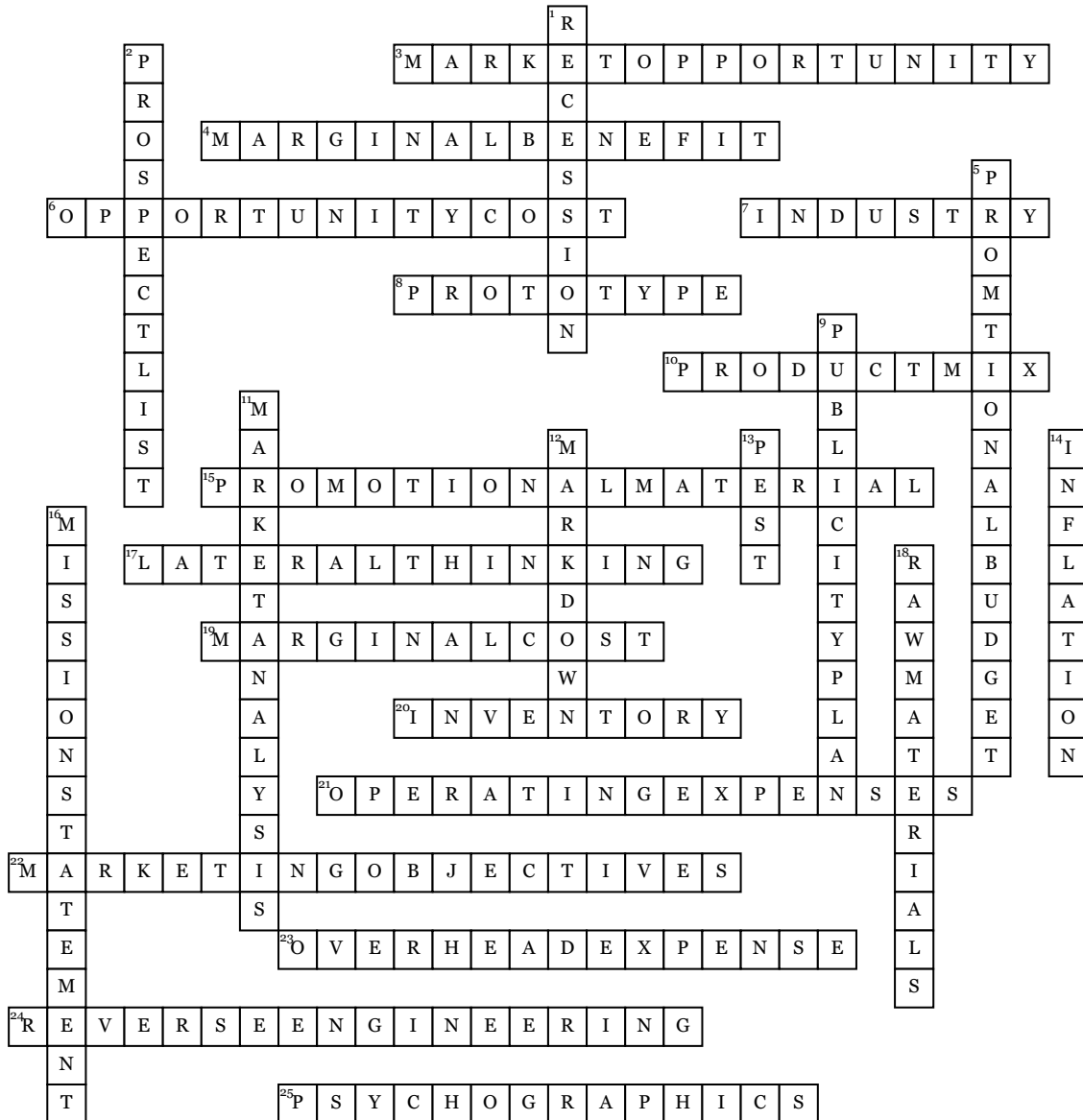


Name: \_\_\_\_\_

# Marketing Cross-word



## Across

- 3.** The definition of a marketing opportunity analysis looks at the current state of an industry or market in order to determine where there is room to attract more customers, introduce new products, sell products or achieve company growth.
- 4.** measures the advantages of producing one additional unit of a good or services.
- 6.** the loss of potential gain from other alternatives when one alternative is chosen:
- 7.** 1.economic activity concerned with the processing of raw materials and manufacture of goods in factories:
- 8.** 1.a first, typical or preliminary model of something, especially a machine, from which other forms are developed or copied:
- 10.** The Product Mix also called as Product Assortment, refers to the complete range of products that is offered for sale by the company. In other words, the number of product lines that a company has for its customers is called as product mix.
- 15.** Promotional materials can include sales collateral material, advertisements and even small, everyday products that contain the name and phone number of a business.
- 17.** solving problems through an indirect or creative approach

- 19.** measures the disadvantages of producing one additional unit of a good or service

- 20.** a complete listing of merchandise

- 21.** is any expense associated with the general, sales, and administrative functions of an entity. This expense is not associated with production activities

- 22.** Marketing objectives are goals set by a business when promoting its products or services to potential consumers that should be achieved within a given time frame. In other words, marketing objectives are the marketing strategy set in order to achieve the overall organizational objectives.

- 23.** Overheads are the expenditure which cannot be conveniently traced to or identified with any particular cost unit.

- 24.** the reproduction of another manufacturer's product following detailed examination of its construction or composition.

- 25.** the study and classification of people according to their attitudes, aspirations, and other psychological criteria, especially in market research.

## Down

- 1.** In economics, a recession is a business cycle contraction which results in a general slowdown in economic activity. Macroeconomic indicators such as GDP (gross domestic product), investment spending, capacity utilization, household income, business profits, and inflation fall, while bankruptcies and the unemployment rate rise.

- 2.** a list of potential customers or clients

- 5.** A specified amount of money set aside to promote a business' or organization's products or beliefs.

- 9.** outlines the specific actions you intend to carry out to interest potential customers and clients in your product and/or service and persuade them to buy the product and/or services you offer.

- 11.** Presents research for business on customer profiles

- 12.** amount of money taken off an original price

- 13.** is an acronym for Political, Economic, Social and Technological. This analysis is used to assess these four external factors in relation to your business situation.

- 14.** a general increase in prices and a fall in the purchasing value of money.

- 16.** a formal summary of the aims and values of a company, organization, or individual.

- 18.** the basic material from which a product is made.