



Brand Evaluator. Real company example: Abele Optik

By Maximiliane Gläsle

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.



[DOWNLOAD PDF](#)



[READ ONLINE](#)
[9.04 MB]

Reviews

Simply no terms to clarify. It is actually loaded with knowledge and wisdom I am just delighted to let you know that this is the very best publication i have got read through during my individual lifestyle and could be the very best pdf for actually.

-- **Mr. Caleb Quigley MD**

These types of publication is the greatest publication readily available. It is among the most amazing book i have study. Your lifestyle span will be convert as soon as you complete reading this pdf.

-- **Mrs. Cheyenne Dibbert**