

# Unit-4

## Lecture :33

### Topic: Brand Portfolio Analysis

#### **Learning objectives:**

To understand the concept of brand portfolio analysis

# Concept of brand portfolio



# Designing a Brand Portfolio

- Basic principles:
  - *Maximize market coverage* so that no potential customers are being ignored
  - *Minimize brand overlap* so that brands aren't competing among themselves to gain the same customer's approval

# Brand Roles in the Portfolio

- Flankers
- Cash cows
- Low-end entry-level
- High-end prestige brands

Assessment questions:

Students to list out three good examples each of  
brand portfolio