

Improving Brand Management In Commercial Enterprises

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Annotation. *The article considers the concept of brand management of trade enterprises, as well as its essence in relation to modern conditions of transformation of market relations. The specific functions of the brand management of trade enterprises in terms of marketing orientation in the context of its elements are identified.*

Keywords: *marketing; brand management; company image; product brand; consumers; positioning; the target audience*

The role and place of the brand in modern society has been formed over a long period of development of human civilization. Separate proto-elements of future trademarks appeared in the primitive communal formation, the period of existence of which was marked by the emergence of iconic symbols. Festive clothes, embroidery, ornamentation, amulets, tattoos and cave paintings were the first forms of demonstrative symbolism. Special symbols and signs determined the social status of members of the tribe and were used to indicate the belonging of things and objects to members of the community. In the period of antiquity, artisans began to use special designations, which fixed the names of manufacturers on products. The potters of ancient Greece left a thumbprint or scratched their initials on the pottery they made. Similar signs were found on bricks discovered during excavations of ancient Rome, and on ancient Chinese porcelain.

The high degree of development of engineering and technology has reoriented modern business to brand competition, the strengthening of which provides enterprises with significant advantages in the market. Modern brands are important elements of the activities of enterprises, symbols of commercial activity, occupying a significant role in consumer consciousness and causing a holistic set of associations and images. Brands, unlike products, are not formed in production, but are created and exist in the consumer's mind, providing an emotional connection between their perception and product functionality.

Brand management is an internal and external communication policy of an enterprise aimed at conveying a single, identified idea to the target audience, managing this audience.

Brand management is a managerial activity aimed at creating a long-term advantage in an enterprise based on increasing the influence of a brand on the consumer, elements of advertising and positioning, united by a certain idea, which distinguish the enterprise from competitors, create its image.

The need to use the concept of marketing in the brand management of commercial enterprises is due to the following factors:

- focus of the enterprise on the consumer;
- aggravation of competition, which is associated with the entry of many enterprises into the market;
- significant structural changes in domestic production lead to the division of sales markets and force us to constantly look for new market opportunities;
- growth of consumer demands leads to aggravation of non-price competition;
- accelerating the pace of socio-economic and scientific and technological progress leads to a sharp increase in new activities, reducing the life cycle of goods, services, enterprises;
- growth of consumer self-identification;
- constant changes in the emotional perception of consumers;
- increase in actions and emergencies in the external environment in relation to enterprises.

Thus, the brand management of trade enterprises in terms of marketing orientation is always aimed at achieving specific goals, and must also be based on certain principles and implement the designated functions.

Functions of brand management of trade enterprises in terms of marketing orientation:

- marketing research;
- innovation management;
- managing sets of brand attributes;
- brand lifecycle management;
- brand competitiveness management.

Means of implementing the brand management of commercial enterprises in terms of marketing orientation: product; price; separation; communications - mix; staff.

Activities in the field of brand management implement both general management functions (planning, organization, motivation, control) and specific ones.

Specific elements of the brand management of commercial enterprises in terms of marketing orientation include the brand of the product and the image of the enterprise.

At present, the brand management system of commercial enterprises cannot be improved by changing individual elements, but requires a fundamental change in all the main components. At the same time, it should be borne in mind that all elements of brand management must be considered not separately, but in their relationship. This is possible only if a comprehensive brand management system is created based on marketing, which will be the further goal of work in this direction.

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