



Brand Evaluator. Real company example: Abele Optik

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GRIN Verlag GmbH Aug 2014, 2014. Taschenbuch. Book Condition: Neu. 208x113x17 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2013 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,3, Catholic University Eichstätt-Ingolstadt (WFI Ingolstadt), course: Branding for Service Excellence, language: English, abstract: The following paper is going to evaluate the performance of the brand Abele Optik and will give some recommendations what steps it should take to improve the customer's experience and what it can do to bring it brand back on track. The aspect of the location and the interior design of the shops will not be evaluated. A competitive analysis, an examination of the positioning of the brand and strategic recommendations are given in the paper. Moreover marketing and branding tools as for example perceptual maps and the brand pyramid are applied to rebuild the brand. 16 pp. Englisch.



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