

ABSTRACT

It is the time for Viet Nam. After decades of conflict and isolation, Viet Nam is open for own business and investing in international markets. Currently, internationalization process is increasing day by day. The enterprises have competed with not only domestic enterprises but also foreign enterprises. When the domestic market has become increasingly crowded, searching a new foreign market is demand of each enterprise to expand their scale. From 2009, Viettel has invested in a number of foreign markets such as Cambodia, Laos, Haiti, Mozambique, and Peru. They are the difficult market but have a number of potentials to develop in the next few years. In these markets, Viettel has had some initial success such as becoming the biggest mobile network operators in Cambodia, achieving the award from international telecommunication organization.

In this research focuses on analyzing the international market entry strategy of Viettel when operation business in foreign market. Moreover, this research has investigated the opportunities and challenges for Viettel in the process of penetrating foreign market. Evaluating the case study of Viettel in Cambodia could help Viettel to get the useful lessons in order to become more successful in the business operators in the future. On the other hand, with the internationalization process, Viettel is a number of foreign operators have entered in the market. Increasing competition makes domestic operators to investigate a suitable strategy in order to maintain and develop their business operations.

With the international market Viettel has a number of potential for Vietnamese enterprises in all sectors especially for telecommunication enterprises. Investing in foreign market is one of the best choices for all enterprises in this time especially for telecommunication enterprises. However, it is not easy to penetrate a foreign because each country has a number of barriers in order to protect their domestic enterprises. For the case study of Viettel, the international market penetration is a great opportunities but it also provides a number of difficulties and risk in the process of doing business in international market. In order to exist and develop in the international market, Viettel has always tried their best to understand the foreign market, their customers' demand, interest, habit. This dissertation is necessary for improving the effective investment of Viettel. Moreover, is also providing a number of recommendations in order to help Viettel as well as other Vietnam telecommunication enterprises to have more success when operating business in foreign market.