**Bringing Enterprise home to Vietnam**

It all started with a simple question.

“Why isn’t [Enterprise](https://www.linkedin.com/company/enterprise-rent-a-car) in Vietnam?”

**Ha N.**, a License Title Clerk with the Business Remarketing team in [Cincinnati, Ohio](https://go.enterpriseholdings.com/find-us/recruiters/centralsw-ohio-group/), asked this of Vice President of Business Management **Dan W.** last June during a visit he made.

“I make yearly trips to visit my family in Ho Chi Minh City, and I thought Enterprise would be a great fit,” says Ha. “There’s so much potential in the country – I thought it would be a win-win for both our business and the people there.”

That curiosity led Ha to assist the Global Franchising team with market research, translation and providing insight into the Vietnamese culture.

And suddenly, her wish was a lot closer to coming true.

**The last piece in the global puzzle**

Recently, [Enterprise Holdings](https://www.linkedin.com/company/enterprise-holdings-inc-) announced plans to enter the Vietnam market, its first franchise market in Asia.

Next year, MP Logistics will begin providing long-term rentals under the Enterprise Rent-A-Car brand. Over time, the offering will expand to the [National Car Rental](https://www.linkedin.com/company/national-car-rental) and [Alamo Rent A Car](https://www.linkedin.com/company/alamo-rent-a-car) brands.

“Ha’s passion and excitement to help introduce the company’s brands into her homeland was a tremendous asset for us in securing this partnership,” said **Pete S.**, Vice President Global Franchising. “This is a huge milestone in Enterprise Holdings’ global expansion.”

**Paying it forward**

Ha encourages other employees with big ideas not to hesitate to ask questions and think outside the box. In the future, she would love the opportunity to go back home to Vietnam.

“If I can bring what I learned from Enterprise and apply it there, I know I will make an impact.”