Preface

Branding or Brand is considered important not only for companies but they carry equal importance for customers or consumers also. From consumer or customer point of view, brand becomes important for various reason let us explore some of them. Brand for a customer will indicate commitment towards quality from sellers there by reducing time spent in coming to a purchase decision. Brand for companies will indicate a sort of benchmark in quality as well as customer expectation, a point of differentiation from competitors and a steady stream of profit.

Normally we associate branding from point of view common mass; and products or service displayed in malls and supermarket. However there exists another market where branding is equally important and that is business to business market. This is referred as corporate branding, which is again a challenge as decision making process for purchase order is way different compare to individual. Here survival of organization as well as individual will be at stake. The key lies in developing a brand for corporation where in which other business can be confident of modern globalized, technology driven world has thrown new challenges to branding. Customers/consumers have more access to information than ever before. Internet has become a strong tool through which product information proliferate raising expectation bar for companies. Companies have responded to this challenge by improvising in the way they run their marketing campaigns, by exploring new avenues to showcase their products. Like for example; sponsorship of events and teams or association with social cause.

In a given market innumerable products and services are offered by different companies. The identity developed for this product and services over a period of time, through marketing strategies, sturdy performance etc is referred to as brand. A stage is reached where brand become synonymous with product e.g. - coffee-Starbucks, donut-Dunkin Donuts, online retail-Ebay etc. This process is called strategic brand management.

Have you ever noticed how hostile people become when someone says something bad about them? They are worried that if this negative information gets out and circulated, their personal reputation will be ruined forever. This holds true for any business brand
as well and is why it is so important to manage your brand name properly and not risk being associated with negative press.

The Internet has made life easier in regard to obtaining information, but it has also made it much easier for bogus negative information to surface. After all, what is to stop a competitor from posting negative comments in a forum or leaving bad reviews on social media sites? Now think about if you actually have the time to monitor all of this. If the answer to that is no, then it is time to look into brand management services that can handle this task. To be honest, few business owners have the time to scour the Web every day looking for information about their business. The Web is so vast that a small morsel could easily escape without notice and if it somehow goes viral, that is about all she wrote.

**Chapter I - Introduction to brand** – Brand is a “name”, term, sign, symbol, or design or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition”. Thus whenever a market creates a new name, logo or symbol for a new product, he or she has created a brand.

Brand name is the gut – feeling your customers and employees feel about the company in product, because your market is human – made up of emotional, intutuve beings, the value of branding is found beyond the traditional logic of business management.

**Chapter II – Research Methodology and Review of Literature** – Market research is the function which links the consumer, customer and the public to the marketer through information used to indentify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performances; and improve understanding of marketing as a process.

Research Methodology concentrates on three aspects;

(i) Method of Questioning
(ii) Method of Observation
(iii) Method of Interpretation

Literature survey involves a comprehensive review of published and unpublished work from the secondary sources of data available in the relevant area of study. Literature review helps in two ways, firstly it helps in specifying research problem in a meaningful context, secondly it would provide with an insight into the methods and techniques adopted for handling such problems.

Chapter III – Culture of Branded Showroom – Companies use unique names with unorthodox spelling, ways of writing to create unique brand names that become legal parts of the companies existence and can be registered as trademark.

Brands, or names that sell products competing for buyer’s attention, have over the decades become trademarks of culture & lifestyle. Does a name really matter? Nobody ever imagined that such silly names as yahoo or google would become part of English language?

Customer love popular brands – Brands on their part do the following for their products –

- Brands build trust among customers who accept the product as reliable that would give them the known benefits.
- Brands focus the buyer’s mind on the desired satisfaction from the product.
- Brands provide the seller’s promise and guaranty associated with the product.
- Brands start occupying the minds of their satisfied customers.
- Brands from economic assets for the company and goodwill.
- Brands build buyer – seller relationships.
- Brands promote customer relationship with the seller as together they can create stores of brand success for convincing other customers, either by word of mouth, publicity of through advertising.
Chapter IV – Brand Analysis & Interpretation – India has become the “Culture Bazar where you can get a number of well known global brands.

Brand analysis & interpretation is to be done as there are various factors

- Increased competition in domestic markets & slow growth.
- Perception of growth & profit opportunities in overseas market.
- Need to diversify
- Recognition of mobility of customers.

We all remember “Porter’s Model : Five Force Analysis”

Five force analysis helps the marketer to contrast a competitive environment. Five key areas are there, the threat of new entrants, the power of buyers, the powers of suppliers, the threat of substitutes, and competitive rivalry.

Chapter V – Strategic Postures ; Marketing Mix Marketing has become an important activity in the life of human beings.

Product – The products that get a brand name are easily recognized by customers, unlike generic products. Brand names help the seller in advertising the product as a distinguished product as opposed to the other run of the mill products.

Price – A well accepted brand allows the seller to keep a higher price than the competitors as customers accept the high price, as they believe in the value of the product.

Place – (Product distribution) for an established brand, it becomes easy to select the best distribution channels as the channel member are assured of goods sales due to high brand equity unknown or rejected brands find it difficult to set up proper marketing channels.

Promotion – Sellers resort to promoting their products by offering incentive to the buyers, which makes the purchase attractive. These days we are seeing everyday that “buy two and get one free”. Several sellers are offering different type of incentives in a big way. These promotional offers are for both customers and dealers or retailers. As the customers including retailers are offered an instant benefit, they are gently forced into buying the product.
Sales, Promotion & Brands: High brand equity products at most times, do not need sales promotion, as there is always a demand for them. However, in the competitive market even the well-known brands like coke have to plan sales promotion on a continuous basis. Brand names help in easy identification of the promoted product.

**Chapter VI – Strategic dimensions** – Going international with brand can be like starting from scratch. Successful national brands establish their image over time, an image that relates to their local market.

When a new brand appears in the market, the consumer gets acquainted with it and starts collecting information about it.

On the basis of this information, the customer creates an opinion of the brand and establishes a brand image.

Brand is a promise to consumers, that they can rely on to guide their choices.

(i) The Product Brand
(ii) The Line Brand
(iii) The Range Brand
(iv) The Umbrella Brand
(v) The Source Brand
(vi) The Endorsing Brand.

If a new brand is combined with an existing brand, the brand extension can also be called a sub-brand on the other hand an existing brand, that gives birth to a brand extension is referred to as the parent brand.

A brand extendibility depends on how strong customer’s associations are to the brand’s value and goals like Ralph Lawren’s polo band successfully extended from clothing to home furnishing such as bedding & towels.

**Chapter VII – Exclusion & Limitations.**

**Chapter VIII – Finding Suggestions.**

Thinking that something like this could never happen to your small business is a mistake. If that business is putting a dent in someone else’s business, you have
enemies that you do not even know about. If they choose to, it is quite easy to make an attempt at ruining your brand. The scary thing is that the business reputation could turn from five stars to no stars in flash.

Yes, the Internet is the information superhighway, but it is also the misinformation superhighway. It takes just one small comment to go viral and the repercussions could be astronomical. Why risk everything when a brand management company can cut negative publicity off before it ever goes before the public’s eye?