

SUMMARY

Theme: «Features of promoting the brand of enterprise in the beauty industry (for example, image-studio «Stylish kitchen»)»

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108 pages, 87 bibliographic titles

Key words: branding, promotion strategy, brand building policy, brand characteristics.

Relevance of the research topic is due to the fact that every year the level of competition in the beauty industry has been markedly increasing. The brand promotion acquires special relevance in the activity of new, unconventional beauty salons focused on uniqueness, creativity and complexity of their programs and services. One of such companies is now a beauty salon "Stylish kitchen" in Pyatigorsk, actively promoting its brand as "image-studio" - the company of "new format". These circumstances proclaim an urgent task of identifying the key brand "Stylish kitchen" attributes and pointing out promising directions of brand building policy of the company.

The purpose of work - development of a project optimizing the complex system of promoting the brand image of the studio "Stylish kitchen" on the regional market of salon services in correlation with key brand characteristics and direction of the current brand building policy of the image-studio.

Achieving this goal involves the formulation and solution of the **following tasks:**

- Identify the main challenges of brand building policy of enterprises of beauty industry in terms of current trends in the development of the regional salon services market segment in Russia;
- Describe the methodology of creating and promoting the brand of beauty industry enterprise on the regional market of services;
- Identify the main competitive advantages and brand characteristics of "Stylish kitchen" image-studio;
- Offer a project solution for the optimization of the model of brand promotion of the image-studio "Stylish kitchen" to the regional market of salon services.

The practical significance of the study lies in the essence of conceptual understanding of the process of brand promotion of enterprise in the industry of beauty salon services on the regional market. The basic principles and the provisions proposed in the thesis can be used in practice for brand promotion of any company's regional sphere of salon business.

Results of the study. Today "Stylish kitchen" takes a strong position in the regional market segment of salon services ensuring the competitiveness of the enterprise at the expense of creative and innovative approach to the organization of "beautiful business" of a new format, non-standard services and offers, as well as the multidimensional proposed programs aimed at "tying" clients. However, for successful functioning and stable economic development of the company it is necessary not only to create a unique brand that has a certain value range of emotional and functional attributes, but also planned to promote it to the regional market. A comprehensive program (communication strategy) of brand promotion is required for the successful implementation of this task.