

**EFFECTIVE CORPORATE BRANDING STRATEGY TO
INCREASE SALES PERFORMANCE - CASE OF “X”
DEPARTMENT STORE**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

EFFECTIVE CORPORATE BRANDING STRATEGY TO INCREASE SALES PERFORMANCE

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Based on previous research, “X” DEPARTMENT STORE brand image is low. It enhances the author to found out the effective branding strategy to strengthen its brand image, and also relationship with the sales. Based on Aaker’s book “Building Strong Brands” (2002), he used brand identity methods as the branding strategy. To measure the effectiveness of branding strategy itself, the author did interview with company’s marketing manager about branding strategy and brand identity of the company, and also do questionnaire to know current brand image.

What is the relationship between branding strategy and sales performance? The author found out one aspects of brand equity that affects sales performance directly. There was brand loyalty. The author also tried to measure what factors that made brand loyalty stronger, from branding strategy point of view, to generate better sales performance for the company.

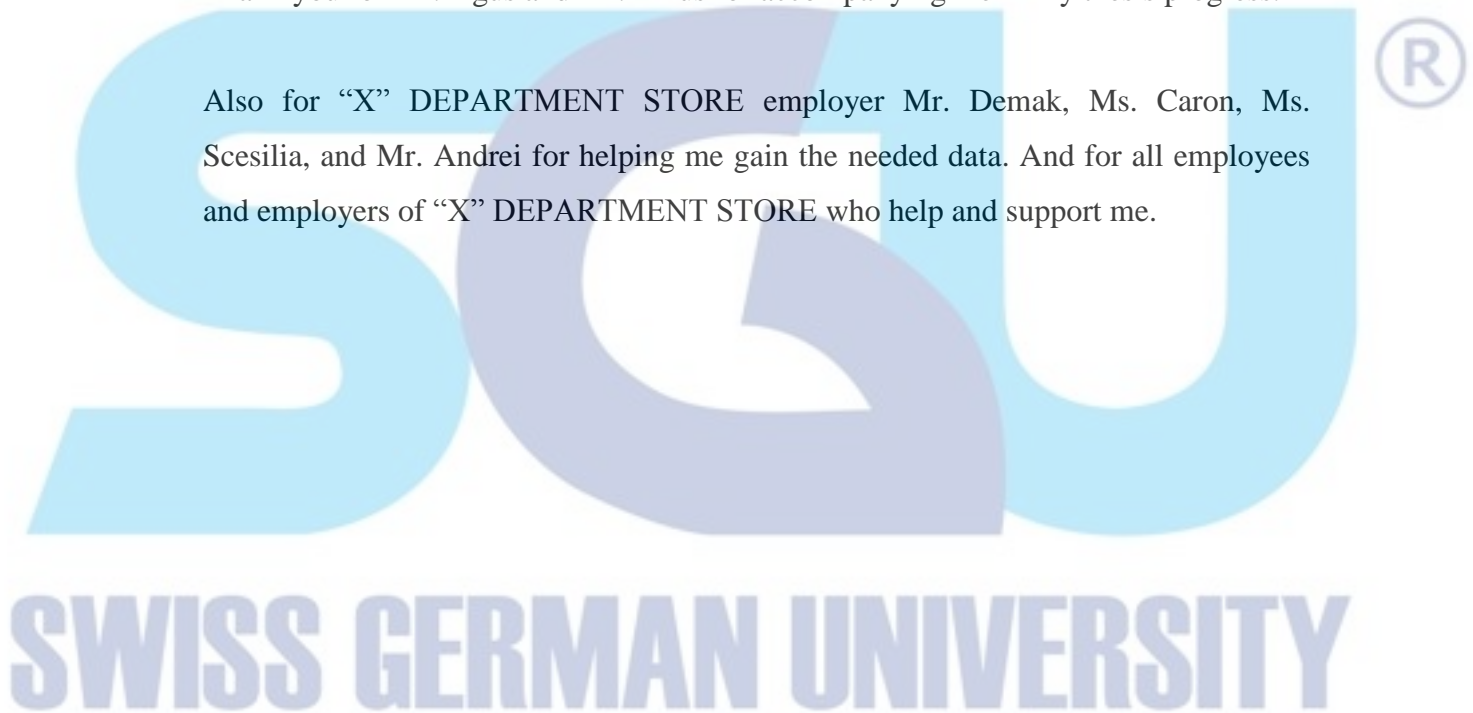
Key words: branding strategy, brand identity, brand image, brand loyalty, sales

DEDICATION

I dedicate this thesis to God for His blessing, my parents, my boyfriends, and my friends who helped and supported me.

Thank you for Mr. Agus and Mr. Linus for accompanying me in my thesis progress.

Also for “X” DEPARTMENT STORE employer Mr. Demak, Ms. Caron, Ms. Scesilia, and Mr. Andrei for helping me gain the needed data. And for all employees and employers of “X” DEPARTMENT STORE who help and support me.



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