

CORPORATE BRAND MANAGEMENT IN MARKETING SYSTEM OF THE REPUBLIC OF UZBEKISTAN

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ABSTRACT

The article discusses the concepts of a brand, a brand, features of a corporate brand, their relationship and place in the marketing system, explores the existing scientific concepts of product branding, identifies the components of a corporate brand, discusses the formation and management of these components, develops a model for the formation and management of a corporate brand and an algorithm formation of a corporate brand, a methodology for assessing the position of a corporate brand, including the evaluation of the components of a corporate brand, is proposed, rove Dena testing pattern formation and management of corporate brand for example, one of the largest industrial holdings.

KEYWORDS: corporate image, identity, individuality, philosophy, mission, reputation

INTRODUCTION

The relevance of the topic of corporate brand management in the marketing system for national companies is especially acute. On the one hand, global brands are conquering the national market and many domestic companies are already starting to allocate significant funds for the formation and strengthening of their own brand. In this regard, managers need a practical tool for adequate action. On the other hand, the issue of the formation and management of the corporate brand of national enterprises has not yet received sufficient coverage in the specialized literature on marketing management published in our country, which determined the choice of the research topic and its relevance.

For modern strategically oriented companies, the issue of increasing the value of the company in the long term, which has shifted the previously primary task of obtaining short-term profit, is becoming increasingly important.

The existence of global companies is now focused not so much on the demand for products that they produce on the market as on maximizing life expectancy through successful business activity, perhaps even in various industries and sectors of the economy, and this is the main marketing task.

The most important intangible asset that is at the disposal of the company becomes a corporate brand, as a kind of irrational component, testifying to the history, experience, uniqueness, principles of the company, its aspirations.

There is a concept of value added, for which, on the one hand, buyers are willing to pay in order to use the services of this company, and on the other hand, which represents real consumers who are loyal and share the company's value system.

There are a number of long-term benefits of building a strong corporate brand. Creating a corporate brand, the company gets the opportunity to take market share, set a higher price or resist the price struggle, reduce the cost receiving resources. In addition, brand promotion is a long-term investment that not only leads to an increase in sales in the present, but also reinforces a favorable perception of the company in the minds of interested groups, ensuring a stable cash flow and increasing its market capitalization.

LITERATURE REVIEW

A large number of works in foreign and domestic literature, as well as in periodicals, are devoted to the problems of brand management and marketing communications. A significant contribution to the study of these problems was made by such authors as: D. Aaker, I.V. Alyoshina, T. Ambler, I.A. Arenkov, J.P.

Baudoin, S. Black, F. Boari, A. Weissman, T. Gad, Sandwich, G.L. Tulchinsky, E.A. Utkin, J. Ellwood, D.O. Yampolskaya and others.

MATERIALS AND METHODS

The theoretical and methodological foundations of the study are the works of leading foreign and domestic authors on the problems of international marketing, trademark management (brand management), strategic management, public relations, marketing communications, as well as materials from international and domestic rating agencies The Financial Times, “The Fortune”, “Expert”, “Institute of International Law and Management”, materials of periodicals.

RESULTS

Based on the research, scientific branding theories, the author identifies the following components of a corporate brand: corporate image and corporate reputation (Fig. 1).

Using this hypothesis, the author proposes a model for the formation and management of a corporate brand (Fig. 2).

The model determines the principle of forming a corporate brand, which, according to the author, is as follows. The company interacts with its market environment, consisting of various interested groups, and the researcher identifies two types of interactions; business activities of the company and specialized communications arising from interaction with the company.

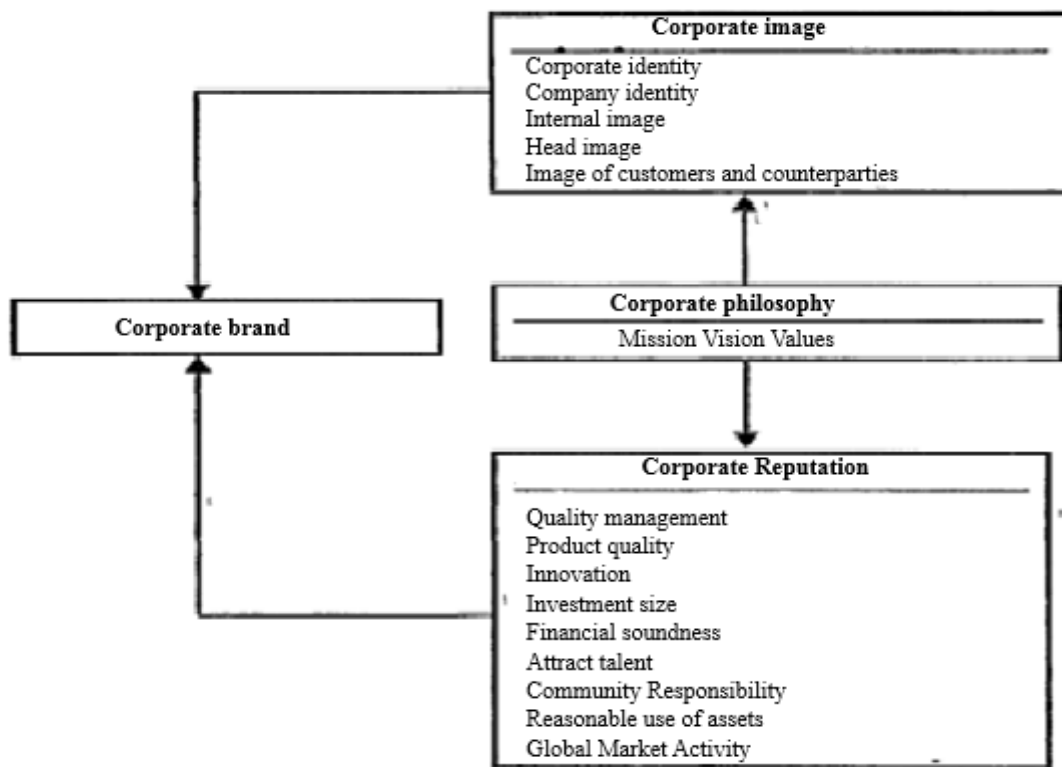


Fig. 1 Components of a corporate brand

As a result of communication, interest groups form an emotional perception of the company, which determines the image of the company, and in the process of business activity, they develop experience in interacting with the company, which is reflected in such a category as the reputation of the company. At the same time, the researcher notes that successful the formation of a corporate brand requires a relationship between the communication strategy and the current activities of the company. This relationship is achieved if the management of the company is based on the core values of the company, including individuality, mission, and vision.

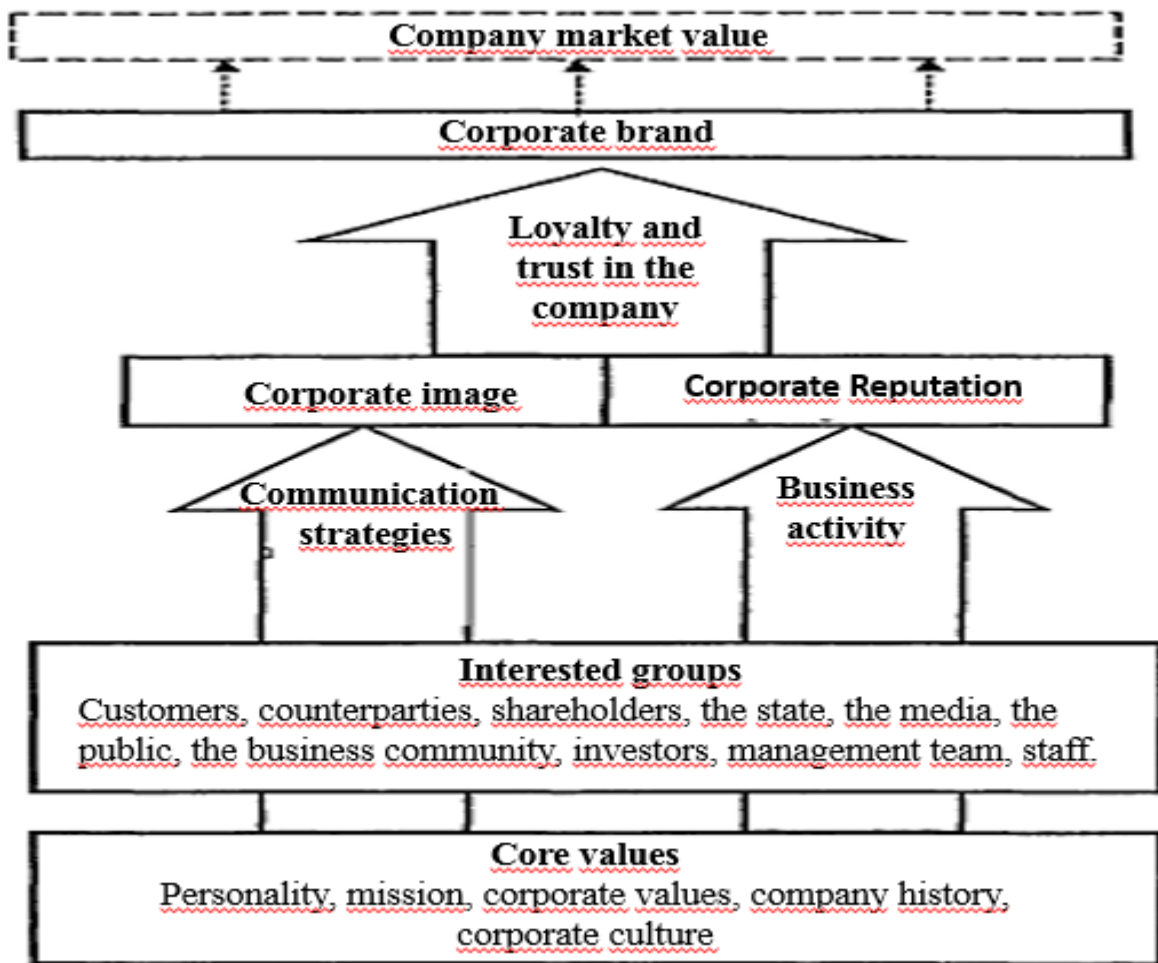


Fig. 2 Corporate brand formation and management model

This model allows us to offer the following algorithm for the formation and management of a corporate brand.

1. Definition or adjustment of the company's core values (mission, vision, corporate values, history).
2. Identification of priority interest groups for which it is necessary to form a definite opinion about the company.
3. An audit of the existing image and reputation among the main interest groups, ie identification of prevailing ideas about the object.
4. Determination of preferences and expectations of interested groups in relation to the company.
5. Development of the concept of corporate image and reputation by taking into account the expectations of each interested group, ie, constructing the image and reputation of the company as a response to its preferences.
6. The choice of means of marketing communications through which interaction with priority interest groups will be carried out, i.e. strategy Development image formation, action plan.
7. The direct formation of the image, that is, the translation of the constructed model into reality through the implementation of strategic and operational communication plans of the company.
8. Development and implementation of programs to enhance the company's reputation, which may include activities such as. management system certification, development of corporate culture, other long-term programs.
9. Monitoring and control of compliance with specified characteristics, image and reputation in the presentation of each interested group, that is, monitoring the implementation of the plan, measuring intermediate results, adjusting both the concept itself and the strategic and operational plans for its implementation.

As follows from the algorithm, important tools for managing a corporate brand are methods for assessing the components of a corporate brand: corporate image and reputation.

For the assessment of corporate image, the candidate suggests the following method. Representatives of interested groups use the expert method to evaluate the corporate image for each component.

This assessment is supplemented by an analysis of information about the company in the media and an expert analysis of corporate identity attributes, which increases the objectivity of image assessment and allows to identify factors that determine the image of the company.

In foreign and domestic practice, much attention is paid to assessing corporate reputation. The researcher existing methods, reputation assessment and proposed a set of indicators that most accurately describe the essence of corporate "reputation. In addition, the author examined the existing methods of assessing the level of reputation and assessed their availability in the national context.

CONCLUSION

Exploring the problem of forming a corporate brand, the researcher analyzed the organizational issues of the formation and management of a corporate brand. So, according to the author, successful corporate brand management is possible only if there is interest on the part of the head and owner of the company, therefore, corporate brand management should be carried out at the level of the company's board of directors.

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