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Brand valuation - Senior care services industry

品牌价值评价 养老服务业

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Foreword

This document is in accordance with the provisions of GB/T 1.1-2020 "Guidelines for standardization work Part 1: Structure and drafting rules for standardization documents" Drafting is required.

Please note that some of the contents of this document may involve patents. The issuing organization of this document does not assume the responsibility for identifying patents.

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Brand Value Evaluation of Elderly Care Services

1 Scope

This document specifies the brand strength and evaluation process requirements for the elderly care service industry brand value evaluation, describes the evaluation model, and provides the participants Basic conditions for brand value evaluation.

This document is applicable to brand value evaluation of organizations engaged in the elderly care service industry.

2 Normative references

GB/T 29187

GB/T 29188

GB/T 35796

GB/T 37276

GB/T 39654

GB/T 43153

3 Terms and definitions

The terms and definitions defined in GB/T 29187, GB/T 29188, GB/T 35796, GB/T 39654 and GB/T 43153 apply to This document.

4.1 Overview

The brand strength evaluation indicators of the elderly care service industry include tangible factors (K1), quality factors (K2), innovation factors (K3), service factors (K4), and The specific evaluation criteria can be determined based on the type of elderly care services and the resources and capabilities of the organization in providing elderly care services.

For evaluation examples and explanations of various levels of indicators for brand strength of elderly care services, please refer to Appendix A.

4.2 Evaluation Metrics

K14.2.1 Tangible elements () Evaluation indicators should include but are not limited to. Organization size;- Material resources;- Financial characteristics. -