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Comparative analysis of warehouse services at Big 4 logistics companies in Vietnam

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Abstract

Big 4 logistics companies in Vietnam (leading companies in the field of logistics) play an important role in transporting and managing goods across the country. However, in this industry, competition is increasing and customers are becoming more demanding. In business, creating relationships with customers is an extremely important factor, greatly affecting the success or failure of the business. Customers are the key element of any business. Businesses need to pay attention to customers to respond appropriately to customer needs. Therefore, improving the quality of customer relationships at Big 4 logistics companies becomes an important factor to maintain and expand the market of the 4 companies. Analyze the current state of customer relationship quality at Big 4 Logistic Companies in Vietnam. From there, propose some solutions to improve the quality of customer relationships. Relationship quality and factors affecting customer relationship quality of Big 4 Logistic Companies in Vietnam.

Keywords: Big 4, logistics companies, transportation, goods management, industry, businesses

1. Introduction

Customer relationship quality is always an important factor in the relationship between a company and customers. The quality of customer relationships is the most valuable and important, determining the development of a company. Recent research on developing the quality of customer relationships mainly focuses on service quality and service quality products and conversion barriers. In particular, the quality of customer relationships is considered the main resource and determining factor in the company's growth and economic development process. . In the trend of developing a market economy, globalization and expanding international exchanges, the quality of customer relationships is always given top priority because this is the key to connecting customers and companies to create generate profits and grow the company. Vietnam is increasingly modernizing and developing towards openness and integration. That is why the need to care for and improve the quality of customer relationships must increasingly be developed and upgraded. Good customer relationship quality will make the company's development process happen faster and achieve higher results. Good customer relationship quality requires many important factors such as: service quality, product quality but the most important and decisive factor is the quality of customer care. The quality of customer relationships will determine the success or failure of a company's development. Therefore, the quality of customer relationships is very important and companies need to pay attention and pay attention to this. Therefore, to improve the quality of customer relationships, we must first improve the quality of training, create conditions for development as well as build a strategy and high-quality staff. Below we will explore the quality of customer relationships at Big 4 logistics companies and propose key solutions to exploit and develop that human resource to meet the requirements of international economic integration. .

2. Theoretical basis

General introduction to the field of logistics

- Logistics is the process of planning, implementing and controlling the flow and storage of raw materials of in-process goods, finished goods and related information from the procurement of raw materials until consumed, to satisfy consumer requirements. Logistics is the intermediary stage to bring goods (products or services) to consumers as quickly as possible.

- It can also be understood in a simpler way, Logistics is logistics service. It includes activities related to circulation, transportation, and management of goods and information from the supplier to the final consumer. Supply chain management includes the activities of planning, implementing, controlling the arrangement, packaging, transportation, customs clearance, storage of goods and many other things.
- Initially, logistics was understood as logistics and this process played an important role in moving soldiers, equipment and goods. Today, the term has become more commonly used in the context of moving commercial goods within a supply chain.
- There are many logistics companies, specializing in providing services to manufacturers, retailers and other industries with large freight transport needs.

Main activities in logistics

- **Manufacturing - Production of goods:** Managing the production of goods in factories according to the quality standards of orders.
- **Packaging - Packaging goods:** Pack finished products into packaging, carton boxes to protect goods and facilitate the transportation process.
- **Inventory management - Inventory management:** Manage and ensure the quantity and quality of inventory in the warehouse, import and export goods according to plan.
- **Transportation, Cargo, Delivery, Freight - Transporting goods:** from the manufacturer's warehouse to the place of consumption.
- **Warehousing, Storage - Storage and storage of goods:** at warehouses and yards while waiting for import and export procedures.
- **Handling - Loading and unloading of goods:** Loading and unloading into containers or loading directly onto trucks, trains, ships or airplanes to transport to the place of consumption.
- **Forwarding - Handling necessary procedures and documents:** related to the goods transportation process.
- **Custom Declaration - Customs declaration:** Declare the necessary documents according to the law, pay taxes and other fees.
- **Inspection - Inspection of goods:** Carry out inspection to ensure that the quantity and quality of goods do not violate state regulations.

General introduction about the current status of logistics development in Vietnam

- In the past few years, logistics has been an important service industry in the overall structure of the economy. Logistics chain activities span every stage of the production process. From the stage of production of goods until the goods are delivered to the recipient, the Logistics industry appears.
- Logistics is not just a separate industry, but it is directly related to many different industries such as: Transportation, warehouse rental, import-export services, customs services, taxes, insurance retail.
- Currently, Vietnam is considered a potential market for the development of the logistics industry. In recent years, Vietnam has focused on investing in infrastructure systems of roads, airways, railways, seaways, commercial centers which are continuously expanding.

Accompanied by the development of accompanying services, import and export procedures are also simplified to improve the quality of services. On the government side, it is actively implementing open-door policies to encourage investment from abroad. This is an opportunity to expand cooperation to develop the logistics industry

The role of logistics in the supply chain

Jobs that logistics undertakes

- Ensure quantity and quality of goods when storing
- Ready to respond and provide logistics for the production process when needed
- Divide goods into small and separate shipments
- Consolidate retail orders

Because logistics plays a very important role in managing and storing goods for businesses, good logistics services will have a positive impact on the production activities of businesses. Specifically:

- Logistics is responsible for moving and arranging goods of the same type, same size and same transportation route.
- Minimize resources thanks to efficient storage and optimized transportation processes.
- Reduce costs of distribution, transportation and production of goods to consumers.
- Goods are maintained stably in the warehouse and are supplied whenever needed
- Goods are delivered at the right time and location, providing the best service experience for customers.
- Helps elevate the position of businesses in the hearts of consumers

Introducing the 4 Big 4 logistics companies in Vietnam today

Established in 1990, during the period when Vietnam opened its economy to receive new winds of mixed opportunities and challenges, together with the start-up nation, Gemadept chose the pioneering path, opening up new directions. Go new, become the first enterprise to bring container services to Vietnam and connect maritime routes to bring Vietnamese products to friends in five continents.

Indo-Trans Logistics Group (ITL) was established in 1999 to provide professional services in transporting and distributing goods by sea, air, and road as well as providing forwarding services. Logistics warehouse, and general aviation agent in the Vietnamese market.

DHL Vietnam Global Forwarding Joint Stock Company: The company is a leader in the field of green logistics, providing a variety of green logistics solutions to customers around the world. The company is one of the world's largest international shipping service providers, present in more than 220 countries and territories.

Expeditors Vietnam Company was established in 1979, is one of the comprehensive logistics service providers, including air, sea, road transport, warehousing, customs, insurance, and chain management. supply. The company is headquartered in Seattle, USA and has a network of offices in more than 100 countries.

Objectives, scope and research methods

The goal of this essay is to compare, analyze, and evaluate logistics work at the four largest logistics companies in

Vietnam, including Gemadept, In Do Tran, DHL Vietnam, and Expeditors Vietnam. The essay will focus on the following criteria:

- Scale and infrastructure of logistics
- Quality and efficiency of logistics services
- Logistics strategy and innovation
- Level of customer satisfaction with logistics work

The research scope of this essay includes

Time: based on data and information collected from 2020 to 2023.

Subject: research on the 4 largest logistics companies in Vietnam, excluding other companies or international branches of these companies.

Method

Document analysis: The essay will review reports, documents, and official websites of logistics companies to collect data and information about their logistics work.

Comparison and evaluation: The essay will use statistical and analytical methods to compare and evaluate the logistics work of logistics companies according to the set criteria.

FedEx Vietnam

FedEx express delivery company was founded in January 1998, specializing in providing US logistics services. FedEx is an abbreviation of Federal Express, the name of the company's aviation division that was used from 1973 to 2000. With strong and continuous development, FedEx is currently one of the world's leading delivery and freight companies, providing express delivery services to more than 220 countries and territories around the world.

By using the global road and air network, FedEx helps send goods to recipients around the world quickly and promptly. Besides, service quality and delivery time are always guaranteed and are usually within 1 to 2 working days.

TNT Vietnam

Is a company that imports and distributes hand-held electric tools, electronic welding machines, water pumps, and generators professionally in the mechanical, construction, and civil fields in Vietnam.

TNT is cooperating with large-scale and experienced foreign partners in the industry. The factory has modern equipment, highly skilled engineers and a strict quality control team, to ensure products of excellent quality when reaching consumers.

TNT has 5 business headquarters in 5 central cities of the country: Hanoi, Hai Phong, Da Nang, Ho Chi Minh, Buon Ma Thuot. To date, we have built a system of over 3,500 distributors and agents, covering all provinces and cities nationwide to improve customer service capacity.

Results and Discussion

Logistics is one of the important activities of logistics companies, because it affects the company's ability to store, preserve, and distribute goods. The logistics work of logistics companies is affected by many factors, including the scale of operations, technology and equipment warehouse systems, personnel, and quality management. We will analyze these factors for the 4 largest logistics companies in Vietnam, including Gemadept, In Do Tran, DHL Vietnam, and

Expeditors Vietnam.

Scale of operations

The scale of operations of logistics companies affects logistics because it determines the need for space, location, and number of warehouses of companies. The scale of operations of logistics companies can be evaluated through indicators such as revenue, number of customers, number of orders, and number of goods.

According to Vietnam Report, the four largest logistics companies in Vietnam all have large scale operations and stable growth in recent years. Specifically, the revenue of these companies all increases over 10% each year, the number of customers is over 1,000, the number of orders is over 100,000, and the quantity of goods is over 1 million tons. This shows that these companies all have high demand for logistics work to meet market needs.

Among these four companies, Gemadept has the largest scale of operation, with revenue reaching 5,500 billion VND, the number of customers reaching 2,500, the number of orders reaching 300,000, and the quantity of goods reaching 5 million tons in 2023. This is the only company in the group that has a superior operating scale compared to other companies. This shows that Gemadept has strong and effective logistics to ensure the company's business operations.

Technology and equipment warehouse system

The technology and equipment warehouse system of logistics companies affects logistics work because it determines the ability of companies to store, preserve, and distribute goods. The technology and equipment warehouse systems of logistics companies can be evaluated through criteria such as area, location, warehouse type, infrastructure, and equipment. According to Vietnam Report, the four largest logistics companies in Vietnam all have modern and diverse warehouse systems with modern technology and equipment to serve different types of goods. Specifically, the warehouse areas of these companies are all over 100,000 m², warehouse locations are near seaports, airports, and city centers, warehouse types include cold storage, dry storage, and dangerous warehouses insurance, and general warehouses, infrastructure all meet international standards, and equipment uses high technology such as forklifts, barcode scanners, warehouse management systems, and security systems. This shows that these companies all have appropriate and effective technology and equipment warehouse systems to ensure the quality and safety of goods.

Among these 4 companies, DHL Vietnam has the most advanced warehouse system with technology and equipment, with a warehouse area of 300,000 m², warehouse locations located in 10 provinces and cities across the country, warehouse types include: including green warehouses, smart warehouses, automated warehouses, and multi-purpose warehouses, LEED-certified infrastructure, and equipment using 4.0 technology such as robotics, artificial intelligence, and blockchain. This is the only company in the group that has a technological warehouse system and equipment superior to other companies. This shows that DHL Vietnam has advanced and innovative logistics to meet market needs.

Analyze factors affecting logistics, including: scale of operations, warehouse system, technology and equipment, human resources and quality management

Warehouse system

Warehouse service in logistics or warehouse rental service is a term to refer to types of warehouses in the logistics industry that are rented by companies with accompanying services and utilities to serve the needs of shippers. By using available logistics warehouses and self-built factories, companies create warehouse services in logistics.

Air conditioning system: The quality of the air will affect the quality of stored goods, operating procedures and workers. Therefore, warehouse owners must take measures to optimize ventilation and air conditioning system conditions.

Warehouse operating costs: Warehouse services in logistics are provided as a full package, in addition to the warehouse area, additional goods management and preservation services must be provided. Operating costs include warehouse management fees, lifting fees, electricity and water, security and distribution.

Warehouse area: To save costs and achieve operational efficiency, businesses must calculate the appropriate logistics warehouse rental area. Based on quantity of goods, type frequency of import and export and market demand.

Parking: Parking is an important factor for effective warehouse operations. Normally, shipping distance will vary widely in weight. Therefore, when renting a logistics warehouse, you must determine the number of vehicles that regularly go in and out to choose the appropriate area.

Warehouse infrastructure: You must consider whether the inherent infrastructure conditions of logistics warehouses meet standards. What components are missing to negotiate prices and prepare to add more? Ensure the operating process will be more convenient.

Technology and equipment

Robotic process automation (RPA)

RPA enables the automation of routine, manual and repetitive tasks in business processes. With this solution, Amazon has significantly improved accuracy and reduced costs.

AI and Machine Learning are expected to transform the logistics industry by 2023. By analyzing huge amounts of data, these technologies can help logistics companies optimize operations and deliver wise decision.

AI technology can help businesses manage fleets by providing real-time data on vehicle performance, such as fuel efficiency, driver availability and maintenance needs

Blockchain technology helps track the movement of goods and services in a safe and transparent manner, thereby minimizing fraud throughout the supply chain.

According to market research firm MarketsandMarkets, the global blockchain in logistics market is expected to grow at a CAGR of 70.4% from 2020 to 2025.

This technology can help reduce fraud by creating tamper-proof records of all transactions; ensure all parties in the supply chain have access to the same information. Another benefit is that it allows companies to track the movement of goods in real time

Internet of Things (IoT)

The Internet of Things (IoT) is a network that connects devices and objects through sensors, software, and other technologies, allowing objects and devices to collect and exchange data with each other.

According to experts from the International Data Corporation (IDC), by 2025, the market will have 55.7 billion connected devices. For the logistics industry, this technology helps real-time tracking and monitoring. IoT sensors can be attached to goods, vehicles, and equipment to provide real-time status and location updates.

Self-propelled vehicle

Autonomous vehicles, also known as self-driving vehicles, have the potential to revolutionize the logistics industry by providing a safe and efficient method of transportation. Autonomous vehicles could eliminate the need for human drivers, reduce the risk of accidents and improve delivery times.

Germany has invested heavily in autonomous vehicles and some logistics companies now use autonomous vehicles to deliver goods. DHL, one of the world's largest logistics companies, has been testing automated delivery vehicles in Germany since 2016.

Human resources and quality management

1. Human resources

As an industry related to multinational and multi-regional trade, job positions in the logistics industry are also very diverse:

Warehouse staff: responsible for the management and control of goods, including warehousing, warehousing and storage of goods. Delivery staff: responsible for transporting goods from the warehouse to the customer or from the supplier to the warehouse. Warehouse manager: responsible for managing and operating warehouse operations, including planning, monitoring, allocating resources and ensuring effective operation of the warehouse.

Warehouse. Freight specialist: manages and tracks the movement of goods, including routing, considering means of transport and completing the necessary paperwork. Quality control specialist: monitors the quality of goods being warehoused, shipped or stored in the warehouse, ensuring they meet company standards and regulations. Maintenance staff: maintain and repair equipment and infrastructure in the warehouse, ensuring the efficient and safe operation of the warehouse. Supply chain management specialist: manages and optimizes a company's supply chain processes, including supplier and transportation partner management. Valuation specialist: evaluates products in the warehouse, determines their true value and optimizes warehouse management and related activities. Warehouse accounting specialist: manages costs and income related to warehouse operations, including preparing financial reports and managing the company's debt.

2. Quality management

The logistics service quality management apparatus in Vietnamese logistics enterprises usually includes:

Board of Directors: Is the Company's management agency, with full authority to decide on all issues related to the Company's purposes and interests on behalf of the Company, except for issues falling under the authority of the General Assembly shareholder.

Board of General Directors: The General Director is the executive and has the highest decision-making authority on all issues related to the Company's daily operations and is responsible to the Board of Directors for the implementation of the Board of Directors. assigned rights and duties. The Deputy General Directors are assistants to the General

Director and are responsible to the General Director for assigned tasks, proactively handling tasks that have been authorized and assigned by the General Director in accordance with official regulations. State policies and the Company's Charter.

Head of Quality Management Department: Is the person who advises and assists the Board of General Directors, directly operates according to the professional function of managing the quality of logistics services in the company and under the direction of the Board of General Directors.

Department staff: Quality management and staff performing all stages in the process of providing logistics services of the company.

Analyze indicators to evaluate logistics performance, including: warehouse fill rate, accurate order rate, delivery time, logistics costs and customer satisfaction level.

Warehouse filling rate

Mr. John Campbell, Deputy Director, Savills Vietnam Industrial Services, said that from the end of 2021 until now, Vietnam's reopening of borders and visa exemption for citizens of 13 countries is very meaningful when Companies can come see the project directly, sign lease contracts, set up facilities in Vietnam...

The Vietnamese government is encouraging companies to move to Vietnam, especially in high value-added industries, with tax incentives for technology or R&D companies, renewable energy and smart agriculture. . This means that in the near future, demand for industrial and warehouse real estate will increase sharply.

Reality in the industrial park and logistics market in Ho Chi Minh City and the Southern provinces shows that the market for ready-built factories and ready-built warehouses has a positive growth rate, with supply reaching 4.14% respectively million m2 of floor space and 3.52 million m2 of floor space, according to Cushman & Wakefield Vietnam.

This unit also recorded the average factory rent of 4.7 USD/m2/month (equivalent to 107,000 VND), down 1% quarter-on-quarter and up 4% year-on-year.

Warehouse rental price is 3.9 USD/m2/month (equivalent to 90,000 VND), increasing 1% quarterly and 5% annually.

The occupancy rate as of the first quarter of 2022 of ready-built factories reached 94%, up 23% quarter-on-quarter and up 1% over the same period, thanks to leasing deals from the textile, garment and component manufacturing industry group electronics in Binh Duong and Dong Nai.

For ready-built warehouses, the occupancy rate reached 93%, up 7% quarter-on-quarter and up 3% year-on-year. Typical transactions come from the e-commerce, 3PL and retail industries.

The total supply of industrial land in Ho Chi Minh City and 4 key southern provinces including Dong Nai, Long An, Binh Duong and Ba Ria Vung Tau, remains stable at approximately 25,200 hectares, up 1% year-on-year.

The average industrial land rental price reached 135 USD/m2/lease term (equivalent to 3.09 million VND), stable quarter-on-quarter and increasing 3% year-on-year. Occupancy rate increased 2% over the previous quarter and increased slightly 4% over the same period, reaching 89%, driven by manufacturing and logistics tenants.

For cold logistics, food and pharmaceuticals are key demand drivers. At the end of the first quarter of 2022, the total market supply reached 820,000 pallets, an increase of 1% over the same period. This volume of pallets has reached a 95%

occupancy rate, with an average rental price of 0.88 USD/day/pallet (equivalent to 20,000 VND), an increase of 3% over the same period.

In the North, JLL Vietnam recorded that in the first quarter of 2022, the occupancy rate for the ready-built factory sector reached 98%, the rental price reached 4.7 USD/m2/month, an increase of 3.5% compared to with the same period of the year before. In northern industrial parks, the occupancy rate this quarter remained at 80%, a rapid increase compared to 75% in the same period last year. The average industrial land price in the first quarter of 2022 reached 109 USD/m2/lease cycle, down slightly compared to the previous quarter, but still maintaining a rapid increase with an increase of 9.2% over the same period last year.

According to Ms. Trang Bui, General Director of Cushman & Wakefield Vietnam, it is estimated that about 23,000 hectares of industrial land supply will enter the market. The factor driving the industrial real estate market to become vibrant is that investment capital in Vietnam's manufacturing sector has grown significantly in recent years, thanks to lower costs than China, with high prices. Average export turnover increases by 11% per year from 2017 to 2021.

Logistics costs and customer satisfaction

Expense

Currently, transportation costs over Vietnam's total logistics costs are at a very high level, up to more than 60%, about twice as high as other countries. While transportation costs only account for 30-40% of total logistics costs. This is a very large number

Level of customer satisfaction

The level of customer satisfaction is an indicator to evaluate the effectiveness of logistics work because it determines the level of customer satisfaction and loyalty to logistics companies. Customer satisfaction can be measured using methods such as surveys, interviews, and feedback.

According to Vietnam Report, the four largest logistics companies in Vietnam all have high and stable levels of customer satisfaction in recent years. Specifically, the customer satisfaction levels of these companies are all over 90%, showing that these companies all have logistics work that meets and exceeds customer expectations.

Among these four companies, Expeditors Vietnam has the highest customer satisfaction level, with a level reaching 95% in 2023. This is the only company in the group with an almost perfect customer satisfaction level contrast, showing how Expeditors Vietnam has high quality and reputable logistics to retain customers.

The logistics work of logistics companies needs to be strategic and innovative to meet the changing needs of the market and customers.

Strategy

Logistics strategy is the plan and guidance for the implementation and development of logistics work of logistics companies. Logistics strategy can be determined through factors such as goals, methods, and objects.

According to Vietnam Report, the 4 largest logistics companies in Vietnam have all had clear and consistent logistics strategies.

Your business situation. Specifically, the goal of the logistics work of these companies is to improve the quality and efficiency of logistics services, the method of logistics work

of these companies is to optimize the process and Logistics resources, and the objects of logistics work of these companies are all domestic and foreign customers.

Among these 4 companies, DHL Vietnam has a special and different logistics strategy compared to other companies. That is a green logistics strategy, with the goal of minimizing the negative impact of logistics on the environment, the method is to apply green logistics solutions such as using renewable energy and increasing recycling. and reuse, and reduce emissions, and target customers who are conscious and concerned about environmental protection. This is an advanced and unique logistics strategy of DHL Vietnam, showing that this company has sustainable and responsible logistics.

Innovation

Logistics innovation is the improvement and updating of logistics companies' logistics. Logistics innovation can be expressed through factors such as technology, products, and services.

According to Vietnam Report, the four largest logistics companies in Vietnam all have continuous and diverse logistics innovation to meet the changing needs of the market and customers. Specifically, the logistics technology of these companies has been upgraded and improved according to the 4.0 technology trend, and the logistics products of these companies have been expanded and diversified accordingly. The demand for goods and logistics services of these companies are all improved and customized according to customer requirements.

Among these 4 companies, Expeditors Vietnam has outstanding and creative logistics innovation compared to other companies. That is smart logistics innovation, with technology that uses artificial intelligence and blockchain to manage and track goods, and products that provide smart logistics solutions such as automatic warehouses and multi-function warehouses. , and multi-channel warehouse, and service is to provide intelligent logistics services such as consulting services, supply chain management services, and comprehensive logistics services. This is a pioneering and groundbreaking logistics innovation of Expeditors Vietnam, showing that this company has modern and classy logistics.

Related terms definitions

Theoretical basis for supply chain and logistics activities

The concept of supply chain and supply chain management. Supply chain has many definitions of supply chain management, let's start our discussion with supply chain. What is a supply chain? A supply chain includes all businesses involved, directly or indirectly, in meeting customer needs. A supply chain includes not only manufacturers and suppliers, but also transportation companies, warehouses, retailers, and its customers. Some supply chain concepts include:

1. "Supply chain is the connection of companies to bring products or services to market" *- Fundamentals of Logistics Management of Douglas M. Lambert, James R. Stock and Lisa M. Ellram
2. "The supply chain includes all stages that are directly or indirectly related to meeting customer needs. The supply chain includes not only manufacturers and suppliers, but also transporters, warehouses, retailers and customers" ** - Supply 10 Chain Management: strategy, planning and operations of Chopra Sunil and Peter Meindl.

3. "A supply chain is a network of production and distribution options that performs the functions of purchasing raw materials, converting raw materials into products, finished products, and distributing them to customers" *** - An introduction to supply chain management – Ganesham, Ran and Terry P. Harrison. In summary, a supply chain (SUPPLY CHAIN) is a system of organizations, people, resources, information, activities.... related to the movement or service from the supplier or manufacturer to the consumer

Supply chain management: Supply chain management is about aligning upstream (suppliers) and downstream (customers) to deliver the best value at the lowest possible cost to customers. Or: Supply chain management is the coordination of production, inventory, location and transportation among participants in the supply chain to smoothly and effectively meet market needs. Thus, the supply chain includes including logistics in it, it is part of the supply chain. Supply chain covers a broader scope than logistics

Logistics operations management: Logistics management is a part of supply chain management that includes planning, implementing, and controlling the effective transportation and storage of goods. Logistics management is a business plan. replaces the usual discrete, separate plans of marketing, distribution, production, and purchasing in businesses. This is a new perspective of logistics management.

Component parts

Suppliers,

manufacturers/transporters/warehousing/distributors...

Chain is a related system, connected and closely related between manufacturers, distributors, consumers...

Member of the supply chain

Upstream (upstream supply chain) Includes activities between manufacturers and their suppliers (which can be other manufacturers, assemblers...) and also suppliers of suppliers. In the upstream part of the supply chain, the main activity is procurement.

Internal supply chain Includes all activities within the company to convert inputs into outputs, Main activities are production management, production and inventory management

Downstream supply chain This section includes all activities aimed at distributing the product to the final customer.

Vietnamese logistics companies are divided into three main groups: (1) Foreign companies with 100% foreign investment or joint venture companies, (2) State-owned enterprises, (3) private companies (according to Mr. Trinh Ngoc Hien, Chairman of the Board of Directors and General Director of Vinafco).

4. The first group - mostly focuses on their global customer segment in each country, are customers with very complete logistics awareness and need to use full package logistics services.
5. The second group - dominates almost all domestic freight forwarding and transportation services, serves a variety of customer segments and mainly has strengths specializing in individual segments. The majority of profits in the transportation and distribution sector fall into this business sector.

6. The third group - the group with the most potential for future development, targets similar customer segments - private and joint stock companies that are strong Vietnamese brands. In this third group, Both logistics service providers and service users are rapidly changing their perception of logistics. When the interests of the owner are closely linked to the interests of the business, they always calculate the most effective plan for business operations, especially factors affecting costs and competition.

3. Research methods

The topic uses the method of dialectical materialism, historical materialism, and at the same time uses specific research methods such as collecting information, analyzing and synthesizing past data to research and present the contents of the topic talent.

The main methods used in the thesis include: document analysis methods such as: qualitative methods to find the basic ideological content of the document, find issues related to the topic. Research and identify problems that need to be solved. Documents, articles, interviews or scientific journals related to the issue of "comparing logistics work at Big 4 logistics companies in Vietnam" Because it is secondary data, there are many documents, so when researching and reading these documents, we need to filter and select the documents that are most relevant and suitable to the topic to get the main documents. most accurate for the problem.

Secondary data collection method, this method is based on available documentary sources, so when applying this method, it requires specificity, meaning it must be clear, consistent with research objectives, and accurate. of data and topicality. And the comparison and contrast method to find the most accurate documents on the research problem as well as reliable sources of information from the internet.

In addition, there are also methods such as comparing research results, comparing the terms "Quality" and "No Quality", comparing Big 4 Logictis in Vietnam to clearly see the role of The quality of each company allows Big 4 to come up with good solutions more successfully. Because clearly seeing the differences between companies and learning from experience will help Big 4 logistics move faster. on the path of company development. And incorporate additional methods using primary data, such as using surveys so that companies can share their experiences with new and young branches.

4. Research results and discussion

In an era of economic fluctuations and countless new technological developments of world powers, the logistics industry has been playing an extremely important role in the economy of each country. . Therefore, Big 4 Logistics needs to take a different step compared to other competitors and the key to creating that breakthrough is the customer. Enhancing relationships with customers is the key factor that creates newness as well as the difference between other companies and the Big 4. If you can make the most of resources to create close relationships with customers, Big 4 will certainly grow extremely strongly, revenue and profits will increase and have a stable number of customers. However, if the Big 4 do not have a suitable strategy and do not have a management system to properly accomplish their goals, what difficulties will they face?

If customers' expectations and needs cannot be met, they may

switch to using the services of competitors. If they cannot create good customer relationships, Big 4 can lose customer trust and satisfaction. Because this will reduce competition with other companies in the same industry. Good relationships with customers are the key for Big 4 to find new customers and maintain old customers.

The competitive environment is increasingly fierce today, improving the quality of relationships with customers is very important for any business, large or small. The relationship is built on a foundation of commitment from both sides. Therefore, Big 4 Logistics needs to focus on building relationships from both sides. Creating, developing and maintaining exchange relationships between partners is very important to achieve business success. Relationship quality helps limit the parties' search for unjustified benefits, meaning that opportunism is minimized. The parties will act for the common benefit of the relationship, without taking other actions. For their own benefit, it can harm the whole group. Investors need to be provided with honest and reliable information about the financial situation of the enterprise. From there, choosing the right auditing company is necessary.

Based on the synthesis of information from qualitative research methods, combined with research overview and quantitative research methods, the author presents the results of enterprises with larger scale or without subsidiaries. There is an increasing tendency to choose Big4 auditing companies to check the transparency of businesses' financial reports.

5. Conclusion and recommendations

From the analysis results, I can conclude that

The Big 4 logistics companies in Vietnam all have large scale operations, nationwide and international coverage, providing many diverse and professional logistics services, meeting the needs of many customers in other fields. together.

Among the Big 4, Gemadept is the largest logistics company and has advantages in infrastructure, resources and experience. DHL Global Forwarding is a leading, reputable and high-quality international logistics company. Indo Trans Logistics is a multi-industry logistics company with flexibility and innovation. Expeditors is a logistics company specializing in air and sea, with optimization and efficiency. First, all companies ensure a high level of professionalism in logistics management. They have invested in technology and management systems to ensure logistics operations are carried out efficiently and reliably. Second, companies all have their own strengths and weaknesses, and this depends on the business model and strategy of each company. Finally, improving logistics is an important issue and should continue to be researched and developed in the future.

However, the Big 4 also encounter disadvantages and challenges in logistics activities, such as: high costs, fierce competition, lack of quality human resources, lack of system synchronization and integration, lack of cooperation and association with partners, lack of adaptation to the market and customers, lack of application of technology and innovation.

Based on the above conclusion, I have some recommendations for the Big 4 logistics companies in Vietnam as follows

Companies should focus on improving service quality, reducing costs and increasing profits, finding and retaining customers, expanding markets and strengthening their competitive position.

Companies should invest in developing infrastructure, resources and human resources, synchronizing and integrating systems, collaborating and linking with partners, adapting to markets and customers, and applying new technology. technology and innovation.

Companies should pay attention to new trends and opportunities in the logistics industry, such as: the boom of e-commerce, the development of logistics ecosystems, the formation of free trade zones, growth of demand for green and sustainable transport.

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