Slide 1



Slide 2



Brand management refers to the collection of marketing tactics that a company uses in order to increase the perceived value of its services or goods to the market (Farjam and Hongyi, 2015). In order to properly manage a brand, an organisation must establish a profitable connection with its target market. Effective brand management also allows an organisation to charge a premium price for its goods and to foster customer loyalty. This presentation will cover various aspects of brand management broadly concerning Melrose Industries (MI Plc.). Melrose Industries (MI plc) is a UK based company that is actually involved in manufacturing activities. It includes oil, electricity supply, as well industrial activities. The company has 5 arbours in the UK with Netherlands, China, Republic of Czech and US. The company supply all the resources based on its customer. It operates its all activities by measuring customer choices such as need, wants and demand.

Slide 3



The function associates an organisations material, wealth, capital with other organisations for the purpose of completing the marketing objectives (Ali, 2018). There are some ways by which MI plc may expose its outstanding activities to its ultimate user using marketing tactics such as advertising that may be occurred by benchmarking through checking the competitor’s performance. MI plc can go for a good relationship with competitors by utilizing the ability of the target audience. To be a good branding position collaborative marketing provides:

* To progress in advertising using different media
* The chance to increase the potential customer for the brand.
* Reduce the per cost of products.
* To choose the right partner for brand recognition.
* The opportunity to expand the business by marketing.
* The basis for turning ideas into clear goals.
* Short term and long term strategies for action (Farjam and Hongyi, 2015).

The chosen organisation MI plc should use collaborative marketing tools. This organisation can collaborate with two or more groups for creating a good team that must be identical and distinct.

Slide 4



This is a reciprocal understanding of more than two organisations where one organisation boost another organisation to continue its operations by maintaining all task very smartly (Farjam and Hongyi, 2015). To be successful in the branding partnership MI plc should go for co-branding. Co-branding provides customization that sees the deep connectivity for the company’s materials, input, process. For a win-win relationship, MI plc must create the position for good co-branding by promoting all the products on social sites such as Facebook, Instagram, Pinterest etc. MI plc can get help from this and these are:

* By giving opportunities to add more products
* To enter into new markets without any barriers.
* Giving the chance for spreading the risk into different markets.
* Give chances to go for retailing business as well as advertising opportunity with cooperation.
* Increase the selling with more profit (Leek and Christodoulides, 2011).

Slide 5



Using a specific brand, when a company increases the product variety by proposing additional lines for the products is called brand leveraging.MI plc can go for the brand leverage option because it will provide more chances to sustain in the long run (Farjam and Hongyi, 2015). The company will be able to identify its strengths by giving customers quality products with more attributes if combines the brand leverage. For this, MI plc must understand the behaviour of its ultimate user that will give it a good position for brand development. Every company should think more deeply about its brand by creating a relation with the partners. The company should leverage the brand through improving individual, attitude or private position through branding that develops the image. MI plc must maintain consistency to continue with brand leverage. It will be able to offer verities products by involving with leverage that will increase its efficiency and effectiveness (Pratt and Nunes, 2012).

Slide 6



When a company have two more brands but uses only the founded brand for the new product launching is described as brand extension.To make more profit, MI plc should extend its business by expanding all products or services that will also decrease the risk. Even to minimize the false decision for the extension, it should create a standard criterion that will be matched by the related products (Farjam and Hongyi, 2015). Brand extension is best applied for the new products and adding new products that occurred by launching a new journey. It is a good strategy for MI plc because it provides more benefits such as brand extension always seeing the instant and present needs of the customer.

* It always matches the new product with original products yet it adds new characteristics for product demand.
* For new products launching, it adds image, philosophy, popularity with the brand attachment. Also to become successful in the journey of branding position of the business brand extension will give MI plc the better opportunity for good decision making by utilizing the brand management.
* There have some criteria such as lower price, quality with high design, reputed characteristics etc (Fahmi Al-Zyoud, 2018). Using these methods MI plc can extend its brand in the present or future market.

Slide 7



There is some way that helps to measure successful and sustaining journey for brand equity. It must be quick, fast, clear as well as understandable. There must be brand awareness by using questionnaires, surveys etc. with the performance matrix (Fessler, 2014). Even, MI plc may create a financial standard to raise the profit with capital. Output measures must be done through brand equity. For managing the brand some principles must be measured. Such as, identifying the brand, assuming the brand as a core concept. There will be principles like unity, unity and unity with beginning the internal checking (Syed Alwi, Muhammad Ali and Nguyen, 2017). Also, have to add the pathological balance, entitle the brand keeper, elasticity with consequential performance. Besides these brand management process sees those principles that achieve goals and objectives for the whole company by observing mission and vision. For measuring and managing the brand value, David Aker brand equity model is best applied here. MI plc can measure its brand value using this model:

**Brand awareness:** David Aker gives this term for brand equity that guide the closeness of the customer for specific products which includes new product consistency as well as differentiating the products from other organisations. Here social activities are so important part of the marketing of brand awareness (Crittenden, 2012).

**Perceived quality:** The expression of customer knowledge about products that emerged from goods tangibility, sensory touch, sound with silence meaning is the perceived quality. MI plc needs to understand the perceived preferences of the customer as it wants to reach the target audience.

**Brand association:** The set for the memorable qualities which gives the customer to say hi or her expression with proper communication is the brand association (Syed Alwi, Muhammad Ali and Nguyen, 2017). Her have some attributes by which the organisation can separate its products from competitors’ products and services.

**Brand loyalty:** If there are repeated purchase by the customer that is randomly but not selected and where the customer does not go for substitutes options for purchasing is the brand loyalty. Here the main reason is that there are so loyal because they got their expected products from that brand as result they adhere to one brand and cannot imagine buying from another brand (Fessler, 2014).

Slide 8



MI plc can use several techniques to manage and measure the brand value. It is a process that gives the organisation a clear guideline by prescribing goals, objectives, vision and mission (Crittenden, 2012). Even strategic intent is also considered here for measuring the overall outcome. There have monetary performance and other issues that help for good decisions as well as increase the company’s internal strength. As a result, all weaknesses can be minimized that develop a strong and enduring brand. There some tools and techniques for measuring brand value such as-

* Fitting the objective for the brand
* Make the measurement point.
* Complete the brand lesson and solution.
* Take correct marketing tactics for marketing plan (Ali, 2018).

For good measuring, the first and foremost step is to set the goals and objectives. MI plc arise some questions to set their target and this question will convert into ultimate objectives. To improve the brand market, sharing with audience preferences is the main target for fitting the objectives.

In the second point, there should be some techniques where MI plc will measure different mechanisms by consumer targeting from the first step and also show them on graph, chart and tables. Here mathematical and statistical tools are very important that helps to survey the population by case study development and measuring the final budget for proper scheduling (Crittenden, 2012).

In the third point of measurement, the company should analyse all measures like gross margin, net operating income, balance sheet with the cash flow that will give quick results. In the last point for measuring the brand value, there need to update all the database by taking the help of marketing strategy. Because here the company need to take corrective action by removing all barriers of measurement (Syed Alwi, Muhammad Ali and Nguyen, 2017).

Slide 9



MI plc should evaluate the branding criteria with proper branding management process as well as consider brand value. Good branding is a tool for the MI plc that provides the chance for exposing new ideas that may be achieved when there will not only profit maximization but also wealth maximization. It also gives employees the opportunity where they will able to develop their careers through proper communication and understanding. In the modern world, the competition is so intense where branding took a big position in the market (Fahmi Al-Zyoud, 2018). MI plc should go for collaboration marketing by conceptualizing the mutual understanding and trading development activities. Even classifying with some categories of competitors for the branding personality may give the correct direction for branding collaboration. Also, there must have a good strategy and plan for the whole process of collaboration. The norm and value for the brand is brand equity. It is important for the firm. MI plc must use the fundamentals of brand equity to succeed in the long run but manage short-run operations. To sustain in the long run branding is so important that can be described like to gain customer attention by retaining them. Branding value is so important by which it can succeed in the business (Crittenden, 2012). MI plc should create brand personality using its core values as well by making concepts. They're also a need to create brand value by maximizing profit.Product design helps to create the brand value where MI plc may appoint a designer for designing the branding condition. For a good brand, there should be the proper identification of the brand by which it will be able to maintain consistency and flexibility. It is a very necessary part for an organisation because it gives the customer an overview of a specific product by which consumer becomes more engaged in their daily activities to purchase (Ali, 2018). As a result, there have more opportunities to increase the market share by adding premium prices for each product. In a word, brand value and equity provide a good strategy for a good branding situation.

Slide 10

