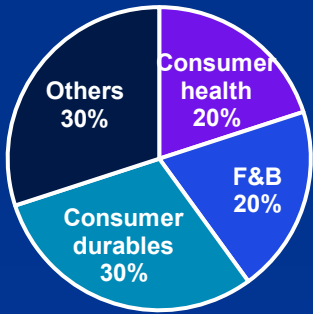
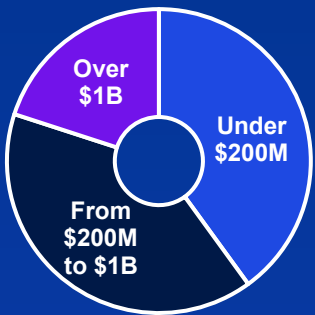


Sales and Marketing Maturity Benchmark – Vietnam Consumer Markets

Industry Type



Annual Revenue (USD)



Overall Maturity Level across Sales & Marketing Domain

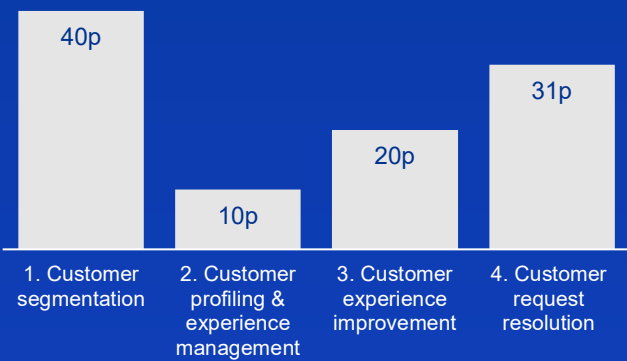
Scoring scale: 1-100 points (p)



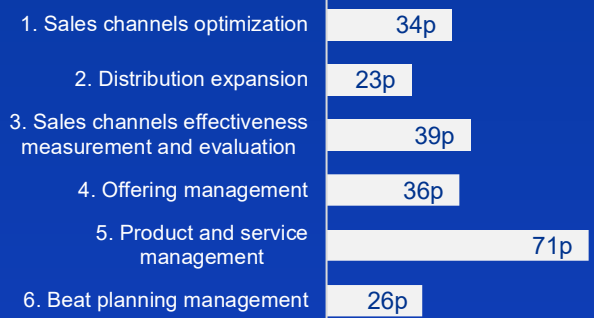
Detail Maturity Level

Scoring scale: 1-100 points (p)

Customer Experience Management



Distribution Management



Demand Forecasting & Sales Planning



Key Account Management



Sales Force Performance Management



Channel Partner Development



Enabling Technology



*The survey was graded on a scale ranging from 1 to 100.