

Vinh An fishing gear brand design

Nguyen Duy Quang

Abstract: In the context of an increasingly competitive fishing tackle market, this study focuses on brand design for the new product line of Vinh An Company. The main objective is to enhance brand recognition and strengthen market competitiveness through branding strategy. The research methodology includes analyzing the current market, identifying customer needs, and applying brand design principles in practice. The expected results provide an overview of the brand design process and contribute to the long-term development of the enterprise.

Keywords: Fishing gear brand, Branding design, Customer needs, Market strategy