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**A study of Export Demand for Coffee: The  
Case of Intimex Vietnam JSC**

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## **ABSTRACT**

Following the trend of globalization, especially after Vietnam joins the WTO, in order to enter the international playing field, Vietnam has determined that it needs to boost exports. In terms of agricultural products, the export of coffee is one of the first priorities. With that business orientation, enterprises specializing in processing and exporting coffee are looking for strategy to penetrate international markets. One of the leading enterprises pursuing this direction is the Vietnam Intimex Joint Stock Corporation (Intimex). With its export turnover reaching an annual average of nearly \$300 million, Intimex is the leading enterprises in Vietnam of which product lines have been certified by many associations of coffee in the world, namely 4C, UtzKappch, Organic coffee.

For several years, the United States (U.S) has become one of the biggest importers of coffee products. The Intimex's export value of coffee to this market accounts for US Dollar 200 million in 2009.

With a view to maintaining its dominant status in this field and increasing its market shares in the U.S, Intimex always place much importance to the marketing activities, having the good marketing mix will bring efficiency to the company's export business.

Given the above-mentioned rationale, I have decided to choose the topic: *A study of export demand for coffee: The case of Intimex Vietnam JSC.*

After collecting data from both primary sources by utilizing questionnaires, interviews and secondary sources: articles, published documents, books and online articles, regression analysis models were utilized to find out the factors affecting coffee import demand of the US. By statistical approaches, the dissertation points out

different qualitative and quantitative factors that have influence on the coffee import demand. These factors are:

- **Quantitative data:** commodity price, coffee beverage price index, price of the biggest substitute, and coffee market share.

In data analysis, E-view program was used to deal with figures from secondary sources. By statistical methods, I draw the conclusion about the dependent variables as follow

*On the hypothesis of significant relationship, it was found out that the key factors affecting coffee import demand are commodity price, price of the biggest substitute (tea) and coffee market share of Vietnam in the US market. The commodity beverage price index of the U.S. as one of the four has no significant impact on the dependent variable.*

*The model of regression analysis has been checked for errors: multi-collinearity, heteroskedasticity and autocorrelation. In general, after conducting a set of statistical treatments, the model proves to be quite reliable and can explain the dependent variable based on independent variables.*

After data analysis using regression models, results are drawn and conclusions are made. Based on those results and conclusions, I have point out the recommendations to improve current situation of coffee export to the US markets in Chapter 5. These conclusions are based on findings from the data analysis and qualitative data assessment.

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