

## Summary

**Subject matter:** Development and market promotion of the new trademark.

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**Customer organization:** “KARFO”, ltd.

**Topicality of the research.** The topicality of the problems related to the creation and promotion of trademarks on the market is growing with the development of market relations in Russia. This is conditioned by the fact that the modern economic situation is characterized by the tendency of leveling of the consumer properties of the goods. The equivalent technical and technological basis of industrial companies makes it possible to turn our products of equal high quality. Therefore the competitive struggle for the consumer is shifting away from the field of physical and consumer characteristics of goods and services to the field of competition between trademarks. In such situation the trademarks lacking the expressive and relevant image for consumers and falling short of customers' expectations cannot rely on success.

**Objective of the research:** the development of the new trademark and designing the progress of its promotion on the basis of the analysis of the outside micro- and macroenvironment of the organization.

### **Tasks:**

1. to determine the essence of the trademark and branding;
2. to consider the main stages of the formation and promotion of the new trademark on the market;
3. to analyze the impact of the factors of the KAFRO organization's macroenvironment on the creation and promotion of the new trademark of the fish products;
4. to study the impact of the microenvironment of “KAFRO”, ltd. on the creation and promotion of the new trademark of the fish products;

5. to formulate the concept of the new trademark and its attributes;
6. to develop the program of the promotion of the new trademark.

**Theoretical and practical significance of the research** is the expansion of the scientific knowledge of the process of creation and promotion of trademarks on the market. Moreover, the conclusions obtained in the course of the research enable us to determine the importance of the use of brand policy. The main findings of the work, the results obtained can contribute to the development of the theoretical orientation of the problem.

**Practical significance of the research** is the creation of the new trademark and the program of its promotion which ensures the increase in the volume of sales and winning of loyal customers.

**Results of the research:**

1. the development of the concept of trademark and the program of its promotion for “KARFO”, ltd;
2. all the attributes of the trademark were developed in a complex based on the positioning strategy;
3. our program of the promotion of the trademark will help the organization to take the leading position on the market of fish products in the NCFD.

**Recommendations:**

1. to use the variant “My sea” with the slogan “Made by nature, preserved by us” as the name for the new trade mark;
2. to use an additional graphic element – the firm’s personage “seaman” for the package;
3. to use the combination of “push”: and “pull” strategies to promote the new brand;
4. to correct the assortment policy as regards the season demand for fish products;
5. to conduct measures specified for the work with loyal target audience for B2B and B2C markets.