

THE ROLE AND SIGNIFICANCE OF THE BRAND FOR DEVELOPMENT AND PERSPECTIVE OF THE ENTERPRISES

Neritan Turkeshi

University “Mother Teresa” - Skopje, Republic of Macedonia, neritan.turkeshi@unt.edu.mk

Abstract: The brands are always recognized for the quality that is delivered to the consumers, the distinction that they offer to the markets while gaining additional benefits to the companies and organizations, and they can also be characterized through the products, services, corporations, personalities and location.

The influence of the brands cannot be overestimated, particularly taking into account the requirements of the organizations and enterprises to satisfy the needs of their clients and consumers, as well as to exist and compete in the market.

Brands are in need of a continuous development and care, in order to come up towards the requirements of the clients, who, whereas they remain satisfied from the product and the service, the market becomes more and more suitable for their promotion and the positioning of the brand becomes increasingly important, particularly in achieving and realization of the main goal which is to be different from the majority of the competitors in the market.

Key to the brand creation is the sustainability of the presentation, regardless what in fact the organization desires to share with its consumers. All that the organization creates, before anything else it has to speak about its brand.

The appearance of a sustainable image of the product often happens to surprise the consumer. Whatever element of communication is being used, including advertising and PR, or some other impact point, first and foremost, to the consumer has to be transferred an uniformed and unambiguous message.⁴⁴ From here, it can be verified with certainty that communication is one of the most important and key sources for creation of a quality brand.

The formation of the brand is a long and complicated process, which requires a quality cooperation with the team, as well as certain investments in the implementation of the previously well-advised marketing strategies. However, the investments themselves in this process will always pay off if are well thought and they increase the market value of the product, as well as to the company itself as a whole.

Every product can be a brand if the communication with the consumer is clear, systematic, sustainable and creative. In order to make this possible, the first step is a clearly defined creation of the brand strategy, which will be the ground for all future communication activities.

The brand strategy, where professional teams within the specialized agencies for branding and advertising in its processing are usually engaged, happens based on the detailed analysis of the product, the market, the competition, the needs, the desires and the habits of the consumers. From this analysis emerges what is called the essence of a product, its point of distinction in relation to all other products that fall into its category.⁴⁵

The brand represents a strong source of competitive advantage, as a sort of constant quality assurance that is knowable by name.

Primarily, through the formation of its brand is built the loyalty of the consumer toward the product or the service itself. The same are set in a particular brand and with it, it increases the direct profit of the company. This is of a significant importance because the expenses are four to six times higher when is invested in finding new consumers rather than maintaining the existing ones. Likewise, the consumer's sensitivity in the existing prices is also reduced and is strived more to convince them for the priorities of the competing brand.

Finally, the data from the abovementioned analysis and research shows that on the market the branded products are more purchased than nameless products and services. Accordingly, the brand keeps the value because it is accepted as a product with a higher quality, implying a higher value for the invested money by the users, respectively the consumers.⁴⁶

Keywords: branding, business success, enterprises

⁴⁴Dowling, G. (1996). “Managing Your Corporate Images”, p. 112-117.

⁴⁵Dowling, G. “Developing Your Company Image into a Corporate Asset”, p.46-53

⁴⁶The source comes from www.biznisnovosti.com

1.THE FACTORS FOR SUCCESS IN BRANDING

Usually, the success of a branded product or service which is sold on the market does not depend on what the company or the marketing team think about that product, but what the consumers and the users think about it. Also, one of the most important factors that affects a successful branding is the position of the product or the service itself, namely its brand, in the consciousness of the consuming target group in relation to the other products or services in the market.⁴⁷

However, for a company, it is no longer sufficient to have a better and more qualitative product, more affordable price, the best distributing network and the highest promotion, but of a great importance is also what the consumers know and think about the product which is being promoted in the market.

Accordingly, it is of utmost importance that basic marketing strategy should be based on what position has their product in the eyes of their consumers as a target group, namely their ideal buyers or users in relation to the direct competition of the organization in the market.

In today's contemporary economy, the consumer and his perception about the product and the service has the biggest impact on success or fall of selling a product. Also, one of the most important classical marketing theories, namely the so-called 4P (4P – product, price, place and promotion) has an impact on sales success, but today the position on consumer's consciousness is far more a decision-making factor for the sale success, and with it to branding itself of a particular product or service.

However, it's not so important to be always the first and the best in the market, because the good position in the market where the product is sold is also of great significance for branding the product itself in order to achieve success. For this reason, today, in the new economy, the good position in the market with a prior qualitative segmentation is also greatly important in the branding process of the product.

2.THE REASONS OF FORMING THE BRAND

The definition of the brand is usually represented by the consumers point of view, which indicates that the purpose of its formation is to increase the business performance of a particular company or organization through increasing the good-will principle, which can be defined if the brands in the consumer's consciousness can be easily recognized and, of course, if they create a much higher level of connectivity to the same.⁴⁸

From the very aspect of it, the successful brand management above all implies focus of consumers and the creation of consumer's values, while all the other benefits to equity owners represent the consequence of continuously generated values over a longer period of time.

However, if taken from the company's or organization's point of view, there are numerous reasons to build a successful brand, which is of utmost importance, because:

- ❖ *It facilitates the formation of a long-term and stable relations with the consumers, on the basis of which it generates long-term demand;*
- ❖ *It facilitates distinction and recognition in relation to competitor's offers;*
- ❖ *It protects from aggressive competition and presents a barrier to market entry to those that are not capable to compete with more powerful brands;*
- ❖ *It increases the attractiveness of the enterprise and affirms them as recognizable market players in relation to the other business partners;*
- ❖ *It strengthens the negotiating power of the enterprise, especially in negotiations with the suppliers;*
- ❖ *It reduces the impact of marketing crisis, and it relativizes the action of the competition;*
- ❖ *The consumer's response to the increase of the prices is highly non-flexible, while to reduction is much more flexible;*
- ❖ *The marketing communications with the consumers are more efficient etc.*
- ❖ *There is a greater likelihood of licensing;*
- ❖ *There are additional options for brand expansion;*⁴⁹

⁴⁷Hatch, M J. and Schultz, M. (2001), "Are the Strategic Stars Aligned for Your Corporate Brand?", p.72-78.

⁴⁸Blomback, A and Axelsson, B. "The role of corporate brand image in the selection of new subcontractors", p.23-52.

⁴⁹ Smith, I. 1994; Lovreta S. 2004; Kotler, P., Keller, K. L., 2006, p. 277.

The positioning of the brand is a key process for creation of a successful brand management. The brand must be geared toward the real consumers in a qualitative manner. Accordingly, the positioning is viewed as a process of creating an offer from the company and the respective image, pictures that will take the right and preferred place in the thoughts of the consumers from the targeted segment.

In order for it to be truly presented, it is necessary to recognize the attributes with which the consumers value the product, respectively the brands from the competition and to choose the position for the respective brand.

Because different segments value the brands differently, it is highly important to recognize and select the targeted segments, with which the offer of the enterprise itself can be primarily driven and adapted.⁵⁰

3. THE MEANING AND THE IMPORTANCE OF THE BRAND

The meaning of the brand reflects the perceptions and the beliefs of existing and potential consumers in relation to the brand itself. The same holds a kind of trust that needs to satisfy the requirements of the consumers, while signaling qualities of the product or the service that are related to the brand, and at the same time creating additional values such as emotional, social and self-reflective values, which are not directly related to the characteristics of the product or the service.⁵¹

To the consumer, the meaning of the brand produces a kind of association in a manner that it reinforces the values that the offer holds to the consumers. However, the meaning of the brand is a subjective matter, and accordingly it is closely related to the group of the targeted consumers.

One of the elements that marks the meaning of the brand is also the logo, which is usually characterized by dynamics, variability and easy recognition. The logo enables the consumers and users to easily identify the brand from the others on the market, as well as the values behind it.

The logo usually symbolizes the orientation of the company or the organization, primarily oriented to the user. Usually, the logo combined with more elements enables creation of truly personalized messages. The messages that are thus transferred, usually speak about the personalities who have their own attitude, opinion and in their own way perceive things around them. The most used platforms are based on the idea that the product should be used as a tool through which the consumers usually express themselves, their attitudes, opinions and desires.

CONCLUSION

In order to achieve a successful implementation of branding (especially the internal one) in particular company, the quality realization of the plans and strategies carried out by the corporate marketing team is of utmost importance. The more the inner branding is explored, the more it's possible to safely conclude that this kind of branding is with the most important impact for a successful implementation of the majority of a particular company's commercial strategies. Therefore, one of the most successful ways for a company to implement a successful brand and to implement a quality strategy of branding, is by mediating to its employees themselves, and with the effective deliverance of the promises that the brand holds with it for their target group of clients, respectively the consumers. Thus, in this way, most of the business strategies that are implemented by the corporation, can be successfully implemented, enabling the business plans to be achieved by the corporation.

However, in order these strategies to be successfully implemented, first of all the greatest need for the company will be the quality implementation of the inner branding strategies. Therefore, precisely the fact that this type of brand management and the direction is still new, some techniques and equipment have recently emerged that enable the successful implementation of internal branding in certain company.

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