

Analysis using brands in the small and medium enterprises in Romania

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Abstract: *Creating a brand is very important for a company, the more that should be considered strategic dimensions. It involves a huge investment and long term, given the efforts that must be made in advertising and promotion. In a global market increasingly competitive, branding is a strategic advantage. In a young economy, the free market is emerging just 25 years ago an analysis of the use of own brands can open up new avenues of research and strategic development.*

The main objective of the paper was to the research on existing brand in Romanian (SIBIU, ALBA, CLUJ county) small and medium enterprises and Identifying existing policies in small and medium enterprises in connection with own brand. A quantitative research method was used to achieve the defined objectives. This selective survey offers the opportunity to study and identify solutions for development of small and medium companies in the Alba, Sibiu and Cluj County and the opportunities available.

Key words: *brand, small and medium enterprises*

Introduction

Developing or creating a brand is of particular importance to an enterprise. Regardless of the form of ownership, size, or activity of the enterprise, brand investment has proven to be an important strategic option. It involves a very large and long-term investment, considering the steps to be taken in advertising, promoting and making a special package.

In an increasingly competitive global market, branding is a strategic asset. That explains, at the moment, the financial efforts made by Japanese or American firms to create and consolidate product brands.

A corporate brand is a brand that represents a corporation - organization - and reflects its patrimony, values, people, strategy (Aaker A David, 2006).

However, portfolio brands also include non-company brands whose link to domestic brands is actively managed; A good example is sponsorships, symbols, celebrities promoting brands, but also countries or regions. (Brexendorf T. O., Barry Bayus, Kevin Lane Keller 2015) Brand and innovation management need and benefit from each other, suggesting a need for a deeper integration between the two.

A main brand is the central indicator of the offer, the point of reference. It obviously occupies the main place (Aaker A David, 2006).

A supportive brand serves to provide the credibility and consistency of an offer, its role being to represent an organization (Aaker A David, 2006).

Brand and innovation management have become increasingly important priorities for firms over the last few decades. Firms rely on strong brands and product innovations to gain competitive advantage and fuel growth (Berthon, P., Ewing, M. T. and Napoli, J. 2008).

In a market approach, the considerable difference between sellable products and services and the rest of the objects is related to the company's conscious decision to change and / or improve the image of their products through symbols, logos and communication strategies.

Changing the image of the product in the mind of the consumer is achieved through visible forms of communication: trademark and registered name (symbol) and logo (visual-auditory message). Wally Olins wondered why brands are a clear and unique manifestation of our times? Because, he says, "brands mean clarity, safety, consistency, and status, that is, everything that human beings need to define themselves. Brands mean identity.

Branding in the Romanian small and medium companies

Creating a brand is very important for a company, the more that should be considered strategic dimensions. It involves a huge investment and long term, given the efforts that must be made in advertising and promotion. In a global market increasingly competitive, branding is a strategic advantage. In a young economy, the free market is emerging just 25 years ago an analysis of the use of own brands can open up new avenues of research and strategic development.

Example for Romanian market:

In light industry manufacturing activity is lohn. Products are sold under famous brands from other countries. The IT industry is very developed in Cluj County but produce for companies around the world.

Research methodology

A quantitative research method was used to achieve the defined objectives.

This selective survey offers the opportunity to study and identify solutions for development of small and medium companies in the Alba, Sibiu and Cluj County and the opportunities available.

The aims:

- Research on existing brand in Romanian (SIBIU, ALBA, CLUJ County) small and medium enterprises.
- Identifying existing policies in small and medium enterprises in connection with own brand

General objective of the research was established as follows

- O1. Analysis of brand in small and medium enterprises

The defined specific objectives of the research are:

- S1. Identifying the brand managers' attitude
- S2. Measuring branding activities

The research was conducted based on a questionnaire administered with Google Docs.

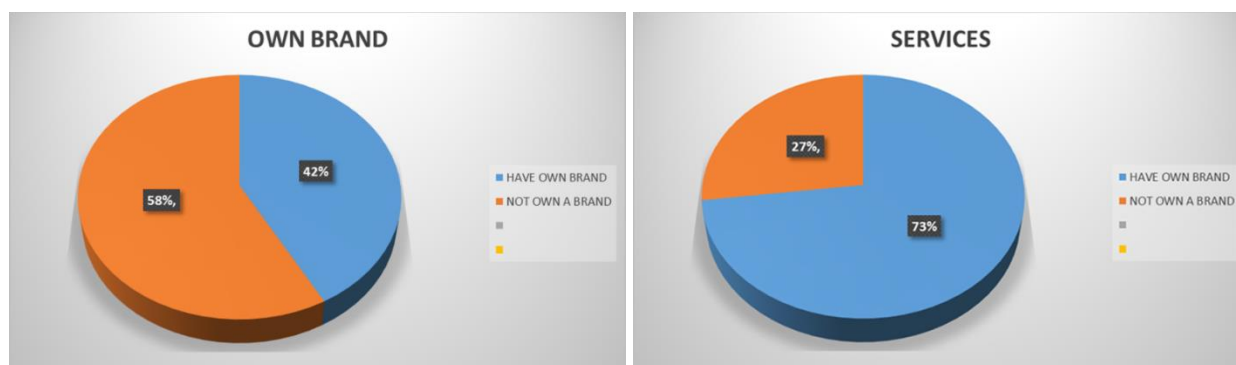
- The observation unit was represented by the enterprises from Transilvania included in the survey sample.
- Unit survey was represented by those who answered the questionnaire administered :
 - ✓ Persons who manage the companies
 - ✓ Owners

The survey type used is probabilistic. It was used a random sampling method, unrestricted.

Sample is formed by 175 units. 94% probability. Error +/- 6% (this is a limit to the study).

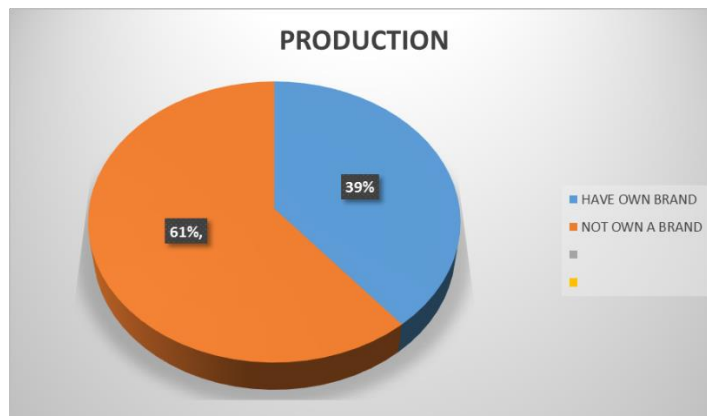
This research was conducted on the following types of companies: services, manufacture, and trade.

- O1. Analysis of brand in small and medium enterprises

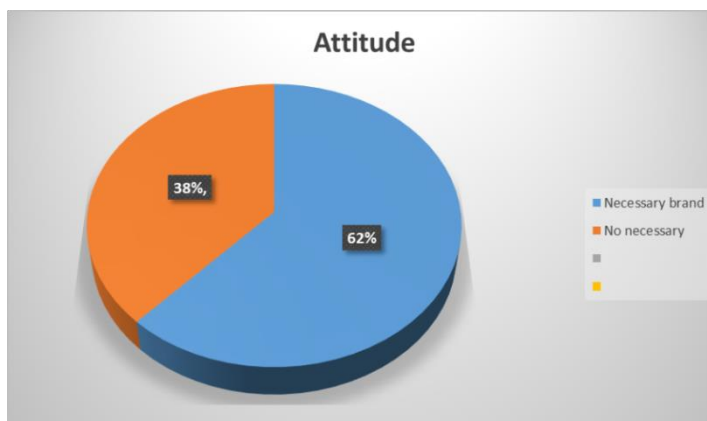
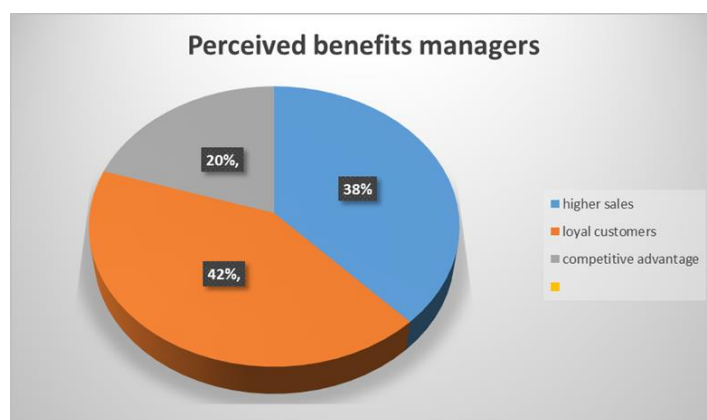


Of the total surveyed enterprises, only 42% have their own brand and from these 73% they are in the services field. In the counties analyzed, the service area is characterized by the higher

adoption of one's own brand. IT companies (Cluj), light industry Alba or automotive industrial production (Sibiu) work for EU firms under their own brand.



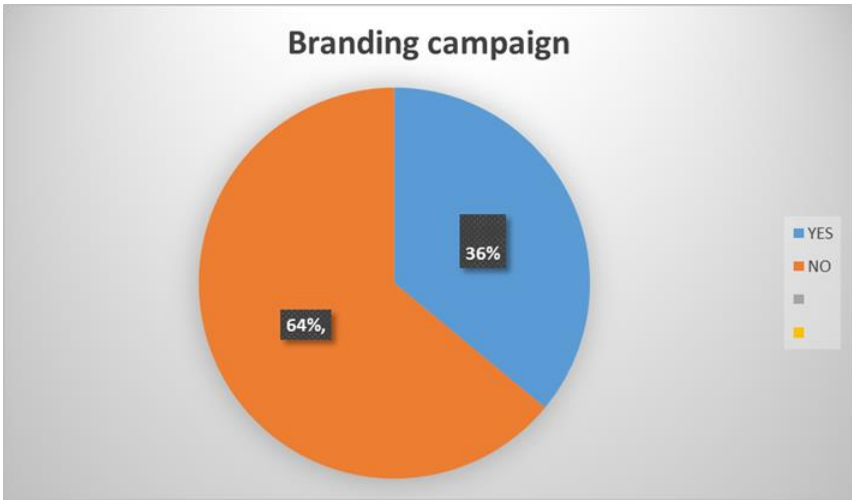
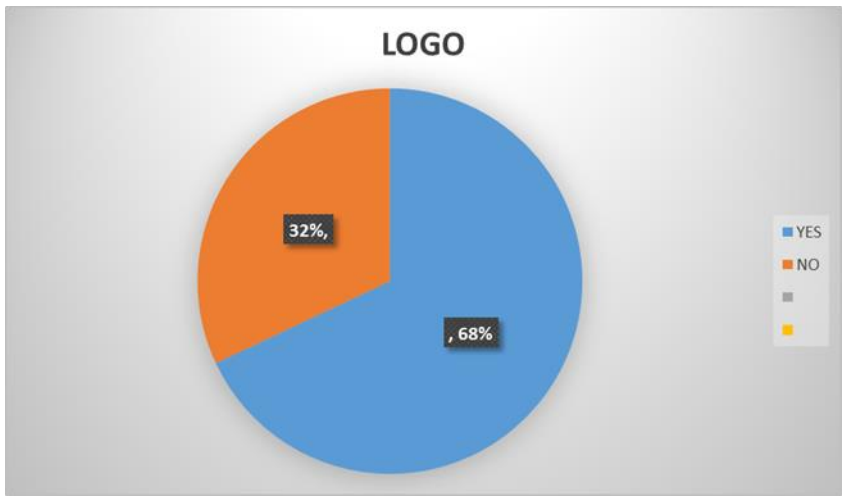
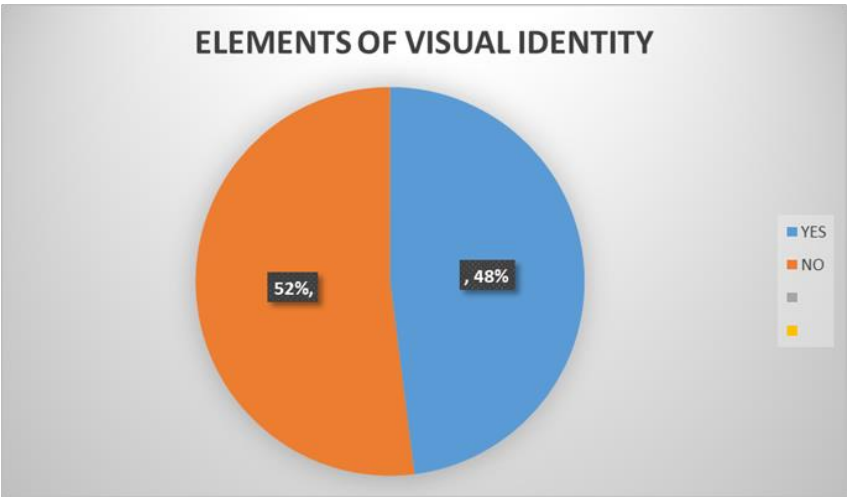
- S1. Identifying the brand managers' attitude



The result is related to the type of business. Managers understand the importance of using their own brand, but they are not widely used. In the service sector, management involvement is much bigger.

S2 Measuring branding activities. Visual identity manual

Even though they have visual identity elements in small and medium businesses, there is no branding manual developed by professionals.



Many businesses have brand, logo elements, slogans, but do not have a unitary concept. Just 35% have invested in a branding campaign.

Conclusions

Brands are a reflection of the corporate goal, they become important not only for customers but also for people who work from the inside or outside as partners, employees or financiers. In a constantly changing world where all the other things are troubled, the status of the brand as a symbol of the company and what it does becomes the central pillar. Globalization and outsourcing of companies, alliance formation and co-operation, flattening management structures, limited employment, why should people, wherever they come from, and whatever their relationship with the company?

Only reputation, only reliable because there is nothing else. And how can you represent and design confidence more and more a spiritual and cultural binder, a binder representing their reputation in the surrounding world. Brands are probably more important than ever for companies in their own domestic and day-to-day business.

The role of brands in society will be the one people will give, and the importance and sphere of influence is increasing from one year to the next.

By brand, any business can find a way out of the market and the chaos of the market and reach the target audience. The modern consumer's perception of products and services is at the center of the buying decision, and brands can direct this perception%.

If branding has given the trade a tremendous power and influence, it can do so in other fields such as arts, sports, health, education and other social areas.

By analyzing the relationship between variables is seen as:

- companies that have developed branding campaigns have over 15 employees
- companies that have developed branding campaigns over a turnover of over 10,000EUR
- brand managers believe that contribute to increased sales and higher turnover
- companies where managers believe that the brand is not necessary have less than 10 employees companies in the services organized several branding campaigns

Analyzing the data from the study it can be concluded that managers know their competition but fail to differentiate its offer towards them.

Analyzing data, we can say that managers of small and medium companies analyzed did not give due importance the brand.

Firms in the services given more importance to the brand.

The managers identify the benefits of brand but do not develop our own brand

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