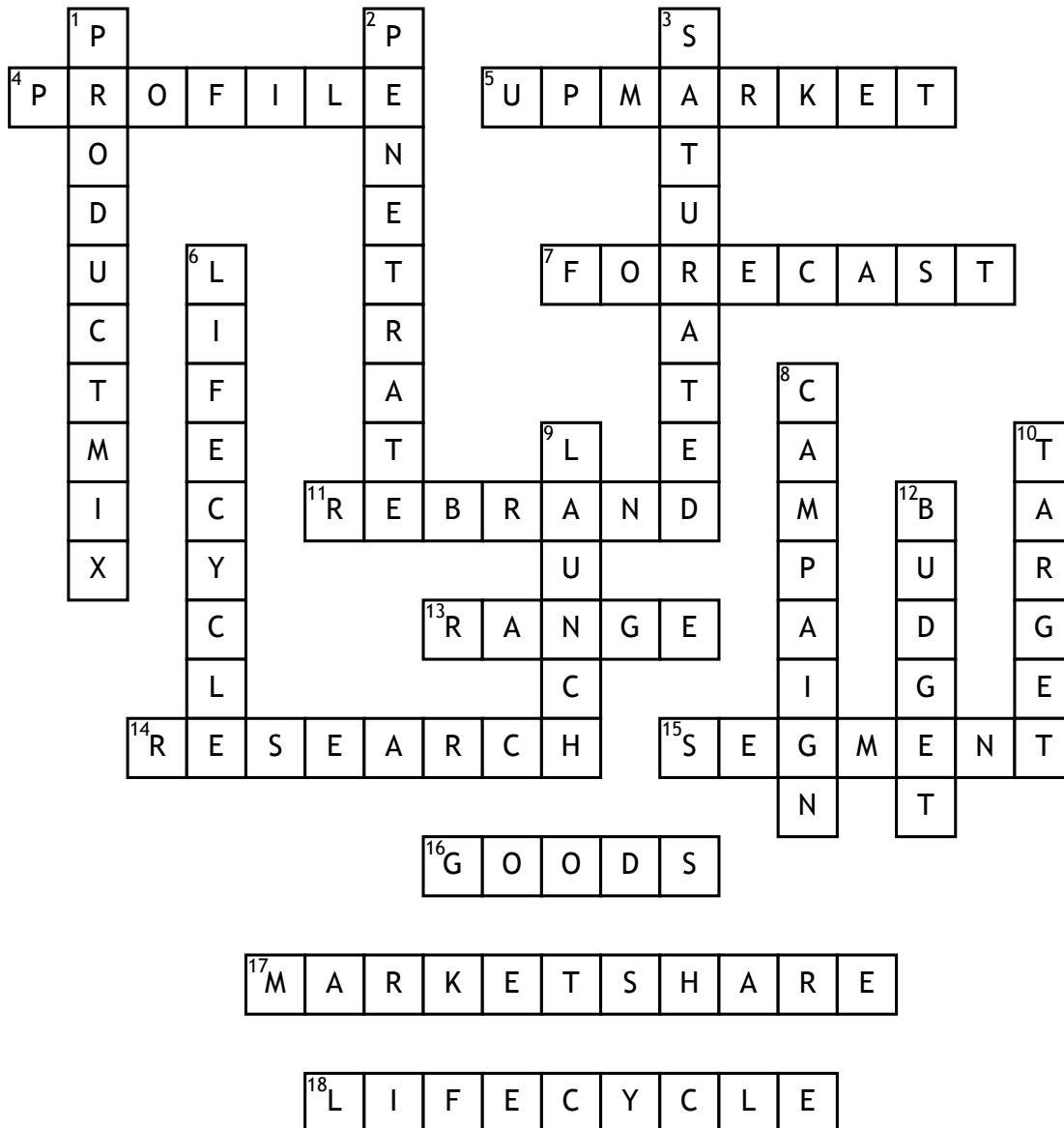


Name: \_\_\_\_\_

Date: \_\_\_\_\_

# 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