

Glossary

1. **Brand** the name, term, sign, symbol or design or a combination of them intended to identify goods and services of one seller or group of sellers and to distinguish them from those of competitors (American Marketing Association).
2. **Branding** is the business process of managing your trademark portfolio so as to maximize the value of the experiences associated with it, to the benefit of your key stakeholders, especially current and prospective
3. **Brand Elements** are those characters or symbols which are devices like name, term, sign and symbols dissimilar, different and unique to differentiate the products in the same category.
4. **Brand Associations** are those attributes of the brand which are immediately recalled on the mention of a brand.
5. **Products** are defined as anything we can offer to a market for attention, acquisition, use or consumption that might satisfy a need or want (KKKJ, 2009)
6. **Services** are those economic activities which are produced and consumed at the same time. It is an activity or benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything (KKKJ, 2009)
7. **Tangible** is that nature of the products or services that can be perceived by touch like the buildings, toys and cars
8. **Intangible** is that nature of the products or services that cannot be perceived by touch like Patents, Goodwill, trademarks.