

U3.09 - Print & Cut Flashcards

Cut along the card edges. Each card shows the question on top and the answer underneath.

CARD 1

What is a brand?

The name, logo, slogan, design, symbols, colours, reputation and identity that distinguish a business or product from competitors.

CARD 2

What is a global brand?

A brand that is recognised, trusted and valued across multiple countries, usually with a consistent identity and brand message.

CARD 3

What are the major benefits of having a global brand?

Brand recognition, a larger customer base, common brand values, customer trust, economies of scale, competitive advantage, risk diversification and an extended product life cycle.

CARD 4

How does a global brand increase brand recognition and customer trust?

Customers may already know and trust the brand before it enters a new market, making it easier to attract first-time and repeat purchases.

CARD 5

How can a global brand create a larger customer base?

The business can appeal to customers across multiple countries rather than relying only on its domestic market, increasing sales and growth opportunities.

CARD 6

How can common brand values benefit a global business?

A consistent message helps customers in different countries understand what the brand stands for, making marketing clearer and more consistent.

CARD 7

How can a global brand create economies of scale?

The business can reuse similar branding, packaging, advertising and product designs across countries, spreading costs across more customers and markets.

CARD 8

How can a global brand create competitive advantage?

A recognised brand can help the business stand out, build loyalty, support premium pricing and compete against less recognised rivals.

U3.09 - Print & Cut Flashcards

Cut along the card edges. Each card shows the question on top and the answer underneath.

CARD 9

How can a global brand reduce risk and extend product life?

Sales across several countries can reduce reliance on one market, while products can be introduced into new countries after demand slows elsewhere.