

Companies' Brand Valuation and Small Businesses Brand Formation

Conference paper | First Online: 11 June 2025

pp 438–451 | [Cite this conference paper](#)

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Innovations in Industrial Engineering IV
(icieng 2025)

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Abstract

Corporate brand design has evolved significantly, with growing emphasis on corporate image management and brand identity. In today's economic climate, small businesses struggle to compete due to financial constraints. While branding is often associated with large corporations, it is crucial for small businesses to develop a brand from the outset to ensure sustainability and market presence. This study reviews over 30 brand valuation methods, categorizing them into cost-based, market-based, income-based, and hybrid approaches. A key issue identified is the absence of a universal dynamic brand valuation model. To address this, the paper proposes a rating-based system that evaluates brand components such as trademark recognition, consumer loyalty, price positioning, and competitive advantage. Findings indicate that small businesses should not mimic large corporations but instead leverage their strengths, such as trust, personalization, and niche appeal. The study underscores branding as a vital intangible asset that enhances company valuation, financial stability, and strategic growth. The proposed framework provides a practical approach for small enterprises to assess and strengthen their brand value.

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