Project Proposal On "Effectiveness of Digital Brand Management"

Prepared by Mr.

Roll No :

XXXX XXXX University

Table of Content

Content	Pages
INTRODUCTION: OBJECTIVES: HYPOTHESIS: METHODOLOGY: PRIMARY DATA: SECONDARY DATA: BIBLIOGRAPHY:	

INTRODUCTION:

In an increasingly competitive world market, a key component of a healthy line is usually the brand that accompanies it .As valuable assets of your business , they realistically demand an
equivalent level of attention because the equipment during a factory or the cash placed in lucrative investments. While branding programmes are industry and merchandise specific, the essential steps necessary to sustain underlying marks demonstrate some consistency.
Since brand management is far quite just marketing your brand, it requires involvement from people in the least organizational levels, from your CEO to the individuals who create the products/services and those that interact with customers to supply sales, customer service or technical support on those products/services. This journey, from brand promise creation to delivering the promise offers many opportunities to influence customer advocacy and make brand loyalty.

Effective brand management requires quite managing the first brand elements of strategy, positioning, and identity. Components of Effective Brand Management include are: Transparency, Communication, Community, Engagement, Consistency and Integration.

OBJECTIVES:

1.   To know the various branding tools and models, current trends and dynamics in global branding.

2.   To facilitate sharing research based knowledge among academicians and practitioners on contemporary areas of Brand Management.

HYPOTHESIS:

1.   The brand Managers use various tools to manage effectively manage brands.

METHODOLOGY:
Study goes to be conducted within the district of Mumbai in Maharashtra.

PRIMARY DATA:
A questionnaire survey will be conducted for the purpose of the study. The study is predicated on primary also as secondary data. Primary data will be collected from a sample of 75 respondents of Kolkata chosen using non-probability judgment sampling and using a structured questionnaire.

SECONDARY DATA:
Secondary data is that the data, which is already alive . It will be collected mainly through internet and a few assistance will even be taken from books and articles. Secondary sources of knowledge will include publication of Self Help Groups, Journals and Periodicals.

BIBLIOGRAPHY:

http://www.goodwinprocter.com/~/media/Files/Publications/Attorney%20Articles/2005/Effective_Brand_Management_Strategies.pdf

http://www.getcustomerexperience.com/index.php?option=com_content&view=article&id=28:build-customer-loyalty-through-effective-brand-management&catid=5:general&Itemid=10

http://www.levelfivesolutions.net/resources/levelfiveBrandManagement.pdf