

Glossary

- 1. FMCG** is a short form for the fast moving consumer goods. Fast moving consumer goods are consumer goods like eatables, soaps, shampoos which has a high demand and it moves off the shelves very fast
- 2. Brand Line** consists of all products manufactured and sold by the It comprises of the original and the line and category extension
- 3. Brand Dilution** is reducing the value of the brand or its brand equity. This comes into play when the customer finds it difficult to associate the product with any specific association
- 4. Brand Mix** is the mix of all the different assortment of products and brands. The manufacturer or the seller defines it as a set of brand lines made available to the buyers.
- 5 Brand Identity** tells the customer what the product is really about. It is the image portrayed by the manufacturer from the source itself.
- 6 Brand Rejuvenation** is a necessity for the firms, it is an indication to introduce changes or come out with a new product when the brand in its maturity stage starts loosing the profitability.