

THE COMPETITIVENESS OF THE BOTTLED NATURAL WATER AND PURIFIED DRINKING WATER ENTERPRISES IN VIETNAM: INPUT TO OPERATIONAL PLAN

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ABSTRACT: *This study aims to explore the key factors affect the competitiveness of the bottled natural mineral water and purified drinking water enterprises in Vietnam. The researcher surveyed 340 members of board of directors at bottled natural mineral water, purified drinking water enterprises in four big cities of Vietnam. Sample was divided as follows: Ho Chi Minh City has 200 respondents, Hanoi City has 60 respondents, Danang City has 50 respondents and Cantho City has 30 respondents. The primary sources of data collected from July 2015 to November 2017 in Vietnam. Simple random sampling technique. The Data analyzed weighted mean. Responses measured through an adapted questionnaire on a 5-point Likert scale. Finally, the findings of the study have the internal factors affecting the competitiveness of the bottled natural mineral water and purified drinking water enterprises with significance level 0.05.*

KEYWORDS: Mineral, purified, water, enterprises and HCMUNRE.

INTRODUCTION

Vietnam have been joined in the World Trade Organization (WTO). This brought Vietnam's enterprises having many good chances but they are facing a big challenge to compete with foreign corporations. Besides, Vietnam's enterprises are to survive and grow in very fierce competitive environment at bottled natural mineral water, purified drinking water enterprises. Therefore, Vietnam's enterprises must constantly improve its competitiveness against competitors. In recent years, the foreign investment has increase rapidly that contributed to create more dynamic and efficient new business environment. The bottled natural mineral water, purified drinking water market is one of the markets which has become more competitive in Vietnam.

In addition, drinking water is one of the essential needs for life. While income and living level of the residents is increasing high significantly but natural mineral water system does not meet the needs both on the amount and quality. This makes demand for bottled natural mineral water, purified drinking water increase high. In a short time, bottled natural mineral water, purified drinking water industry in Vietnam has grown very fast. The competitiveness forces enterprises to produce and supply the products required by the market in order to meet the demands of consumers more and more diversified. Besides, the enterprises shall affirm their position and prestige in the market. The business activities are to aim at stabilizing and maximizing profit and always competing with each other. Thus, improving competitiveness by understanding and promoting the effective factors of competitiveness. Therefore, the researcher chosen topic "**The competitiveness of the bottled natural water and purified drinking water enterprises in Vietnam: input to**

operational plan” as a paper. This paper helps managers who apply the research results for improving policy on the management of the water enterprises better in the future.

LITERATURE REVIEW

The concept of the competitiveness: It is in the literatures has been explain well by many authors and in most cases they define the term based on the context of their point of interest. Some academic literature demonstrates that while competitiveness is a major issue. It has still not been well defined. Yet competitiveness remains an important measure of benchmarking economic performance. Competitiveness is the ability to provide products and services as or more effectively and efficiently than the relevant competitors. Competitiveness usually refers to advantage obtained through superior productivity of goods and or services and therefore this definition conceptualized as the firm’s ability to remain in markets under conditions of almost free competition (Kotler, P., Hayes, T., Bloom, P.N, 2002).

In today’s business sector reveals a rather turbulent picture and about half of small businesses do not survive for more than five years on the market. Much research has been conducted on the factors making enterprises competitive in general but comparatively little research has been conducted on the competitiveness of airline sector especial in developing countries like Tanzania that faces mixed challenges at the firm level, profitability, costs, productivity and market share are all indicators of competitiveness. Generally, competitiveness is considered synonymous with success. In very simple terms, success can be intended as achievement of company’s objectives. Hence, performance should be measured in terms of how an organization manages its critical success factors (Reid, M., 2008).

The concept of the Brand: It is intangible asset and the value of the business. Brand is the confidence of customers, customer sentiment for businesses and products. Enterprises with strong brands will be capable of attracting big clients without major costs for product promotion. The influence of the brand to the business today is huge. Brand equity is increasingly large proportion of the total assets of the business. Brand affects the ability to recognize products, to persuade purchase decision of the customer loyalty. Brand is a combination of many factors such as the reputation of the business, good product quality, the product attractive, always innovation, product guarantee food safety and the friendliness environment (Buckley, P.J., Pass, C.L. & Prescott, K., 2008).

The prestige of the enterprise is a big factor affecting purchasing decisions as well as the degree of customer loyalty. The prestige of the enterprise will create confidence for customers’ suppliers and business partners. Reputable business will help enterprises more favorable conditions than in the consumption of products, enjoy more preferential policies in relations with suppliers and partners. The position of the enterprise in the market will be raised and the products of the enterprise will be known and trusted by consumers (Sweeney, J.C., Soutar, G.N. and McColl-Kennedy, J.R., 2011).

The concept of the competitiveness of price: Price of goods in the market is formed through the supply-demand relationship. Seller and buyer will bargain agreements with each other to get to

the final price that ensures mutual benefit. Price plays a decisive role by buying or not buying of customers. In the market economy competition of enterprises, the customer has the right to buy and choose what is best for the same type of goods with similar quality to make sure they will choose lower prices while sales volume of the business will increase. Price is an important tool in competition.

For customers, the price is a basis for them to decide to buy this product or other products and it considered as a lever to stimulate consumption (Kotler, P., Hayes, T., Bloom, P.N, 2002).For enterprises, the price is the competitive weapon in the market, business decisions and profits. It indirectly expresses the quality of products and affects the general marketing programs. If the enterprise manages good inputs and production processes, that enterprise would have a low cost product. This is considered a competitive advantage of enterprise for competitors.The price is expressed as a competitive weapon through the valuation of goods. Undervalued, parity pricing or overvalued that depends on the products, supply and demand of the market and customers. The valuation should consider factors such as the demand for goods and people to the amount that can be saved for that commodity, the cost of business and cost for every product. Enterprises must identify the market competition rightly in order to get the appropriate pricing for each market. With a parity prices will help businesses keep customers especially traditional customers. If businesses find the cost reduction ways, the profits will rise, business efficiency of enterprise will be higher. Conversely, for a price lower than the market price will attract more customers and increase sales, the enterprises will have the opportunity to enter and dominate new markets. The price of enterprise is higher than market price, that price can only be used for the monopolistic enterprises, which helps enterprises gain a lot of profit. To dominate competitive advantage, enterprises need to have the choice of appropriate pricing policies for each type of goods, each stage of the product life cycle or depending on the characteristics of each market (Lagrosen, S., 2005).

The concept of the product quality: Enterprises want to have a solid foothold in the market, superior than the competitors, the enterprise must pay special attention to product quality. This is one of the key factors helping businesses gradually build brand and enhance the competitiveness in the market. Before the price is considered to be the most important factor in competitive, today it must make room for product quality standards. In fact, the price competition is "poverty measure" because it reduces profits, but in contrast to the same types of products, product quality to meet customer demand, they are also available purchase with a higher price, especially in this era when science and technology are in phase thrive, the people's lives are improved. Product quality is the internal system of the product determined by the parameters that can be measured or compared, satisfying the technical conditions and certain requirements of consumers and society. Product quality is formed from design to production organization and even consumption of goods and is influenced by many factors such as technology, production lines, raw materials, management level.

Product quality is not only durable, beautiful but also decided by customers. Want to make sure the quality, the enterprise must pay attention frequently to all stages in the production process. On the other hand, the product quality is not guaranteed before the sale, but also must be guaranteed

even after sales by the warranty service (Hoff, K. et al., 1997). Product quality expresses the decision ability of the enterprise as:

Improving the quality of the product will increase the volume of goods sold, extending the product life cycle. High-quality products will increase the prestige of stimulating enterprise customers purchase and market expansion. High product quality will increase profitability, improve the financial situation of the business. Products with beautiful packaging design, good food safety ensure will attract the attention of customers (Man, T.W.Y., Lau, T. & Snape, E, 2008).

To be able to compete with rivals in the market, enterprises must diversify products. The essence of diversification that is the logical expansion of the list of goods, creating a goods structure of the business effectively. Goods of the enterprise must always be improved constantly in order to keep up with market demand by improving the quality parameters, design and packaging while maintaining the advantages of goods of the enterprise. Businesses also need research to find out the new goods to develop and expand the market. Diversification of commodity is not just to meet market demand, gain more profit but also a measure of risk diversification in business as the competitive landscape has become tough, aggressive.

Along with the implementation of commodity diversification, stand firm assurance in the context of fierce competition, enterprises can make the focus of a number of goods and commodities in order to give a group of people or a certain area of their markets. In this range can now serve customers in a better way, there are more effective than the competitors, so the enterprise has created a painting railings, ensure sustain its market share (Snell, L. and White, L., 2009). In addition, enterprises should implement different strategies of goods and create their own unique features to attract, create attraction for customers on their goods, raise prestige of enterprises. Enterprises want to have a solid foothold in the market, superior than the competition, the enterprise must pay special attention to product quality. This is one of the key factors helping businesses gradually build brand and enhance the competitiveness in the market (Yelkur, R., 2000).

The concept of the production: Production plays a role extremely important today. Many businesses do not appreciate the importance of the manufacturing process, thereby reducing the competitiveness of enterprises. When it comes to business development strategies of enterprises in the manufacturing sector, people are interested in the areas of brand development, market expansion, with the expensive marketing plans but few questioned what creates brand, what will give the market has expanded but without them, the costs to build the brand and expand the market become waste. These are the products that are produced with a best cost, quality consistent with the needs of customers and meet delivery deadlines. How many businesses are there really interested in the detection of waste in production and can offer efficient solutions? And businesses have identified waste rate in manufacturing activity? we will easily detect the waste that is present with a severe degree. The material resources in the production of investment firms have already planned and effective used yet? How many businesses assessed? That is the problem to solve in order to enhance productivity, improve product quality and reduce production costs, thereby improving the competitiveness of businesses in the market (Lagrosen, S., 2005).

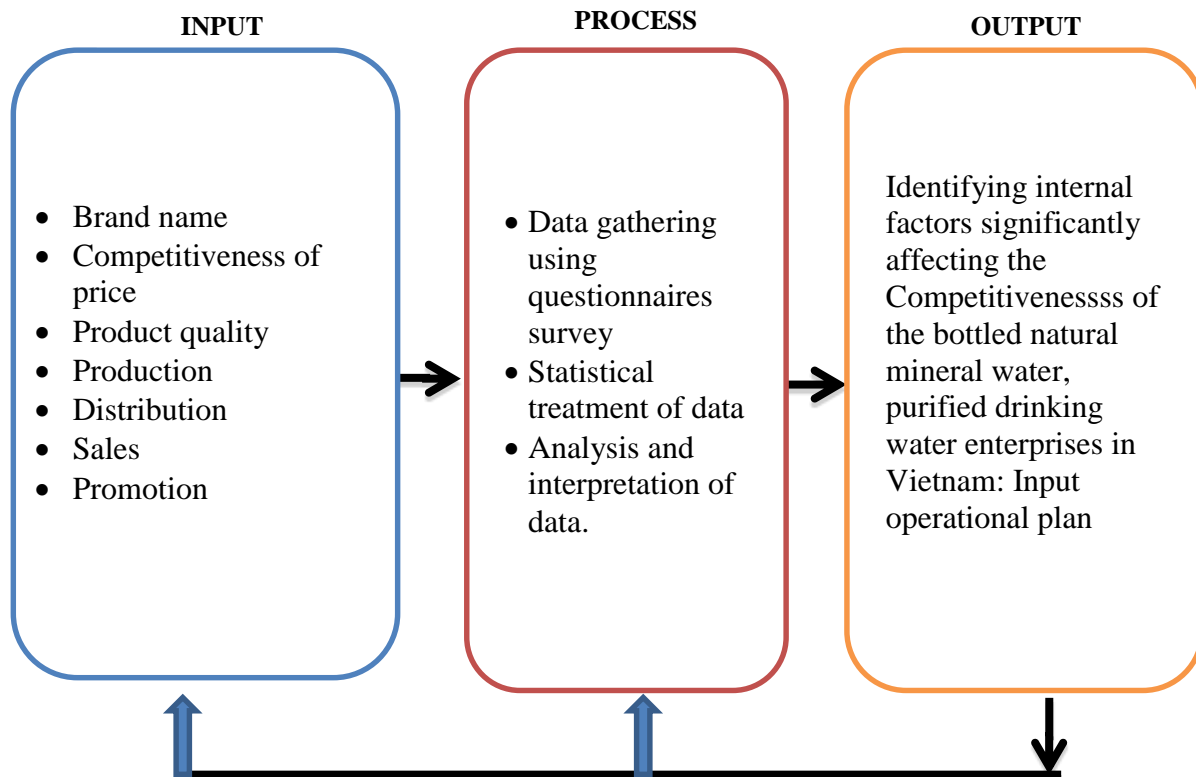
At present, the application of tools and methods in production management remains weak and inadequate at enterprises, if not as a white area. This occurred in both the enterprise is active in the critical areas of the national economy. To solve the above exists, now it is thought to consider, invest more in technology, manufacturing process according to ISO. Enterprises with modern production technology will create a consistent product and sophistication to meet the increasing demands of consumers. Enterprises with production processes under ISO will help businesses create high-quality products, achieve food safety. Enterprise has capable to control of inputs better that will help businesses not only ensure good natural material resources for the production process, but also control costs and weak good inputs create competitive advantage in price compared to competitors. In addition, businesses also need to focus on the organization of the production process to achieve high productivity and it is especially important to contribute to improving competitiveness is now planning to produce that in line with the scale, technology equipment in order to meet and satisfy the tastes of customers in the best way.

The concept of the distribution: It is an operating system directly or indirectly to provide available products or services on the market at the right time, right place and ensure sufficient quantities of products, availability of products on the market for the final user can purchase and use. Most of distribution channels are often mediated through distributors, also known as trade intermediaries. For any sector, if the enterprise has good distribution networks, covering all target markets, the products of that enterprise would be consumed quickly and be known by many consumers. This is also considered a competitive advantage of enterprises compared to their competitors (Buckley, P.J., Pass, C.L. & Prescott, K., 2008).

The concept of the sales: It is essentially morphological transformation of commodity values from goods to money in order to satisfy the needs of customers for a certain use value, is the last deciding stage of the process of manufacturing and business operation (Kotler, P., Hayes, T., Bloom, P.N, 2002).

The concept of the promotion: Today, in commercial business, the business will not achieve high efficiency if only thought: "There are high-quality goods, cheap is enough to sell." But the value of goods and services, even the benefits achieved when consumer products must also be informed to existing customers, potential customers, as well as those that affect the procurement. In order to do that the business needs to make the activities of trade promotion (Kotler, P., Hayes, T., Bloom, P.N, 2002). The organization of promotional activities is the collection of many different content in order to increase consumption, expand markets, increase competitiveness of the enterprise... The organization of promotional activities including some of the following as advertisement, promotion, direct Marketing, direct sales, public relations and other promotion activities.

The briefly demonstrates proposed feedback mechanism used in this study, following:



(Source: The researcher proposed)

Figure 1: The Paradigm of the Study

Hypothesis:

While collecting and studying internal factors affecting the competitiveness of the bottled mineral water and purified water enterprises in Vietnam, author gives the following hypotheses:

1. There is significant difference between the assessments of respondents and the competitiveness of the bottled mineral water and purified drinking water enterprises in Vietnam.
2. There is no significant relationship between the internal factors and level of the competitiveness of the bottled natural mineral water and purified drinking water enterprises in Vietnam.

METHODS OF RESEARCH

This research is done through two steps: Preliminary research and official research. Preliminary search is done in order to discover, adjust and supplement the observed variables used to measure research concepts. This research is done through object interviews, expert meeting and test investigation by questionnaires. Official research is done after the observed variables based on the results of preliminary research have been adjusted and supplemented. This research is done mainly

by qualitative and quantitative research methods, the model is tested again and theoretical models are measured and research hypotheses (Hoang Trong and Chu Nguyen Mong Ngoc, 2008).

Qualitative research is a kind of research used to adjust, modify and unify observing variables to measure the research concept. This research was done by discussing with individuals representing members of board of directors at 10 typical bottled natural mineral water, purified drinking water enterprises in 4 big cities of Vietnam as in the area of Ho Chi Minh city, Hanoi City, Danang City and Cantho City to find out about the viewpoints and the business characteristics of enterprises in the area of research. The objectives of this discussion aim at finding internal factors affecting the competitiveness of the bottled natural mineral water, purified drinking water enterprises in Vietnam. Observed variables describe these factors described in figure 1. In addition, the group of 10 individuals representing members of board of directors at 10 typical bottled natural mineral water, purified drinking water enterprises in four big cities of Vietnam have been interviewed to consider their viewpoints of the activities of the enterprises. The purpose of qualitative research is inspecting the scale and eliminating unsuitable variables as well as supplementing new significant variables for the research in accordance with specific characteristics of business in the area of research.

Quantitative research was utilized by direct interview and email methods of individuals representing members of board of directors at bottled natural mineral water, purified drinking water enterprises in four big cities of Vietnam as Ho Chi Minh City, Hanoi City, Danang City and Cantho City through the designed questionnaires based on the results of qualitative research. Quantitative research is done through two steps which are preliminary research and official research (Hoang Trong and Chu Nguyen Mong Ngoc, 2008).

Step 1: Preliminary research is done by interviewing 10 members of board of directors at 10 typical big bottled natural mineral water, purified drinking water enterprises in four big cities of Vietnam by selective sampling methods, each enterprise interviews one individual. This step aims at the retest of rationality of questionnaires and the test of the scale.

Step 2: Official research is done through stages: using the adjusted questionnaires in step 1, gathering information through delivering questionnaires directly to individuals representing members of board of directors at bottled natural mineral water, purified drinking water enterprises in four big cities of Vietnam by convenient methods. After gathering information from individuals, coding and carrying out data analysis by software of SPSS 20 through exploratory factor analysis (EFA) and multiple regression analysis in order to find valuable factors and the reliability of the scale affecting the competitiveness of bottled natural mineral water, purified drinking water enterprises in Vietnam.

Research procedure includes many steps. Scale construction procedure in this research is based on the procedure advanced by (Hair, J.F., Jr.; Black, W.C.; Babin, B.J.; Anderson, R.E, 2014) and deployed in Vietnam. After being adjusted and supplemented, a preliminary quantitative research is carried out by convenient sampling methods, with the size of the sample of 340 members of board of directors at bottled natural mineral water, purified drinking water enterprises in four big cities of Vietnam. Sample was divided as follows: Ho Chi Minh City (200 respondents), Hanoi

City (60 respondents), Danang City (50 respondents) and Cantho City (30 respondents). Based on the gathered results, scales are adjusted through main analysis techniques as following:

Population and Sampling: Research sample was 340 respondents divided as follows: 200 respondents for Ho Chi Minh City, 60 respondents for Hanoi City, 50 respondents for Danang City and 30 respondents for Cantho City.

Respondents of the Study: Respondents of the study are members of board of directors at 340 bottled natural mineral water, purified drinking water enterprises in four big cities of Vietnam with the available questionnaires of quantitative research.

Research Instrument: Based on research model the author designs two research questionnaires: qualitative questionnaire is used to interview members of board of directors at 10 typical big bottled natural mineral water, purified drinking water enterprises in four big cities of Vietnam with a view to testing the scale and eliminating variables; quantitative questionnaire is used to interview members of board of directors at 340 bottled natural mineral water, purified drinking water enterprises in four big cities of Vietnam in order to determine significantly internal factors affecting the competitiveness of the bottled natural mineral water, purified drinking water enterprises in Vietnam. This research uses Likert 5-point scale from "completely disagree" to "completely agree".

Data Gathering Procedures: Data are gathered through using the designed questionnaire. A survey group includes the author and about 20 people working together, delivering questionnaires and email and gathering information through two stages:

Stage 1: Assigning members to interview members of board of directors at bottled natural mineral water, purified drinking water enterprises, time for every deep interview is about 30 minutes; interviewers will rely on suggestive questions to interview in order to consider the suitability of variable and test the scale.

Stage 2: After variables are reduced and the scale is tested, the interview questionnaires for respondents will be designed again and data gathering will be carried out. Interviewers will use questionnaires at the designated areas to interview, guide respondents to complete questionnaires. It is necessary for interviewers to guide as specifically as possible in order to gather suitable questionnaires having high statistical value.

Statistical treatment of data: The collected data in the study were classified and organized based on the research design and problems formulated. The data were coded, tallied, tabulated, and tabled to facilitate the presentation and interpretation of results using the following:

1. Frequency: It is the actual response to a specific item/question in the questionnaire where the respondent ticks his choice.
2. Percentage: To determine the relations of a part to a whole.
3. Weighted Mean: It is the sum of the item values divided by the total number of items. It is computed average and its magnitude is influenced by every one of the item values in the set and

used to describe as set of quantitative data provided the item values that constitute the set are considerably concentrated. It is computed by adding and dividing the sum by the total number of scores.

RESEARCH RESULTS

Table 1: The competitiveness of bottled mineral water and purified drinking water enterprises in Vietnam with brand name

Criteria	Weighted Mean	Verbal Interpretation	Rank
1. Enterprise has high reputation	4.04	Satisfied	3
2. Enterprise has good product quality	4.13	Satisfied	1
3. Enterprise has good product prices	4.08	Satisfied	2
4. Enterprise has good innovation	3.83	Satisfied	5
5. Enterprise has good hygiene and food safety	3.85	Satisfied	4
6. Enterprise has good environmental friendliness	3.71	Satisfied	6
Composite Weighted Mean	3.94	Satisfied	

(Source: The researcher's collecting data and SPSS 20.0)

Table 1 showed that the computed composite mean value of 3.94 were interpreted by the respondents as satisfied respondents on the competitiveness of the bottled mineral water and purified drinking water enterprises in Vietnam as to brand name.

Table 2: The competitiveness of bottled mineral water and purified drinking water enterprises in Vietnam with competitiveness of price

Criteria	Weighted Mean	Verbal Interpretation	Rank
1. Enterprise has lower production costs than competitors	3.95	Satisfied	1.5
2. Enterprise has the ability to reduce production costs	3.86	Satisfied	3.5
3. Enterprise has the ability to follow the prices of competitors	3.95	Satisfied	1.5
4. Suitability of the product price of the enterprise in the market	3.86	Satisfied	3.5
Composite Weighted Mean	3.91	Satisfied	

(Source: The researcher' processing SPSS 20.0)

Table 2 showed that the computed composite mean value of 3.91 were interpreted by the respondents as satisfied on the competitiveness of the bottled mineral water and purified drinking water enterprises in Vietnam as to competitiveness of price.

Table 3: The competitiveness of bottled mineral water and purified drinking water enterprises in Vietnam with product quality

Criteria	Weighted Mean	Verbal Interpretation	Rank
1. Good product quality	3.71	Satisfied	3
2. Hygiene and food safety	3.58	Satisfied	4
3. Beautiful packaging design	3.92	Satisfied	2
4. Product diversification	4.01	Satisfied	1
Composite Weighted Mean	3.81	Satisfied	

(Source: The researcher' processing SPSS 20.0)

Table 3 showed that the computed composite mean value of 3.81 were interpreted by the respondents as satisfied on the competitiveness of the bottled mineral water and purified drinking water enterprises in Vietnam as to product quality.

Table 4: The competitiveness of bottled mineral water and purified drinking water enterprises in Vietnam with production

Criteria	Weighted Mean	Verbal Interpretation	Rank
1. Enterprise has modern production technology	3.79	Satisfied	1.5
2. Enterprise has manufacturing processes of ISO	3.47	Satisfied	4.5
3. Enterprise has safety food ensure processes	3.79	Satisfied	1.5
4. Enterprise controls good input factors for the production	3.47	Satisfied	4.5
5. Good production organizational processes	3.57	Satisfied	3
6. Scale of production to meet good market demands	3.45	Satisfied	6
Composite Weighted Mean	3.59	Satisfied	

(Source: The researcher' processing SPSS 20.0)

Table 4 showed that the computed composite mean value of 3.59 were interpreted by the respondents as satisfied on the competitiveness of the bottled mineral water and purified drinking water enterprises in Vietnam as to production.

Table 5: The competitiveness of bottled mineral water and purified drinking water enterprises in Vietnam with distribution

Criteria	Weighted Mean	Verbal Interpretation	Rank
1. Distribution system organizational capacity	3.63	Satisfied	3
2. Distribution system management capacity	3.69	Satisfied	1
3. Skills in negotiating and communication	3.62	Satisfied	4
4. Honesty in business	3.67	Satisfied	2
5. Wide distribution network and target market coverage	3.58	Satisfied	5
6. Favorable store locations	2.74	Moderately Satisfied	6
Composite Weighted Mean	3.49	Satisfied	

(Source: The researcher's collecting data and SPSS)

Table 5 showed that the computed composite mean value of 3.49 were assessed by the respondents as satisfied on the competitiveness of the bottled mineral water and purified drinking water enterprises in Vietnam as to distribution.

Table 6: The competitiveness of bottled mineral water and purified drinking water enterprises in Vietnam with sales

Criteria	Weighted Mean	Verbal Interpretation	Rank
1. Enterprise has a good sales team	3.53	Satisfied	5
2. Enterprise has the competitive pricing strategies	3.93	Satisfied	2.5
3. Enterprise has good sales policy	3.66	Satisfied	4
4. Good customer care policy	3.93	Satisfied	2.5
5. Good warranty and maintenance services	3.99	Satisfied	1
Composite Weighted Mean	3.81	Satisfied	

(Source: The researcher's collecting data and SPSS)

Table 6 showed that the computed composite mean value of 3.81 were interpreted by the respondents as satisfied on the competitiveness of the bottled mineral water and purified drinking water enterprises in Vietnam as to sales.

Table 7: The competitiveness of bottled mineral water and purified drinking water enterprises in Vietnam with promotion

Criteria	Weighted Mean	Verbal Interpretation	Rank
1. Enterprise has attractive promotions	3.59	Satisfied	1.5
2. Ability to organize good promotions	3.57	Satisfied	3.5
3. Ability to manage good promotions	3.59	Satisfied	1.5
4. Enterprise has regular promotions	3.57	Satisfied	3.5
Composite Weighted Mean	3.58	Satisfied	

(Source: The researcher's collecting data and SPSS)

Table 7 showed that the computed composite mean value of 3.58 were rated as satisfied on the competitiveness of the bottled mineral water and purified drinking water enterprises in Vietnam as to promotion.

Table 8: The significant difference on competitiveness of the bottled mineral water and purified drinking water enterprises in Vietnam

Variables	t-test		
	t-value	Int.	Decisions
1. Brand Name	0.64	NS	Accept H_0
2. Competitiveness of Price	0.48	NS	Accept H_0
3. Product Quality	0.27	NS	Accept H_0
4. Production	0.51	NS	Accept H_0
5. Distribution	1.04	NS	Accept H_0
6. Sales	1.05	NS	Accept H_0
7. Promotion	0.23	NS	Accept H_0
Total t-value	0.97	NS	Accept H_0

(Source: The researcher's collecting data and SPSS)

Table 8 showed that the obtained t-values of 0.64 for brand name; 0.48 for competitiveness of price; 0.27 for product quality; 0.51 for production; 1.04 for distribution; 1.05 for sales and 0.23

for promotion were all rated as not significant since the computed t-values were all lower than the critical value of 1.645 at five percent level of significance, hence the hypothesis is accepted.

CONCLUSIONS AND MANAGERIAL IMPLICATIONS

Conclusions

Based on the findings of this study, the following conclusions were drawn:

1. Research results showed that all variables were assessed by the respondents as satisfied, namely: Competitiveness of price; brand name; product quality; sales; production; promotion and distribution.
2. There is no significant difference on respondent's assessment on the competitiveness of the bottled mineral water and purified drinking water enterprises in Vietnam.
3. All criteria were agreeable to the respondents, these are: The company has the ability to respond to changes of the environment; The company has the ability to respond better than the policies of competitors; The company always leads the market; The company will develop in the future; and the company achieved very good business results in the past 3 years.
4. There was a very high positive correlation between internal factors and level of the competitiveness of the bottled natural mineral water and purified drinking water enterprises in Vietnam hence, the hypothesis is accepted.

Managerial implications

Based on the findings and conclusions, the following recommendation are suggested:

1. Enterprises should focus on internal factors especially as brand name, product quality, production, promotion and sales.
2. Enterprises should be concerned about the construction and development of the brand because the enterprise has strong brand name, that enterprise's reputation will be enhanced, products of enterprise sold more, products will be known much more by consumers, sales and profits of the business will increase significantly.
3. Enterprises should pay attention to product quality.
4. Enterprises should also focus on technological innovation, investing modern production line in order to produce high-quality products to meet and satisfy the increasing demands of consumers and thereby seeking profits.
5. Use Recognition. Recognize the power of recognition. Using recognition is a low-cost means to reward employees. And it's a reward that most employees considered valuable.
6. A similar study in the future is suggested to validate and confirm the results and conclusions of this study.

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