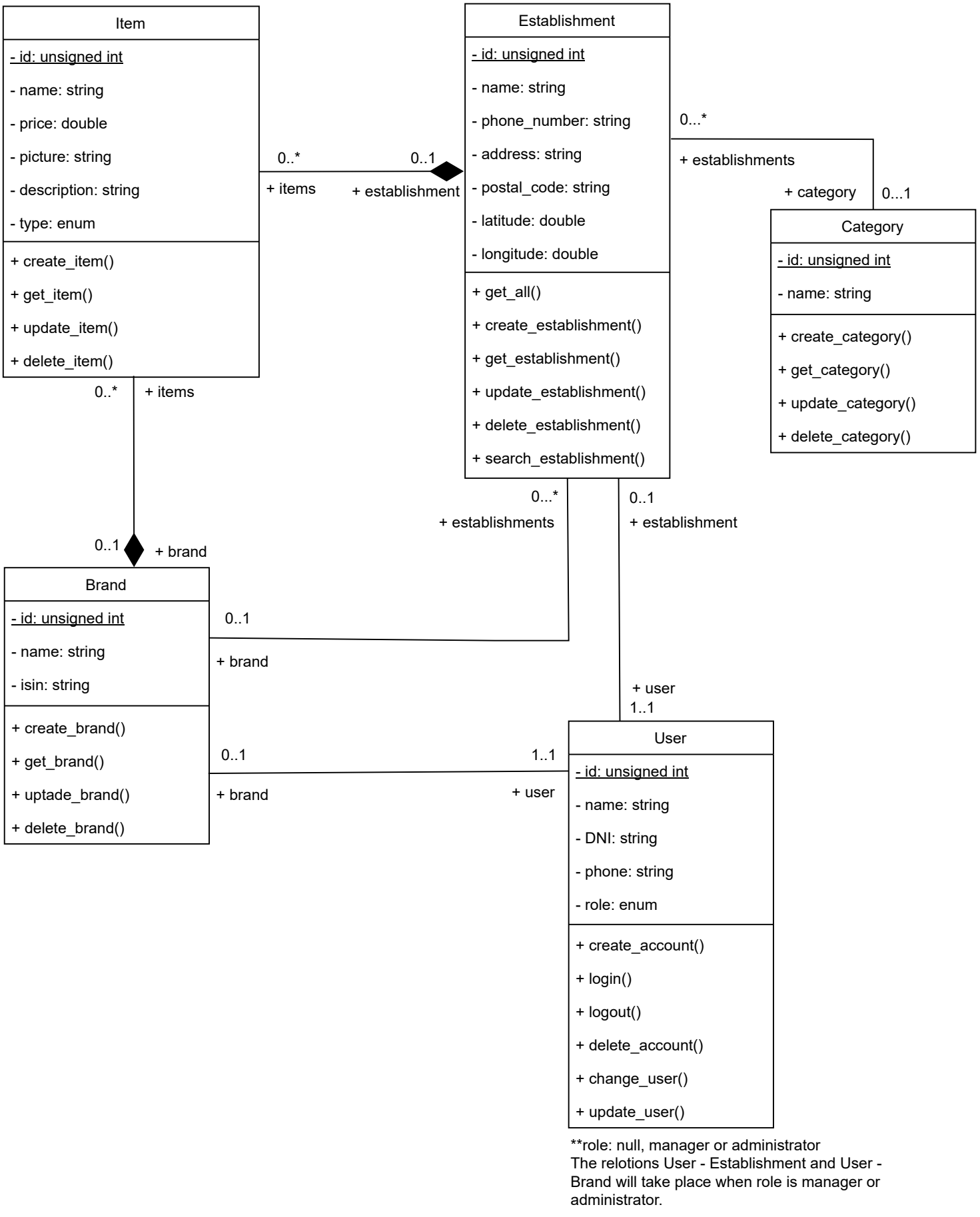
An item belongs to a brand or an establishment, not both at the same time



**role: null, manager or administrator
The relotions User - Establishment and User - Brand will take place when role is manager or administrator.