



Title

Multi Brand Business
- Blessing or curse?

Duration

2 Days

Objectives

- You learn to assess the chances and risks of multi brand business.
- You are able to estimate the potentials of multi brand business with market analysis.
- You know, which brands can reasonably be combined.

Content

- Forms of multi brand business
- Chances and risks of multi brand business
- Which brand suits the market portfolio?
- Overview about manufacturer's standards
- Analysis of strengths and weaknesses
- Potential analysis and calculation
- From brand identity to corporate identity
- Marketing strategy
- Capital budgeting

Target Group

Owners, Executives, Aftersales and Sales Manager that are interested to further develop multi brand business.

Comments

Within this workshop the different aspects of multi brand business will be highlighted. Practical decision supports will be developed and presented. The participants develop the path from decision to implementation of an additional brand.