

Lesson 03

Products and Brands



Raw materials ≠ Finished goods
Line = range
Catalogue = mix = portfolio
own-brand product = own-label product
generic products = generics

Word combinations with 'product'

Catalogue (BrE), **catalog** (AmE), **mix** or **portfolio**: a company's products, as a group

Line or **range**: a company's products of a particular type.

Lifecycle: the stages in the life of a product, and the number of people who buy it at each stage.

Positioning: how a company would like a product to be seen in relation to its other products, or to competing products.

Placement: when a company pays for its products to be seen in films and TV programmes.

Goods: can refer to the materials and components used to make products, or the products that are made. Here are some examples of these different types of goods: Consumer goods that last a long time, such as cars and washing machines, are **consumer durables**. Consumer goods such as food products that sell quickly are **fast-moving consumer goods**, or **FMCG**.

Brands and branding: **A brand** is a name a company gives to its products so they can be easily recognized. This may be the name of the company itself: the make of the product. For products like cars, you refer to the make and model, the particular type of car, for example, the Ford (make) Ka (model).

Brand awareness or **brand recognition** is how much people recognize a brand. The ideas people have about a brand is its **brand image**. Many companies have **a brand manager**. **Branding** is creating brands and keeping them in customer's minds through **advertising**, **packaging**, etc. A brand should have a clear brand identity so that people think of it in a particular way in relation to other brands. A product with the retailer's own name on it is an **own-brand product** (BrE) or **own-label product** (AmE). Products that are not branded those that do not have a brand name, are **generic products** or **generics**.

Reference: Bill Mascull, *Business vocabulary in use*, Cambridge University Press, 2002

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