



**Measuring and Comparing Brand Equity of Bahria University with other universities (Iqra, Air, NUST and FAST)**

**By**

**SYED HARIS ALI 01-120122-078**

**ASAAD FAROOQ 01-120122-008**

**TALHA NAWAZ 01-120122-083**

**Client organization: Bahria University, Islamabad Campus**

DEPARTMENT OF MANAGEMENT SCIENCES

## ***Dedication***

*Dedicated to my beloved parents and family, teachers and all friends who were with me in my hard times*

## **ACKNOWLEDGEMENTS**

With the grace of Allah, the Almighty, I have been able to accomplish my task. My special thanks go to my supervisor, who was always there to listen to me and give his valuable suggestions. He is responsible for involving me for the project in the first place. He taught me how to ask questions and express ideas. He provided me valuable pieces of advice and facilitated me in the best possible ways. In addition to this, I am thankful to other professors who explained some important concepts which were helpful for my project.

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## **ABSTRACT**

*Study is conducted for measuring brand equity of Bahria University in comparison with four other institutes i.e. Air University, Iqra University, NUST and FAST. Analysis of literature revealed ways for measuring the concept of brand equity. On the basis of different researches it was concluded that brand awareness, brand associations, perceived quality and brand loyalty are four dimensions that can be used for measuring brand equity of educational institutes. Open-ended questionnaire was developed and analysis was based upon descriptive statistics i.e. frequencies. Secondly, to justify the responses and to develop relationships between variables to measure brand equity, Correlation is used. In addition to this, Regression will be used in order to identify the relationship between one variable and the others.*

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