Branding as a Competitive Strategy for Demand Management in SME

Temi Abimbola
UCE Business School

Abstract: Ability to predict future demand is a need that businesses work towards irrespective of their size. Creating a favourable competitive stance for firm's output is also a crucial goal of businesses. These two goals are of particular importance for enterprises operating in an environment characterised with rapid changes, shorten lead-time, and exponential innovative activities. This study aims to elaborate on branding as marketing principle relevant to entrepreneurial quest for stimulating demand and creating competitive advantage. It also aims to highlight the appropriateness of branding to SME practices and identified relevant guidelines that SME could follow in building a successful brand.