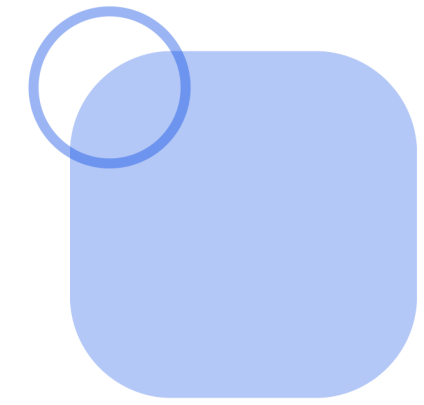# SAP: BUILDING A LEADING TECHNOLOGY BRAND

POSITIONING AND BRANDING STRATEGIES

I also believe that the company's strategy generates adequate strategic branding to support the achievement of such a result.

INNOVATION AND PRODUCT DEVELOPMENT

Another key component that has played a major role in SAP 's brand creation has been the organization's steady drive in the area of innovation and product development.

Customer-Centric Approach

Another Salient factor that has contributed to the growth of SAP's brand has been the ability of the company to focus on its customer needs. Nonetheless, the company seeks to be aware of the specifics that the customer wants regarding the product or service offered with an aim at addressing distinct business needs.

MARKET SATURATION AND EXPANSION INTO NEW TERRITORIES

SAP has greatly benefited from the strategic growth of it branch network around the world. It confirms that the company has expanded into various scenes globally and has been able to carve its market.

CONCLUSION

Therefore, by branding its innovations correctly, investing in the correct kind of technologies consistently, by focusing on the customers and by establishing a strong footing in all the countries in the world, SAP has become a leading technology brand.

RESOURCE

This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.

Resource: Visit thecasesolutions.com for detailed analysis and more case studies