



Organisation brand building

Very often the term "brand building" is associated to building a brand around a product. But, product branding is only one of the aspects of branding. If, in today's competitive environment, an organisation is differently recognised, it is because of its corporate brand. The corporate brand reflects the character and philosophy of an organisation. It gives the organisation a sustainable point of competitive difference. This difference coupled with an excellent product, will generate substantial value.

A corporate brand reflects value to all stakeholders...customers, shareholders/promoters, lenders, suppliers, employees, society, environment, etc., With markets becoming more global and competitive, businesses are increasingly investing heavily in creating sustainable and reliable supply chains, thereby compelling the constituents of the supply chain to adopt practices which result in "reliability". A good corporate brand would be a reflection of and communicate this reliability.

This programme will help participants appreciate brand building in a holistic perspective, through understanding the concept better and would also provide insights into activities and processes that contribute to brand building.

Programme content

The programme sessions are designed to cover

- ✓ **Perspective**
 - Introduction to organisation brand building and its relevance
- ✓ **What impacts the organisation brand**
 - Discussion on factors impacting organisation brand with case studies
- ✓ **View point of stakeholders**
 - How do various stakeholders view an organisation?
- ✓ **Possible actions to enhance organisation brand image**

This would be a half day programme