

BRAND PORTOFOLIO MANAGEMENT

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Abstract:

Brand portfolio management begins with brand administration structures and schedules. There must be a person or a group of people in charge of brand management. Within product markets, there must be a joint brand planning schedule at the level of all the other brands and for each brand in particular. Planning models must be similar and they must use common contributions, suggestions and a common language. Brand portfolio management also requires a mechanism in order to achieve the portfolio objectives and the brand aims within a given market context. Companies are motivated to give much importance to brand portfolio management strategy as it provides a discipline and structure necessary for a viable business strategy that could guarantee success. Brand portfolio management strategy is an element of the solution for an efficient management. A clear, rational structure can support a business management strategy by replacing losses with synergy, confusion with clarity and lost opportunities with fully supported assets.

Keywords: brand, brand portofolio management, brand administration

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