

**Yelizarov I., Yelizarova K., Bugai S.
I. Mel'nikova, research supervisor
Kryvyi Rih National University**

THE MANAGEMENT OF BREND

A management an own trademark long ago turn into one of component parts of general control system at any enterprise. Development of own trade mark is distinguished today in a separate complex process that needs considerable efforts the same as strategic planning.

The main objective of such process appears in the attempt of enterprise to distinguish an own product at the market due to only inherent to this product internals and to do it known at the eyes of consumers. the effective instrument of such activity is appeared the design of brand today.

Due to application of brand design an enterprise will be able to pass the own enterprise culture in an own product, to represent the attitude, more effective to position itself as a producer with certain original principles and create pre-conditions for forming of strategic concept of own brand.

At using of brand design it's basic element is always came a logotype. A logotype, as a rule, can consist of one or a few letters or contain combination group of letters with a thematic image. However in practice a logotype will not produce enough effective impression at a potential consumer, if it will not be supported by corresponding colors, signs, different specific symbols, that will form character of brand, that easily consumers will be able to identify consumers.

The known example of successful brand design can be the name of the sweet carbonated drink "Coca-cola". This inscription is executed with white letters on a red background began used in 1887 as a logotype for ordinary lemonade. In the modern world logotype "Coca-cola" turn into a well-known brand that is popular in all countries of the world.

However it isn't enough only to create a brand, without understanding essence of its existence and actual setting. For worked out brand a product be effective, it is necessary for developers to answer such questions:

- 1) What and how is the worked out brand useful? (Whether a brand offers to the consumers something new for them);
- 2) How is this brand interesting? (Whether he offers something new, exclusive whatever other similar commodities have - for example user facilities);
- 3) Is this brand unique?
- 4) Does it carry threat the use of this brand through the maintenance for some consumers? (For example doesn't it discriminate the rights for other social layers of population?).

Only answers of all these questions, an enterprise will be able to work out effective conception for own brand. This conception must be not only advantageous for an enterprise and must corresponds of necessities, requirements and rules of playing the modern market.

Today, from what will be a brand, the image of enterprise depends, first of all, its effective activity, fate at the market, and in an eventual account, indexes of its profitability. That's why, the questions of management brand must be examined as mandatory component members during forming in the general lines of corporate strategy of enterprise and must be passed in the competence of corresponding structural subdivisions that will engage in exceptionally the questions of forming of brand and effective use of this brand at selling off to the products.