

## **THE ROLE AND THE IMPORTANCE OF THE BRAND IN THE DEVELOPMENT OF THE ENTERPRISES**

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### **ABSTRACT**

The brands are always known by the quality which is delivered to the consumers, the difference which they offer to the markets while reaching additional profit for the companies and organizations, and the same can also be characterized through the products, services, corporations, personalities and location.

The impact of the brands cannot be overvalued, especially while taking into account the requirements of the organizations and enterprises to fulfill the clients' and their consumers demands, as well as to exist and compete in the market.

The brands have the need for development and continuous treatment with their emersion purpose in front of the clients' requirements, who, as long as they remain satisfied with the product and the service, the market will increasingly be more appropriate for their promotion, and the positioning of the brand appears to be more and more important, especially in achieving and realization of the distinction purpose of the brand from majority of the competitors in the market.

It is important to emphasize that the brands are constitute of multidimensional creations which have to be coordinated with the operational and emotional values within the activities and psychological requirements of the consumers in company itself. As is already known, the brands are often identified with the client, respectively with the consumer, by taking into account his psychological and physical needs, and especially these days, when major competition on the market is a fact, the consumers buy and value the brand much more rather than the product and the service itself.

**KEYWORDS:** Development, Brands, Enterprises, Multidimensional