



11. What group of customers were NIVEA targeting in marketing of their anti-foam shaving gel?

NIVEA challenge was to reach smaller budget than competitors across different countries. The retail target market was 18-25, primarily men and also some beauty-conscious, health-conscious and women who probably will shave sometimes.

12. List out a brief definition of Market Research and its 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 bring with marketing decisions. And 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 history of the business, including and understanding their data collected for the

# Nivea Marketing Case Studies With Solutions

**Patrick De Pelsmacker, Maggie  
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ucraina paura alla centrale nucleare di chernobyl cosa può - Oct 25 2022

web feb 26 2022 dopo pesanti combattimenti infatti le truppe russe hanno occupato l'intera area di chernobyl negli scontri sarebbe stato colpito un impianto di stoccaggio di scorie nucleari e il timore pertanto è che si registri un aumento delle radiazioni entriamo quindi nei dettagli e vediamo cosa sta succedendo

**chernobyl storia vera il disastro nucleare del 1986** - Aug 23 2022

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web sep 23 2019 il 26 aprile 1986 è una data ormai ben fissata nella memoria di tutti perché proprio in quel giorno avvenne il famoso disastro di chernobyl presso la centrale nucleare lenin situata in ucraina a 3 km dalla città di prypjat e a 18 km da quella di chernobyl

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**chernobyl al teatro fontana rivive l'incubo della centrale msn** - Apr 18 2022

web chernobyl è un incubo senza fine a distanza di oltre trent'anni le conseguenze del terribile scoppio del reattore 4 continuano a farsi sentire l'ultima appena riportata dalla cronaca è