

# What does "brand" mean?

The brand is **a business's identity** and story, which sets it apart from its competitors who sell similar products or services in the market. The aim of the brand is to establish **a place in the minds of the target audience** and make them desire to purchase from this business.



Stand out from the crowd



Unique and appealing features



Customers can identify with it



Principles for decision-making



Aid in communication

A business's **mission** is the goal or mission statement that defines:



the fundamental purpose of the business



its values



the results it aims to achieve

A business's **vision** encompasses its long-term goals and aspirations. The vision sets inspiring and ambitious objectives, providing direction for the growth and success of the business.

**It can include:**

- goal
- expansion and growth
- innovation and technology
- competitiveness social
- responsibility