



POSSIBILITIES OF ELABORATION SOME TOURIST PRODUCTS AND BRANDS

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Abstract: Several differences can be observed between a product and a brand, namely while the product is something created by work and is marketed, a brand is created when the product is associated with a special meaning through a name, or a logo, or any other form of identification that helps to distinguish those products from those of competing companies. Then a brand is worth much more than a product, and if brands are created from products, not every product can inspire a brand.

• Results and discussions

- An increasingly common practice is the expansion of the brand, meaning the introduction of a new product under the name of a well-known brand: in this way, the extension bears the halo of the qualities of the parent brand. The operation may fail or may even damage the parent brand.
- Brand positioning refers to the place that a certain brand has in the consumer's memory. It is important to note that if marketers can decide on the desired positioning and can try to find solutions to achieve their goal, consumers are the ones who determine the positioning of the brand.
- The management of each brand is handled by a brand manager, who handles the product, price, distribution, promotion and target audiences. The trend in the field is to sell brands adapted to different categories of consumers and according to the different needs of consumers.
- **Development of new products and brands.** Although new products and new brands are the engine of growth for any successful marketer, the high failure rate (80%) makes the development of new products and brands extremely expensive.
- New products and new brands are created in one of the following research and development processes (figure 1):
 - focused on consumer, possible when we know our consumers and know what products and brands they like or not;
 - focused on technology, possible when engineers in the department are asked to invent something that even consumers have not imagined;
 - focused on opportunity, possible when the opportunity for competition between several manufacturing companies is also created.



CONCLUSIONS

Regardless of the brand, there are a number of consumers who are constantly loyal to a Christmas tree and who only buy that brand. Apart from these, there are also occasional buyers and those who never buy that brand. Loyal consumers, although they represent 20% of the buyers of a brand, represent 80% of the sales of that brand. In addition, keeping a loyal consumer costs much less than gaining a new consumer.

A special form of developing new products and brands is the introduction (or re-branding) of a product or brand from one part of the world to another.