

**"Impact of effective brand management on
Market share of Nestle Milk Pak"**



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A b s t r a c t

This research has been conducted to deeply analyze the concept of Brand management and its effect on Market Share of Nestle Milk Pak. Brand management along with detailed study of Brand Auditing and its three components Brand Planning, Brand Building Assessment, Brand Growth Assessment will be discussed in the Project. Brand equity is the fulfillment of brand promise. Brand Equity is divided into brand awareness and brand image. Studies have shown that the brand Image of Milk Pak needs to be strengthened it needs further expansion & Improvement in the current product line. Therefore good brand management is mandatory to create and maintain strong brand equity for Nestle Milk Pak. As the project is the collaboration of Marketing & Human Resource Management Performance appraisal system of Nestle will be studied as well highlighting Competency guide, Score card & Competency gap.

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