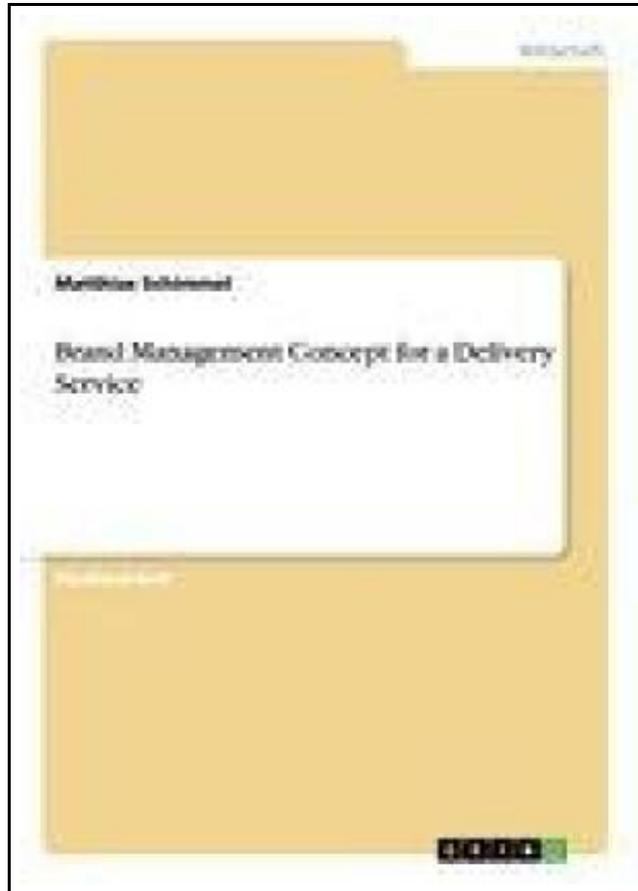# Brand Management Concept for a Delivery Service

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BRAND MANAGEMENT CONCEPT FOR A DELIVERY SERVICE

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GRIN Verlag Sep 2013, 2013. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Studienarbeit aus dem Jahr 2011 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,0, , Veranstaltung: Strategic Brand Management, Sprache: Deutsch, Abstract: This paper conveys the branding process of a food delivery service based in the city of Barcelona; named Barcelona Eats (BE). Core of the business is being the link between restaurants who did not have a delivery service before and hungry customers, who can place their order on BE s website.The first chapter provides a detailed business description and analyses the competitive situation of delivery services in Barcelona. In addition the brand associations are visually explained by using hierarchical value mapping. As there is now a general understanding for the brand and its values, the second chapter relates to the marketing program of BE. First, the key brand elements are defined: the brand name, the URL and the logo. Subsequently the target markets are outlined and implications for customer care are specified.Given the fact that BE will have to advertise in two ways, towards restaurant owners (B2B) and targeting the end consumer (B2C), the following chapter addresses the marketing measures for those two groups and shows where individuals may be reached with which marketing tool. Lastly, BE s pricing concept will be introduced and brief information on other brand-related associations is provided. The third chapter relates to the strategic success of the brand. The use of brand audit to steadily reassess the brands performance and customer perception is explained; furthermore the theory is linked with practical implications. Finally, suggestions for business expansion are described, namely internal diversification or external growth, first to other cities within Spain, then to other European countries. 28...

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