

Designing the Brand Identity for PHÚC SEN Company Limited

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Abstract: Research and design of a Brand Recognition Manual (BRMH) for PHUC SEN Company Limited to enhance brand awareness in a fiercely competitive market. The objective of the study is to identify key factors that create brand value, build a brand identity system aligned with the company's business strategy and unique characteristics. The research method combines theoretical analysis and empirical approaches, including market assessment, expert interviews, and customer surveys. Expected results will provide the company with effective BRMH design guidelines to strengthen brand recognition and improve competitive positioning.

Keywords: Brand identity, PHUC SEN Company Limited, Brand system design