

OBJECTIVE

- 1) To understand the concept of branding. Its importance for the customer and for the firm.
- 2) It aims to clarify the essence of brand elements and its associations.
- 3) To analyze the importance of branding. The role of branding and its importance to the firms or manufacturers and to the customers.
- 4) To understand the differences in the process of branding for different products, services, people, organizations and for retailers and distributors.
- 5) The Study the challenges and opportunities faced by the marketers during branding.