



# COMMUNITY NEWSLETTER

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## EDITORIAL



**Dr. Swati Jain**  
Associate Professor  
DME Management School

### Brand Equity: The Unbeatable Brand Mantra

In a world which is fiercely competitive, there has been a significant change in the buying habits and purchase decision making process of the consumers and this has put more weight on the brand than on any other product feature. This has brought branding to the prime focus area and strategies revolve around increasing and adding value to the various brand aspects. While brand awareness, brand association, brand preference, brand loyalty etc are all important, all these collectively contribute to brand equity and in turn the growth and development of the brand. Thus Brand Equity refers to the total value of the brand as a separate asset. It is the aggregate of assets and liabilities attached to the brand name and symbol which results in the relationship customers have with the brand.

Investopedia states:

*“Brand equity refers to a value premium that a*

*company generates from a product with a recognisable name, when compared to a generic equivalent.”*

Also Stephen B. Shepard, an American business journalist, puts it:

*“A great brand is a promise, a compact with a customer about quality, reliability, innovation, and even community. And while the concept of brand is intangible, brand equity is far from it.”*

This can be summed up in saying that companies can earn more money from their products if consumers believe them to be superior to lesser-known brands, and they can do this without having to rely purely on price or promotions. Considered as an asset in itself, a business with high brand equity will, therefore, be more valuable than one with low brand equity.

While brand equity leads to increased sales, higher profits and more influence on the customers with increase in the market share, developing a strong and rewarding brand equity is the most crucial task for the company. This becomes even more important because while positive brand equity helps the company to maintain superiority over its competitors and expand its product lines, a negative brand equity can hurt the current product lines under the brand and have a long-lasting negative effect on the brand positioning.

So, how can companies build and manage brand equity? Many companies use the following four-step process which has a defined chronology as without answering the previous, the next can not be answered.

1. Brand Identity - Does the consumer know the brand exists?
2. Brand Meaning - What does the brand mean to you?
3. Brand Response - How does the brand make you feel?
4. Brand Resonance - Do you have an emotional connection to the brand?

Evaluation of brand on the basis of above parameters can lead to the development of strong brand equity and thus add value to the same product by offering it under a specific brand. This will make one product preferable over other when the two have exactly the same features and utility. Precisely, brand equity is what makes a specific brand superior or inferior to others.

### Theme of the Current Issue Brand Equity

Editorial Board: Prof. Dr. Ravi Kant Swami,  
Ms Roli Wadhwa, Ms Monika Kadam  
Student Editorial Team: Ms Avleen Kaur,  
Ms Palak Bajpai



### Delhi Metropolitan Education

B-12 Sector 62 NOIDA (U.P.)  
Phone : +91-7042667951  
MOBILE: +91-7042667516  
E-mail: info@dme.ac.in

## Brand Equity through Digital platform



- Ms. Pooja Tripathi  
Assistant Professor

Brand Equity has been defined in various ways. Some have taken it as psychological impact that occurs in the mind of target audience and others given it a financial perspective. Some claim that it is an extra value that consumer gets with its purchase. Whether it is financial gains, larger market share, or loyalty of consumers that a marketer seeks, brand equity is essential to everyone. Companies have been using several traditional tools and techniques to gain this brand equity. But with changing scenario of doing business and the needs of the consumers the traditional approach should evolve. It has already been forecasted that by 2030 at least one billion Indian will be online and therefore traditional strategies of obtaining brand equity must be changed. Brand equity at digital platform is difficult because you are intending to make long term relationship and develop trust with consumers whom marketer is meeting virtually. But Companies like Coco Cola, Amazon, and eBay have already proved that well thought brand awareness programs, customer commitments, creation of reputation for excellence, delivering excellent value can lead to huge brand equity.

Digital platform is all about developing long term relation with the customers. This is only possible if one is well acquainted to its target customers, their needs and their online shopping habits. This understanding then should be converted into a unique value proposition. On one hand value proposition should integrate with offline strategies but on other had it should be distinct from them. After this every benefit that you render to you customer have some price. Therefore, it is important to be very cautious in developing the price strategies as digital platform is extremely transparent and dynamic. Apart from these pricing pressures, globalization has further

added strain on pricing decisions. Another important aspect on digital platform is the website, place where your customers are meeting officially. Thus, you cannot keep any stone unturned in developing the website. It should be loaded easily, smooth in navigation, carry all the important information, and lot of useful content. This will encourage visitors to stay longer to your website and have better chance of involvement. In addition to all these efforts, brand equity is all about building trust in the target customers which requires lot of promotion. Promotion strategies should coincide with value proposition, carefully targeted, extremely relevant and dynamic. This will help in increasing credibility and eventually customer engagement. Although, many function on digital platform are taken up through automation but neglecting role of human resource can be fatal to any organization. Therefore, it is extremely important to induct, train, and value people associated with you. Another very crucial aspect is process through which a customer undergoes while browsing, interacting or making purchase through your website. It should be simple and user friendly. Digital platform is a virtual world where customers look for cues such as a well-designed site, endorsements to trust on the marketer. Therefore, marketers should provide enough physical evidence to build trust in the target customers.

Thus, brand equity extremely important and needs an integrated efforts, and in-depth strategic decisions.

## DME - CSR Initiative Cyberthon Workshop at Delhi World Public School



- Ms. Monika Kadam  
Assistant Professor

To create awareness amongst the pupils of the 21st century, about the hazards of the virtual world, a workshop was organized by DME Management School at Delhi World Public School, Greater Noida West on 23rd January 2020. Dr. Swati Jain, Ms. Monika Kadam and Ms. Parul Grover visited the school and addressed students of Class VI to XI.

The entire workshop was conducted interactively, as a lot of pertinent questions were raised, which were answered in great detail. The focus of the session was to create awareness about the usage of networking devices, which have become a part and parcel of everyone's life. An individual who is unaware of the uses of the cyber world is vulnerable to the risks it poses. The entire session was meticulously designed and executed; it covered a wide range of issues from morphing to online predators.

Students were enlightened about possible threats of e-frauds, online banking frauds, hacking, phishing, cyber defamation, cyberbullying, stalking, child pornography, online human trafficking, etc. Students were also briefed about keeping passwords safe, avoiding cyber bullying, data thefts, threats of fake profiles and defamatory posts. Also, it pointed out that the inappropriate use of the Internet is a major issue with the school and college-going students. Unknowingly students and children get trapped in various cyber-related crimes. Right orientation and proper parental awareness can restrict the problem to some extent.

This workshop acted as an eye-opener for everyone who attended it. Guidance and advice, properly followed, could have a far-reaching and favorable impact with regard to the cyber safety of our society.

**DME Delhi Metropolitan Education**  
Affiliated to Guru Gobind Singh Indraprastha University (GGSIU), New Delhi  
Approved by Bar Council of India

**CYBERTHON**  
A DME CSR Initiative

**SAY NO! TO CYBER BULLYING**

there are 7,744,931,154 people in the world, why are you letting ONE of them bring you DOWN?

**Get in touch**  
B-12, Sector-62, Noida  
Phone : +91-7042667951  
Mobile: +91-7042667516  
Email: info@dme.ac.in, mentoring@dme.ac.in, cyberres@dme.ac.in  
www.dme.ac.in  
@delmetnoida  
@delmetnoida  
@delmetnoida  
@delmetnoida

# DME's Master Chef 2020 (Cooking without fire battle)

- Student Editor :Palak Bajpai  
1st Year, Section C

If you are a chef, no matter how good a chef you are, its not good cooking for yourself; the joy lies in cooking for others.

Students of DME management school, donned their 'chef cap' to exhibit their culinary skills in DME Masterchef 2020 held on January 28, 2020. About 60 teams participated in the competition with full zeal and enthusiasm as they doled out nutritious yet delectable dishes in merely 60 minutes. The food items displayed was a visual delight. In the preliminary round of judgement, top eighteen dishes were selected by a panel of non-teaching jury comprising of -Ms Rimsi Ma'am, Ms Tulika Ma'am, Ms Richa Ma'am, Ms Pallavi Ma'am, Mr Tushar Sir and Mr Pawan Sir. These selected dishes were further judged on the parameters of taste , innovation , presentation and hygiene by esteemed judges, Director DME - Dr. Ravikant Swami Sir and Head of Academics (DME Law School) - Prof. Bhavish Gupta. They interacted with the budding chefs to find out the ingredients of the recipes, its nutritional value and the significance of the dish prepared by them. "The student demonstrated their ability to not only to prepare amazing dishes but have added

passion and fun in the kitchen" commented Dr. Ravikant Swami Sir. Judges were praised the efforts of participants. The first position was secured by Team no. 27(Harshita Chopra, Mohak Khanna and Mehak Jain), closely followed by team No. 51 (Ayushi Ahuja, Akshat Kanday and Manas Kamboj) and Team No 58 (Mohak Verma and Siddharth Sharma) who shared the second position. The third position was shared by team No. 6 ( Simmi Juyal, Yashika Khandelwal and Rahul Raheja) and Team No. 8 (Aditi Mishra, Surbhi Giri and Maahi Sharma). Consolation reward were also given to few teams.

There is no spectacle on earth more appealing than that of a student in act of cooking for their gurus. The event not only provided a platform for the students to exhibit their creativity and decision making skills but also helped them explore their hidden talents and discover new areas of interest. The credit for the success of the event no doubt goes to all the enthusiastic students and faculty members who facilitated the event. Special thanks to Ms. Shanu Jain Ma'am and Mr. Swaraj Manchanda Sir, the faculty coordinators for the event.



## Significance of Brand Equity



- Mr Bhupinder Singh  
Assistant Professor

It is the additional amount a customer pays for a product or a service that is associated with a good brand. Say a non branded product costs Rs. 100 per unit that well fulfills the customer needs, Customer pays say Rs. 120 for a similar branded product. It means he/she pays Rs. 20 extra for branded product. This extra amount of fund raised because of association of brand to that product is called brand equity. Lot of efforts in terms of funds and time is required to establish a brand in the market. Once it is established, less effort is required to promote products and services in the market. Brand equity can be achieved only through building customers brand association and trust. Brand association can be build only once the customers are delighted. Now a days, businesses are more concerned about customer delight through offering customized products/services at competitive price. It's becoming very important for brands to delight their customers and give them a positive experience interacting with your brand. Delighting customers means to make them feel special and cared for by exceeding their expectations. This is different than customer satisfaction, which is a more commonly used term. Customer satisfaction means that business is doing just enough to meet expectations while customer delight is about surprising them by exceeding them. Customer delight is to make consumers more than satisfied, i.e. feel them cared, honored, privileged, happy and special. Customer Delight occurs when the service performance exceeds the expectations of customers. It is very difficult to put into practice and that is why customers are often surprised and hence delighted when it occurs.

Significance of brand to a business entity could be:

1. Delighting Customers Creates Brand Ambassadors: Once brand is established, its publicity is being done by end users through word of mouth. As per market researches, 85% of small businesses get customers through word of mouth. The best way to create word of mouth advertising and get referrals is to delight your customers. Delighted customers are more likely to share their positive experience with others that definitely impacts other's purchasing decisions.
2. Brand equity earns more profits to the company in long run. Branding means brand establishment and brand association. No doubt, brand establishment is time consuming, cost a lot to business since it involves lot of promotional activities, but once it is established then business need not to invest more in marketing its offerings in terms of products or services. Once brand is established, businesses need not to do huge investments in terms of funds as well as efforts to promote new offerings.

Major trends in branding are:

1. New Means of Communication like Messaging Apps, Voice Messaging, Chatbots, Alexa and Google Home.
2. Digital Transformations & Cloud Strategies.

## Microsoft Global Certification: MS Excel Training Workshop

A seminar was held on 14th January 2020 (Tuesday) in the Nelson Mandela Auditorium for DME Management School. The seminar was regarding Certified Advanced Excel course training workshop in association with 9LedgePro organization with a view to addressing the students, about the importance of possessing skills that would help us in our future professional life. 9LedgePro is an organization that is associated with Microsoft and is an Authorized Education Partner (AEP) of Microsoft Specialist Courses. The training was organized for the interested students of all three batches of Management School, conducted at the Computer Lab and the whole workshop lasted for five days from 18th January 2020 (Saturday) to 22nd January 2020 (Wednesday).

The first three days were the training sessions by Mr. Dheeraj Juneja who began the session by recalling the basic details of Excel after which he taught us how to work in the Excel using the various features available in it and helped us out of our doubts immediately during the session itself. Ms. Neha Verma was also present during the sessions to help us out and provided us with assignments. The concepts that were to be taught to us in those three days was planned systematically and was never deviated out of topic. The fourth day of the workshop was the day of revision. The revision class was taken by Mr. Parth Shukla who gave us a briefing about how the exam would be conducted and the guidelines we had to follow for the same. He discussed with us a sample question paper and gave us certain useful exam tips. The fifth and the last day of the workshop was the day of the exam. We were allotted time batch-wise and gave the exam in a lot of 10. The maximum time duration of the exam was of 50 minutes for each student. The exam result was declared immediately after we finished our exams and the

- Student Contributor: S. Suganthi  
2nd Year, Section B

students who were successful in their exam were awarded a digitalized badge and a global certificate. The proctor of the exam was Mr. Shubhajit Poddar who is also the Co-founder of the 9LedgePro organization announced that the highest scoring student among us would get an internship opportunity in their organization.

Overall, the workshop was very informative and it was really a very new, great and useful experience for us. I would like to thank DME and 9LedgePro organization on behalf of all the students who took part in this workshop for this opportunity.



## DME - Community Connect Society A Visit to NGO - Goonj



- Ms Monika Kadam  
Assistant Professor

On 28th January 2020, Community Connect Society organized a visit to Goonj aiming to sensitize students to the grim realities of life. Twenty-seven students of Management, Law and Journalism School accompanied by Dr. Smita Gupta and Ms, Monika Kadam visited the Goonj.

Goonj is a non-governmental organization headquartered in Delhi, India which undertakes disaster relief, humanitarian aid and community development in parts of 23 states across India. An NGO that catalyses community development initiatives using local wisdom. It focuses on clothing as a basic but unaddressed need.

Mr. Uttam gave us a warm welcome and briefed us about Mr. Anshu Gupta, founder of Goonj, quoting that everyone must learn to share. "Even the smallest things are of value and can bring smiles and joy in the lives of the needy. However, we don't give away aid for free. It is in lieu of work done by the locals." It provides all these necessities but not free of cost but by helping the villagers in using their local resources to build dams and wells or making roads, asking children to come to school, etc.

After that, Ms. Sneha and Mr. Ravi Kalra showed us the entire work centre giving a glimpse of the work that Goonj is doing. This included sorting and upcycling clothes and creating useful kits for distribution to the poor and needy, hand-looming etc. They stressed the importance of sharing only those items that can be used. They said, "We separate donated items into three categories-Good Condition, Repairable and Beyond Repair." The items that are considered beyond repair are never distributed.

Nothing at Goonj goes waste. They convert all unused paper into notepads and booklets. Worn out car seat covers are converted into purses, wedding kits, family kits and cassette tape is woven into a fabric.

They also explained the NJPC-My Pad project to the students. NJPC is Not Just a Piece of Cloth initiative catering to the needs of menstrual hygiene. Awakening the students about how difficult it is for village women to buy a pack of sanitary napkins. "These women would use plastic bags, hay, even cow dung cakes to absorb their flow," says Mr. Ravi Kalra. This is how the need and initiative were driven to create the sanitary pads from used clothes and distributed them to these women.

While students wholeheartedly contribute old books, clothes, stationery etc as often there are collection drives organized at the college level, it was a first experience for them to witness the process of effective utilization of the so-called waste. It was an awe-inspiring experience for them to see the segregation units and the way each piece of the products are being used till its last use and made into a valuable commodity that is consumed as a resource by the needy. These visits organized by the Community Connect Society are not just a display of our social responsibility but also a forum to instil the values of empathy and compassion among the students. These are life skills demonstrated in action.

