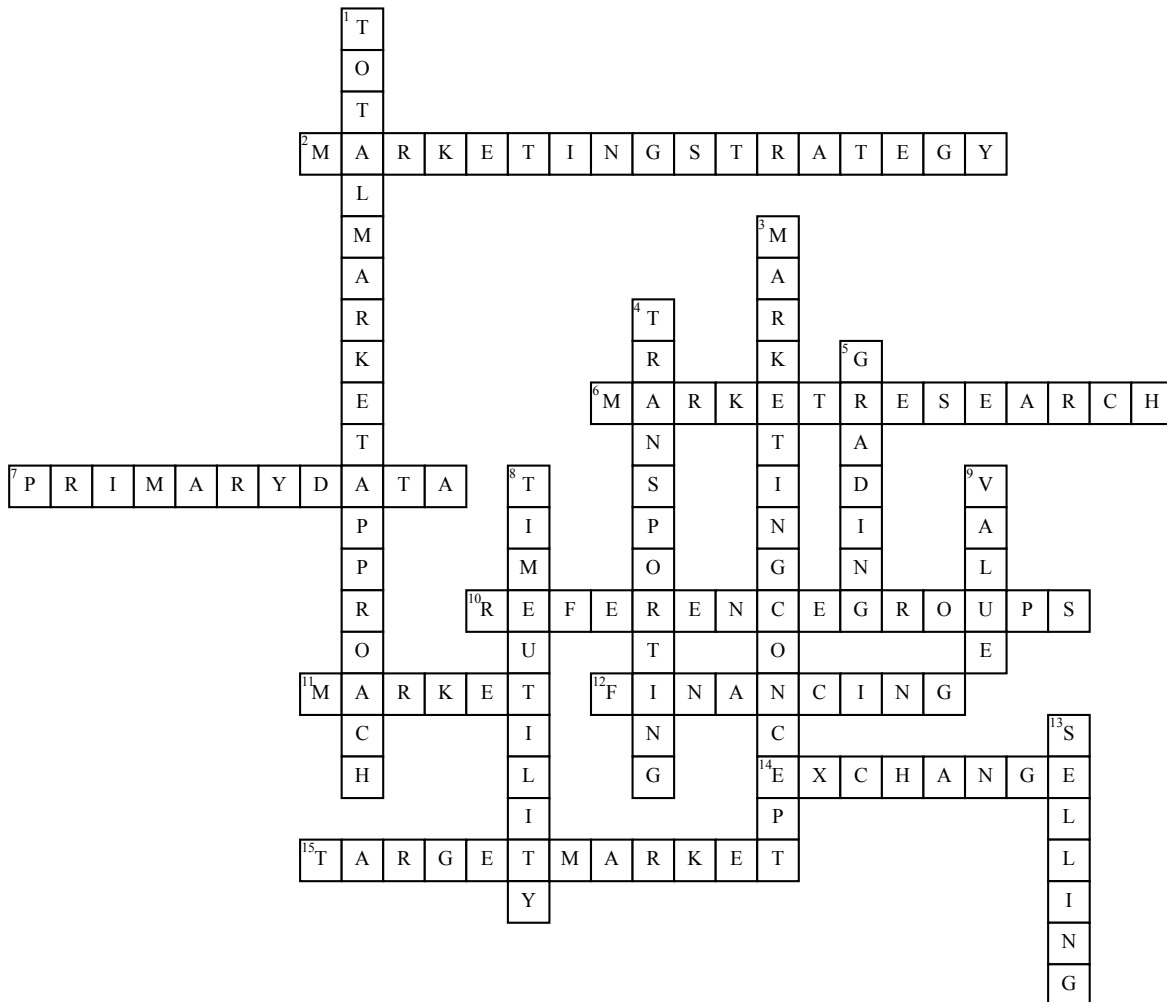


Chapter 11



Across

2. A plan of action for developing pricing, distributing, and promoting products that meet the needs of specific customers.
6. Strategy used to detect new trends.
7. Observed, collected, or recording directly from respondents.
10. Groups with whom buyers identify or attitudes they adopt.
11. A group of people who have a need, purchasing power, and the desire and authority to spend money on goods, services, and ideas.

12. The arrangement of credit to expedite the purchase.

14. The act of giving up one thing in exchange for something else.

15. A more specific group of customers on whose needs and wants a company focuses its efforts.

Down

1. Appealing to everyone with the assumption that all buyers have similar needs and wants.

3. The idea that an organization should try to satisfy customers' needs through coordinated activities that also allow it to achieve its own goals.

4. The process of moving products from the seller to the buyer.

5. Standardizing products by splitting them up into subgroups.

8. Being able to satisfy the demand of a product in a timely manner.

9. A customers subjective assessment of benefits relative to costs in determining the worth of a product

13. A persuasive activity that is accomplished through promotion.