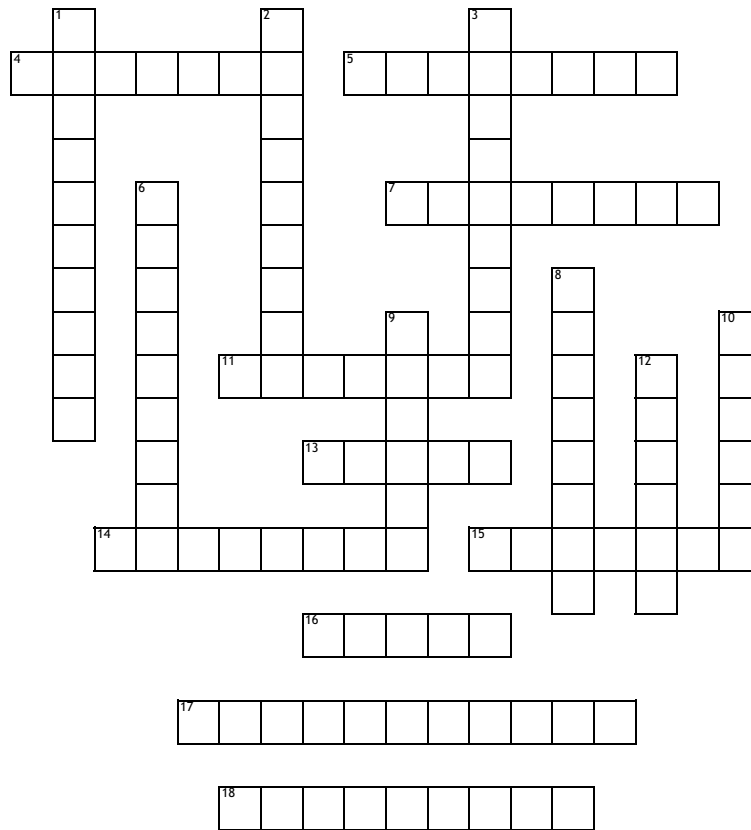


Marketing vocabulary



Across

4. Description of a typical customer
5. Something expensive compared to other products of the same type
7. How much a company thinks it will sell in a period
11. Alter a product or service to change the way that people think about it
13. Set of products made by a company
14. Information about what consumers want or need
15. A group of customers of similar age, income level and social group
16. Things people buy for their own use
17. The percentage of sales a company has
18. Length of time people continue to buy a product

Down

1. The combination of products that a company has to offer
2. Start selling goods or services in a new market
3. A market filled so completely that no more products can be added
6. Length of time people continue to buy a product
8. A programme of advertising activities over a period, with particular aims
9. Introduction of a product to the market
10. How much a company wants to sell in a period
12. An amount of money available for advertising during a particular period