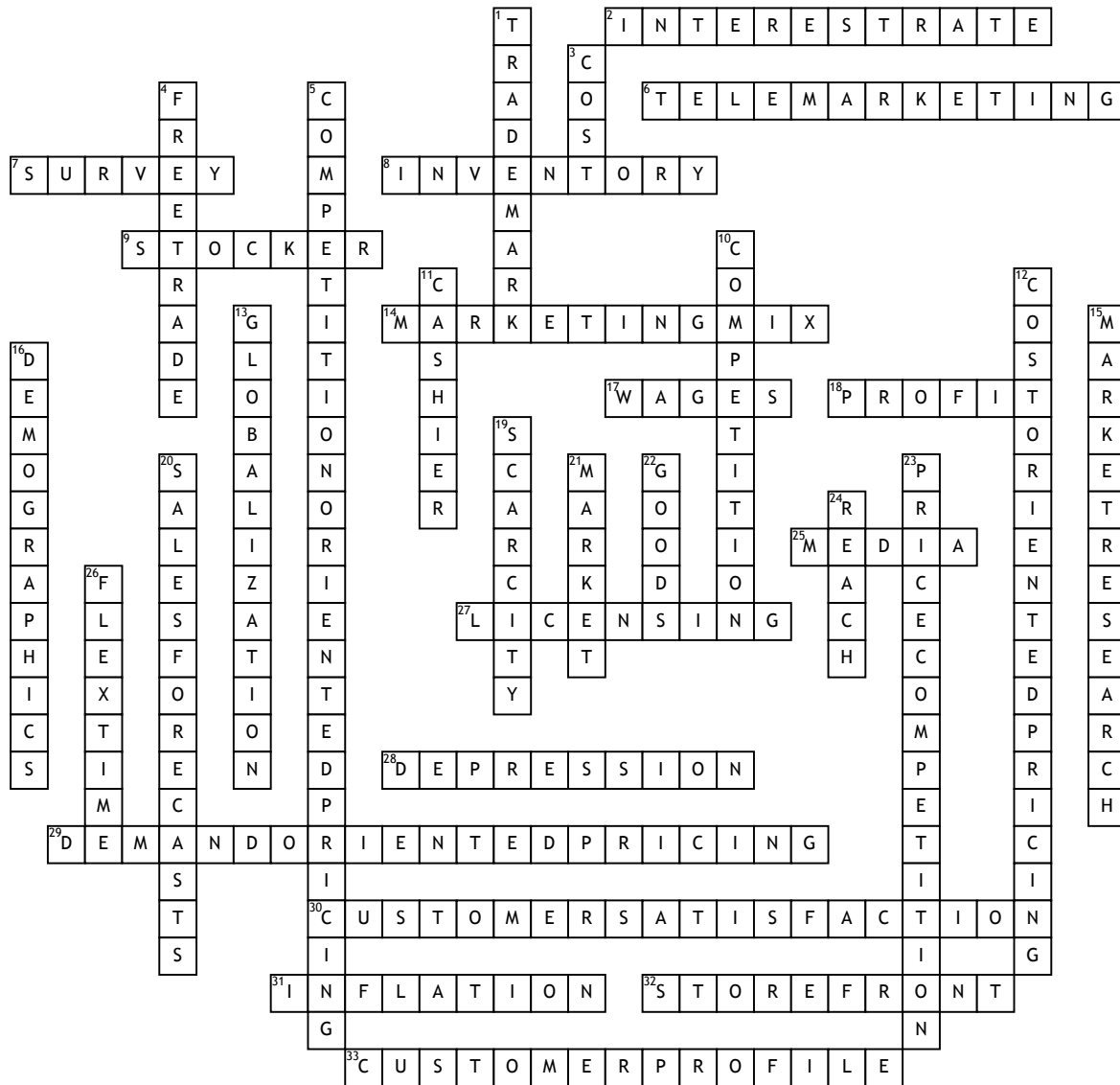


Name: _____

Date: _____

MARKETING AND RETAIL VOCABULARY WORDS



Across

2. The percentage of the loan amount that you must pay in interest each year (example 9% per year).
6. The process of selling over the telephone.
7. A series of questions asked to a selected group of people.
8. The total amount of goods a business has. These may be in a backroom or out on the sales floor. Sometimes referred to as stock.
9. Person who replenishes shelves in a store.
14. The four basic marketing strategies, called the four Ps: product, place, price, and promotion.
17. Payments to employees based on hours or days worked.
18. The revenue of your store minus all expenses over some period of time.
25. Method used to deliver advertising messages to the public, such as TV or radio.
27. The process of letting another company use a trademark, patent, special formula, company name, or some other intellectual property for a fee or royalty.
28. A period of prolonged recession.
29. Setting prices based on what customer is willing to pay for.
30. Opinion of customers about a particular aspect of a business, such as a customer service.
31. A period of rising prices

32. The exterior of a store generally facing the street including signage and windows.

33. A list of information about a target market, such as age, income level, ethnicity, occupation, attitudes, lifestyle, and geographic residence.

Down

1. A brand name, brand mark, trade name, trade character, or a combination of these elements that is given legal protection by the federal government.
3. What it costs your store to purchase from a supplier.
4. Commercial exchange between nations that is conducted on free market principles, without tariffs, import quotas, or other restrictive regulations.
5. Setting prices based on competitor's prices. Setting prices lower than a competitor will generally draw more customers to your store.
10. The struggle between companies to attract new customers, keep existing ones, and take away customers from other companies.
11. Person who collects money from customers in a retail establishment.
12. Setting prices based on cost. Usually prices are set as a multiple of cost, such as 1.2 times the cost.
13. The process of selling the same product and using the same promotion methods in all countries.
15. The Steps taken to collect marketing information required to make intelligent business decisions.

16. Statistics that describe a population in terms of personal characteristics such as age, gender, income, marital status, ethnicity, education, and occupation.

19. The difference between what consumers want and need and what the available resources are.

20. The projection of probable future sales in units or dollars.

21. A group of similar people with the same type of product needs or wants who may potentially buy a certain good or service.

22. Tangible items of monetary value that satisfy needs and wants.

23. The sale price of a product; the assumption is that consumers will buy the product with the lowest price.

24. The number of people who will see or hear an advertisement.

26. A program that allows workers to choose their work hours.