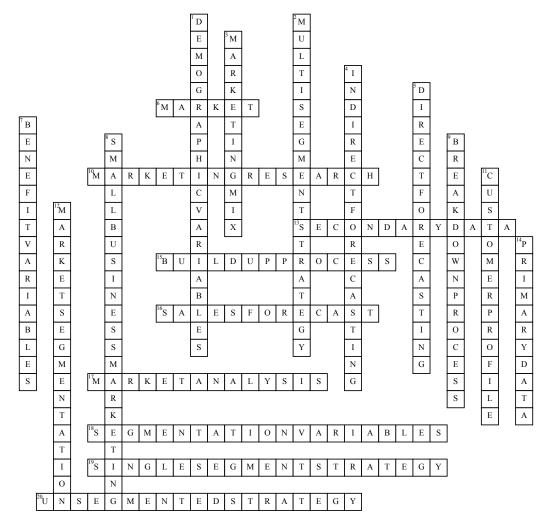# Chapter 7: The Marketing Plan

Across

6. a group of customers or potential customers who have purchasing power and unsatisfied needs

10. the gathering, processing, interpreting, and reporting of market information.

13. market information that has been previously compiled

15. a forecasting method in which all potential buyers in a target market's submarkets are identified and the estimated demand is added up

16. a prediction of how much of a product or service will be purchased within a given market during a specified time period

17. the process of locating and describing potential customers

18. the parameters used to distinguish one form of market behavior from another.

19. a strategy that recognizes the existence of several distinct market segments but focuses on only the most profitable segment

20. a strategy that defines the total market as the target market

Down

1. specific characteristics that describe customers, their purchasing power, their consumption patterns, and other factors

2. a strategy that recognizes different preferences of individual market segments and develops a unique marketing mix for each

3. the combination of product/service, pricing, promotion, and distribution activities

4. a forecasting method in which variables related to sales are used to project future sales

5. a forecasting method in which sales is the estimated variable.

7. specific characteristics that distinguish market segments according to the benefits sought by customers

8. – business that direct the creation, development, and delivery of a bundle of satisfaction from the creator to the targeted user.

9. a forecasting method that begins with a large-scope variable and works down to the sales forecast

11. a description of potential customers in target market

12. the division of a market into several smaller groups with similar needs

14. new market information that is gathered by the firm conducting research

Word Bank

Primary data	Direct forecasting	Buildup process	Marketing research
Market	Sales forecast	Marketing mix	Indirect forecasting
Demographic variables	Single-segment strategy	Unsegmented strategy	Segmentation variables
Benefit variables	Market segmentation	Customer profile	Multi-segment strategy
Market analysis	Small business marketing	Breakdown process	Secondary data