

Brand Management Concept for a Delivery Service



Filesize: 4.43 MB

Reviews

This composed pdf is excellent. It really is basic but excitement in the 50 % in the book. Your lifestyle span will likely be change when you comprehensive looking at this book.

(Tom Fisher)

BRAND MANAGEMENT CONCEPT FOR A DELIVERY SERVICE



GRIN Verlag Sep 2013, 2013. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Studienarbeit aus dem Jahr 2011 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,0, , Veranstaltung: Strategic Brand Management, Sprache: Deutsch, Abstract: This paper conveys the branding process of a food delivery service based in the city of Barcelona; named Barcelona Eats (BE). Core of the business is being the link between restaurants who did not have a delivery service before and hungry customers, who can place their order on BE's website. The first chapter provides a detailed business description and analyses the competitive situation of delivery services in Barcelona. In addition the brand associations are visually explained by using hierarchical value mapping. As there is now a general understanding for the brand and its values, the second chapter relates to the marketing program of BE. First, the key brand elements are defined: the brand name, the URL and the logo. Subsequently the target markets are outlined and implications for customer care are specified. Given the fact that BE will have to advertise in two ways, towards restaurant owners (B2B) and targeting the end consumer (B2C), the following chapter addresses the marketing measures for those two groups and shows where individuals may be reached with which marketing tool. Lastly, BE's pricing concept will be introduced and brief information on other brand-related associations is provided. The third chapter relates to the strategic success of the brand. The use of brand audit to steadily reassess the brand's performance and customer perception is explained; furthermore the theory is linked with practical implications. Finally, suggestions for business expansion are described, namely internal diversification or external growth, first to other cities within Spain, then to other European countries. 28...



[Read Brand Management Concept for a Delivery Service Online](#)
[Download PDF Brand Management Concept for a Delivery Service](#)

Other PDFs



Psychologisches Testverfahren

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG,...

[Save PDF »](#)



Programming in D

Ali Cehreliz 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers...

[Save PDF »](#)



Anything You Want: 40 Lessons for a New Kind of Entrepreneur

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Anything You Want: 40 Lessons for a New Kind of Entrepreneur, Derek Sivers, Anything You Want is Derek Sivers' iconic manifesto on lessons learned while becoming...

[Save PDF »](#)



The Java Tutorial (3rd Edition)

Pearson Education, 2001. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Praise for "The Java' Tutorial, Second Edition" includes: "This book...

[Save PDF »](#)



Have You Locked the Castle Gate?

Addison-Wesley Professional. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Is your computer safe Could an intruder sneak in and steal...

[Save PDF »](#)