

Retail Branding and Strategy SOLVED NOTES EBOOK CHAPTERWISE



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Short Description

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Description

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PREVIEW OF CHAPTERS SYLLABUS

Retail Branding and Strategy

Unit – I

Brand – Meaning – Definition – Role of Brand – Brand Positioning & Personality of a Brand

Unit – II

Consumer's concept of 'Self-Image'- Brand Proposition – Brand Name & Brand Awareness

Unit – III

Managing Brand Portfolio – Contemporary view of the role of Brand Management – Various issues related to Brand Management – Process involve in Building & Managing Brand in retail management

Unit – IV

Approaches to strategic Management – Approaches to Strategic Analysis of the retailing environment – Approaches to the analysis of resources – Competence and Strategic capability – Application of technique such as Value Chain Analysis & Bench Marking

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