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FOOD BRAND AS A SOURCE OF COMPETITIVE ADVANTAGE

Nowadays, a brand is one of the most important strategic sources in a company. High capital of the brand ensures a competitive advantage for the company as a result of increase in consciousness and loyalty of purchasers. A need of building a relationship with the brand has been more often mentioned on the food market recently, because of a high level of its saturation and price competitiveness.

The main purpose of the presentation is to describe the food brand as a strategic sources in a company.

At first the concept and strategies of the brand, brand value and power with taking into account methods of its assessment are presented. It has been underlined that strategies of brand positioning on the food market as well as building image and identity of the brand play a significant role in the presented subject. It should be stated that advertisement is a spectacular factors of brand image building (style and rhetoric of advertising message, especially those which exposes name, brand and its character). On the other hand, additional promotion fulfils a role of image consolidation through use of different kinds of incentives and loyalty programs increasing brand attractiveness for purchasers (special role in consolidation of the brand image).

In conclusion we can say that nowadays, most of the sectors manufacturing goods and offering consumer services is in the phase of growth or maturity. The basis of building the competitive advantage for this kind of sector is the price, company and product brand image. For global companies the image is becoming more important as the main source of competitive advantage. The image is an intrinsic element of company's long-term strategy and the way it is created should be included in company's mission statement. The image expresses the real perception and projection, precisely defining what target groups think of the company.