

Ein Luxusmarken-konzept Für Die Marke Bree - Kravtchik Ekaterina

[DOWNLOAD HERE](#)

Der Luxusmarkt gehört zu den Märkten, die von einer Wirtschaftsflaute unbeeindruckt bleiben. Allein diese Tatsache kann es für Unternehmen reizvoll machen, ein Gedankenspiel vorzunehmen. Was wäre, wenn man eine der eigenen Marken zu einer Luxusmarke ausbaut. Dazu muss man prüfen, was die ausgewählte Marke dafür mitbringt und was die Kriterien von Luxusmarken sind. In dieser Hausarbeit wird dieses Gedankenspiel an der Taschen-Marke BREE ausprobiert. Die Wahl fiel auf eine Marke, die den Schritt zur Luxusmarke fast vollzogen hat, weil sie viele Kriterien einer Luxusmarke schon erfüllt, aber eben doch nicht alle. In dieser Hausarbeit soll gezeigt werden, auf welche Feinheiten es ankommt, wenn man aus einer Noch-Nicht-Luxusmarke eine Luxusmarke aufbauen will. Als Kriterienkatalog wurde die Arbeit von Ingo Lasslop ausgesucht: Identitätsorientierte Führung von Luxusmarken. Über diese Arbeit schreibt er selbst: Die gewonnenen Einsichten sind hilfreich im Rahmen der operativen Gestaltung von Luxusmarken. An diesen Kriterien wird die Marke BREE gemessen. Studienarbeit aus dem Jahr 2005 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Note: 2, Hamburger Universität für Wirtschaft und Politik, Veranstaltung: Marketing II .Author: Ekaterina, Kravtchik Publisher: GRIN Verlag Illustration: N Language: GER Title: Ein Luxusmarken-Konzept für die Marke BREE Pages: 00014 (Encrypted PDF) On Sale: 2009-01-01 SKU-13/ISBN: 9783640406142 Category: Business & Economics : General

[DOWNLOAD HERE](#)

Similar manuals:

[Rothenburg Upon The River Tauber Middle Frankonia Bavaria Germany Business Sign Restaurant Altes Bruhaus](#)

[BRD Germany Bavaria Upper Bavaria Capitol Of Bavaria Odeons Square Hall Of Generals With Lion And The Theatiner Church Towers Of Theatiner Church](#)

[Munich, DEU, 20. May 2005 - Donnersberger Bridge In Munich, On Right Hand Side Is The General Customs Office Visible.](#)

[Rich Businessmen](#)

[Rich Businessmen](#)

[Rich Businessmen](#)

[Symbolic For Business Men](#)

[Symbolic For Business Men](#)

[Businesspeople And Money](#)

[Businessman And Money](#)

[Symbolic For Right Way In Business](#)

[Symbolic For Right Way In Business](#)

[Symbolic For Right Way In Business](#)

[Symbolic For Right Way In Business](#)

[Symbolic For Right Way In Business](#)

[Symbolic For Right Way In Business](#)

[Businessman And Money](#)

[Businessman And Money](#)

[Businessman And Money](#)

[Symbolic For Businessmen And Money](#)

[Businessmen And Money](#)

[Businessmen And Money](#)

[Ukraine Kiev Place Of Independence Northern Part With Historical Buildings In Sowjet Realism Architecture With Glasdome Of Shopping Center Globus I Businesspeople Tourists Visitors Blue Sky 2004](#)

[White Nights, GUS Russia St. Petersburg 300 Years Old Venice Of The North Gate From General Staff Building To The Big Square With Alexander Columne Built In 1834 By Architect Auguste Montferrand N](#)

[White Nights, GUS Russia St. Petersburg 300 Years Old Venice Of The North Gate From General Staff Building To The Big Square With Alexander Columne Built In 1834 By Architect Auguste Montferrand N](#)

[White Nights, GUS Russia St. Petersburg 300 Years Old Venice Of The North Gate From General Staff Building To The Big Square With Alexander Column Built In 1834 By Architect Auguste Montferrand N](#)

[White Nights, GUS Russia St. Petersburg 300 Years Old Venice Of The North Victory Coach On The Gate General Staff Building To The Big Square](#)

[White Nights, GUS Russia St. Petersburg 300 Years Old Venice Of The North Victory Coach On The Gate Of The General Staff Building To The Big Square With Alexander Column Built In 1834 Near Eremit](#)

[White Nights, GUS Russia St. Petersburg 300 Years Old Venice Of The North Victory Coach On The Gate Of The General Staff Building To The Big Square With Alexander Column Built In 1834 Near Eremit](#)

[White Nights, GUS Russia St. Petersburg 300 Years Old Venice Of The North Victory Coach On The Gate Of The General Staff Building To The Big Square With Alexander Column Built In 1834 Near Eremit](#)

[White Nights, GUS Russia St. Petersburg 300 Years Old Venice Of The North Victory Coach On The Gate Of The General Staff Building To The Big Square With Alexander Column Built In 1834 Near Eremit](#)

[GUS Russia St. Petersburg 300 Years Old Venice Of The North Victory Coach On The Gate Of The General Staff Building To The Big Square](#)

[GUS Russia St. Petersburg 300 Years Old Venice Of The North Victory Coach On The Gate Of The General Staff Building To The Big Square](#)

[White Nights, GUS Russia St. Petersburg 300 Years Old Venice Of The North Gate From General Staff Building To The Big Square With Alexander Column Built In 1834 By Architect Auguste Montferrand N](#)

[GUS Russia St. Petersburg 300 Years Old Venice Of The North Gate From General Staff Building To The Big Square With Alexander Column Built In 1834 By Architect Auguste Montferrand Near Eremitage](#)

[White Nights, GUS Russia St. Petersburg 300 Years Old Venice Of The North Big Square With Alexander Column Built In 1834 By Architect Auguste Montferrand And The Building Of General Staff And The](#)

[White Nights, GUS Russia St Petersburg 300 Years Old Venice Of The North At The Royal Field Memorial For Generalism Alexander Suworow](#)

[Crosswalk With Yellow Car-stop Button And A Businessman Crossing. Paarl - South-Africa](#)

[Businessmann Standing In A Papership Made Of Banknote](#)

[Businessmann Standing In A Papership Made Of Banknote](#)

[Businessmann Standing In A Papership Made Of Banknote](#)

[Businesspeople Looking Through A Loupe On A Papership Made Of Euro Banknote](#)

[Businesspeople Looking Through A Loupe On A Papership Made Of Euro Banknote](#)

[Business People Looking Through A Loupe](#)

[Business People Looking Through A Loupe](#)

[Symbolic Business People Under Loupe](#)

[Accumulation Of Inflatable Multicolored Swimming Tires In Business For Beach Accessories.](#)

[Morning Mood In The Brussels City Center To The St. Michels St. Michiels Cathedral. Illuminated Business In A Wilhelminian Style Building Before Cathedral In The Blue Morning Light.](#)

[Business Manager With No Money In His Pocket Is Totally Washed Out](#)

[Business Manager With No Money In His Pocket Is Totally Washed Out](#)