox Office to create a place for businesses to meet, exchange, discuss and provide many insights so that Fox Office can understand customers better.

- Time: January 10, 2025

- Format: Online

- Channel: Zoom

- Guests:

+ **Ms. Hoang Thi Thanh Hang** (Chairwoman and CEO at TRIHD ASIA)

+ **Influencer Nguyen Phi Van** (author, Franchise Expert, Entrepreneur & Angel Investor)

b. Content:

+ Ms. Hoang Thi Thanh Hang and Influencer Nguyen Phi Van share about the risk management process in business, from identifying types of risks to developing effective response strategies, together with participants to discuss how businesses can turn risks into opportunities and increase resilience in the ever-changing business environment.

+ Q&A to answer audience questions

- Information related to the webinar will be updated on Fox Office's Fanpage

+ Before the Webinar:

● **Time:** January 5, 2025

● **Platform:** Fanpage Channel, Website

● **Format:** Post photo with text

● **Content:** Introduce the time, broadcasting platform, participating guests, participants, topic of the webinar and how to register for the webinar.

+ After the Webinar:

● **Time:** January 11, 2025

● **Platform:** Fanpage Channel

● **Format:** Post photo

● **Content:** Recap of the webinar and share the feelings of some participants about the webinar.

PR

Main activities:

+ Booking Review articles on reputable sites such as: batdongsan.com.vn, alonhadat.com.vn

+ Booking PR articles on VnExpress Real Estate section

+ Booking good reviewers about Fox Office on Google Map Review at the location of Fox Office.

CONTENT FANPAGE:

➤ **Note:**

- The content is presented concisely, easy to understand, clear, focused, needs to go straight to the point, avoid rambling.
- Prioritize the use of high-quality images/videos, convey information in a visual, vivid way. Limit the use of too much text.
- Provide complete information on price, location, area, utilities, amenities, security, hygiene, additional costs, support services, etc.
- The content must be authentic, reflecting the actual service at Fox Office.
- Focus on what customers care about: The content revolves around issues that customers care about such as price, location, area, utilities, etc.
- Update trends and trends in the coworking space field and subtly integrate them into the content.

➤ **Summary of blog posts on Fox Office Website:**

Format	Title	Content
Image + Text	Let Fox Office to summarize the news of the week	A roundup of important news from the beginning of the week, technology industry trends, and upcoming events at Fox Office.
Short Video (Reels)	What is the workspace at Fox Office?	Introduce areas in coworking space such as working space, meeting room, resting area.
Image + Text	Traditional office and coworking space: Equally important?	Compare the cost of renting a traditional office and using a coworking space.

Short Video (Reels)	A day at Fox Office, Check!!!	Hình ảnh và mô tả về ngày làm việc bình thường tại Fox Office, gửi xe ở đâu, ăn trưa chỗ nào,...
Short Video (Reels)	What's new in Fox Office? The secret will be revealed on November 15, 2024	Welcome the appearance of the website in the form of a coming soon countdown video
Image + Text	What is the Fox Office website?	Share a blog post on your website
Status	For each reaction, Fox Office will reveal to you a fact about the types of plants that should be placed in the office.	Increase engagement with your target audience
Image + Text	“Register now to not miss out on anything good”	Introduce the time, broadcasting platform, participating guests, participants, webinar topic and how to register for the webinar.
Short Video (Reels)	“How engaging is Fox Office's webinar?”	Recap the webinar and share some of the participants' thoughts about the webinar.
Image + Text	What do customers think after using Fox Office's services?	Show review of customer Show review of customers who have used coworking space service at Fox Office.

3.2.4. Budget::

Activity	Channel	Cost (Unit: VND)

Seeding	Facebook group	1.000.000
Build 360 degree website	Website	20.000.000
PR	Trang review	5.000.000
Facebook Ads	Facebook	5.000.000
Webinar	Facebook	10.000.000
SEM	Google Ads	10.000.000
Total		51.000.000

3.3. Evaluation of the proposed plan

The digital communication plan for the Fox Office brand will be implemented from November 1, 2024 to January 31, 2025 (3 months). The main goal is to increase brand awareness. The communication plan is divided into 3 phases. Each phase will have many different activities. The main phase for the goal of increasing awareness is to build a website. The activities in this phase will attract the attention of the target customer through the values that the brand wants to convey to customers. The next phase will be more engaging, connecting and spreading. However, increasing awareness is not only in the Awareness phase. If the activities in the Engage and Amplify phases do their job well, this phase will further support the improvement of brand awareness.

People who already know the brand and use the brand's products/services may spread and introduce it to others. Therefore, the goal of increasing brand awareness will be promoted throughout the three stages. However, the main activity is still focused on the website building stage.

Content implemented: Content and image elements in campaign activities are all built based on survey results and related research bases.

KPIs: KPIs are given based on the set communication goals, combined with the brand's achieved parameters. However, in recent years, the brand has not carried out many advertising activities on Facebook and Google platforms, so the KPIs given are also based on other related practical bases.

Cost: The cost is given closely following the set KPIs; at the same time, the cost is also estimated based on the detailed communication plan timeline proposed in the above section.

Chapter 3 Summary

Chapter 3 is carried out with the task of meeting the third objective of the topic, which is to propose a digital communication strategy to enhance the brand recognition level for Fox Office among corporate customers. The proposed communication plan is based on the analysis of the research results in chapter 2. Along with the survey results and internal information provided by the brand, the portrait of the target customer group has been described by the author in this chapter; thereby helping to set up and select communication activities along with platforms suitable for the target customer group. The portrait of the target customer, the assessment of the behavior and preferences of the customer group and the contents related to the solution section such as goals, KPIs, detailed communication plan and costs have been included in chapter 3.

CONCLUSION

The topic "Proposing a digital communication strategy to enhance brand awareness for Fox Office among business customers" ended after answering all the initial research objectives. That is, assessing the current communication activities of the business, describing the portrait of the target customer group, analyzing and evaluating the behavior and preferences of this customer group on digital channels and from there proposing a suitable communication strategy. From the main findings and analysis results from the research, the author proposed a detailed communication plan to enhance brand awareness for Fox Office. The contents of the communication plan are all based on the results analyzed in chapter 2; combined with the preferences and behaviors of the target customer group on social networks to come up with a feasible plan and help bring about the most optimal efficiency.

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APPENDIX 1: INTERNSHIP PLAN

Time	Task	Result	Lesson Learned (Knowledge, Skills, Attitude)
Week 1: From 05/08/2024 to 09/08/2024			
Mon (05/08)	Arrived at the company and had a tour, learning basic information about the company, its departments, and positions.	Gained a general understanding of the business.	Improved ability to quickly remember and summarize information thoroughly.
Tue (06/08)	Studied and read introductory materials about the company and its products and services.		
Wed (07/08)	Had further discussions with the internship supervisor about job requirements.	Gained a clearer understanding of the company's operations and job expectations, allowing for goal-setting to complete tasks successfully.	Enhanced listening skills and ability to accurately receive information.
	Supervisor explained the training roadmap at the company.	Understood the personal development plan during the internship.	
Thu (08/08)	Met with the academic advisor to discuss thesis topic selection and the key issues for the graduation	Drafted an outline for the detailed thesis proposal, understood the thesis steps,	Improved listening and information summarization skills. Enhanced planning skills

	thesis. Learned about next steps for the thesis.	and identified information to collect during the internship.	for organizing thesis work and staying on track with the plan.
	Received training on social media knowledge and content writing structure suited for Facebook and company style.	Understood the necessary knowledge to support internship tasks.	Improved listening skills and ability to accurately receive information
Friday (09/08)	Participated in an internal meeting.	Learned about marketing activities from the previous week and tasks for the upcoming week.	Setting specific deadlines for tasks is important to ensure work is completed on time.
Week 2: From 12/08/2024 to 16/08/2024			
Mon (12/08)	Received further training on the company's main business areas: Media, Media Training, and Office Leasing.	Learned about the company's business areas and necessary knowledge in media and office leasing to ensure content accuracy.	Improved ability to quickly remember and summarize information.
Tue (13/08)	Researched and analyzed the company's Fanpages, then reported findings to the supervisor.	Identified the strengths and weaknesses of the Fanpages and formed ideas to address weaknesses and enhance strengths.	Developed research skills, self-study, and solution-proposing skills.
Wed (14/08)	Discussed content ideas for the Fanpage with the supervisor.	Drafted key points for the content.	Enhanced listening skills to fully understand related information.

Thu (15/08)	Wrote content for the Fanpage and awaited approval.	Received feedback on the content, with corrections pointed out for improvement in future content.	Improved skills in finding secondary information sources.
Fri (16/08)	Completed the detailed outline for submission to the academic advisor.	Chose the thesis topic and visualized the direction for the internship report.	Learned to break down tasks to implement the thesis effectively.
Week 3: From 19/08 to 23/08			
Mon (19/08)	Worked with the designer and briefed visuals for the content.	Completed the visual brief.	Learned that briefs need to be clear and detailed for the designer to fully understand the message.
Tue (20/08)	Listened to the supervisor discuss upcoming company events and contributed communication ideas for these events.	Learned about the company's upcoming events and proposed suitable communication activities.	Improved listening and idea-pitching skills.
Wed (21/08)	Wrote a post for the Fanpage about the company's event.	Gained more information about the company's activities.	Opportunity to know more about the company's internal activities.
Thu (22/08)	Received further training on target customer information for each business area of TriHD.	Clearly identified the target customers, helping in planning upcoming communication activities for TriHD.	Learned that each customer group requires a different communication approach tailored to their needs and desires.
Fri (23/08)	Summarized the week's tasks and reported during the weekly meeting.	Organized the work done during the week, proposed solutions for tasks that were not effective, and learned	Improved information synthesis skills

		what to do for the upcoming week.	
Week 4: From 26/08/2024 to 30/08/2024			
Mon (26/08)	Contributed content and visual ideas (banner, backdrop) for the company's workshop.	Visualized and drafted content for the company's workshop.	Improved presentation and listening skills.
Tue (27/08)	Assisted with setup and other logistics for the workshop.	Understood the tasks involved in supporting the organization of a workshop.	Improved work management and task organization skills.
Wed (28/08)	Wrote content about the workshop to post on the Fanpage.	Captured key workshop information and gained insights for future workshops.	Improved information synthesis skills.
Thu (29/08)	Received training on technical terms related to media and coworking space services.	Learned essential technical terms to ensure content accuracy.	Improved listening and information-receiving skills.
Fri (30/08)	Wrote content about coworking space services for Fox Office and awaited approval.	Received feedback with corrections for improvement in future content.	Improved skills in finding secondary information sources.
Week 5: From 02/09/2024 to 06/09/2024			
Mon (02/09)	National Holiday		
Tue (03/09)			

Wed (04/09)	Support answering customer questions on Social page	Understand customer questions on Fanpage channels and provide solutions to improve shortcomings and limitations.	Improve listening skills and the ability to respond to information accurately and completely.
	Assisted in answering customer inquiries on social media.	Understood customer questions on Fanpages and provided solutions to address gaps and shortcomings.	Improved listening skills and the ability to provide accurate and comprehensive responses.
Thu (05/09)	Interviewed users of Fox Office coworking space about how they discovered the service.	Gained deeper insight into the target customers of Fox Office.	Improved listening and information-gathering skills.
Fri (06/09)	Edited content about Fox Office coworking space services.	Identified errors and made adjustments, learning lessons for future content writing.	Improved writing skills and gained more knowledge about content creation.
	Edited the detailed outline and submitted the theoretical basis for qualitative and quantitative questionnaires to the supervisor.	Drafted a complete detailed outline and identified relevant theoretical frameworks for developing qualitative and quantitative questionnaires.	Improved information-seeking and filtering skills for accuracy.
	Summarized the week's tasks and reported during the weekly meeting.	Organized the work done during the week, proposed solutions for tasks that were not effective, and planned for the upcoming week.	Improved comprehensive information synthesis skills.
Week 6: From 09/09/2024 to 13/09/2024			

Mon (09/09)	Researched information and trends in coworking space services.	Learned about market trends and applied them to improve communication strategies aligned with market needs.	Improved information-seeking and filtering skills.
Tue (10/09)	Collaborated with the team to propose ideas for customer engagement strategies on the brand's social channels.	Discussed and proposed effective customer engagement strategies.	Enhanced effective idea presentation skills.
Wed (11/09)	Created content and a timeline for the communication plan.	Developed a detailed timeline and plan, enabling faster and more efficient communication activities.	Communication plans and content must be clear, detailed, and aligned with the actual situation.
Thu (12/09)	Received feedback from the supervisor to adjust the communication plan.	Developed a finalized communication plan.	Improved listening and information synthesis skills.
Fri (13/09)	Summarized the week's tasks and reported during the weekly meeting.	Organized the work done during the week, proposed solutions for tasks that were not effective, and planned for the upcoming week.	Improved comprehensive information synthesis skills.
Week 7: From 16/09/2024 to 20/09/2024			
Mon (16/09)	Collaborated with the team to prepare for upcoming projects at TriHD.	Learned more about the company's events and gained information about the fields and partners TriHD works with.	Every event requires clear planning and specific goals before execution.

Tue (17/09)	Assisted in preparing materials for the company's upcoming event.	Understood what needs to be prepared, gaining experience to be more proactive in future events.	Need to be proactive and well-prepared before events and programs.
Wed (18/09)	Wrote a post for Fox Office's Fanpage and awaited approval.	Received feedback and corrections for improvement in future content.	Improved information synthesis and the ability to summarize key, important information.
Thu (19/09)	Edited the theoretical framework and questionnaires for submission to the academic advisor.	Completed the quantitative questionnaire in preparation for the survey process.	Every question in qualitative and quantitative surveys should be grounded in theory, with consistency across scales.
Fri (20/09)	Summarized the week's tasks and reported during the weekly meeting.	Organized the work done during the week, proposed solutions for tasks that were not effective, and planned for the upcoming week.	Improved comprehensive information synthesis skills.
Week 8: From 23/09/2024 to 27/09/2024			
Mon (23/09)	Wrote content according to the communication timeline planned for Fox Office's Fanpage and awaited approval.	Gained more understanding of the coworking space market in Ho Chi Minh City while writing. Received feedback on the post and made necessary corrections for future improvements.	Improved information synthesis and summarization skills for key and important details.
Tue (24/09)	Worked with the designer and briefed images for the approved content.	Completed the visual brief.	The brief must be clear and detailed for the designer to accurately understand the message being conveyed.

Wed (25/09)	Monitored engagement metrics and proposed solutions for improving future posts.	Understood key metrics and learned how to interpret and analyze these indicators.	Improved analytical skills.
Thu (26/09)	Answered customer inquiries on Fox Office's communication channels.	Gained a better understanding of customer psychology, needs, and desires.	Enhanced listening and problem-solving skills.
Fri (27/09)	Summarized the week's tasks and reported during the weekly meeting.	Organized the work done during the week, proposed solutions for tasks that were not effective, and planned for the upcoming week.	Improved comprehensive information synthesis skills.
Week 9: From 30/09/2024 to 04/10/2024			
Mon (30/09)	Participated in discussions about organizing activities for companies in the Fox Office community.	Gained a basic understanding of the program's content.	Need to generate more ideas during discussions.
Tue (01/10)	Collected main content about the program, prepared to write a content post announcing the program's details, and awaited approval.	Summarized the key details of the program.	Improved skills in summarizing and accurately synthesizing information.
Wed (02/10)	Worked with the designer and briefed images for the approved content.	Completed the visual brief.	The brief must be clear and detailed for the designer to accurately understand the message being conveyed.

Thu (03/10)	Completed Chapter 2 (Research Problem Analysis) and prepared to submit it to the academic advisor.	Understood the current business situation and research methods employed, while analyzing the results from the research.	Improved analytical skills for effectively examining issues.
Fri (04/10)	Summarized the week's tasks and reported during the weekly meeting.	Organized the work done during the week, proposed solutions for tasks that were not effective, and planned for the upcoming week.	Improved comprehensive information synthesis skills.
Week 10: From 07/10/2024 to 11/10/2024			
Mon (07/10)	Supported logistics for organizing activities for the business community at Fox Office.	Learned more about the program to assist in writing content related to the event.	Need to review the program content beforehand to provide effective, proactive, and swift support.
Tue (08/10)	Submitted Chapter 3 (Proposed Solutions) to the academic advisor.	Completed the final step of the thesis.	Improved skills in information synthesis, proposing solutions, and generating ideas.
Wed (09/10)	Collaborated with the team to propose ideas for a new communication strategy on social media platforms.	Discussed and proposed effective customer engagement strategies.	Enhanced effective idea presentation skills.
Thu (10/10)	Wrote content addressing customers' concerns and inquiries about Fox Office, and awaited approval.	Learned more about the needs of companies in Ho Chi Minh City for coworking space services while writing the content. Received feedback	Improved information synthesis and summarization skills for key and important details.

		and corrections for future improvement.	
Fri (11/10)	Summarized the week's tasks and reported during the weekly meeting.	Organized the work done during the week, proposed solutions for tasks that were not effective, and planned for the upcoming week.	Improved comprehensive information synthesis skills.

APPENDIX 2: PLAGIARISM TEST RESULTS.

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ORIGINALITY REPORT

1 %	2 %	1 %	%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	etheses.whiterose.ac.uk Internet Source	1 %
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Exclude quotes On
Exclude bibliography On

Exclude matches < 100 words

APPENDIX 3: QUALITATIVE SURVEY.

Qualitative interview results table of customers:

	Question	Respondent 1: Ms. Lan, 36 years old	Respondent 2: Mr. Ngoc, 43 years old	Respondent 3: Ms. Ha, 32 years old	Respondent 4: Ms. Diem, 24 years old	Respondent 5: Ms. Thanh, 37 years old	Summary of questions
Customer profile	1. What is your company's business sector?	Software production	Information technology	Information technology	Fintech Company	Ecommerce	Respondents work at companies in the fields of: Software production, Information technology, Fintech company, Electronic inter-provincial bus ticket sales floor
	2. What is the	100 people	5 -10 people	25 -30 people	20 people	6 people	Respondents' company

	size of your company?						size ranged from 5 - 100 people
	3. Who has the biggest influence on the final decision in choosing a coworking space service provider at your company?	Me	Me	Me	Me	Me	
	4. What criteria does your	- Price - Employee needs	The company has many criteria and will change	- Fits the company's budget	Location : Near the city center, easy to	- Suitable for the company's budget - Location	Important factors in choosing an office, along with

<p>company consider when choosing a coworking space service? Of the things you just mentioned, which is the most important? Why?</p>	<p>- Convenient location - Service quality. Of the factors mentioned above, the most important factor. Because my company is a startup, we have to optimize costs and use them as effectively as possible.</p>	<p>according to each stage of the company, suitable for the company's scale. - The building's location is convenient for moving - Cost - Parking, freight forwarding - Environment (office quality, lighting, soundproofing, elevator, reception support, working hours, security)</p>	<p>- Building location - Office area - Related service as: elevator, office quality, parking lot,... Among the above factors, location is the most important factor for</p>	<p>move and connect with customer's and partners. - Facilities: Modern equipment, comfortable working space, full amenities - Working environment: quiet - Support services: High-speed Internet, reception service,</p>	<p>- Amenities: internet connection, meeting room, air conditioning after working hours. The most important factor for my company is cost. Because my company has just opened an office in Vietnam, the number of members is still small, so we have to find a solution to optimize and save</p>	<p>the priorities and reasons for each company: 1. Price - This is the most important factor for many companies, especially startups. Cost optimization is a top priority, especially when the company is small. 2. Geographical location. - Considered the top factor</p>
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			<p>Every factor is important and has a certain influence, to choose only one factor, I cannot choose, but if I had to choose, I would prioritize the following 3 criteria: Building location, parking, cost. Because my company often exchanges with partners at the office, the location is very important</p>	<p>your company. Because the building is located in the center, it helps your company's employees to travel conveniently, increasing employee satisfaction with the company, and this is also the stage</p>	<p>technical support, event organization... - Price: Suitable for the company's budget and scale. - Reputation, reliability of the building</p> <p>The most important thing for your company is the building's geographical location. A convenient</p>	<p>the most costs for the company.</p>	<p>because it affects the convenience of travel for employees and partners. The central location of the building makes it easy to connect with customers, increase employee satisfaction and support meeting partners.</p> <p>3. Employee needs. - A comfortable, quiet working environment</p>
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			<p>to me as well as the company, the office building must be located in an easy-to-find place, convenient for partners to travel and have parking for my company's partners.</p> <p>And of course, cost is one of the important factors because with a small company, optimizing costs is one of the top concerns of my side.</p>	<p>where your company prioritizes employee satisfaction with the company.</p>	<p>location and quality working space will facilitate exchanges, meeting partners and attracting talents to the company.</p>		<p>nt, along with amenities such as high-speed internet, elevators and reception services, are important to ensure employee satisfaction.</p> <p>4. Service quality - Support services such as event organization, equipment maintenance and technical support services also contribute to</p>
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							<p>improving the working experience and satisfaction of employees .</p> <p>5. Office area and facilities: - Office area suitable for the company's size and having enough facilities such as parking, meeting rooms, air conditioning are necessary factors to ensure an effective working</p>
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							<p>environment.</p> <p>- Prestige and reliability of the building:</p> <p>- The reliability of the building and modern facilities are also emphasized, to create peace of mind for the company in cooperation and development.</p>
	<p>5. What difficulties do you have</p>	<p>Information sites do not provide information</p>	<p>With the Internet era as popular as it is now, for me, finding</p>	<p>Information is now quite easy to find</p>	<p>For him, information is now quite easy to</p>	<p>For me, information is not difficult to find now. You just</p>	<p>Some people do not encounter any difficulties</p>

<p>when searching for information about coworking spaces?</p>	<p>about price and area, but only provide images, information about the building's geographical location, etc.</p>	<p>information is not difficult at all. If there is any, it comes from having to go to many places to examine the reality, and if so, it takes a lot of time. So instead, I will contact the broker, list the criteria and ask them to search.</p>	<p>about anything. However, comparing and evaluating the quality of each service is quite difficult. Information about Fox, I found that information about Fox has not appeared much on websites and information pages when I typed</p>	<p>find. However, comparing and evaluating the quality of each service is quite difficult.</p>	<p>need to search on Google and you will get a lot of information.</p>	<p>in searching for information because they think that information is now available and easy to find. Others encounter some reasons such as: information about price, area,... is not provided clearly, too much information makes me unable to determine the authenticity of the</p>
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				<p>in keywords to search for this service . In my company's case, I found Fox through the Real Estate broker age service and I found that not many broker s have a shoppi ng cart on Fox.</p>			<p>informatio n.</p>
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<p>6. What are your expectations for working space services? Why?</p>	<p>- Provide quality office services, bringing satisfaction and comfort to your company's employees at reasonable prices.</p>	<p>- Your company's expectation of this service is that it meets all the criteria your company sets for this service.</p>	<p>- Convenient location, easy access to staff, convenient for staff, dedicated customer service, enthusiastic support, reasonable price.</p>	<p>- The company's expectations for the service is to meet the company's criteria at a reasonable and economical price.</p>	<p>- Full facilities, stable internet connection, ensuring safety and security, providing air conditioning after working hours. Because our company works in technology, we require a stable internet connection, and provide air conditioning after working hours because everyone in our company</p>	<p>- Convenient location - Reasonable price - Full facilities - Stable internet connection - Air conditioning after hours - Safety guaranteed</p>
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						often works overtime.	
Customer journey (awareness stage)	1. When and where did you first learn about coworking space services? What was your initial impression of coworking space services?	During Covid, around 2021, through the social networking site Facebook. I think this is a good initiative, suitable for companies that want to save costs, especially small-scale companies or startups.	It's been a long time, it must have been before the Covid pandemic, probably since the early days of shared offices in Vietnam, probably about 10 years ago. I know it through social media channels like Facebook, forums. When I heard about this service, I felt very curious,	Since my company has been using coworking space services, probably for the past 2 years, I have known about this service through my boss. Although this service has been in	I first learned about coworking space through an article in an online newspaper during the Covid outbreak. My first impression was that this was a very new working model and suitable for startups and	About 9-10 years ago, this service first appeared in Vietnam, through the internet, Google, and newspapers. I see that this service is quite supportive for businesses that do not need to rent an entire floor of a large building	Some respondents knew about coworking space service 9-10 years ago, some knew about this service after Covid, but some knew about this service about 2 years ago. They knew about it through online channels such as Google, Facebook, etc. Their

			<p>because at that time everyone was familiar with the culture of having a private office, a private space for the company, so the appearance of a shared office was very new to everyone.</p>	<p>Vietnam for a long time, I have only known about its existence in the past 2 years, so for me this service is quite new, and it seems quite interesting because my boss and his partners have a good impression of this</p>	<p>small businesses.</p>	<p>but can still rent an office in a good location and have many shared amenities such as meeting rooms, pantries, etc.</p>	<p>first impression of coworking service was curiosity, feeling interesting, feeling useful, suitable for small and medium-sized companies, a good choice for companies that want to optimize costs, maximize efficiency.</p>
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				service			
	<p>Respondents knew about the service about 9-10 years ago when it first entered the Vietnamese market, while others learned about it after Covid broke out in Vietnam. They</p>	<p>Search Google and through real estate brokers. I use Google because it is the easiest channel to access information for me and everyone. In addition, I have worked with some real estate brokers before, so after determin</p>	<p>Search Google and read the review pages, feedback pages about these services on reputable review websites. Because it is very accessible and gives quick results as well as more objective and comprehensive.</p>	<p>Search Google and through real estate brokers, in addition, she also consulted review sites. Because the information on these channels is easy to access.</p>	<p>Search Google, Facebook, consult friends, relatives, colleagues, partners. These methods help me access a lot of information from many different sources.</p>	<p>Search Google. Because this tool is so popular, easy to access, and provides a lot of useful information.</p>	<p>All respondents searched Google to find coworking space service providers. Some others used real estate brokers or Facebook to find coworking space service providers.</p>

	<p>learned about the service through online channels such as Google and Facebook. Their initial impressions of the service were quite positive.</p>	<p>ing the criteria for a coworking space service, I contacted them, stated my criteria and asked them to help me find it.</p>					
<p>Communicated messages</p>	<p>1. What message/content makes</p>	<p>The attractive utilities that coworking</p>	<p>Attractive title and impressive image. Because when you</p>	<p>Provide information that is positive</p>	<p>Messages about community, connection and</p>	<p>Information about the service is presented in an</p>	<p>information about the attractive utilities that</p>

<p>you pay attention to a coworking space service provider? Why?</p>	<p>ng space services bring at good prices. As a buyer, you want to know if this service meets your company's needs and helps your company optimize costs.</p>	<p>see an attractive title or impressive image, you will click to continue reading. If the appearance is interesting and attractive, people will want to continue to find out what it is.</p>	<p>e but easy to understand and does not take too much time to understand the content. Because my normal job is very stressful, I want to be exposed to positive information, and my time is</p>	<p>complementary activities such as workshops, events... caught his attention . Because it showed that the provider not only provided a workspace but also created a dynamic and interesting working environment.</p>	<p>attractive, attention-grabbing, and curious way that makes me exclaim, "How great, how interesting ." Because it arouses curiosity, I and everyone else want to continue to see what it is like.</p>	<p>coworking space services bring with good prices, attractive titles and impressive images. Because when seeing an attractive, curious title or impressive images, he will click to continue reading, the appearance is good, attractive and appealing, what messages/content make</p>
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				limited , so I need inform ation that is intuitiv e, easy to unders tand, short, concis e, and succin ct.			
	2. What message/con tent do you want to be clearly provid ed when learnin g about a cowor	Price, area, real images of the space, utilities that the service provides . Knowin g this informat ion will help you save time,	Office class, show pictures, information about office facilities, office space for rent, unit price, additional costs, office location, office pictures as	Area, buildin g locatio n, faciliti es around the buildin g, price. Beacaus e the clearer and more	Prices, service packages , payment policies, contract terms... This helps me compare and choose the most suitable service package.	Price, area and amenities included. Knowing this informatio n will help your company save time searching for informatio n.	Price, area, office class, amenities, real photos, payment policy, contract terms, and facility informatio n are things that respondent s want to

	king space service provider? Why?	easily compare services between parties and quickly make the right decision.	detailed as possible. Because the clearer and more detailed this information will help you have enough basis to make a decision without spending too much time and effort to find out.	complete this information is, the easier it will be for the company to compare services, without wasting time waiting, saving time for all parties.			be clearly provided.
Channel mix	1. Through which channels do you usually	Through Google, Facebook, through friends, relatives,	Before Facebook and Zalo, Google was the most effective channel for searching	Through Google and Facebook. For me, the	Through Google and Facebook. Of these, Facebook is the	Google and through friends, relatives, colleagues.	Respondents search for information about products and services

<p>y search for information about products/services? Which channel is most effective in providing information to you? Why?</p>	<p>colleagues. Of all the above channels, the most effective channel is from friends, relatives, acquaintances who introduce the service to you. Because firstly, they have used and experienced the service and they are also familiar with you, so</p>	<p>for information. However, at the present time, for him, Facebook is one of the most effective channels. Because the response and interaction speed on this channel is very fast, most of the tech people will use this platform, even his company contacts customers and partners through</p>	<p>most effective channel for searching information is still Google because there is a variety of information from many sources. However, there is a problem that I have to know how to select</p>	<p>most effective channel because it provides a variety of updated information.</p>	<p>For me, Google is still the most effective channel. Because it provides a lot of reliable information and has pages that review these services.</p>	<p>through various sources: Google, Facebook, relatives, friends, colleagues, Zalo</p>
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		<p>their reviews of the service will be more honest. Second, they will provide you with faster and more accurate information, because there is a lot of information out there but you are not sure if that information is accurate.</p>	<p>this channel.</p>	<p>information to receive because not all information here is correct and clearly verified.</p>			
Content mix	1.What format/form	<p>Short video. First, it doesn't</p>	<p>Moderate text and images. Because</p>	<p>Short video. Because it is</p>	<p>The text is concise and has</p>	<p>Have pictures, few words or short</p>	<p>Like content presented in short</p>

<p>do you prefer for the content to be presented in? Why?</p>	<p>take up too much of your time, and second, it conveys a concise, succinct message.</p>	<p>images are the most visual representation of information, looking at the image can help you understand what people want to present, look at it and understand immediately, without wasting too much time.</p>	<p>vivid, intuitive and less time consuming.</p>	<p>visual illustrations. Because it helps you quickly grasp the key information and make decisions.</p>	<p>videos. Because it will help you save time when searching.</p>	<p>video and image format with a little text. Because these content formats help save time, convey the right focus, clear message,</p>
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Qualitative interview results table of experts:

	Question	Expert 1	Expert 2	Summary of questions
Customer profile	1. Who do you think are the customers of coworking space services?	<p>According to her, the customers of this service will be small-scale companies or new businesses that want to cut costs, optimize costs, or even individuals and teams that hire for a period of several months so they can complete their projects.</p> <p>Their business lines will be very broad, ranging from: advertising agencies, marketing, finance, web design, software design, study abroad consulting, design companies,...</p>	<p>According to her, the customers of her service will be small businesses, startups, freelancers, etc.</p>	<p>Customers of this service will be small-scale companies or new businesses, startups that want to cut costs, optimize costs, even individuals, freelancers and teams that hire for a period of several months so they can complete their projects.</p>
	What needs do they need to solve when	<p>She thinks they need to address the need to</p>	<p>She thinks they come to her company to find</p>	<p>They need to solve the need to focus on work</p>

	<p>looking for coworking space services?</p>	<p>focus on work and cut costs.</p>	<p>a flexible, cost-effective workspace. Others need a modern workspace with full amenities to improve work efficiency and build a professional, reputable company image with partners and customers.</p>	<p>and cut costs or find a flexible, cost-saving workspace that requires a modern workspace with full amenities to improve work efficiency and create a professional and reputable company image with partners and customers.</p>
	<p>What are their difficulties in finding information about coworking space services on digital platforms?</p>	<p>According to her, there is a lot of information now and it is easy to access, however, it will be difficult for them to determine what is the correct information and it will take them time to find exactly what they want in the information matrix like now.</p> <p>And if a business wants to attract the attention of customers, make them</p>	<p>According to her observation, she found that they will have some difficulties in finding complete and accurate information about the service.</p> <p>The diversity in service packages makes them feel confused.</p> <p>Lack of reviews or feedback from previous users to make a decision.</p>	<p>The difficulty they face is that it is difficult to determine what is the correct information and it will take them time to find the correct one, they also have difficulty in finding complete and accurate information about the service. Lack of reviews or feedback from previous users to make a decision.</p>

		trust the information the business provides, according to her, first of all, the information provided must be truthful, secondly, there must be a consultation section, live chat		
Customer journey (awareness stage)	1. In your opinion, what should businesses focus on to reach the most customers in the awareness stage? Why?	<p>According to her, at this stage, businesses should organize webinars to share with target customers on topics such as: how to work effectively, how to work focused,...</p> <p>Because when organizing these webinars, it will attract the attention and interest of the target customer group, after the webinar, businesses can also collect contacts from this customer group.</p>	<p>To reach the most customers in the awareness stage, businesses need to focus on building brand awareness and providing clear, concise information about the benefits that coworking spaces bring.</p> <p>Provide useful, valuable content for target customers, such as articles sharing work experiences, industry events, and market trends.</p> <p>Optimize the website to increase visibility</p>	<p>At this stage, businesses should:</p> <ul style="list-style-type: none"> - Organize webinars to share with target customers on topics such as: how to work effectively, how to work focused, etc. - Provide useful, valuable content for target customers, such as articles sharing work experiences, industry events, market trends. - Optimize the website to increase visibility on search engines.

			<p>on search engines.</p> <p>Create attractive content, interact with customers on Fanpage.</p>	<p>- Create attractive content, interact with customers on Fanpage.</p>
Communicated messages	<p>1. In your opinion, what content is the target customer group interested in? Why?</p>	<p>She thinks they will care about the price, the location of the building, the quality of the facilities, the safe, secure, soundproof working environment, the design space, and the decor of the office. Because as mentioned, the businesses that choose this type of office are new and small-scale businesses, so cost is one of their top priorities. In addition, they also care about the level of safety and security of company information because there are many companies working on the same floor, so</p>	<p>I think they will be interested in content such as: benefits of working in a co-working space, ways to increase productivity, networking events, workshops in the workspace.</p> <p>These contents provide useful information and help them better understand the value that the service brings, as well as create opportunities for the company to get contacts of the target customer group.</p>	<p>They will be interested in:</p> <p>- Price, building location, quality of facilities, safe, secure, soundproof working environment, design space, office decor.</p> <p>- Benefits of working in a shared space, ways to increase productivity, networking events, workshops in the workspace.</p>

		they need privacy and security.		
	2. When integrating content that target customer groups love into communication messages, what should businesses keep in mind?	In fact, once you know what this group likes, you just need to provide information that interests them. In addition, businesses can update current trends and trends to be able to subtly integrate them into their content. In addition, it is necessary to research their behavior and interests to provide a series of content that suits their interests.	<p>I think there are a few things to keep in mind: Thoroughly understand the needs and preferences of your target audience, avoid sending messages that are too offensive or cause anger to the majority just to please a small group of people.</p> <p>In addition, it is necessary to ensure that the communication message is always consistent with the brand and easy to understand.</p> <p>In addition, the content provided needs to be authentic.</p> <p>Finally, when delivering these messages and content, customers need to be encouraged to participate by creating polls,</p>	Integrating content requires understanding customers, integrating content they love, integrating content that follows trends. Ensure the message is consistent with the brand and easy to understand, the content needs to be authentic, this message when presented needs to encourage customers to participate by creating polls, Q&A, or sharing opinions.

			Q&A, or sharing opinions.	
Channel mix	1. According to you, which communication channel is most effective in increasing awareness for businesses providing coworking space services? Why?	Website and Google. Because the website is something that people trust, you show whether the website is professional or not in both form and content, from there users will decide whether to continue to trust you or not. Google is a popular search engine for everyone, if you do SEO and SEM well, people will find you easily and then your website will appear, Google and the website influence and complement each other.	I think it is the Facebook channel, because most of Fox Office's target customers are on Facebook. Therefore, we should focus on developing this channel. In addition, I think we also need to develop the website channel, because the website channel will increase the coverage of Fox Office.	Website, Google, Facebook are the most effective communication channels in increasing awareness for businesses providing coworking space services.
Content mix	1. In your opinion, what format of content will attract the target audience the most? Why?	According to her, they will like content in the form of short videos. Because this group of customers needs authenticity.	According to her observation, they prefer short videos and images. Because in short videos and images, the content is much more attractive than text,	They will prefer content in the form of short videos and Images with text

		<p>Of all the presentation formats, video/short videos bring the most authenticity, short videos will help them save more time.</p>	<p>showing the focus of the content and being highly authentic. Not only that, it also saves time for the target customer group because they do not have to spend too much time consuming the content.</p>	
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APPENDIX 4: QUANTATIVE SURVEY.

1. Do you know about coworking space services?

- Yes
- No

Questions Based on the 5Cs Awareness Model:

Question	Type of scale	Source	Qualitative findings
<p>1. What is the business sector of your company</p> <ul style="list-style-type: none"> • Education • Information Technology • Logistic • Advertising, Marketing, and Media Services • E-commerce • Tourism • Finance • Others 	Nominal Scale		Based on interviews with customers and experts, the target customers for coworking space services are companies related to sectors such as IT, e-commerce, study abroad consulting, fintech, advertising, media, marketing, and tourism services, etc.
<p>2. What is the size of your company?</p> <ul style="list-style-type: none"> • 3 - 20 employees • 20 - 50 employees • 50 - 100 employees • More than 100 employees 	Ordinal Scale		The majority of companies using coworking spaces are small to medium-sized enterprises. Experts and customers believe that coworking spaces are a suitable choice for small companies with few members.
<ul style="list-style-type: none"> • 3. What criteria does your company consider when choosing a 	Nominal Scale		Both customers and experts share similar views on the criteria companies consider when choosing a coworking space

<p>coworking space service?</p> <ul style="list-style-type: none"> • Reasonable price, suitable for the company's financial conditions • Geographical location (central location, easily accessible, easy to commute) • Facilities • Office environment (quiet, creative, noisy, etc.) • Additional amenities: parking, canteen, surrounding facilities, air conditioning after working hours, stable internet connection, security, etc. • Reputation and building prestige • Natural lighting and ventilation system • Others 			<p>service, such as price, building location, facilities, additional services, and support services.</p>
<p>4. On a scale of 1 to 5, please rank the importance of the following criteria to your company when choosing a coworking space service:</p> <ul style="list-style-type: none"> • Reasonable price, suitable for the company's financial conditions 	<p>Likert</p>		

<ul style="list-style-type: none"> • Convenient geographical location (central location, easily accessible, easy to commute) • Facilities • Office environment (quiet, creative, noisy, etc.) • Additional amenities: parking, canteen, surrounding facilities, air conditioning after working hours, stable internet connection, security, etc. • Reputation and building prestige • Natural lighting and ventilation system 			
<p>5. What difficulties do you face when searching for information about coworking space services?</p> <ul style="list-style-type: none"> • Important information such as price, area, etc. is not clearly provided • Lack of objective reviews from actual users • Too much information, leading to overload and time-consuming comparison 	Nominal Scale		<p>Some customers, like Mr. Ngoc and Ms. Ha, did not encounter any difficulties when searching for information. Others, like Ms. Lan, Ms. Ha, and expert Hue Linh, listed some challenges such as:</p> <p>Incomplete information on price, area, etc.</p> <p>Lack of objective reviews from real users</p> <p>Information overload, making it time-consuming to compare options</p>

<ul style="list-style-type: none"> • Difficulty in verifying the authenticity of the information • I do not face any difficulties • Others 			<p>Difficulty in verifying the authenticity of the information.</p>
<p>6. What are your expectations for coworking space services?</p> <ul style="list-style-type: none"> • Help optimize the company's costs • Convenient geographical location • Professional, quiet working environment • Stable and secure internet connection • Supportive and timely assistance when issues arise • Good facilities: sturdy desks, sufficient power outlets, functioning air conditioning, etc 	<p>Nominal Scale</p>		<p>All respondents expect coworking space services to meet their criteria with reasonable costs.</p>
<p>7. When did you first hear about coworking space services?</p> <ul style="list-style-type: none"> • A few months ago • 1-3 years ago • 3-5 years ago • 5-10 years ago • Cannot remember 	<p>Ordinal Scale</p>		<p>At Mr. Ngoc and Ms. Thanh's companies, the individuals with the most influence over the decision to choose a coworking space service were also the decision-makers. They first learned about this service around 10 years ago when it first appeared in Vietnam.</p>

			In other companies, such as those of Ms. Lan, Ms. Ha, and Mr. Trung, these individuals were only influencers in the decision-making process and had only learned about the service in the past 2-3 years, post-COVID.
<p>8. Where did you first hear about coworking space services?</p> <ul style="list-style-type: none"> • Google • Facebook • Friends, colleagues, family • Others 	Nominal Scale		Because it has been a long time, respondents only remember in general that they first learned about this service through the internet, social media, and friends, family, and colleagues. They cannot remember exactly which channel they first accessed this information.
<p>9. What was your first impression of coworking space services?</p> <ul style="list-style-type: none"> • Curious • Useful • Interesting • A good option for newly established, small-scale businesses • Others 	Nominal Scale		Mr. Ngoc was curious the first time he heard about the service. Mr. Trung found it useful. Ms. Thanh saw it as a suitable model for newly established, small businesses.
<p>10. How did you find a coworking space service provider?</p> <ul style="list-style-type: none"> • Google • Facebook 	Nominal Scale		

<ul style="list-style-type: none"> • Friends, colleagues, family • Through a broker 			
<p>11. What message/content grabs your attention when considering a coworking space service provider?</p> <ul style="list-style-type: none"> • Quality of office amenities • Service package cost • Location • Facilities • Work environment • Customer service and support • Feedback and reviews from people who have used the service • Others 	Nominal Scale		Information related to the criteria customers set when choosing a coworking space provider is seen by respondents as the most attention-grabbing.
<p>12. What information would you like to be clearly provided when looking into a coworking space service provider?</p> <ul style="list-style-type: none"> • Price • Area • Location • Facilities • Others 	Nominal Scale		All respondents want clear information about price. Mr. Ngoc, in particular, wants detailed information on all the criteria he considers important.
<p>13. Which channels do you use to search for information about products/services?</p> <ul style="list-style-type: none"> • Google 	Nominal Scale		All respondents use Google for information. Additionally, Mr. Ngoc, Mr. Trung, and Ms. Ha also use Facebook. Ms. Lan also uses Instagram.

<ul style="list-style-type: none"> • Facebook • Tiktok • Zalo • Youtube • Linkedin • Instagram • Twitter • Others (please specify) 			
<p>14. Of the channels you selected, which is the most effective in providing information to you?</p> <ul style="list-style-type: none"> • Google • Facebook • Tiktok • Zalo • Youtube • Linkedin • Instagram • Twiter • Others (please specify) 	Nominal Scale		
<p>15. On a scale of 1-5, please rate your level of agreement with the following statement:</p> <ul style="list-style-type: none"> • I recognize a coworking space service provider through the review pages of a series of coworking space service providers that appear on Google when I search for 	Likert scale		<p>Ms. Thanh and Mr. Ngoc both commented that they knew the coworking space service provider by looking at information from review sites with titles such as: “Top good coworking space service providers in Ho Chi Minh City”,...</p> <p>They also added that the more times a company is mentioned on these review sites, the more they</p>

<p>information about this service.</p> <ul style="list-style-type: none"> The more times a service provider appears on these pages, the more trust and sympathy I have for it. 			<p>trust and have sympathy for that company.</p>
<p>16. On a scale of 1 - 5, please rate the importance of a company's website to your perception of that company:</p>	<p>Likert scale</p>		<p>Expert 1 stated that a website is one of the must-have channels for a business. Without a website, a business is easily judged by others as unprofessional and unreliable.</p>
<p>17. On a scale of 1 - 5, please rate the importance of a company's website to your perception of that company:</p>	<p>Likert scale</p>	<p><u>Vuong Yen, Trang; Do, Thu (2016)</u></p>	
<p>18. On a scale of 1 to 5, please rate your level of liking/expecting the following content on the website:</p> <ul style="list-style-type: none"> Company introduction Product/service information Contact information Company members Brand story Customer reviews List of customers and partners 	<p>Nominal scale</p>	<p><u>Vuong Yen, Trang; Do, Thu (2016)</u></p>	

<ul style="list-style-type: none"> • Online customer support chat window • Company blog • Other 			
<p>19. What do you usually do on Facebook?</p> <ul style="list-style-type: none"> • Update news from friends and relatives • Update professional information • Exchange and interact with customers • Entertainment • Other 	Nominal scale		<p>All customers said that they use Facebook to update information from friends, relatives, society, and update professional knowledge. Mr. Ngoc, Mr. Trung, and Ms. Thanh use it for the purpose of communicating with partners and customers. Ms. Ha and Ms. Lan also use Facebook for entertainment purposes.</p>
<p>20. What format do you prefer your content to be presented in?</p> <ul style="list-style-type: none"> • Text • Image • Text with images • Short video (reels, tiktok,...) • Long video • Other (specify) 	Nominal scale		<p>Mr. Ngoc and Mr. Trung like both text and photos</p> <p>Ms. Thanh likes both text and photos, maybe with short videos.</p> <p>Ms. Ha and Ms. Lan like short videos</p>

+ Link to prove launching the survey form:

<https://drive.google.com/drive/folders/1jYdIOrGAkaXi9zQpyOGS-9uMmIG-zaZf?usp=sharing>

+ Recording File Link:

<https://drive.google.com/drive/folders/1mh2D6EySaBwQ4tBi5vvDIcysCTtINDAt?usp=sharing>

+ Google survey link: <https://forms.gle/h33UpXgF7bYPevqG9>