



1. What group of customers were NIVEA targeting in marketing of their new Beauty set?

NIVEA challenge was to reach smaller budget than competitors across different countries. The retail target market was 18-25, previously focused only on the beauty-conscious, affluent fashion and beauty line products with extra benefits.

2. List out a brief definition of Market Research and their various structures.

The definition of Market Research is involves the systematic gathering, recording and analyzing of data about customers, competitors and the market. This helps marketers to companies by supplying essential information to solve marketing challenges and focus with marketing decisions. Also this market research helps a company create and develop an up-to-date and relevant marketing strategy.

High-quality market research has independent source that long-term beyond the business, collecting and understanding their data collected for the

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