

**"IMPACT OF EFFECTIVE BRAND MANAGEMENT ON
BRAND EQUITY OF FNKASIA"**



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"Impact of effective brand management on brand equity of
FnkAsia"

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Abstract

This research has been conducted to deeply analyze the concept of Brand management and its effect of managing brand equity of FnkAsia. Brand management is not an old idea from a marketing perspective yet in Pakistan it has rarely been practiced with all the measures taken. Brand equity is what a brand value or promise does a brand deliver to its consumers other than the functional attributes of the product. It is further divided into brand awareness and brand image. Studies have shown that the brand awareness for FnkAsia is relatively low and the brand image is good but needs improvement. Therefore good brand management is mandatory to create and maintain strong brand equity for FnkAsia. The fashion brands are generally known for their extra value that customer derives other than core functionalities. So being a fashion brand FnkAsia must understand what it needs to deliver to the customer.

Dedication

I would like to dedicate this thesis to my Parents and Respected Teachers who have been supporting me throughout the studies and fully cooperated with me under all circumstances.

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