

The Impact of Commercial Brand on Furniture Industry

Prof. Hussein Kamel Al-Nabawi

Professor of design, former dean of the Faculty of Applied Arts - Faculty of Applied Arts, Helwan University

hussainkamelelnabawy@gmail.com

Assist. Prof. Dr. Daa Eldin Tantawy

Interior Design Department, Faculty of Applied Arts, Helwan University

diaatantawy@hotmail.com

Researcher. Ahmed Abdel-azim Abdel-rahman

Designer

a@the-superstudio.com

Research Abstract:

The research paper sheds light on concepts of marketing identity and brand building and the extent of impact on different marketing plans and mechanisms, as well as the benefit of the added value of the product through the confirmation of the brand identity, which helps to raise and enhance the product's marketing position, price and competitiveness. The research also sheds light on one of the major international companies working in the manufacture and distribution of furniture around the world.

Here we will spot on two main topics: -

First: about branding

- **Brand identity:** through Brand Identity, we will know how a company seeks to convey its individuality and distinctiveness to all its relevant publics.
- **Brand Equity:** through brand equity, we will know what is Brand Equity as the added value with which a brand endows a product.

Second: Branding & Value

- **Reputation Value:** through Reputation Value, we will know how Brand Cultures Shape Perceived Product Quality from an economic point of view, brands serve as containers of reputation.
- **Relationship Value:** through Reputation Value, we will know how Brand Cultures Shape Relationship Perceptions. Brands also communicate that the firm producing the product can be trusted to act as a long-term partner that will flexibly respond to future customer needs.

And finally we will put a spot on a real case of an important study:

In this part the researcher spots on IKEA as a case study of the importance of branding.

Key Words:

Branding – How to build a Brand – Brand Identity – Furniture Industry.