

"To explore the awareness amongst residents and non-residents regarding Sialkot as a city brand and in particular as an industrial city brand"



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ABSTRACT

The thesis is regarding the concepts of nation and place branding. Both concepts are relatively new but very much valid since, due to certain factors such as globalization and technological development, different cities, regions as well as nations have started to compete with each other in order to prove themselves to be more attractive to the “prospective customers” than as to what is being provided or promised by the competitors. The concept of prospective customers is now very valid considering that now it’s a deliberate effort in order to attract customers in order to increase the possibility of being engaged in an economic activity.

Pakistan, like the other countries in the world, has to compete with other nations in order to ensure their economic stability. But in order to develop Pakistan into a strong nation brand, strong place brands are needed to be developed. As the argument provided, a city or a place brand focuses on the tangible dimensions whereas the nation brand would focus on the emotional dimensions of a nation. Pakistan has been facing with issues such as terrorism. Keeping this fact in mind, we can think of several new avenues which can be used for increasing the level of economic activity and development. One of them could be the branding of Sialkot on the basis of its strong industry. In order to understand the potential of branding Sialkot on the basis of its industrial presence, understanding the awareness of the residents and non-residents of Sialkot regarding place branding is required.

A qualitative research was conducted and interviews were taken so that a deep and thorough understanding of the concepts could be developed. From the analysis, it was deduced that the respondents could identify the meaning of the concepts of nation and place branding. But, they lacked a deeper knowledge of the concepts. Many could not clearly identify the requirements, roles and responsibilities for developing strong city brands.

It was concluded that both the concepts require more research work. Moreover, people are needed to be educated regarding the concepts and the stakeholders are supposed to be

advocated regarding their roles and responsibilities in the branding process. After all, it's a collective effort when it comes to this sort of branding.

Contents

1	INTRODUCTION	1
2	LITERATURE REVIEW	5
2.1	Brand	5
2.2	Nation branding.....	6
2.2.1	Why nation branding?.....	7
2.2.2	Competitive Identity	8
2.3	Place Branding	9
2.4	Place brand	9
2.4.1	Stakeholder Engagement	12
2.4.2	The Destination Promise.....	13
2.4.3	City brand hexagon.....	14
2.5	Pakistan as a Nation or Place Brand?.....	16
2.5.1	Sialkot	17
2.6	Gap in Literature	19
2.7	Research Statement	19
2.8	Research Objectives	19
3	METHODOLOGY	20
3.1	Nature of the Research	20
3.2	Qualitative and exploratory positioning.....	20
3.3	Inductive Approach	21
3.4	Data Collection method.....	21
3.4.1	In-depth interviews	21
3.4.2	Sampling	23
3.5	Data Interpretation.....	24
3.6	Ethical Concerns	24
4	RESEARCH FINDINGS AND ANALYSIS.....	25

4.1	Introduction	25
4.2	Awareness among respondents regarding the concepts of Nation and Place branding:	25
4.2.1	Analysis:	27
4.3	Perception regarding Sialkot as an industrial city brand.....	29
4.3.1	Analysis.....	30
4.4	Role of government highlighted by the respondents:.....	32
4.4.1	Analysis.....	33
4.4.2	Strategies put forth by the respondents.....	35
4.4.3	Analysis.....	37
5	CONCLUSION, RECOMMENDATIONS AND REFLECTIONS.....	40
5.1	Conclusion.....	40
5.2	Recommendations	42
5.2.1	For Government	43
5.2.2	For Academia.....	45
5.3	Reflections.....	47
6	Bibliography	49
7	Appendix.....	54