

COMPANIES WITH MARKET POSITIONING BRANDS

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ABSTRACT: Positioning a company on the market by the usage of brands is defined as the act of designing the supply and its image on the market, so as to occupy a distinct place in the minds of their target audience. The role of positioning in developing marketing strategy to differentiate products and services involves the selection of attributes that are considered important for consumers. In order to gain a strong position on the market the companies must perform a market analysis, an internal analysis and a competition analysis.

Key words: positioning; market; company;

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