ZESZYT NAUKOWY
Wyższa Szkoła Zarządzania i Bankowości w Krakowie

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THE ROLE OF NEW BRAND IN COMPANY PRODUCT STRATEGY

Introduction

Any company marketing operations are based on a product that should be adequately defined, called, described and packed so that it can be offered to potential clients. B.Żurawik stresses the fact that "marketing appears when consumers decide to meet their needs or desires by means of exchange, i.e. by offering something in return for a product supplied" [1]. "Defining" a product plays a crucial role as it leads to connecting consumers' needs and desires with particular objects. However, it is not only that, as – according to B.Żurawik and W.Żurawik – "the marketing concept of a product includes ideas, services, commodities or the combination of all these selements. A product may be also a town, e.g. Sopot, as a place to buy a building site or where to spend holidays".[2] Thus, a product is anything that can be offered on the market, something that is worth attention, purchasing or consumption and may meet the needs and requirements that emerge on the market ".[3]

1. Research issue

The aim of the article is to analyze the role of a new brand in the company product strategy and the article's main research issue is the question regarding the role of branding in company strategy.

The thesis of the article below is that branding and adequate brand positioning is a long-term process that is complex and requires substantial experience on the part of brand managers.

[1] W. Żurawik, Marketing. *Podstawy i kontrowersje*, UG, Gdańsk 2005, p. 23.
[2] B. Żurawik, W. Żurawik, *Zarządzanie marketingowe*, UG, Gdańsk 2004, p. 49.
[3] B. Żurawik, W. Żurawik, *Zarządzanie marketingowe*, UG, Gdańsk 2004, p. 49.