

22 August 2008

**Nayeema Ahmed**

Course Instructor  
Brand Management  
Department of Business  
East-West University, Dhaka  
43, Mohakhali C/A  
Dhaka- 1212

Sub: **Letter of Transmittal**

Dear Madam:

It gives me immense pleasure to present here the report, which was assigned to me as a student of Brand Management Course (MKT 416). In preparing this report I had the unique opportunity to expose myself.

I tried my best to follow your instruction, schedule, format and suggestion in every step of writing.

I shall be pleased to answer any question and query you them necessary as now and future needed.

Sincerely yours,

**S. M. Benzir Ahmed**

22 August 2008

**S. M. Benzir Ahmed**  
East West University  
43, Mohakhali C/A, Dhaka.

Sub: **Letter of Authorization**

Dear Student:

At your earliest convenience, you will please prepare a report by Building A New Brand. As student of Business Administration, you are well qualified to undertake the study on this subject.

Submit the report by August 22, 2008. Please contact with me if you need my assistance.

Sincerely,

**Nayeema Ahmed**  
Course Instructor  
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## Acknowledgement

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# Executive Summary

This report is on a new brand which is a new categorized product. The product is a web site. And by this web site user don't need to write password and login id to enter other sites where s/he has the accounts. It's completely new experience and it's amazing. On this product this report has made. Here the brand concept has described. How this product will promoted, how the brand will be built, how the brand can be more stronger, who will be the target market etc has been described. The target market of the product is commonly: those who have internet access and capability to use internet and have different accounts in different sites. Different external variables has described from where a clear idea along with the relation with product and external variables can be found. Different brand elements' detail in mix and match and more detail about product have given under the section of 7 parameters. Along with all of them Jack Trout's differentiating factors, value curve of blue ocean strategy, Brand sense, secondary value association and value pricing has described.