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## **FEATURES OF BRANDING ENTERPRISES MANAGEMENT UNDER CONDITIONS OF EUROPEAN INTEGRATION**

### *Summary*

The article describes that a brand is a complex of psychological techniques and beliefs, physical attributes of products that attract the consumer and are used to differentiate them from the products and services of competitors.

Brand strategy is an important stage for a branding enterprise. Therefore, the firm must determine the idea of entering the market, then choose: a global strategy, multinational or mixed. Particular attention should be paid to choosing the type of brand: corporate or individual, family of goods, or others. In addition to an effective market launch and branding strategy, Internet technologies that provide fundamentally new opportunities for marketing strategy, as they provide access to global information resources, should be considered.

According to the MPP Consulting Agency, by value, such a brand, Morshynskaya, has the highest position. But also, when creating a successful brand or promoting an existing one, you should pay attention to the positions of other brands that are present in the same segment of the market. This will avoid duplication of an existing brand in the market and its strategy for market promotion. That is why Ukrainian goods have a strong position in positioning their brand and promoting it in the European market. European integration processes will increase the opportunities for sales and promotion of national products. International legislation will help to protect the ideas of branding businesses and promote their development.

Therefore, the value of branding in today's context is constantly increasing. European integration processes in Ukraine encourage Ukrainian manufacturers to update strategic plans, improve marketing policies and develop branding at enterprises, which facilitates the promotion of domestic products, in particular, to international markets. Further research in this area may concern the development of effective brand development systems for Ukrainian companies, taking into account the dynamics of international markets.

**Keywords:** brand, branding, branding strategy, international and national brand, European Union, European integration, trademark, Internet marketing.

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