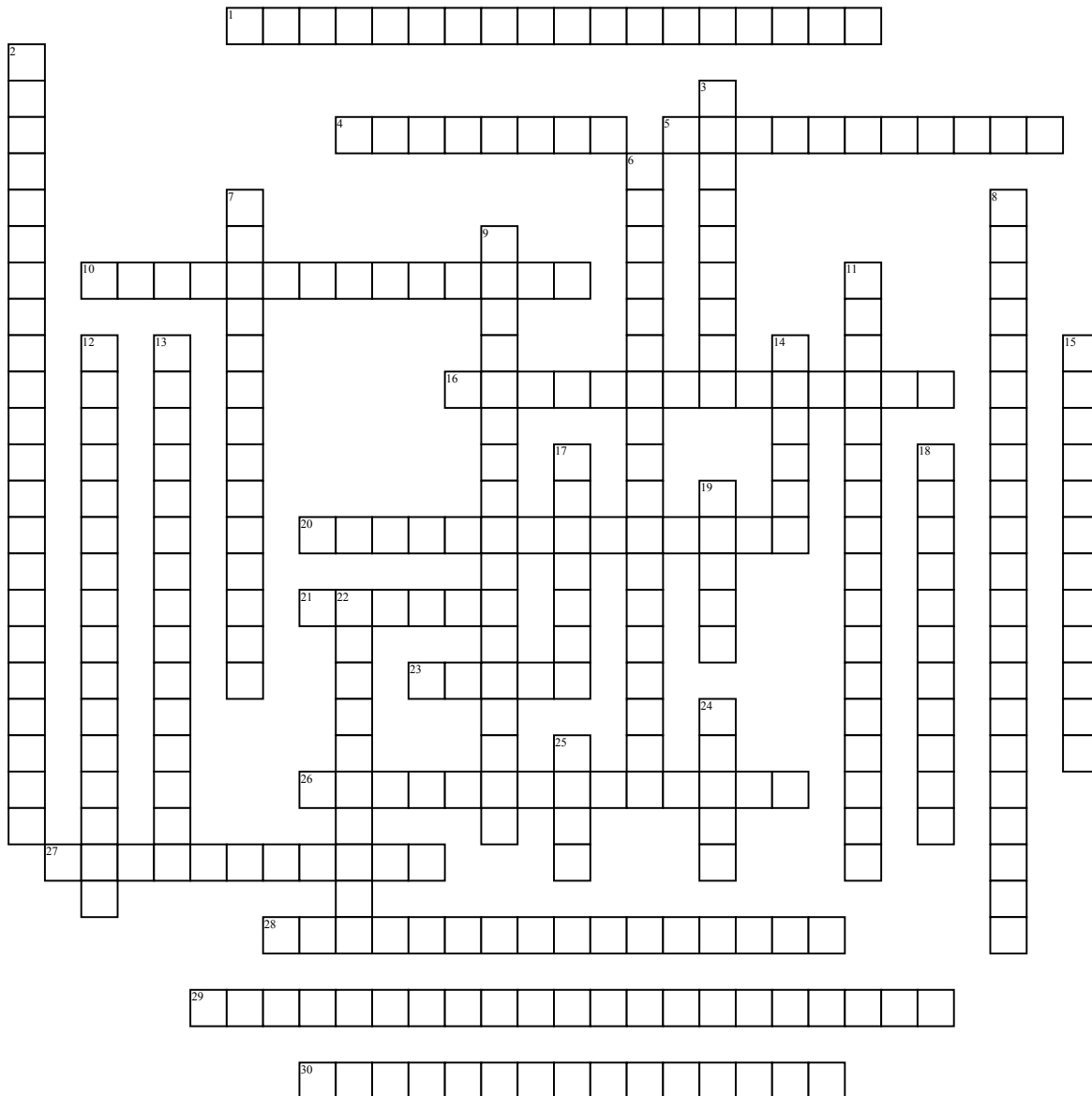


Name: \_\_\_\_\_

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

# The Marketing Plan- Chapter 7



## Across

1. The gathering, processing, reporting, and interpreting of market information  
 4. Augmented\*Product: Basic product/service plus extra or unsolicited benefits to the  
 5. (\_\_\_\_\_ to Forecasting) Unique new business circumstances ; Lack of familiarity with quantitative methods ; Lack of familiarity with the forecasting process  
 10. Basic physical product/service that delivers the benefits  
 16. A type of competitive strategy in which cost and differentiation-based advantages are achieved within narrow market segments  
 20. A prediction of how much of a product or service can be sold within a market in a defined period of time  
 21. conditions that make forecasting \_\_\_\_\_ ; 1) established business, 2) experienced manager, 3) entrepreneur familiar with forecasting techniques  
 23. Marketing\*Ingredients: A group of (1) customers or potential customers who have (2) purchasing power and (3) unsatisfied  
 26. A strategy that recognizes the existence of several distinct segments but focuses on only the most profitable segment  
 27. A method for collecting primary data that includes surveys, personal interviews, and experiments  
 28. A description of potential customers in a target market

29. A strategy that recognizes different preferences of individual market segments and develops a unique marketing mix for each  
 30. All potential buyers in various submarkets are identified and then the estimated demand is added up (bottom up)  
**Down**  
 2. The parameters used to distinguish one form of market behavior from another for the purpose of market segmentation  
 3. Conditions that make forecasting more \_\_\_\_\_ ; 1) new venture, 2) limited managerial experience, 3) poor understanding of forecasting techniques  
 6. Use of sales as the predicting variable  
 7. (chain-ratio method) Forecasting begins with a macro-level variable and works down to the sales forecast  
 8. Specific characteristics that describe customers and their purchasing power  
 9. All marketing efforts begin and end with customers. The focus is on consumers' needs, which is most consistent with long-term success of the firm  
 11. Specific characteristics that distinguish market segments according to the benefit sought  
 12. Entrepreneurs may have strong production skills and weak marketing skills

13. An evaluation process that encompasses market segmentation, marketing research, and sales forecasting  
 14. Unsegmented\*Strategy: (Mass Marketing), A strategy that defines the total market as the target  
 15. Fundamental benefit or solution sought by customers  
 17. Interpreting: the final step in the marketing research  
 18. Sales\*Oriented: Favors product sales over production efficiencies and customer  
 19. Indirect\*Forecasting: Use of related variables related to sales as proxies to project future  
 22. Product\*Oriented: Emphasizes development of the product and production efficiencies over other  
 24. Market\*Segmentation: The division of a market into several smaller customer groups with similar  
 25. Small\*Business\*Marketing: Business activities that direct the creation, development, and delivery of a bundle of satisfaction from the creator to the targeted user and that satisfy the targeted