Name:	Date:
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Marketing Mix

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								S									
	² P							Υ				³ P				⁴ P	
	R							С				R				R	
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Across

- **6.** when a percentage mark up is added to the cost of producing a good or service to calculate the selling price
- **8.** based on the prices charged by competitors, maybe the same or slightly lower, firms will try to compete on other aspects of the marketing mix
- **9.** Creating a feature or characteristic within a brand that makes it stand out
- **10.** A promotional method that involves the creation of an identity for the business that distinguishes that firm and its products from other firms

Down

- 1. occurs when a firm sets a price for the product in order to entice the customer into making a purchase by making it sound cheaper than it actually is
- 2. the combination of promotional activities that a firm uses in order to create and general sales
- **3.** prices are set low for a short period of time to force competitors out of the market
- **4.** involves setting a low initial price for a new product in order to get a foothold in the market and gain market share
- 5. the part of the desgn mix other than cost and function
- **7.** involves setting a high initial price for a new product in order to recoup costs