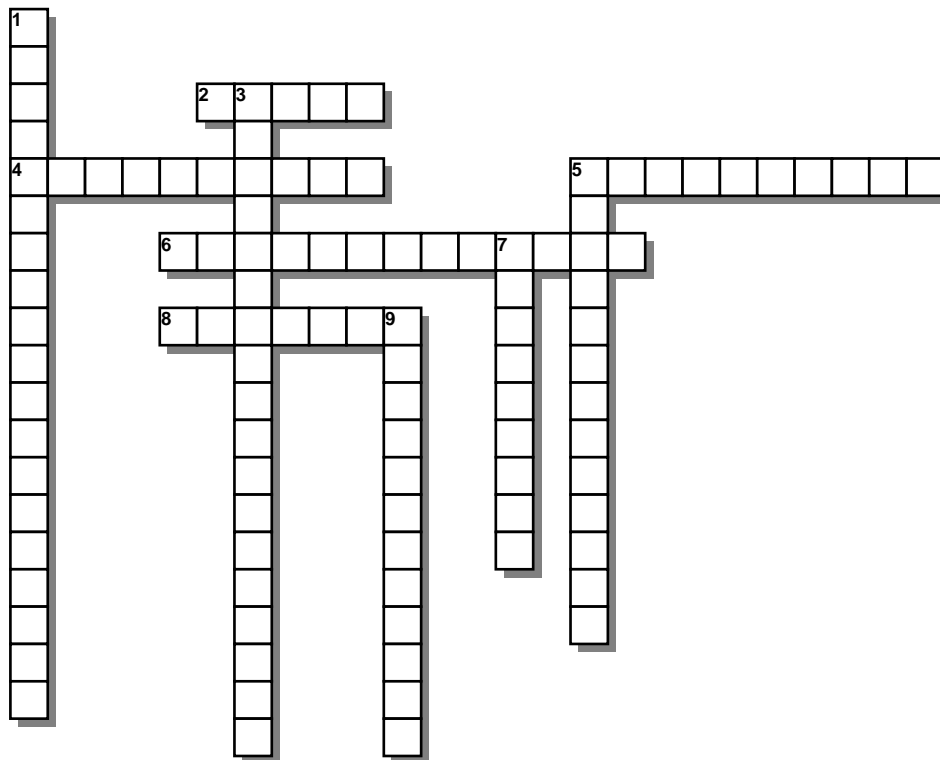


Nivea



Across

- 2 - A name, symbol or design used to identify a specific product and to differentiate it from its competitors
- 4 - A systematic process that seeks to determine the worth, value or meaning of something
- 5 - Nivea is a brand owned by this international company
- 6 - A written marketing strategy that includes objectives and specific details of how the strategy will be achieved
- 8 - Money that is earned in trade or business, after paying the costs of producing and selling goods and services

Down

- 1 - Long-term plans designed to enable an organisation to identify and meet the wants and needs of its customers
- 3 - The earnings received on investment, including dividends, interest or other income, and realised capital growth
- 5 - How well customers identify with the brand
- 7 - The way in which products and services are made known to customers, through a range of activities
- 9 - An assessment which identifies and evaluates the market inside and outside the business

Possible Answers:

Beiersdorf, SWOT analysis, brand, brand affinity, evaluation, marketing plan, marketing strategies, profits, promotion, return on investment