



Improving Brand Management in Commercial Enterprises

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ABSTRACT

The article is devoted to determining the place and role of branding in the company management system. The author defines the concept and essence of branding, reveals the impact of branding on the company's performance, determines the role of the brand in business and consumer markets, and also analyses the problems and prospects of company brand management.

Keywords:

Corporate brand, branding, brand development, brand communications, strategy development, internal branding, HR-branding.

In the world practice of business management in recent years, there have been major changes, the cause of which was the tightening of competition in all areas of enterprise activity.

At the same time, in the modern economy, the value of material values fades into the background, since they are less and less unique and cannot be a guarantee of cash income in the future. On the other hand, the presence of the company's unique intangible assets and developing strategic management contribute to strengthening its position in the market. One of such intangible assets of the enterprise is the brand. A brand is an intangible asset, the value of which lies in its recognition by consumers and the formation of positive associations associated with it. In practice, two close concepts are often confused - a brand and a trademark. A brand is not only a trademark consisting of the name, graphic image, or sound symbols of a company or product. The concept of a brand is broader,

Branding can become a tool for managing a corporation, distributors, dealers, suppliers,

customers, and investors; penetrating all areas of business activity at all levels of the organization, become the basis of strategic planning and a prerequisite for innovative projects, form a corporate culture.

Since the competitiveness of a product is characterized not by its quality itself, but by the degree of compliance of the quality of this product with the quality indicators of a competitor's product similar in purpose, the assessment of the competitiveness of a product implies a comparison of the values of the quality indicators of the enterprise's products with the quality indicators of the competitor's product.

Competition for the consumer is today in two planes: commodity and emotional. In the first one, the manufacturer improves the product, invents a system of discounts and attracts suppliers, and expands the range. In the second plane, there is a struggle in the minds of the consumer, for the place of one's brand in the mind of a person who must choose this one from a variety of similar products. According to

studies, the average person can remember no more than four brands in one product group [2]. In this regard, for the successful development of an enterprise, it is necessary to solve the problem of developing effective brand management mechanisms that help the buyer navigate the sea of similar products.

With a detailed consideration of the processes of the formation of demand for goods and services, it becomes obvious that the creation of strong brands requires an integrated approach. This approach allows you to consider the brand from two different sides - external and internal. The external side is understood as everything that is perceived directly by the consumer: a trademark, advertising communications, brand image, design, and the level of service provided. And under the internal - everything that creates the properties of the product promoted under this brand, i.e. production technology, distribution system, enterprise management [2].

You have to look at the statistics. According to a study by the American company Waddock & Graves [7], there is a close relationship between brand ownership and consumer loyalty. The study involved 200 industrial enterprises, 70 of which developed their brand and conducted a socially responsible business. As a result, it was revealed that more than 80% of consumers prefer the products of a socially responsible enterprise (but this is not a determining factor in making a purchase), and more than half of consumers are ready to change the supplier of products to the company that is engaged in brand formation, a quarter of consumers put the brand in the first place when choosing a supplier.

According to a study by the American research organization "Fortune" ("Fortune"), enterprises that have a brand:

- cost 50% more than unbranded businesses;
- have a 40% larger market share due to the development of internal and external communications;
- are characterized by 30% greater employee commitment and save 1.5 times on incentive payments [6].

From the point of view of this approach, it becomes obvious that the brand development process must begin even before the product appears on the market, and by no means from an advertising campaign, but from the processes occurring within the enterprise itself. And only after bringing these processes in order, do you need to move on to advertising attacks, which are also necessary. If these conditions are met, the brand will be a truly valuable asset that will generate income. For example, in the capitalization of the Coca-Cola company, the value of the brand itself reaches 96%, and this provides the company with great financial benefits, such as additional investment and the ability to sell goods at better prices [2].

Increased attention is focused on developing the intrinsic value of the brand. This includes everything related to the employees of the enterprise.

Under the internal brand, we mean a system of images, ideas and ideas of employees (staff) of the organization about its brand.

According to Janelle Barlow, the tools for implementing an internal branding program include the following: providing staff with the necessary information, tools, methods and ideas; articulation of brand values; development of standards and patterns of behaviour in various situations; introducing employees to the corporate culture through training, seminars, stimulating the right behaviour, creating a certain "brand atmosphere" in the company, providing employees with the necessary and sufficient powers to promptly solve current problems in the interests of customers. According to this author, "... the essence of internal branding is not to take certain actions, but to ensure that everyone in the company acts in a certain way. As a result, all business processes and activities, internal or external, Reflecting on the problem of the attitude of the organization's personnel to its brand and the concept of implementing internal branding, we would like to present a model of an internal brand in several dimensions, by analogy with the idea of 4D branding by the well-known advertising and branding specialist Thomas Gad. T. Gad tried, and, in our opinion, quite successfully, to find a way to measure and plan

the perception of the brand in the mind of the consumer or potential consumer to be able to graphically depict what he called the "brand mental field" in relation to a particular brand, and write a description in the form of statements of the alleged abstract buyer. According to T. Gad, building a brand in the minds of consumers falls into four different categories, or "dimensions", which became the basis of the four-dimensional branding model [8]:

- the functional dimension describes the perceived benefit of a product or service;
- the social dimension concerns the ability to identify oneself with a group;
- the mental dimension refers to the ability to provide mental support to a particular person;
- the spiritual dimension concerns the perception of global or local responsibility.

According to T. Gad, "... the functional, social, mental and spiritual dimensions provide the basis for understanding the true nature and future potential of the brand. No brand exists in only one dimension. The hardest part is determining where these dimensions intersect. What I call the brand mindset is the way the brand is represented in all four dimensions."

So, let's imagine the internal brand of the organization in the form of a model reflected in five dimensions, and call it the model of the "five-dimensional internal brand"

1. The motivation-oriented dimension concerns the employee's perception of his role in the development of the brand. It allows the employee of the organization to answer the questions: "What do I give to the brand? What am I doing / will do to develop the brand?"
2. The spiritual and value dimension allows an employee of the organization to answer the questions: "What values does my company profess, what values and ideas does the brand message convey to the consumer and society?"
3. The measurement of brand reflection is to answer the questions: "What does my company's brand think about me? What should I do to match the brand?"

4. The functional dimension concerns the employee's perception of the usefulness of the product/service/company for the consumer. It allows an employee of the organization to answer the question: "What does our product/service/company give to the consumer?"
5. "HR-brand"-measurement concerns the employee's perception of the image of the company brand as an employer and allows answering the questions: "What is the image of my company as an employer? What future awaits me if I work for this brand?"

Branding allows an enterprise not only to distinguish its products from competitors' products, but also to create consumer confidence in the quality of its products, ensure their loyalty, strengthen control over the promotion and distribution of branded products, and set a higher price compared to competitors. Brand loyalty as a whole entails a strong commitment to a particular product on the part of consumers. Branding is the most common and natural way to increase the profitability and sales of a business.

Conclusion

Thus, branding is a promising tool for managing a company, ensuring the achievement of its strategic goals. So, a brand is not just a marketing term or a well-known trademark, but a whole system of components related to almost all aspects of an enterprise, from production technology and management of internal processes at an enterprise to distribution and advertising communications. Such great importance of such an intangible asset implies obtaining the maximum benefit from its management.

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