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Brand as a strategic resource of a company

Key words: brand, brand strength, brand value

Summary: Having a strong brand and effective management thereof provides companies with a strong instrument with which to compete. In a recognized brand customers notice significant emotional benefits, which has a direct impact on the increase in the value of the product to the customer. A strong brand is becoming a way of distinguishing between the company with its products and the competition, and a way to build a sustainable competitive advantage as well as enhance the value of the company. The brand is one of the sources of the company's value and the brand value positively influences the value of the company. Makes, brands, logos—these concepts are becoming increasingly important for Polish companies. It is not only the effect of increased competition on the Polish market but also of the foreign expansion of Polish enterprises, which is rapidly accelerating. Having one's own well-known brand is a guarantee of profitable exports. The brand is the capital that needs to be nurtured, wisely managed as well as multiplied. A strong brand is the outcome of good investment that provides higher income and greater investor interest. Strong Polish brands conquer not only the domestic but also Western markets: Polish food, cosmetics, furniture or boats all provide the Polish with reasons to be proud of. The strength of a brand lies in its unique character, the impression it evokes and, frequently, the social status it indicates. A mere creation of a strong brand allows for building a market position and achieving a sales success.

1. Introduction

The aim of the operation of most businesses is to create value for their shareholders. The sources of value of enterprises continue to evolve, with companies seeking new ways to gain a competitive advantage on the market. Poles believe that Polish companies have already reached international standards and offer products and services as good as those of their foreign competitors. While filling up at an Orlen pet-

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rol station, we do not feel worse than at a BP or Shell. PKO BP innovative products stand firm against the offers of large Western banking groups. Most Poles are proud to own such strong brands. We are proud of the Polish companies successfully competing with foreign giants (1).

The pride taken in Polish companies is growing and will continue to grow with the spread of globalization. In the early 1990s Poles were fascinated with foreign brands whereas Polish brands used to be associated with low quality. At present, what is foreign does not shine any longer, whereas what is 'made in Poland' is becoming more valuable. What is more, to be an economic patriot in Poland is much easier today than it used to be when state enterprises were backward and generated losses. A Polish consumer, if they wanted to be faithful to Polish brands, often had to reckon with the fact that they supported unprofitable projects that aggravated the state budget. Today this dilemma is already almost gone. State giants (with few exceptions such as PLL LOT) not only do not bring losses to the budget but pay dividends; in 2012 they amounted to 8.2 billion PLN, in 2013 the government estimates them to amount to 5.6 billion PLN (1).

Looking for new sources of value, companies are increasingly emphasizing the role of off-balance sheet intangible assets, which could include: the importance of the brand, image, organizational culture, customer loyalty or human capital. Investments in tangible assets are being replaced by allocating funds in intangible assets. A special place among off-balance sheet intangible assets is occupied by brand. A strong brand is becoming a way of distinguishing between the company with its products and the competition, and a way to build a sustainable competitive advantage and enhance the value of the company. The brand is one of the sources of the company's value and the brand value positively influences the value of the company.

The purpose of this article is to show the growing importance of the brand in the construction of the company's strategic resources. It can be assumed that the brand can significantly affect a company's ability to gain competitive advantage as it increases the market value of the company.

2. Definitions of the brand

The variability of the market conditions in which businesses operate means having to find new sources of competitive advantage. Attributes such as low price, innovative technologies and a well-built distribution network are easy for the competition to mitigate. Desired are elements which are difficult for competitors and rivals to copy and which at the same time allow for achieving a sustainable competitive advantage (2, p. 57). The creation of a strong brand is the goal of many managers. A strong brand is a brand that is acquired by a lot of buyers, a brand which makes the buyer forget about the price, a brand which offers buyers more than an average brand

(3, p. 42). The brand is a strategic resource of a company; consequently, brand management directly translates into earnings and thus the value of the company (4, p. 46).

In the Polish legal system a precise definition of the term 'trademark' is included in Art. 120 of the Act of Industrial Property Law of 30 June 2000. Paragraph 1 of that article indicates that any sign capable of being represented graphically may be considered as trademark provided that such signs are capable of distinguishing the goods of one company from those of other companies. In paragraph 2 of the same article the legislature added that trademarks, within the meaning of paragraph 1, can be, in particular, words, designs, ornaments, combinations of colours, the three-dimensional shape of goods or of their packaging, as well as melodies or other acoustic signals.

All in all, definitions of the brand can be divided into two main groups:
– brand as an element added to a physical product (narrow definition);
– brand as a whole, together with the physical product (wider definition).

It is only the narrow definition that can be in accordance with the definition of a trademark.

In contemporary economy, an appropriately created and promoted brand often turns out to be a source of competitive advantage. The world of brand is run by the brute law—the strongest is the winner. That is why a mere creation of a brand is not enough; it needs managing. Brand management is a complex process involving the development, protection and use of its capabilities and, if necessary, modification of the brand. Only by means of effective brand management its potential can be fully exploited (5, p. 61). Standard elements of the brand building strategy, marketing research, advertising campaigns, price reduction and improving quality do not always prove effective. Increasing brand value is associated with recognizing its character and taking only such activities that are consistent with the message it sends to current and potential customers (6, p. 51).

Brand is a very complex concept and despite many attempts to harmonize its definition, experts still do not agree on which of them is most appropriate. An overview of theoretical approaches to the term *brand* is presented in Table 1.

Table 1

Brand as defined in the literature

Definition	Author
Name, date or any combination thereof designed to identify the goods or services of the seller or their groups, and distinguishing them from the competition.	Ph. Kotler
The name, concept, or a combination of these elements created to denote a product (or service) of the manufacturer and differentiate it from competitors' 'offer'; the brand may consist of a brand name (the verbal part of the brand that can be reproduced orally) and a brand sign (recognizable but not orally reproducible part of the brand such as a symbol typeface, characteristic colours—a combination of colours, arts element).	H. Mruk I. Rutkowski

A product that provides functional benefits plus added values that certain consumers appreciate enough to make a purchase. It highlights the fact that in marketing the approach combining the three meanings of brand (brand as the designation of a particular item assortment, brand as a synonym for a trade mark in legal literature and legal acts, and brand as a shorthand of a clearly evaluative tone, indicating the market product image) is of fundamental significance.	J. Altkorn
The combination of a physical product, brand name, packaging, advertising and accompanying activities in the field of distribution and price, is a combination which—while distinguishing the combination of a given marketer from offerings—provides the consumer with outstanding functional or symbolic benefits, whereby creating a loyal group of customers, which enables it to achieve the leading position on the market.	J. Kall
Name, symbol, design that help distinguish one company's offer from competing products.	T. Watkins
The quality, the type of products of a given company: a product of a good, bad brand (opinion, recognition, fame); to have a good, bad name.	A Dictionary of the Polish Language
The term, symbol or graphic design, or any combination thereof, whose aim is to identify goods or services and distinguish them from goods or services offered by the competition. In a broader sense, a brand is a bundle of functional and emotional values that communicates and affects emotions.	American Marketing Association

Source: (7, p. 10; 8, p. 15; 9, p. 153).

While analyzing definitions of the brand presented in Table 1, it can be seen that the brand is perceived through the prism of a name, term, symbol, design or a combination thereof established to identify the goods or services of the seller, and distinguishing them from among the competition. In fact, brand is understood much more widely. The brand is of particular importance in the services market, where trust and security count most of all, and where it is more difficult to refer to the material aspect of the product. The brand triggers more or less strong emotional associations in the mind of the consumer. Therefore, in the process of building the brand position, what counts once and for all is its emotional content (10, p. 97).

3. Brand value

Brand value is essential in building the marketing as well as brand development strategies of companies. Along with a growing influence of strategies based on the principles of Customer Relationship Management (CRM), it is customer orientation rather than product orientation strategies that are gaining ground. Customer orientation imposes care about the product, about the image of the brand, its distribution, support and complementary services. Those who reflect on the meaning of the term in the theory and practice point to the fact that the value of the brand is not only dependent on the objective and the 'hard' economic factors, the financial results of the company producing it and the company's balance sheet, but also on the image of the brand. Before purchasing a product, a consumer creates a brand image based on incomplete and, by and large, intuitively processed information. A consumer may even have a tendency to overestimate the value of the product, especially when its price is high or it is made by an enterprise that is well known on the market. On the other hand, there are also cases when a product, e.g. a second-hand car, is undervalued simply because a buyer finds it difficult to estimate consumption level. The value of a brand can be different from the point of view of first-time buyers if they measure the value immediately after the purchase; it can and will be different from the perspective of end-users who have got to know the brand well enough during use or consumption. The brand is some kind of purchase safeguard, thereby saving the customer time and money. In the opinion of customers, the purpose of brand creation is to receive—as a result of the purchase—some higher value than the expense incurred.

Mutual relations of several terms concerning the value of the brand can be understood as:

– a separate value in the economic sense, the position in the balance sheet, the value of marketable equity excluding financial and material capital;
– measure of the strength of consumer loyalty, brand loyalty and brand strength;
– description of associations and perceptions that consumers relate to the brand, the brand image.

Five components of brand value can be distinguished:

– brand loyalty;
– brand awareness;
– perceived by consumers as brand quality;
– consumers' other associations with a brand (components of brand image);
– other components of the brand.

The key term here is the concept of customer loyalty. There are different approaches to the issue of brand loyalty.

Loyalty can be understood as consumer purchasing behaviour, i.e. whether a product of a given brand is purchased, how often, how regularly and what quantity of the product of a certain brand is purchased, whether it is constantly the same brand and whether the purchases are restricted to that very brand only. It is the so called behavioural understanding of loyalty. Statements regarding future purchases, their frequency and/ or size can be included here. Brand loyalty can also be understood as a declared loyalty to the brand. Declarations are treated as indicators of attitudes in the psychological sense. There are several ways and scales, checked in practice, to measure attachment. In modern loyalty measurement tools behavioural and psychological approaches are combined. They comprise three components:

– cognitive (brand image);
– emotional-evaluative (assessing, evaluating);
– behavioural (acquisition, rejection of alternative acquisition and consumption).

Applying the principles of CRM involves the use of the term and a specific understanding of the concept of brand value. CRM involves customer orientation through the improvement of strategically important characteristics of the product, the brand, in the broad sense of the term. Concepts of new marketing strategies do not lead to the rejection of the old orientation, but to enriching the perspectives and integrating different goals.

The *Rzeczpospolita* daily publishes an annual ranking of brands; in 2012 the total value of the ninth edition of the Ranking of the Most Valuable Polish Brands exceeded 57 billion PLN. The value of the brands presented in the ranking is a result of the abrasion of the two opposing phenomena. The ranking has had the most expensive Polish brands such as TP, priced in the eighth ranking at more than 1.8 billion PLN, withdrawn and replaced with global brands. Compared with previous rankings, spirits brands came out relatively poor, with the exception of an increase in the brand value of Krupnik. The most noticeable increase was recorded for brands such as Play, Mlekovita, Bank Pekao SA, Sokołów or Biedronka, the last of which recorded an increase of more than 1 billion PLN, and came third in the ranking. Table 2 shows the brand ranking in accordance with their value in 2012.

Table 2

Ranking of ten Polish brands according to their value (in millions PLN) in 2011 and 2012

No.	Brand name	Value in 2012	Value in 2011	Place in 2011	Sector	Owner
1.	Orlen	3840.3	3819.4	1	Fuel	PKN Orlen
2.	PKO Bank Polski	2717.2	3748.4	2	Banks	PKO Bank Polski
3.	Biedronka	2755.3	1712.0	5	Retail sale of food	Jeronimo Martins
4.	PZU	2417.1	2352.3	3	Insurance	PZU
5.	Play	1412.8	989.5	10	Telecommunication	P4
6.	Bank Pekao SA	1326.4	1101.2	8	Banks	Bank Pekao SA
7.	Mlekovita	1300.4	1058.8	9	Milk and dairy products	SM Mlekovita
8.	Plus	1182.1	1198.1	7	Telecommunication	Polkomtel
9.	Lotos	912.6	865.1	11	Banks	Grupa Lotos
10.	TVN	827.8	1330.6	6	Media	TVN

Source: Author's own study on the basis of (11).

The ranking includes brands belonging to the Polish capital, but also brands such as Wedel (Lotte) and Winiary (Nestle). The basic criterion for the selection of brands in the ranking is their Polish identity, understood as the birthplace of the brand. For the purposes of the ranking the world renowned relief from royalty method was used. It is based on hypothetical fees to be incurred by a brand user if they used the brand under a license agreement. Such fees are established in relation to net sales. The values were calculated by summing the discounted future royalties (after tax). Mathematically, the formula for the value of a brand can be presented as follows:

$$M = \frac{S \cdot M_{ax}R_r \cdot BP \cdot (1-t)}{r-g} \qquad (1)$$

where:

S—value of annual net sales for the brand;

$M_{ax}R_r$—maximum rate of royalties (calculated as a percentage of net revenues) used for licensing of brands in a given sector;

BP—brand strength (expressed in percentages), which was used to determine the rate of royalties from the range used in the sector (the rate is directly proportional to the strength of the brand);

t—income tax rate;

r—discount rate reflecting the risk of cash flows (WACC), calculated by applying the CAPM model;

g—expected growth rate of sales under a given brand. For the purpose of the ranking it was assumed that growth for all brands will be the same, equal to the projected level of inflation. Provision should be made that in the case of highly growing sectors the increase may considerably differ from the actual one.

The methodology used in the ranking includes some simplifications and is only for visualization. The ranking applies only to consumer brands. The value of brands does not reflect sales targeted at the institutional client. For example, the value of refinery brands was calculated solely on the basis of retail sales.

4. Brand value versus brand strength

A strong brand is one of the main reasons for sale and purchase transactions of companies. The concept of brand strength is understood as distinctive character of the brand personality, a positive and significant image, logic (consistency) of its communication and consistent integrity of its identity (12, p. 408). The strength of the brand can also be defined as a set of associations and behaviours of buyers and participants in the distribution process that determine the maintenance of a sustainable competitive advantage.

Loyalty means a willingness to pay higher prices for branded products and repeatability of its purchases as well as refraining from purchasing substitute products. (13, p. 409).

Competitive advantage flowing from having a strong brand is based on three pillars, referring to Porter's model, of building competitive advantage. Advantage based on cost leadership associated with the desire to achieve greater cost-effectiveness of the company, which in turn allows for lowering prices as compared to the competition and, consequently, for increasing sales and strengthening its market position. In the case of lowering prices in the flexibly priced market, a brand, in turn, can increase market share. A brand can achieve advantage through higher cost-effectiveness in one or more areas of the so called value chain, which disaggregates a company in strategic areas of action (14, p. 11). The strategy of differentiation, in turn, is based on offering outstanding products, which refer to features and advantages of particular value for a particular group of consumers. This strategy is to lead to a strengthening of a market position, to increase the loyalty of buyers, among whom consumer awareness is built, to acquire a price bonus, and, finally, to achieve a reduction in the price elasticity of demand.

Finally, the strategy of concentration is related to the concentration of interest in the company in a narrow segment of the market. This action is based on the assumption that the company can deliver greater value to customers than competitors operating on a large scale. As a result, thanks to the brand a company can achieve diversification by a better meeting of the needs of the market segment, or reduce the cost of its operation. Since a strong brand plays such an important role in modern enterprises, it can be concluded that it is one of the most important assets of a company and as such should be entirely included in the financial statement. Brand builds company's value frequently exceeding the sum of its tangible assets. The increase in brand strength raising the value of the brand itself increases the value of the company. The brand also creates company's value through higher prices paid by investors for shares or equities.

A methodology was used in the Ranking of the Most Valuable Polish Brands where brand value is dependent on the strength of the brand. This does not mean that it is always the stronger brand that will be more valuable. It is also determined by the size and type of the market in which the brand operates. A weaker brand in a larger market will be worth more than a strong brand in the market niche. Brand strength can be determined by comparing the position of competitors, using market research for this purpose. The study presented used the survey conducted by Millward Brown SMG/KRC for the *Rzeczpospolita* daily. The survey was conducted using individual direct interviews with a random sample of 1200 people over 15 years old, from cities over 20 thousand residents. The respondents answered questions concerning their knowledge of brands, buying and recommending brands, evaluation of brands in various contexts. The data collected was used to evaluate the position of brands in four areas:

- market position;
- consumer behaviour towards a brand;
- brand perception;
- the type of market where the brand acts.

Each area was assigned a weight. The sum of the weights is 100 (the weights assigned to individual indicators determining the strength of the brand are presented in Table 3). Brand strength ratio can reach a value of 0 to 100 points. 100 points is a perfect brand. The methodology was developed for the study of the Polish market; brand strength thus calculated cannot be compared directly with the values of similar rankings in other countries. Brand strength indicator was used when calculating the value of brands. Market position shows how much a given brand is here to stay. The factors taken into consideration are presented in Table 3.

Table 3

Weights assigned to individual indicators determining the strength of a brand

Brand strength factor	Weight	Indicator	Indicator weights
Market position	21	Customer preferences	0–15
		Brand awareness	0–3
		Priority in the mind	0–3
Relations with consumer	24	Customer loyalty	0–16
		Reference rate	0–8
Brand perception	45	Prestige	0–20
		Perceived quality	0–20
		Perceived value	0–5
Market	10	Market type	0–10
Total	100	Total	0–100

Customer preferences—communicate the company's position in the sector among Polish brands. The ratio obtained on the basis of customer purchasing preferences allows for determination of the relative market share. It is calculated separately for each product category.

Brand awareness—stands for brand identification; in order to construct the indicator, the following respondent memory types were used: assisted (brand is chosen from a list) and spontaneous (the name is recalled when a respondent is given a category of products).

Priority in the mind—a brand is remembered as the top one in its category.

Customer loyalty—demonstrates the extent to which brand users will take it into account when purchasing another product from the category. Loyal customers help to increase the profitability of the company through repetitive purchases and because they buy more and more, they recommend the company to others, they are less absorbent, etc. Customer loyalty towards the brand is so strong that even serious mistakes committed by the company do not cause a significant drain of them; it is one of the main determinants of competitive advantage of the brand.

Reference rate—determines the percentage of brand users' willingness to recommend the brand to other users. Reference customers are those whose acquisition is the least costly. They do not make purchases influenced by expensive promotional activities but under the influence of the family, friends, etc.

Prestige—the indicator showing the relative assessment of the prestige brands in a given category.

Perceived quality—presents a relative assessment of the perceived quality of brands, which is the judgment of consumers on the overall excellence and superiority of the brand. The quality does not have to be determined objectively, because it depends on the personal judgment of a consumer. It is frequently also different from the actual quality, which means that it is not enough to offer high quality products but cause customers to see this quality. It is a difficult task because, in many cases, customers are not able to independently assess the quality of the products and are guided in the selection process by certain signals and hints which affect the perception of the product. What is important is the identification and appropriate management of these signals.

Perceived value—wherever it is difficult to assess quality by virtue of a lack of appropriate criteria (e.g. perfumes, wine), it is the price of a product that is the main determinant of the quality.

Market type—brands have a greater meaning and impact in categories such as luxury goods and consumer goods; their impact is lower in areas such as intermediate goods and municipal economy. Mere belonging to a particular product category significantly affects the strength of the brand.

Source: Author's own study on the basis of (11).

Table 4 displays the most frequently chosen brands in 2012.

Table 4

The most frequently chosen brands (taking into account market, consumer and brand perception) in 2012

The most frequently chosen brands—customer preferences		Perceived quality		Brand awareness		Priorities in mind		Perceived value		Customer loyalty		Reference rate		Prestige	
Brand	Max 15	Brand	Max 20	Brand	Max 3	Brand	Max 3	Brand	Max 5	Brand	Max 16	Brand	Max 8	Brand	Max 20
Biedronka	12.5	LC Corp	18.38	Bie-dronka	2.87	Biedronka	2.01	Biedronka	5	Biedronka	14.6	Allegro.pl	7.2	Apart	18.55
PZU	10.5	Apart	18.3	PZU	2.84	PZU	1.98	TVN	4.87	Wedel	14.56	Kompu-tronik	6.64	Hortex	18.55
Wedel	9.9	Hortex	18.3	Polsat	2.81	Allegro.pl	1.74	Wp.pl	4.73	Lubella	14.36	Apart	6.16	Wedel	18.35
Winiary	9.6	Wedel	18.2	Orlen	2.76	Dębica	1.62	Onet.pl	4.72	Winiary	14.32	Inea	5.68	PWN	18.25
TVN	9.45	Winiary	17.95	TVP 1	2.73	Orlen	1.53	RMF FM	4.68	TVN	14.24	Biedronka	5.52	W. Kruk	18.15
Orlen	9.0	PWN	17.95	TVP2	2.73	Bebiko	1.32	Polsat	4.58	Pudliszki	14.2	Open Finance	5.52	Sokołów	17.9
Lubella	8.85	W. Kruk	17.9	TVN	2.69	CCC	1.26	TVN24	4.47	Polsat	13.88	BRW	5.44	Empik	17.9
Poczta Polska	8.85	Lubella	17.8	Wedel	2.64	BRW	1.23	Radio Zet	4.45	Superfish	13.84	Dębica	5.44	Winiary	17.85
Polsat	8.7	Wól-czanka	17.7	RMF FM	2.57	Wedel	1.14	Radio Eska	4.30	Sokołów	13.76	Cyfrowy Polsat	5.36	Kler	17.8
Sokołów	8.25	Sokołów	17.6	Radio Zet	2.52	Apart	1.14	Grupoer.pl	4.29	Bakoma	13.68	Bella	5.28	Wittchen	17.8

S o u r c e: Author's own study on the basis of (11).

As it comes clear from Table 4, Wedel is the strongest Polish brand. It won the ranking despite the fact that it failed to come first in any of the particular rankings. In the two most highly scoring indicators (i.e. those of detailed prestige and perceived quality), the brand came third and fourth, respectively. The runner-up was Winiary. The Biedronka brand came victorious in five of the eight detailed rankings (preferences, loyalty, awareness, priority in the mind, perceived value) and was ranked in the fourth place. The brand gained a low point value in terms of prestige and perceived quality (11).

5. Brand value in Poland and in the world

The strong market position of the brand determines the company's ability to maintain good prices for products or services. Even a few percent difference in price can decide whether a company is profitable or loss-making, and it is strong brand that helps to create this difference. Nine out of ten companies that highly value their ability to sell products or services at a satisfactory price believe that one of the key factors is the strong brand positioning. A good brand and unique products can acquire a long-term price advantage even in very competitive surroundings. The advantage can amount even to several percent points. However, while trying to maintain the advantage, care must be given to unique products that are outstanding against the competition as well as to brand image, its promotion included.

Apple is an example of a brand that creates price: it does whatever is typical of luxury brands. Thus, the higher the price, the stronger the desire to own the product. Apple has been consequent in building this position, attaching a lot of importance to making their products innovative, well-designed and appropriately advertised. Apple, the most expensive brand in the world, is worth more than 560 billion PLN. Each of the most expensive brands in the world is worth a few times more than all the 330 most valuable brands in Poland which were estimated in the ranking of the *Rzeczpospolita* daily. (11) Apple, IBM and Google are the three most expensive brands of the world in the BrandZ Top 100 ranking by Millward Brown, which traditionally is dominated by technological brands. A hundred most expensive brands in the world are worth \$2.4 trillion. Apple, whose value increased by approximately one fifth during 2012, maintained the leading position acquired in 2011. Estimated at approximately \$108 billion, Google did not manage to defend the runner-up position—in 2012 it was overtaken by IBM, increasing its value to \$116 billion, which means an increase by one seventh. Google, which used to be the leader of BrandZ, is in the third position. The most expensive 'traditional' brand turned out to be McDonalds, which—estimated at over \$95 billion—came fourth. The 2012 BrandZ ranking bears fitness to the global strength of the US brands which dominate in the top ten positions. There is only one brand from outside the USA—it is China Mobile that came tenth (11).

6. Conclusions

Brand marketing brings a company considerable benefits, i.e. increase in marketing efficiency. A brand helps a company to be distinct from among the competition, instead of competing with them by means of price reduction, or an increase in expenses and advertising. Along with proper protection (registration of a sign), brand is a safeguard against unfair competition. A company can take advantage of brand identification in order to take marketing decisions, develop new products, or expand geographically. A strong brand considerably increases the value of a company, which does have a meaning while taking the decision to sell the company or to merge with another entity.

A strong brand supports business strategy and raises the performance efficiency of a company. Brand affects profits, and by influencing customer preferences it allows for gaining advantage over the competition. A brand that is consistently managed reflects the needs of the environment, and provides an answer to challenges and changes that are taking place. A brand that is well managed supports the inner harmony of the idea of a company. If every company employee grasps the promise and recognizes its essence, they will become loyal and efficient workers of the company who understand its philosophy. Communication via brand, publicity acquired for a company, brand and sector, supports the subsistence of a company—it positively affects its recognition and loyalty.

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Marka jako zasób strategiczny przedsiębiorstwa

Streszczenie: Posiadanie silnej marki oraz skuteczne nią zarządzanie dostarcza przedsiębiorstwom silnego instrumentu konkurowania. W uznanej marce klienci zauważają istotne korzyści emocjonalne, co ma bezpośredni wpływ na wzrost wartości produktu dla klienta. Silna marka staje się sposobem odróżniania przedsiębiorstwa i jego produktów od konkurencji oraz drogą do zbudowania trwałej przewagi konkurencyjnej i podniesienia wartości przedsiębiorstwa. Marka jest jednym ze źródeł wartości przedsiębiorstwa, a wartość marki pozytywnie wpływa na wartość przedsiębiorstwa. Marki, brandy, logo – te pojęcia stają się coraz ważniejsze dla polskich przedsiębiorstw. To nie tylko efekt zaostrzającej się konkurencji na polskim rynku, ale również zagranicznej ekspansji polskich przedsiębiorstw, która gwałtownie przyspiesza. Posiadanie własnej znanej marki jest gwarancją opłacalnego eksportu. Marka to kapitał, który należy pielęgnować, mądrze nim zarządzać i pomnażać go. Silna marka to owoc trafnej inwestycji, który zapewnia większe przychody i większe zainteresowanie inwestorów. Silne polskie marki zdobywają nie tylko rodzimy rynek, ale i rynki zachodnie – polska żywność, kosmetyki meble czy łodzie to nasze powody do dumy. Silna marka to jej wyjątkowy charakter, wrażenie, które wywołuje, a często też wyznacznik statusu społecznego. Tylko stworzenie silnej marki pozwala zbudować rynkową pozycję i osiągnąć sprzedażowy sukces.

Słowa kluczowe: marka, siła marki, wartość marki