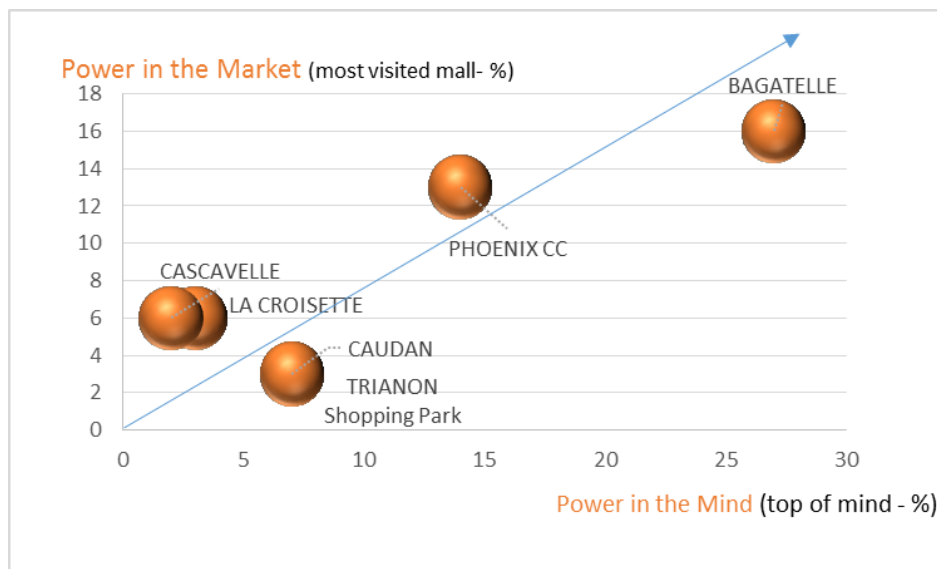


Does Brand Management bring economic performance?

Nathalie Job in collaboration with TNS (Group Analysis)

Brand Management is not only a trendy subject for training and magazines. We have evidence, in Mauritius, that a good product or service, without a proper brand management, will in the medium and long term fail to grow or sustain.

The latest research of **TNS on Mauritian Shopping Malls' Image** confirms the importance of brand management efficiency for keeping up business and profitability. The following graph illustrates the relation between economic performance and brand management:



The two market leaders, Bagatelle Shopping Mall and Centre Commercial de Phoenix, work at maintaining or increasing their top of mind awareness. The graph shows that Bagatelle still has the potential to increase the number of visitors with such “Power in the Mind” or “Share of Mind” : 27% of Mauritian Shoppers claim that Bagatelle is their top of mind mall. Centre Commercial de Phoenix is only quoted by 14% of despite their perception of offering better price and promotions than other malls.

Further analysis shows that Bagatelle manages its product and communication strategy in order to keep their brand positioning and differentiation on its uniqueness and thus continue to attract a specific target of visitors defined as Explorers and Trend Setters (TNS Shopper Segmentation) looking for innovations.

This example is an illustration of what you can achieve when your team is managing your brand with strategic consistency and creativity. Brand Management is the key for unlocking your market potential. However, product delivery, customer care and price should be managed accordingly.

Source: TNS Shopper Study 2015



Seminar: Brand Management
Upcoming Intake: 16 - 18 April 2015

The Brand Management course objective is to provide concepts, models, methods, and role models which will help Marketers, Brand Planners and Strategists to address many challenges they face, including how to create a comprehensive brand architecture which will provide strategic direction and to generate motivating brand identities and value propositions for key brands.

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The Lean startup programme to which you will be initiated will allow a manager to get started with his or her campaign: enlisting early adopters, adding employees to each further experiment or iteration, and eventually starting to build a product.

More info

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