

# The establishment of brand

A company's brand is the symbol of an enterprise, which not only represents the image of enterprise, on behalf of the enterprise development in the past, but also convey a message, represents a life style. For many companies, brands are even their lives.

When a brand by consumers regard as a kind of a full range of experience, the company's all activities, including customer service, public relation, human resources and the production operation and so on various aspects must be integrated into an interconnected, support each other to convey a complete brand image as a whole. Therefore, the brand isn't just an advertising image, it is the company a long-term and overall business strategy.

Brand management at the core of many companies now called branding, or stay on simply doing product image, or through the media hype for "overnight success", or the pursuit of short-term sales performance and so on. Some big firms with a long history and success, persistent in pursuing their brand management has a profound connotation, advertising and image recognition systems is its appearance form, and value creations is the core of its pursuit. Other enterprises blindly pursue form. The brand management may obtain a temporary "fame", but in the end can only be passing "brand bubble"

Branding is a complicated system engineering. Companies may have thousands of employees, dozens of products, production of tens of thousands of products every day, more complex processes. brand is maybe one or several brand, but every employee, every product, process flow, and so on can effect the value of the brand or reputation. To establish and maintain a brand image and the value must be constraint the behavior of the enterprises and their staff, control the quality of the product or service and lasting to maintain and create the value of the brand to provide commitment. In this sense, the brands is companies with a "cross of gold", although the "golden" distribution list, but no efforts unceasingly, likely to be the market into the hell.

Brand =physical+mental+system+credibility "physical" require companies acting, completes the business processes of every basic skills, it needs into specific actions all the time and effort.

"Mental" is a mental or innovation to create the value of the brand, the product technology, production process, marketing and strategy of innovation, is to create and sustain brand competitiveness of core essential factor. At the same time, also because the brand is the commitment to the long-term value of consumers, therefore, is no guarantee of a "system", the so-called "brand" is likely to be meteor

passing by. The system is basic of brand, if lacking it, brand is like on the sand, which is dangerous. In addition, although our brand in the above equation, put "prestige" in the end, but it is probably the most important part of brand management. We have seen some companies destroyed because of a lack of credibility.

Credibility to the brand as the flavour of wine, the longer the hoard, its fragrance is thick and inviting. Brand is actually a condensed the enterprise of "product, factory and personality" of the history and the brilliant, it is to set up a monument in the consumers' mind. No credit enterprise can't find it here, so also no brand management.

Shanghai peiou's commitment to the customer in mind every moment of the day: "you give peiou is trust, Peiou is also your value."