

Designing a brand identity for the business Via Đà Lạt.

Nguyen Thi Thu Hang

Abstract: In the fiercely competitive context of the modern market, designing a brand identity (BI) system is an indispensable requirement for Via Đà Lạt enterprise. This topic aims to build a BI system suitable for the company's position and development strategy. Through a combination of theoretical research on BI and practical experimentation within the enterprise, the topic hopes to provide a comprehensive solution for improving brand awareness as well as enhancing competitiveness. The expected results will contribute to the field of marketing management and improve the service quality of Via Đà Lạt.

Keywords: receipt, brand, enterprise, marketing management, development strategy