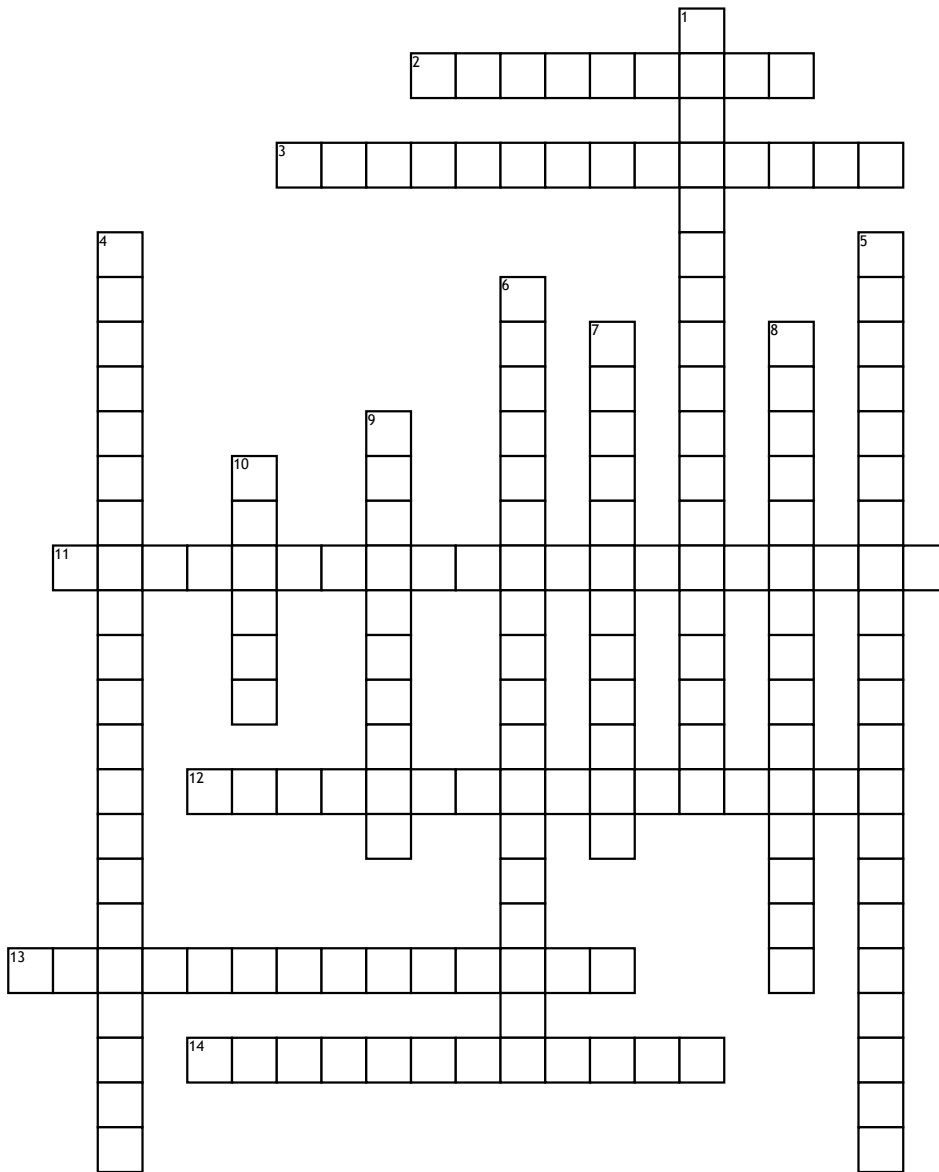


Name: _____

Date: _____

Business Ch.13 vocab



Across

2. Process of creating, promoting, and presenting a product or service.

3. Gathering and analysis of information on the size, location, and makeup of a market.

11. Involves one or more intermediaries.

12. Involves determining the wants and needs of customers and providing them more efficiently.

13. Point when total revenues, or sales, equal total costs and expenses.

14. 4 P's: Product, Place, Price, and Promotion.

Down

1. When goods or services are sold from the producer directly.

4. Building and maintaining relationships with customers.

5. Pathway to direct products to consumers.

6. The division of a market of a product into groups of customers who have the same needs and traits.

7. Facts about the population.

8. Helps companies focus on the people most likely to buy their goods or services.

9. Offering a product in a limited market for a limited time.

10. A group of customers who share common wants and needs.