

MARK - A PRIMARY ATTRIBUTES IN THE COMPANY

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Abstract

Overall marks express the general architecture firm / organization / company relates to the market. There are four major types of architecture marks (Aaker, D., 2002) from the company / organization / company which is an umbrella for many brands for several companies operating until the company / organization / company itself which is a brand. Each of these four types of architecture, brand, brings benefits and risks with major implications for the survival of the market that brand because the brand can not be separated from the company in view of customers, it can affect the relationship with the consumers. Companies can change or modify the architecture brands by market requirements or when they deem it necessary. At the same time must remain open and flexible to the needs of consumers and brands to create new architectures more efficient and imaginative designs using different techniques. Most models for the analysis of portfolios of activities of firms have a number of limitations, which have prompted experts to challenge their practical relevance and applicability in a competitive environment imperfect and unstable, as in most markets. There are experts who believe that it is undeniable contribution of these methods to create a competitive analysis and decision algorithm and combat these methods do not understand the mission they have. The model asset portfolio analysis of a company can be in practice strategic benchmarks against which identifies concrete action directions competition but have a very mechanistic view of the competitive game and possible policy options.

Key words: brand architecture, strategy, patterns, competition and consumers.