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Quest for quality: Logistics management in Vietnamese local SME

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STIFF COMPETITION FROM FOREIGN COMPANIES OPERATING IN VIETNAM LOGISTICS INDUSTRY

QUEST FOR QUALITY LOGISTICS MANAGEMENT IN VIETNAMESE LOCAL SME

RESEARCH QUESTION
What are the key issues and problems facing local SME logistics companies in Vietnam and their main causes?
How can Vietnamese local SME firms improve their capacity to compete against their foreign counterparts operating in Vietnam?

CURRENT SITUATION
Compared to other industrialised, Vietnamese local SME in their early development stage are unable to compete with foreign companies operating in Vietnam due to their high services costs and inexperienced services.

SIGNIFICANCE
“Excellence in logistics operations is only delivered by providing quality management techniques.”
Vanessa Cao

The proposed quality framework aims to help local SME logistics companies to tackle with current obstacles and enhance their competitiveness, which would be applicable not only in developing countries but also for wider scope.

PROPOSED FRAMEWORK

This research is approved by