# Task on 20.3.2023

1. Create business work groups (teams):

~groups per ~3 students

1. Discuss and suggest a business topic
2. Write an executive summary

Prepare further brand management tasks:

1. Type of brand (product, corporate, …)
2. Market and brand research (competition, customer)
3. Brand identity elements (name, logo, …)
   1. Include graphical proposal of logo
4. Trademark conditions (in your home country)
5. Brand character and personality (target group)
6. Maintaining of value (innovations, loyalty)
7. CRM – Consumer relation management (description of selected software)
8. Upload presentation to delivery room (IS MVSO) till 15.4.