

Seminar held "Brand Influence"

Publisher: The News Business

Year: 2000

INTERNATIONAL

THE NEWS BUSINESS

Saturday

November 25, 2000

Seminar held

From Our Correspondent

KARACHI: A seminar on 'Brand Influence' was held here at a local hotel on Friday.

The seminar which focused on current branding marketing strategies and needs was arranged by the Horizon Incorporated.

Dr Nirmalya Kumar, Professor of Marketing and Retailing at International School of Management Development, Switzerland ad-

ressed the gathering. Kumar focused on consumers' needs, branding trends, result oriented strategies and the role played by efficient Customer Relations Management (CRM) in the whole equation.

Ahraz Hussain, DMD of National Foods and Farooq Shaikh, Director Marketing Hilton Pharma, gave detailed introductions of their brand management histories, with special emphasis on steps to counter competitive strategies by other brands.