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Abstract <p>The case company of the thesis is TSP Tieto Oy. The objective was to provide a solution for brand development for the family business. The paper presents a concrete, executable plan on how to develop the company's brand in addition to the research to back up the findings.</p> <p>The research consists of theoretical analysis of branding focusing on creating, maintaining and promoting brand equity. The research was conducted in two phases: qualitative research interviews that were conducted with distinguished branding experts and quantitative research that was conducted as a customer satisfaction survey. Combining the aforementioned research methods provides a holistic view of the field of branding. The research findings were applied to suggest a course of action regarding brand development the company should take in the author's opinion.</p> <p>The greatest challenge in the project was to figure out ways to maintain existing brand equity upon making changes to brand image. In order to formulate a plan, theories concerning brand development and brand architecture are presented and utilized.</p> <p>The thesis succeeds in providing a harmonized suggestion on how to develop the company's brand into the future.</p>			
Keywords Branding, brand equity, brand architecture, B2B, family business, accounting			