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POWER OF MULTI BRANDING

INTRODUCTION

Let us consider for a minute those things that surround us every day and every single minute, how we start our day and how we end it. A lot of times a day we come up to a different range of abilities to use various types of things: by putting on your favorite clothes, driving your car or when you go for a walk and see the variety of shops, restaurants, parks or squares. Many of brands flash in front of our eyes. All those colorful signs are so common to us. Some of them we notice and some of them we do not. Certain of the goods and services we even use, and some of them cause delight and pleasant memories, but why does it happen in this way? Some of them we trust and like, but another part of them we try to avoid and have negative attitude towards them.

Nowadays we hear the word "brand" very often. Branding adds value to your good or service that is the main essence of brand. No matter what kind of brand you are going to create – product, service, company, your personality, event or the art.

Forming the brand has become the main law of entrepreneurship. Having a strong brand is a powerful tool to win the fight in world markets, that's why creating and developing the brand is the urgent issue.

The main factor of defining success for many companies is the trust and loyalty of their customers, so it is important to create an absolutely good impression about the good or service in order to make customers faithful to your product. Consumer perception of the product is called brand.

Brand is the image of goods, customer awareness and set of perceptions in the mind of people. In other words, it is all the senses and thoughts that appear in your mind when the name of particular brand is mentioned. A striking example of the brand can be «Coca-Cola» company. Think, you have just imagined a bottle with a very specific red and white label and well-known taste of the drink. The fact that we do not need any effort to remember about the company and what they offer is the evidence of many years of successful work on the creation of the brand. This is the main function of branding. Simply saying, branding is the certain efforts to establish the brand.

Relevance of this article is the issue that the study and consideration of branding enables managers and entrepreneurs maintain its position in the market and get efficiency. Creation and development of the brand is the process of turning the brand into an integral part of everyday, social, cultural and other aspects of the life of the consumer. That is why brand will be described by the example and the experiences of the company that have multiple branding powers: Inditex.

Inditex

"Multi Branding - the marketing of more than two or more brands, belonging to the same or related category, by a company is called multi-branding. In this case, the brands are mostly substitutes of each other." [1]

Main advantages of multi-brand stores:

- the ability to reach immediately 2-3 segments (ie a broader audience of actual and potential customers)
- flexibility in the formation of the cloth ranges

Inditex has number of brands: Zara, Massimo Dutti, Pull and Bear, Zara Home, Bershka and Stradivarius. All the brands have their own target market and segmentation. "Zara is an international fashion store which offers a range of clothing based on ongoing trends and customer demands and also includes children clothing range. Zara relies on chic locations and Prada inspired store layouts and shop-window displays. While Pull & Bear offers casual clothing and accessories which are targeted at young men and women from teens to early 20's, and offers the most casual clothing of Inditex's formats targeting this age group. The concept also occupies prime high-street shopping locations. Massimo Dutti offers urban, cosmopolitan and sophisticated high-end fashion and casual wear to men and women. Massimo Dutti offers more tailored, sophisticated clothing that targets men and women in their mid-20's and higher. They have higher price point. Bershka offers music, art and street fashion to Inditex's youngest target market. Stradivarius' offerings include the latest international fashion trends in fabrics, design and accessories. They offer only women's clothing and its core consumers are between 16 and 30 years of age." [2]

Inditex brands have good interrelation between customers and they have high amount of regular consumers. Also, in Almaty almost everyone aged 13-40+ have something bought in one of their boutiques. Mainly, it is important to note that in the first place companies have to put thorough knowledge about their customers: to understand how they live, what values they are guided by, how they make purchases, which brands they choose and why, as well as what they expect from interaction with a specific brand. Customers today «rule the ball,» they expect from brands perfect understanding of their expectations and needs

Inditex's brands are very recognizable and demanded in the local market. Anywhere in the world brand adapts its retail formats for local markets of different countries, taking into account the peculiarities of consumers and their buying behavior. Inside the store, this is reflected in the design of box-office areas and retail space organization, outside - in the design of the storefront.

Inditex's most powerful brand is Zara. It is the world's largest fashion retailer in the world today because of its widely known process innovation. Fast fashion, creativity, flexibility, quality design and rapid turnaround are all part of its approach to expand internationally at such a fast pace. In Kazakhstani market, Zara's most strong competitors are Mango, Topshop, Mexx, because all brands are favorable and famous to our public and orient on people that are up to date and want fashionable clothes at more affordable prices.

From the map, we can notice that Zara and Mango's position in the market is more or less similar to each other. They have almost the same prices, but as for the quality, Zara is higher. Recently, Inditex has increased the quality of Zara's clothes because they want to satisfy the need of their customers. Topshop's prices and quality a little bit higher but they cover less segments by their style of clothes. As for Mexx we can see that prices are higher but quality is the same as in Zara. But also, they do not cover as many segments as Zara does.

In conclusion, it is confidently can be told that the power of brand has high influence on building successful building. Some prefer taking mono brands, and another part of companies rather be multi brand company as Inditex does. Advantages of having multi brand are: one can cover more segments, get more customer attention and profit and may be more adaptable to the customer wants.

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