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## MAKING A MODERN BUSINESS PORTFOLIO OF BRANDS

The process of successful making a portfolio of brands provides the business with new segments and markets, involves new consumers, gives an opportunity for producing new goods or modification of existing ones, increases the level of its competitiveness.

Every business, which is going to be success in the market, set up the task of successful making and managing the portfolio of brands to show the potential of a particular brand.

It is necessary that every brand represents important and valuable qualities for a man.

The main aim of making the portfolio of brands is to satisfy the needs of segmented markets best that is why any review of the portfolio of brands arises the problem of saving the segments of the market defined by various features.

Making the portfolio of brands is a very long and complicated process as the busi-

ness can consist of tens and even hundreds brands.

As a rule, subsidiary companies (or daughter companies) are established on the base of the holding company (or a parent company), and then they are promoted and developed.

Using this or that strategy and making the portfolio of brands the business may encounter such difficulties as brand cannibalization, worsening the reputation of a brand, losing brand positioning which provoke substantial financial losses.

To avoid such situations it is necessary to carry out analysis of brands, which are in the business portfolio, their target segments with the help of the marketing research.

As consumers, determine the success of a product by defining its competitive advantages over other similar products.

The business has to look for innovative strategies and solutions constantly, which allow reaching its competitive advantage and increasing in cost of the portfolio of brands.