By the second week of March, the number of online users in Vietnam has not yet reached the 100 million mark, following the nationwide lockdown, according to the Vietnam News Agency. This shows that the country still has a vast potential market for online services and applications.

However, the government and businesses are not yet fully aware of the potential of the online market, and there are still many challenges and problems in the development of e-commerce in Vietnam.

A REVIEW OF THE CURRENT POSITION

On the one hand, the current situation in Vietnam is quite challenging, with the rapid spread of COVID-19, which has had a significant impact on the economy and society. The government has taken strict measures to prevent the spread of the virus, including lockdowns and border closures, which have had a severe impact on the economy.

On the other hand, the government and businesses in Vietnam have also taken steps to adapt to the new situation. They have developed new strategies and services to meet the needs of customers, and have made use of the new opportunities created by the pandemic.

The government has also made efforts to improve the legal framework and regulations to support the development of e-commerce in Vietnam. This includes the adoption of new laws and regulations, and the strengthening of the enforcement of existing laws.

A REVIEW OF THE PROBLEMS

The main problem that Vietnam is facing in the development of e-commerce is the lack of a clear and comprehensive policy framework. The government has not yet established a comprehensive policy framework for e-commerce, which has made it difficult for businesses to develop and expand their online presence.

Another problem is the lack of a well-developed logistics and payment system. This is a key factor in the success of e-commerce, but in Vietnam, the logistics and payment systems are still not fully developed.

Additionally, the lack of a well-trained workforce is another challenge that Vietnam needs to address. The government and businesses need to invest in training and education to develop a skilled workforce that can support the development of e-commerce.

Finally, the government needs to address the issue of cybersecurity. With the rapid growth of e-commerce, the risks of cybercrime and data breaches are increasing. The government needs to take steps to protect businesses and consumers from these risks.