



GRG Centre for Advanced Studies

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ONE-DAY PROGRAMME ON 'BRANDING STRATEGIES FOR SMEs'

Introduction

Brand is an invaluable and intangible asset of any organization. In the current scenario where business functions transcend boundaries, it has become very important to build a unique brand identity.

SMEs should focus on branding as a strategy to establish and sustain in the market for a long time, as manufacturing processes and product design may easily be copied or duplicated. Many SMEs do not focus much on branding as they consider it as being more relevant to larger organisations. Establishing a proper branding strategy would help SMEs to create awareness of their products or services, build reputation, and gain prominence in the market place.

This one-day programme will help SMEs gain competitive advantage by providing insights into developing and building brands, identifying suitable branding strategies and building brand equity.

Programme Coverage

- Science of Branding
- Branding Strategies
- Customer-based Brand Equity
- Role of Brand Communication in Brand Building

Methodology

The learning will be facilitated through brief lectures, discussion on cases, participant exercises, sharing of experiences, and stories.

Participant Profile

The programme is designed primarily for middle and senior level managers of SMEs. Marketing professionals will gain significantly.

Investment

The investment per participant is INR 3,250/-, exclusive of 18% GST. Payment to be made in favour of 'GRG Education Services', payable at Coimbatore [GSTIN: 33AAMFS4394M1ZJ]

Programme Facilitator



Dr. P. Sadhasivam is currently the Director of GRG School of Management Studies and a Professor in Marketing. He received his PhD degree in management from Bharathiar University. He holds a Masters degree in Commerce and an MBA degree with specialisation in marketing.

He has 30 years of professional experience in industry and the academia. He had worked for MNCs in the pharmaceutical sector and rose to the position of a General Manager.

He has authored two books - "Turmeric Pricing Risk" published in Germany, 2011 (also translated in German); and "Advertisement and Sales Promotion".

Dr. Sadhasivam provides consulting services to companies and has trained many executives of various organisations. He is an active member of the Education Panel of CII Coimbatore Zone and has been a Rotarian since 1998.