

CURRENT SITUATION OF COMPETITIVENESS OF SMALL AND MEDIUM ENTERPRISES IN KIEN GIANG PROVINCE

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ABSTRACT

The objective of this paper is to analyze the current situation of competitiveness of small and medium enterprises (SMEs) in Kien Giang. The paper uses the main methods such as: i) Document research method; Secondary data is taken from articles, websites, related departments, statistics yearbooks, domestic and foreign studies related to criteria to assess the competitiveness of enterprises; ii) Method of collecting secondary data: from financial statements; Expert consultation method, descriptive statistical method to identify the criteria to evaluate the competitiveness of SMEs in Kien Giang province. The research results have outlined the actual situation of competitiveness through the evaluation criteria. Based on that, the author assesses the competitiveness of SMEs in Kien Giang province.

Keywords: *SMEs, current situation, competitiveness.*

1. INTRODUCE

In a globalized economy, integration and competition is an inevitable, irresistible trend. Competition not only creates the environment, but more importantly creates a driving force for development, promoting production and business activities (production and business) that increase labor productivity, business efficiency, is an important factor. fostering global socio-economic-relations.

In the report on enterprise development, Mr. Huynh Xuan Vu, Deputy Director of Kien Giang Department of Planning and Investment, said that in 2018, there were 1,650 newly registered businesses in the province. with a total registered capital of 37,308 billion dong, an increase of 14% in the number of businesses and 2.1 times of the registered capital. The average proportion of registered capital reached VND 23 billion / enterprise, an increase of 1.9 times compared to 2017 and ranked 2nd in the Mekong Delta region in terms of number of enterprises and registered capital. During the year, there were 1,242 businesses registering online business, accounting for 14.28% of the number of records. The fields of operation with a large registered capital are processing and manufacturing industries; real estate business; finance, banking and insurance ... A sharp increase in enterprises has contributed to creating jobs for

workers. During the year, the total number of newly registered employees of enterprises was 13,731, an average of over 8 employees / enterprise. Currently, the total number of employees working in enterprises in the province reaches 94,753 people, an increase of 3.9% over the same period (Chanh, 2019).

According to the data of business registration management department of Kien Giang Department of Planning and Investment until May 2019, there are 9,027 enterprises in Kien Giang province. In recent years, small and medium-sized enterprises (SMEs) increasing in number and scale of investment play an important role in the economy of the province, creating more jobs and increasing income for the society. However, in the current business environment, with the increase of economic agreements and the fierce competition in the market. How SMEs are operating, how their business results and the status of their competitiveness play an important role in the direction of business development; help businesses improve competitiveness and stand firm in the market.

Based on the reasons analyzed above, the article presents a number of contents related to domestic and foreign studies on criteria to assess competitiveness of enterprises; Situation of competitiveness of SMEs in Kien Giang province through the evaluation criteria. From there, the author assesses the competitiveness of SMEs in Kien Giang province.

2. THEORETICAL BASIS AND RESEARCH METHODS

2.1 Theoretical basis

2.1.1 Competitiveness of the business

According to the studies of Schwalbach (1989), Ramasamy (1995), Mehra (1998), Buckley (1991), Dang Duc Thanh et al (2010) about competitiveness, competitiveness is the ability to maintain and expand market share of profitability of businesses. These are common concepts currently, according to which competitiveness is the ability to sell goods and services compared to competitors and the ability of "profit" of businesses. However, the limitations in these concepts are not inclusive of methods, not yet a comprehensive reflection of the business capacity of the business.

According to Michael Porter (1990), the competitiveness of enterprises is the ability to hold and dominate the market of entities involved in production and business activities to achieve optimal efficiency in a specific business environment. Also study on competitiveness at the enterprise level but according to D'Cruz (1992), the competitiveness of enterprises is the ability to design, produce and market products that are superior to competitors, considering price and non-price quality. In a study by Horstmann and Markusen (1992), a manufacturer is competitive if they have an average unit cost equal to or lower than the unit cost of international competitors. According

to Dunning (1993), competitiveness is the ability to supply products of the enterprise itself in different markets, regardless of the location of that enterprise. In Ramasamy's study (1995), it was determined that competitiveness is the ability to increase market share, profitability, value added growth and maintain competition for a long time.

Thus, the competitiveness of enterprises is understood as the ability to maintain and expand market share, profit, hold and dominate the market in product sales, expand sales network, attract and use effective use of production factors to achieve high economic benefits at low costs and ensure sustainable economic development. Competitiveness is reflected in doing better than competitors in terms of revenue, market share, profitability, ability to design production and marketing products that excel in quality, price and low cost.

2.1.2 Evaluation criterias

From different approaches, researchers have come up with different criteria to analyze and assess competitiveness. Regarding the criteria to reflect the industry competitiveness, there are studies such as: Sajee B. Sirikrai & John CS Tang (2006), which has given the assessment criteria of industry competitiveness including two groups. Targets are financial ratios such as investment, total assets, revenue, profits. The work particularly emphasizes non-financial indicators to reflect the competitiveness of the industry such as customer satisfaction (Sharma & Fisher, 1997; Tracey, Vonderembse & Lim, 1999); market share (Anderson & Soha, 1999; Lau, 2002; sales (Anderson & Sohal, 1999; Li, 2000); sales growth rates (Lau, 2002; Sharma & Fisher, 1997) and labor productivity (Noble, 1997; Ross, 2002).

According to Peters and Waterman (1982), competitiveness of enterprises is measured by 7 criteria including 3 criteria to measure growth and long-term assets generated in 20 years: 1) revenue; 2) profitability; 3) total assets; 3 other criteria for measuring return and product consumption: 4) payback period; 5) market share; 6) proportion of exports; 1 general criterion: 7) assess the history of innovation process of enterprises.

According to Gold Smith and Clutter Buck (1992), corporate competitiveness is measured by three criteria: 1) growth of capital assets, sales and profits for 10 consecutive years; 2) industry popularity as a leader; 3) products and services that are popular with consumers.

According to Baker and Hart (2007), there are 4 criteria to evaluate the competitiveness of enterprises: 1) profitability ratio; 2) market share; 3) export growth; 4) scale.

The studies of Keh, Nguyen & Ng (2007), Luo (2010), Vu M. Khuong & Haughton (2004), have given some criteria to evaluate the competitiveness of enterprises such as: 1) dynamic power source - entrepreneurship; 2) position

of the business; 3) business results of the enterprise in finance (sales, profits, market share) and non-financial; 4) quality of products and services; 5) market share; 6) Prices of products and services.

According to Buckley et al. (1988) and Gorynia, (2005), from a business perspective, the market share is a measure of competitiveness of enterprises. Also according to the research of Buckley et al (1988) accepted and used by researchers and scholars, he built a measure of competitiveness of four levels: product, enterprise, industry and country. In particular, they said that the competitiveness of enterprises consists of three main groups: (1) competitive performance, (2) competitive potential, and (3) management process. The same study was found in WCY (2002), in the formula of world competitiveness as the combination of inherent and created assets as well as the process of transferring assets into economic results. (Man, 1998, According to DC (2001), competitiveness includes " a combination of assets and processes, where assets are inherent (natural sources) or created (infrastructure) and process of transferring assets to gain benefits from sales to customers ". The result can be achieved through competitive potentials, through a process of competitiveness, similar to the asset-process-efficiency framework (APP) (Momaya, 2000).

In another study on competitiveness analysis in retail business of Ezeala - Harrison (2005), he suggested that competitiveness of enterprises can be measured through seven criteria: (1) quality of competitiveness, (2) innovation capacity, (3) brand extension, (4) limitations of environmental regulations, (5) quality of staff, (6) quality in training, and (7) access to credit.

Le Thi Hang (2013) has clarified the theoretical basis of competitiveness in providing mobile communication services of enterprises. The thesis applies general criteria to assess the competitiveness of enterprises to determine the criteria to assess the competitiveness of enterprises in the provision of mobile communication services, including: service quality; service charge; service differentiation; service distribution channel system; information and trade promotion; Brand and reputation service.

Nguyen Tu (2015) studied the operation of the Vietnamese commercial banking system on a number of key indicators and summarized it into 4 groups of criteria to measure competitiveness, including: Internal strength; products and services; customers, market share and brand; profit.

Thus, it can be seen that although the approach is different, most scholars argue that the competitiveness of enterprises can be assessed around criteria such as supply market share in the locality, revenue, profit and profit ratio, labor productivity, average income, management level, environmental protection, brand and reputation of enterprises, assets of enterprises, especially intangible assets , the rate of skilled workers, the rate of good management

team, research and innovation, product prices ... These factors give businesses a competitive advantage, that is, helps businesses be able to carry out activities with higher performance than competitors, create value for customers based on differentiation in factors. a quality or cost, or both.

When studying the criteria to assess the competitiveness of enterprises, from the author's point of view, the constituent factors and assessment of competitiveness of enterprises must show the nature of enterprises in appropriating. Marketing the output market, attracting inputs. In the diamond model of M.Porter provides an analytical framework to understand the nature and measurement of competitiveness of businesses. According to this model, groups forming up to 4 vertices of a diamond structure are elemental conditions (human, physical, and knowledge), and demand conditions (scale, structure and sophistication), (market management), supply and related industries, and the current state of the business.

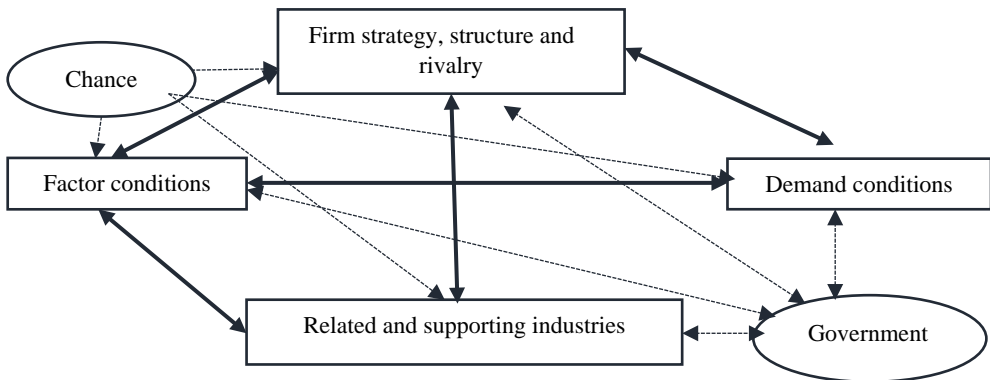


Figure 1: Diamond model of Michael Porter
(Source: Michael E.Porter 1990)

Thus, according to M.Porter's diamond model, the measurement of competitiveness of businesses not only depends on the ability within the enterprise but also depends on external factors. However, in the current market economy situation, the competitiveness needs to ensure sustainability, that is, the level of conditions used to maintain and improve the competitiveness of enterprises must be taken into account. Both in the short and long term. Accordingly, the criteria to assess the capacity of enterprises include: The ability to maintain and expand the market share of enterprises; Competitiveness of the product; Capacity to maintain and improve business efficiency of the business; Productivity factors; Adaptability and innovation of enterprises; Ability to attract resources; Ability of association and cooperation of enterprises.

2.2 Research Methods

2.2.1 Approach method

- Method of document research: The study is conducted according to the system of previous studies in an integrated manner related to the evaluation criteria of the competitiveness of domestic and foreign SMEs.

2.2.2 Data collection methods

- Methods of collecting secondary data: secondary data are taken from articles, websites, newspapers, magazines, related departments, statistical yearbooks, domestic and foreign studies. related to criteria for evaluating the competitiveness of enterprises;

- Methods of collecting primary data: method of stratified random sampling (in collaboration with the Statistical Office of Kien Giang Province, Tax Department of Kien Giang Province). The sample size used in the study is 445 SMEs (data collected in 3 years 2016, 2017, 2018).

Expert consultation method, descriptive statistical method, in order to identify criteria to evaluate Competitive capability of SMEs in Kien Giang Province.

2.2.3 Methods of analysis

The problem tree analysis method is used to analyze the competitiveness of small and medium enterprises in Kien Giang province. This method is heavily used in branching in causes and results around a problem. The problem can be divided into related blocks for analysis so that more clearly identify elements and objectives. With this study, the author uses the problem tree analysis method to analyze and comment on the current situation of competitiveness of small and medium enterprises in Kien Giang province.

3. RESULTS AND DISCUSSION

3.1 Current situation of competitiveness of small and medium-sized enterprises (SMEs)in Kien Giang province according to evaluation criteria

Based on the research and the author's point of view, at the same time, before conducting an analysis of the competitiveness of enterprises, the author consulted with experts about the criteria to assess the competitiveness of enterprises. With the results shown in Table 1 as follows:

Table 1: Results of interviews with experts on the criteria for evaluating competitiveness of SMEs

No	Criteria	Number of agreeing	Ratio (%)
1	Ability to maintain and expand market share of the enterprise	10	100
2	Competitiveness of the product	10	100
3	Capacity to maintain and improve business efficiency of the enterprise	10	100
4	Productivity factors	10	100
5	Adaptability and innovation of enterprises	10	100
6	Ability to attract resources	9	90
7	Ability of association and cooperation of enterprises	10	100
Number of experts interviewed		10	

(Source: Expert consultation of the author in 2019)

From the results of the expert interviews, most experts agree with the criteria to evaluate the competitiveness of small businesses. On that basis, the author conducted the assessment of competitiveness of small and medium enterprises according to the criteria mentioned in Table 1 as follows:

3.1.1 Ability to maintain and expand market share of the enterprise

This is a composite indicator reflecting the competitiveness of enterprises' output, whether it is domestic competition or international competition. This criterion consists of two component criteria: market share and growth rate of market share of enterprises. Market share is a criterion showing the competitive position of the business. If an enterprise has a larger market share than other businesses, it means that its competitiveness is greater. This criterion is usually measured by the ratio of sales or the number of products consumed by an enterprise in a given period compared to the total sales or sales volume in the market as formula (3.1).

$$tp_i = \frac{D_i}{D} \times 100\% \quad (3.1)$$

Inside:

tp_i : Market share of the enterprise i;

D_i : Revenue or sales volume of the enterprise i;

D: Total sales or sales in the market.

This formula clearly reflects the competitive position of goods consumption of enterprises at a certain time. However, this indicator is not always calculated, especially in cases where enterprises have too small market share or export enterprises have difficulty calculating their market share in foreign markets. Moreover, this indicator is "static", reflecting the competitiveness at a time in the past. Therefore, to see the change of competitiveness over time, it is often considered to change the market share index of enterprises over a number of years, usually 3-5 years. In case the market share and market share growth rate cannot be calculated, one can use the revenue growth target instead. Also according to the results of expert consultation, to determine the ability to maintain and expand market share, the author uses the revenue growth target instead. This indicator reflects the change of output of the enterprise over time and is calculated according to formula (3.2). This indicator can be calculated for each enterprise at any time and can compare the degree of output variation between businesses, but it does not reflect the position of each enterprise in the whole.

$$r_t = \frac{D_t}{D_{t-1}} \times 100\% \quad (3.2)$$

Inside:

r_t : Speed of sales or sales of enterprise

D_t : Revenue or sales of the enterprise in the current period

D_{t-1} : Revenue or sales of the enterprise in the previous period.

The turnover of businesses increases gradually over the years. The growth rate of turnover of enterprises in Agriculture - Forestry - Fishery in 2015/2014 was 124.5% but in 2016/2015 decreased to 79.67% due to the fact that from 2016, the weather situation was inconsistent. Often such as drought, saline intrusion cause severe damage to rice area, diseases in shrimp farming. Besides, production and business of enterprises still face difficulties. In 2017/2016, the revenue growth rate of enterprises suddenly increased by 133.1%, in 2018/2017, the revenue growth rate decreased to 111.0%. The growth rate of revenue of enterprises in Industry - Construction in 2015/2014 was 113.1%; in 2016/2015 was 112.2%, in 2017/2016 decreased to 101.3%, in 2018/2017 the revenue growth rate of enterprises increased to 110.3%. The growth rate of turnover of enterprises in the field of Commerce - Services in 2015/2014 was 134.8%; in 2016/2015 was 104.8%, in 2017/2016 was 118.7% and increased rapidly in 2018/2017 was 136.6%.

Table 2: Revenue growth rate of enterprises

Scope of activities	Year 2014 (million dong)	Year 2015 (million dong)	Year 2016 (million dong)	Year 2017 (million dong)	Year 2018 (million dong)	growth rate 2015/14 (%)	growth rate 2016/15 (%)	growth rate 2017/16 (%)	growth rate 2018/17 (%)
Agriculture-forestry - seafood	6.707.114	8.350.563	6.652.899	8.852.283	9.826.054	124,5	79,67	133,1	111,0
Construction - industry	27.644.399	31.260.822	5.060.634	35.506.495	39.057.297	113,1	112,2	101,3	110,3
Trade in Services	35.849.77 2	48.323.596	50.653.162	60.136.536	82.163.843	134,8	104,8	118,7	136,6

(Source: Statistical Yearbook of Kien Giang Province 2018 and author's calculations)

From the results of Table 2, it shows that the revenue growth rate of the trade - service enterprises has a higher growth rate than those in the fields of Industry - Construction and Agriculture - Forestry. Industry - Fishery. This shows that Kien Giang is promoting the strength of the province, focusing on developing the tourism economy into a key economic sector, from which businesses operating in the service sector enhance the accompanying services.

3.1.2 Competitiveness of the product

3.1.2.1 Product quality

Domestic market: In the domestic market, more and more "high-quality Vietnamese goods" appear with many reputable and successful enterprises. Therefore, the domestic market has always created fierce competition for domestic enterprises in general and Kien Giang province in particular. Enterprises in Kien Giang province constantly strive to improve product quality so that they can compete not only with domestic enterprises but also in the world. In early 2018, Kien Giang province had 01 enterprise signed by the Prime Minister to decide to award the National Quality Award (Decision No. 403 / QD-TTg, April 13, 2018). The National Quality Award is a form of honoring and rewarding at the national level, which is annually awarded by the Prime Minister to organizations and enterprises that achieve outstanding achievements in quality. Attending the National Quality Awards helps businesses to learn and evaluate their strengths and weaknesses in their production and business activities. Since then, enterprises have many suitable solutions to develop products, goods and services, contributing to empowering, enhancing competitiveness and integration in the domestic and international markets of enterprises.

Export market: Goods of enterprises in Kien Giang province are mainly exported to Asia, America and Europe. According to Kien Giang Department of Industry and Trade, in the first 6 months of 2019, the province's export turnover reached more than 275 million USD, equaling 40.4% of the plan, up 1.45% over the same period in 2018, with 2 main items. Force is rice and seafood. Accordingly, the value of exported agricultural products was

97.7 million USD; marine products 97.9 million USD; 59.9 million USD for footwear and the rest for other goods. Some products increased over the same period such as: Frozen shrimp increased by 36.3%, frozen fish increased by 59%, frozen squid increased by 17.3%, canned food increased by 7.8% ... due (EVFTA) comes into force, especially the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP), which opens up opportunities for businesses to boost export activities, with more than 30 businesses exporting to 35 markets in countries and territories in the world, an increase of 4 markets compared to 2018.

Table 3: Export value of goods by country

Unit: 1000 USD

	2013	2014	2015	2016	2017	2018
- America	1.511	2.274	3.368	5.182	824	4.988
- Japan	42.782	44.055	35.675	39.191	58.494	69.593
- Malaysia	11.840	40.880	21.848	6.364	11.480	3.270
- Thailand	3.408	1.348	2.200	2.120	2.097	1.327
- Cambodia	77.322	28.210	22.385	20.026	28.359	34.767
- Switzerland	567	23	191	197	2	-
- Hong Kong	3.123	2.371	1.292	1.144	19.889	195
- Taiwan	6.469	7.108	2.266	1.279	390	-
- Singapore	46.039	7.533	6.009	2.580	5.844	3.083
- Netherlands	438	519	508	1.132	419	-
- Russia	31.919	5.964	2.890	-	47	171.400
- Korea	21.283	37.356	39.633	35.196	94.833	131.198
- England	2.276	728	168	245	122	80
- South Africa	42.842	13.563	9.606	10.554	79.536	20.068
- Kenia	-	326	-	36	342	-
- West Africa	16.553	948	863	1.276	5.098	55.753
- Timor Leste	23.390	15.454	17.194	4.386	3.065	301
- Other countries	241.328	199.443	190.336	219.124	96.051	133.816
Total value	608.314	476.898	387.154	350.032	473.680	629.839

(Source: Statistical Yearbook of Kien Giang Province 2018)

Table 4: Value of exported goods by form and commodity group

Unit: Million dollars

	2013	2014	2015	2016	2017	2018
In the form of export						
+ Directly	573.090	408.103	356.432	350.032	406.892	629.839
+ Entrusting	35.224	68.795	30.722	-	66.788	-
By product groups						
+ Agricultural products	373.954	275.807	228.582	193.415	224.833	348.025
+ Seafood products	156.588	170.555	133.890	134.750	156.639	242.465
+ Other goods	77.772	30.536	24.682	21.867	25.426	39.349

(Source: Statistical Yearbook of Kien Giang Province 2018)

Table 5: Some major export items

Items	Unit	2013	2014	2015	2016	2017	2018
Rice	Ton	919.642	622.070	552.020	438.985	370.000	416.000
Frozen shrimp	Ton	4.547	3.729	2.154	2.600	3.200	4.200
Frozen squid	Ton	6.818	10.604	10.942	9.160	14.036	12.748
Winter Claw	Ton	3.300	2.369	1.973	1.273	2.264	2.452
Frozen fish	Ton	2.080	3.650	2.302	1.953	3.300	3.550
Other frozen seafood	Ton	9.286	8.299	17.018	11.712	8.060	7.140
Dried seafood	Ton	51	-	-	-	-	-
Dried anchovies	Ton	370	482	488	325	523	800
Fish sauce	1000 liter	40	22	-	-	-	-

(Source: Statistical Yearbook of Kien Giang Province 2018)

Kien Giang rice production and export value during the period 2013–2017 grew unevenly; The main reason is due to the political instability of some countries in the world, the price competition with exporting countries in the same industry, the weak management capacity of exporting enterprises. However, the province's rice export output still occupies a relatively high position (from 10% - 17% of the country's total export volume), ranging from 370,000 tons / year - 919,642 tons / year; Rice export value of the province compared with similar products of other countries is still low (the average price of rice is currently 10 to 15 USD / ton lower than Thailand). The main reason is due to businesses and farmers gradually improving, renewing investment in selecting, processing, preserving after harvest.

To analyze product prices, the author took two key products of Kien Giang: rice and aquatic products (shrimp, squid, octopus, anchovies)

Rice is a key product in the export turnover of Kien Giang. According to Kien Giang Department of Industry and Trade, in the first 6 months of 2019, the province's export turnover reached more than 275 million USD, equaling 40.4% of the plan, up 1.45% over the same period in 2018, with 2 main items. force is rice and seafood. Accordingly, the value of exported agricultural products was 97.7 million USD; 97.9 million USD seafood (Le Huy Hai, 2019).

According to the evaluation of the Department of Processing and Agricultural Market Development, the value of rice exports in the first 5 months of 2019 decreased because of the world market, the price of rice decreased. Meanwhile, in the domestic market, prices of rice and rice in the Mekong Delta region have been stable over the past month. In Kien Giang, IR50404 rice was stable at 5,500 VND / kg; OM 4218 rice at 5,600 - 5,700 VND / kg; OM 6976 rice at 5,500 - 5,600 VND / kg; Jasmine rice is 6,000 - 6,100 VND / kg (Duyen Duyen, 2019).

Fisheries are also a key product of Kien Giang province, because Kien Giang is located in the southwest of the country in the key economic region of the Mekong Delta, Kien Giang has a rich and diverse source of raw materials for processing production. Transforming exported goods. The annual output of aquatic product exploitation and aquaculture reaches 750,000 tons or more.

According to the Vietnam Agricultural Newspaper, June 20, 2019. Mr. Quang Trong Thao, Deputy Director of Kien Giang Department of Agriculture and Rural Development, said that from the beginning of the year, farmers in the province have been able to raise 123,067 hectares of brackish water shrimp. , reached 97.67% of the plan, up 3.74% over the same period. In particular, industrial intensive shrimp is 2,027 ha (mostly vannamei, with 1,953 ha), extensive and improved extensive farming of 28,935 ha, shrimp - rice 92,105 ha. The output of harvested shrimp from the beginning of June until now is 8,745 tons, raising the output from the beginning of the year until now to 38,635 tons, reaching 50.84% of the plan and up 16.58% over the same period. Shrimp prices are stable at a high level, so farmers bravely invest in farming. At present, the price of material shrimp is 30 pieces / kg, traders buy from 170,000 - 190,000 VND / kg, whiteleg shrimp from 70,000 - 75,000 VND / kg, 100 pieces / kg (Chanh, 2019).

Kien Giang's exported seafood products are currently facing many challenges due to technical barriers from import markets, as well as fierce competition from similar products of other countries in the region. Regions and the world such as Thailand, Cambodia, India, Pakistan ... Kien Giang enterprises have connected, worked with partners from Australia, Newzealand, Israel to export canned seafood products, at competitive prices with Countries in the region and depend on the product quality.

3.1.2 Capacity to maintain and improve business efficiency

From the survey results of SMEs, the author calculates a number of criteria related to the capacity to maintain and improve business efficiency of enterprises as shown in Table 6 as follows:

Table 6: Some financial indicators of SMEs

Targets	Year 2016	Year 2017	Year 2018
ROA (%)			
the shortest	-1,96	-0,83	-1,08
Tallest	0,99	0,6	41,76
Medium	0,02	0,02	0,1
ROE (%)			
the shortest	-236,98	-30,61	-6,51
Tallest	2,83	2,77	41,76
Medium	-0,57	-0,01	0,1

ROS (%)			
the shortest	-4,24	-3,73	-23,45
Tallest	0,74	276,28	2,51
Medium	-0,05	0,56	-0,23
Revenue (VND)			
the shortest	1.454.545	3.000.000	3.767.272
Tallest	1.571.866.374.632	1.866.229.040.546	2.602.102.504.204
Medium	41.232.702.765	44.079.507.758	51.656.808.062
Cost (VND)			
the shortest	3.684.132	-57.431.150.240	-9.547.060.433
Tallest	1.561.582.039.323	1.874.558.358.324	2.587.786.781.258
Medium	36.699.615.174	42.683.329.982	49.120.779.636
Profit after tax (VND)			
the shortest	-31.079.170.973	-27.731.837.583	-31.870.609.372
Tallest	144.290.954.080	164.453.846.712	296.678.685.934
Medium	1.280.915.405	1.177.710.291	2.111.413.361
Unit cost of products			
the shortest	0,26	-287,16	-2,16
Tallest	5,24	4,73	24,45
Medium	1,05	0,41	1,22

(Source: 2016, 2017, 2018 enterprise survey summaries and author's calculations)

Profitability ratio of total assets (ROA): From the results of Table 6 shows that in 2016 the highest return on assets (ROA) was 0.99%, the lowest rate was -1.96%; In 2017, the highest rate of return on assets (ROA) was 0.6%, the lowest rate was -0.83%; In 2018, the highest return on assets (ROA) was 41.76% and the lowest was -1.08%. Thus, it can be seen that in 2016, 2017, most enterprises did not perform well, in 2018, enterprises operated more efficiently with an average ROA of 0.1, meaning that for 1 dong of assets removed. Enterprises earned 0.1 dong of profit. Besides, there are also some enterprises operating with high efficiency, taking advantage of existing assets of enterprises to create high profits, but there are also enterprises that have not effectively taken advantage of existing assets of enterprises.

Return on own capital (ROE): From the results in Table 6 shows that in 2016 the highest rate of return on equity (ROE) was 2.83%, the lowest was -236.98%, the ROE ratio. The average of enterprises is -0.57%. In 2017, the highest rate of return on equity with ROE was 2.77%, the lowest was -30.61%, the average was -0.01%. In 2018, the highest rate of return on equity was 41.76%, as low as -6.51%, an average of 0.1%. In 2016 and 2017, enterprises basically did not make good use of their own capital to serve production and business, but by 2018, most enterprises have tried to make good use of their own capital to serve their production. If the enterprises earns an average of VND 1 of equity, enterprises will earn 0.1 VND of profit. Besides, there are also enterprises that make good use of their own capital to serve

production and business with the highest amount of 1 dong of equity, the enterprise earns 41.76 dong of profit.

Unit cost of products: Accordingly, the smaller the unit cost of a product index, the higher the competitiveness. From the results of Table 6, the highest unit cost of product in 2016 was VND 5.24, the lowest was VND 0.26, and the average was VND 1.05. So basically the average unit cost of product is 1.05 VND of enterprises in 2016 greater than 1, showing that businesses have produced products with relatively high production costs. In 2017, enterprises had more improvements in production unit costs with the highest level of 4.73 VND, the lowest was - 287.16, the average was 0.41 VND. Thus, it can be seen that in 2017, enterprises had an average unit cost of products of 0.41 dong less than 1. This proves that enterprises have the ability to improve in the production and enterprises process while ensuring quality. products, effective production and enterprises activities. This can be an advantage to help enterprises improve their Competitive capability with other domestic and foreign enterprises. However, in 2018, the unit cost of enterprises changed with the highest level of 24.45 VND, the lowest was -2.16 VND and the average was 1.22 VND. Thus, it can be seen that 2018 is a year when enterprises face many difficulties in production and enterprises activities, reduced competitiveness may be due to the fluctuations of the world market with newly emerging free trade agreements.

3.1.3 Productivity of factors of production

The commonly used productivity indicators include labor productivity, capital efficiency, productivity of the entire asset ... Productivity reflects the amount of output compared to the unit of input, is an indicator reflecting the capacity to exploit and use production factors of the enterprise. At the same time, this indicator also reflects the capacity to meet customer needs, cost per product unit and time unit. Therefore, productivity reflects the volume of enterprise competitiveness. The author calculates a number of indicators of productivity of production factors as specified in Table 7 as follows:

Table 7: Some indicators of productivity of production factors of SMEs

Targets	Year 2016	Year 2017	Year 2018
Labor Productivity (VND)			
the shortest	121.212	500.000	975.946
Tallest	102.934.542.874	85.447.850.498	105.004.998.849
Medium	2.463.660.427	2.602.242.311	2.863.651.817
Capital use efficiency (VND)			
the shortest	-2425,65	-809,98	-250,76
Tallest	150,58	281,15	163,67
Medium	-1,97	3,2	3,35

Productivity use of entire assets (VND)

the shortest	0	0	0
Tallest	71,52	45,31	78,86
Medium	1,84	1,68	1,66

(Source: 2016, 2017, 2018 enterprise survey summaries and author's calculations)

Labor capacity: From results and productivity, 7 points for health in 2016, labor capacity and application were 121,212 VND, the highest was 102,934,542,874 VND, the average was 2,463,660,427 VND / person / year. In 2017, the labor and application capacity was 500,000 VND, the highest was 85,447,850,498 VND, the average was 2,602,242,311 VND. In 2018, labor and application calculations were VND 975,946, the highest was VND 105,004,998,849, and an average of VND 2,863,651,817. This shows that the ability to use production factors, technology level of enterprises achieved relatively good efficiency, SMEs in Kien Giang province have competitive capacity.

Capital use efficiency: From the results of Table 7, the capital efficiency has been increasing year by year. In 2016, the lowest capital use efficiency was -2425.65 VND, the highest was 150.58 VND, the average was -1.97. This shows that the efficiency of capital use in 2016 of SMEs in Kien Giang is not effective. In 2017, the capital use efficiency increased compared to 2016 with the lowest capital use efficiency of -809.98 VND, the highest was 281.15 VND, the average was 3.2 VND. Thus, in 2017, an average of VND 1 billion of enterprise capital generated 3.2 VND of net revenue. In 2018, capital efficiency improved even better when the lowest capital use efficiency was -250.76 VND, the highest was 163.67 VND, the average was 3.35 VND. Thus, in 2018, on average, one VND of capital the enterprise generated generated net revenue of VND 3.35. This shows that the efficiency of capital use of SMEs is relatively good and increasingly effective.

Productivity use of entire assets: From the results of table 7 shows, productivity use of entire assets of SMEs in 2016: the lowest is 0 VND, the highest is 71.52 VND and average productivity use entire assets of SMEs is VND 1.84 - Average of one VND of SME assets generates VND 1.84 of revenue. In 2017, the productivity use entire assets lowest was VND 0, the highest was VND 45.31 and the average productivity use entire assets of SMEs was VND 1.68 - Average of one VND of SME assets. Generated VND 1.68 in revenue, a decrease in revenue compared to 2016. In 2018, the lowest productivity use entire assets lowest was VND 0, the highest was VND 78.86 and average productivity use entire assets of SMEs are 1.66 VND - On average, one SME asset generated 1.66 VND in revenue, a decrease compared to 2017. Thus, from the results of Table 7, productivity use of entire assets of SMEs in the 3 years from 2016 to 2018 tended to decrease. This shows that SMEs need

to better use their existing assets in the production and business process to achieve higher efficiency.

3.1.4 Enjoyability and innovation of enterprises

Doing business in the context of market economy with the trend of globalization and international economic integration with many fluctuations requires enterprise with high adaptability and rapid innovation. This is an indicator to assess the "dynamic" competitiveness of enterprises. Enterprise must adapt to changes of domestic and international markets (preferences, needs, prices, quality, designs ...) and changes in business environment such as home policies water, the change of business partners, competitors ... That requires enterprise to respond flexibly, adjust flexibly and effectively. This is considered a premise for the existence and development of enterprise, so this is also one of the most important criteria to create competitive advantages and reflect competitiveness in current conditions.

The People's Committee of Kien Giang Province decided to promulgate Plan No. 61 / KH-UBND dated March 27, 2018, on the implementation of the Prime Minister's Decision No. 2053 / QD-TTg of October 28, 2016, on promulgating a Plan to implement the Paris Agreement on climate change in Kien Giang province. Completing the project programs and programs under the Provincial Party's Action Program, including: The project of reviewing and adjusting the Agriculture-Rural Planning in association with the restructuring of the agricultural sector of Kien Giang province till 2020 and orienting to in 2030; Scheme on development of plant varieties, domestic animals and aquatic products in Kien Giang province; Program of developing production forests as raw material for wood processing industry; Program on developing industrial and semi-industrial shrimp farming in Long Xuyen Quadrangle and U Minh Thuong areas; implementing the conclusion of the Provincial Party Executive Committee to continue implementing the Resolution No. 05 / NQ / TU of February 27, 2013 of Kien Giang Provincial Party Committee on the construction of new rural areas to 2020; Project on constructing a Fisheries Center of Kien Giang province in association with Southwest sea fishing; Project on reviewing, adjusting and supplementing the Planning on irrigation in service of agricultural production in Kien Giang province up to 2020, with orientations toward 2030; Agricultural planning of Phu Quoc district up to 2020 and orientation to 2030. In addition, the province is continuing to develop schemes and projects: The scheme of management of trawling trades in Kien Giang province in the 2016 period - 2020; Project on development of aquaculture in a sustainable and efficient manner; Project "High-tech application complex to develop efficient and sustainable shrimp chain in Kien Giang province"; Project "Investigation of coastal and coastal sea fishing operations; proposing restructuring of coastal fishing and coastal areas in Kien

Giang ”; Investment project on developing cattle and poultry breeds in Kien Giang province in the period of 2018-2020 (Truong Anh Sang, 2019).

The agricultural sector has shifted from growing a low-yield rice crop to aquaculture, developing rice-shrimp farming in order to improve production efficiency and income for people. The structure of two winter-spring-summer-autumn rice crops was changed from the structure of three winter-spring-summer-autumn-winter rice crops in areas with dykes to ensure flood control in districts of West Song Hau (Giong Rieng, Tân Hiệp) and in the Long Xuyen Quadrangle (Hon Dat).

To reorganize fishing in the direction of gradually reducing small-capacity vessels along the coast, developing large-capacity offshore fishing, contributing to protecting national sovereignty and security. Quickly develop semi-intensive, intensive, industrial shrimp and cage-fish culture.

Increasing the area of industrial - semi-industrial shrimp farming in Long Xuyen Quadrangle and increasing the shrimp-rice productivity in U Minh Thuong. Promote investment in developing shrimp hatchery production facilities for production, so far shrimp seed production meets about 30% of the demand for breeding breeds. To step by step apply technologies in shrimp farming to change shrimp farming from extensive and improved extensive methods to semi-industrial shrimp farming in areas where conditions permit; Application of good production practices according to national and international standards in shrimp farming such as GAP, GlobalGAP...

Implementing a large field associated with the product consumption linkage from 62,539 hectares in 2017 to nearly 75,000 hectares in 2018. There are 21 enterprises and business households linking production and business, supporting to help farmers stabilize. Production inputs and product outputs. 100% of the area involved in large fields should apply 1 to - 5 reduction, use of quality seed, reduce the quantity of seeding from 180 - 250 kg / ha, apply thin seeding to 80 - 120 kg / ha. The total amount of seed produced in large fields decreases by over 5,600 tons / year, the total seed cost decreases by over VND 67 billion / year. Rice farmers are signed to consume 40% of profits (Truong Anh Sang, 2019).

In addition, deploying the application of scientific research and technological development results to production and business helps businesses to be more and more developed in domestic and foreign markets.

3.1.5 Ability to attract resources

The ability to attract resources not only ensures the conditions for normal business and production activities, but also demonstrates the competitiveness to attract input of enterprises. Thanks to the attraction of high quality inputs such as qualified human resources, high skills, modern technology, materials - raw materials, capital ..., enterprises can improve quality and energy

productivity and efficiency - business. This is a premise to ensure long-term competitiveness.

Kien Giang is a coastal province in the Mekong Delta region, with the largest natural area and the 2nd largest population among 13 provinces and cities in the region. With its position as the western gateway of the region and connecting to the Gulf of Thailand, Kien Giang has a coastline of more than 200 km, a sea area wider than 63,000 km², 10 times the land area of the province and a border border. Cambodia has a length of more than 58 km with Ha Tien International Border Gate and a number of national border gates, giving Kien Giang certain advantages in developing marine economy, border gate economy as well as connectivity. Sea traffic, on internal roads and with countries in Southeast Asia.

Sea associated with the island, Kien Giang has more than 137 islands, large and small, of which Phu Quoc Island is approximately the size of Singapore, which is developing very well. Islands such as: Ba Lua, Ha Tien, Nam Du, An Thoi, many people compare here as Ha Long of the South, so the potential for developing sea and island tourism in Kien Giang province is still very large. In addition, Kien Giang also has a large delta with two national parks, of which U Minh Thuong National Park is the eighth Ramsar area of Vietnam. In recent years, promoting the potentials, strengths and specific characteristics, together with the cooperation and cooperation of the business community, Kien Giang has made an impressive development in terms of economy, culture, society. Up to now, only in Phu Quoc island district, there are only 304 valid investment projects, the size of which has been put into business with an investment of about VND 13,504 billion, creating jobs for 15,000 laborers; 70 projects are under construction, with a total investment of about VND 158,031 billion. The number of visitors to Kien Giang continued to increase, in the first six months of 2019 with nearly 4.3 million visitors; State budget revenue also reached more than 6,000 billion VND ... Kien Giang has become one of the localities receiving a lot of attention from domestic and foreign investors, especially for attracting investment and developing tourism. (Viet Tien, 2019).

Kien Giang is considered as a locality that possesses great advantages of natural conditions. Kien Giang is endowed with abundant and abundant potential natural resources such as sea, islands, minerals, plains, forests, mountains, etc. This is also one of the four provinces in the region's key economic region. The Mekong Delta, which has a southern coastal corridor connecting with Cambodia and Thailand through Ha Tien international border gate, will open many new trade opportunities; At the same time, Phu Quoc international airport and seaports will be the bridge of the Mekong Delta region with other countries in the region and the world. With the above favorable

conditions, it is an important factor to support businesses to attract resources for production and business such as investment capital and human resources.

Nowadays, together with the fierce business environment and the accession of economic agreements, enterprises must increasingly have policies to attract resources for their companies. Especially high quality human resources, thereby creating a competitive advantage for your enterprises in the market. However, the ability to attract resources, especially high-quality human resources, is still low in Kien Giang province, partly because enterprises are mainly SMEs. These enterprises have not developed appropriate policies to attract resources.

3.1.6 Cooperative ability of enterprises

Competition in the present conditions is not entirely synonymous with destroying each other but in association and cooperation to compete higher. Therefore, the ability to associate and cooperate is considered as a premise for business activities efficiency, and this is also a qualitative criterion of the enterprise's capacity. In the context of Vietnam, enterprises are mostly small and medium-sized, so the association and cooperation are of great significance to survive and develop business and improve the competitiveness of enterprises.

According to Report No. 04 of the Steering Committee for Collective Economic Development of Kien Giang Provincial Party Committee dated March 13, 2019 on the situation of collective economic development in 2018 and the plan to perform tasks in 2019: 2017 there are 104 cooperatives that can carry out the production and consumption chain, in 2018, there were 211 cooperatives implementing the chain, typically such as those in Chau Thanh, Giong Rieng and Tan districts. Hiep, Go Quao, An Bien, Vinh Thuan and some cooperatives in Long Xuyen Quadrangle Region. Particularly, the seafood cooperative in Kien Hai district is forming production under the value chain by the model of cage fish farming combined with eco-tourism to provide entertainment and eating and drinking services for tourists at the cage fish houses. have created local jobs for cooperative members (Report No. 04 / BC-BCD).

In order for SMEs to be proactive in raw materials for production and business activities, as well as create quality products from input to output, meet market requirements, businesses need to strengthen links in production and business. From there, it will improve the quality of products of the enterprise, creating a step for enterprises to improve their competitiveness in the domestic and foreign markets.

3.2 General assessment of the competitiveness of SMEs in Kien Giang

In general, the competitiveness of SMEs in Kien Giang province through the evaluation criteria is relatively good. However, besides favorable conditions because Kien Giang is a province with the advantage of being a key

economic region of the Mekong Delta, Kien Giang has abundant and diversified raw materials for production and processing of goods. SMEs in Kien Giang Province need to pay attention and develop policies to attract resources, especially high quality human resources for their business and production activities. Besides, with the development of Industry 4.0 and the increase of free trade agreements on economy, accompanied by strict requirements, technical barriers on product quality, and traceability original source.

In order for enterprises to compete and improve their Competitive capability in the domestic and foreign markets, the SMEs need to have close coordination and guidance from agencies and departments of Kien Giang province in orientation of production and business activities in the direction of integration, so that SMEs are proactive in raw materials as well as ensure product quality from input to output. At the same time, enterprise need to have sufficient human resources to meet the growing and advanced needs of science and technology, regularly update and use modern machines and equipment, and apply scientific advances learn technology in business and production. Thereby helping SMEs increasingly improve their competitive competence in the domestic and foreign markets.

4. CONCLUDE

In an integrated economy, businesses increasingly face fierce competition with each other in the market. To be able to compete, survive and develop sustainably, businesses operating in production and business must be effective and must be competitive. The article has reviewed domestic and foreign studies on criteria for evaluating competitiveness; General analysis of the competitive competence of SMEs through evaluation criteria such as the ability to maintain and expand market share of enterprises; Product competitiveness; Capacity to maintain and improve business efficiency; Productivity factors; Adaptability and innovation of enterprises; Ability to attract human resources; Ability of corporate cooperation. Based on the general analysis of competitiveness, the article has made general comments on the competitiveness of SMEs in Kien Giang province.

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