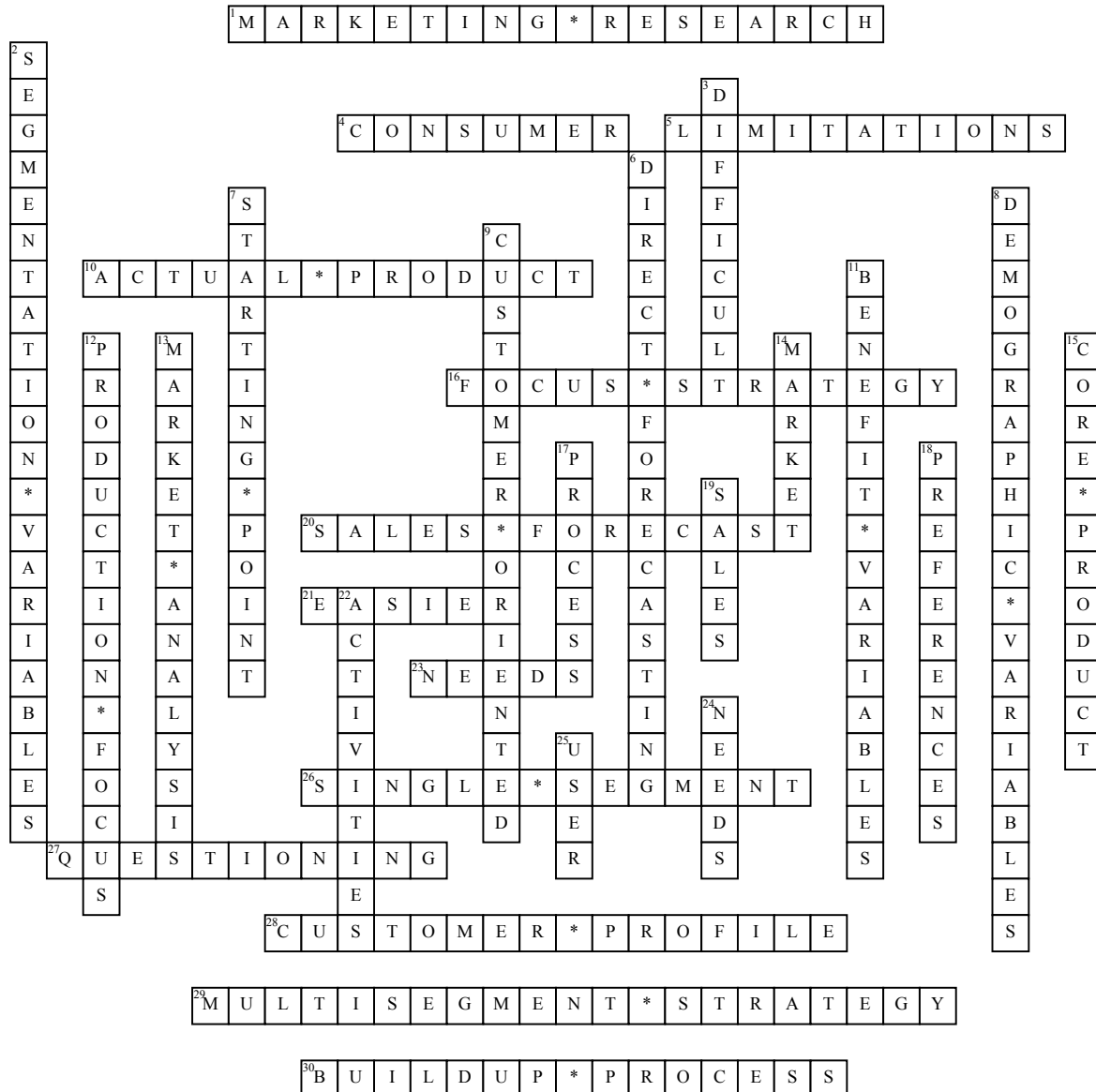


The Marketing Plan- Chapter 7



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