



<input checked="" type="checkbox"/>	Master's thesis
<input type="checkbox"/>	Licentiate's thesis
<input type="checkbox"/>	Doctor's thesis

Subject	International business	Date	7.4.2006
Author	Tomi Lakanen	Student number	
		Number of pages	77
Title	Establishing a follow-up system for corporate level brand position strategy -Case: Eltel Networks		
Supervisors	Ph.D. Esa Stenberg and M.Sc. Foster Ofosu		

Abstract

The research problem of the study derives from the case company's needs to gain feedback from its brand position strategy. The purpose is to provide a solution by developing and implementing a follow-up system that measures the performance of brand position strategy. Although both aspects of the research problem - brand positioning and information systems - are covered by many academic studies, there are not many, if any, researches that focus on both of these issues. This is the gap in the existing marketing literature that this research aims to cover.

The objective of the thesis is *to establish a follow-up system for corporate level brand position strategy*. The objective is divided into three sub-objectives which are

- *To understand what information the company needs concerning its brand positioning*
- *To determine and propose the actions required to respond to the information needs relating to corporate brand positioning*
- *To facilitate the utilization of gathered information.*

This qualitative research is conducted as a single case study by using a constructive research approach. As a case company was Eltel Networks. The empirical data is collected from several partly complementary sources. The data is composed of interviews, documentation analyses and participating observation.

The output of the research is a follow-up system which collects customer data for the purpose of brand performance evaluation, and delivers the data to decision makers. The theories about brand positioning and information system design are used side-by-side, which is relatively new to the field of this type of academic literature.

The established follow-up system is based on a framework that is developed in order to highlight the factors that are important to recognize when establishing a new follow-up system. The contribution of this research lays in bringing the framework into an organizational context and putting the follow-up system into practice.

Key words	Brand positioning, Marketing information systems, Constructive research
Further information	