



Chulalongkorn University



## **Building Business Confidence In Local Pharmacies To Move Away From Counterfeit Condoms**

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## **Abstract**

Nowadays, in the Vietnamese market, counterfeit goods can be found everywhere and people purchase these products without knowing if they are fake or not. One type of these products is condoms. Using counterfeit condoms raises the risk of unwanted pregnancies and STD infections. In the year 2020, Vietnam has been reported to be the country with the highest abortion rate in the world<sup>1</sup>. Abortion is induced by the unwanted pregnancy and one of the causes of that unwanted pregnancy is the use of low quality contraceptive products.

This project is carried out to eliminate the demand for counterfeit condoms together with building brand confidence in Durex products. After completing the research, survey, interview, and observation, the team has analyzed the findings and propose the creative methods to achieve the goals.

## **Acknowledgement**

The team would like to express sincere gratitude to our sponsor Reckitt Benckiser (RB Vietnam), Mr. Soren Bech, Mr. Binh Nguyen Thanh, and Mr. Minh Le Tran Ngoc, for giving us the opportunity to start this project. Also, our group senior Mr. Duy Chung Anh and Mrs. Quyen Nguyen Hoai for providing us with support and guidance, not only during our time in Vietnam, but throughout the whole project. It would have been a lot more difficult for us to complete this project without help from all of you.

We also would like to thank Mrs. Thuy Hoang Thi Thu, Mrs. Trang Dinh Thi Quynh, and Mrs. Thanh Diep My Xuan from RB, as well as our adviser from Population and Community Development Association (PDA), Khun Waew for giving us useful information to help clarify our goal and complete this project.

Lastly, our Chula and WPI professors, Professor Siripastr Jayanta, Professor Numpon Insin, Professor Supawan Tantayanon, Professor Ester Florence Boucher, and Professor Brigitte Servatius who encouraged us with helpful suggestions during the course of this project.

# **EXECUTIVE SUMMARY**

## **Project objective**

Vietnam has been reported to be the country with the highest rate of abortion in the world at 35.2 per 1,000 women. The major issue that caused women to induce abortion is unwanted pregnancies. An unwanted pregnancy can be caused by the lack of knowledge about proper birth control methods, not being ready to have more children, or using low quality contraceptive products. Vietnam is now facing the issue of an overabundance of fake condoms, which can lead to even more severe social issues in society. This issue is the purpose of this project.

The project focused on the overabundance of counterfeit condoms in the Vietnamese market and applying the results from the study to increase market opportunity for Durex products through building brand confidence in strategy. The project mainly focused on finding the root of the popularity of counterfeit condoms in the Vietnamese market, proposing possible solutions to reduce and eliminate them and creating strategies to build confidence in the Durex brand in Vietnam.

The reasons why counterfeit condoms were still being bought in the Vietnamese market were revealed by identifying a useful case study of campaigns that are related to eliminating the counterfeit condoms and recommending the most effective solutions to RB Vietnam.

## **Project methodology**

The following methods were used to fulfil the objectives:

### **1. Conducting the customer survey:**

The customer survey was used as a tool to understand why Vietnamese people still bought counterfeit condoms, the locations where most buyers usually buy the condoms, the channel through which they received the information about condoms and testing how well they were able to distinguish between authentic and counterfeit condoms.

### **2. Interviewing local consumers:**

To understand the consumer behaviors, we mainly focused on their awareness of counterfeit condoms in the Vietnamese market, their attitude toward the issue of premarital sex and the main channel used by both teenagers and middle-aged Vietnamese people to obtain those information.

### **3. Interviewing wholesalers and retailers and observation at the local pharmacies:**

To interact with wholesalers and retailers at local pharmacies, we focused on their attitude toward counterfeit condoms, customers' shopping behavior, customer segmentation, and product placement within the stores.

### **4. Interviewing PDA group (Thailand):**

PDA Group is an organization in Thailand which focuses on reducing the negative feeling of people towards condoms, reduces the HIV rate and introduces condoms into Thai society. Therefore, we interviewed PDA to gain a basic knowledge of condoms and learn how to approach people. After the team received their suggestions and ideas, the team adapted those strategies to suit the Vietnamese lifestyle, culture and economy.

## **5. Data Analysis:**

After our team had collected all the data, the information was analyzed to understand the current situation in Vietnam. Then, the solutions were designed based on the data that we obtained during online survey. The recommendations would include how to reduce the demand for counterfeit condoms, how to raise awareness about counterfeit condoms and how to build brand confidence for Durex products.

### **Findings**

The study showed that 2 segments of consumer groups can be identified; namely, the “new market entries” which are the young people or people who had never experienced using condoms and the “core users” which are the adults who are already using condoms.

The main marketing channel from which consumers purchase condoms is the convenience store. However, a significant percentage of core users still purchase condoms from retail pharmacies, while the new market entries start by purchasing them through the e-commerce channel.

Social networks are the main communication channel which both segments of consumers use to receive information. From the survey, the result showed that there are still a considerable percentage of core users who obtain information from newspapers and television compared with the new market entries.

## **Recommendations:**

The team has created solutions that are appropriate for each target group of Durex, which is divided into Wholesaler-retailer, New market entry, Core User, as well as generic solutions that can be applied to all target users, as follows:

### **1. Wholesaler-Retailer**

The team came up with a program called “Official Stores Program”. The team recommended that the sponsor offer a contract to the store. If the store agrees, it will receive Durex products directly from the company for a period of 6 months. An official sticker corresponding to each store will be displayed on the condom packets. In order to prevent fake stickers, each one will have a specific QR code that will display the name and detail of each pharmacy when buyers scan them. The contract needs to include a fine or penalty if the contract should be breached. Furthermore, the sponsor needs to set up a follow-up program for each store to monitor whether all pharmacy members are abiding by the contract.

### **2. New market entries**

According to the findings, new market entries which are young users tend to use social media (Facebook, YouTube) as their main channel for receiving information. As Durex Vietnam Facebook page has a large audience, the team recommends the sponsor to create new contents using the same art concept as they have done to educate people about the Sexually Transmitted Diseases that can be contracted by using low quality condoms. Apart from that, Durex could advertise official purchase channels such as the official pharmacies, convenience stores, and Durex official shopee via their official social media page as well.

### **3. Core Users**

As core users are adults who still use traditional methods on receiving news and information, the team will recommend RB to publicize news on television and in newspapers about the roundup of counterfeit condoms in order to raise awareness about the existence of fake condoms in the market. Furthermore, RB could create an advertisement about their official purchase channel through television and the official website as well.

### **4. Promotional Events**

One strategy we would recommend to our sponsor is to organize or hosting special events. It is a good opportunity to educate people, advertise the products, and build a brand image. All events can also include promoting the official purchase channel to all target groups.

#### **4.1 Workshop**

The team will recommend that the sponsor to introduce a workshop in schools, hospitals, and in the communities to reach various types of potential customers. The workshop could contain contents about basic sex education, sexually transmitted diseases, and clearing up misperceptions about topics on sex.

#### **4.2 Exhibition booth “See Through Disease(s)”**

The exhibition booth can be installed in both shopping malls and at a health expo. The team came up with the idea of a booth called “STDs - See Through Disease(s)” to raise people’s awareness about the negative effects of using counterfeit condoms. The booth can include activities to increase people’s engagement as well.



### **4.3 Charity campaign**

Durex could gather their staff to join a charity campaign to help with the needs of the community such as build school or houses in rural areas. While doing so, the staff could wear Durex shirts to advertise the brand. Carrying out a charity campaign in the name of Durex could help promote the brand along with building trust in the products as well.

### **4.4 Hashtag Challenge**

Since Vietnamese people are so in-trend especially the online ones, our team thinks that it would be an opportunity for Durex to create an online challenge with a hashtag such as #creativecondomdurex. The challenge would encourage people buy Durex condoms from the official stores, come up with creative ways to use them that were not related to sex, take pictures or videos and post them on their social media with the hashtag and the pictures or videos should also feature the Durex box.

## **Conclusion**

We came up with the idea of eliminating counterfeit products by proposing methods to reduce the demand in the fake products. After studying the buying and selling characteristics of Vietnamese market, the team focused on a solution that could influence people to be aware of the issue and thereby purchase the product from a trustworthy official channel which will ensure that they would get a 100% authentic condom. Using this strategy, the demand for the fake condoms could be dropped to zero, no demand = no supply, and at the end the sponsor would finally be able to eliminate fake condoms in the market, as well as gaining more and more trust from the buyers.

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## CHAPTER 1: INTRODUCTION

Many companies in the world have spent a lot of time thinking of the best products to introduce to the global market with the best-selling strategy to attract consumers to their products and buy them. However, there are also many companies out there in the market who are waiting to steal ideas and product identity and produce products which look the same but with inferior quality and release them into the market at the same or often lower price. This is the current situation in Vietnam and the company such as Reckitt Benckiser Vietnam is faced with a large number of fake products using their brands.

Reckitt Benckiser is a company that produces health, hygiene and home products. There are many subsidiary brands under RB company, and Durex is one such brand. Durex is a brand for condoms and lubricants which are health products. Condoms are used to prevent unwanted pregnancies and STDs and they are being used around the genitalia which is a sensitive area. By using counterfeit health products, the results could be adverse such as unwanted pregnancies and venereal diseases.

As mentioned in the previous paragraph, using cheap and low-quality counterfeit condoms can raise the probability of unwanted pregnancies and STD infections. The abortion rate in Vietnam is the highest among other countries in the world, which is 35.2 per 1,000 women<sup>1</sup>. This number is even higher than that of China. There are many reasons that cause women to induce abortion and most of them are related to unwanted pregnancies due to failure of birth control or not being ready for more children<sup>2</sup>.

Producing counterfeit goods is to steal the product's identity, lie to the buyers, causing a bad reputation to the original brand and most importantly it is against the law of intellectual property. In the Vietnamese market, counterfeit condoms can be found in most local pharmacies and buyers who lack of product knowledge will lose the opportunity to choose the authentic products.

When the counterfeit and authentic products are placed side by side, people can spot the differences but however, they are unable to distinguish which one is authentic. To differentiate the authentic and counterfeit product the condom inside the package must be coated evenly with lubricant and the condom material must be strong and durable. The counterfeit products will not have those functional qualities of good condom. However, the comparison can be done only when the product is taken out of the packaging.

To allow buyers and users to recognize the authentic Durex, the team had designed the strategies to counterattack the counterfeit products so to lower the demand and reducing the incentive to produce any more products. At the same time, the team had also suggested recommendations to build brand confidence in Durex products.

## **CHAPTER 2: LITERATURE REVIEW**

### **2.1 Vietnamese Culture**

Vietnam is a culture-rich country; a country whose culture opposes premarital sex. In other parts of the world, premarital sex has become widely known to the public. Couples are not afraid to hold hands, hug, or kiss in public. However, in Vietnam dating still remains objectionable. Holding hands in public might be accepted, but hugging and kissing is not.

In the present time, premarital sex is increasing in Vietnam. More teenagers may have sex before marriage when compared to the older generations. According to the survey of teenagers and young adults in Vietnamese provinces, amongst people around the age of 22, 22% of the men and 16% of the women had sex before getting married<sup>3</sup>. However, premarital sex is still considered to be immoral to many Vietnamese people.

### **2.2 Sex education in Vietnam**

According to the Vietnamese culture, some parents have negative attitudes toward premarital adolescent sexual relations. The pressure makes some teenagers feel uncomfortable to consult with their parents or teachers on this issue and are therefore unable to find ways to protect themselves from sexual abuse. Social belief and a lack of efficient sex education in Vietnam are the reasons for unwanted pregnancy rates in adolescents and young adults.

Sex education, program which is currently a part of the curricula in Vietnamese school, is taught in the fifth grade. However, the topic that the students mostly learn are brief biology lessons on reproductive cycles and the formation of the human body which in no way is sufficient to prepare them with the knowledge on how to protect themselves from unintentional pregnancies, STDs and sexual abuse.

Some teachers in Vietnam avoid teaching students on the subject of sexuality as much as possible since they are too embarrassed to talk about sensitive body parts and being insufficiently confident to provide the correct information, teenagers therefore have limited knowledge in how to protect themselves properly.



**Figure 1:** Students at Le Quy Don High School at an extra-curriculum class on sex

The interaction between students and teachers at the Le Quy Don High School, one of the high schools in Ho Chi Minh City, was observed during the sex education class. Teachers felt embarrassing while the students were smiling while they were being taught<sup>4</sup>.

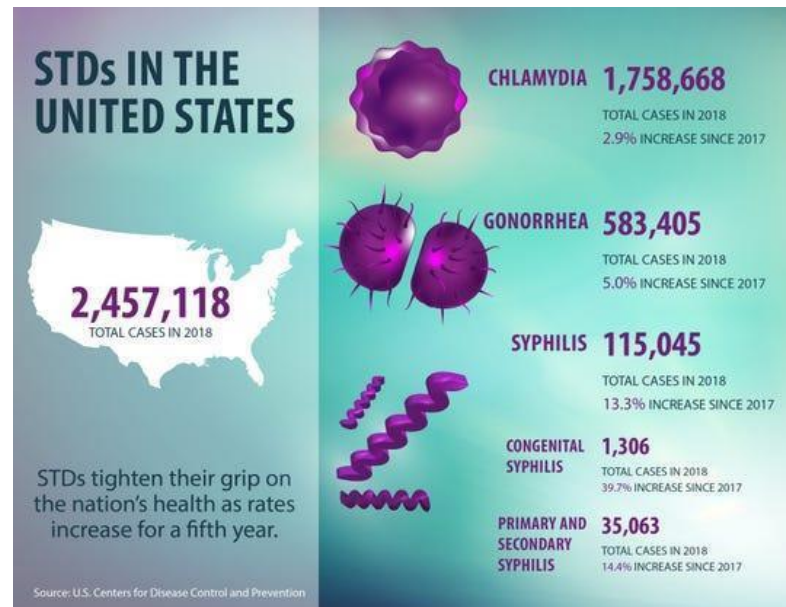
Some schools provided sex education seminars conducted by psychologists but the parents were often opposed because they believed that topics on sex were inappropriate for teenagers. Parents prefer the Vietnamese traditional education method and stated that the curriculum should not be adapted to those of western standards<sup>4</sup>.

### **2.3 Sexually Transmitted Diseases (STDs)**

Sexually Transmitted Diseases (STDs) are considered as one of the major diseases the world is faced with. “There are 357 million new infections consisting of one of four types of STDs including Chlamydia, Gonorrhea, Syphilis, and Trichomoniasis,” (International Journal of Environmental Research and Public Health, 2019)<sup>5</sup>. The New CDC reported that in the U.S. from 2017 to 2018 the rise in the number of cases of Syphilis has increased 14% or more than 115,000 cases while Gonorrhea was 5% higher or 580,000 cases, and Chlamydia was 3% higher or 1.7 million cases<sup>6</sup>.

However, the management of STDs is still limited due to asymptomatic diseases or mild cases that can be difficult to detect. There are still many people that do not perceive the effect of the STDs. According to the participants from the study of knowledge about Sexually Transmitted Diseases (STDs) in various cities in Vietnam, the International Journal of Environmental

Research and Public Health, shown that half of the participants knew about the STDs diseases while the rest of them did not. This case study was from 622 patients at the Vietnam National Hospital of the Department of Dermatology and Venereology (NHD)<sup>6</sup>.



**Figure 2:** A 2018 CDC report shows the three most commonly reported STDs

## 2.4 Negative effects of using counterfeit condoms

In Vietnam, condoms are normally provided at clinics and hospitals. However, the UNFPA reported that roughly 85% of Vietnam’s condom supply comes from private retailers and 47% of those failed quality control tests<sup>8</sup>. Low quality rubber is being used to reduce costs. These counterfeit condoms are sold at rock bottom prices which is the reason why it dominates the market sector.

A rise in counterfeit condoms means the rise of sexually transmitted diseases, “If the condoms available to users are not high quality, even if people use them consistently and correctly they may become infected or pass on the infection to their partners” said Kristan Schultz, the Vietnam country director for Joint United Nations Programme on HIV/AIDS (UNAIDS)<sup>8</sup>.

Every year, almost 500 million condoms are used by Vietnamese people and more than half are not produced by official brands (e.g. Durex). A survey by the Ministry of Health indicated that up to 85 percent of condoms sold in Vietnam were not distributed by the original



brand<sup>9</sup>. This problem is mainly happen because in Vietnam premarital sex is unacceptable and is still a strong cultural belief in mainstream Vietnamese society. This makes people feel uncomfortable to purchase condoms and therefore they tend to purchase their condoms from small shops instead of at official and reliable drug stores to avoid prying eyes. Furthermore, condoms from those shops are found to be either counterfeit or of inferior quality.

Apart from STD infections, another significant issue that arises from the usage of counterfeit condoms is an unintentional pregnancy, followed by abortion. According to the research, over 10% of unmarried girls between the ages of 15-24 years old have had an unplanned pregnancy. Government reports indicate that Vietnam's public hospitals perform between 250,000 to 300,000 abortion cases annually. These statistics do not include secret abortions performed by private facilities. This has caused Vietnam to become the country with the highest record of abortions in Asia<sup>7</sup> and in the world<sup>1</sup>.

## **2.5 Case study on previous campaigns related to counterfeit products in Vietnam**

### **2.5.1 Previous illegal actions toward Durex and KY (lubricants) counterfeit products**

Counterfeit Durex and KY counterfeit products has been proliferate in the Vietnamese market for years. It is estimated that one-third of the “Durex” products in many provinces is counterfeit. Due to some limitations in the the licensing operation, RB has not been very proactive in solving this issue. According to an RB project conducted in July 2018, after making an arrangement with the Global Trademark team, RB Vietnam worked closely with law firms and authorities to identify the sources of counterfeit producers and importers and successfully made a few arrests. They were successful in stopping some big cases and took all of the counterfeit producers and importers to court and advertised their cases on public media.



**Figure 3:** Fake condoms are confiscated in a Saigon house on January 5, 2019

The raid actions of Market Management Bureau (MMB) No.12 occurred on 05 January 2019. The Saigon authorities busted a fake condom production facility and found hundreds of thousands of condoms and lubricants<sup>10</sup>. The leader of the counterfeit gang confessed to his illegal action upon which the news about the raid action was then released.

The raids by the Economic Police of Ho Chi Minh City and National Economic Police were held during December 2018 to May 2019. The police found a large stock of DUREX and KY counterfeit products. The organizer of the counterfeit gang operated a discrete operation to avoid inspection by moving the location of the warehouse and production site. In addition, Truong Chi Thanh was identified as the head of operation of counterfeit condoms across provinces and cities in Vietnam<sup>10</sup>.

RB team continues to work closely with the Economic Police by providing the official price and samples of genuine products together with certificates of product declaration, quality standard declaration and other related information. Moreover, the warning and education program produced a warning message to offer counterfeit DUREX and KY products and raise awareness to follow up, recheck and consider administrative actions.

## **2.5.2 The law on Intellectual Property that can be applied for counterfeit condoms in Vietnam**

### **2.5.2.1 Criminal Code No.100/2015/QH13 (Socialist Republic of Vietnam: Hanoi, November 27, 2015)<sup>11</sup>**

- Article 192: Manufacturing and trading of counterfeit goods
- Article 226: Infringement of industrial property rights

### **2.5.2.2 Decree No.99/2013/ND-CP dated August 29, 2013 of the Government on sanctioning of administrative violations in industrial property<sup>11</sup>**

- Article 12: Production, import, trading, transportation or storage for sale of goods bearing counterfeit marks or geographical indications

## **CHAPTER 3: METHODOLOGY**

This project focused on the problem of overabundant counterfeit contraceptive products in the Vietnamese market and building brand confidence of Durex products. The team focused on finding the roots of why counterfeit products are still popular in the Vietnamese market and finding solutions to eliminate fake products. In order to achieve the goals, the following objectives had to be accomplished:

1. Find reasons why counterfeit condoms are still being bought in the Vietnamese market.
2. Identify useful case study of a campaign related to eliminating the counterfeit condoms
3. Offer solutions and propose suitable strategies to help RB eliminate counterfeit products and build brand confidence for Durex

### **METHODOLOGY**

#### **3.1) Objective 1: To find the reasons why counterfeit condoms are still being bought in Vietnamese market.**

##### **3.1.1 Conducting the customer survey**

The survey's target groups were the teenagers up to the middle-aged people as they were also the target group of the products. The questionnaire was designed to focus on their opinions toward the channel from which the condoms are usually purchased, the channel from which they mostly received the information about condoms, and their knowledge about the existence of the counterfeit condoms in the Vietnamese market. Moreover, the questionnaire included a section on testing the abilities of the participants to distinguish between the counterfeit and the authentic condoms. Each picture consisted of 1 box of counterfeit and 1 box of authentic condoms and the type of the products were Durex Kingtex and Durex Performa as they were the familiar models among Vietnamese people. The questionnaire was carefully designed to be easy to understand, inoffensive and effective. This method was to clarify why counterfeit condoms were still being bought by Vietnamese people.

### **3.1.2 Interviewing Vietnamese people**

Apart from conducting the survey, our team also interviewed some of the Vietnamese people in order to come up with more accurate solutions. Therefore, the questions asked were similar to the questionnaire in the survey which was mainly focusing on the counterfeit condoms that were present in the Vietnamese market, their attitude toward the issue of premarital sex and the main channel for Vietnamese people to obtain the information for both teenagers and middle-aged people. Moreover, we also asked for some recommendations about the effective ways to spread the news about the existence of counterfeit condoms to Vietnamese people and the type of the activities to approach most of the Vietnamese people. From this interview, we were able to conclude the reasons why buyers still bought counterfeit condoms.

### **3.1.3 Interviewing and observing wholesalers and retailers at local pharmacies**

The interview was carried out in order to get the opinion from both wholesalers and retailers of Durex whether they were aware that there were counterfeit condoms in the Vietnamese market, the feeling about this issue, the shopping behavior of the customers and customers segmentation. Moreover, the team was observing the behavior of the wholesalers and retailers while they were selling condoms, the price of both authentic and counterfeit condoms and the product placement style. The team also purchased product samples from the stores to compare the difference between fake and real condoms.

### **3.2) Objective 2: To find successful campaigns that related to eliminating the counterfeit condoms cases.**

#### **3.2.1 Interviewing PDA Group (Thailand) on the basic knowledge of condoms and their previous successful cases.**

PDA stands for Population and Community Development Association. It is a famous non-governmental organization in Thailand with the goal to improve the quality of life in Thailand. PDA educates people in Thailand and in some ASEAN countries about using condoms as well as introducing condoms into Thai society. The previous successful project of the PDA group was about eliminating negative feelings of people toward condoms which led to rapidly reducing of HIV infection rate in Thailand. The team interviewed PDA about the basic knowledge that the team should have about condoms and contraceptive products and also any action they took in order to persuade people to believe that condoms were not something they should be ashamed of. After their suggestions and ideas, the team adapted those strategies to the Vietnamese lifestyle, culture and project goals.

### **3.3) Objective 3: To design the solution and strategies to eliminate the counterfeit condoms and build brand confidence for Durex**

#### **3.3.1 Analyze the survey and interview results to create the suitable and effective strategies.**

After the team gathered all the data from the survey and interview, the information analysis was performed so that the team could understand the current situations in Vietnam. The team then designed the solutions based on the analyzed data to accommodate the Vietnamese culture as much as possible. The recommendations of how to lower the demand of the counterfeit condoms, how to raise the awareness of the existence of counterfeit condoms, and how to build brand confidence by reaching out to people.

## **CHAPTER 4: RESULTS AND ANALYSIS**

This chapter of the report contains the results from the survey and the data that will be used to analyze the situation in Vietnam to find appropriate methods to reduce the number of counterfeit condoms being bought in the Vietnamese market, and also to build brand confidence in Durex products.

### **4.1 Meeting Durex Vietnam**

The team had a meeting with senior staffs of Durex Vietnam before starting the field research to clarify research goals, obtain useful project background and recommendations from the sponsor. The team met two research managers, a sales manager and a representative from the law firm.

#### **4.1.1 Research manager**

The research managers shared with us some previous research data that RB collaborated with the government such as statistical information on sexual issues in Vietnam, as well as the Vietnamese perception toward condoms, in order for us to analyze the situations in Vietnam.

According to the Vietnamese government, the average age of the population having sex for the first time is 14. There are also some misconceptions of sex and using protection in the Vietnamese society. Many believe that using condoms is unnecessary between couples; therefore one who carries a condom around is perceived to be an unfaithful partner. Furthermore, people believe that emergency pills are the most effective contraceptive methods with no side effects thereby making it unnecessary to use condoms.

These are the problems that Durex has encountered when they campaigned for market penetration in the Vietnamese market. We attempted to assist RB by designing creative and effective solutions that would suit the local culture.

#### **4.1.2 Sales manager**

According to the sales manager, Durex segments its buyers into two groups. First, the new market entry customers, which are teenagers who purchase condoms for the first time. The second group are core users or buyers who are already using condoms. With these different target customers, it is possible to identify different buying behaviors. Suitable strategy can be developed to fit issues and preferences of each group in order to increase sales. The first campaign that RB launched starting from early 2019 was the POME program. POME stands for Point of Market Entry. The campaign mainly focused on activities which would introduce the brand to students and teenagers. The program targeted schools and universities to teach students about basic sex education, effective contraceptive methods and to provide a new insight and broaden the perception on condoms. RB also released a sex education video on social networks such as YouTube and Facebook and also broadcast an online advertisement to attract a new market trend in the country. However, RB has not yet launched a long-term campaign for the core user group. Only regular sale promotions at convenience stores such as discount and buy 1 get 1 free campaign have been conducted.

#### **4.2 Survey**

The survey was conducted to gather data for the team to understand the Vietnamese buying behavior and their ability to distinguish between the fake and the genuine Durex condoms. The data was also analyzed to probe the current shopping behavior in Vietnam and the status of counterfeit condoms so that the team could create suitable strategies to achieve the goals of the project.



#### 4.2.1 Survey questions

The survey questions were designed to identify the main purchase channel of condoms, the preferred social media channel for people to receive news and advertisement, the age of the users, their income, and their ability to distinguish between the fake and authentic products. After the questions were designed in English, the coordinator from Durex Vietnam helped us translate the survey into Vietnamese to attract more clients. The questions were separated into 3 sections. The first section consisted of the following:

1. How old are you?
  - a. 14-22 years old
  - b. 23-31 years old
  - c. 32-40 years old
  - d. others
2. Your income?
  - a. 4,499,999 VND per month or lower
  - b. 4,500,000 VND - 7,499,999 VND per month
  - c. 7,500,000 VND - 14,999,999 VND per month
  - d. 15,000,000 VND per month or higher
3. Have you ever bought a condom?
4. Have you ever used a condom?

This section would help the team to classify the buyers into groups by age and income. The next section was designed to find out the best marketing channel to inform, advertise and broadcast the news.

1. Where do you usually buy condoms?
  - a. Pharmacies
  - b. Convenience stores (Eg: 7-Eleven, Vinmart+, CircleK)
  - c. Independent shops
  - d. E-commerce (Eg: Shopee, Lazada, Amazon)
2. Where do you find information about condoms?
  - a. Newspapers
  - b. Billboard signs
  - c. Social media (Eg: Facebook, Instagram)
  - d. Television

e. Others

3. Are you aware of the issue of counterfeit condoms in Vietnam?

The last section of the survey was designed to learn about the ability of the Vietnamese people to distinguish between the fake and the genuine product by showing them the following pictures and asking them to choose and rank how confident they were about their answer.



**Figure 4:** Durex Performa package of 12



**Figure 5:** Durex Kingtex package of 3

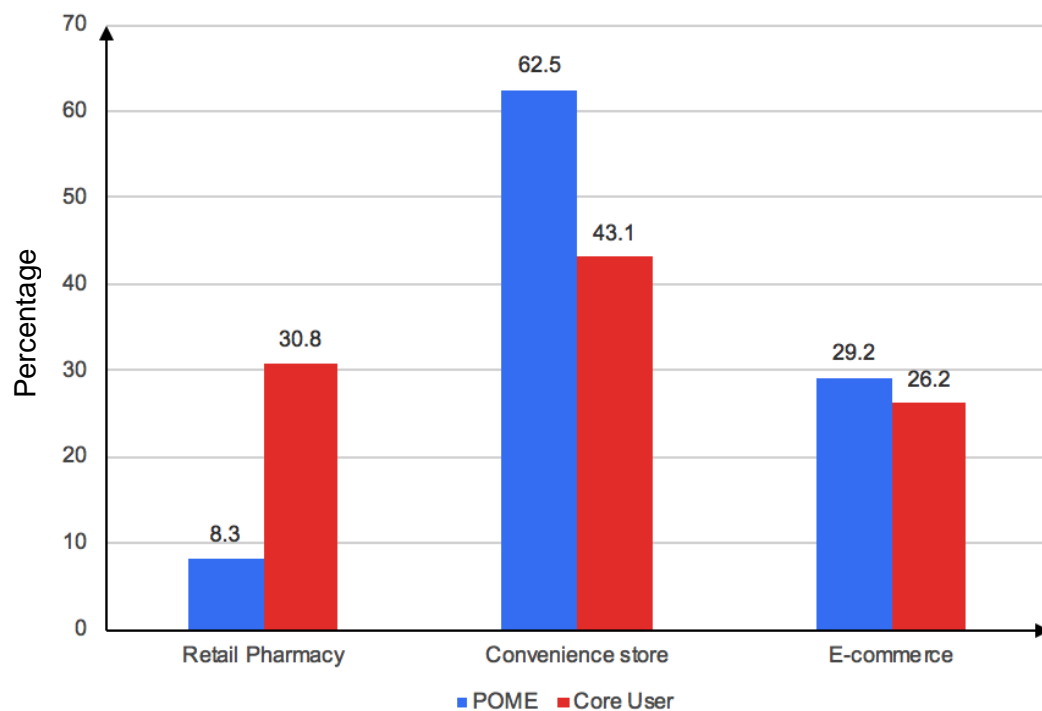
#### 4.2.2 Sample group

According to the sponsor, the median age of Vietnamese people experiencing sex for the first time is 14 years old. Since a condom is a contraceptive method that can be used by any age, gender, and economic status, therefore, the sample group for this survey targeted all age ranges.

### 4.2.3 Responses

As mentioned in the 4.1.2, Durex segments its customers into 2 groups. First, the new market entries (POME) which are teenagers and young people aged 14 to 22 or the new comers to the condom market. Second, the core users, who are adults with condom experience. The survey results were classified into each segment by age. The total responses collected was 60.

#### 4.2.3.1 Outlets from which customers buy condoms



**Chart 1:** Channels that customers favor to buy condoms

Channel that POME favor to purchase condoms are:

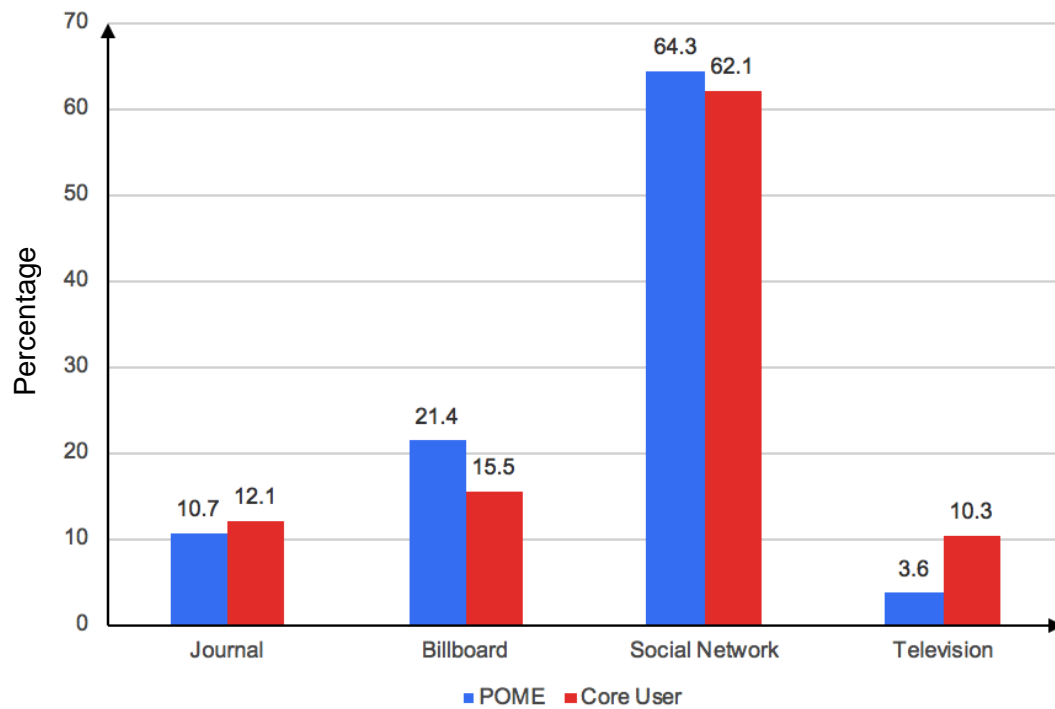
1. Convenience stores: 62.5%
2. E-commerce: 29.2%
3. Retail Pharmacies: 8.3%

Channel that core users favor to purchase condoms are:

1. Convenience stores: 43.1%
2. Retail Pharmacies: 30.8%
3. E-commerce: 26.2%

From the survey responses, we can conclude that most of the respondents purchased condoms from convenience stores, followed by retail pharmacies for the core users and e-commerce for the new market entries.

#### 4.2.3.2 Channel of information



**Chart 2:** Channel from which customers received information about condoms

Rank of channels that POME received information on condoms:

1. Social network: 64.3%
2. Billboard: 21.4%
3. Journal: 10.7%
4. Television: 3.6%

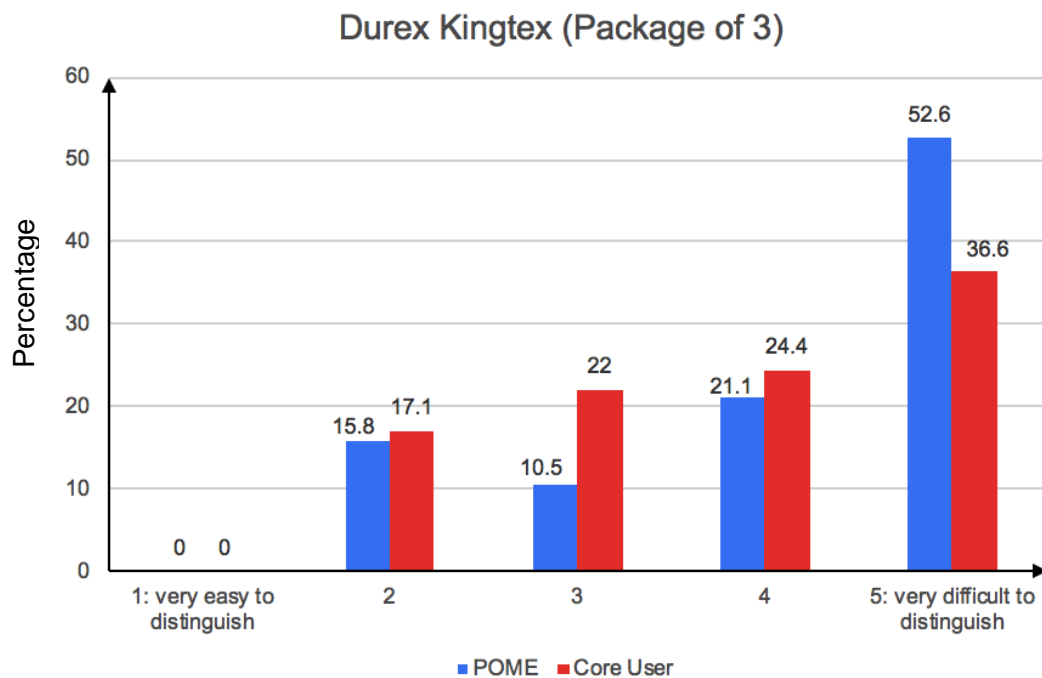
Rank of channels that core users received information on condoms:

1. Social network: 62.1%
2. Billboard: 15.5%
3. Journal: 12.1%
4. Television: 10.3%

The data indicated that more than half of each segment received information via social networks, followed by billboard, journal and television, respectively. However, there are a high percentage of core users who still receive information from television and journals in comparison to the new market entries.

#### 4.2.3.3 The ability to distinguish between the real and counterfeit condoms

The products that the team used in this part of the survey were Durex Performa package of 12 (Figure 4) and Durex Kingtex package of 3 (Figure 5) because the package design of each type was different.



**Chart 3:** Ability of customers to distinguish Durex Kingtex package of 3

The team calculated the average score of the responses by using the formula stated below

$$score = \frac{1(x_1 + y_1) + 2(x_2 + y_2) + 3(x_3 + y_3) + 4(x_4 + y_4) + 5(x_5 + y_5)}{N}$$

x = Responses from POME

y = Responses from core users

N = Total responses from the survey

The team classified the average score into 4 ranges.

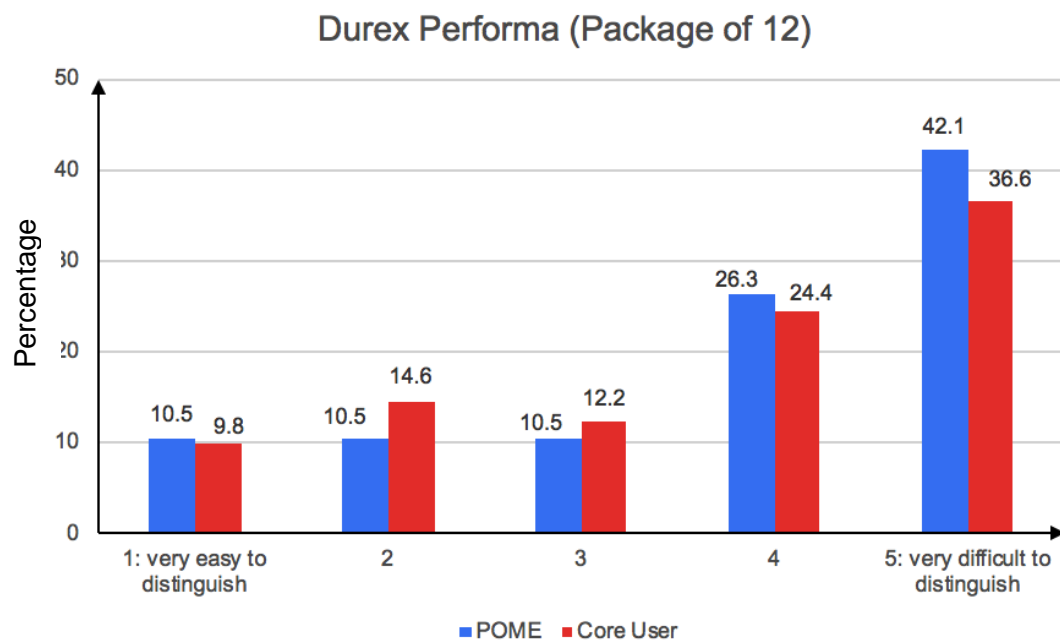
1.00 - 2.00: Very easy to distinguish

2.01 - 3.00: Easy to distinguish

3.01 - 4.00: Difficult to distinguish

4.01 - 5.00: Very difficult to distinguish

The average score for Durex Kingtex package of 3 was 3.90 which indicated that it is difficult to distinguish for the participants.



**Chart 4:** Ability of customers to distinguish Durex Performa package of 12

By using the same formula, the average score for Durex Performa was 3.63 which indicated it is difficult to distinguish.

### **4.3 Group Interview**

Apart from acquiring the information through a survey questionnaire, a group interview was conducted to affirm the current knowledge and reaction of Vietnamese people towards counterfeit condoms.

According to the interviewees, most Vietnamese are more open-minded about sexual related topics. Purchasing condoms is not something that is considered embarrassing when compared to the past. As well as premarital sex, the interviewees stated that these days more and more people are inclined to accept premarital sexual relationship because it enables the couples to understand each other better. The reasons behind the change of their perception are the introduction of western media such as movies, videos and songs on social networks, social media which the Vietnamese people receive news nowadays. Regardless of the huge impact made on the lifestyle of the Vietnamese people by social media, many Vietnamese elders and adults still prefer to receive news from traditional channels such as television and newspapers.

### **4.4 Market observation**

Our team observed local stores and pharmacies in district 3 and district 10 of Ho Chi Minh City. The goal of the observation was to understand the local selling style such as product placement, consumer and seller behaviors. Our team mainly focused on stores known for selling counterfeit condoms to observe how the products were distributed to the consumers.

#### **4.4.1 The store**

The team visited 9 pharmacies recommended to us by our sponsor, RB which contained both honest stores and stores selling fake condoms. For product placement, most of the stores visited had Durex official shelves on display. However, the shelves were placed behind the sale counter. When the team member asked to purchase the product, the pharmacist picked the condom from the shelves or cabinet behind them, ruling out the consumers' ability to choose and compare each product which gave consumers a zero chance to recognize fake condoms.



**Figure 6:** Product placement in retail pharmacies



**Figure 7:** Condom stores at District 10





**Figure 8:** Condom stores at District 3

#### **4.4.2 Retailers store interview**

A few questions were prepared for the pharmacy staff and seller. The questions mainly focused on the customer segments of Durex condoms at their store, how customers decided to buy each product, whether they needed any advice or if they knew what they wanted, which were the best-selling condoms, and did the pharmacist provide information on the issue of counterfeit condoms in Vietnam to his/her clients. Out of the total of 9 pharmacies the team visited, only 6 stores were willing to provide information. The majority of the stores informed us that most of their buyers were male adults aged between 30-40 with only a few teenager and female customers. There were more buyers asked for certain products than ones who needed advice. Many stores refused to give an answer about their best selling products. However, some mentioned that best sellers were the economical line of Durex Kingtex and the thinnest line, Fetherlite.

#### 4.4.3 Authentic vs. counterfeit condoms

The team purchased 10 boxes of condoms and discovered that 3 of them were fake. One of the fake condoms that we bought was the Durex Performa as shown in Figure 12. There are several points that differentiate between fake and real products. The most noticeable spots are the color of the Durex logo. For the logo and the font of the word “Durex” placed on the logo, the darker one was the authentic condoms. For the star icon above the logo, the sharper one was the authentic condom. The packages of the condoms inside the box were also different as the authentic condoms had an expiration date and identification number while the counterfeit one did not have any of this information. By testing the tensile strength and elasticity using our hands, the counterfeit condoms wore out more easily than the authentic condoms as they were made of different raw materials.



**Figure 9:** How to distinguish authentic and counterfeit condoms

#### 4.4.4 Price comparison

According to the data provided to us by our sponsor and retailers, Durex products are classified into 5 groups: Durex Fetherlite, Durex Fetherlite Ultima, Durex Kingtex, Durex Invisible for both 3pcs/box and 12pcs/box, and Durex Performa for 12 pcs/box. The prices of the counterfeit condoms are approximately 77% or 3 times lower than the authentic ones depending on models and shops. For authentic condoms, the lowest price is the Durex Kingtex 3pcs/box (29,617 VND, 5% tax included) while the highest price is the Durex Performa 12pcs/box (164,763 VND, 5% tax included). However, for the counterfeit condom, the price of 3 pcs/box (9,000 VND) and 12 pcs/box (33,000 VND) are equal for all different models.

Items	Price (VND): Real	Price (VND): Counterfeit	Price difference	%Difference
Durex Performa (12pcs/box)	164,763	33,000	131,763	-79.97
Durex Fetherlite (3pcs/box)	44,909	9,000	35,909	-79.96
Durex Fetherlite (12pcs/box)	144,176	33,000	111,176	-77.11
Durex Fetherlite Ultima (3pcs/box)	44,090	9,000	35,090	-79.59
Durex Fetherlite Ultima (12pcs/box)	150,268	33,000	117,268	-78.04
Durex Kingtex (3pcs/box)	29,617	9,000	20,617	-69.61
Durex Kingtex (12pcs/box)	88,369	33,000	55,369	-62.66
Durex Invisible (3pcs/box)	55,404	9,000	46,404	-83.76
Durex Invisible (12pcs/box)	156,917	33,000	123,917	-78.97

**Table 1:** Price comparison between real and counterfeit condoms

## **CHAPTER 5: RECOMMENDATIONS AND STRATEGIES**

After the team completed data collection and analysis, the team came up with recommendations and strategies for RB Vietnam gain back the market share from counterfeit condoms, and to boost brand confidence of Durex products in the Vietnamese market.

### **5.1 Customers**

Durex segments their buyers into two groups, the new market entry and the core-user. New market entries are teenagers or students who have purchased or are about to purchase condoms for the first time, while core-users are those who already have knowledge about Durex products or have already used them. Different target customers have different buying behaviors which require different marketing strategies to win the market share of each segment successfully.

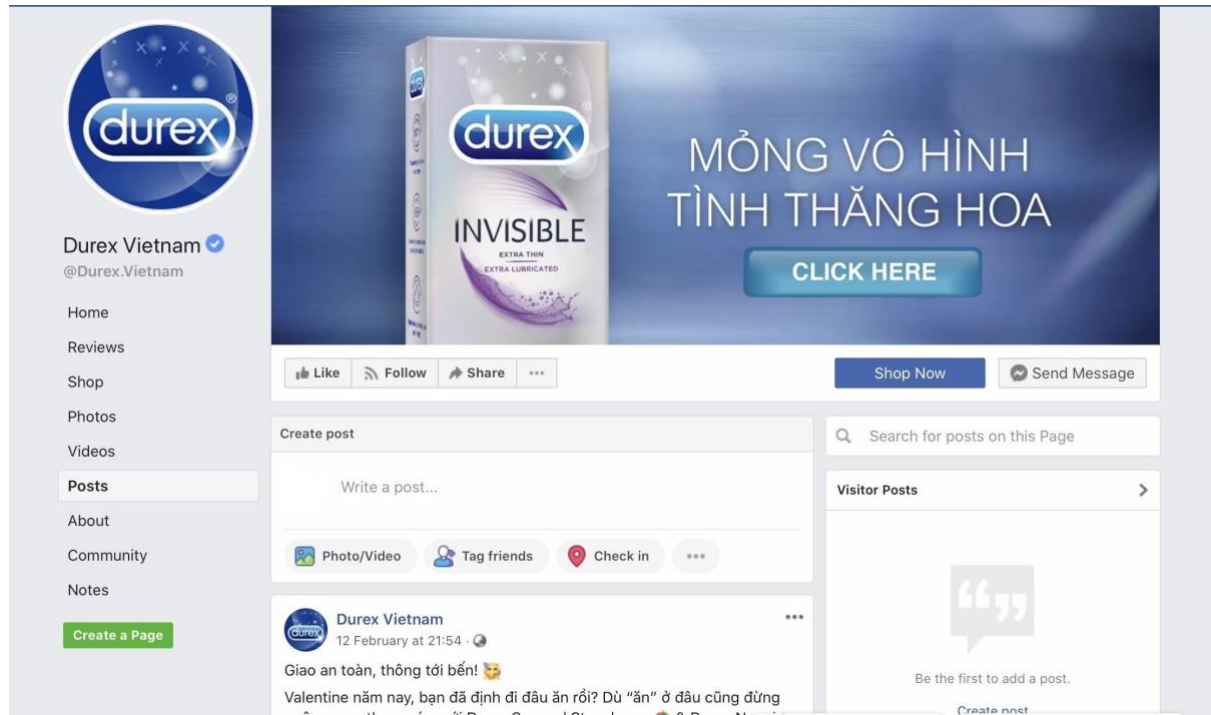
#### **5.1.1 New market entries**

New market entries are teenagers who tend to have a free decision on choosing new products they want to try. The team aimed to create a campaign to teach them about counterfeit condoms, along with building brand confidence - making Durex their first choice, using social media such as Facebook and YouTube as the main channels. Since Durex already has an official Facebook fan page and official YouTube channel with many followers, RB can continue to use those platforms to provide information about the counterfeit condoms and their disadvantages while advertising trustworthy official channels from which to buy authentic condoms.

##### **5.1.1.1 Social media marketing**

Social networks are the preferred channels for Vietnamese people to receive news and entertainment. According to our survey, Facebook, Instagram, and YouTube are the most popular options. Durex Vietnam already owns an official social media channels that gain a lot of engagement, such as a Facebook page with 12 million likes. These advertisements already show attractive art and the site is very successful for reaching out to the audiences. RB has also launched many online advertisements in poster form. Therefore, the team will recommend RB to continue using these channels to provide information to their clients on STDs and the negative

health effects caused by using fake products. In addition, the team recommends RB to create activity plans at schools and universities to teach students about authentic and counterfeit condoms and to recommend trustworthy purchasing channels.



**Figure 10:** Durex Vietnam's official Facebook page





Figure 11: Durex Vietnam YouTube official channel

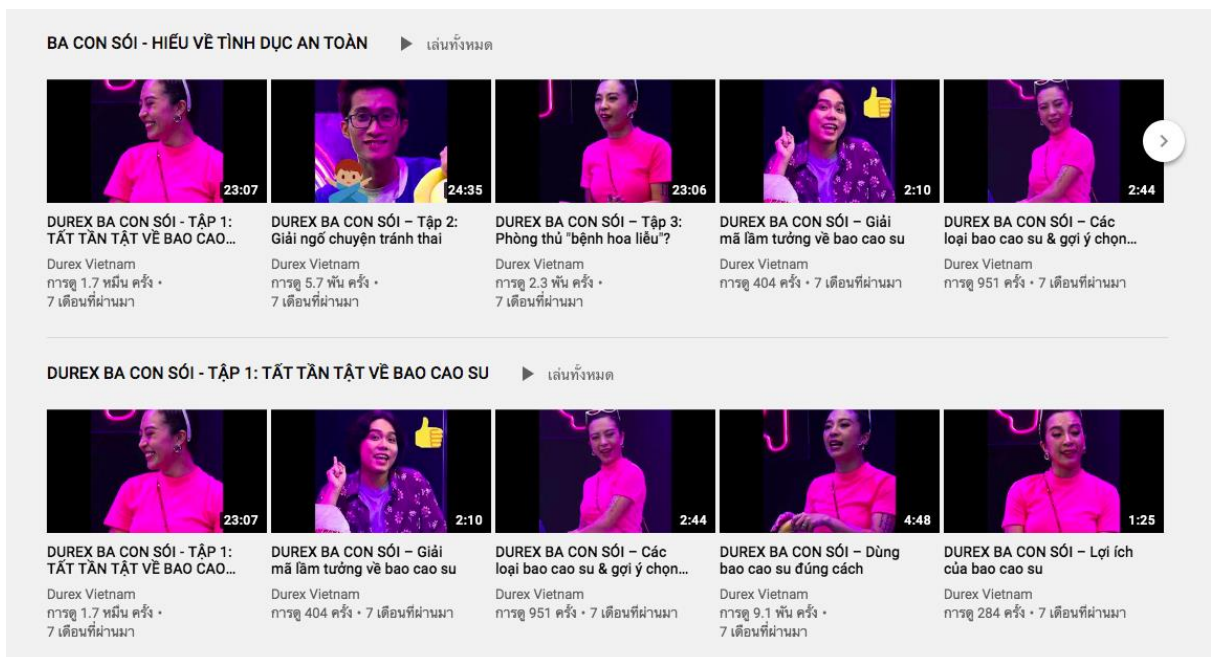


Figure 12: Durex YouTube campaign

YouTube is currently a very popular platform to facilitate a classroom teaching where people around the world can learn anything on their own. It is free and easily accessible. Even though Durex Vietnam's official YouTube channel already provides lots of good contents on sex education. However, the thumbnails of the videos are not attractive and should be improved.

The videos available on Durex Vietnam YouTube channel currently are film clips of talk shows on sex education. The videos are not very interesting, and we would like to recommend RB to create an attractive and engaging infographic video together with new attractive thumbnails.

Since sex is a sensitive topic, we recommend RB to create a cartoon version where sensitive topics can be explained using animation instead of using X-rated graphics. We also recommend RB to use creative and attractive click bait thumbnails to attract more clients to view the animations. Once they watch the video and find it interesting, they will continue watching it to the end. If the content of the channel is interesting enough they will also watch other videos and become a subscriber.

### **5.1.2 Core-user**

Core users are the group of customers aged 30-40 years old who know about Durex products and are experienced condom users. The main purchasing channel of this customer group are pharmacies - which we identified as the number one channel of fake condoms. Even though social networks are the main channel for receiving information, they still use traditional ways such as television and journals. Therefore, we would like to recommend RB to include offline channels to reach this group as well. The team would like to recommend that RB provide updated news of counterfeit condoms via newspapers, television spots and advertise official channels for purchasing authentic condoms.

#### **5.1.2.1 Offline channel marketing**

According to the survey and interview results, Vietnamese elders receive news from social media these days, even though many still use traditional methods such as newspapers and television. Therefore, the team wants to recommend RB to publish the news, both offline - in newspapers and online - news websites, to report the arrest of sellers of fake products in order to raise people's awareness that there are fake condoms in the market. As the pharmacies are the main purchasing channel for this target group, Durex could come up with an advertisement that recommends trustworthy stores that guarantee authentic products to the customers through offline channels such as television, radio, poster and billboards.

## 5.2 Wholesalers / Retailers

Wholesalers and retailers are the main channels for delivering condoms to local stores and pharmacies. Therefore, wholesalers and retailers are the strategic targets that RB must approach in order to effectively eliminate the counterfeit products. The team would like to recommend RB to create a certificate of authenticity (COA) contract to wholesalers and retailers by issuing the official signs of the store from RB that the store can display it in front of the store.



**Figure 13:** Wholesalers /Retailers stores



### **5.2.1 Contract with the Company**

Wholesalers and retailers, who sign a contract with the RB for 6 months, will receive the official stickers/signs from RB to place in front of the stores. The official stickers will be in a form of unique QR code for each store which the customers can verify by simply scanning the QR code with their mobile phone. RB sales team will check each store at a set interval to collect sell data together with the types of Durex products sold at each store. If RB found that the store sells counterfeit condoms, legal actions could be taken to prosecute those stores according to the contract agreement.

## **5.3 Promotional Events**

### **5.3.1 Exhibition booth “See Through Disease(s)”**

One marketing action the group would like to recommend to the sponsor is hosting exhibition events. The content in the booth could include the information about proper contraceptive methods, basic sex education, and sexually transmitted diseases that could be transmitted via incorrect methods of birth control or poor-quality contraceptive products. Apart from providing information in text form, the booth could include other activities for participants. This would be a good opportunity for RB to directly communicate with the actual customers, expand the market, and collect/update new marketing data.

Effective exhibition booths must be able to well engage people and the delivered message must be clear and easy to remember. The team would like to recommend a catchy theme “See Through the Disease(s)” to RB since it can be abbreviated as STDs. The content of the booth must focus on the knowledge of Sexually Transmitted Diseases such as types of different diseases, the causes, the symptoms and treatment options. The strong message to deliver is the severity of STDs.

### **5.3.2 Sex education Workshop**

Workshops are a great way to teach people about any topic of interest by engaging them in well-designed activities. Workshops can take place in schools, hospitals, or even in communities or villages. The content of a sex education workshop should include general sex education, STDs, proper contraceptive methods, and also should raise the awareness of counterfeit condoms by observing the COA sign at official stores, convenience stores, local pharmacies, and local convenience stores that sell the authentic Durex products. By doing this, local stores can take part in the activity through sponsorship.

### **5.3.3 Challenge**

From our research and observation, Vietnamese people are very trendy and keen to use social media such as Facebook and Instagram. RB can take advantage of this behavior by creating online social media challenges to promote their products. The challenge could be to come up with the most creative ways to use Durex condoms and let the participants post pictures or videos on their social media with a hashtag e.g., the #creativecondoms<sup>12</sup>. The winner would get 2 tickets for a trip to Phuket, Thailand with unlimited condoms to use during the trip.

The challenge should not focus on sex-related topics so that people will not be embarrassed or ashamed to join the challenge. The reward should be attractive to the Vietnamese people such as free tickets to Thailand, free tickets for a trip with the famous influencers, or actors in Vietnam, and also RB should also give out free condoms to the winners so they are able to experience the good quality of Durex products.



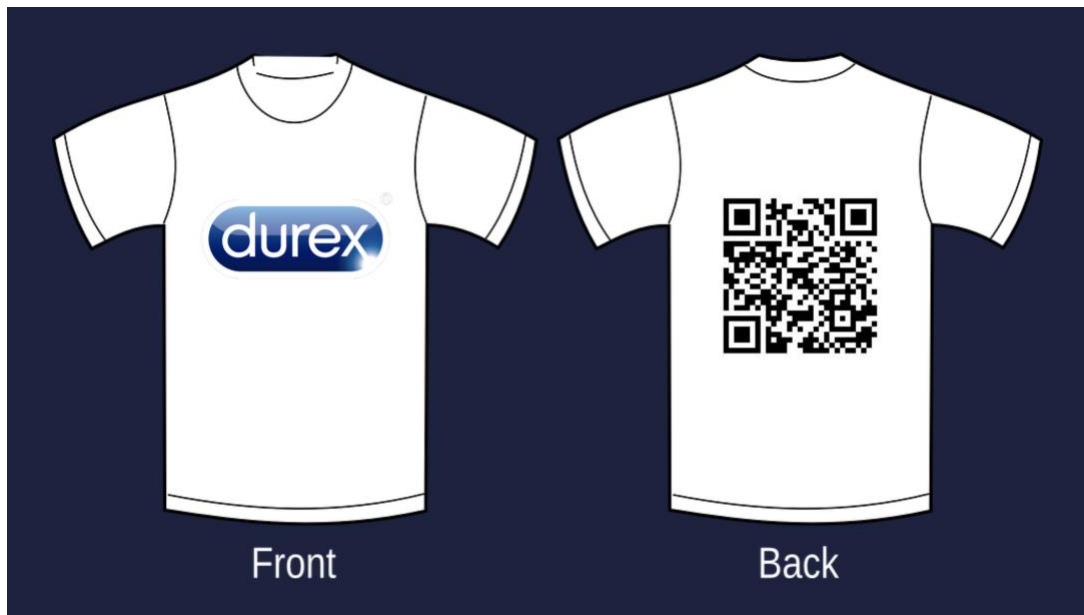
**Figure 14:** Example of a creative way to use condoms

## **5.4 Charity campaign**

In order to build confidence in the Durex brand, the Company can host some charity volunteer campaigns which need not be related to the Company's product line but rather be activities that attract people so they can learn more about condom usage and also convince them to help people in the rural areas. Shirts or T-shirt for the campaign would also be designed specifically for these campaigns to clearly displaying the brand.

### **5.4.1 Helping people in the rural areas**

Schools in remote areas often lack proper facilities or funding to maintain classrooms and surroundings. The company can create a voluntary campaign to encourage volunteers to help the unfortunate. The campaign participants should wear a shirt displaying the Durex logo on the front and the QR code on the back for the villagers or the people in the community to scan. The QR code should link to Durex's official website where the list of official stores that sell authentic Durex products can be found. This is a very effective way to promote the Durex brand.



**Figure 15:** Durex shirt for volunteering campaign

For the new market entries, when they are thinking of buying a condom and have no idea which brand they should buy, Durex would be the brand that they pick up because they have heard about the brand already.

## CONCLUSION

Once we interpreted our research data, we came up with strategies to reduce the demand of the fake condoms and some recommendations that our sponsor could use to eliminate counterfeit Durex products in the Vietnamese market.

After observing the buying and selling behaviors of Vietnamese at local stores, we learned that fake products were “forced” to the customers who are not able to distinguish the difference between a genuine and fake product. Therefore, the team focused on strategies that raise awareness of negative effects caused by fake condoms and the promotion of genuine products from trusted channels.

We hope with our proposed initiation that the demand of fake Durex will decline to the point that it would no longer be viable to compete with the original products. No demand leads to no supply. We hope that our ideas will help RB effectively eliminate the fake condoms from the Vietnamese market, and gain more and more trust from the buyers.

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## APPENDICES

### Appendix A: Team profile



Team member (left to right):

Napassakorn Chuaychareon, Pimmer

Thanita Leelakraisorn, Enfant

Chanya Chavanabutvilai, Gift

Jinyada Nikhong, Kawpod

Rawin Kunarb, Jom



**Appendix B:** Action plan

- January 2020
- February 2020

Activities/Date	JANUARY																									
	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
1st meeting with RB	✓																									
Goal, Objectives and Methodology		✓	✓																							
Bibliography and Annotation							✓																			
Interview PDA								✓																		
1st Team meeting										✓																
Discuss and ask for the data about previous campaign											✓															
Talk to Mr.Andy to obtain information											✓															
Talking about questionnaire for survey											✓															
1st draft of methodology, project timeline DUE															✓											
2nd Team meeting																		✓								
Improving of Literature review																		✓	✓	✓	✓					
1st draft of literature review DUE																			✓		✓					
3rd Team meeting																										
Start drafting methodology and introduction																								✓	✓	✓

**Figure 16:** Action plan on January 2020

Activities/Date	FEBRUARY																												
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29
Start drafting methodology and introduction	✓	✓	✓																										
2nd draft methodology, 1st draft introduction DUE			✓																										
Flight to Ho Chi Minh City, Vietnam				✓																									
Get the sample of condoms (real and fake of many brands)				✓																									
Meeting with Ms.Trang (Market Understanding)					✓																								
Field trip in retail pharmacy: conduct consumer research						✓	✓																						
Consolidate findings and work on first draft								✓	✓																				
Finish first draft										✓																			
Flight back to Bangkok, Thailand											✓																		
1st draft of result and analysis outline DUE											✓																		
1st draft of entire report DUE																													
4th Team meeting																													
Send presentation slide to Mr. Andy																													
2nd cluster meeting																													
Team and individual assessment																													
Send presentation slide to RB																													
2nd draft of entire report DUE																													
Virtual presentation to RB via Skype																													
Final presentation rehearsal																													
Final presentation																													

Figure 17: Action plan on February 2020

## **Appendix C: Detailed action plan for visiting Vietnam**

### 4 Feb 2020

- Flight to Ho Chi Minh City, Vietnam at 9.05 AM
- Meeting with Duy Chung (Mr. Andy)

### 5 Feb 2020

- Meeting with Ms. Trang (Senior Business Consumer Insight Manager): Market understanding
- Meeting with Ms. Thuy (Trade Marketing Marketing): Channel understanding

### 6-7 Feb 2020

- Field trip to retail pharmacy (District 3 and District 10)
- Conduct consumer research

### 8-9 Feb 2020

- Consolidate findings and work on first draft

### 10 Feb 2020

- Finish the 1<sup>st</sup> draft

### 11 Feb 2020

- Flight back to Bangkok, Thailand at 8.35 PM

## Appendix D: Survey questions (English version)

### Counterfeit condom

To see the perspective of the Vietnamese people in Ho Chi Minh City about the counterfeit condom.

\* Required

1. How old are you? \*

☐ 14-22 years old

☐ 23-31 years old

☐ 32-40 years old

☐ Other: \_\_\_\_\_

2. Your income \*

☐ More than 7,500,000 Dong per month

☐ 5,000,000-7,500,000 Dong per month

☐ 3,500,000-5,000,000 Dong per month

☐ Less than 3,500,000 Dong per month

3. Have you ever buy a condom? \*

☐ Yes

☐ No

4. Have you ever use a condom? \*

☐ Yes

☐ No

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#### Marketing Channel for Buying Condom

1. Where do you usually buy the condoms \*

The answer can be 1 or more

- ☐ Pharmacies
- ☐ Convenience Store (Ex. 7-Eleven, Vinmart+, CircleK)
- ☐ Independent Shop
- ☐ E-commerce (Ex. Shopee, Lazada, Amazon)
- ☐ Other: \_\_\_\_\_

2. Where do you find the information about condoms \*

The answer can be 1 or more

- ☐ Newspaper
- ☐ Billboard Ads
- ☐ Social Media (Facebook, Instagram)
- ☐ Television
- ☐ Other: \_\_\_\_\_

3. Do you aware of the issue about counterfeit condoms in Vietnam?

- ☐ Yes
- ☐ No

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Difference between real and counterfeit

Part 1: Durex Kingtex (Box of 3): 35,000 Dong

Figure 1: Durex Kingtex (Box of 3)



1. Can you distinguish between them?

1 2 3 4 5

Can not distinguish between  
them at all

☐ ☐ ☐ ☐ ☐

Can distinguish between them  
very easily

2. Which one do you think is the counterfeit condom? \*

- ☐ Left of the screen  
☐ Right of the screen

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Difference between real and counterfeit condom (continued)

Part 2: Durex Performa (Box of 12): 193,500 Dong

Figure 2: Durex Performa (Box of 12)



3. Can you distinguish between them? \*

1   2   3   4   5

Can not distinguish between them at all   ☐   ☐   ☐   ☐   ☐   Can distinguish between them very easily

4. Which one do you think is the counterfeit condom? \*

☐ Left

☐ Right

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**Figure 18:** List of survey questions (English version)



## Appendix E: Survey questions (Vietnamese version)

### Khảo sát về sản phẩm bao cao su - thị trường Việt Nam

Chào anh/chị/bạn:  
Chúng mình/em là nhóm 5 sinh viên đến từ đại học Chulalongkorn - Thái Lan. Đây là đề tài của nhóm để tìm hiểu về thị trường bao cao su tại Việt Nam, mong anh/chị/bạn giành thời gian thực hiện khảo sát.  
- Kết quả của khảo sát hoàn toàn phục vụ mục đích nghiên cứu, xa hơn sẽ được gửi cho Tập đoàn Reckitt Benckiser tại Việt Nam, đơn vị chủ quản thương hiệu Durex tại Việt Nam  
- Khảo sát hoàn toàn ẩn danh, không bao gồm những thông tin cá nhân trong câu hỏi.

**\* Required**

**Bạn bao nhiêu tuổi: \***

☐ Từ 14 đến 22 tuổi

☐ Từ 23 đến 31 tuổi

☐ Từ 32 đến 40 tuổi

☐ Other: \_\_\_\_\_

**Thu nhập hàng tháng của bạn? (tính cả các khoản hỗ trợ từ gia đình, thu nhập thêm) \***

☐ Từ 15.000.000VND/ tháng trở lên

☐ Từ 7.500.000 đến 14.999.999 VND/ tháng

☐ Từ 4.500.000 đến 7.499.000 VND/ tháng

☐ Từ 4.499.999 VND/ tháng hoặc thấp hơn.

**Bạn đã từng mua sản phẩm bao cao su chưa? \***

☐ Đã từng

☐ Chưa

**Bạn đã từng sử dụng bao cao su chưa? (cho mục đích quan hệ tình dục) \***

☐ Đã từng

☐ Chưa

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Hành vi tiêu dùng với sản phẩm bao cao su

Nếu bạn chưa từng mua, vui lòng giả định trường hợp mua theo thói quen hàng ngày của bạn.

Bạn thường mua bao cao su ở đâu? \*

- ☐ Nhà thuốc lẻ
- ☐ Cửa hàng tiện lợi (Circle K, Family mart, 7Eleven, etc)
- ☐ Thương mại điện tử (Lazada, Shopee, Tiki, etc)
- ☐ Other: \_\_\_\_\_

Bạn thường nhìn thấy/tiếp nhận thông tin về các sản phẩm/ thương hiệu bao cao su ở đâu? \*

The answer can be 1 or more

- ☐ Tạp chí
- ☐ Biển hiệu ngoài trời
- ☐ Mạng xã hội (Facebook/Youtube/...)
- ☐ Tivi
- ☐ Other: \_\_\_\_\_

Bạn thường nhìn thấy/tiếp nhận thông tin về các sản phẩm/ thương hiệu bao cao su ở đâu? \*

The answer can be 1 or more

- ☐ Tạp chí
- ☐ Biển hiệu ngoài trời
- ☐ Mạng xã hội (Facebook/Youtube/...)
- ☐ Tivi
- ☐ Other: \_\_\_\_\_

Bạn có biết về sản phẩm bao cao su giả tại Việt Nam? \*

- ☐ Có
- ☐ Không

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Phân biệt sản phẩm bao cao su thật và giả

Durex là thương hiệu hàng đầu về bao cao su tại Việt Nam. Hàng giả Durex đang là vấn đề nổi cộm. Dưới đây là sản phẩm Durex Kingtex (Hộp 3 cái): bán với giá 37.500đ (Vinmart).

Hình 01: Durex Kingtex (hộp 3 chiếc)



Bạn có phân biệt được sự khác biệt giữa hai mẫu bao bì trên? \*

1 2 3 4 5  
Rất dễ phân biệt ☐ ☐ ☐ ☐ ☐ Rất khó phân biệt

Bạn nghĩ đâu là sản phẩm Durex Kingtex giả? \*

- ☐ Sản phẩm bên trái màn hình  
☐ Sản phẩm bên phải màn hình

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Phân biệt bao cao su thật & giả (lần 2)

Phân biệt sản phẩm Durex Performa (Hộp 12 cái) với giá: 202.500đ (Vinmart)

Hình 02: Durex performa (hộp 12 chiếc)



Bạn có phân biệt được sự khác biệt giữa hai mẫu bao bì trên? \*

	1	2	3	4	5	
Rất dễ phân biệt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Rất khó phân biệt

Bạn nghĩ đâu là sản phẩm Durex Performa giả? \*

☐ Sản phẩm bên trái màn hình

☐ Sản phẩm bên phải màn hình

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**Figure 19:** List of survey questions (Vietnamese version)

**Appendix F:** Brochure showing the correct way to use condoms

*BEWARE OF  
COUNTERFEIT*



**Figure 20:** Brochure sample (1)

## CONDOMS

Condom is a thin rubbery pouch that forms a barrier to protect the users from sexually transmitted infections (STIs) and unwanted pregnancy.

## ADVANTAGES

- Temporary contraceptive method
- Does not need the doctor's perception
- Prevent unplanned pregnancy
- Prevent STDs

## HOW TO USE

1. Tear the wrap at the corner and take out the condom.
2. Squeeze the tip of the condom to remove air.
3. Roll the condom over the erected penis until it covers it all.
4. While removing the penis out, hold the end of the condom to prevent it from slipping off.
5. Throw the used condom away.



## HOW TO CHOOSE A CONDOM

- Expiration date.
- The packaging should not have any defect.
- Choose the proper size to prevent leakage and slipping off.
- Put the condom on only while the penis is fully erected to prevent slipping off.
- After usage, use the toilet paper to hold it.
- Always throw the used ones away.

## CAUTIONS

- In case of leakage, stop immediately and change to the new one.
- If condom becomes sticky or look deformed, do not use.
- The lubricate used should be the proper ones for sexual activity to prevent leakage or any infections.

Figure 21: Brochure sample (2)

## **Appendix G: Criminal Code No.100/2015/QH13**

### **1. Article 192: Manufacturing and trading of counterfeit goods**

1. Any person who manufactures or deals in counterfeit goods in the following cases shall be liable to a fine of from VND 100,000,000 to VND 1,000,000,000 or face a penalty of 01 - 05 years' imprisonment:

- a) The counterfeit goods are assessed at from VND 20,000,000 to under VND 100,000,000 according to their selling prices, posted prices or prices on invoices;
- b) The quantity of counterfeit goods is equivalent to an amount of genuine goods or goods of the same specifications or uses assessed at from VND 30,000,000 to under VND 150,000,000 if selling prices, posted prices or prices on invoices of counterfeit goods cannot be determined;
- c) The counterfeit goods are assessed at under VND 20,000,000 according to their selling prices, posted prices or prices on invoices, or the quantity of counterfeit goods is equivalent to an amount of genuine goods or goods of the same specifications or uses assessed at under VND 30,000,000 but the offender previously incurred a civil penalty for the same offence or any of the offences specified in Article 188, 189, 190, 191, 193, 194, 195, 196 and 200 hereof or has a previous conviction for any of the aforementioned offences which has not been expunged;
- dd) The counterfeit goods assessed at under VND 20,000,000 according to their selling prices, posted prices or prices on invoices, or the quantity of counterfeit goods is equivalent to an amount of genuine goods or goods of the same specifications or uses assessed at under VND 30,000,000 but they result in either: 31% - 60% physical disability of a person; total physical disability of 31% - 60% of 02 or more people, property damage of from VND 100,000,000 to under VND 500,000,000.

2. This offence committed in any of the following cases shall carry a penalty of 05 - 10 years' imprisonment:

- a) The offence is committed by an organized group;
- b) The offence is committed in a professional manner;
- c) The offence involves the abuse of the offender's position or power;
- d) The offence is committed in the name of an agency or organization;

dd) The counterfeit goods are assessed at from VND 100,000,000 to under VND 200,000,000 according to their selling prices, posted prices or prices on invoices;

e) The quantity of counterfeit goods is equivalent to an amount of genuine goods or goods of the same specifications or uses assessed at from VND 150,000,000 to under VND 500,000,000 if selling prices, posted prices or prices on invoices of counterfeit goods cannot be determined;

g) The illegal profit earned is from VND 100,000,000 to under VND 500,000,000;

h) The offence results in the death of a person;

**i) The offence results in  $\geq 61\%$  physical disability of a person;**

k) The offence results in totally 61% physical disability or over of 02 or more people;

l) The property damage is from VND 500,000,000 to under VND 1,500,000,000;

m) Counterfeit goods in the cases specified in Clause 1 of this Article are traded across the border or between a free trade zone and the domestic market;

n) Dangerous recidivism.

3. This offence committed in any of the following cases shall carry a penalty of 07 - 15 years' imprisonment:

a) The production cost of counterfeit goods is VND 100,000,000 or over;

b) The counterfeit goods are assessed at VND 200,000,000 or over according to their selling prices, posted prices or prices on invoices;

c) The quantity of counterfeit goods is equivalent to an amount of genuine goods or goods of the same specifications or uses assessed at VND 500,000,000 or over if selling prices, posted prices or prices on invoices of counterfeit goods cannot be determined;

d) The illegal profit earned is VND 500,000,000 or over;

dd) The offence results in the death of 02 or more people;

**e) The offence results in bodily harm of 02 or more people, each of whom suffers from  $\geq 61\%$  physical disability;**



g) The offence results in totally 122% physical disability or over of 02 or more people;

h) The property damage is VND 1,500,000,000 or over.

4. The offender might also be liable to a fine of from VND 20,000,000 to VND 50,000,000 , be prohibited from holding certain positions or doing certain works for 01 - 05 years, or have all or part of his/her property confiscated.

5. Punishments incurred by a corporate legal entity that commits any of the offences specified in this Article:

a) A corporate legal entity that commits this offence in the case specified in Clause 1 of this Article shall be liable to a fine of from VND 1,000,000,000 to VND 3,000,000,000;

b) A corporate legal entity that commits this offence in the case specified in Clause 2 of this Article shall be liable to fine of from VND 3,000,000,000 to VND 6,000,000,000;

c) A corporate legal entity that commits this offence in the case specified in Clause 3 of this Article shall be liable to a fine of from VND 6,000,000,000 to VND 9,000,000,000 or has its operation suspended for 06 - 36 months;

d) A corporate legal entity that commits this offence in the case specified in Article 79 hereof shall be permanently shut down;

dd) The violating corporate legal entity might also be liable to a fine of from VND 50,000,000 to VND 200,000,000 , be prohibited from operating in certain fields or raising capital for 01 - 03 years.

## **2. Article 226: Infringement of industrial property rights**

1. A person who infringes upon industrial property rights to a brand name or geographical indication protected in Vietnam and earns an illegal profit of from VND 100,000,000 to under VND 300,000,000 or causes a loss of from VND 200,000,000 to under VND 500,000,000 to the owner of such brand name or geographical indication, or with the violating goods assessed at from VND 200,000,000 to under VND 500,000,000 shall be liable to a fine of from VND 50,000,000 to VND 500,000,000 or face a penalty of up to 03 years' community sentence.

2. This offence committed in any of the following cases shall carry a fine of from VND 500,000,000 to VND 1,000,000,000 or a penalty of 06 - 03 years' imprisonment:

- a) The offence is committed by an organized group;
- b) The offence has been committed more than once;
- c) The illegal profit reaped is VND 300,000,000 or over;
- d) The loss incurred by the owner of the brand name or geographical indication is VND 500,000,000 or over;
- dd) The illegal goods are assessed at VND 500,000,000 or over.

3. The offender might also be liable to a fine of from VND 20,000,000 to VND 200,000,000, prohibited from holding certain positions or doing certain works for 01 - 05 years.

4. Punishments incurred by a corporate legal entity that commits any of the offences specified in this Article:

- a) Any corporate legal entity that commits an offence specified in Clause 1 of this Article despite the fact that it previously incurred a civil penalty or has a previous conviction for the same offence which has not been expunged shall be liable to a fine of from VND 500,000,000 to VND 2,000,000,000;
- b) A corporate legal entity that commits this offence in the case specified in Clause 2 of this Article shall be liable to a fine of from VND 2,000,000,000 to VND 5,000,000,000 or has its operation suspended for 06 - 24 months;
- c) The violating corporate legal entity might also be liable to a fine of from VND 100,000,000 to VND 500,000,000, be prohibited from operating in certain fields or raising capital for 01 - 03 years.

**Appendix H:** Decree No.99/2013/ND-CP dated August 29, 2013 of the Government on sanctioning of administrative violations in industrial property

**1. Article 12: Production, import, trading, transportation or storage for sale of goods bearing counterfeit marks or geographical indications**

1. A fine of between VND 4,000,000 and VND 8,000,000 for any of the following acts in cases where infringing goods are valued up to VND 5,000,000:

a) Selling, offering for sale; transporting, included transiting; storing; displaying for sale of goods bearing counterfeit marks or geographical indications;

b) Placing orders to, assigning or hiring other parties to commit violations specified in Point a of this Clause.

2. A fine of between VND 8,000,000 and VND 12,000,000 for any violation specified in Clause 1 of this Article in cases where infringing goods are valued at between over VND 5,000,000 and VND 10,000,000.

3. A fine of between VND 12,000,000 and VND 20,000,000 for any violation specified in Clause 1 of this Article in cases where infringing goods are valued at between over VND 10,000,000 and VND 20,000,000.

4. A fine of between VND 20,000,000 and VND 35,000,000 for any violation specified in Clause 1 of this Article in cases where infringing goods are valued at between over VND 20,000,000 and VND 40,000,000.

5. A fine of between VND 35,000,000 and VND 55,000,000 for any violation specified in Clause 1 of this Article in cases where infringing goods are valued at between over VND 40,000,000 and VND 70,000,000.

6. A fine of between VND 55,000,000 and VND 85,000,000 for any violation specified in Clause 1 of this Article in cases where infringing goods are valued at between over VND 70,000,000 and VND 100,000,000.

7. A fine of between VND 85,000,000 and VND 120,000,000 for any violation specified in Clause 1 of this Article in cases where infringing goods are valued at between over VND 100,000,000 and VND 200,000,000.

8. A fine of between VND 120,000,000 and VND 180,000,000 for any violation specified in Clause 1 of this Article in cases where infringing goods are valued at between over VND 200,000,000 and VND 300,000,000.

9. A fine of between VND 180,000,000 and VND 250,000,000 for any violation specified in Clause 1 of this Article in cases where infringing goods are valued at between over VND 300,000,000.

10. A fine of equal to 1.2 times the fine levels specified in Clauses 1 thru 9 of this Article, which must not exceed VND 250,000,000, for any of the following violations:

- a) Manufacturing, processing, assembling and packaging goods bearing counterfeit marks or geographical indications;
- b) Printing, sticking, attaching, molding or embossing or otherwise affixing stamps, labels or other articles bearing counterfeit marks or geographical indications on goods;
- c) Importing goods bearing counterfeit marks or geographical indications;
- d) Placing orders to, assigning or hiring other parties to commit violations specified at Points a, b and c of this Clause.

11. A fine of between VND 10,000,000 and VND 30,000,000 for any violation specified in Clause 1 and Clause 10 of this Article in cases where the value of infringing goods cannot be determined.

12. Additional sanctions:

- a) Confiscation of material evidence and means used in the commission of violations, for violations specified in Clauses 1 thru 11 of this Article;
- b) Suspension of trading in infringing goods or services, for between 01 and 03 months, for violations specified in from Clauses 1 thru 11 of this Article.

13. Remedial measures:

- b) Forcible destruction or distribution or bringing into use without commercial purpose for goods bearing counterfeit marks or geographical indications; raw materials, materials and means used mainly for producing or trading in those goods, provided such act does not affect the exercise of

the industrial property rights by their holders, for violations specified in Clauses 1 thru 11 of this Article;

c) Forcible re-export of goods bearing counterfeit marks or geographical indications, or imported means, raw materials and materials used mainly for producing or trading in these goods after infringing elements on these goods are removed, for violations specified in Clauses 1 thru 10 of this Article;

c) Forcible remittance of illicit earnings from the commission of administrative violations specified in Clauses 1 thru 11 of this Article.