

Міжнародний круглий стіл «Бренд-менеджмент: сучасні інновації, тенденції та міжнародні практики»

All this resembles the behavior of girls from various subcultures who gather in small groups, dress differently from everyone else. Unusual clothing style gives them the opportunity to consider themselves unique, not like everyone else. They talk about their complex inner world and special philosophy. Often this is simply a rejection of the philosophy of this world.

Who wears Prada? This is a bohemian person who loves art, has a fairly high IQ and her own opinion on any occasion. She has a subtle sense of balance and harmony and is not afraid to sometimes seem funny or strange. The main thing is that the image is conceptual. She loves coats and wears them all year round, but if an important event is ahead, she will shine like no other! If you have traditional ideas about beauty and femininity, it is difficult for you to find something desirable in Prada clothing collections and you have to be content with several models of bags.

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Creation and development of brands as a condition for ensuring the competitiveness of companies in the economy

CREATION AND DEVELOPMENT OF BRANDS AS A CONDITION FOR ENSURING COMPETITIVENESS OF COMPANIES IN THE ECONOMY

Alina Kazanzhi

The concept of brand

- **Brand** - a necessary component of economic turnover in countries with a long history and experience of market system development.
- In the current conditions of the global economy, when the world market competes not for goods but for well-known brands, well-known brands become a necessary condition for the firm's stable position in the world market. Global, regional and national brands of the world's leading corporations influence the minds of consumers, shaping their tastes and preferences.

BRAND

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The essence of the terms "trademark" and "trademark" are quite common in the economic literature:

- A trademark is a specific sign, symbol, word, or a combination of them that is used to identify the goods and services of one manufacturer among the goods and services of other manufacturers.

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• Branding is the science and art of creating and promoting a brand in order to form a long-term advantage to it.

Branding opportunities. In particular, branding allows:

1. Maintain the planned sales volume in a specific foreign market.
2. To ensure an increase in profitability as a result of expanding the range of goods and knowledge of their unique qualities;
3. To reflect in advertising materials and campaigns culture of the country where the goods are made, to consider inquiries of consumers.

The process and stages of planning and creating a brand strategy.

Brand strategy is a set of tangible and intangible characteristics of a product or service that form the consciousness of the consumer, the motivation of his behavior when choosing a product and ultimately determine the position of the product or service and the firm in the market.

Stage 1: - selection of the object (goods, services, technology);

- comprehensive analysis of the external environment of the target market;
- choosing an attractive company name and the name of a product or service;

Stage 2: - adaptation to the conditions of the host country corporate style and product design;

- ensuring the legal protection of the trademark in the host country, preventing unfair competition in the market;
- analysis of consumer reaction in the host country market.

Stage 3: - economic analysis and evaluation of the results of brand use in order to implement certain corrective measures in the implementation of brand strategy

Among the most famous brands in the world are: Apple, Google, IBM, Coca-Cola, AT&T, Microsoft, Marlboro, Visa, Chine Mobile.

Conclusions: International competition forms new models of consumer behavior in target foreign markets, which objectively determines the need to improve the technologies of international marketing activities, including the formation and development of brands (global, regional and national).

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