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BRANDING OF RETAIL ENTERPRISES

БРЕНДИНГ ПІДПРИЄМСТВ РОЗДРІБНОЇ ТОРГІВЛІ

Branding is an integral part of the promotion and development of goods by retail trade enterprises (RTE). A comprehensive branding process is a key success factor, as it allows enterprises to identify themselves among competitors and attract a larger target audience. In this direction, it is important to substantiate the use of branding models aimed at increasing the competitiveness and RTE profitability. The aim of the article is to define the key concepts, the main components of branding, to substantiate the construction of a branding model and to characterize its elements. The following general scientific research methods were used such as analysis and synthesis, to present the main brand attributes; branding models and their characteristics; empirical, system and structural analysis and graphical display. The key concepts and basic branding principles have been defined, the main attributes (appearance of the product, its physical characteristics, brand name, logo, slogan, color scheme, fonts, character, music and sounds, related attributes) of the RTE brands have been analyzed. The process of choosing a positioning and its role in brand formation has been considered. The comparative characteristic of branding models has been presented, the main components, advantages and disadvantages of each model have been indicated. Based on the results, the author has developed his own model of RTE brand formation. The main advantages of using the developed model by the RTE and the main differences from other models have been indicated.

Keywords: brand, branding, branding models, brand attributes, brand management.

Брендинг є невіддільною складовою просування та розвитку товарів підприємств роздрібної торгівлі (ПРТ). Комплексний процес брендингу – ключовий чинник успіху, оскільки дає змогу підприємствам ідентифікувати себе з-поміж конкурентів та залучити більшу цільову аудиторію. У цьому напрямі важливим є обґрунтування застосування моделей брендингу, спрямованих на підвищення конкурентоспроможності та прибутковості ПРТ. Метою статті є визначення ключових понять, основних складових брендингу, обґрунтування побудови моделі створення брендів та характеристика її елементів. Використано такі загальнонаукові методи дослідження: аналізу та синтезу – для представлення основних атрибутів бренду, моделей брендингу та їх характеристики; емпіричні, системно-структурний аналіз та графічне відображення. Визначено ключові поняття та основні сладові брендингу, проаналізовано головні атрибути (зовнішній вигляд товару, його фізичні характеристики, назва бренду, логотип, слоган, кольорове рішення, шрифти, персонаж, музика та звуки, супутні атрибути) брендів ПРТ. Розглянуто процес вибору позиціювання та його роль у формуванні бренду. Представлено порівняльну характеристику моделей брендингу, зазначено основні складові, переваги та недоліки кожної моделі. За результатами розроблено власну модель формування бренду ПРТ. Зазначено основні переваги використання ПРТ розробленої моделі та головні відмінності від інших моделей.

Ключові слова: бренд, брендинг, моделі брендингу, атрибути бренду, управління брендом.

Introduction

Branding of retail trade enterprises (RTE) is an urgent and important problem in modern economic context. Retail plays a significant role in economy which requires enterprises in this sector to effectively position themselves in market and create their own unique image to attract and retain customers. The brand in retail not only identifies goods or services, but also conveys meaning, creates an emotional connection with the consumer and determines the uniqueness of the enterprise among competitors. An effective brand in retail is a key success factor because it allows businesses to stand out in market, increase visibility and attract a target audience.

Research into the retail branding process includes analysis of positioning strategies, brand creation and management, ways to communicate with customers, and usage of digital tools to improve the effectiveness of implemented measures.

As competition in retail continues to grow, the development and implementation of an effective branding strategy becomes critical for the successful functioning of enterprises. Therefore, research in this area is important for practitioners and scientists, as it contributes to an improved understanding of branding processes and the development of strategies aimed at increasing the competitiveness and profitability of retail enterprises. The analysis and synthesis of scientific literature are aimed at developing recommendations that will help retailers to effectively use their own potential to achieve their strategic goals in the modern market environment.

The analysis of the main approaches for the development and management of brands of retail enterprises, in particular, the strategy of communication, creating a positive perception of consumers, as well as usage of digital technologies in the process of branding is highlighted in the works of such scientists and practitioners: Aaker & Joachimsthaler (2009), Zozulyov & Nesterova (2011), Nadtochiy et al. (2019), Pedrosa (2021), Prosvirina (2022), Smerichevsky et al. (2019), Shevchenko (2012), Yastremska et al. (2013), Ustik et al. (2023). Research to analyze branding issues reveals important aspects of this approach in brand management, but attention should be focused on the effectiveness of choosing a branding model, understanding the main aspects, choosing the right elements, positioning and adapting strategies to different segments. Taking into account all the processes of brand creation, as well as the development of digital technologies, are critical aspects for successful branding of enterprises.

The article is aimed at defining key concepts, basic branding and concluding the construction of the model of creating brands and characterising its elements.

In accordance with this aim, a hypothesis has been formulated that the branding process can be carried out using different models, each of which has its own purpose and specificity. The specificity of retail enterprises requires the construction of a new model for creating brands, which is aimed

at implementing an integrated approach to the formation of retail enterprises brands and optimization of processes due to their logical systematization.

To test the proposed hypothesis, the following general scientific research methods were used such as: methods of analysis and synthesis, to represent the main attributes of the brand; branding models and their characteristics; empirical methods; system and structural analysis; comparison and graphic image.

Even with all the positive aspects of the application of branding models, there are certain challenges that are associated with their implementation.

In the main part of the article, key concepts and basic glade elements of branding are recognized, the main attributes of brands of retail enterprises are analyzed. The analysis of models of brands and their structural elements influencing the formation of a certain holistic image of the retail enterprise brand in the consciousness of the consumer is carried out. A modern model of branding of retail enterprises has been proposed, the introduction of which will allow to build a strong relationship between the brand of retail enterprise and the consumer.

1. Branding: definitions and main components

The brand is a key element for the effective operation of retailers, which determines their recognition and success in the market. The importance of the brand lies in its ability to identify the company among competitors and create a positive image among consumers. All elements of brand management models are aimed at creating and developing a brand that in turn can strengthen the company's position in the market.

A significant number of retail enterprises operate on the Ukrainian market, using innovative methods and tools to create and promote brands. The development of this industry is constant, with new brand management mechanisms, the evolution of techniques and the growth of opportunities and achievements, the brand is becoming an increasingly important management asset, generating significant profits for enterprises. Consequently, brands' modern operating environment requires them to be flexible and responsive to change as possible (Ustik et al., 2023). Despite a significant number of interpretations of the concept of "brand", their conditional can be combined into several approaches:

• intangible asset of the company;

• perception of the company as a whole (the brand can cover impressions of all aspects of the company, including service, products and corporate culture);

• guarantee of consumer expectations (the brand can be considered as a guarantee that the company meets consumer expectations and has predictable behavior);

• identification element (a brand that has a strong image of the consumer's consciousness can be a strong tool for quickly identifying the product among competitors).

If we consider the concept of "brand" in terms of building long-term relationships with consumers, or as an intangible asset of the enterprise, these processes are fully implemented in the context of the processes of brand management of the enterprise, but the creation of brand elements, such as logo, fonts, color solutions are also constituent elements of the process of brand management, but these processes are called – branding.

The analysis of scientific literature divided scientists and practitioners into two groups, some believe that brand management and branding are identical concepts and there is only a problem with translation, others have the opposite opinion. We believe that these two concepts are not identical, in our opinion, branding is the process of creating the brand itself, that is, its attributes, and not managing it. The term "branding" comes from the English word "brand" – the stigma closest to the meaning of the translation – to make a name for yourself.

Branding includes product positioning, brand name, slogan, visual and verbal identification systems (trademark, corporate identity, packaging, special sounds, etc.), using of identification and communication media that reflect and broadcast the idea of the brand (Nadtochiy et al., 2019).

According to the proposed definition, branding is a process that results in a built holistic brand image that includes all the constituent attributes of the brand (*Figure 1*). Brand attributes are external features by which customers recognize the company and its products. They reflect brand values, influence competitiveness, building trust, and building a positive attitude towards goods and services.

Brand can help to create reputation, positive idea of the company, maintain the image, positioning and accelerate the first purchase by the consumer (Karkushka, 2023).
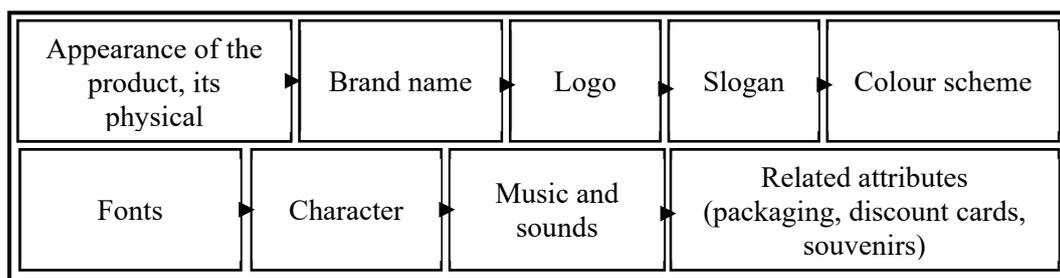
Appearance of the product, its physical	Brand name	Logo	Slogan	Colour scheme
Fonts	Character	Music and sounds	Related attributes (packaging, discount cards, souvenirs)	

Figure 1. Retail enterprise brand attributes

Sourse: (SendPuls, 2023; Kebeta, 2023).

The elements shown in *Figure 1* are only the external components of the brand the main function of which is identification of the product among similar products of competitor, as practice shows, most products have a logo, fonts, color solution, but are not a brand. Since the presence of brand attributes in a product is not the end result, building a holistic brand includes much more components than just a name or slogan.

2. Models of building brands and characteristics of their elements

Brand creation is a complex process, including a large number of elements that are related to each other. The process of building a brand is better reflected in models, the main goal of which is to create a unique product that includes not only the external elements of the product, but also the essence, vision of the brand, its individuality, positioning and strength.

Scientists and practitioners have proposed a significant number of models for building brands (*Figure 2*), there are those developed directly by companies for their own brands, each of these models takes into account the characteristics of goods and its purpose. However, it is worth noting that in *Figure 2*, the authors divide the models into four groups, which include brands creating, managing them and determining the value of brand. It should be noted that the branding process, namely brand creation, is reflected only in the first group of models: the brand wheel, the TTB model, the Unilever Brand Key model, Zozulyov's model and the Brand name Development Services model. Three other groups of models are already integral elements of the brand management system, that is, included in the process of managing enterprises brands.
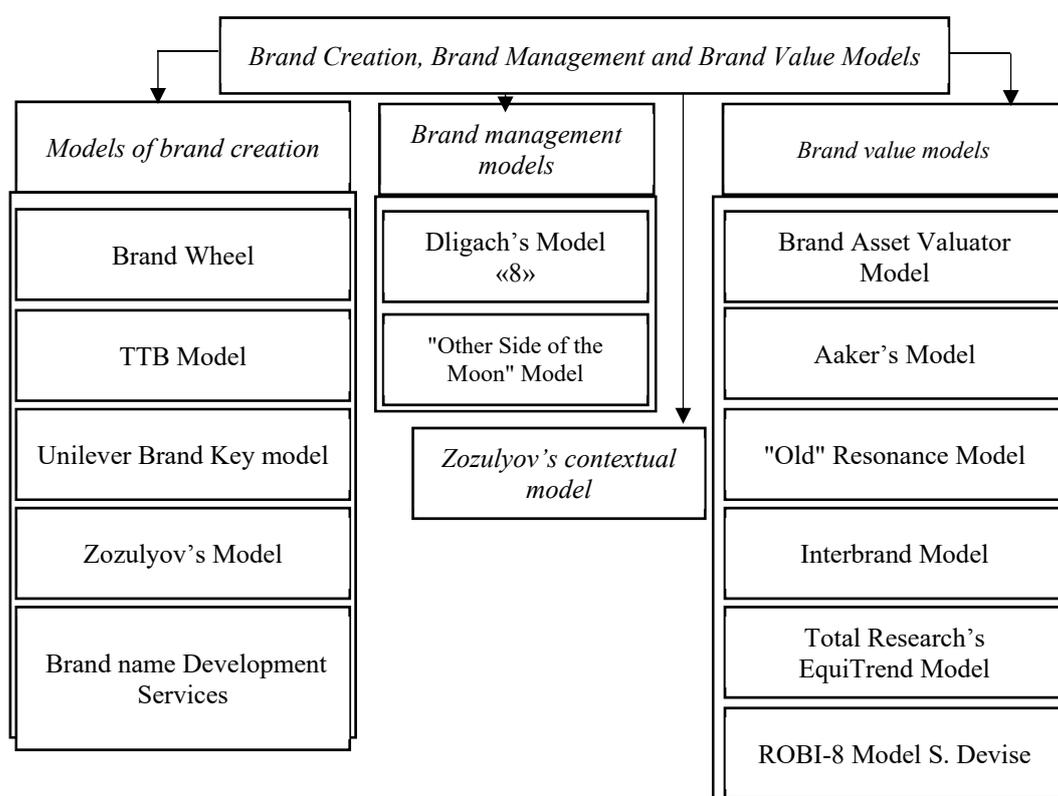

Figure 2. Models of forming, managing and determining the value of brands

Source: compiled by the author on the basis of (Zozulyov & Nesterova, 2011; Yastremskaya et al., 2013).

The fourth "Contextual Model" was proposed by Zozulyov, aimed at taking into account the life cycle of product, brand and market, while the author claims that other modules do not take into account the market context, that is, do not show a connection with the characteristics of the market in which the construction and management of the brand takes place and do not take into account the dynamic relationships between trend management and market status and trends (Zozulyov & Nesterova, 2011). In our opinion, each of these models has its own specifics and components, which are the starting point for building a comprehensive brand management system. Dividing models determines their role, and depending on the needs of the company, it is possible to use different models.

The first group of models, whose main function is to create the basic characteristics of brand, includes various components, but in our opinion the most important elements that form the basis for the creation and further effective functioning of brand of enterprise are: attributes, individuality, identity, value, brand strength and positioning. Each of the brand creation models shown in *Figure 2* includes certain elements that we have listed above, but none of the models presents all these elements together. It is also worth describing the models, noting their components, advantages and disadvantages, in order to evaluate each of them more meaningfully and to justify the need to build our own model capable of building a complete branding system (*Table 1*).

Table 1

Comparative features of branding models

Model name	Essence	Constituent	Advantages	Disadvantages
Brand Wheel	The brand is considered as a sequence of nested levels, starting with the essence, after which: individuality, values (emotional), preferences (rational benefits) and attributes of the goods are distinguished	Essence, individuality, values, advantages, attributes	Allows you to define the essence of the brand and associate it with the specific properties of the product offered to the consumer	It has a factorial character and does not take into account the process of creating a brand
Thompson Total Branding	A brand is treated as a collection of layers, each of which is the centre for the next layer. The core of the brand is the product, then – positioning, target group, individuality. The overall impression of the brand is formed under the influence of a number of factors, the most important of which in the model are: product, manufacturer, name, packaging, advertising, distribution, promotion, price, consumers and context of consumption, competitors, history	Product, manufacturer, name, packaging, advertising, promotion, price, distribution, location, consumers and context of consumption, competitors, history	Makes it possible to create a system of factors that shape the impression of the brand and convey to the consumer the essence of the brand's individuality	Has a factorial character and does not take into account the process of brand creation

End the table 3

Model name	Essence	Constituent	Advantages	Disadvantages
Unilever Brand Key	Branding is based on defining and focusing on the target audience and analysing the competitive environment. The next step is to identify the dominant motives of the target consumers, which can be used to build a brand based on the competitive environment. On this basis, the essence of the brand is formed in terms of elements such as: brand definition, brand utility, value and personification, and the answer to the question of why the consumer should trust the brand	Brand essence, utility, brand definition, value and personification, reasons to trust the brand, determinants of consumer motives	Takes into account motives Behaviour and choice the target audience's product and the competitive environment. Combines factor and process approaches	Does not fully reveal the essential emotional and rational component of the brand
Zozulev's Model	This model emphasises that the work of creating a brand cannot be a one-off exercise. It takes time and constant systemic marketing efforts for the brand to become successful. Image and reputation cannot be created in a day, sometimes it takes years. In terms of funding, the process of creating a brand should be seen as a long-term investment and should be valued accordingly	Consumers' awareness of the existence of the brand, awareness of its characteristics, awareness of its features and competitive advantages, creation of psychological differentiation, economic differentiation	The model takes into account the economic component of the brand and is geared to the long term	Does not take into account the process of brand creation, there are no constituent elements of brand construction
Brand creation stage model (Brand name Development Services)	Within this model, the focus is on the brand building stage. As you can see from the model, market positioning is at the heart of brand building. The next stage is the development of a brand strategy, followed by the development of a creative idea and a test of the legal purity of the future brand. Our stages within this model are completed by linguistic testing (especially important when a brand is present on the international market) and brand testing during marketing research using qualitative and quantitative methods	The process of building a brand consists of the following stages: market positioning, development of a brand strategy, development of a creative idea, verification of legal purity	Allows you to create a brand according to detailed steps	It is procedural in nature. It does not reveals the essence and main components of the brand

Source: compiled by autor based on (Zozulyov & Nesterova, 2011; Yastremskaya et al., 2013).

With regard to brand attributes in *Figure 1*, we indicate the main constituent elements of the brand that identify the product of the retail enterprise. There is no need to describe each component in detail, since each of us is a consumer of certain goods and as a buyer, we have the opportunity to evaluate all these components and make decisions accordingly regarding the purchase made. But with such elements as individuality, value, essence, vision, brand strength you need to get acquainted in more detail, since these components affect the formation of a certain holistic image of the retail enterprise brand in the consciousness of the consumer.

It is worth starting with the concept of "brand individuality" according to David Aaker – this is a set of characteristic personality traits of a person with whom this brand is associated (Aaker & Joachimsthaler, 2009). Modern brands of retail enterprises are not only about profit, or the creation of a unique trade offer, but also about the creation of trends that can form a certain model of consumer behavior. As an example, brands can change the attitude of society to a problem, pay more attention to consumers. That is, brands are the driving force and it is important that those characteristics that form the individuality of the brand best correspond to the target audience, its qualities and characteristics.

Brand identity is how a company defines its brand, what meanings it puts into it, what mission and vision it has, what values and priorities it has. Identity defines ways in and out of the company (Bazilik, 2021). Brand identity combines the elements, attributes of the brand and its main characteristics, while the conscious and purposeful formation of the brand identity will allow you to manage how it will be perceived.

Brand values are the feelings and emotions that the brand carries along with its functionality, for example, brand ownership gives a person a sense of self-confidence, belonging to a particular social group, a position in society, a sense of prestige, confidence in the high quality and reliability of the product – all this gives the consumer deep satisfaction from the use of the brand (Prosvirina, 2022). Retail brands are most often sold to end consumers, meaning they affect most of life. Giving them the appropriate values, characteristics, emotions, allow the consumer to feel belonging to something that is important to him.

One of the characteristics is the strength of the brand – this is an indicator of how close the connection between company and audience. There are four levels of audience connection to brand:

• knowledge (the first level of communication between the audience and the company – informing the person about the brand or its product);

• understanding (the second level – understanding the idea that the brand carries, namely the idea of people about the company or its products should correspond to the position that the brand itself speaks of);

• commitment (the third level is emotional loyalty, thanks to it, the audience continues to buy brand products, even if a more profitable offer has appeared on the market);

• participation (higher level of brand and audience communication: people not only share brand values, but also are ready to take an active part in the development of the company – give feedback, offer ideas) (IMG, 2021).

All the previous components of brand, are fundamental to building a holistic brand of retail enterprise. Since there are thousands of competing brands on the Ukrainian market, and in this case the creation of a logo is not enough, there is a need to create a unique offer for consumer and correct positioning on the market.

According to P. Kotler: "Positioning is a set of measures, thanks to which in the minds of target consumers this product occupies its own, different from others and profitable for the company place in relation to similar products." That is, by positioning we means the processing of a group of consumers (market segment) to create a system of ideas about goods and to form the proper attitude of the consumer to them (Shevchenko, 2012).

D. Aaker defines this as the trademark position is the set of associations that the consumer associates with the trademark. They can cover physical attributes, lifestyle, use situations, brand image, stores where it is sold. The trademark position has been developing for years through advertising, rumors and usage experience. The position of the trademark in the consumer's mind is a relative concept, which is based on the consumer's comparative assessment of this trademark with competing ones (Aaker & Joachimsthaler, 2009). The definitions of the two founders of brand management have similar features, the main one, which is focused on a certain position that the brand occupies on the market and in the consciousness of the consumer. Brand positioning development is the starting point for the implementation of all marketing and branding tools, since positioning lays down the main brand identification components that will be taken into account in marketing communication policy and other supporting tools for brand promotion and development. The process of creating convincing positioning for the retail brand can be divided into five consecutive steps (*Figure 3*). This process takes into account both the functional and emotional needs of consumers. But you need to take into account that functional needs are able to measure and meet with the help of specific characteristics of product, with emotional needs – more difficult. They are less material and more related to feelings that cause the product in the consumer.
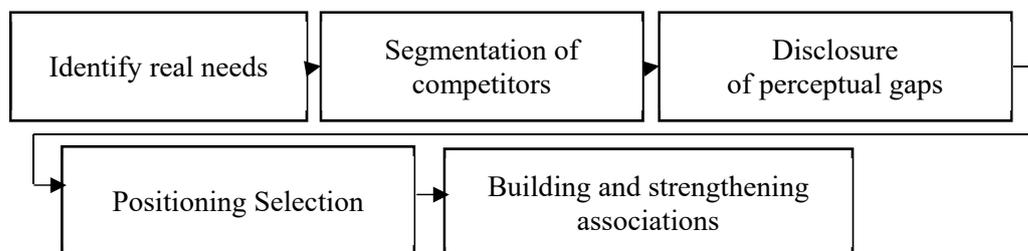
Identify real needs	Segmentation of competitors	Disclosure of perceptual gaps

Positioning Selection	Building and strengthening associations

Figure 3. Process of Brand Positioning

Source: (Pedrosa, 2021).

The proposed process of creating brand positioning begins with determining the needs of consumers and, accordingly, provide answers to questions that arise for consumers when buying a product under the appropriate brand.

It is necessary to take into account the needs of all target groups that can be consumers of the company. For this, competitors are segmented (*Figure 4*). This can be done quantitatively by applying statistical analysis, or popular Boston Consulting Group (BCG) or McKinsey matrices for General Electric, as well as using qualitative marketing research techniques, primarily using focus group discussions or in-depth interviews.

The choice of characteristics or criteria may vary depending on industry, the specifics of company's product, existing competitive advantages or in general depending on the situation on the market. The first two stages have clear research methods, which guarantees relevant data as a result. Regarding the disclosure of perceptual gaps, they are supposed to reflect unoccupied areas in the minds of consumers.
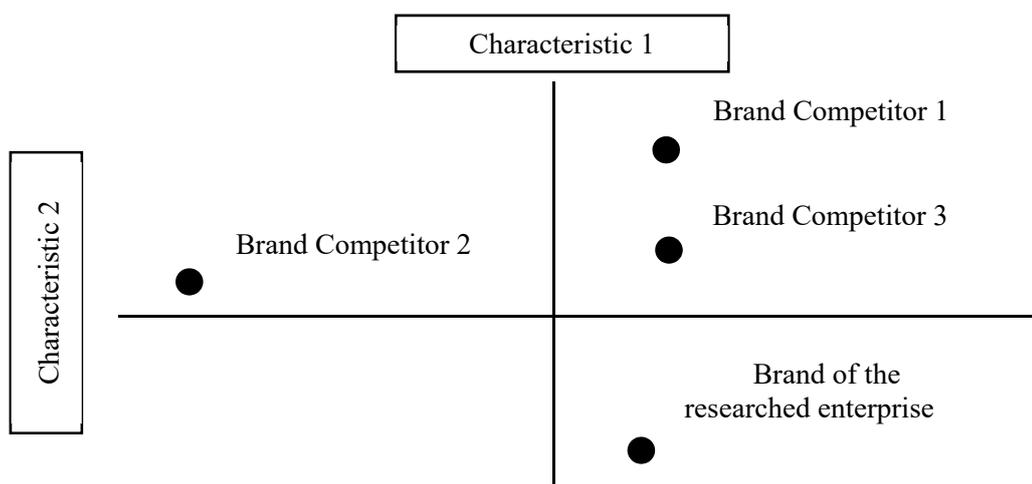
Figure 4. Segmentation of competitors

Source: (Pedrosa, 2021).

Accordingly, this step involves the construction of a perceptual map, which will distinguish an unoccupied niche. Also, at this stage, it is worth figuring out which brands in each specific quadrant have the strongest position and market share, and which, respectively, are the weakest, to make appropriate decisions in future (Pedrosa, 2021).

The next stage is the choice of the most convincing positioning, according to which a differentiated and significant value proposition will be based. Brand positioning involves using of various strategies in marketing activities, such as commodity, price, sales, service or advertising approaches. Depending on which of these areas is the most important for a particular situation or brand, different types of positioning are distinguished (*Figure 5*).
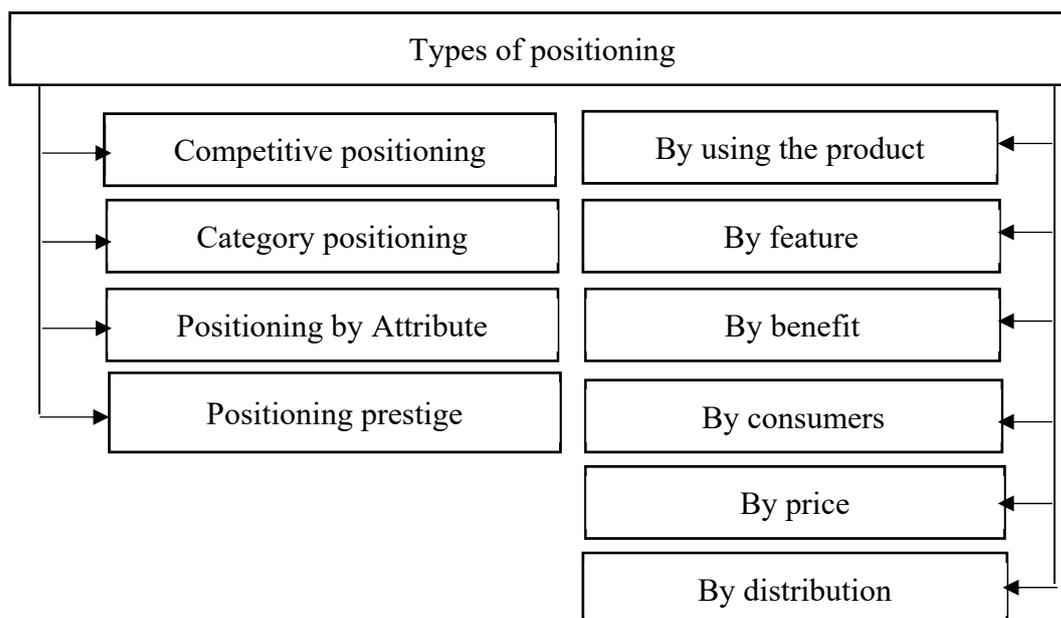
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┌─────────────────────────────────────────────────────────────────┐
│                      Types of positioning                        │
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    ┌──────────────────────────────┐   ┌──────────────────────────────┐
    │    Competitive positioning    │   │     By using the product     │
    └──────────────────────────────┘   └──────────────────────────────┘

    ┌──────────────────────────────┐   ┌──────────────────────────────┐
    │     Category positioning      │   │          By feature          │
    └──────────────────────────────┘   └──────────────────────────────┘

    ┌──────────────────────────────┐   ┌──────────────────────────────┐
    │    Positioning by Attribute   │   │          By benefit          │
    └──────────────────────────────┘   └──────────────────────────────┘

    ┌──────────────────────────────┐   ┌──────────────────────────────┐
    │      Positioning prestige     │   │         By consumers         │
    └──────────────────────────────┘   └──────────────────────────────┘

                                       ┌──────────────────────────────┐
                                       │           By price           │
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                                       │        By distribution       │
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Figure 5. Types of positioning of brands of retail enterprises

Source: compiled by autor based on (Smerichevsky et al., 2019; Pedrosa, 2021).

Choice of positioning is determined in the balance from which aspect of the activity is considered key to achieving a competitive advantage. This can be an emphasis on quality characteristics of the product, price competitiveness, efficiency of the sales system, providing a high level of service or an emphasis on advertising and communication. The distinction in these areas allows brands to effectively position themselves in the market and impress their target audience. Choosing the right brand archetype can also help. Archetypes are universal images consisting of a set of known behavior characteristics and patterns (Skillsetter, 2022). In the case of a person, the archetype determines its innate structure of the psychic matrix: priorities, type of thinking, emotions and desires. The same with the brand – the archetype can be part of branding, strengthen communication or even become a starting point for any manifestations.

However, unlike a person, the archetype for the brand can be chosen. It, like all structural elements of branding, becomes part of positioning (Bazilik, 2021). According to L. Pedrosa, the author of the "Brand Positioning Process" the choice of positioning is not the final stage, he proposes to focus at the end on the development and strengthening of associations. Strengthening brand positioning can strengthen associations that will help strengthen the individualized position in the minds of the target consumer. Also, a scheme is proposed by which associations are calibrated (*Figure 6*), which are able to position the brand of the retail enterprise and convince the consumer that the brand is fulfilling its promises (Pedrosa, 2021).

	Strengths	Weaknesses
Brand	Multiply	Downplay
Competitors	Downplay	Multiply

Figure 6. Brand Association Scheme
Source: (Pedrosa, 2021).

Taking into account these aspects allows retail enterprises to effectively direct their efforts to form positive associations in the minds of consumers, creating a unique and memorable image of the brand in the market. The detailed analysis of the positioning process is due to the importance of this characteristic and the complexity of choosing a brand position in an oversaturated market environment.

The studied models of brand building, somehow reflect in their structure – the positioning process, in our opinion, is strategic, aimed at defining and strengthening the idea of the brand in the minds of the target audience. This can be achieved using modern digital communication tools, artificial intelligence and loyalty programs, all these tools of the ability to build a strong relationship between the retail brand and the consumer.

3. Branding model of retail enterprises

All the components considered in the proposed models of branding are important for the creation of an integral product of the company. Each of the models has its advantages and disadvantages, which are presented in *Table 1*. According to the analysis, we have highlighted that none of the proposed branding models combines all the constituent elements of the brand that are emphasised at the beginning of the article.

The main problem for a retailer in building a brand is that it is not always the manufacturer of the products it sells. In most cases, such companies combine a large number of brands from different manufacturers or intermediaries. This complicates the process of forming the consumer's loyalty to a particular retail enterprise, because in this case the most difficult and at the same time the most important thing is to create a retail enterprise brand, which will be the flagship

and the main element ensuring the identification of the enterprise among competitors. The result of the created brand of a retail company will be that the consumer, looking for a certain product, which is represented in the offer of the competing companies, will look for a certain retail company, which will be remembered due to the created brand.

There are a large number of retail companies operating in the Ukrainian market, not all of which have their own production facilities or sell goods under their own brand. Nevertheless, they have created a strong corporate brand that distinguishes them from similar companies. An example of such companies can be the most famous store chains in Ukraine, such as Silpo, ATB, Novus. Each of these companies started its activity without its own brands in the assortment of stores, but each of the companies formed its own retail enterprises, which differ from other components of the brand. That is, each company has different physical attributes, identity and individuality, formed values and positioning different from competitors. All these components of the brand are followed at all stages of the implementation of the brand building and management processes. This proves that companies use brand building models, but the specifics of the retail company needs to create a brand building model in terms of its characteristics, as well as, this one should have an integrated approach given the future prospects.

In view of analysis, we proposed our own model of brand creation (*Figure 7*), consisting of 5 blocks that take into account all the key elements of creating and promoting the brand of a retail enterprise.

The first block of the model contains the basic components of the brand, its quality characteristics and the brand itself, which will unite the goods sold by the retail company. In the future, there will be a process of forming a retail company's brand from the main components of the brand presented in the model. It is mandatory in our opinion in the first block to determine the responsible persons, job/functional responsibilities, motivation of the staff, that is, to create a foundation for the formation of the internal brand of the company, none of the predecessor models took into account this. Next, testing of the proposed ideas takes place, analysis is carried out and appropriate decisions are already made in accordance with the results and a strategy is adopted to achieve certain goals. The model does not specify processes such as choosing goals, goals, tasks, since they must be consistent with the goals of the company and meet them. The first block is the main one in terms of creating a visual image of the brand, choosing its positioning and characteristics, which will later be reflected in all elements of branding of retail enterprises.

As mentioned in the article above, the most difficult task is to create and develop the brand of a company that simultaneously sells products of different brands from different manufacturers. That is why in the proposed model a lot of attention is paid to the first block, i.e. the development of basic elements, and these components themselves are indicated. The branding models proposed by scientists and practitioners did not combine all these

elements of brand building. Furthermore, the models studied do not take into account components such as:

– Corporate Identity, which is one of the main components of building a holistic visual image of the brand, which should then be followed at all stages of promoting the retailer's brand;

– tone of voice, which is the "key" with which the brand addresses its consumers.

Competition in the retail market is usually very fierce and filling the usual name or logo with something more than colour and font can play a crucial role for the company given the specificities of the retail sector.

Block 1	Block 2	Block 3	Block 4	Block 5
Basic components of the product	Formed a holistic image of the product brand	Commercial offer	*Marketing Communication Policy*	Eco-branding
Product; Trademark; Unique physical characteristics of the product		Registration of sales points	Advertising; PR; Printed materials; Exhibitions; Sponsorship; Patronage; Direct marketing; Promotion of sales	
Basic components of the brand	Legal protection of the brand/ registration of TM: Concept; Color solution; Fonts	POS-materials		
Brand attributes; Brand concept The main idea; Brand vision; Individuality, brand identification; Positioning, archetype; Brand myth; Brand values; Basic brief; Brand strength	Corporate identity; Graphic elements; Brand-book	Accompanying materials: Instructions; Warranty documents; Gift certificates	*Digital brand communications*	
Distribution of functionnal responsibilities (responsible persons), formation of internal branding	Tone of voice – is the intonation with which the brand speaks, and always and everywhere		Social media; Site; Email marketing; Mobile marketing; Mobile applications; Chatbots	
Testing of proposed soluteons; Selection of development strategy; Decision making			*Consumer Loyalty Programs*	

BRAND

Process of retail enterprise branding

Figure 7. Retail enterprise branding model

Source: compiled by author.

The second block has a starting point, namely brand that was written above, in the future there is a process of registration of the trademark (determined by law), which will provide legal guarantees for the company regarding the misuse of brand by other enterprises. In parallel, a corporate identity is created, graphic solutions on the basis of which the company's brand book is built. The last component of the second block is the choice of tone of voice brand, this component will later be used primarily in communications with consumers.

The third block is the final in the construction of the brand and its accompanying components, it includes the creation of a holistic commercial offer of the company, as well as the formation of a unified design of company's office, points of sale, POS-materials and other accompanying documents, which are also elements of a holistic image of retail enterprise brand. When thinking about building the brand of a retail company, you must always think about offline points of sale and they must also be part of the formed image of brand.

The fourth block includes all components of communication activities, in relation to brand formation. It also includes the creation of a customer loyalty programme, which is currently one of the most effective ways of building commitment to a retailer's brand.

The fifth block of the retail branding model focuses on eco-branding issues. This is by far the most painful direction for companies, society and the world as a whole. We believe that this component should be considered when building a corporate brand and should be integrated into the activities of every company. We have found that the brand is the driving force, and consideration of environmental changes, global problems of humanity and the reflection of this in the brand of retail companies can influence and change the attitude towards various problems that are important for society.

All proposed solutions are based on the implementation of a comprehensive approach to building a retail enterprise brand and optimizing these processes due to their logical systematization. All the elements of brand formation are aimed at systematization and structuring of all tools for creating brands, which will allow to obtain the maximum result from their implementation in the activities of retail enterprises.

Conclusions

The process of branding is an integral component of the promotion and development of goods enterprising trade. That is why the research of branding models and their structural components is increasingly paid attention to practitioners and scientists in the field of brand management and marketing. In the context of the overall dynamics of market transformations and changes in consumer preferences, branding becomes of particular importance. A balanced combination of elements (individuality, value, essence, vision, positioning, brand strength) of branding models requires not

only understanding the preferences of the consumer, but also the ability to adapt to the rapid pace of innovations and challenges of the digital era.

The results of the research have been indicated that various branding models are used by retail entrepreneurs, such as: brand wheel, TTB, Unilever Brand Key, Zozulyov's model, model of stage of brand creation «Brand name Development Services». Each of these models has its own specifics and components, which are the starting point for the construction of a comprehensive system for managing brands of retail enterprises. The studied models in their composition have different elements of branding and accordingly have their advantages and disadvantages. According to the research, the specifics of retail companies require the construction of a new branding model, which combines the main elements of the brand, taking into account modern market requirements, which confirms the formed hypothesis.

Further research will be aimed at the development of a complex model of brand management of retail companies, the basis of which will be the proposed branding model.

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