

OBJECTIVE

- 1) To understand brand extension and the need for brand extension
- 2) To study the importance of brand extension and how it is advantageous to the company
- 3) To understand and study the concept of brand rejuvenation and its importance to the firm in the creation of brand equity
- 4) To learn about brand equity, its need and importance in the creation of a strong brand
- 5) To sustain brand equity to expand business opportunities
- 6) To learn about the various other related terminologies like brand image and brand identity and its influence on creating a stronger brand equity