



IMPACTS OF REBRANDING ON FIRM'S PERFORMANCE AND CUSTOMER PERCEPTION: A CASE STUDY OF UFONE

A Thesis submitted to Department of Management Sciences in part fulfilment
of the requirement for the MBA degree

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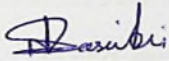
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ABSTRACT

Rebranding is considered as an emerging concept associated with the field of marketing. There are numerous examples from the corporate world of brand which have succeeded after opting this approach. Rebranding is aimed to boost a brand's sales, boost performance and increase the consumer base. It has a high influence on the customer perception, but from a research perspective it must be ensured that the strategies are given enough time to be executed.

This study has been catered on rebranding in contrast to firm performance and customer perception. The overall research is based around studying these aspects in the case of Ufone, a renowned example of the Pakistani industry. The study consists of both general and specific elements to provide the readers with enriched knowledge.

The initial phase of the research includes an introduction to the research area, along with the overall research pattern. This has been followed by the literature review, which has been split into Ufone and the general associated aspects. The next phase is the research methodology via which the overall research has been conducted. This research has followed a mixed methodology to provide in-depth insights. The data analysis and interpretations have been provided to the research data collected from the research instrument, as well as the secondary data. The concluding phase is the conclusion and recommendations, which can be focused on for future research, or to enhance the brand structure.

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