

Level of production in Mercedes Benz

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Abstracts

Mercedes Benz came into being after merger of Mercedes and Daimler in 1926 and it is leading producer of luxury cars around the world. The products include luxury buses, cars and coaches (Mercedes-Benz, 2016). The company operates under the brand name of Mercedes-Benz. Brand mark is a symbol or sound that enables recognition of brand such as for Mercedes it is a “three pointed star” that is enclosed in circle. It represents the excellence and mastery of engineering. Trade mark includes any name, symbol or design that enables the company to get its product distinguished from rival firms. Trade mark includes the enclosed star symbol and name “Mercedes-Benz” at bottom. The company has copy rights for its trade mark and products (Car Brand Names.com, 2015). Cont... (300 words of this report)

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